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SEPTEMBER 24, 1938

15 Cents

# The Billboard

The World's Foremost Amusement Weekly



PHILLIPS H. LORD

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# The Billboard

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## 3 MAJOR CARNIVALS MERGE

### Ice Shows Look Forward to A Busy, Profitable Season

NEW YORK, Sept. 17.—All indications point to a big season for pro ice skaters and ice shows of all kinds. With Sonja Henie's popularity holding up and with several films on ice themes slated for early production, ice shows playing theaters, hotels, night clubs and auditoria ought to be able to work solid right thru the season. Miss Henie, whose *My Lucky Star* (20th Century Fox) is clicking, will do personal appearances and will not return to Hollywood until January. Altho the skating field has not yet developed another comparable name, several are being groomed by their managers for big dough. In the up-and-coming class are Evelyn Chandler, Bruce Mapes, Bess Ehrhardt and Brandt Sisters. Henie is the only solo attraction in the field, the rest of the ice units depending on the show as a whole and the novelty of ice skating to draw them in. Every ice show, however, features two or three principals who get most of the publicity build-up.

MCA's *Ice Follies* has closed its summer run at the Municipal Auditorium, Atlantic City, and has gone to Hollywood to start working on a film for Universal. The MCA ice show at the International Casino closes 20 weeks September 26. Nathan Wally, Dorothy Lewis, Sam Jarvis and the Simpson Sisters go into the Iridium Room of the St. Regis Hotel here October 6. Evelyn Chandler and Bruce Mapes are angling for a World's Fair job. Lou Brechler opened the new Gay Blades Ice Casino here yesterday. It is a

pop-priced ice rink that is using professional skaters as attractions.

The ice show set by Rockwell-O'Keefe Agency at the Hotel New Yorker the past half year goes into the Trocadero, Hollywood, September 27 for eight weeks. Norval Baptie and Gladys Lamb head the cast.

Harry Rogers' *St. Moritz Follies* has been renamed the *All-American Ice Carnival*, 22 people, and opened yesterday at the Hippodrome, Baltimore, with the Fox, Philadelphia, following. Features Dorothy Franey and Douglas Duffy. Herman Citron is agenting, and Ben Nudye is ice rink engineer.

Bobby McLean is heading an ice show called *A Night at St. Moritz* at the Lookout House, Covington, Ky. Eddie Kelly, Leota Bowers and Red Kelly are featured.

The current ice show at the College Inn, Chicago, is in its 18th week. Features the Brandt Sisters and was staged by Ice Shows Productions of Chicago.

### Issy Hirst Quits Burly Operation; Sticks to Booking

PHILADELPHIA, Sept. 17.—Issy Hirst says he is quitting house operation entirely and will stick to burlesque booking in the future.

First step in his plan to get out was relinquishment of his two houses here, the Troc and Bijou. Troc has been taken over on a deal by Jules Arliss, who managed it for Hirst. Arliss' term specifies he must book Hirst shows exclusively.

Hirst failed to renew his lease on the Bijou when it expired recently. House has been taken over by Milton Rosenbaum and associates and turned into a double-feature grind.

Hirst said he might temporarily take over another house here—presumably the Shubert—and open it with burly to keep out competition. As soon as he got it operating, he said, he'd seek someone to lease it to on a plan whereby he'd use Hirst shows. Shubert has been used by Max Wilner for burly past few seasons.

### 2,000,000 Witness Pittsburgh Sesqui With Week Yet To Go

PITTSBURGH, Sept. 17.—More than 2,000,000 people have already witnessed various events of Allegheny County Sesquicentennial, despite rain during past three days, with week to go yet. Including annual fair, *Western Gateway* (pageant), an aqua ballet, premiere of *The Last Measure* (drama), Mardi Gras, parades, regatta and free acts, sesqui has cost \$125,000 to date, with all bills yet untotaled.

Innovation at fair, closing tomorrow after eight-day showing, is pro acts. Secured after intervention of AFA and President Leo Abernathy of Pittsburgh Central Labor Union, county commissioners, thru Robert Beech, hired the Aerial Detieros from George Hamid thru Frank Cervone, and from Steve Forrest booked Billie Burke, juggler; Bill Stoker, acrobatic clown, and Curly Clark, fire eater. Yesterday commissioners added the McKnights, a traveling troupe, reported in the papers as stranded in Pittsburgh by illness and lack of funds. Budget for carnival fare, giving after-

### Royal Am., Beckmann-Gerety, Rubin-Cherry in Amalgamation

Amusement Corp. of America tentative title of group—Sedlmayr named president; Beckmann, board chairman; McCaffery, Velares, Grubergs other officers

CHICAGO, Sept. 17.—Terminating a three-day conference of carnival owners here, amalgamation of three major carnival organizations was perfected late on Friday, bringing a new set-up which the sponsors believe will mark the dawn of a new era in the carnival world. Principals in the merger are Royal American Shows, Beckmann & Gerety Shows and Rubin & Cherry Exposition. The new organization tentatively has chosen as a title Amusement Corp. of America. Carl J. Sedlmayr, general manager of the Royal American Shows, was named president; Fred Beckmann, one of the owners of the Beckmann & Gerety Shows, chairman of the board of directors, and J. C. McCaffery, general agent of Beckmann & Gerety, vice-president and general manager. Other officers named are Elmer C. Velare, of Royal American, treasurer; Barney S. Gerety, Beckmann & Gerety, secretary; Rubin Gruberg and Mrs. Annie Gruberg, of Rubin & Cherry, and Curtis J. Velare, of Royal American, vice-presidents.

The amalgamation is expected to have a far-reaching effect on the type of entertainment presented on midways and the general booking of midway attractions. Elmer Velare, as spokesman for new organization, told *The Billboard* that it was the thought of those in the combination that the merger is as much for the benefit of fairs as for the shows concerned. He declared that many savings can be effected, including better routing, more economical railroading, greater purchasing power and raising standards of personnel and of individual shows, etc.

"Thru these savings," he said, "we will be able to furnish much better shows to fairs than has been possible in the past. We also will be enabled to eliminate the conflict of dates that has always been the bane of the spring season."

#### Simmering Over Two Years

The idea for amalgamation of some carnivals has been simmering more than two years. During that time a number of meetings have been held, but the proposition has blown hot and cold. Early in the summer meetings were held by representatives of five shows and

(See 3 MAJOR on page 75)

### Plan 1938 Ft. Worth Casa MCA Makes Bid

FORT WORTH, Tex., Sept. 17.—Directors of the Casa Manana Association, which financed the four-week vaude show at the local open-air cafe-theater last month, decided to have a Casa Manana show in 1938. Group plans to raise sufficient guarantee by October 1 to insure a show opening June 30 and possibly running thru Labor Day, giving nine months in which to get top talent and to advertise the show.

The directors have agreed to double their subscriptions of this year. Subscriptions were made by about 100 individuals and firms. The group raised \$51,000 this year, \$16,000 of this going for permanent improvements.

City, which now owns the cafe-theater, plans to substitute concrete for the wood foundations to insure permanency for future shows.

The 1938 show caused about \$20,000 in show pay rolls to be kept in Fort Worth. This included \$5,800 for chorus (See PLAN 1938 on page 9)

### AFA, Agents in License Huddle

Union will explain its license system—wage scales set—meal gag barred

NEW YORK, Sept. 17.—Local agents are being invited by the American Federation of Actors to a meeting Wednesday in Aetors' Church Hall, where AFA officials will explain the workings of the union's agency licensing system.

The license system is slated to go into effect January 1, and the AFA wants to talk things over with the agents first. AFA's treasurer, Charles Mosconi, is explaining the licensing situation to agents making inquiries preparatory to the meeting.

Meanwhile, AFA's council has ratified the following vaude minimum salary figures: \$50 a week per person for the Strand Theater here; \$38.50 a week for chorus people; extra pay for any shows over four-a-day. Minimums for the other local houses will be set next. There will undoubtedly be at least three classifications, as compared with four minimum wage classifications for the local night club field.

AFA has opened negotiations with a committee representing the Broadway vaude houses, composed of Major L. Thompson (RKO) and Charles Moscovitz (Loew). Union had negotiated with Frank Phelps (Warner) on the Strand situation, but withdrew when Phelps urged that it negotiate with the Broadway theaters as a group.

AFA council has also ratified the minimum salaries for private entertainment jobs voted by the membership last month. Minimums are \$10 per person (See AFA, AGENTS on page 9)

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# LEGITIMATE'S 12-POINT PLAN

**PETER HOLDEN**  
(This Week's Cover Subject)

ALMOST every theatrical season unveils a new acting discovery and last year's was no exception. Peter Holden, aged 7, found himself the talk of the show world after the first night curtain of "On Borrowed Time" went down on his performance as Pud. Since that evening, early last spring, Peter has been delighting audiences who have been packing the theater to see him as well as to enjoy the Dwight Wiman production. As a result of his success the youngster seems well on the way to a long dramatic career, with an RKO picture contract to be fulfilled when "On Borrowed Time" closes as the next step.

Young Master Holden was born in Philadelphia. His mother is non-professional and his father is editor of the art, radio and music departments of News-Week magazine. Peter has a brother, Michael, four year old, who thus far has shown no Thespianic tendencies. Peter himself had no idea that he would turn into an actor the day that Tom Powers saw him playing in a hotel lobby and was so impressed that he put him on an amateur radio program. Result—bushels of fan mail and the aroused interest of casting agents. The play he is now in is his first professional engagement.

Altho the signs point to an acting future for him, Peter's present desires go beyond that to include a career in magic, sculpture, astronomy and music. This, of course, is subject to change without notice. His best girl at the moment is Peggy O'Donnell, also of the "On Borrowed Time" cast and one year older than her suitor. Peter has been to the movies, in which field RKO has big plans for him, only twice the past year, once to see "Snow White and the Seven Dwarfs" and the other time to gape at Errol Flynn's swashbuckling as Robin Hood.

## Convention Emerges With Dozen Resolutions, All Very General

Council's executive committee will appoint other committees to carry them out—only one committee from last year even made a report—p. a. bureau favored

By SOL ZATT

NEW YORK, Sept. 17.—After drawing up a 12-point program, directed toward the stimulation of interest in the legitimate theater, the second annual convention of the American Theater Council was brought to a close last Wednesday night at the Hotel Astor and the 500 delegates went back into hibernation for another year. But out of the hangover that bobbed up in succeeding days emerged an ambitious program for the restoration of everything that the theater has lost in the past decade. Many of the resolutions revolve around the most discussed single issue of the gabfest—the road—altho it is mentioned only vaguely as an attempt to establish "organized seasons of entertainment for the principal cities of the U. S."

The other proposals include: permanence of the American Theater Council and its annual conventions; barring of controversial subjects between different elements at the conventions; general efforts to advance the welfare of the theater; indorsement of the work of the Dramatists' Guild in selecting winners for the John Golden and Rockefeller (See *Convention Emerges* on page 32)

## Gilbert Named Manager Of Chi Civic Theater

CHICAGO, Sept. 17.—J. Charles Gilbert, for the past 12 years the Franz Schubert in *Blossom Time*, has returned to his home town as manager of the Chicago Civic Opera House and Civic Theater.

In his new post he is expected to inspire a greater operetta and musical comedy season at the Civic.

## Side Glances at AT Council Convention

NEW YORK, Sept. 17.—Arthur Hopkins, closing remarks at the first business session of the conclave, eliminated a great strain on the delegates nerves by saying, "I hope no one takes the time to assure us that the theater is dead." . . . That, more or less, took the wind out of a lot of sails that were about to embark. . . . The truth will out: Lawrence Langer related how the Theater Guild made its entrance in Chicago. It all came about thru Samuel Insull's deep love and aesthetic feeling for the arts—and Mrs. Insull's desire to be an actress. Need it be said that Mrs. I. was in the Guild's first show there. . . . When it was proposed that a bureau be set up to regulate road conditions, a punster sitting in the press section suggested that they call it the Bureau of Wits and Measures. . . . George M. Cohan remembered his old vaudeville days when he was called upon to deliver the opening address. He said in vaude it was always a juggler or acrobat that opened the show, a dumb act in any case. "That's why they selected me." . . . Bob Sherwood, of the Dramatists' Guild, followed, and remarked, "Did you ever hear of the deuce spot in vaude?" . . . William A. Brady, who was introduced as "the fireball of 48th street," had to be assisted up to the stage. In

his speech, which at times touched on the road, he remarked that "actors who have traveled are the ones who died" (See *SIDE GLANCES* on page 32)

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## Pitt's Flush Tills

PITTSBURGH, Sept. 17.—Despite business and industrial slump, city's entertainment sites are enjoying flush tills and expecting more during next couple of weeks. World Series fever from Pirate hopefuls has brought in thousands extra to see home games, and many stay to catch Stanley, only stage show for miles around, or to frolic at one of the niteries. County sesquicentennial has also brought in flocks of suburbanites who do their visits up brown by migrating from show place to dance hall and back. One large downtown hotel already reports reservations full, while smaller inns and restaurants are flirting with idea of raising rates for temporary bonanza.

## 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 ORCHESTRAS

JACK JENNEY—trombonist whose instrumental virtuosity enhances the network studio bands. Appearance and personality heavily on the plus side, and his musical ability goes far beyond the mere sliding of a horn, as evidenced when he rounded up a band for a recording date. He also has a sure-fire attraction for a songstress right in his own family—Kay Thompson, his wife. But even without Miss Thompson he's still a swell bet for an orchestra of his own.

## For LEGIT

MUSICAL

VIVIENNE DIXON — young and pretty lyric soprano heard recently at a recital at the Salon International in the Hotel Astor for Claude Lapham. A vivacious and appealing singer, she excels in concert-type numbers. Should be a good bet for a smart revue.

## For RADIO

ETHEL GILBERT—prima donna at Bill's Gay Nineties Club, New York, on and off for the past three years. Has a fine soprano voice and an extensive repertoire of old favorites and popular classics. Her personality and delivery combine to make her a thoroughly ingratiating singer.



WE'VE just returned from a trek thru the Middle West and out of the welter of things seen and heard one item stands out like a sore thumb. We are sorry to confess, Will Hays, that the matter that seemed to absorb theater showmen we interviewed the most is the failure of the motion picture industry's drive.

The average theater man who uses his noodle—and there are still plenty who do—does not react kindly to the general idea of the \$250,000 national quiz contest, because instead of helping him get out of the chance game and give-away business it shoves him more deeply into it. The theater men point out that the film industry is not doing a thing to impress upon the public the entertainment value of pictures. They add that the contest defeats its purpose because it forces contestants to see films that are hardly better in quality generally than the tripe that caused the film industry to suffer the beating at the box office that resulted in the decision to launch the national drive and the accompanying quiz contest. The best thing that is being said about the drive, but far from complimentary, is that it represents a press agent's most fantastic dream.

It is a pity indeed that the film industry has not yet put into action the classic saying of Joe Schenck that there isn't an ailment of the film industry that good pictures cannot cure. All the drives that man can conceive will be of no avail if the product is odoriferous. And this season, with a few notable exceptions that we always have with us, it most assuredly is stenchy.

The campaign started off on the wrong foot, and unless the industry does something about it the wind-up will conform with the start. It is possibly too late to do anything about product, and the overseers of the campaign cannot do anything at this stage about the quiz contest. So it looks mighty bad, and we're not worrying about it much because we feel that maybe the only way for the industry to really come to its senses is to get hit so badly that it will have to start building all over again.

One would think that when an industry that depends so much on manpower sets out to sell itself as a unit to the public it would use manpower consistent with the importance of the effort. As the drive has worked out thus far the personnel is far from being the best that the industry can afford. Instead of pledging themselves to make donations and letting it go at that the leading companies that would benefit from a drive should have drafted manpower from their ranks. Money is important, but money alone cannot accomplish results. Money must be spent ingeniously and intelligently. If the drive means as much to the industry as the orators and publicists tell us, why can't the companies pull men out of their own offices and put them on the campaign firing line? There is still time to do this, and the sooner it is done the better the industry will be able to make out of a proposition that was a bad bargain from the beginning.

It is a pity that the geniuses who designed the campaign failed to take into account that the censorship boards might play havoc with several of the questions by deleting the action to which the questions refer. One Midwestern manager would not permit himself to be put on the spot by the men who push buttons in the East. When he shows pictures with contest portions deleted he gets up on the stage and tells his patrons the answers! We wonder how many managers are doing likewise, and we wonder, under these circumstances, how genuine such a contest can be.

The biggest blow of all is the fact that theater grosses are not improving quite as much as the film trade papers tell us. We can point to several situations where everything has been done to push the drive and business has been very disappointing. What's the answer to that? And how about the theater man (See *SUGAR'S DOMINO* on page 9)

# Broadway Beat

By GEORGE SPELVIN

The prize boner of the new season came when *The Journal-American* printed a picture to publicize the Stage Relief



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Fund benefit at *Shadow and Substance*; it was headed very nicely, explaining that the photo below showed Valerie Cossart and Sir Cedric Hardwicke doing a scene from the play—the only trouble being that the picture was one of Paula Trueman and Aldrich Bowker doing a scene from *You Can't Take It With You*. . . . Every available nook and crevice along 52d street from Broadway to Fifth avenue has already been leased by hopeful night club entrepreneurs who anticipate a widespread desire among World's Fair visitors to haunt swing street. . . . The French Line comes out with a rather startling release informing us that Al Trahan's Troop (sic) sailed September 13; but Al works with a single girl only, and she's still with him at the Casa Manana. . . . There seems to be an error somewhere. . . . Jay Faggen and Dot Kay are publicizing the third annual *Esquire-Apparel Arts* male fashion show (they call it a seminar) to be held September 21 and claim breathlessly that \$10,000 worth of clothing will be ruthlessly discarded after the show to prevent its falling into the hands of style burglars, that Jo Mielziner will do the sumptuous sets that will also be tossed out after one day, and that the entire clambake will cost more than \$100,000. . . . Which makes it about the most costly one-day show we've heard of. . . . The tickets, in case you're interested, are \$50 each.

At the Astor Bar after Hal Kemp's radio commercial last week little Patsy Starr, 6-year-old daughter of Judy, vocalist with the band, was being made much of by friends and patrons when her mother decided to put her to bed. So Judy told the youngster to say good-night to daddy (Jack Shirra, Kemp's bass player, Patsy's stepfather)—and the kid answered, "All right—where's he going?" . . . Speaking of Kemp reminds Mr. Spelvin that his press agent, Mel Adams, will shortly be placed on a very pretty spot. The Kemp office is handling Skinnay Ennis, alumnus of the band now fronting his own group at the Mark Hopkins Hotel, San Francisco, and due to start a radio commercial soon with Bob Hope. Adams does publicity for both Kemp and Ennis and is bitterly bemoaning the fate that decreed that, out of seven days, 168 hours or 336 half hours a week, both his charges have to have the exact same evening, exact same time, for their programs—Kemp on CBS and Ennis on NBC.

Dan Walker is syndicated to about half a dozen papers on *The News-Chi Trib* syndicate; Ed Sullivan, having picked up some of Sid Skolsky's former customers, has about 25; Jack Chapman has about half a dozen, too. . . . Steuben's Taverns are upping cocktail sales by naming new mixtures after songs and current catch-phrases; at the moment the hit is the "floy floy" (orange juice, rum and a dash of cherry brandy) and before that the "dipsy doodle" was most popular. . . . Vital statistics: Tom Kearns says that his 10-month-old daughter has exactly two teeth (but six more are coming) and can speak four words. . . . A note in *The News* recently, speaking of the success of the *Wuthering Heights* dramatization at Litchfield, Conn., referred to it as "the Bronte comedy." . . . Personally, Mr. Spelvin prefers an out-and-out farce like *Hamlet*.

Guy Robertson swears to this one. During last season's tour of *The Great Waltz*, in which he and Ruth Altman played a couple of the leads, the singers were asked to do a broadcast for a local station on the West Coast. They were met by the announcer, young and apparently not overbright, who asked them the pronunciation of their names and requested them to write them down so that he'd make no mistakes in his announcements. They obliged, and then he asked Robertson what his role meant to the musical. Guy replied that he was the younger Strauss and that he wrote *The Blue Danube*. The young announcer's pencil, paper and mouth dropped, and in great awe he stuttered, "May I—shake your hand?"

## Saratoga Racing Okehed Next Year

SARATOGA SPRINGS, N. Y., Sept. 17. —Expenditure of \$10,000 in improvements at the Saratoga track next year was the answer of George H. Bull, president of the association, to rumors that the course would not open in 1939 because of the World's Fair. "There must be racing at Saratoga each year," Bull said, "or the track would have to be abandoned."

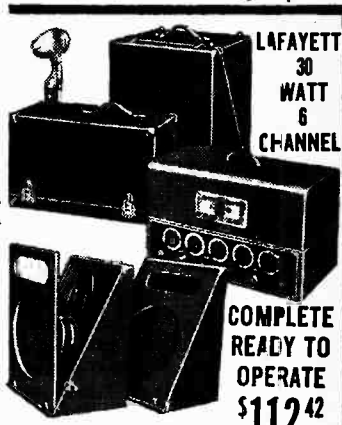
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SPECIAL PRINTED Roll or Machine.  
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100,000 .. 20.00  
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Double Coupons,  
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# AFRA'S AGENCY DEADLINE

## Radio Union Sets October 15 As Time Limit on AAAA Deal

NEW YORK, Sept. 17.—American Federation of Radio Artists has determined upon October 15 as the deadline date of the current negotiations between AFRA and the American Association of Advertising Agencies, covering commercial broadcasts. John Benson, AAAA chief, queried this week as to the feeling of the advertising agencies, made a general statement that they looked upon the negotiations as something inevitable. Benson qualified this, however, by saying that some agencies looked with displeasure upon the proceedings.

Benson himself declared he was in favor of "protecting" labor; but the labor should be "reasonably protected against chiselers," Benson added that talent was well paid in "our industry." "Radio," he said, is "quite a field for improving the income of talent."

AAAA is reticent about publicizing the negotiations and declined to talk extensively on the situation. Committee appointed to meet with AFRA, however, is regarded as very representative of the industry, but has no direct power in making decisions. It can only recommend measures to the individual agencies.

Benson's statement that radio talent is well paid has of course been questioned, and is one of the *raison d'etres* of the radio union. Agency men themselves have admitted knowledge of chiseling activities within the industry.

AFRA determination upon October 15 for conclusion of negotiations is based upon a desire to clean up the matter be-

fore the season is too far advanced. One spokesman declared there will be no procrastination.

American Federation of Radio Artists this week notified its membership that the New York local would hold a special meeting September 22 at the Hotel Edison to present the names of candidates to be voted upon in the annual election. Negotiating committee will report on developments regarding the contract covering commercial programs, and another report and discussion about the first annual convention to be held in St. Louis in November.

## AFRA Asks \$50 Min For Chi Spielers

CHICAGO, Sept. 17.—Negotiations have been opened by Ray Jones, secretary of the American Federation of Radio Artists local, with stations WIND-WJJD for an announcers' contract. First meeting took place Thursday, with Ralph Atlas, prez of the two outlets, and Martin Jacobsen, chief announcer, talking things over with Jones. Contract was submitted which called for \$50-per-week minimum and an eight-hour day, five days a week. Other clauses, such as pay for commercials, etc., were also included.

First meeting ended with a mutual friendliness, Jones said, but with no signatures as yet. Second confab is scheduled for next Friday, and AFRA believes a speedy agreement will be reached. All announcers employed at WIND-WJJD are now AFRA members.

## More Pitt Shuffles

PITTSBURGH, Sept. 17.—More personnel changes at stations here this week. W. B. McGill, previously a theater and radio ad man, was named KDKA sales promotion manager by Sherman D. Gregory. H. E. Trautman, one-time publicity chief for Pittsburgh Playhouse, was appointed publicity manager at WWSW by manager Frank Smith, succeeding Kieran Balfe, who moves into program department.

## New WLW Feature Makes Debut From Cincy Stage

CINCINNATI, Sept. 17.—Boone County Jamboree, WLW's new air and stage feature, under supervision of George C. Biggers, former program director at WLS, Chicago, debuted here last night at Emery Auditorium with a two-hour presentation, including a regular half-hour program over WLW and a special 15-minute broadcast, featuring Sheriff F. M. Walton, of Boone County, Ky., and Mayor James Garfield Stewart, of Cincinnati. Show will be a regular Friday night feature over the Nation's Station.

Opening line-up included Charley Wayne, emcee; Hoosier Hot Shots, of WLS; Pa and Ma McCormick, Hugh Cross and Pals, the Plainsmen, Brown County Revelers, Barton Reese Pogue, Helen Diller, Ray Shannon, Drifting Pioneers with Judy Dell, Devore Sisters, Chuck Wood's Southern Stars, Harry Adams and Boone County Choir. New unit will play theaters in the Midwest in conjunction with their radio work.

## Await Meet for Decision on ASCAP, Copyright Questions

WASHINGTON, Sept. 17.—Question of what to do about copyright and ASCAP will not be decided until President Neville Miller meets with the executive committee. It was learned at National Association of Broadcasters headquarters here this week.

Whatever steps to be taken will be discussed by committee members, it was said, and the letter recently reported as prematurely sent to the Federal Monopoly Investigation Committee will be considered for a determination of policy.

In the meantime it was learned that the monopoly study to be undertaken by Chairman McNinch of the Federal Communications Commission would get under way shortly after the middle of October. Hearings on the network broadcast operations will run for three or four weeks, according to the latest dope, and a preliminary step was taken over last week-end when the chairman visited network moguls in New York. The metropolitan visit was described as educational in character and was reported as revealing what made the "wheels go round."

## One Way Out

NEW YORK, Sept. 17.—Tom Fitzdale, p. a., has a dummy CBS mike in his New York office, and here's why. Whenever an editor doesn't give the Fitzdale office a break that had been expected, someone on the staff goes up to the phonus mike and lets out a blast. He really sounds off and calls the editor all the works. Editor never will know, but the p. a. has let a lot of steam escape.

Fitzdale now, according to report, may hook the mike up to his out-of-town offices.

## Lucky Pulls Fastie On W. C. Fields Deal; Baby Snooks Next?

HOLLYWOOD, Sept. 17.—James Wright, Lord & Thomas account executive for American Tobacco Co. on Lucky Strike, pulled into Hollywood early this week strictly on the q. t. Equally on the q. t. he signed W. C. Fields to a contract whereby the comic will join the Lucky Strike *Hit Parade* at the end of this month. Show is on CBS, running 45 minutes, and will be increased to a full hour if time can be cleared. Deal was a fastie on the radio trade.

Luckies, ever since a deal with Al Pearce fell thru, has been wanting a name show other than the Kay Kyser musical quizzery. Fields has a contract with Standard Brands that had a few weeks to go, but it was settled.

It is also reported that George Washington Hill, Luckies' president, is working on a deal with Fannie Brice to bring her Baby Snooks routine to the Lucky banner at the end of the year. This deal is predicated on the report that the MGM-Good News-Maxwell House coffee show will not be renewed.

## Communists on WMCA

NEW YORK, Sept. 17.—Communist Party has started a program series over WMCA, local station. Series will have 26 talks between September 16 and November 7.

J. P. Muller agency placed.

Dave Chapman and Thaine Engle joined KCKN, Kansas City, Kan., announcers this week.

## WTCN Ups Pay After News Guild Strike

MINNEAPOLIS, Sept. 17.—Pay raises averaging 12 to 20 per cent, and amounting to \$10 to \$50 monthly, were given members of WTCN production staff here as a result of six-day strike called by Twin Cities local of the American Newspaper Guild. Station, owned jointly by *Minneapolis Tribune* and *St. Paul Pioneer Press*, continued to operate during week by virtue of four nonunionists, but canceled many events from the State Fair grounds.

Strike followed months of negotiations. Station's Guild unit of 12 was given bargaining rights for 17 staffers by the National Labor Relations Board. Dispute, involving Guild men, was first of its kind in United States, involving radio white collar workers, including four announcers, one scripter, production man, women's activities director, special feature broadcaster and three clerks.

Contract guarantees \$5,200 yearly increase for 13 staff men, and stabilizes talent fees—long a bone of contention—for special mike appearances; five-day, 40-hour week; job security, severance pay and no struck-work clause.

Strikers' chief weapon was pressure on advertisers, many of whom canceled big accounts during first couple of days. No violence occurred at any time.

Agreement made before strike was that AFL engineers would not go thru Guild-CIO pickets at transmitter. When pickets showed up late at transmitter on first day, engineers waited outside transmitter for the Guild men to show up—so they would not have to go thru their lines. After settlement both sides praised each other for "willingness to compromise."

## Bill Brady on Soap Series; Starts Oct. 5

NEW YORK, Sept. 17.—Manhattan Soap Co., for Sweetheart soap, has signed William A. Brady, veteran legit producer, for a six-week series. Brady will do an emcee and commentating job in a dramatic series called *Young America's Playhouse*. Peck agency handles the account, with Ed Wolf selling the show and the William Morris office Brady.

Series is spotted for six weeks because of a special promotion soapery has planned. Switch in plans has the company canceling its time on WJZ. Plan had been to use WJZ, WEAJ and WABC, with WOR now added in place of WJZ.

Starts October 5, WEAJ.

## Rochester Biz Good

ROCHESTER, N. Y., Sept. 17.—According to Lemoine Wheeler, commercial manager of WHEC here, station has little available time left owing to seven new weekly shows, one new six-day-a-week program and a heavy increase in spot and transcription business. More programs appear set for immediate future. Political business expected to be considerable, with local politicians apportioning their budgets to favor radio over newspapers. Few morning and evening spots are open.

Monday (19) WSAY was scheduled to have broadcast its first commercial from WENY, Buffalo. Sustaining programs have been piped since two months ago, at which time stations were linked.

## D C Issues Radio Reference

WASHINGTON, Sept. 17.—Department of Commerce this week released its bibliography of *Current Radio Reference*, compiled by Lawrence D. Batson, of the Bureau of Foreign and Domestic Commerce. Sixty-page mimeograph contains a list of all standard references on radio divided into subjects and classifications. Copies may be obtained free of charge from the department.

New announcers at Birmingham stations are Norman Bowne at WBRC and Bob Castle moving from WSFA, Montgomery, to the same station. Staff at WBRC now includes Bill Spencer, Leland Childs, Bill McCain and John Connolly.

## An Open Letter to Elliott Roosevelt

Dear Mr. Roosevelt:

As president and organizer of the new Texas State Network we are sure you will be vitally interested in a survey to be published in *The Billboard* in a few weeks. The survey, made in Beaumont, Tex., during the week your network affiliated with the Mutual Broadcasting System, will shed valuable light on radio listening habits in Texas—the Twentieth Century Klondike.

The survey will be completed this week. The results will be published shortly.

We suggest that not only your associates and yourself, but the entire radio industry, watch for this survey.

*The Billboard*

## FCC Asked To Okeh G-E Experimental Television Permits

WASHINGTON, Sept. 17.—Examiner R. H. Hyde, of Federal Communications Commission, this week recommended that the FCC grant four experimental television licenses to the General Electric Co., of Schenectady, N. Y. Two transmitters would be located in Schenectady and one would be placed in both Albany, N. Y., and Bridgeport, Conn., if the commission grants the applications.

Estimating General Electric's net worth at about \$300,000,000, Examiner Hyde concluded that GE would be financially able to conduct experiments in visual broadcasting. According to the General Electric plan of research, the television transmitters within the Albany-Schenectady area would be used toward perfecting visual broadcast methods while the Bridgeport installation is primarily designed to improve types of television receivers for home use.

According to Hyde's report to the commission, General Electric has a system similar to that used by the RCA and National Broadcasting Co., but has a number of variations alien to other visual systems. GE method employs an all-electric system with a screen definition of 441 lines interlaced, 30 frames per second, 60 fields per second with an aspect ratio of four to three. Research is intended to develop tubes having more favorable characteristics than any now in use.

Two principal research objectives have been set up by GE, Hyde stated, thru operation of similar stations. First is a study of signal strength variations, both toward and away from the ocean, and second investigation of service areas of similar stations. Amount of permissible interference is to be determined, and the commission will be informed as to the necessary geographical separation to prevent interference.

## New MBS Co-Op Show Has 30 Accts.; Jessel Off

NEW YORK, Sept. 17.—More than 30 sponsors have been lined up for the *Show of the Week*, co-operatively sponsored stanza started next Sunday on the Mutual network. Program, produced by Ben Locke, will feature a different band each week in a deal with Music Corp. of America, as well as news commentators and emcee Ray Perkins. Bands so far lined up include Dick Himber, Red Norvo, George Olsen, Harry Salter, Eddie Duchin, Benny Goodman, Peter Van Steeder, Kay Kyser and others. Ernest Chappell will direct the show, with Redfield Johnstone agency placing the biz. Local sponsor is Howard clothing chain.

Another co-operatively sponsored show, which was tentatively slated for a return run over Mutual this fall, is the George Jessel program, but it's now off. Jessel had other commitments. Program ran for 26 weeks last season on a Mutual string.

## New Sound Film Plan Takes 24 Record Tracks

NEW YORK, Sept. 17.—Perfection of a new sound on film method, applicable to radio, phonograph records and the like, is reported. Interested in the new venture is Clarence Venner, head of Conquest Alliance Co. Another sound on film recording system recently put into work over here is the Miller Tape Transmission System.

New method features 24 sound tracks on the standard 35-millimeter film size. Reproduction is by an electric eye, with one standard reel of film able to play steadily for six and a half hours without resetting. Reproduction machine enables preselection, with the recording system taking up to 10,000 decibels, it is said. This is higher than other recording methods.

## NBC's Tele Stunt

NEW YORK, Sept. 17.—RCA-NBC television system grabbed off a lot of space in the dailies this week by conducting its first television sidewalk interview at Rockefeller Plaza Wednesday. Company's mobile unit was used, and interviews with random passers-by were broadcast to Metropolitan area over W2XBS as part of current experimental series.

## Relatively Speaking

NEW YORK, Sept. 17.—Trevor Adams, Cecil Hackett and Wilbur Stark are WMCA salesmen. Adams is the son of Jack Adams, radio head of Erwin Wasey agency. Hackett is a brother of Monte Hackett, of M. H. Hackett agency, and Harold H. of Music Corp. And Stark has a brother with the Kieseewetter agency.

## Reported Shirley Offered at Ten C

HOLLYWOOD, Sept. 17.—Report current here this week was that 20th Century-Fox Pictures has changed its policy insofar as Shirley Temple and radio appearances is concerned and that the moppet can now broadcast under commercial sponsorship. It is said the asking price is \$10,000 per broadcast for the kid alone. Any additional talent on the program would be extra.

Unmored release to radio of the number one drawing attraction in the show business today comes at a time when there is once more considerable ill feeling between the film and radio industries. Broadcasters resent the go-by given them by picture producers in allotting advertising expenditures for the current picture drive. Meanwhile the exhibitors are still squawking over air appearances of Hollywood names.

It is said Erwin Wasey Advertising Agency has an option on the aging star.

## Phelan Quits Yankee

BOSTON, Sept. 17.—Charles W. Phelan, director of sales of WNAC and the Yankee network, has resigned effective December 31. Linus Travers, recently elected vice-president, will take over the spot in addition to his berth as production manager.

## Rash of Quizzes, Vox Poppers Now Spreading Onto S.A. Air

NEW YORK, Sept. 17.—Quiz shows and audience participation gimmicks are, in common with the United States stations, now the most popular type of radio production in South America. A number of United States advertisers are sponsoring various kinds of such shows. While the amateur idea is not new there, the audience participation offshoots are comparatively new. There was a quizzy running on Brazilian stations some time ago, but the rash broke out only recently, with U. S. sponsors leading the pack. Local advertisers have now jumped on the wagon as well. Additionally, South American programing shows another sign of breaking up the almost complete musical diet supplied by stations, in that transcribed dramatic shows are developing into major audience attractions. Typical is *Charlie Chan*. Principal requirement is that the name of the serial be a familiar one. *Chan*, one example, has a companion in the familiar Spanish tale, *Don Quixote*.

First amateur thing started, it is said, in Cuba, where Listerine had a show on some time, first airing about two years ago. Same advertiser now has a show (in English) of this same nature in the Philippines and Hawaii.

Quizzeries, representing combinations

## More "Tax Free" Music Action; Copyrights in Peril, Sez Spaeth

LOS ANGELES, Sept. 17.—Letters to Davis & Schwegler, local lithographing firm, from radio stations here and Canada, pledge support in their fight to give tax free music to broadcasting stations. Firm has entered the second round of the fight against ASCAP "music monopoly" by dispatching another letter to air outlets. So far as can be learned all is quiet on the front, with ASCAP apparently maintaining a discreet silence.

With the second letter from Davis & Schwegler being sent to every radio station, musicians' union and large music store in the country for posting on their bulletin boards, much comment has been expressed pro and con from local broadcasters, music firms and the AFM. Much opinion seems to be back of Davis & Schwegler.

Davis said: "If the radio stations don't do something about the situation I'll see that over 100,000 young and old American composers do something about the condition where some 75 so-called pop composers attempt to satisfy the cultural demands of the American public. Insignificant writers of little ability, if any at all, but with great political pull in the activities of ASCAP get \$10,000 a year or more for spawning tunes which live for only a few broadcasts."

This week Davis & Schwegler sent a brochure to the radio stations and musicians' locals with the heading: "Attention, Composers and Musicians." Closing, the notice reads: "Never send us any money at any time," referring to aspiring songwriters. The only stipulation asked is that the songwriter have his manuscript copyrighted. Present plans of the organization include a staff of "readers" to cull over submitted manuscripts, selecting the ones suitable for publication.

SEATTLE, Sept. 17.—Threatening new suits against radio stations, theaters and other entertainment places, Dr. Sigmund Spaeth, composer, is in this city. The Washington State law being bitterly fought by ASCAP was the target of his comments. He pointed out that if the American Society of Composers, Authors and Publishers falls in its efforts to have the State law voided, the individual composers and authors may seek injunctions against radio broadcasts and performances of their wares. He stated further that unless the Washington situation is remedied the whole American copyright structure is imperiled.

If individual action is taken by composers and authors, he states, radio stations and theaters as well as night clubs and restaurant-theaters with floor shows would either have to obtain written permission for the performance of each and every number or restrict programs to songs on which copyrights have expired. Such individual action may be undertaken pending settlement of the dispute which led to the present lawsuit between ASCAP and Washington.

Spaeth pointed out further that radio had about killed sheet music sales, and that sheet music is being pirated all over the United States, even to the extent of a large number of song sheet peddlers in many cities hawking pirated versions for nickels and dimes.

Pending outcome of present litigation in this State, radio stations, theaters and amusement places are not paying royalties to ASCAP, while continuing to use the song hits. Spaeth predicts early additional legal action.

## Exhibs Beef Again On Pic Names on Air

SYRACUSE, Sept. 17.—Allied Theater Owners of New York, in convention here, demanded end of doubling on radio by motion picture stars and called upon independent theater owners to get behind the government's suit against eight major motion picture companies over monopoly charges.

Jack Benny, Burns and Allen, Bing Crosby, Bob Burns, Martha Raye and Dick Powell were among a long list of film stars who drew fire of the association in a resolution which demanded that motion picture companies act to curb their dual activities. Max Cohen, president, declared: "Stars who appear in motion pictures under no circumstances should be allowed to appear on the air. Jack Benny, for example, broadcasts at 7:30 Sunday nights. He receives a good sum of money for that broadcast, yet the distributor is paying a lot of money for his pictures, one of which may be playing at the same time he is on the air. These broadcasts definitely interfere with our attendance."

## KSAM Starts

HUNTSVILLE, Tex., Sept. 17.—Newly constructed Radio Station KSAM takes the air September 25, Harold C. Scott, general manager, announced this week. Bill Smith, formerly of KRAB, Lufkin, is chief engineer. Owners are H. G. Webster, local banker; Dr. Charles N. Shaver, president of the Sam Houston State Teachers' College, and Bryan Shaver.

Garry Morfit, recently with WBAL, Baltimore, joined KWK, St. Louis. Will handle special events as well as studio shows.

## World Sets 28 Stations on New Wax Network; N. Y. Still To Come

NEW YORK, Sept. 17.—Altho no New York outlet was definite up to press time, World Broadcasting System this week stated its new transcription network would begin operations October 1. Total of 28 stations in 28 cities has so far agreed to go in with the wax company. A wax network has been a pending development in radio for years, closest existing set-up before World Transcription System being Transamerican's disk deal whereby recording costs were absorbed by Transamerican. This is also a premise of WTS.

Spokesman for WOR stated Friday that "he didn't see how WOR could go

into the new set-up." Nevertheless, WOR is still regarded as a likely New York outlet. Earlier World Broadcasting said it was expected the Newark station would be its metropolitan outlet.

Trade opinion is that both World and the spot field have much at stake in the wax chain. Increased rates for musicians, put thru by the AFM, actually forced World into projecting a proposal it had long sought. In selling WTS, it will be stressed that mechanical costs are not extended to advertisers, billing procedure is unified and market selectivity retained.

Stations set are WOKO, Albany;

WEAL, Baltimore; WGR-WKBW, Buffalo; WCKY, Cincinnati; WHK, Cleveland; WHKC, Columbus; WIS, Columbia, S. C.; KOMA, Oklahoma City; WCAU, Philadelphia; WCAE, Pittsburgh; KCKO, Ft. Worth; KMBC, Kansas City; KHJ, Los Angeles; KOIN, Portland, Ore.; WHAM, Rochester, N. Y.; KDYL, Salt Lake City; KTSA, San Antonio; KGB, San Diego; KFRC, San Francisco; KDB, Santa Barbara; KIRO, Seattle; KWK, St. Louis; WREC, Memphis; WIOD, Miami; WISN, Milwaukee; WLAC, Nashville; KHQ, Spokane, and WFBL, Syracuse.

Stations will pay World commissions based on their rate cards, ranging from 15 to 25 per cent, smaller stations with lower cards paying larger commissions. This commission applies to only WTS placed accounts. Station representatives are about unanimous in stating they will not split commissions with World.

## Eddy Duchin

Reviewed Monday, 9:30-10 p.m. Style—Musical. Sponsor—American Cigar and Cigaret Co. Station—WEAF, New York (NBC-Red network).

Eddy Duchin is back on the air with his smooth, sophisticated rhythms, which must be a welcome relief to those dialers whose eardrums are in a sad state of disrepair from a concerted summer attack of riffs, licks, rides and barrel-housing. It is a tribute to Duchin's pianistic abilities and those of his men in the purveying of smooth, danceable, listenable melodies that he has not slipped from his high place among contemporary band leaders even though he started and made his name long before swing was anything other than what somebody did at the end of a rope.

His new commercial for Pall Mall has not altered his style any, which is as it should be. For velvety interpretations of current pop tunes and old familiar standards Duchin cannot be topped, and there are few things in the dance-band world more enjoyable than a Duchin solo on behalf of a Tin Pan Alley favorite. His delicate arpeggios and weaving of counterpoint as a background when the band has the melodic line are a constant source of pleasure in themselves, and especially so to those who are weary of corn. For those who simply must be sent, Lew Sherwood's trumpet growl has plenty of dispatching power.

Outstanding among the 30 minutes of pop songs was *Stop Beatin' Round the Mulberry Bush* in a grand arrangement for the band; Durelle Alexander, White-man alumnus now singing with Duchin, and the glee club. Not far behind in quality was Eddy's work on Vincent Youman's *More Than You Know* and Jimmy Shields' version of Noel Coward's *I'll Follow My Secret Heart*. Shields, a tenor, is the featured male vocalist for the series.

Booming chimes of what is supposed to be London's Big Ben are used as a signature to bring to the show the atmosphere of the exclusive British Pall Mall district. Duchin is using a new theme as well, Cole Porter's *I Get a Kick Out of You*. Commercials are unobtrusive, and the program thruout has an air of quiet dignity despite the type of musical fuel used. *Richman.*

## Ford Sunday Evening Hour

Reviewed Sunday, 9-10 p.m. Style—Symphonic music. Sponsor—Ford Motor Co. Agency—N. W. Ayer. Station—WABC, New York (CBS network).

Joining the parade of returning network attractions, the Ford hour brought its aesthetic presence back to the air waves September 11, with Eugene Ormandy conducting for the opening program of the fifth year of the series. Ormandy is to wield the baton over the 76-piece aggregation for the next three broadcasts as well. Guest star on the inaugural program was John Charles Thomas, Metop baritone, marking his fifth appearance on the show and the third time he was selected as initial featured artist.

With Ormandy, director of the famed Philadelphia Orchestra, on the podium, the Ford group seemed to perform with a sureness and a fullness at times lacking under the wands of less celebrated and less able musicians. Especially in the Prelude to Wagner's *Die Meistersinger* and the finale from Tchaikovsky's *Fourth Symphony*, and in the contrasting mood of Debussy's *Clair de Lune*, did the orchestra seem to catch the spirit and the meaning of the compositions with a greater understanding of their musical values than in previous concerts heard. Many times during the past five years this listener has detected an uncertain approach to works of more pretentious proportions, but under Ormandy's leadership this indecisive quality was removed and a sure, individual interpretation of the music was revealed to make this first broadcast a high-water mark which it is hoped will be maintained thruout the season.

As the orchestra's performance increased in feeling and understanding, the Thomas baritone appeared tired and lethargic. The singer was heard in *Evening Star* from *Tannhauser*; the *Air d'Herode* from Massenet's *Herodiade*; *I Heard a Forest Praying*, by de Rose, and *On the Road to Mandalay*, accompanied by a 26-voice mixed chorus. It was only in the latter that his voice reached its true magnitude.

The halfway spot on the program introduced once more the short talks of W. J. Cameron, a feature of the show

## Program Reviews

EDST Unless Otherwise Indicated

since its inception. This time the discourse dealt philosophically and bombastically with vacations and returning home, which somehow managed to work itself into a discussion of the country's condition. It has been a firm conviction of this listener that the grandiose editorializing of Mr. Ford's Mr. Cameron could very well be dispensed with, with no one the loser, least of all the radio audience. *Richman.*

## "The Avenue Reporter"

Reviewed Wednesday, 5-5:15 p.m. Style—Shopping comment. Co-operatively sponsored. Station—WEBR (Buffalo).

What several local class publications tried to do and failed to do, Edith Natalie Stark hopes to accomplish on the Buffalo airwaves. Billed as the Avenue Reporter, Miss Stark, former newspaper woman, has a chatty, homey, off-stage style that is acceptable to the housewife listener.

Program will concern only class buyers, it appears.

Starting with informal comment on interesting episodes in the daily routine of some local celebrities, Miss Stark eases into shop talk with clever continuity. She covers fashions, cooking, antiques and other things with impressive authenticity and ties them up neatly with commercial plugs.

Altho the program is pleasing, it lacks mass appeal in its merchandising potentialities. Advertisers are small shops and cannot afford advertising that would fail to bring direct results. Program may be a winner if it abandons the class idea and sells to the average. *Warner.*

## "Silhouettes of the West"

Reviewed Tuesday, 9:30-9:45 p.m. Style—Songs and dialog. Sustaining on KDKA (Pittsburgh).

For a return to the traditional Western plains of the late 19th century, to the dogie songs and ambling story-telling brought up to date by radio continuity writers, *Silhouettes* is a refreshing relief from the usual evening quarter hour. Using two anonymous male voices who combine string-twang and yarn-spinning with singing to realistically portray cowboys, the show is good for man appeal. Or maybe for an advertiser hoping for a younger market, provided the stanza is peppered up a bit. As it stands, it is devoid of blood and thunder. *Frank.*

## Arizona Red

Reviewed Tuesday, 1-1:15 p.m. Style—Cowboy songs. Station—WNEW (New York).

Arizona Red sings his cowboy tunes in a nasal drawl, accompanying himself with a guitar. When caught his offerings, about four or five songs, were rather monotonous in presentation. Act, in brief, is scarcely of much value.

Seems to this reviewer that Arizona Red might advantageously try to change his style. There are any number of vocalists glutting the market with the same brand of tonsiling, and to perpetuate the species augurs no particular good for either the giver or taker. *Ackerman.*

## Nancy Turner

Reviewed Friday, 11:15-11:45 a.m. Style—Woman's program. Sustaining on WMCA, New York. Intercity Broadcasting System.

For those who need a good lesson in discipline, Nancy Turner's *Round the Town* program is recommended. Here is 30 minutes of air time being thrown away on nonsense and trivia that doesn't leave the slightest impression in one's mind.

Having the normal respect for the intelligence of the average woman, we don't have the slightest hesitation in saying that this program is an insult to their intelligence. For example: Nancy does a bit of drum beating with a five-minute talk on success, harping on the subject that a good thing to remember is "that success is a result of hard work." This friendly advice and hot news have been passed down since time

immemorial and their relevancy to household hints, beauty advice, fashions, or women's problems in general, are still questionable.

Much of her time is devoted to no-account descriptions of hats, the use of the "stripe" motif (which still hasn't been settled) and beauty advice. Her style of delivery is wishy-washy and for the most part you could almost feel her reading her lines. The continuity breaks, from one subject to another, are also done with crudeness.

The program generally, and the material particularly, will have to undergo a good polishing and renovating before Miss Turner's following attains the heights she has out of town. Allen Williams, announcer, is with Miss Turner during the entire half hour, asking and answering of which he doesn't seem to have the slightest knowledge. *Zatt.*

## "The Lamplighter"

(Jacob Tarshish)

Reviewed Sunday, 12:30-12:45 p.m. Style—"Inspirational" talk. Sponsor—Julius Grossman. Agency—Sterling. Station—WOR (MBS network).

Anyone with a liking for bilgewater can put a keg under the radio Sundays at 12:30 and watch it (the bilgewater) ooze stickily down the dial as Jacob Tarshish, "The Lamplighter," emits sweetness and light for the glory of Grossman's Shoes. General thesis is as usual—be happy with your lot, because everybody you envy is really much worse off than you are—and case histories are cited to "prove" it. Prize on the program caught concerned a barber who made a lot of money and was so unhappy without his dear old friends and his soul-improving old poverty that he went back to his barber shop and hung himself.

This business of convincing the submerged that they're much better under water than above it is one of the most nauseating manifestations—but why go on? It's depressing to realize that there are so many lovers of such treacle-and-saccharine that someone actually thinks another dose of it will help him to sell shoes.

As for Tarshish, he commits countless barbarisms upon the so-called English language, and drones on in a hard and unattractive voice. He does avoid the usual mealy mouth of the air's human bluebirds; but on the other hand he seems to be daring his listeners to deny the pap he belches. Commercials (featuring the healthful effects of good shoes) actually came as a relief. *Burr.*

## "Negro Achievement Period"

Reviewed Wednesday, 5:45-6 p.m. Style—Talk-poems-music. Sustaining on WELI (New Haven).

This program is believed to be the only one of its kind in Connecticut. Directed by Don Raphael, of WELI, it can be developed into a worth-while feature. Interesting facts about Negroes who have become leaders in their fields and who have brought honor to their race are given, and to liven the program several transcribed records of Paul Robeson and other colored singers are played. Period is closed by the reading of a poem of the Negro poet, James Weldon Johnson.

A little shuffling around in routine of program would help considerably. Musical numbers should be shorter and played oftener, while talks should be shortened considerably. *Lejkowitz.*

## News About News

Reviewed Monday, 6:45-7 p.m. CDST. Style—Commentary. Sponsor—Chicago Herald and Examiner. Agency—Schwimmer & Scott. Station—WMAQ (Chicago).

There's a good idea here, but on the first shot it was pretty badly mutilated. Program is built to plug the new tab switch of Hearst's *Chicago Herald and Examiner*. This is done by having an editorial staff member appear before the mike to spiel about his particular task on the sheet and also a resume of the current day's news. Ulmer Turner, *Herald* radio editor, introduces the Fourth Estate member for each stint, in this case Warren Brown, sports writer. It's the

material that misses fire. Spot news review is okeh, but when Brown dished up the shop talk he did not go far enough. In this reviewer's opinion, it is here that this type of program might be made very interesting. General public has always shown an interest in what goes on in a city room, but they will be disappointed by skimpy revelations. Brown and Turner both turn in fair enough jobs on delivery.

Donald Dowd announces, and there's an opening and closing fanfare. Whole biz is also shot thru with too many plugs of the same repetitious type.

*Humphrey.*

## "Musical Steelmakers"

Reviewed Sunday, 5-5:30 p.m. Style—Variety. Sponsor—Wheeling Steel Corp. Agency—Critchfield. Station—WOR (Mutual network).

Obviously, this show's chief point of interest is the novelty angle that talent consists of the regular employees of the sponsor or members of their immediate families. This makes for initial interest, but alone it wouldn't be enough to support a half-hour show. It's not alone on this stanza, however; the employees of the Wheeling Steel Corp., judged by their efforts on the first session of their renewal series, can stack up very nicely with some professional entertainers who regularly infest the airwaves. Entertainment value, without making any allowance for the amateur standing of the participants, was uniformly high.

Among the acts retained from last season the best impression is made by the Steele Sisters, girl trio that handles nice arrangements and handles them very well; but the show has a new star in the person of Dorothy Anne Crow, 16-year-old soprano, who did *Giannina Mia* on the program caught. Atho singing it two notes under the original she displayed a full, clear, lovely voice which, with proper training, ought to land her places. Despite the fact that she was handicapped a bit by nervousness in her first mike appearance, she has the makings of a really first-class vocal instrument. She should be trained—and watched carefully by pro showmen.

Guest artist on the stanza caught was Mrs. David Reiss, who pumps a mean accordion. She got ace effect from the medley allotted her.

Commercials plug steel products.

*Burr.*

## Lux Radio Theater

Reviewed Monday, 9-10 p.m. Style—Drama. Sponsor—Lever Brothers. Agency—J. Walter Thompson, Inc. Station—WABC (CBS network).

For some time now, especially in the last months of its career before taking a summer layoff, the Lux dramatic stanzas have built to a steady position among the first four or five shows in radio, including both half and hour periods. With nothing socko in the way of opposition, Lux attraction dominates Monday night, as amply proved by *The Billboard* and other radio program surveys. Re-enacting pic and stage hits with film biggies in one of the few good dramatic sessions—especially by comparison with other ether drayma—looks like a foolproof formula.

Starting this season was a radio version of Paramount's *Spawn of the North*, as crummy a choice for the inaugural clambake as could be selected, a sprawling he-man thing about salmon fishers. Pal A finally sacrifices his life for Pal B to the heartbreak of all concerned and especially Dorothy Lamour, who vocally wept thruout and all over the place. Cast had George Raft, Fred MacMurray, Akim Tamiroff and John Barrymore. In addition to Miss Lamour, with Cecil B. DeMille directing and welcoming all hands. Performances hit par-par being fromagenous. But the commercials don't even make par.

Will Hays, during an entr'acte, gave speech No. 7 on the glories of the film industry. *Franken.*

## Rio Grande Serenaders

Reviewed Monday 7:15-7:45 p.m. CST. Style—Music. Sustaining on KCKN (Kansas City, Kan.)

A Mexican group which offers the usual Latinesque ditties in Spanish, all of 'em joining in for vocal choruses with an all-string instrumental background. Announcements as well as the singing are in Spanish, which makes for a McCoy atmosphere if nothing else.

Program, aired weekly by the enterprising Capper station, obviously is



# Air Briefs

New York By PAUL ACKERMAN

**HERSCHEL DEUTSCH**, Lawrence Gumbinner agency exec, produced the Manhattan Music Hall show to be given at the annual shindig of the National Wholesale Druggists' Association at White Sulphur Springs, W. Va., September 23. Columbia Artists' Bureau is co-operating and talent will include Arthur Godfrey, Audrey Marsh, Lyn Murday choristers, Men About Town and others. . . . Russell E. Pierce, Cecil Warwick & Legler, back at his desk following a European study of propaganda methods. . . . Voice of Experience, opening late this month, will go over a 71-station hook-up on WOR-Mutual—the most extensive since the program's inception in 1924.

*Fred Allen expected in town this week, having left Old Orchard, Me., with time out for a stopover in Boston. . . . Art Tolchin, of WHN, will be a papa soon. . . . Joey Nash back from South America. . . . Paul Stewart is now supervising radio productions for Orson Welles. . . . Ted Lewis guesting September 29*

*with Rudy Vallee. . . . Murray Carpenter, time buyer for Compton, back from vacation. . . . Chauncey Landon, Compton agency vice-president, ill in hospital. . . . Maurice Barrett, new production head of WHN, succeeding Gene Ford, who goes to Washington and Baltimore to do stage shows for Lcew's.*

**FIRST** guest on the Tommy Riggs show for Quaker Oats will be Zasu Pitts. . . . John J. Anthony, of *Good Will Hour*, will lecture before women's organizations and civic groups, starting late this month. . . . Kenneth H. Berkeley, general manager of WRC and WMAL, Washington, sails for Europe September 21 to study foreign broadcasting methods. He will attend meeting of International Broadcasting Union at Brussels in October. . . . Jack Berch on a new series of 15-minute song programs on CBS. . . . Charlie Marglis due back on NBC next month. . . . Jimmy Lyons, former vaude and radio comic and writer, now scripter and director of radio department of Roth agency.

## Chicago By HAROLD HUMPHREY

**BETTY MITCHELL**, secretary at RCA for five years, left this week for a job in the local AFRA office. . . . "Senator Fishface" (Elmore Vincent) is in town looking around for a sponsored air spot. . . . Major Alexander P. De Seversky, army plane designer, sort of double-crossed the p. a. for *It Can Be Done*, on which the major guested Wednesday. He flew from New York to Chi a day earlier than expected, breaking the unofficial record for that route and at the same time catching the welcoming committee flat footed. Same program is also trying to lure hizzoner Mayor Kelly for a guest appearance. . . . Actress Gene Byron hied away to the hills for a rest. . . . Billy House bought his third farm, this one near El Paso, Tex.

*Shades of the Hall of Fame: Iowa's governor has set aside the third Friday in every August as "Josh Higgins Day" and declared it a legal holiday in honor of the native son. . . . Harmonica tootler Johnny Special is organizing a mouth-harp band at Father Flanagan's Boys' Town near Omaha. . . . Al Hollander*

*has picked up three new remote dance spots for WIND. Plans to have the evening hours between 8 and midnight for dance music and news shots only. . . . Anne Seymour laid up for an optic operation. . . . Marion Odmark, local free-lance pillarist and editor, rated a thumb-nail biog in the current issue of Look. . . . Charlie Grimm, late manager of the Cubs baseballers, just signed another contract with WBBM for three more years of ball spitting on the strength of his few weeks' work at the job this summer. . . . Kay Armen, WAAF canary, is back after a whole summer off.*

**ADD** new appointments: Richard W. Garner as station promotion manager for John Blair & Co., reps, and J. E. Campeau as general manager of CKLW in Detroit, succeeding the recently resigned Frank Ryan. . . . Tiny Hill's crew fills the band stand at the Melody Mill ballroom and gets a WGN airing, starting Wednesday. . . . Passing away of Bob Barrett Jr., WOR Midwest manager, here Wednesday was a shock to nearly everyone on radio row.

slanted to catch the large Mexican audience in the two Kansas Cities. In that respect it is eminently successful, for no other shows in the Greater Kaycee area are styled along this line.

Not outstanding but nevertheless a listenable half-hour offering. It might rate higher if someone would ask the Serenaders to stop shouting "yippee" thruout every four bars of each tune offered. It's a monotonous practice which grates. *Deater.*

### "The Musical Loom"

Reviewed Friday, 7:30-7:45 p.m. Style—Musical. Sustaining on WRJN (Racine, Wis.)

Pleasantly innocuous is this offering which features the Weavers of Song, directed by George Graham. With selections to put the listener in a reminiscent mood, program opened with *Deep River*, a harmonious rendition by the Friendly Four Quartet. Vera Baker, soprano, did well by *Ave Maria*, after which the Weavers followed with the *Winter Song* to keep the listeners' minds off the heat. Concluding selection by the quartet.

Entire program is smooth and well conducted.

### Columbia Workshop "Outward Bound"

Reviewed Thursday, 10-10:30 p.m. Style—Drama. Sustaining on WABC (CBS network).

One of Columbia's proudest possessions is its dramatic laboratory, the Workshop, whence has come good and bad radio stuff. Example of the latter class was the inaugural show of this

season, a radio version of Sutton Vane's superb play, *Outward Bound*. Some good may be said about the production, but the original hypothesis, that such plays can be done in a half-hour broadcast, appears to be wrong. In doing such productions radio is simply aping the early picture days, especially the early sound picture days when films simply took Broadway plays and put them on celluloid, adding little of the new medium's touches other than greater scenic scope. Only recently sound pictures, largely because of some few directors, Hitchcock, Capra et al., emerged as a new interpretative medium. And if CBS really wants to get into radio drama the Workshop should stick close to original pieces, such as the second in this year's series, *Joe Swing Retires*, by Hilda Cole.

Faults of *Outward Bound* stem primarily from the required brevity of the production. Incidentally, it might be worth considering that cutting the shows to that extent defeats the purpose of the series. These productions are aimed at a definite audience; the audience will be disappointed if the productions are as weak as *Bound*. Principal fault of the show was in its characterizations, piled on with a concrete mixer. Additionally, the direction or possibly adaptation apparently presupposed listeners' familiarity with the story, omitting any pre-dialog exposition. Action started with the young couple's suicide steps, clear enough, but the early ship scene portions were probably quite confusing to those who didn't see the show or film.

Charles R. Jackson did the adaptation; Martin Gosch directed, and Bernard Herrmann gave a good musical background. Cast had Karl Swenson, Rosalind Ivan, Florence Malone, Hal DeBecker, John Brown, Reginald Bach,

# Radio Bingo Game O. K. as Contest But N. S. G. as Air Entertainment

**NEW YORK**, Sept. 17.—Altho telephone bingo has been on the air in a number of other cities for some time, it did not hit New York until this week when Ludwig Baumann, department store chain in New York, started a series under its sponsorship on WHN. Locally the game is called "Ludwig B," for obvious reasons. Controlled by Harry S. Goodman, the show is on once weekly, Wednesday 8:30-9 p.m.

Program emerges as not so much of an entertainment project as an out-and-out bingo attraction, with special emphasis on merchandising the sponsor's name. As a matter of fact, for those who will not play the game or don't like bingo or quizzes, entertainment values are almost nil.

Players must have a telephone or permission to use one where they're playing. Under each letter in "Ludwig B" go, in correct sequence, the letters and numbers in the player's phone number. Announcer then calls out various questions, giving two numbers to each question and two possible answers to correspond to these numbers. Whichever the listener thinks is the right answer must be checked if the number appears in the player's telephone number. The confusion is not this reporter's.

Game is now on WCAE, Pittsburgh; WBAL, Baltimore; WEBR, Buffalo; WXYZ, Detroit; WSAI, Cincinnati; WHIO, Dayton; WIRE, Indianapolis; KTRI, KWK, St. Louis, and WIF, Philadelphia, among others. *Franken.*

Helen Walpole, Ian Martin and Morgan Farley. Mrs. Malone, as Mrs. Midgett, had the juiciest part and, while her performance held true in the main, her voice several times went below the minimum decibel requirement, or something. Farley part of the reverend suffered badly from the shears. In the main the performances were as good as the heavily drawn characterizations would permit. *Franken.*

### "The Mighty Show"

Reviewed Wednesday, 5:45-6 p.m. Style—Dramatic serial. Sponsor—My-T-Fine Desserts. Agency—BBD&O. Station—WABC (CBS network).

After devoting the greater part of 15 minutes to hearing *The Mighty Show*, it becomes the strict duty of this correspondent to report that instead of being mighty it more closely approximates what is properly defined in the trade as a stinker.

Program, purporting to be a story of circus life, came over the air with plenty of sound effects, including certain animal noises and other hoopla, but the situation quickly jelled into insipid romance with a stock villain lurking around the tiger den. Lines spoken by the romantic leads were singularly inept, even for kids. Script sadly needed hypo and deletion of suchphony sentiments as "The show must go on." *The Mighty Show* must not necessarily go on.

Performers who find themselves implicated in this business are Agnes Moorehead, Artells Dixon, Don Costello, Bradley Barker and Jay Meredith. *Ackerman.*

### "Kellogg Stamp Club"

Reviewed Wednesday, 6:45-7 p.m. Style—Adventure-Philately. Sponsor—Kellogg. Agency—N. W. Ayer. Station—WOR (Mutual network).

Capt. Tim Healy, philatelist and one-time soldier and adventurer, will probably corner a sizable audience for Kellogg. Program, which draws upon Healy's personal experiences as captain of the British Intelligence Service, etc., is based upon spy stories involving stamps or stamp collecting. Technique used has Healy as narrator, with some sequences built up into dramatizations. When caught Healy and the cast did right well for themselves in presenting a spy detection incident during the World War. Production is brief and realistic.

Give-away offer for philatelists is a packet of 115 foreign stamps in return for 10 cents and two box tops. Program is on three times a week, and Healy winds up with a teaser on the next broadcast.

Commercials, not too long, are ably presented. *Ackerman.*

### SUGAR'S DOMINO

(Continued from page 4)

who made about 40,000 quiz books available to his patrons of several theaters and thus far there have been only 900 takers? And this lad has pushed the drive like nobody's business.

Maybe they ought to screen *Alexander's Ragtime Band* all over the country day and date—and they wouldn't need any contests. And maybe the film tcoorns will find some other way of taking care of men who need and deserve jobs—but not at the sacrifice of the industry.

### PLAN 1938

(Continued from page 3)

girls, most of whom reside here; \$4,000 for local musicians, \$4,000 for stagehands, \$3,000 for production staff, \$1,100 for parking lot attendants, \$1100 for ushers and cashiers and \$250 for extra watchmen. Some of the \$42,000 paid the name bands and acts also was spent here. Purpose of Casa Manana shows, besides advertising medium for city and entertainment for summer visitors, is to help local business conditions during the off months.

After the guarantee fund is raised directors will consider the propositions of Music Corp. of America or any other organization to produce the 1939 show. MCA has again offered its production services.

### AFA, AGENTS

(Continued from page 3)

in the city, \$12 per person within a radius of 25 miles, and \$14 per person within a 50-mile radius.

The union has halted the practice of charging performers for meals at the Monte Carlo, Bertolotti's, Flynn's (Brooklyn) and Red Mill (Bronx). AFA claims this practice of compulsory meals was a subterfuge to pay less than minimum scale.

Executive Secretary Ralph Whitehead leaves today to attend election of officers of the Pittsburgh AFA branch. He will also go to the Houston AFL convention as one of the four delegates of the Four A's. Other delegates are Frank Gillmore, Kenneth Thomson and Leo Fischer.

### Fordham Eyes Sponsor

**NEW YORK**, Sept. 17.—Broadcast rights to Fordham University football games are being offered by the university. Schedule includes Upsala, Waynesburg, Purdue, Oregon, St. Mary's, North Carolina, South Carolina and New York University.

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## 6-Day Week With 7-Day Pay for New York's Musikers

Yorkville on "day of rest" basis—vaudeville houses are immediate objective—Local 802's membership gives Jack Rosenberg a vote of confidence

NEW YORK, Sept. 17.—The annual by-law meeting of Local 802, American Federation of Musicians, Monday (12) brought out 4,000 members out of the total membership of 20,000. According to Jack Rosenberg, local prez, it was the largest convocation in 802 history. Amendments and by-laws brought up and voted upon were mostly routine matters, the only significant point (in view of the coming December elections) being the motion proposed by the opposition group, headed by Dave Freed, to carry over unfinished business until the next meeting, as against the customary procedure of referring it to the local's executive board. Motion was voted down and taken as an encouraging sign by Rosenberg that the majority of the union's members are behind him and his fellow officers. Rosenberg stated that this rejection of the opposition's motion could be construed as a vote of confidence in him, inasmuch as it gives him and the board power to pass or vote down those amendments not taken up at the meeting.

Most important problem facing the local at the moment is the matter of the six-day week. Negotiations are in process with all Class A spots for a six-day week with seven days' pay, and local officials realize that it's not going to be too easy a task. One victory has already been hung up, all the restaurant and tavern spots in Yorkville, German section of the city, having capitulated to the union's demands. Local is at present confabing with the Broadway theaters, Roxy, Loew's State and Radio City Music Hall.

Intention is to place the strictest ban on musicians working steadily six days a week from accepting any sort of engagement on the seventh day. This ban will extend to radio commercials, theater engagements, club dates—in short, a musician playing a steady six-day-a-week job is forbidden to play any type of engagement on his day of rest. Exceptions will be made only by permission of the executive board. Ruling went into effect this week, members warned to consult the union before signing any contracts calling for a full week's work.

Probable effect on those hotel and night spots using bands seven days a week will be rather cataclysmic when and if the ban reaches its full force. Not only will be the managements be forced to pay the regular band for seven days' work while receiving only six, but if they intend to stay open the seventh day they must hire a relief band. Larger spots can stand the financial setback, even if they don't like it. But it will probably mean the shutting down on the seventh day for plenty of small spots or pruning floor-show budgets.

In the case of name bands playing a location and also doubling in a presentation house, or appearing on a radio commercial on their supposed day off, exceptions will no doubt be made.

### Gray 10% Off at Palomar, Meroff 25% Under at Topsy

LOS ANGELES, Sept. 17.—While management of Palomar Ballroom here never releases actual box-office figures, it was indicated that Glen Gray's business during his engagement here was off 10 per cent in comparison with his stay last year. However, Casa Loma suffered by lack of sufficient bally to inform transients that the band was in town. After plugging Tommy Dorsey every day Palomar exploited Gray's opening date only and then dropped all ads. Ted Weems is, current, with Gene Krupa following mid-October and Clyde McCoy coming in November.

At Topsy's nitery Benny Meroff was unable to hit grosses scored by Ted Lewis, who made his week good for \$9,500. Meroff's drawing was 25 per cent under. He bows out this week and Ted Fio-Rito takes over.

### Still Auditioning 'Em

PITTSBURGH, Sept. 17.—Representatives from MCA were in town this week for a third time in three months, auditioning local bands. Talent seeking attributed partly to stir caused when AFM local provoked ban on radio remotes for month, secured promises from local inns and niteries to use city orks part of year, instead of traveling outfits.

## MCA Personnel Cut Grossly Exaggerated

NEW YORK, Sept. 17.—Taking inventory of office personnel in an effort to cut down on the tremendous overhead maintained by the office, Music Corp. of America released several employees this week, mostly clerical help.

While rumors were rampant along main street as to the extent of the slicing, gossiping was grossly exaggerated. Willard Alexander, MCA exec, advised that the only help let out were those taken on during the summer rush and that the casualties were slight and insignificant. Only booking boys released were Art Kenage, handling minor hotel accounts; Bill Von Zehle, of the radio department; three shipping clerks and two stenogs. It was an ordinary and routine economy move, the same as any other business office cutting down its surplus, said Alexander.

### Fields Preems Pla-Mor With a Mighty \$1,300

KANSAS CITY, Mo., Sept. 17.—Shep Fields' ripplin' rhythm proved a mighty lure to Kansas City dancers Friday night when Will H. Wittig unshuttered the Pla-Mor Ballroom for a new season. Disregarding the fact that the thermometer stood at 99 degrees a few hours before Fields' men took the stand, about 1,500 terpsters jammed the dance floor to the tune of \$1,300, with ducats peddling for \$1 each at the gate and 80 cents in advance.

Size of the crowd was amazing, even to Wittig, who offered no air-conditioning in his ornate palace. Redecorated at a cost of \$10,000 in August, the Pla-Mor now stands as the most beautiful ballroom west of Chicago. Orrin Tucker comes next, with Casa Loma, holder of Pla-Mor record, skedded for an October date.

PHIL SPITALNY drew 21,000 admissions for two concerts last Sunday at the Reading (Pa.) Fair. Showers failed to hold down the crowd and attendance was considered good by fair officials.

## Bands Strike It Rich at Detroit Fair; Draw 200,000 in 16 Days

DETROIT, Sept. 17.—While band attractions at other fairs and expositions have been drawing middlin' to good, the Michigan State Fair here struck it rich with the name rhythmasters. Rudy Vallee, Benny Goodman, Buddy Rogers, Guy Lombardo and Kay Kyser played to a total of 204,189 people in 16 days at the Coliseum on the fairgrounds, starting August 27, with the wind-up last Sunday (11).

Playing the Labor Day week-end, two biggest fair days during his four-day stand, Guy Lombardo proved the top attraction. Playing 11 dance and show sessions in four days, Lombardo hit an attendance figure of 69,245, averaging 6,294 for each show or dance and a daily attendance average of 17,311. Lombardo's draw was surprising in view of the fact that he hit a low score last winter for the local Fox Theater, turning in the second lowest draw of the season for the house. But there's no denying his popularity in this territory now.

Kay Kyser, giving 10 performances in four days, winding up the fair, pulled in 47,843 admissions, averaging 11,961

### Got a Date With an Autograph Hound

NEW YORK, Sept. 17.—One-half of the south side of 45th street was treated to a grand laugh last week after Hal Kemp's radio commercial at CBS's Playhouse No. 1. When the maestro appeared on the street after the show he was deluged with the usual horde of autograph fiends, who enveloped him in a tight circle and thrust all sorts of writing material under his nose.

Suddenly a boy (genus homo: the *Dead End* kids) broke out of the mob and ran up the block shouting, "Hey! Hal Kemp! Come and get it!"

## Berigan's Corrigan Act Gives Hutton 7C

BRIDGEPORT, Conn., Sept. 17.—One of the biggest mix-ups in memory occurred here last Sunday at the municipally owned Pleasure Beach Ballroom, where Bunny Berigan was booked to play the closing dance of the season. Berigan, giving a Corrigan twist to the directions, went up to Lake Compounce Ballroom, Bristol, Conn., instead. Bunny's boys got there early, set up their instruments and were all ready to play when in walked Gene Krupa, who had been booked there. Hurried explanations followed, with Krupa staying and Berigan's crew quickly packing and heing themselves to Bridgeport, arriving several hours behind the scheduled time.

Meanwhile Pleasure Beach Ballroom turned out the lights. And those who didn't return home disgusted went over to the Ritz Ballroom, where Ina Ray Hutton was holding forth. Intake was helped considerably by Berigan's blow-up, Ritz getting 1,000 dancers for a \$700 gate. Fair sex shelled out 65 cents for ducats while males paid six bits across the board.

### Kyser an Idora Park Idol With 37C for Last Night

YOUNGSTOWN, O., Sept. 17.—Following his Michigan State Fair stand, Kay Kyser stopped off here Monday (12) on his way back to New York to make the season's closing at Idora Park a memorable night.

Giving Tony Cavalier's Mansion one of the best money nights in years, 3,700 dancers packed the pavilion at \$1 per to make a \$3,700 take. Cavalier said the advance rush for ducats was unprecedented and that the crowd en masse was plenty pleased with the Kyser attraction.

### 3C for Canada's Trianon

REGINA, Sask., Sept. 17.—Take of \$300 was realized at Trianon Ballroom last Monday when Harold Green and his Royal Alexandrians, 12-piece Winnipeg combo, played a solo stand to a crowd of 400 dancers. Ducats retailed at six bits for gents and 50 cents for fems.

## NY Confab Set For Pic-Music

Movie men meet AFM in N. Y. to return music to pits—Weber maps no plan

NEW YORK, Sept. 17.—Change in plans revealed by Joe Weber, American Federation of Musicians prez, has the impending confabs between the union's executive board and representatives of the motion picture producing companies set for discussion here and not on the West Coast as had been planned. Date of the initial conference is October 20.

What will be the final result of the union's endeavor to get musicians back into the pits of the movie houses owned or operated by the film moguls is purely a matter of conjecture until the actual discussion stage is reached, Weber said. AFM would like to increase substantially the number of its members employed in picture theaters, deploring the fact that of the 22,000 men in pit bands before the era of sound pictures, only 5,000 have house jobs now.

While negotiations to bring musicians back into radio stations are going along smoothly, Weber anticipates much harder sledding on the film house situation. Altho he has certain ideas formulated as to how to handle the matter, he prefers to await the developments of the opening discussions before setting his mind firmly on any one course. Federation feels one solution of the problem could be found in the abolition of the dual-bill policy, replacing one bad picture with flesh acts which require the services of a pit band. Elimination of block booking might also result in increased theater employment, since the union feels bad box-office returns are traceable to this evil.

Weber has hopes that the situation may be straightened out by the end of October, and if it is, he intends to go to the Coast for a well-earned two or three-week vacation. But he added that there is a very big "if" standing in the way of thoughts like that at the moment.

### Guy's Duo a Fair 88C; PW Solo Only 15C at N. Y. Fair

SYRACUSE, N. Y., Sept. 17.—Guy Lombardo proved the best drawing card at the New York State Fair here for his double days last Friday and Saturday. With poor publicity keeping the ballroom, accommodating 10,000 dancers, more than half empty all week, Lombardo drew 3,700 at \$1 per for \$3,700 on Friday night and 5,100 at the same scale for \$5,100 the following eve. Considered good in the light of previous attractions but still below expectations.

Paul Whiteman on Thursday, with stormy weather playing havoc with the turnstiles, pulled thru a meager 1,500 at \$1 for \$1,500. The first three dancing days of the week had Tommy Dorsey with a skimpy \$6,800 for four dances. Dorsey played a matinee on Monday.

### Kemp Pulls Heavy Dough

NEW YORK, Sept. 17.—Hal Kemp did well on four single dates after leaving the Astor Roof here. September 7, at Roanoke (Va.) Auditorium, Kemp played to 1,800 people for a private dance sponsored by the Junior Women's League. Admish was \$1.25 in advance, \$1.50 at the door, with the gross over \$2,500. Next day he drew 4,792 admissions to gross another \$2,500 at the National Theater, Greensboro, N. C. September 9 saw 10,000 persons paying over \$8,250 to hear the band at South Boston's (Va.) National Tobacco Festival. Ducats were priced at \$1.65 a couple. Last date, 10th, playing Ray Hartenstein's Sunnybrook ballroom, Pottstown, Pa., Kemp attracted 2,600 dancers at \$1.10 a head, with the band taking as its share \$1,570.

### Krupa's 18C for Compounce

BRISTOL, Conn., Sept. 17.—Gene Krupa banged a mighty drum for Manager Julian Norton at Lake Compounce Ballroom last Sunday. At a buck per about 1,800 dancers turned in \$1,800 at the gate to give both the band and ballroom plenty gravy.

## Irving Berlin in England To Settle Feldman Song Row

NEW YORK, Sept. 17.—There is a possibility that the release of the 20th Century-Fox picture, *Alexander's Ragtime Band*, may be held up in England due to a dispute over the British rights to some of the Irving Berlin songs used in the film. Legal action has been threatened by Bert Feldman, London music publisher, who claims he owns the English rights to several of the older Berlin tunes incorporated in the movie and that under Great Britain's contract laws he is entitled to a share of the profits accruing from the distribution in England of the film.

The point on which the claim is based is one peculiar to England and not in effect in this country. Mechanical rights to a song here mean only recordings, electrical transcriptions, piano rolls, etc., but in Great Britain those rights include also synchronization. Feldman feels that his case is justified due to this particular clause in his contracts on the Berliniana synchronized in the picture.

Berlin; Saul Bornstein, his partner in Irving Berlin, Inc., and Francis Gilbert, his attorney, sailed for London last week to attempt to straighten out the situation. They will base their contention that Feldman has no claim on the music used in the film on the fact that rights to all the songs were obtained years ago by the Berlin company from the original publishers. It is expected that an amicable deal can be worked out with Feldman.

This is not the first instance of trouble arising from rights distributed in other countries. Several other music pubs, notably E. B. Marks, with extensive catalogs here and abroad have run into difficulties due to peculiar clauses in foreign contracts.

TWO TOP-NOTCH attractions hit Omaha at almost the same time. Horace Heidt plays Orpheum Theater the September 23 week, and Rudy Vallee comes in the 26th for a solo stand at the Coliseum, dance sponsored by Ak-Sar-Ben, Nebraska booster org.

### Turn On the Heat

ROME, Ga., Sept. 17.—Band leaders at times are called upon to be emcees, comedians, professional handshakers, hosts and what have you, but Jack Wardlaw, playing at the Coosa Country Club here, adds the occupation of fire fighter to his other duties. Wardlaw carries a one-quart super Fyr-Fyter extinguisher among his effects, and when someone announced that one of the club's patrons' cars was on fire during a recent dance the super P-F went into action, wielded by Maestro Wardlaw.

Wonder if Jack ever applies his trusty gadget when his music gets too hot.

### Mighty Rose Cleffs Again

NEW YORK, Sept. 17.—Billy Rose has taken time out from his duties as operator of Broadway's Casa Manana and as producer of the forthcoming spectacle, *The Voice of America*, at the World's Fair, to collaborate with Walter Donaldson on a pair of new songs, *Rainbow Round the Moon* and *A Million Reasons Why*. Witmark will attend to the publishing. This is Rose's first song-writing endeavor in two years, his last lyric scribbling having been *The Night Is Young and You're So Beautiful*, which was penned for the score of his night club show at the Fort Worth, Tex., Exposition.

### Ellington's Ode to Bix

NEW YORK, Sept. 17.—Duke Ellington and Rex Stewart have written a song called *Young Man With a Horn*, inspired by the title of Dorothy Baker's book on the life of Bix Beiderbecke. Exclusive Music has the song, which gives them a jump on the song title over the film factories. Benny Goodman, incidentally, has been mentioned for the title role in the movie.

BANKING ON THE DRAW of name bands to bolster a season slow in starting thruout the city, Joe Becker booked Vincent Lopez and Jimmy Dorsey for solo stands at his Lincoln Terrace, Pittsburgh.

## Trouble Anticipated by ASCAP On Membership Renewal Pacts

Forms mailed to pubs cover a 10-year period—board meets to iron out publishers' protests—Robbins against extension in present form

NEW YORK, Sept. 17.—It may not be all smooth sailing for American Society of Composers, Authors and Publishers in its endeavor to have all renewals of publisher and writer memberships in by the end of the year. Current agreements run to December 31, 1939, but ASCAP directorate would like to have all membership extension commitments signed, sealed and out of the way so that it can devote its time to renewing contracts with the broadcasting stations, expiring at the same time. New membership pact would run for a 10-year period, to 1950,

which is an innovation on which there may be trouble. Previous contract terms have always been for five years, and already there are publisher mutterings protesting against the lengthened period.

### Tunesmiths To Aid Motion Pictures' Greatest Year

HOLLYWOOD, Sept. 17.—The cinema songsmiths are being called upon to do their part in the tremendous campaign to prove to the public that "motion pictures are your greatest entertainment." Ralph Freed and Burton Lane have been assigned by Boris Morros, Paramount music head, to write the lyrics and tune for a song to plug "going to the movies."

And at Metro-Goldwyn-Mayer, Nat Finston, in charge of the studio's music department, is appointing either Edward Ward or David Snell, staff composers and arrangers, to do an original score for the all-industry short subject, *The World Is Yours*, an integral part of the drive.

### London's Tin Pan Alley

LONDON, Sept. 17.—Irwin Dash, English music pub, is paving the way for what may become the British Tin Pan Alley by moving his offices to a section of this city already identified as the home of standard music houses. Dash is of the opinion that other music firms will follow his lead and that New York's famed Alley will have a reproduction here. The new Dash offices get an official house-warming September 22.

ASCAP board of directors meets September 29 to consider the voiced objections. John G. Paine, ASCAP general manager, said that hundreds of forms have been returned duly signed, and that, while no formal refusal has been forthcoming thus far, instances are anticipated. He added, however, that such protests are usual and occur each time re-signing comes up, and that the society expects no hitches in retaining its entire membership.

One squawk which seems at the moment to be more serious than the society anticipates comes from Jack Robbins. Altho he himself would make no statement, his attorney, Julian T. Abeles, was quite definite in his stand that the Robbins music firms (Robbins, Feist and Miller) would enter into no extension agreement with ASCAP unless certain conditions pertaining to classification and availability were given Robbins by the society, and in writing. Furthermore, Abeles stated that his client would under no circumstances sign a 10-year contract.

Balking of Robbins seems to bear out the idea that he is believed to have had in the back of his mind for some time. It is no secret that he has resented the higher ratings in ASCAP of firms like Berlin, Harms and others. It is possible (See TROUBLE ANTICIPATED page 14)

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# Orchestra Notes

By M. H. ORODENKER

## Broadway Bandstand

**M**IDWEEK swing sessions are in the offing for CBS listeners in the keeping of **BUNNY BERIGAN** . . . airing will be a pick-up from Roseland Ballroom, where Bunny becomes the perennial Wednesday night attraction starting October 5 . . . while it marks another milestone in the march of swing, Local 802 takes time out to remind its membership that "it is a violation for members to sit in on jam sessions of any kind. Members found doing same will be severely dealt with" . . . some fun when they start bootlegging the barrelhousing . . . wonder if **TED LEWIS**, sharing the spotlight with James Barton, knows that the *Tobacco Road* Thesplan is on the 802 Unfair List . . . Barton has continually ignored the union's attempts to unionize his nitery at New Hyde Park, L. I. . . . **MOE GALE** had a one-day career as personal manager for **STUFF SMITH** . . . planned to build a big band for Stuff and set him up at the Savoy Ballroom, but money differences made it no go . . . **CHARLIE GREEN**, CRA prez, visiting the branch offices, while **MICKEY KATZ**, of the Cleveland office, goes Gotham-gazing here.

## Dixie Doings

**B**OB SANDERS, field sales exec for CRA, grabbed off Olmus Club, San Antonio . . . has **FLETCHER HENDERSON** for October 28-29; **CARL DEACON MOORE** taking in a two-weeker starting December 2, and **RITA RIO** on the follow for a month . . . **FREDDY GOODMAN** locates for a fortnight, with the customary options, at Club Rendezvous, Raleigh, N. C. . . . **LITTLE JACK LITTLE** locates at Hotel Roosevelt, New Orleans . . . Atlanta Biltmore Hotel brings in **LOU BLAKE**, starting October 7 . . . after an absence of an annum **JACK WARDLAW** returns to Jefferson Hotel, Columbia, S. C., and then jumps to Macon, Ga., for the November month at Dempsey Hotel.

## California Clippings

**ROGER PRYOR** vacationing with his wife, Ann Sothern, before rejoining his band in New York October 6 for the Hotel Roosevelt stand . . . **ORRIN TUCKER** points toward San Francisco on his touring, winding up mid-November for the Mark Hopkins Hotel location . . . **SKINNAY ENNIS** then returns to Victor Hugo's, Beverly Hills, where **GRIFF WILLIAMS** holds forth . . .

**ANSON WEEKS** locates this week at Coconut Grove, Los Angeles, **LEO REISMAN** bowing out . . . deal finally set for **RUDY VALLEE** to follow November 20 for a six-weeker . . . **FAITH CARLTON**, fronting a new ork, 14 Men of Rhythm, slated to play a string of solo stands starting at Stockton and continuing up the Coast into Canada . . . **BLUE STONE** (back east it was Harry Bluestone) unshutters Hollywood's La Conga . . . **JAN GARBER** due next month at MGM lots for a sequence in the *Ice Carnival* flicker . . . **BEN POLLACK** plays the music for preem of the new million-buck dog track at Culver City.

## On a Western Wing

After almost a year on the road **ARTIE SHAW** settles down for a three-weeker at Chase Hotel, St. Louis, starting the 30th . . . **JACK CRAWFORD** fortnights mid-November at Schroeder Hotel, Milwaukee . . . after his current run at Chicago's Trianon **BERNIE CUMMINS** lingers in the Loop, opening October 12 at Bismarck Hotel . . . **CRA** grabs off the two hotel locations in St. Paul, **MARVIN FREDERICK** opening the 22d at St. Paul Hotel and **BILLY SWANSON** a week later at the Lowry . . . **BOB CLAYTON** back in Cincy after a fortnight fling at one-night time . . . **JOAQUIN GILL** opens this week at Biltmore Hotel, Dayton, O. . . . **DREXEL LAMB** locates at Club Ledo, Jackson, Mich., for the fourth consecutive year.

## Cocktail Combos

**JACK KURTZE'S** Three Rollickers strolling at Hotel Bennett, Binghamton . . . and in same New York town **E. R. McINNIS** has **BUDDY RUSSELL** opening October 8 at his Community Coffee Shop . . . **THE CAMPBELLS** locate at John H. Essl's Empire Grill, La Salle, Ill. . . . Hotel McAlpin, New York, reopens the Red Room this week and returns for the third year guitarists August Gonzales and George Menen. **ROSS PIERCE** has his stroll combo at Hotel Gibson's Keyhole Bar, Cincinnati. . . . **THREE SHADES OF BLUE** show at Skyrocket Club, Chicago. . . . **SHANBURGER DUO** strut their stuff at Zernow's Cafe, Evansville, Ind. . . . **FOUR ACES** at Abraham Lincoln Hotel, Springfield, Ill., and **FOUR ARISTOCRATS** at St. Nicholas Hotel, Decatur, Ill. . . . **COSMOPOLITAN TRIO** tootle at Lion's Cocktail Lounge, La Fayette, Ind., and **BARKERS TRIO** at Fontenelle Hotel, Omaha.

## Notes Off the Cuff

**MITCHELL AYRES** bows out of Village Barn before time, closing October 17 to make way for **CARL DEACON MOORE**, the first New York stand for this hillbilly harmonist. . . . **R-O'K** takes over **BILLY BAER** and sets the band for a vaude tour with a unit headed by Wayne Morris and Johnny (Scat) Davls. . . . **PAUL WHITEMAN** finally catches up with New York's house of bands, Paramount Theater, slated for a Thanksgiving Day opening. . . . **SKINNAY ENNIS** joins the Bluebird recording label, while **BOB SYLVESTER**, now an MCA band, gets the Brunswick billing . . . and we send our cuffs to the cleaners.

## Shakespeare in the Morgan Manner

**NEW YORK, Sept. 17.**—The desire to venture into fields of endeavor other than those in which a man has made his success is as old as human nature, and band leaders are no exception. Russ Morgan, who plays his first location job in some time when he opens the fall season at the Paradise here, is one of those bitten by the Thesplanic bug, and he refused to take his new engagement unless he were given lines in the script of the cabaret's stage show.  
 Morgan isn't the first batoneer to woo the muse of Thespls either. Fred Waring took a flyer on the cowbarn circuit this summer, and so did Ben Bernie, who is almost as well known for his comedy as for his music, Winchell to the contrary. And Phil Harris, Ray Noble and others have had to be as adept at reading lines on radio shows as they are at wielding the stick.

## Opposish Among Lincoln Ops for College Crowds

**LINCOLN, Neb., Sept. 17.** — Ballroom business here promises to be rough this season, with a sample being the booking of Jimmy Dorsey at King's and Joe Sanders at Turnpike Casino on the same night, October 7. Salvation on that date will be the first home football game for the University of Nebraska the next day, which always brings on the holiday spirit.  
 R. H. Pauley's Turnpike swung into the fall schedule Thursday (15) with Phil Harris and Cecil Golly for this week-end. Plan is to have names on Fridays with a moderate-priced one for the two week-end nights.

## Names for Philly Hotels

**PHILADELPHIA, Sept. 17.**—An about-face over its previous policy of strictly home talent, Benjamin Franklin Hotel is depending on name bands for this season's drawing. Ozzie Nelson is mentioned as the starter, with the possibility of Tommy Dorsey for the winter follow-up.  
 Arcadia-International calls on Xavier Cugat to take over after a fortnight with localite Clem Williams.  
 Adelphia Hotel has Allen Fielding as first of the traveling bands to be used this season. It's a home-coming for Fielding, who batoned the pit crew at the local Troc burly palace not so long ago.  
 The ultraswank Warwick Hotel returns dancing with dining, using a local combo for the starter.  
 Also a strong possibility that Jack Lynch will bring in band-stand names for his ace nitery atop the Hotel Walton.

## Waller's European Waxings

**LONDON, Sept. 17.**—Winding up his British tour, Fats Waller put in a recording session at the Victor studios here before embarking for Scandinavia, where he plays for a fortnight, and then goes to Holland for a single week before returning to the States. Waller cut four solo piano sides, *A-Tisket A-Tasket*, *Flat Foot Floogie*, *Music, Maestro, Please*, and an original. With a British band backing, Fats played the organ for *Ain't Misbehavin'* and *Don't Try Your Jive on Me*. Also played the piano as accompaniment for recordings made by Adelaide Hall, American sepiia songstress who has been over here for many years.

# DEAN HUDSON

AND HIS

Florida Clubmen

from the fashionable

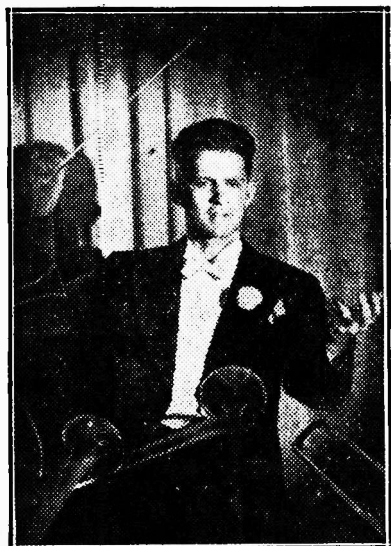
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### Music Hath But \$8 Worth of Charms

NEW ORLEANS, Sept. 17.—A very interesting point has been brought up in the course of a suit involving \$80, Professor Harry Mendelson, the Dryades Street Marching Organization and Johnny Repack's Band. The point is this: How bad is a band before it is lousy? Another salient item also unearthed revolves around the question of a barrel slat being an adequate substitute for a drum stick.

The controversy, up before Judge William Seeder in a local court, has to do with \$80 owed Mendelson for music furnished by Repack at the last Mardi Gras day. The professor claims he was promised \$85 but received only \$8, with the defense insisting that even that was too much. Insists further that the sounds produced by the band were cacophonous in the extreme and that the drummer used a barrel slat with a rag wrapped around it. Mendelson admitted the latter point but challenged the judge to tell the difference.

Court ordered the boys to demonstrate their art before him a week hence, and there it was left for the time being, with Repack promising to give the bench a killer-diller.

### Philly Union Ends 6-Month Broadwood Hotel Impasse

PHILADELPHIA, Sept. 17.—The six-month strike called by the Musicians' Union, Local 77, against the Center City Broadwood Hotel was settled yesterday.

Altho terms of the settlement were not made public, it was understood that J. C. Dobbins, prez of the hotel company, agreed to bar the hiring of non-union bands at private functions held at the hotel.

Broadwood previous to the disagreement was the center of virtually all trade-union functions and was picketed by musicians when Dobbins refused to abide by his contract to keep out non-union bands from playing at the affairs.

### MPPA-SPA Planning New Royalty Pacts

NEW YORK, Sept. 17.—Attempt is being made to effect a reconciliation between Music Publishers' Protective Association and Songwriters' Protective Association with the intention of establishing a new standard royalty contract for songwriters. This is the first serious endeavor on the part of the organizations to get together on a basic agreement since the abolition of the old standard contract in June, 1937.

Walter Douglas, MPPA chairman, said plans are under way to bring about an agreement but have been held up temporarily by the departure for Europe of Francis Gilbert, MPPA attorney. Douglas said, however, that there is a possibility that his org may go ahead without Gilbert.

Only other previous attempt to come to an understanding on a revised royalty contract met with disaster, resulting in a lawsuit with SPA making a plea in New York Supreme Court for the adjudication of the terms of the old standard pact and its right to administer the mechanical rights pertaining to its members' compositions. Complaint was dismissed on the motion of Mills Music, the defendant, but SPA was granted permission to file an amended petition.

### Sweet Dreams, Toodle-oo And a Pleasant Z-Z-z-z!

KANSAS CITY, Mo., Sept. 17.—"Enough is enough," shouted Mayor Bryce B. Smith the other morning as he stepped from a transcontinental airliner arriving at the Kansas City airport. "I couldn't read, I couldn't sleep and I couldn't rest. Some guy across the aisle snored so loudly none of us could concentrate on anything."

The "guy across the aisle" turned out to be Ben Bernie, on his way to Los Angeles. Bernie slept thru a 40-minute stopover at the airport here without a break.

### Aud at Glendale To Cut Pasadena Dances

LOS ANGELES, Sept. 17.—After watching the success of the Pasadena Civic Auditorium dances Glendale, just outside Los Angeles, has decided to open its own spot in direct competition with the sister suburb. Glendale, not to be outdone, has staked a reported million bucks in its new civic auditorium and announces it will feature "name" bands, operating much on the same scale as the Pasadena spot. Ben Pollock has been slated to preem the new dance palace, followed by the perennial Gus Arnheim, who has come out of retirement once more. Both deals set by Reg Marshall, of R-O-K.

Admission price not set as yet, but since Pasadena Civic has a two-bit scale, Glendale spot will probably not try to top that.

### Les Brown Gets Inc.

ALBANY, N. Y., Sept. 17.—Les Brown, Inc., was authorized by the secretary of state this week to engage in the business of furnishing orchestras and bands. Organization has a capital of 100 shares of stock, three of which has been subscribed. Promoters and directors listed as Nat Debin, Muriel Sieger and Les Brown, all of New York City. Les Brown returns to orkdom next month, preeming his new band at Hotel Edison, New York.

### To Flicker Cat Howls At Jitterbug Jamboree

HOLLYWOOD, Sept. 17.—Jitterbug Jamboree backers became slightly confused in their dates and held rival swing sessions on the same day Jamboree, backed by the American Legion, featuring Ken Baker's Band, drew around 200 for the mat, with somewhere around 3,000 for the night stanza. At the Hollywood American Legion Stadium a privately backed session headlining Vido Musso did 4,000 for the mat and drew 6,200, a capacity house, in the evening, with a 55-cent top.

After much bally had been circulated about the two "jamborees" it became confusing to the general public. It is reported that one faction offered to "sell out" for \$2,000 and call off its show.

With Jitterbug Jamborees sweeping the country, there are at least two major film companies working on stories based around this idea. One band reported for top spot in the deal is Casa Loma.

### Now It's Tunesmithy Walsh

HOLLYWOOD, Sept. 17.—Victor Schertzinger now has to give up his title of moviedom's only director-songwriter. Raoul Walsh, Paramount megaphoner, has turned tunesmith and, with Matt Malneck, contributed a number called *Let's Dream in the Moonlight*. Dorothy Lamour will warble the song in Para's *St. Louis Blues*, which Walsh is directing. Whole thing came about when the director boasted about his ability as a poet when he was in his teens.

### Kellem and Phillips Tie For Philly Band Booking

PHILADELPHIA, Sept. 17.—Mil: Kellem, stick swisher here, has become associated with the Tony Phillips booking office in charge of the newly established band department. Kellem-Phillips now handling Mickey Alpert, Red Gresh, Floyd Mills, Jimmie Littlefield, Eddy Morgan, Earl Denny, Mannie LaPorte, Don Rinaldo, Jim Pettis, Victor Hugo, Doc Dougherty and Alex Bartha. Also taking dates for Jan Savitt.

### Frederick Bros. Cash In On Calls for Sweet Orks

KANSAS CITY, Mo., Sept. 17.—An asserted tendency on part of ballroom operators to call for "sweet" bands has put Frederick Bros.' Music Corp. ahead in its advance bookings for the autumn season. The demand for swing bands is on the wane, agency officials said. And inasmuch as the office handles few strictly jive combos, that observation is plenty pleasant for it.

Frederick Bros. added Dick (Hot-Cha) Gardner to their band roster, formerly a Rockwell-O'Keefe band. Gardner is at The Willows, Pittsburgh. Office has Lawrence Welk opening in the same town next month at William Penn Hotel.



"Thank You!!"



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JOHNNY (Scat)  
DAVIS

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every show at the

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# The Reviewing Stand

## Jackie Heller

(Reviewed at Continental Room, Stevens Hotel, Chicago)

The dynamic, pint-sized singer, a graduate of the Ben Bernie school during his famed College Inn days, now has a rhythmic 10-piece aggregation of his own. While the instrumentation has four saxes and three trumpets, music is not of the blaring variety, and the boys frequently come in with sweet tunes, mellowed on the brass instruments. Jackie's front is one of his outfit's best strongholds, pitching continually with a zestful personality and a song delivery that is equally punchy.

Band's library includes rumbas, tangos, some waltzes and plenty of swingers as well as the current pops. It is danceable music and pleasing to the ears. There is no distinct style, however, outside of Jackie's individual way of batoning and carrying on in front of the band stand.

Band has possibilities, particularly where Jackie's name amounts to something. Good one-nighter fiber, the boys having the goods marketable among the younger sets. In contrast to Jackie's sock warbling is the ballad singing of attractive Louanne Hogan, a young and shapely decoration with an all right voice. Her dreamy canary work is quite the thing for the cheek-to-cheek couples who want to be alone in a crowd. An assistant tenor, while Jackie is shaking hands with the customers, is Arnie Curvell, of the brass department.

Honigberg.

## Tito and His Swingette

(Reviewed at Hotel Lincoln, New York)

Until the big bands take over the Blue Room stand here, Tito (Guldotti) and his highly individualistic and nifty sextet of swing-synopators hold down the fort alone. And they prove plenty forte for the assignment, their first dance call after weaning as guestars on the airlines. It was only a few years ago that Tito was one of the musical crack-pots who gave Milt Britton's band that zany zest. Now on his own, the fiddle-bustin' technique is all forgotten. Instead he emerges as an ace among modern accordianists. Paul Whiteman has already cast his ballot in that direction and rightly.

Styled with three accordions, bass, guitar and drums, music pivots around Tito's masterful pushings. None of the "blue Venetian" settings that are associated with the accordion, especially with a threesome. Nor the riotous and ribald jamming usually dished out by the smallie combos—rather the slick and smooth-sounding ensemble outpourings in the manner moderne.

Arrangements, his own, go overboard on the screwy stuff, but the improvising packs a heavy melodic content. They also dish out pop stuff sans the ultra-embellishments. Get plenty color variation in all arrangements without making it weary listening over a seven-course dinner stretch. However, a greater variety of tempos and the addition of a singer would enhance the presentation.

In spite of the "swingtette" billing, it's not for jitterbug following; rather for sippers and snackers in sedate salons or cocktail lounges. Orodener.

## Ken Moyer

(Reviewed at Sni-a-Bar Gardens, Kansas City, Mo.)

Ken Moyer is the Oklahoma oil man who prefers to front a dance band rather than watch the take from his six wells. He and his boys opened at this swank outdoor nitery in June for four weeks and are still hanging on.

Moyer's music is unusual. It's a schmaltz band of the first water with a fiddle trio prominently spotted in all arrangements. Three tenor saxes, two trumpets and an orthodox rhythm section complete the instrumentation. But it has a style which finds its offerings strong on the danceable side with Moyer's own alto sax, clarinet and melophone solos prominently featured.

Featured singer, a youthful tenor, is Johnnie Randolph. He does his job well. Chauncey Eley, Walter Witko and Jimmy Hampton form a string section which phrases well. Outdoors, under the stars and gayly colored lanterns, those same fiddles add up effectively in dishing out the romantic style for which Moyer is becoming known.

The versatile Moyer appears as if he likes his work and thus makes a pleasing wand waver. Boys all dress elegantly in white suits and present a better-than-average appearance. Combo is better suited for hotel and nitery work than ballroom stands, but in the former fields it appears destined for unusual success, better than it has reaped to date. Addition of a comely gal singer would be a smart move on Moyer's part, inasmuch as Randolph is worked too much and the presence of a femme looker would fit in neatly with the unit's smooth style. Dexter.

## Bernie Cummins

(Reviewed at Trianon Ballroom, Chicago)

Here is a band that proves danceability is by far the best bet for steady employment. Since Cummins tossed in the towel on a professional boxing career in 1923 he and his notersenders have had a steady hold on the money groove with nary a layoff in all that time. And it's all been the class spots calling for Cummins, who started as a skin-beater before they slanged the drums that way.

It's the dance stuff expounded by his band which lifts it into the stellar class. Set-up includes four reeds, three brass, four rhythm and a single fiddle to round it out. Bass doubles on tuba and one of the saxers takes to accordion pushing for occasional bars.

Boys work out in a good solid fashion with smooth rhythm, which according to jitterbug standards is strictly on the corn side and not in a swing groove. Still it is good music regardless of the school it belongs to and is thoroughly adaptable to the pop libraries. However, band should lay off the blues numbers or put 'em in the slower tempo required

## Sheet-Music Leaders

(For Week Ending September 17)

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| Position Last Wk. This Wk. | Title                                    |
|----------------------------|--|
| 2                          | 1. Alexander's Ragtime Band              |
| 3                          | 2. I've Got a Pocketful of Dreams        |
| 1                          | 3. A-Tisket A-Tasket                     |
| 6                          | 4. When Mother Nature Sings Her Lullaby  |
| 4                          | 5. Now It Can Be Told                    |
| 9                          | 6. So Help Me                            |
| 13                         | 7. I've Got a Date With a Dream          |
| 7                          | 8. You Go to My Head                     |
| 5                          | 9. Music, Maestro, Please                |
| 10                         | 10. Change Partners                      |
| 11                         | 11. There's a Faraway Look in Your Eyes  |
| 8                          | 12. I'm Gonna Lock My Heart              |
| 12                         | 13. Small Fry                            |
| 14                         | 14. Stop Beatin' Round the Mulberry Bush |
| 15                         | 15. What Goes On Here?                   |

## Off the Records

By M. H. ORODENKER

### Tick Tock Rhythm

A NEWCOMER to the Bluebird listings is the "tick tock rhythm" of GRAY GORDON, that identifying rhythm really with reservations. The thumping of gourds in the best Shep Fields manner accounts for the tick tock effect. Further, the rippling maestro contributes the gliss of the viol, the trombone wah-wahs in the manner of Russ Morgan and the brass and reed sections are styled to suit Hal Kemp. Withal, Gordon's music-making is on the favorable side, quite smooth and sugary. And for all its lack of originality, quite danceable and listenable. Preem platters are *You're the Very Last Word in Love*, *When a Prince of a Fella Meets a Cinderella*, *Ten Pins in the Sky* and the novelty, *When the Circus Came to Town*.

(See OFF THE RECORD on page 85)

to bring 'em out right. Sax section cops the blue ribbon, working with precision and perfect tone.

Cennie Barleau adds a sparkle to the showmanship side with her easy delivery, manner and well-rounded, dusky vocalizing. Bernie's frere, Walter, leaves his guitar pickings for frequent pipings into the p-a. system and his personality eclipses some otherwise mediocre yodeling.

Appearance of this aggregation is on the plus side. Lads work hard and are enthusiastic. And this probably explains why five of them just finished 11 years with the maestro. Cummins himself is not too taken up with his baton work, and his friendly exhibitionism seems to please the hoofers. Humphrey.

## Music Items

### Berlin's "Bowery" Sequel for "Alex"

COLE PORTER has added a new number to his score for the Shubert musical, *You Never Know*, due at the Winter Garden, New York, September 21. New song is *What Is That Tune?*, written for Libby Holman's use in the show. . . . Shapiro, Bernstein's suit against Fred Fisher and Al Bryan, writers of the 1910 hit, *Come, Josephine, in My Flying Machine*, started in court last week, with the publisher endeavoring to get a declaratory judgment determining the copyright renewal rights on the song. Controversy brings up once more the point of whether the composers of a song written while in the employ of a publisher are entitled to copyright ownership of the song at the expiration of the 28-year period. . . . Irving Berlin is planning a follow-up to his exceptionally successful *Alexander's Ragtime Band* picture. Sequel will be called *Bowery Nightingale* and will be made by the Alexander producers, 20th-Century-Fox.

PAUL DENNIKER, erstwhile tunesmith noted for *Supposin'*, among other hits, has turned band leader and can be seen fronting his new crew at Van Cortlandt Tavern, Bronx, N. Y., starting September 23. . . . Vic Knight, producer of the Eddie Cantor air shows, who recently became a music pub with the Green brothers, is giving his firm a follow for *Flat Foot Floogie*. Knight calls his brainchild *The Pie-Eyed Piper*. . . . E. B. Marks is publishing a new one by Jerry Livingston and Mack David, *What Do You Know About Love?* Livingston had more or less forsaken writing to whip his band into shape, but lately he's been turning out a flock of tunes. He and his boys, incidentally, are set to make two shorts for Warners during October. . . . *I Dream of Old Hawaii*, by Joe White, being released by Sam Fox Publishing Co.

## TROUBLE ANTICIPATED

(Continued from page 11)

now that his refusal to sign a renewal may be the first step in his desire to break away from ASCAP and set up his own performing rights organization, a move similar to that made by the Warner music interests three years ago.

It is not known definitely that Robbins is contemplating such a move, but should he do so, his return to the ASCAP fold could easily be predicted within a year. The Warner publishing group tried it and failed, and its chances for success in setting up an independent licensing system were about the best in the business. It is estimated that of all the music licensed by ASCAP, probably as much as 40 per cent comes from the catalogs of Witmark, Remick, Harms, T. B. Harms, New World and the various other subsides under the Warner banner. The percentage of Robbins music in ASCAP probably totals no more than 15 per cent.

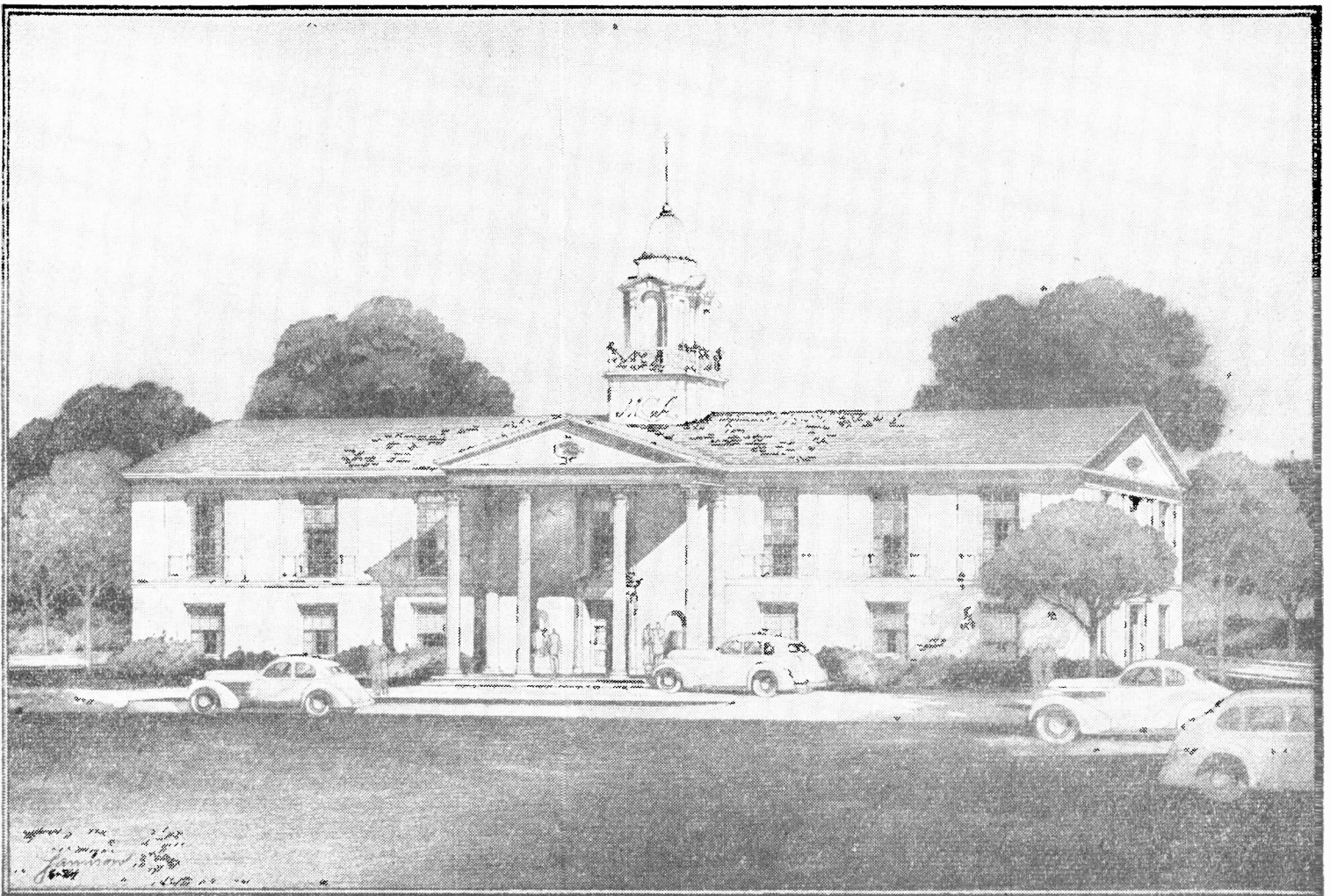


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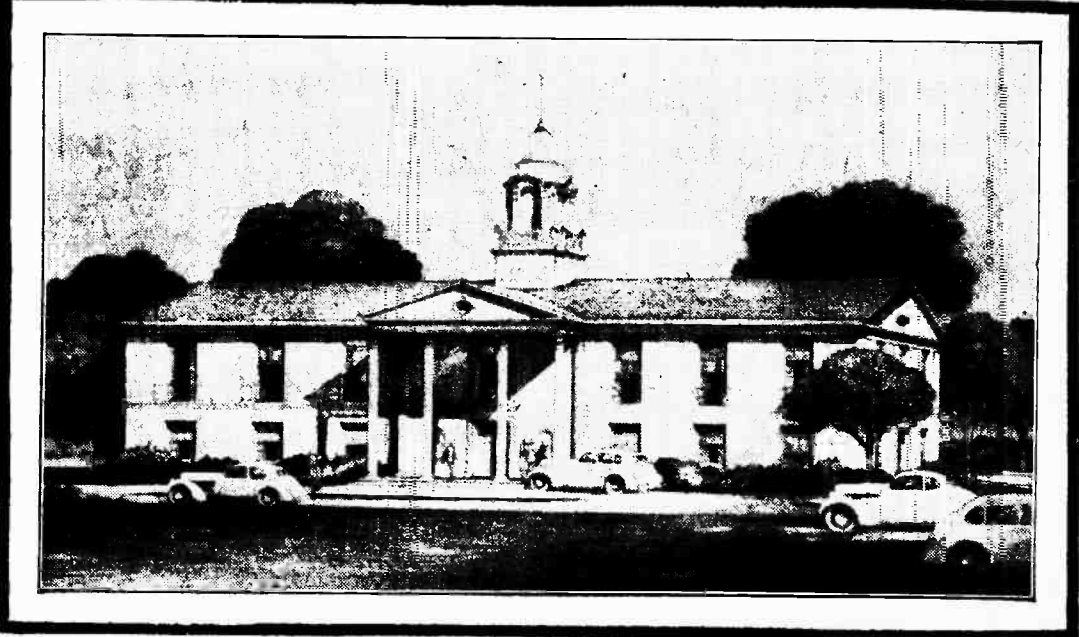
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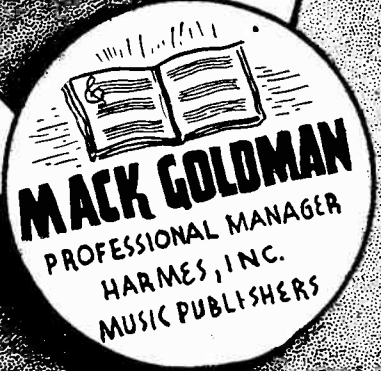
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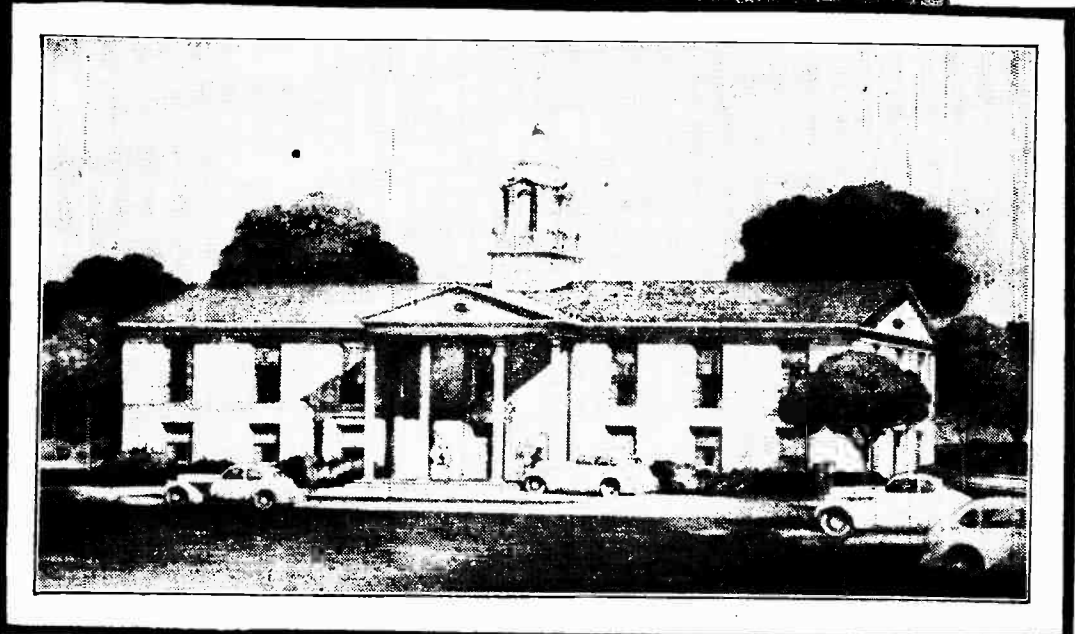
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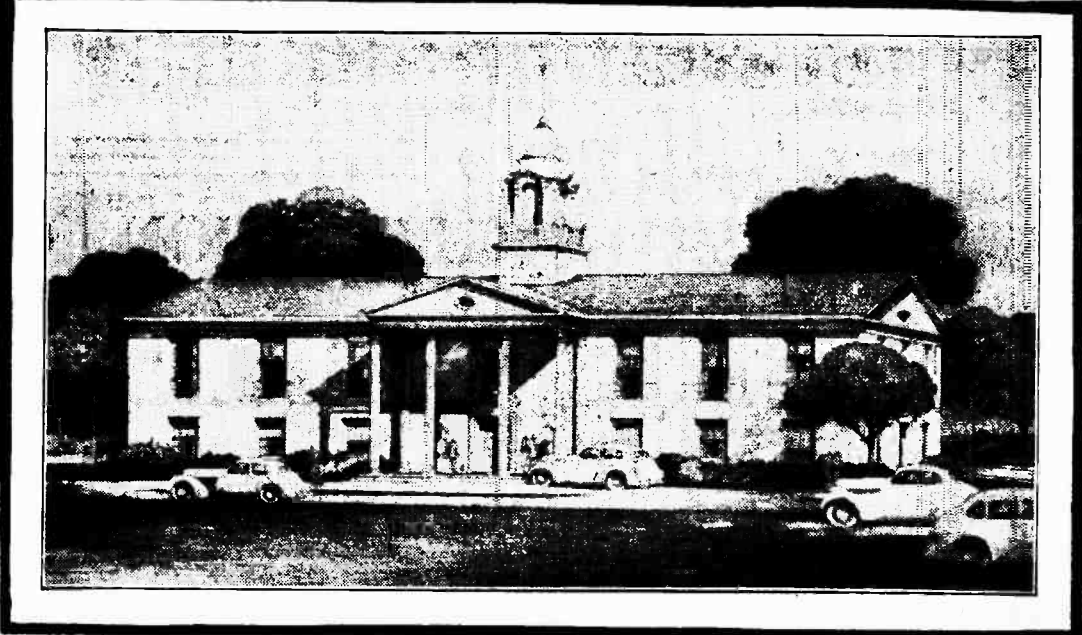
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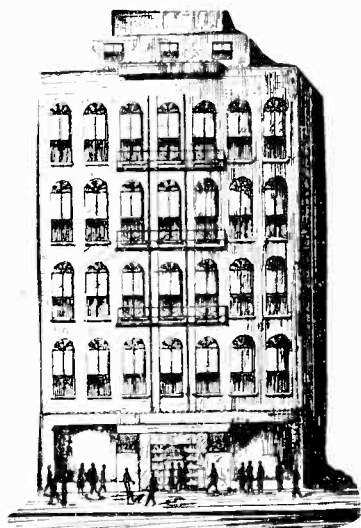
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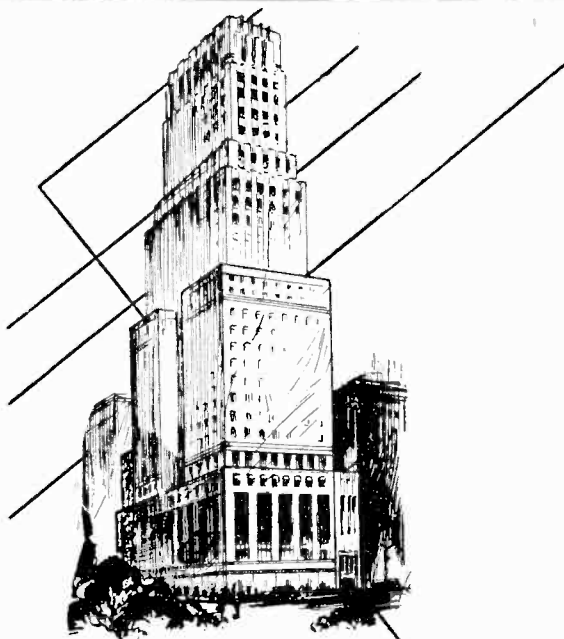
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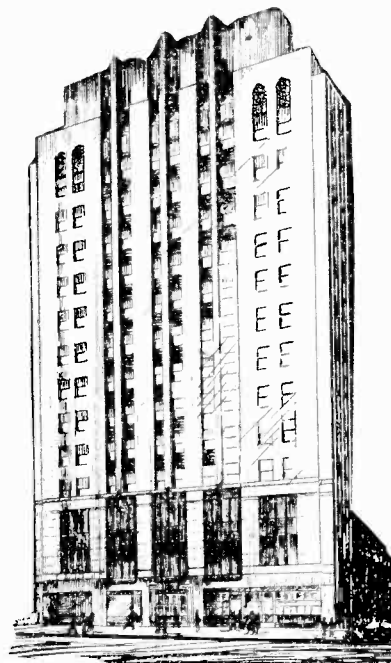
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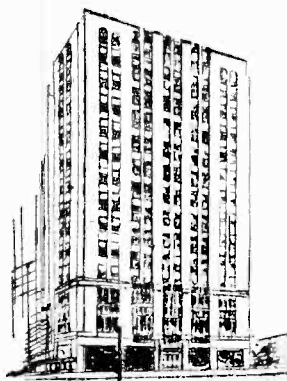
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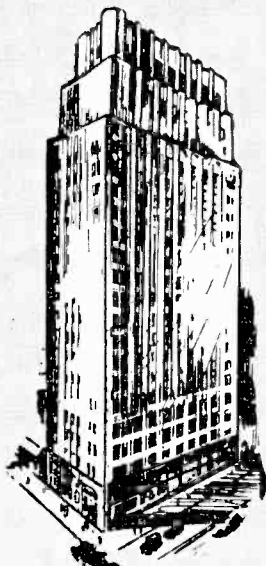
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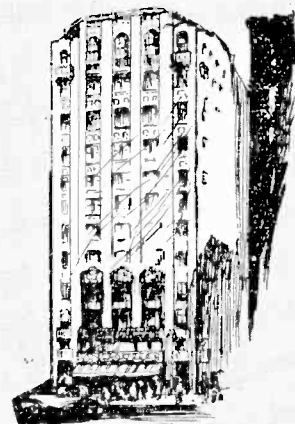
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(Routes are for current week when no dates are given.)

**A**

Ackley, Carlton: (Rancho San Pablo) El Cerro, Calif., nc.  
 Alberto, Don: (El Chico) NYC, nc.  
 Alston, Ovie: (Roseland) NYC, b.  
 Andre, Russ: (Child's Rainbow Room) NYC, re.  
 Angelo: (Bertolotti's) NYC, nc.  
 Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.  
 Ayres, Mitchell: (Village Barn) NYC, nc.

**B**

Bardo, Bill: (Nicollet) Minneapolis, h.  
 Barrie, Dick: (Statler) Cleveland, h.  
 Barron, Blue: (Edison) NYC, h.  
 Bartal, Jen: (Piccadilly) NYC, h.  
 Basie, Count: (Famous Door) NYC, nc.  
 Berger, Maxmillian: (Versailles) NYC, nc.  
 Berigan, Bunny: (Ritz-Carlton) Boston, h.  
 Bernie, Ben: (Earle) Washington, D. C., t.  
 Biltmore Boys: (La Salle) Chi, h.  
 Blaine, Jerry: (Park Central) NYC, h.  
 Bono, Americo: (Chez Ami) Buffalo, nc.  
 Bradford, Ray: (Omar's Dome) Los Angeles, nc.  
 Breese, Lou: (New Penn) Pittsburgh, nc.  
 Brigode, Ace: (Gibson) Cincinnati, h.  
 Burkarth, Johnny: (Southern Mansion) Kansas City, Mo., nc.  
 Burns, Red: (Trianon) Toledo, O., b.  
 Burnside, Dave: (Ansley) Atlanta, Ga., h.  
 Busse, Henry: (New Yorker) NYC, h.

**C**

Cabot, Tony: (Villa Moderne) Chi, ro.  
 Camden, Eddie: (Merry-Go-Round) Dayton, O., nc.  
 Candido, Johnny: (Seven Seas) Los Angeles, nc.  
 Clancy, Lou: (Del Mar Club) Galveston, Tex., nc.  
 Clark, Lowry: (Iroquois Gardens) Louisville, b.  
 Clayman, Bob: (Lincoln Terrace) Pittsburgh, nc.  
 Conn, Irving: (Arrowhead Inn) NYC, nc.  
 Cooper, Al: (Kit Kat Club) NYC, nc.  
 Copper, Al: (Kit Kat Club) NYC, nc.  
 Coquettes: (Ausable Chasm) Ausable Chasm, N. Y., h.  
 Cornellus, Paul: (Aragon) Houston, Tex., b.  
 Costello, Charles: (Commodore) Detroit, nc.  
 Covato, Etzi: (Italian Gardens) Pittsburgh, nc.  
 Crawford, Jack: (Club Greyhound) Louisville, nc.  
 Cromwell, Chauncey: (Commodore Club) Detroit, nc.  
 Crosby, Bob: (Blackhawk) Chi, h.  
 Cummins, Bernie: (Trianon) Chi, b.

**D**

D'Arcy, Phil: (President) Atlantic City, h.  
 Daley, Frank: (Nicollet) Minneapolis, h.  
 Davis, Johnny: (Miami Club) Milwaukee, nc.  
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.  
 Davis, Eddie: (Larue's) NYC, re.  
 DeLange, Eddie: (Show Bar) NYC, nc.  
 DePaul, Eugo: (Colony Club) Chi, nc.  
 Dixon, Dick: (Gloria Palace) NYC, nc.  
 Diamond, Lew: (New Eden) La Grange, Ill., b.  
 Doe, Dudley: (Seven Ponds Inn) Southampton, L. I., ro.  
 Dorsey, Jimmy: (Bon Air) Chi, cc.  
 Driscoll, Murray: (St. George) Brooklyn, h.  
 Drummond, Jack: (Meeker's) Albany, N. Y., h.  
 Duerr, Dolph: (Green Derby) Cleveland, nc.  
 Duchin, Eddy: (Paramount) NYC, t.  
 Duke, Jules: (Bismarck) Chi, h.  
 Duranda, Eduardo: (La Conga) Hollywood, nc.

**E**

Eldridge, Roy: (Savoy) NYC, b.  
 Ellington, Duke: (State) NYC, t.  
 Ellis, Joe: (Queen Mary) NYC, re.  
 Ellis, Segar: (Adolphus) Dallas, h.  
 Engel, Freddy: (University Club) Albany, N. Y., nc.  
 Ennis, Skinnay: (Mark Hopkins) San Francisco, h.  
 Ernie, Val: (Versailles) NYC, nc.

**F**

Farber, Bert: (Netherland Plaza) Cincinnati, h.  
 Fleiding, Allen: (Adelphia) Phila, h.  
 Fields, Shep: (Beverly Wilshire) Beverly, Calif., h.  
 Fisher, Biddy: (400 Club) Wichita, Kan., nc.  
 Fodor, Jerry: (Jack's) Toledo, O., nc.  
 Fodor, Ernest: (Stork's Nest) Toledo, nc.  
 Fomeen, Basil: (St. Moritz) NYC, h.  
 Ford, Frank: (Embassy) W. Orange, N. J., re.  
 Frankie & Johnny: (Sagamore) Rochester, N. Y., nc.  
 Fredrics, Jan: (Boulevard Tavern) Elmhurst, L. I., nc.  
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.  
 Fulcher, Charles: (Colonial Club) Augusta, Ga., nc.  
 Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.  
 Furst, Joe: (The Brook) Summit, N. J., ro.

**G**

Garber, Jan: (Stanley) Pittsburgh, t.  
 Gardner, Dick: (Willows) Pittsburgh, nc.  
 Gates, Mannie: (Royal Palm Club) Miami, nc.  
 Gendron, Henri: (Colosimo's) Chi, nc.  
 Genovese, Vince: (Old Spinning Wheel) Murphysboro, Ill., nc.  
 Gill, Joaquin: (Biltmore) Dayton, O., h.  
 Goho, Billy: (Bedell House) Grand Island, N. Y., h.  
 Gonzalez, Ralph: (St. Moritz) NYC, h.  
 Goodman, Benny: (Tower) Kansas City, Mo., t.  
 Goodman, Freddy: (Club Rendezvous) Raleigh, N. C., nc.  
 Graff, Johnny: (Benny the Bum's) Phila, nc.  
 Graffoller, Frenchy: (Oak Casino) Winona, Minn., nc.  
 Grant, Bob: (Trocadero) Hollywood, nc.  
 Gray, Glen: (County Fair) Los Angeles.  
 Gray, Antoine: (Bal Tabarin) NYC, nc.  
 Gunler, Johnny: (Perkins Club) Kansas City, Mo., nc.

**H**

Hamilton, George: (Schroeder) Milwaukee, h.  
 Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.  
 Heller, Jackie: (Stevens) Chi, h.  
 Herbert, Arthur: (Ambassador) NYC, h.  
 Hilson, Ben: (Rendezvous Villa) Youngstown, O., nc.  
 Himber, Richard: (Essex House) NYC, h.

# Orchestra Routes

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

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

Hodalski, Frank: (Orpheum) Springfield, Ill., b.  
 Holst, Ernie: (Belmont Plaza) NYC, h.  
 Horton, Harry: (Le Mirage) NYC, nc.  
 Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.  
 Hudgens, Ray: (Tootie's) Kansas City, Mo., nc.  
 Hudson, Dean: (Beverly Hills) Newport, Ky., cc.  
 Humber, Wilson: (Chez Maurice) Dallas, nc.

**I**

Irish, Mae: (Chanticleer) Millburn, N. J., nc.  
 Johnson, Pete: (Lone Star) Kansas City, Mo., nc.  
 Johnson, Johnny: (New Kenmore) Albany, N. Y., h.

**K**

Kain, Paul: (Rainbow Grill) NYC, nc.  
 Kendis, Sonny: (Stork Club) NYC, nc.  
 King, Chubby: (Del-Reho) Rehoboth Beach, Del., h.  
 King, Henry: (Fairmount) San Francisco, h.

Light, Enoch: (Taft) NYC, h.  
 Little, Little Jack: (Roosevelt) New Orleans, h.  
 Locke, Buster: (Gibson Rathskeller) Cincinnati, h.  
 Lombardo, Guy: (Palmer House) Chi, h.  
 Long, Johnny: (Bill Green's Casino) Pittsburgh, nc.  
 Lopez, Jose: (Stork Club) NYC, nc.  
 Los Gauchos: (Club Gaucho) NYC, nc.  
 Loss, Jimmy: (Nelson) Rockford, Ill., h.  
 Loveland, Archie: (Olympic) Seattle, h.  
 Lucas, Clyde: (Claremont) NYC, re.  
 Lyman, Abe: (Chez Paree) Chi, nc.  
 Lyon, Bob: (Brant Inn) Burlington, Ont., Can., h.

**M**

McCune, Will: (Bossert) Brooklyn, h.  
 McFarlane, Frank: (Chateau Moderne) NYC, nc.  
 McGrath, Garrick: (Yacht Club) Chi, nc.  
 McIntire, Dick: (Hula Hut) Hollywood, nc.  
 McIntyre, Lani: (Roosevelt) New Orleans, h.  
 McKay, Coyle: (Jefferson Beach) Detroit, b.

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

King's Jesters: (Clover Club) Hollywood, nc.  
 Kinney, Ray: (Lexington) NYC, h.  
 Kirby, John: (Onyx Club) NYC, nc.  
 Kyser, Kay: (Earle) Phila, t.

**L**

La Marr, Avars: (Blue Moon) Tulsa, Okla., nc.  
 LaMothe, Oliva: (Paradise Grill) Hartford, Conn., nc.  
 Lake, Sol: (606 Club) Chi, nc.  
 Lamb, Drexel: (Ledo Club) Jackson, Mich., nc.  
 Lang, Sid: (Hi Hat) Chi, nc.  
 Layne, Leslie: (Crocetti's) South Beach, Staten Island, N. Y., re.  
 Le Baron, Eddie: (Rainbow Room) NYC, nc.  
 LeRoy, Howard: (Arcada Club) St. Charles, Ill., nc.  
 Lewis, Ted: (Casa Manana) NYC, nc.

McShann, Jay: (Continental) Kansas City, Mo., nc.  
 Maleville, Bud: (Rio Del Mar) Los Angeles, cc.  
 Malone, Don: (Turks Club) Shelby, Mont., nc.  
 Manzanares, Jose: (Colony Club) Chi, nc.  
 Martin, Freddie: (St. Francis) San Francisco, h.  
 Master, Freddie: (Nut Club) NYC, nc.  
 Masters, Frankie: (College Inn) Chi, h.  
 Maya: (Monte Carlo) NYC, nc.  
 Mellen, Earle: (Gray Wolf Tavern) Sharon, Pa., nc.  
 Melvin, Jack: (Midnight Sun) NYC, nc.  
 Meroff, Benny: (Topsy's) Los Angeles, nc.  
 Messner, Johnny: (McAlpin) NYC, h.  
 Meyers, Vic: (Trianon) Seattle, Wash., b.  
 Mooney, Art: (Webster Hall) Detroit, h.

**Songs With Most Radio Plugs**

## "Bambina" Jumps To Tie for 1st; "Tisket" Finally Slips

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, September 15. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

| Position | Title  | Publisher          | Plugs |      |
|----------|--|--------------------|-------|------|
|          |  |                    | Net   | Ind. |
| 3        | 1. Stop Beatin' Round the Mulberry Bush        | Bregman            | 30    | 20   |
| 16       | 1. Bambina                                     | Spier              | 30    | 1    |
| 7        | 2. What Goes On Here? (F)                      | Paramount          | 28    | 15   |
| 7        | 3. A-Tisket A-Tasket                           | Robbins            | 27    | 28   |
| 1        | 3. So Help Me                                  | Remick             | 27    | 19   |
| 2        | 3. I've Got a Pocketful of Dreams (F)          | Santly-Joy         | 27    | 17   |
| 1        | 4. You Go to My Head                           | Remick             | 25    | 24   |
| —        | 5. A Little Kiss at Twilight (F)               | Paramount          | 24    | 11   |
| 7        | 6. Small Fry (F)                               | Paramount          | 23    | 15   |
| 3        | 7. I've Got a Date With a Dream (F)            | Feist              | 22    | 20   |
| 4        | 7. I'm Gonna Lock My Heart                     | Shapiro, Bernstein | 22    | 15   |
| 13       | 8. Lambeth Walk                                | Mills              | 21    | 13   |
| 7        | 9. Lullaby in Rhythm                           | Robbins            | 19    | 13   |
| 2        | 9. Tu-Li Tulip Time                            | Chappell           | 19    | 8    |
| 7        | 10. Now It Can Be Told (F)                     | Berlin             | 18    | 17   |
| 6        | 11. Change Partners (F)                        | Berlin             | 17    | 10   |
| 11       | 11. Alexander's Ragtime Band (F)               | ABC                | 16    | 21   |
| 11       | 12. At Long Last Love (M)                      | Chappell           | 16    | 9    |
| 7        | 12. There's a Faraway Look in Your Eye         | Tenney             | 16    | 9    |
| 12       | 13. When Mother Nature Sings Her Lullaby       | Santly-Joy         | 15    | 13   |
| 10       | 13. If I Loved You More                        | Words and Music    | 15    | 13   |
| 13       | 13. No Wonder                                  | Crawford           | 15    | 11   |
| 11       | 13. Don't Cross Your Fingers                   | Ager, Yellen       | 15    | 10   |
| —        | 13. The Yam (F)                                | Berlin             | 15    | 7    |
| —        | 14. I Haven't Changed a Thing                  | Mills              | 14    | 13   |
| —        | 14. Why Doesn't Somebody Tell Me These Things? | Shapiro, Bernstein | 14    | 10   |
| 11       | 14. I Used To Be Color Blind (F)               | Berlin             | 14    | 10   |
| 16       | 14. Summer Souvenirs                           | Bregman            | 14    | 6    |
| 12       | 15. Love Is Where You Find It (F)              | Harms              | 13    | 18   |
| 13       | 15. Garden of the Moon (F)                     | Harms              | 13    | 15   |
| 9        | 15. Put Your Heart in a Song (F)               | Miller             | 13    | 12   |
| —        | 15. There's Honey on the Moon Tonight          | Miller             | 13    | 5    |
| —        | 16. There's Something About an Old Love        | Exclusive          | 12    | 5    |
| 13       | 17. Love of My Life                            | ABC                | 11    | 12   |
| —        | 17. When Twilight Comes                        | Shapiro, Bernstein | 11    | 5    |
| —        | 17. Toy Trumpet                                | Circle             | 11    | 5    |
| —        | 17. You're the Only Star in My Blue Heaven     | Shapiro, Bernstein | 11    | 1    |
| —        | 17. My Own (F)                                 | Robbins            | 10    | 13   |
| —        | 18. Spring Is Here (M)                         | Robbins            | 10    | 6    |
| —        | 18. Toytown Jamboree                           | Red Star           | 10    | 4    |
| 13       | 18. Colorado Sunset                            | Gilbert            | 10    | 1    |

Molina, Mauro: (Club Tivoli) Juarez, Mex., nc.  
 Moseley, Snub: (Afrique) NYC, nc.

**N**

Napoleon, Phil: (Paradise) NYC, nc.  
 Neibauer, Eddie: (Paradise) Chi, b.  
 Nelson, Ozzie: (Strand) NYC, t.  
 Nicola, Frank: (Log Cabin) Chandaken, N. Y., nc.  
 Noble, Leighton: (Edgewater Beach) Chi, h.  
 Norvo, Red: (Meadowbrook) Cedarbrook, N. J., cc.  
 Noval, Frank: (Biltmore) NYC, h.

**O**

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

**P**

Palmer, Skeeter: (Seneca) Rochester, N. Y., h.  
 Panchita: (Versailles) NYC, nc.  
 Pedro, Don: (Graemere) Chi, h.  
 Pendarvis, Paul: (Palace) San Francisco, h.  
 Perez, Chuy: (Club Zarape) Hollywood, nc.  
 Peyton, Jimmy: (Plaza) Pittsburgh, re.  
 Piemonte, Vic: (Warwick) NYC, h.  
 Pierce, Ross: (Gibson Sidewalk Cafe) Cincinnati, h.  
 Powell, Eddie: (New Riverside) Spread Eagle, Wis., cc.  
 Price, Jesse: (Lucille's Paradise) Kansas City, Mo., nc.

**R**

Ray, Floyd: (Domar) Hermosa Beach, Calif., b.  
 Reyes, Chica: (Continental) Detroit, nc.  
 Rines, Joe: (St. Regis) NYC, h.  
 Roades, Dusty: (Muehlebach) Kansas City, Mo., h.  
 Rodriguez, Nano: (Havana-Madrid) NYC, nc.  
 Roland, Don: (Utah) Salt Lake City, h.  
 Rollin, Adrian: (Piccadilly) NYC, h.  
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.

**S**

Sabin, Paul: (Syracuse) Syracuse, N. Y., h.  
 Sapienza, George: (Silver Grill) Buffalo, nc.  
 Schillinger, Willard: (Tennis Club) Buck Hill Falls, Pa., cc.  
 Schnickelfritz: (Lyric) Indianapolis, t.  
 Shelley, Lee: (Murray's) Tuckahoe, N. Y., ro.  
 Silvers, Buddy: (Casa Grande Dude Ranch) Berwyn, Md., nc.  
 Smith, Joseph C.: (La Rue) NYC, nc.  
 Smich, Buster: (Antlers) Kansas City, nc.  
 Snider, Billy, Ky. Colonels: (Lookout House) Covington, Ky., nc.  
 Steel, Leonard: (Ft. Shelby) Detroit, h.  
 Sterney, George: (Coq Rouge) NYC, nc.  
 Stone, Blue: (La Conga) Hollywood, nc.  
 Strong, Benny: (Brown) Louisville, h.  
 Strong, Charles: (Queen's Terrace) World's Fair, Flushing, L. I., nc.  
 Sudy, Joseph: (Sir Francis Drake) San Francisco, h.  
 Sylvio, Don: (Bertolotti's) NYC, nc.

**T**

Tatro, Bill: (Bridgway) Springfield, Mass., h.  
 Thompson, Lang: (Bon Air) Wheeling, Ill., cc.  
 Three Commanders: (Catsina) Champaign, Ill., c.  
 Tito & His Swingtet: (Lincoln) NYC, h.  
 Toffe, Norman: (El Chico) Binghamton, N. Y., nc.

**V**

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

**W**

Wallace, LeRoy: (Shelby Tavern) Indianapolis, nc.  
 Ward, Dick: (Black Cat) NYC, nc.  
 Watkins, Waddy: (C. S. T. C.) Edmond, Okla.  
 Watkins, Sammy: (Hollenden) Cleveland, h.  
 Wayne, Penn: (Cafe Loyale) NYC, re.  
 Weems, Ted: (Palomar) Los Angeles, b.  
 Weldon: (Armando's) NYC, nc.  
 Widmer, Bus: (Arcadia) Montrose, Colo., b.  
 Williams, Clem: (Arcadia - International) Phila, nc.  
 Williams, Griff: (Victor Hugo) Beverly Hills, Calif., nc.  
 Williamson, Douglas: (Crystal Terrace) Louisville, nc.  
 Wine-Gar, Frank: (Gloria) Columbus, O., nc.  
 Winston, Jack: (Bal Tabarin) San Francisco, nc.

**Y**

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

### Unionizing Decca Waxworks

NEW YORK, Sept. 17.—Sidney Gilbert, organizer for the United Electrical and Radio Workers, a CIO union affiliate, is rounding up the mechanical men at the Decca recording plant here. Union has closed-shop agreements at the Brunswick plant in Bridgeport, Conn., and with Victor at Camden, N. J. Apart from a closed shop, Gilbert will seek better working conditions and higher wages in keeping with the other recording companies.

### You Never Know

BOSTON, Sept. 17.—Anything can happen with a femme vocalist, as the following little tale would seem to imply. Appears that while Ethel Sidney, warbler with Jacques Renard at the Westminster Roof Garden here, was doing a bit of inhaling between notes a stray fly got itself caught in the suction and went exploring in the region of Miss Sidney's tonsils. Song the gal was intoning at the time was Cole Porter's *You Never Know*. One never does, does one?



## Club Talent

### New York:

CROSS AND DUNN, headline attractions at the Versailles for the rest of the month, will be followed in October by the Yacht Club Boys and then George Jessell. . . . DR. SYDNEY ROSS, magician at the Rainbow Room, performed at the Philco exhibit, announcing the Mystery Dial Radio at Wanamaker's department store on the 16th. . . . DURELLE ALEXANDER, current with Eddy Duchin's outfit at the Paramount, was forced to take a flying trip to Texas Thursday of last week to see her very ailing mom. She has been replaced by Nan Wynn. . . . LINA BASQUETTE joins Leon & Eddie's new show this week. Tanner and Thomas worked the closing bill. . . . BRUCE MAPES and Evelyn Chandler, ice skaters who just closed 20 weeks at the International, are 100 per cent water enthusiasts—frozen or otherwise. If they accept the job being offered at the World's Fair they plan to sail their boat to the fair site on Flushing Bay from their Red Bank, N. J., home and live on their "yacht" for the run of the engagement.

### Chicago:

LILLIAN CARMEN held over at the Bon Air Country Club. . . . KARL MARX, the clown, is now doubling between the Dome and College Inn at the Sherman Hotel.

TOMMY MARTIN booked for the new Palmer House show, opening September 30. . . . GOWER AND JEANNE set to go into the next show at that hotel. . . . RUTH AND BILLY AMBROSE move to Milwaukee to open at the Schroeder Hotel September 30. . . .

NOVELLE BROTHERS dropped out of the current Palmer House show, Jose Novello having undergone an emergency appendix operation.

### Here and There:

DICK BAUER opened at Wisteria Gardens, Atlanta, for two weeks following his stay in the Rainbow Room of the George Washington Hotel, Jacksonville, Fla. . . . MR. HOT-CHA HINTON and his *Variety Revue* are held over for the ninth week at Marketeers Club, Seattle, Wash. . . . WALLY TAYLOR and Frank Jeager are going out on their own for consolidated. Act will be known as the Pall Mall Boys, which title they have used before. . . . PRINCESS ZEELLA, mentalist, has concluded a six-week run at The Dunes, Virginia Beach, Va. . . .

TANA and her Guitar are doing a series of weekly programs on the NBC Blue Network out of San Francisco after closing at the Fairmont Hotel. . . . SYLVIA FROOS, Frank Libuse, Vernon and Draper and Jimmy and Mildred Mulcay moved into Beverly Hills Country Club, Newport, Ky., last Friday.

PIERRE BEAUCAIRE returned to his emceeing duties at Monte Carlo last week after a month's vacation in Paris. . . . BERT LAYTON'S Four Filirts are now at the Club Delevan, Buffalo. . . . JACKIE GROSS, harmonica wiz, is held over at the Hotel Coronado, Worcester, Mass. Heads for the Coast in November. . . . DEAN MURPHY, closing 10 weeks at the State Line Country Club, Lake Tahoe, Calif., goes into the Palace Hotel, San Francisco, before leaving for Honolulu in early October. . . . GEORGES AND JALNA are booked for the Statler, Cleveland, beginning September 19.

CLUB ESQUIRE, Baltimore, formerly Club Piccadilly, features in its current show Don De Leo, emcee; Edith Delaney, Irene Stanley, Ann Hudson and Olga Vernon. . . . TOM HARTY is holding forth at Club Esquire, Toronto, after several weeks at the Cavalier Beach Club, Virginia Beach, Va. . . . TESS GARDELLA caps the new show which opened at the Lookout House, Covington, Ky., Friday (16). The Three Variety Boys, Arlene and Norman Selby and Donn Arden's Artist Models round out the bill.

BELLE BAKER returned to Beverly Hills Country Club, Newport, Ky., Friday (16), supported by Raul and Eva Reyes, Francis Abella and John Tio, Sylvia and Clemence and Bob Sidell Trio.

JULES J. FREELEY, formerly with Prince Hassan, is working as a singing emcee and impersonator in several Baltimore spots.

CHET LONG, emcee and baritone, has closed an eight-week stay at Club Delevan, Buffalo, and left for Cincinnati, where he will attend the College of Music until next spring.

### Time Marches On!

NEW YORK, Sept. 17.—The truth will out!

Paul Whiteman was reminiscing the other day and the conversation turned to the *King of Jazz*, one of the first all-talking pictures, where he was shown doing an acro-tap dance.

Those were the days when he carried around plenty of spare weight, and, of necessity, a double was used for the dance routine. The double didn't receive any billing, and Whiteman was asked who he was.

"Oh," informed Whiteman, "didn't you know?" It was none other than Paul Small, now night club booker for the William Morris Agency.

## More St. Louis Clubs Reopening

ST. LOUIS, Sept. 17.—Labor Day saw the closing of many outdoor night spots here and the reopening of indoor spots. Meadowbrook Country Club closed a very successful summer, according to Bill Berberich, manager. Herbie Kay and orchestra were the closing attraction. Van Horn's Farm also folded last week. Steve Cady, its manager and emcee, will open a downtown winter spot, and his performers, Ella Brown, Dottie Berg, Red Duncan, Monte Casey, Bob Corcoran and Bud Hassett, are expected to follow him to his new nitery.

Club Continental of the Hotel Jefferson reopened last Friday with Tony DiPardo's Orchestra and floor acts.

The Biltmore Country Club will continue for the next few months, with Joe Winters' Band and floor acts continuing.

The Club Plantation reopened last week when the Jeter Pillar Orchestra started on its fifth season there. Floor shows here will be produced by Leroy Broomfield and Aurora Greely.

### Crawford on WODD Staff

CHATTANOOGA, Sept. 17.—Jack Crawford, who closed his unit show last Saturday after touring since January 1 thru the Carolinas, the Virginias, Alabama, Kentucky, Tennessee and Georgia, has joined the local WODD Playhouse and Broadcasting Corp. as producer of the station's Noon Hour and other programs. He will also book the WODD radio show in theaters in this territory.

## Maisie at the Basement Brawl; Not Too High Class, But Nice

By PAUL DENIS

Dear Paul:

THINGS haven't been so good this summer, so you can imagine how glad I am to be working this week. Joe Pursent booked me into the Basement Brawl at \$42.50, less 20 per cent. He says he's charging me 20 instead of the usual 15 per cent because he had to spend a lot of money at the bar while trying to convince Nick, the owner, that my act would be good for his spot.

Nick thought that perhaps my high-class toe number would be too refined for his patrons, but Nick admits now that my toe number is swell. He says it makes him feel high class and that his customers ought to appreciate the better things in life, too. Maybe my toe number goes over so big because it is so different from the rest of the floor show, which is very loud. Our emcee, Georgie Porgie, used to be a football player, and he yells at the customers if they don't keep quiet for the show. The customers yell right back, and everybody has a swell time.

THE dance team features a terrific apache number in which the man almost kills the woman. They get so rough that customers rush up to save the girl, and the emcee has to be around to rush them back to their seats. Last week the emcee wasn't looking and a drunken customer rushed up and knocked out Charlie just when he was supposed to drag Evelyn by the hair. The waiters jumped in and for a while there was one big fight, with the customers betting on the winners.

We've got a prima donna, too. She's

been here three years, and Nick is afraid to fire her. She's the girl friend of the butcher who supplies the club with meat, and if Nick fires her the butcher might insist on payment of the account. Nick is behind on payments. He just can't afford to fire her. But Rosie is not bad. She sings opera numbers and the customers are ashamed not to applaud. But she's getting so fat! Her boy friend selects all her meat dishes, and she's put on 80 pounds since last year.

NICK has another problem, Fanny. Fanny is our ballad singer and she's been here two years. Nick can't fire her, either, because she can drink more than all the other performers put together and she has at least a dozen heavy spenders coming in each night. She's promised to marry most of the customers and they come down for her answer and spend a lot buying her drinks, hoping she'll get drunk enough to say "Yes." But the more drinks the more she says "No." If Nick fired her he would lose half his trade.

We had a ventriloquist here last week, but Nick fired him, claiming he watched the act carefully and saw that the dummy did most of the talking. "The dummy cracks all the jokes," Nick said, "so why should I pay that guy? If Joe will book the dummy only, okeh."

NICK says I can stay as long as I want here. I'm teaching his wife how to tap dance and reduce. I've got to get her to shed at least 30 pounds more. At the rate of five pounds a week I've got six more weeks to go. *Maisie.*

## New York Clubs Prepare for Expansion and Bigger Shows

NEW YORK, Sept. 17.—Summer retrenchments in the night club scene will be almost forgotten in the next two weeks. New clubs are opening and old clubs are either reopening or changing their shows. Virtually the only night club that managed to be continuously popular during the summer months is the Casa Manana, which says the Ted Lewis show, now in its fourth week, rolled up \$35,000 last week. Show will run a fifth week.

The first of the reopenings is the Pepper Pot, which has opened the Voodoo Room, seating 200 people, in anticipation of World's Fair business. D'Andrea's Voodoo Swingers is the band.

NTG's *The Midnight Sun*, after one postponement, is set for September 20. Cast includes Geraldine Rose, comedienne; Marie Montoria, dancer; Carol Bruce, singer, and the traditional line of NTG girls. Eileen Wenzel is manager.

Eddy Duchin and orchestra open the fall season at the Hotel Plaza September 27, with Paul and Grace Hartman and Sally Clark, sister-in-law of John Roosevelt, who will make her ballyed local debut.

The Paradise and Cotton Club have

simultaneous opening nights September 28. The former has Russ Morgan Della Carroll and Henry Jackson, with Marjorie Fielding staging the show. Cotton Club has Cab Calloway and a big all-closed revue.

Dave Apollon is going into Nick Bates' Merry-Go-Round Club (formerly the House of Morgan) on a percentage deal. Renames it the Casanova Club. Apollon will lead a 15-piece dance band.

Harry Richman appears set to open a supper club in the Hotel Delmonico, with Sheila Barrett on the first bill.

Le Mirage reopened last week.

The Versailles resumed winter policy of names, with Cross and Dunn heading the first bill Thursday along with Panchito and Maximilian Bergere's bands.

The Mon Paris, operated by Joe Fernandez and Joe Chevalier, opened Thursday with Virginia Uppercu, Charlie Murray's Band and Royal Lukewela Hawaiians featured.

Hotels: St. Regis reopens its Iridium Room October 6 with Charles Baum Band and an ice revue. Pierre reopens its Corinthian Room with Harold Nagel's Band Monday.

## Kaycee Niteries in Good Fall Opening

KANSAS CITY, Mo., Sept. 17.—Ken Moyer's Orchestra has left Sni-a-Bar Gardens. The Kansas City Club dropped its band policy until October 1, when it will resume with bands booked thru Frederick Bros. There were plenty of other placements in niteries here, however, to balance the books.

Many ops believe the nine-day Jubilee, opening today in the Municipal Auditorium, will attract a heavy out-of-town patronage. Preparations are being made for banner biz at any rate.

### Alliance House Drops Shows

ALLIANCE, O., Sept. 17.—Columbia Theater here, formerly playing stage units Thursdays and Fridays, will continue its film policy temporarily at least, according to Ray S. Wallace, manager. Wallace said unit shows are demanding a guarantee this season and since so few are available he decided against stage attractions for the time being. He said he would book stage attractions of merit for one day, probably after the middle of October. Theater business locally, he said, is off approximately 30 per cent.

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# Night Club Reviews

## Raleigh Room, Hotel Warwick, New York

Profusely decorated with fine murals depicting the life and activities of Sir Walter Raleigh, this intimate room inaugurated a floor-show policy Thursday to begin its second season.

Judging from the opening night crowd, it is very likely that the room may attract a heavy portion of cafe society. It's strictly a class spot, what with the glass dance floor properly lighted from beneath and decorated to fit the motif of the room.

While only two acts and an orchestra were engaged to entertain the cash customers, opening night saw a rash of guest performers doing their stuff. Paul Ash guest-emceed the first show.

Eleanor Sheridan, vocalist, has plenty in looks and shape and, while her voice could stand a good deal of improvement, her numbers are a natural for this type of place and crowd. Alan Jones, her accompanist, is the composer of three parodies she successfully delivered. His material is strong, funny and clever and would be a wow for a musical revue.

Dell O'Dell, female magician, won hearty applause with her slick handling of some old tricks and several new ones. Has good appearance and good sense of showmanship.

Gerry Morton and his band are a surprisingly smooth aggregation with only four pieces. Easy to listen to and very danceable. Show was booked (and induced) by Harry Engel, of Fanchon & Marco.

Guest shots included Ray Saxe, currently at the Roxy here; Walter Cassell, radio singer, and Gay Brogan and the Three Ladies in Waiting, a singing rhythm quartet. *Sol Zatt.*

## Blue Fountain Room, La Salle Hotel, Chicago

Room reopened for the season Labor Day, after getting its face cleaned, and is bidding for the Loop's patronage with the Biltmore Boys, an attraction that mushroomed into a favorable spot the last 19 weeks. The seven-piece outfit, dishing out a pleasing variety of dance and novelty tunes, came in for a well-earned return engagement and should continue indefinitely. The original Biltmore lads (Danny Lane, Don Taylor and

Pat Alden) are still fronting the band stand and dispensing with amiable personalities.

Back with them is Dixie Frances, winning songstress who is featured both alone and with the trio in a generous assortment of musical favorites. Specializes in pop tunes and delivers with welcome reserve.

Others in the band are Pianist Frank Yakots, Accordionist Jimmy Blue, Saxophonist Jack Denson and Drummer Roger Cote. Lane is the violin leader. Taylor strums a mean guitar and Alden zoom-zooms on the bass. As an aggregate, they stack up as a clever bunch well suited for intimate hotel rooms.

Never a cover or minimum and reasonable prices both at the tables and neighboring bar.

Ed Davies still around to p. a. this spot. *Sam Honigberg.*

## Beverly Hills Country Club, Newport, Ky.

It's socko entertainment that the youthful Glenn Schmidt dishes out to his swank clientele with this new layout, which has the inimitable Belle Baker, back for a fortnight's return engagement, in the headline slot, supported by an excellent array of floor talent, and for those who dance a capable crew of swingers in Dean Hudson and his Florida Clubmen. The corking talent line-up should serve to send Beverly's fall season away to an excellent start.

Show gets off with the Dean Hudson lads and Frances Caldwell, band's canary, lined up on the floor in glee-club formation for a warble on *Lonesome Road*. The novelty, nicely handled by the Hudson crew, pulled a nifty mitting.

Francis Abella and John Tio, the latter an educated parrot who answers his master's questions, laughs, whistles and gives uncanny take-offs on Crosby, Durante and Cantor, as well as imitations of various animals and sounds, proved highly entertaining. John was in fine fettle at this showing, working without a hitch to his master's capable and personable pacing. Turn pulled a strong hand.

Sylvia and Clemence, comediennesses with a personality and a flair for terping, proved surefire with their slapstick comedy. Clicked best with a rope-jumping novelty and a comedy acro routine. Registered handily.

Raul and Eva Reyes, sharp and classy dance pair, scored handsomely with an interpretative waltz; a snappy, whirling rumba and an interpretative novelty to *Tea for Two*. The Latin lookers tote unusual routines, and their terp efforts were handsomely rewarded. Were forced back for an encore and accommodated with their own version of *The Polka*, a novel and graceful routine.

Belle Baker, a huge fave here, came on to an ovation and then proceeded to mow 'em down with her swell selling of a well-chosen repertoire of ditties, including a pair of nifty comedy specials. Spun a few funny yarns, then swung into warbling a string of old favorites, which resulted in a show-stop. Encored with *Mrs. Goldberg's Bridge*, a dialect special, and closed with the balladizing of *Music, Maestro, Please*, the latter bringing another halt in the proceedings and a brief beg-off speech.

The 12 Adorables, well trained and a treat to gaze upon, are still a sound asset to the Beverly shows. Frances Caldwell and two of the Hudson ork lads also contributed their share to the current floor offering.

Dean Hudson and his musical crew kept the dancing patrons in a happy mood and introduced a string of novel arrangements in beating out the swingeroo. *Bill Sachs.*

## Savoy Hotel, London

Newcomer here is Bob Ripa, swell young juggler, with a dandy and versatile routine in which he features some amazing ball and stick work. Holds interest thruout and concludes to hearty recalls.

Les Hermanos Williams, two men and a girl, in colorful South American costumes, hit with a melange of acrobatics, dancing and instrumentalism. Last mentioned from the girl. Nice act and plenty liked. *Bert Ross.*

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

# LARRY MCGOWAN

Entertainment Director

of the

## ST. REGIS HOTEL

NEW YORK, N. Y.

Says:

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

## Woodside Gardens, Woodside, L. I., N. Y.

Tucked away in the fringes of New York, in this surprisingly attractive spot, is a figure that once graced the vaude boards for more than a decade, Karyl Norman, the Creole Fashion Plate. But the first and foremost of the female impersonators is no more, for Norman has doffed his skirts, forever he says, and is staking his claim in a new type of show business for him anyway. He is now a singing emcee.

What's more startling is that Norman has been able to orientate himself from one type of entertainment to a radically different kind, and carry on well, despite the lack of a well-trained voice. Good appearance and showmanship put him over. His change of costume has no bearing on his ability as a performer. He is still a solid showman and, with good training and direction he may be able to hit the top again. One mistake he makes is vocalizing romantic melodies. He should stick to showmanship numbers like *Alexander's Ragtime Band*, which he put over with a bang.

Rest of the show is strictly barroom entertainment. The chorus line of six is not much on looks and still less on dancing.

Ernestine and Joseph go thru a tap routine that is just so-so, and Buddy Raye, eccentric dancer, doesn't live up to his billing at all. As they are still young, they may develop with experience. Virginia Bell, a recruit from the chorus, steps out for a solo rumba but can't be rushed back into the line quickly enough. Peggy O'Neil indulged in a medley of rain songs, *September in the Rain, I Get the Blues When It Rains*. Has a suitable voice for this type of spot. Eddie Nixon and his orchestra provide smooth tho a little too loud dance music. Andy Fiori is operator. *Sol Zatt.*

## Capitol Tavern, Jefferson City, Mo.

Bob Burke's popular spot is pulling them in with an idea that appeals. Burke has dispensed with any attempt to display lovely bodies and has substituted a classical atmosphere. The spot has a refined air that draws a high-type clientele.

Melvin Miller is the hub of the show, playing numerous solos and all the accompaniments on a Hammond electric organ, but Burke handles the emcee duties. Burke does nicely, and even the lack of professional polish has a certain advantage because there's nothing slick

or false about it. The customers like his work.

Doug Frew, former emcee, is vocalist, lending an excellent tenor to Miller's organ melodies and combining talents occasionally with some of the numerous guest stars.

One of the latter is included each

DICK — EVELYN

## BARCLAY

ORPHEUM THEATER, LOS ANGELES, Week of September 21.

GUY PERKINS. CHICAGO.

Melodious songs by

## Jane Farrar

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DANCERS



The dance team, Fawn and Jordan, has poise and grace, going thru a waltz and whirlwind tango in sure style. The girl is a blond looker and the man makes a fine partner, the team combining to make a solid impression.

Billboard, Paul Denis.

Ingalls-Davies, N. Y.

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week and several have been brought back. Outstanding are Kaye Donna, former CBS *Do You Remember Girl*, and Madeline McKenzie, vocalist with Don Gill's Orchestra. Both can give in the torch vein.

Food and drinks are excellent.  
A. E. Jackson Jr.

**Continental Room, Stevens Hotel, Chicago**

Jackie Heller, now a dynamic little band leader, opened the new season here and, considering his popularity in these environs, should roll up a prosperous run. His 10-piece outfit has plenty of swing and rhythm, a type of orchestra that can attract the younger set and please them with danceable tunes. Jackie pitches in generously with vocals of the favorites in his familiar high tenor voice and sock delivery.

Louanne Hogan, his songstress, is a young and attractive kid with a smooth and soothing voice for ballads. The running effervescence on Jackie's part thruout the dance sets permits few lull moments to dull the proceedings.

The band entertainers, with two additional acts, round out the floor show, repeated three nightly. Lois Harper, vivacious tap dancer, has a lively set of routines. Her short-dress cocktail outfits fit in with the atmosphere of this room, as do the smart designs of her numbers.

Don Julian and Marjorie, versatile ballroom team, are playing a return and majored with a number of new novelty concoctions that were light and amusing. Pair make a beautiful appearance and spin thru every motion with grace and meaning.

Louanna Hogan's version of *Stormy Weather* was somewhat frigid, partly due to her irritable floor appearance. Should loosen up after a spell of repeats. Jackie closed the bill with a list of songs, old and new, delivered to please his crop of friends that turned out to usher him into this spot.

Never a cover and only a \$1.50 minimum for supper patrons. Tom Montgomery still handling the press.  
Sam Honigberg.

**Old Roumanian, New York**

Still clinging to its four-act summer show that isn't put together at all but is individually pleasing, this downtown East Side nitery under the Allen street "L" tracks is suffering from the summer business hangover, but is making preparations for a busy fall season. House caters to Jewish tastes and whims, but is also a favorite downtown slumming bistro.

The current show consists of Jackie Stuart, capable blues singer; Nena Orla, dancing soubret; Marita, Spanish dancer, and Ethel Bennett, singing perennial. Jackie Stuart shows a lot of promise with her sweet-voiced interpretations of *Si, Si* and *Donkey Serenade*. The orchestra, however, was

much too loud, which is tough competition for any singer.

Nena Orla handles her assignments with good form and ease, but nothing distinctive. Also handling her dancing chores capably is Marita, who does the Mexican hat dance with grace and a good sense of terpsichore.

Ethel Bennett, starting her eighth year here, puts her numbers over with a heavy dash of Hebraic oomph. Her version of *Joseph, Joseph*, in its original Jewish and then English, plus the movements of component parts of her face and body, could be even better as a singing comedy number.

Joe LaPorte is the new leader of the four-piece band. A larger orchestra is needed here. Gregory Duestrof, Russian emcee, also sings. His attempts at both just fizzle.

Jack Silverman, operator, is planning a three-day opening for his new show October 5, 6 and 7. Murray and Allen and Sadie Banks will return then. Sid Heller is p. a. as usual.  
Sol Zatt.

**Berkeley Hotel, London**

Phyllis Stanley, tall and languid English nitery singer, has fair pipes and a good choice of numbers but her offering suffers from her snooty air and affected boredom.

Maurice and Maryea, American dance team, are a grand couple, with youth, talent, looks and polish all at their finger-tips. Click solidly with three diversified routines. One of the best teams to hit this spot.  
Bert Ross.

**Chez Paree, Chicago**

While the new show probably spells as meaty a budget as some of the spot's predecessors, it is weak in framework and stacks up as a booking error. With most of the coin going to Abe Lyman's Band and Harry Richman, remainder of show has been stripped of body. Respotting of acts is needed to make the best of what's on hand.

Opening number is too early a spot for the Six Jitterbugs who at the dinner affair are disguised in Tyrolean costumes and at midnight jive on down in rah-rah outfits. Their comedy with Richman, while becoming somewhat dangerously professionalized, would probably come in more handily later in the bill.

Rose Blane, Lyman's vocalist, gives out with a good, strong delivery. She pleased with such tunes as *Joseph, Joseph*; *Dark Eyes* and *A-Tisket*, altho some of them seem to be over arranged.

Dolly Arden, statuesque acro and control dancer, makes a single appearance in each show with her familiar, well-routined and smoothly executed work. Her musical arrangements blend with both her acro and control get-ups.

The Three Oxford Boys precede the second line production number with a Mills Brothers type of act that scored in theaters. The boys, to their credit an excellent appearance and fine vocal impressions of name bands, will need considerable more sock material for night clubs to make a strong showing.

Richman highlights the show with a number of tunes in public favor. In for three or four weeks prior to the opening of his own club in New York in December. Is a favorite here, and even his below-par selections get a warm reception. Is best in the more stirring numbers, such as *Alexander's Ragtime Band* and *Your Broadway and Mine*.

The Chez Paree Adorables do three picturesque numbers in each show, finely costumed and well staged. Kids are good lookers and seem to take better direction from their coach, Fred Evans, with each succeeding show.

Abe Lyman is unnecessary underplayed this time. Leads his boys in one selection (when caught it was an old standby, *Melancholy Baby*), but passes on the emcee duties to Richman.  
Sam Honigberg.

**Tries Instruction Hour**

CHICAGO, Sept. 17.—Ambassador Hotel will be a new candidate in the hotel room field here this season, starting out at first with a dance instruction hour only in its main dining room. The LaMaires (Don and Audren) have been engaged to instruct, moving in after their engagement at the College Inn.

The "instruction hour" caught the fancy of the local night clubbers early this summer when Glover and LaMae introduced the feature in the Stevens Hotel. Team, there nearly four months, closed Thursday to open for MCA at the Chase Hotel, St. Louis.

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SAILING OCTOBER 7 FOR RIO DE JANEIRO Casino Atlantico. (Thanks to Albert Tavel.) Planning to return to U. S. A. After return engagement SCALA, BERLIN, March, 1939.

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SIX MONTHS IN ENGLAND. TWO MONTHS IN PARIS.  
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TWO MONTHS AT SCALA, BERLIN (Thanks to Harry Foster).  
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### He Has Troubles

PHILADELPHIA, Sept. 17.—Troubles don't come in small quantities for Ben Lander, op of Lander's Tavern here. He gets them in threes. Last Tuesday he was indicted by the Grand Jury on charges of book-making and was released on bail.

Wednesday he was cited by the Pennsy Liquor Control Board for selling after hours and must show cause why his license should not be revoked.

And Thursday his wife filed suit for divorce.

## Vaudeville Notes

RITA RIO and her all-girl band are again the center of a unit, produced by Stan Zucker, of CRA. Break-in dates lined up include Wyandotte, Mich., October 14 to 16, and Flint, Mich., October 18 to 21, inclusive. . . . FRED WAR-ING'S new vocal trio, Hal Kanner, Murray Kane and June Perron, were plucked out of vaude and night clubs. Trio was a novelty swing outfit at the College Inn. . . . CHESTER MORRIS, now making p. a.'s, has drawn four additional weeks thru the Simon Agency.

BILLY GLASON landed the El Bee Furr-iers program Sunday afternoons over WMCA. He goes on September 18, succeeding Dave Vine's six-times-a-week airings for the same sponsor. . . . LUIS ZINGONE just finished a short for Warner and is set for personal appearances with it next month.

NIRSKA, the butterfly, away these many months touring Australia and South Africa with the Williamson and Marcus shows, sails for home from Cape-town September 19. . . . GEORGE HALL'S barnstorming theater tour for the week of September 17 to 24 takes him thru West Virginia and South Carolina. Booked thru T. D. Kemp Jr., of Charlotte. . . . JIMMIE PARRISH is homeward (San Francisco) bound from the other side. He sailed from Havre on the 10th. . . . ESTELLE AND LEROY have completed a two-week engagement at Juan-les-Pins in their tour of Cote d'Azur resorts. They hope to return to the States by October but leave the matter entirely in hands of Jack Bertell, New York agent.

DR. KARL FISCHER, former medical director of the Will Rogers Memorial Hospital, Saranac Lake, was one of the three recipients of the Leon Bernard Memorial Prize of the International Union Against Tuberculosis, awarded every other year. . . . JOE JACKSON writes from Mexico City that theatrical activities there are on the upbeat, with many Americans in the picture. United States acts found there during the summer included Chuc Wingo and Partner, the Parker Brothers and Sharen and Virginia.

ARREN AND BRODERICK'S European tour has been postponed indefinitely. \*They began a week at the Palace, Chicago, September 16. . . . BETTY ALLEN, who just returned from Europe after eight months, sails again September 22 to make a film in France entitled *Flume of Joy*.

EVELYN AUBURN, captain of the line at the Fox, Detroit, is now assistant producer. She succeeds Pat Mason, who left to take a post in California.

BETTY BRUCE has been signed for the new George Abbott show, *The Boys From Syracuse*. . . . MARIE LA DARE, accordionist and formerly of the team of Lauren and La Dare, is in St. Mary's Hospital, Johnstown, Pa., with a fractured arm which she received while working at James there.

RAY SAX, novelty saxophone act, joins Fred Waring's crew next week. . . . PHIL SPITALNY will play a week at the Fox Theater, Detroit, October 7. . . . On the basis of a Decca recording, *Tu-Li Tulip Time*, made by the Andrews Sisters with Jimmy Dorsey's Ork, the sisters were booked in the Palace, Chi., week of September 30, during Dorsey's engagement there.

JOHN GALLUS, novelty clarinet juggler, has been set by Thomas Burchill, of Chicago, to play the Orpheum, Spokane; Beacon, Vancouver; Palomar, Seattle; Golden Gate, San Francisco, and the Orpheum, Los Angeles.

ART BONGER and Andrillita, now making the fairs for the Gus Sun office with their new house trailer, plan to return to vaude and night clubs in October. . . . JOSEPHINE HUSTON, Broadway songbird starred for eight months in the London musical *Wild Oats*, sails for home October 19.

# N. Y. B'way Theater 2-a-Day; Robitschek's Palladium Idea

NEW YORK, Sept. 17.—Kurt Robitschek, foreign vaude producer and booker, plans to open the first two-a-day vaude house in New York since the Palace. He will take over the Broadway Theater, 53d street and Broadway, and change the name to New York Palladium.

Robitschek, former operator of the Victoria Palace, London, and the Alhambra, Paris, will institute the same type of show he has been running on the Continent—"produced vaudeville," as he describes it. Bookings will be made thru his local office, French-American Productions, and presumably will be handed by Guy Martin, his associate, who aided in the deal to take over the house.

Negotiations have been going on for several weeks between Robitschek's office and the Prudence Bond Co., trustee for the Broadway Theater. The deal is expected to be consummated Monday and alterations will begin immediately. It is believed Robitschek has taken the house on a long-term contract, paying an annual rental plus percentage.

For the new show Robitschek claims he is recruiting several names, including some from Hollywood. Bill will be changed monthly. Prices and other details haven't been worked out yet.

RKO adds Saturday-Sunday vaude to double features next week at Proctor's 58th Street Theater. House originally ran 32 years as a big-time vaude stand and was rebuilt 10 years ago as a vaude-filmer. It dropped vaude four years ago. This makes the 58th Street RKO's only vaude stand in the entire city, excluding baby units play one and two nights in local houses.

RKO is continuing to feed stage "attractions" to its score of local ex-vaude-films. Latest is Arthur Murray's *Dance Cavalcade*, opening at the Albee, Brooklyn, September 28 for a full week. Murray teachers and pupils will demonstrate new dances. Another new unit is

## Aldine, Pittsburgh, May Resume Vaude

PITTSBURGH, Sept. 17.—Rumors flying around town today had the Harris Amusement Co. leasing the long-shuttered Aldine Theater for a stage-pix policy. Once the proving ground for Louis K. Sidney but closed by Loew a few years ago when the Warner-operated Stanlev and the Penn became chief Loew property here, the Aldine has been cleaned up, evidently preparatory to renovating and possibly remodeling.

Always using talent somewhere, firm dropped regular stage bills from downtown Alvin two years ago but continues to show occasional flesh acts in out-of-city houses and operates Duquesne Garden, where traveling ice carnivals, rodeo and other arena entertainment is bookable.

Harris Co., thru publicity director George Tyson, spasmodically serves as talent agency and sells shows independently. Harris theater booker is John McGreevey.

## Fox Tower, K. C., Band Policy Clicks

KANSAS CITY, Mo., Sept. 17.—Fox Tower Theater's recently inaugurated band policy is proving popular here. Benny Goodman's Band is jamming 'em in, despite opposition of the third annual Jubilesta which opened today in the Municipal Auditorium. Recent engagements of Jan Garber and Red Norvo-Mildred Bailey chalked up strongest grosses in months, \$13,650 and \$14,800 respectively.

Skedded for dates this fall are Eddy Duchin, Horace Heidt, Casa Loma, Bob Crosby, Jimmy Dorsey and Tommy Dorsey. Variety bills are being used by Stanley Chambers, manager, only when topnotch orks cannot be obtained.

SYRACUSE, Sept. 17.—Newest local night spot to open here is the Club Irving, operated by Irving Jacobs, local booker. Irving Spector and his band and seven acts comprise the show.

Charlie Banks' 16-people *Darktown Strutters* revue, colored, featuring Sunshine Sammy, Williams and Fay Cantoy. Opened yesterday in Brooklyn. Other small units working for RKO in town are Cowboy Jack, *Buzzin' Around Revue* and *Screenland Revue*.

Zasu Pitts and a vaude bill opened at the Palace, Cleveland, yesterday. House will pick up occasional attractions the rest of the season. RKO is also spot booking the Orpheum, Minneapolis, which gets Ina Ray Hutton tomorrow for one day. This house, along with Troy and Schenectady, will be given units and vaude on and off. This time last year Boston was using RKO vaude, but this house is still straight pictures. Dayton is taking its RKO vaude from Chicago this year.

Only local indie house definitely set for vaude for the new season is the Folly, Brooklyn, which reopens tomorrow. Split-week vaude and double features. Al Rogers and Bill Miller booking. *Brownskin Models*, colored unit, opens the policy.

## Cushman Readies \$350-a-Day Units

LINCOLN, Neb., Sept. 19.—Wilbur Cushman, who once had more than 40 weeks of bookings for \$150 daily units in the Midwest, is now on the Coast vamping till ready with a \$350 daily idea, to be booked flat to houses, units coming only once a month.

He's waiting for cooler weather and for some of the kingpins to decide. Cushman claims Oklahoma City, Wichita and Nashville are set and says he needs six shows to start. He will probably produce them himself.

Where the old units averaged 16 people, the new ones will guarantee 30 or more, with a "name" act.

## French Unit Held At Canada Border

DETROIT, Sept. 17.—Difficulties with immigration rulings kept the *French Follies*, 10-person unit, from opening last week at the Bowers Club. Show was booked by Peter J. Iodice, who says the girls applied to the American consul at Quebec and were told that they could enter this country. Upon arrival they were detained at Windsor, Ont. Iodice said that it was declared necessary to secure visas to enter, which would require two to three weeks. Under the regulations, the decision on entrance when performers are under contract as in this case is up to the local immigration authorities.

## Bands, Names for Philly Earle, Fox

PHILADELPHIA, Sept. 17.—Heavy sked of vaude acts and name bands set for the Earle and Fox here. At the Earle Buddy Rogers is set for September 23; Johnny Davis, September 30; Chick Webb, Ella Fitzgerald and Buck and Bubbles, October 7; Ted Lewis, October 14; Freddie Bartholomew and revue, October 21; Henry Busse's Orchestra, October 28, and Horace Heidt's Band, November 4.

Fox is still pretty much in the air for the future. American Ice Carnival is set September 23, and Ina Ray Hutton probable October 7.

## Jimmy Brink Signs Names

CINCINNATI, Sept. 17.—Extensive alterations to Jimmy Brink's Lookout House, Covington, Ky., which will give the spot a new and attractive front and a more commodious interior, will be completed by October 1, with the club slated to crack the fall season October 6, when Lou Holtz moves in for at least a fortnight's stay. Other names already signed to follow Holtz are Helen Morgan, Jimmy Durante and Ben Blue. Willie and Eugene Howard are slated to come in upon their return from Australia, and Manager Brink is making overtures to bring in Mae West and the Lou Prima Ork, now playing engagements together on the Coast.

### One Way To Hold Job

CHICAGO, Sept. 17.—Richard Denzler, veteran emcee at Jimmy Pappas' Vine Gardens here, figures that he has an excellent chance of making it a steady job in that spot if only because his boss is also his landlord.

Pappas will have to keep him, Richard says, to make sure of his monthly rent.

## Grosses

Paramount, New York, came thru last week with a smash \$52,000 in the first week of Eddy Duchin and band, and *Spawn of the North*, with business at the other first-run houses unusually good. Radio City Music Hall, New York, ran *You Can't Take It With You* and the regular stage show to the tune of \$100,000.

The Strand, New York, did its best business last week since its change to stage shows. Ozzie Nelson, Harriet Hilliard, Johnny (Scat) Davis and Wayne Morris on the stage, and *Valley of the Giants* on the screen, accounted for \$41,000. The Roxy, New York, featuring Borah Minnevitich's Harmonica Rascals and *My Lucky Star*, had a take of \$38,000. Loew's State, New York, did \$25,000 in the second week of the Harvest Moon Ball dance contest winners, emceed by Ed Sullivan, and *The Crowd Roars*.

At the Palace, Milwaukee, Horace Heidt and band and *Gateway* reported a take of \$10,500. Average is \$5,000. The Riverside, Milwaukee, did a normal \$5,300 with *Spices of Poree* revue and *City Streets*.

Harry Howard's revue opened its Australian tour big when it grossed 2,500 pounds (about \$12,000) the first two weeks in Auckland, New Zealand, netting a profit of at least 500 pounds. Unit opens at the Theater Royal, Sydney, Australia, Friday for a run of 14 to 16 weeks.

Second week of the Benny Goodman show at the Chicago, Chicago, ended with a disappointing \$36,000. Original six-shows-a-day policy switched to five over the week-end and to four the final day. Only explanation that can be given for the failure of the usually socko Goodman draw is the too classy reputation of the house, which doesn't draw the jitterbug variety, and the beginning of the school term.

Major Bowes' unit at the State-Lake, Chicago, brought a strong \$16,500, between \$6,000 and \$7,000 above average gross. Third week of *Carefree* and Frances Arms and vaude show at the Palace, Chicago, dropped to some \$12,000.

## Chicago AFA In New Drive

CHICAGO, Sept. 17.—American Federation of Actors here started a drive this week to sign AFA contracts with managers of night clubs and theaters around this area playing stage shows. Guy Magley, local rep, who recently returned from circus fronts, intimates that more co-operation on the part of the operators is likely this time, since a crop of New York clubs and hotels are already under the AFA cover.

Harry Richman, fourth vice-president of the AFA and now heading the Chez Paree show, is expected to be instrumental in landing the spot for the AFA. Another early entrant may be the Sherman Hotel, Manager Frank Bering having indicated a willingness to talk over the matter.

Theaters in the local AFA jurisdiction will include the Chicago, Palace and State-Lake here and houses using week-end vaude here and in neighboring cities.

## IA Official Takes Club

DETROIT, Sept. 17.—Roger Kennedy, Detroit business agent and international vice-president of the IATSE, has taken over an interest in Verdi's Bar. Spot is in the Hoffman Building where the I. A. offices are located.

## Fox, St. Louis, Maybe

ST. LOUIS, Sept. 17.—Fanchon & Marco is planning to restore vaude to the Fox Theater, but no date is set at yet.

Strand, Brooklyn

(Reviewed Friday Evening, September 16)

After successfully experimenting with two and three-day vaude last season, this long Warner house switched today to single features and a stage-band policy to change weekly. It had been running double features thru the summer.

A downtown house seating 2,870, it is operated as part of the circuit pool that includes the near-by Fox and the Paramount, both straight films now. Harry Mayer (Warner) books this house, with Harry Kalcheim (Paramount) in as advisor on name bookings. The new policy starts off with *Boy Meets Girl* (Warner), a disappointing comedy, and Teddy King and stage band, the Andrews Sisters, Art Frank, James Evans and Six Harvest Moon Ball Lindy Hoppers. Across the street the RKO Orpheum offers double features and occasional small-time units playing one or two nights.

Show runs around an hour and is thoroughly enjoyable. Opening day business was very good but not capacity. Audience was intensely pro-vaude, applauding every plug for vaude and responding enthusiastically to the highlights of each act.

Curtains part to reveal Teddy King fronting his new 12-man band on the stage. Setting is colorful and King's band looks good. King is a veteran vaude leader-emcee and is a likable good-looking fellow who builds up popularity from week to week. His new band is much better than last year's and it not only handles the show well but also comes thru with a couple of good band numbers, one being Raymond Scott's *Portrait of a Pretzel*. Band has four sax-clarinet, two trombones, three trumpets, piano, drums and string bass.

The Lindy Hoppers, three teams of jittery colored youths in flashy costumes, bounce and shake all over the stage. A neat warmer-upper. James Evans surprises and holds close interest with his amazing foot juggling of large objects, assisted by a stout woman handling the props. A sock novelty turn.

Art Frank follows and is an easy sock. Frank is dishing out up-to-date talk, while his old man characterization and nifty dancing is still first rate. Show-stopped.

The Andrews Sisters, led by vivacious Patty, went over big with their harmony singing. The girls blend voices well and give plenty of juice to smart arrangements to pop tunes. Maxine and LaVerne flank Patty, the girls stressing infectious rhythm in all their arrangements. Had to encore twice.

House is doing four a day and five Saturdays. William McLaughlin is manager. Paul Denis.

Palace, Chicago

(Reviewed Friday Afternoon, Sept. 16)

An overlapping of girl line activity in this brief bill supporting RKO's *Room Service* shadows the three acts into an unhealthy background. The 24 Chester Hale kids do three long numbers, involving mostly parading and posing, with very few steps that are above average. This is particularly true of their languorous Hawaiian routine and the military finale. Their unison tap opening is the most worthy.

Chuck and Chuckles, first on, went well with their swingeroo type of dancing and patter. Closed with a xylophone bit, one of the boys beating out a tune while the other snake-hipped to it.

Roll Holbein has a most unusual turn in his white board, producing everything from a glass of beer to a strolling couple and a pair of noisy cradle kids with the

Vaudeville Reviews

stroke of a chalk stick. This is the type of act that does vaudeville a lot of good and it was obvious from the warm reception given him.

Arren and Broderick stayed on too briefly in the next-to-closing spot. Could and should have stayed on longer, for the audience was with them all the time. Woman is still as funny as ever with her amusing facial and body gestures that are sharpest in her prima donna carbon, and the man, in between, contributes a fine piano selection.

Show is in for two weeks and on the strength of the Marx Brothers' screen vehicle will probably gross a strong \$14,000 the first stanza. First show opening day had a full downstairs and a well-populated balcony.

Sam Honigberg.

Orpheum, Los Angeles

(Reviewed Wednesday Matinee, Sept. 14)

Show sparkles with comedy and a couple of outstanding dance acts. Ted Leary, emcee, is a holdover from last week. His stuff goes well, altho some of it is ancient, and his manner of presentation got laughs.

Al Lyons and ork, working on stage, opened the show with an arrangement of *Alexander's Ragtime Band*. Outfit shows good sock with Lyons handling the baton. Claude De Carr, tumbler, dressed in clown outfit, worked alone for a couple of minutes before introducing his fox terrier partner. The dog duplicated each tumbling trick performed by his master. Very clever turn, but with a little talk by De Carr the act would have had more punch.

Marjorie Raymond, stumping brunet, did an Argentine tap tango. Her stuff, while not flashy, leaves her ability as a dancer unquestioned. With her personality she should be a shot for the films. Emil and Evelyn, teeter-boarders, proved sure-fire. Best trick has Emil jumping off pedestal onto one end of teeter-board, femme flying thru the air doing two flips and landing on her partner's shoulders.

Anise and Aland, sepiol dancers, did some nice work even tho it was over the heads of most of the audience.

Harry Savoy laid 'em low with his brand of comedy, working part of the time with a femme. Some of his material was a la Minsky, but the crowd didn't mind. As an encore Savoy did a scene from the old *Greenwich Village Follies*. Very effective stuff.

Al Lyons wound it up with an arrangement of war songs dedicated to the American Legion convention. Biz good at this show. Dean Owen.

State, New York

(Reviewed Thursday Evening, Sept. 15)

Strongest bill in many months, this one is a first-class job in all-round entertainment. Line-ups such as these should more often be holdovers. Cut to four attractions instead of the usual five, but headlined by the peer of all colored bands, Duke Ellington, and surrounded by a happy mixture of supporting talents, this program contains more in sheer entertainment than a similar number of headliners put together from bills in the past few months.

Conventional, but strong, opener is Don Francisco, slack-wire artist. Catching attention immediately with a drunk opening, he goes thru a fair routine, but always interesting, and builds up to his strong trick of picking a hankie off the

wire with his mouth. Another slightly stunt is his dizzy swaying.

Cass Dailey provides the first and the strongest of the several show-stops of the evening. A wild and tumultuous bundle of energy, this young lady, a mean swinger of ditties, comedienne, mimic, eccentric dancer and whatnot, has them literally in the aisles. She does several numbers, including a medley, a la Martha Raye, but adding her own flair of eccentric comedy. The eloquence of her body, if nothing else, was enough to get the patrons off. In her closing number, *Ants in My Pants*, a trick finish discloses where the pesky formicids were located.

Light comedian Freddie Lightner has a tough assignment following Dailey, but a very slow start is built up into a very nice sendoff. Lightner's gags and patter is enhanced by some pretty fair material, now delivered with a smattering of British and Cockney idioms. Tall Roscella McQueen is straight capably and also offers a vocal, broken up by cracks for Lightner.

There is nothing that can be said of Ellington that hasn't been said before. He is truly the aristocrat of all colored bands. Tunes, arrangements, playing ability and presentation is tops. Of course, 80 per cent of the band's appeal is Duke himself. And in the same good taste he is always surrounded by acts that are above average. Chief vocalist Ivie Anderson gets off with *Alexander's Ragtime Band*, a blues selection, *Sweet Talking Man*, and Ellington's newest, *You Gave Me the Gate, Now I'm Swinging*. The gal's delivery is really something. Latest addition is Dolores Brown, a smooth-singing balladeer, who did well by *You Go to My Head*. The excellent work of dancing contortionist Jigsaw Jackson made for the second show-stop. Unbelievably elastic, this boy's work is wholly entertaining and not the usually gruesome contortion spectacle. A sock closer is Stump and Stumpy, an admixture of singing, dancing, comedy and imitations. Tho not equally forte in all departments, they too make show-stop impression.

Screen offers *Sing, You Sinners*, the Bing Crosby natural. George Colson.

Chicago, Chicago

(Reviewed Friday Evening, Sept. 16)

You can't accuse this Ed Sullivan revue of too much entertainment altho it points that way on paper if you consider the supporting line-up of Benny Rubin, Lathrop Brothers and Virginia Lee, Jerry Adler, Ginger (nee Hazel) Harmon and Six Lindy Hoppers. Unit is too cut up, and Sullivan and Rubin go a bit overboard on criss-cross comedy. As an emcee Sullivan is to be commended for his disarming coolness, and while it is a style that goes better in night clubs it is acceptable in a case of a newspaper man fronting the footlights. His column is well read in *The Tribune* and will no doubt attract many of his readers.

Lathrop Brothers and Lee open with their usual soft tap routines. Their appearance is still plenty neat, altho in the case of Miss Lee's single her pajama costume looks outdated.

Jerry Adler is a talented harmonica player but is strictly a microphone salesman. Should keep in mind his audience and work for them. Has a beautiful arrangement of Ravel's *Bolero* which he uses for his second and final selection.

Ginger Harmon (at the Hi Hat and Colosimo's clubs here recently as Hazel

Harmon) is a vivacious and highly personable swing singer. She looks more attractive than ever before and the feverish renditions of *Old Man Mose*, *Swing for Sale* and *A-Tisket* are right down her alley.

Benny Rubin makes several appearances, dispensing with his familiar dialect comedy, sliding trombone bit and song mockery.

Sullivan, next, has a treat in his *Famous Firsts* screen short in which are flashed memorable scenes of old favorites. For the finale he brings on: the first three winning teams of the recent *Harvest Moon Ball*, colored flat foot floogles and floy floys personified.

On the screen, Paramount's *Spawn of the North*. Business fair.

Sam Honigberg.

Riverside, Milwaukee

(Reviewed Friday Afternoon, Sept. 16)

It's a fast-moving and entertaining show that Count Berni Viel brings to the Riverside boards this week in his *Stars Over Broadway*. Opening number by chorus of eight is styled in the spirit of the New York fair, with settings symbolic of the future.

Lane and Lane are clever specialty dancers whose bit includes some neat rope stepping. They're funny as well as snappy.

LaRue and Carol execute some difficult dance steps with ease and precision. They work smoothly and apparently without effort.

A medley of Western airs by the all-girl ork permits it to demonstrate its versatility. The girls unite in harmonica and guitar bits, as well as vocal harmonizing with Bill Guthrie, tenor, who offers *The Last Roundup* against a Western setting on the second stage.

Gene Gory's comedy musical act in which he is assisted by a girl stooge and a small dog made a hit with the audience. Interspersed with plenty of slapstick was some clever violin play-rg.

The Bolero by the ork, augmented by the chorus on upper stage in Argentine costumes, was sure-fire, and the audience warmed its hands mightily over it before the Count waved the end of the selection.

Edith Taylor mimicked such stars as Edna May Oliver, Zasu Pitts, Ned Sparks, Lionel Barrymore and Katharine Hepburn a la Walter Winchell. The gal puts plenty of punch into her act and has a good stage personality.

The chorus provides the proper atmosphere for LaRue and Carol's second appearance, this time in the *Star Dance*. As before, their routine is frictionless.

Feature of the show, Schleppe-mann, opens with a line of straight chatter and concludes with an exhibition of fiddling at which he is no mean hand. Called back for a curtain call, he asks

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ED SULLIVAN

(Syndicated Broadway - Hollywood Columnist)

THE PROOF IS IN THE GROSSES

In 12 engagements at Loew's State Theatre, New York (the last of which has just been concluded) Ed Sullivan has grossed over \$300,000.

Currently Headlining CHICAGO THEATRE, Chicago, Ill.

audience to plug show among friends. Concluding number by the band is a medley of Southern selections, including Dixie, Robert E. Lee and Alexander's Ragtime Band. Bill Guthrie returns to sing Lonesome Road, and the chorus works in costumes which give them the appearance of riding aback a line of Negro mummies.

Settings and lighting effects thruout are first class, with special illumination used in several of the chorus numbers against a blackened house, bringing audience approval.

Flicker on same bill is Universal's Freshman Year. H. C. Brunner.

**Cirque Medrano, Paris**

(Reviewed Wednesday, September 7) With the interior entirely done over, the house opened its 1938-'39 season to a packed house. American acts dominate the excellent opening program, with Bobby May, American juggler, and the Shoun-Foun Troupe getting top billing.

Chinese troupe is remarkable. Two adults and six little girls show contortions, balancing and acro dancing as it has never been seen in Paris.

Bobby May, putting on his first show here in several years, is still the same calm, unassuming juggler, making the most difficult feats look very simple.

The American acro dancer, Una Cooper, well spotted to close intermission, is splendid. Has beauty and talent, works hard to please and succeeds.

Vilman does what magicians are supposed to do, and does it a little better than most. One of his best stunts is the live canary in a lighted electric lamp bulb.

The slapstick Americans, Wilson and Cardy, were called back three times, almost a record for this house. Rambaud puts on a dog, monkey and pony show that pleased the parents as much as the kids.

Cilly Feindt and her two steeds were well received in a high school act, Cilly's horsemanship only excelled by her good looks.

Coming from America for the first time, Joe Fanton and Co., teeter-board experts, furnished the thrills of the evening with their sensational ability to attach their toes in rings while flying thru the air. The clowns Alex, Porto,

Tony, Nanetti and Rhum got plenty of laughs thruout the too long program. C. M. Chambers.

**Night Club Management**

By GEORGE COLSON

**Football Schedule Cards**

CASHING in on the popularity of Mid-western teams during the coming football season, Potter Palmer III, of the Palmer House, Chicago, made up a double postcard-sized schedule of all games to be played by the Big Ten and Notre Dame. On one of the cards is reproduced a picture of the Empire Room, a superimposed football flag caption labeling it "a champion in any conference."

Cards are distributed thruout the hotel.

**Uses Fancy Ballyhoo**

ED DAVIES, press agent for the La Salle Hotel, Chicago, adopted a theater's policy in exploiting the Blue Fountain Room in that spot.

Among recent ballyhoo stunts were included a dog show which attracted many dog lovers and a screen trailer used in a number of theaters around Chicago.

**"Sponsored" Table Knockers**

OLD DRUMS Whisky and Calvert are supplying New York night clubs with table knockers which, of course, carry neat ads plugging the product.

Calvert knockers are used now at Billy Rose's Casa Manana.

**Excludes Performers, Bands**

THE New York State Department of Labor is preparing a minimum wage and maximum hour code for the hotel and restaurant industry (which, of course, affects night clubs), but is definitely not seeking to include entertainers and musicians in its scope.

Workers are on a 48-hour six-day week already, and inspectors are now in the field checking up on violations.

**Good Will—for a Price**

FORT WORTH, Tex., Sept. 17.—Something that almost never happens—a night club producer advertising in the local papers after the place has closed—occurred here when the Music Corp. of America advertised in the local papers, thanking the business men, the press, performers and the customers for the financial success of the Casa Manana.

Angle is that the good will created by the ad will pave the way for an equally successful presentation next year.

**Para Sets More Units and Names**

NEW YORK, Sept. 17.—Paramount has booked Anton Scibilla's Hawaiian Nights unit (formerly Waikiki Nights unit) into Springfield, Mass., along with the Three Stooges, October 7, full week. Harry Kalchheim, Para booker, is experimenting with the unit plus name-act idea for smaller town houses. Springfield played Harry Roger's ice unit last month, but business was disappointing.

Para has also spotted Gene Krupa Band into South Bend, Ind., for one day (Wednesday). Chick Webb and Ella Fitzgerald go into Shea's, Buffalo, week of November 11. Buffalo uses a name band one week a month, with a pit band being featured the rest of the time. Benny Goodman is slated for the local Paramount Christmas week.

**Names, Bands for State, Hartford**

NEW YORK, Sept. 17.—The Dows have booked Webb and Fitzgerald into the State, Hartford, opening tomorrow for a week. Scibilla's Hawaiian Nights unit follows September 25; Paul Whiteman, September 29 for four days; Andrews Sisters, October 5; Clyde McCoy Band, October 19, and Casa Loma Band is penciled in for October 26.

Dows say the opening Ozzie Nelson-Harriet Hilliard bill did "fine business," that Sophie Tucker did "all right" and Hugh Herbert "opened big" Thursday. Last year the house did its biggest business with Rudy Vallee (six days), who even topped Mae West (five days).

**Loew, Montreal, Resumes Vaude**

MONTREAL, Sept. 17.—Loew's Theater, only big-time local flesh house, will unshutter Friday after a season of change making.

According to Arthur J. Hirsch, prexy of Consolidated Theaters, Ltd., vaude is making a strong comeback locally. Hirsch also says union difficulties had been ironed out.

Phil Maurice, the most important name in the cafe biz locally and originator of the "Maurice" series of cabarets, will be manager.

New scale of prices include matinees, 25 cents, and evenings, 40 cents. Using eight acts and one film.

**Chi Producer Lands Juicy Rio Nitery**

CHICAGO, Sept. 17.—Merriell Abbott, local producer of the Palmer House shows, landed exclusive booking of the Copa Cabana, leading Rio de Janeiro nitery, during her recent South American trip. American acts will be used and each show spotted for eight weeks.

Working in conjunction with Eddie Elkort, of MCA, most of the talent for three shows has already been set. Opening October 29 are the Abbott Line, which remains indefinitely; Glover and LaMae, the Three Olympics and C. Ray Smith. Alene and Evans will be in the January 15 bill, while July 1, next, will bring in the Three Nonchalants, Gower and Jeanne and Tung Pin Soo.

Club spends an average of \$2,500 a week for talent, pays in American money, plus transportation.

BUFFALO, Sept. 17.—Ward E. Smith, proprietor of the month-old Club Delavan, will open another soon when he takes over the downtown Savarin Cafe. Lavish productions will be the drawing card. Wally Gluck will be in charge of booking, press and advertising.

**Talent Agencies**

MILTON PICKMAN is now exclusive booker for music and talent at the Village Barn, New York. . . . MAX ROTH, of Charlie Allen Agency, New York, has booked William and Joe Mandell and Joe Young to open October 31 at the Tivoli, Melbourne, Australia. . . . LOUIS SPIELMANN plans to tour Europe soon, his first European scouting trip since 1932. Looking for foreign talent worth bringing back. . . . PETER IODICE, Detroit booker, has returned from a Portland, Me., vacation, and his assistant, Harry Lee, from a Cleveland vacation. Iodice is using three girl lines now and bringing in two more.

HARRY STONE, Rochester, N. Y., is opening a New York branch next week. The new office will offer acts 10 weeks of up-State New York cafe dates, opening in Binghamton, with Rochester, Syracuse, Buffalo, etc.

HAROLD AUSTIN, Buffalo, whose band is now presiding at the Dellwood Ballroom, is booking orchestras for private parties. . . . DUBICK AND ROGERS, Buffalo, are booking entertainment for the annual convention of the Erie County Grange Association, North Collins, N. Y. . . . ANN WOLFF, Buffalo, is booking the Plantation on the outskirts of Niagara Falls. She is still booking for the Old Barn Tavern, East Aurora, and will handle bookings exclusively for Bob White's after its opening September 27. . . . WALLY GLUCK, Buffalo, will handle bookings and publicity for Ward E. Smith's New Savarin Cafe, opening October 6. . . . FRANK R. MURPHY, Buffalo, is booking the Edwards Hotel, Jamestown, N. Y.; the Showboat, Niagara Falls, N. Y., and the Como, South Buffalo. Also books acts for the Star Theater, which has just put in vaude.

ALLEN SUMMERS has joined the Gus Sun office, Chicago, as manager of the club department.

LOEW'S CENTURY, Baltimore, Md., Week September 23, Presents **THREE DREWS** (Irene—Morton—Ed) NOVELTY HARMONISTS. Direction: HERMAN FIALKOFF, 1560 Broadway, New York City.

**McNALLY'S BULLETIN No. 20** PRICE ONE DOLLAR NEW, BRIGHT, ORIGINAL COMEDY 15 Monologues, 7 Acts for Two Males, 7 Acts for Male and Female, 18 Parodies, Ventriloquist Act, Female Act, Trio, Quartet and Dance Specialty, Tab and Burlesque, 16 Minstrel First-Parts, Overtures and Finale, 48 Monobits, Blackouts, Review Scenes, Dance Band Stunts. Hundreds of Jokes and Gags. Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 13, 14, 15, 16, 17, 18 and 19 for \$4.50, with money-back Guarantee. **WM. McNALLY** 81 East 125th Street, New York

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Thank You, Billboard, for naming me as one of your September 17, 1938, "Possibilities"

**ART FRANK** 4th Consecutive Warner Bros. Date **STRAND THEATRE, Brooklyn, N. Y.** this week Direction—MILES INGALLS

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

# Acts-Units-Attractions Routes

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

## EXPLANATION OF SYMBOLS

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

**A**  
 Adrian, Iris (Leon & Eddie's) NYC, nc.  
 Adler, Jerry (Chicago) Chi, t.  
 Alfredo & Dolores (Yacht Club) Chi, nc.  
 Alice, Marie (Club Casino) St. Louis, nc.  
 Allen, Stuart (Essex House) NYC, h.  
 Allen, Ed (Palmer House) Chi, h.  
 Allen, Roberta (McAlpin) NYC, h.  
 Allen, Vivian (Arcola) Arcola, N. J., nc.  
 Altman, Julius (Monte Carlo) NYC, nc.  
 Amato, Don (Colonial) Dayton, O., t.  
 American Rockets (Pal.) Cleveland, t.  
 Anderson Sisters (Plantation) NYC, nc.  
 Andrade, Raymond (Biltmore) NYC, h.  
 Antonita (Havana-Madrid) NYC, nc.  
 Arbella, Francis, & John Tio (Beverly Hills) Newport, Ky., cc.  
 Arden, Dolly (Chez Paree) Chi, nc.  
 Armstrong, Harry (Casa Manana) NYC, nc.  
 Arren & Broderick (Pal.) Chi, t.  
 Arthur & Meyers (Bowery) Detroit, nc.  
 Ashley & Ware (Queens Terrace) Woodside, L. I., N. Y., nc.  
 Astwood, Norman (Afrique) NYC, nc.  
 Attles, Joe (Plantation) NYC, nc.

**B**  
 Bailey, Addison (Leon & Eddie's) NYC, nc.  
 Baker, Smiling Jerry (Red Mill) Bronx, New York, nc.  
 Baker, Belle (Beverly Hills) Newport, Ky., cc.  
 Banks, Sadie (Old Roumanian) NYC, re.  
 Barrie, Grace (Riviera) Fort Lee, N. J., nc.  
 Bartaletti, Fred (Moonlight) Chi, nc.  
 Barton, James (Casa Manana) NYC, nc.  
 Bass, Paul (Chateau Moderne) NYC, nc.  
 Beaucuire, Pierre (Monte Carlo) NYC, nc.  
 Behan, Arthur (Gay Nineties) NYC, nc.  
 Bell, Joan & Jerry (Ritz) Superior, Wis., nc.  
 Bell & Grey (Waldemier Club) Cleveland, O., nc.  
 Bell's Hawaiian Follies (Cartier) Hull, Que., Can., 21, t; (Imperial) Ottawa, Ont., 22-23, t; (Capitol) Brookville 24, t; (Capitol) Kingston, Ont., 26-27, t.  
 Belmont Belladeers (Glass Hat) NYC, nc.  
 Bernie, Bea, & Orch. (Earle) Washington, D. C., t.  
 Bennett, Ethel (Old Roumanian) NYC, nc.  
 Berk, Irving (Roumanian Village) NYC, nc.  
 Berni Vicl, Count, Unit (Riverside) Milwaukee, t.  
 Berry's, Harry, Sun Kist Vanities (Criterion) Bar Harbor, Me., t; (Memorial Hall) Wolfboro, N. H., 23-24, t.  
 Bigelow & Lee (Chanticleer) Millburn, N. J., nc.  
 Birse, Daria (Russian Kretchma) NYC, re.  
 Bishop, Gordon (Jim Otto's) Hollywood, Calif., nc.  
 Blanche & Elliott (Times Square Supper Club) Rochester, N. Y.  
 Blanche, Jeanne (Mad Russian Cafe) Hollywood, Calif., nc.  
 Blaine, Barbara (Rancho San Pablo) El Cerrito, Calif., nc.  
 Blakstone, Nan (Club 17) Hollywood, nc.  
 Blanchard, Jerry (18) NYC, nc.  
 Blondell, Jean & Jean (Colosimo's) Chi, nc.  
 Bonger, Art & Andrillita (Chene Trombly) Detroit 23-30, nc.  
 Bono, Mario (Club Casino) St. Louis, nc.  
 Boran Arthur (President) Atlantic City, N. J., h.  
 Borg, Inga (Jimmy Kelly's) NYC, nc.  
 Borgia & Oliver (Coq Rouge) NYC, re.  
 Bourbon, Ray (Rendezvous) Hollywood, nc.  
 Boudreaux, Melba (Dunes) Virginia Beach, Va., nc.  
 Bouvier, Yvonne (St. Moritz) NYC, h.  
 Bowan, Sybil (Colonial) Dayton, O., t.  
 Brand, Jules (Ambassador) NYC, h.  
 Breen, Barry & Wyler (Colonial) Dayton, O., t.  
 Brice, Rhoda (Village Brewery) NYC, nc.  
 Brock, Lew (Lobby) Juarez, Mex., nc.  
 Brown, Evans & Mary Davies (Red Gables) Indianapolis, nc.  
 Burke, Rio (Melbourne) St. Louis, nc.  
 Burns, Mortary & Dell (State-Lake) Chi, t.  
 Burns, Evelyn (Tootsie's) Kansas City, Mo., nc.  
 Byrnes, Jimmy & Jerry (Blackhawk) Chi, nc.

**C**  
 Candido, Candy (Seven Seas) Hollywood, nc.  
 Cantatore, Maria (Gamcock) NYC, c.  
 Cansinos, The (Bismarck) Chi, h.  
 Caperton & Columbus (Moun's) Cleveland, nc.  
 Cardini (Casa Manana) NYC, nc.  
 Carlos & Carito (Villa Venice) Northbrook, Chi, cc.  
 Carmen (Leon & Eddie's) NYC, nc.  
 Carmen, Lillian (Bon Air) Chi, cc.  
 Carpenter, Imogene (Wylin) NYC, h.  
 Carr, Harriet (Queens Terrace) Woodside, L. I., N. Y., nc.  
 Carr, Billy (606 Club) Chi, nc.  
 Carroll, Della (Paradise) NYC, re.  
 Carter & Schaub (Jimmy Kelly's) NYC, nc.  
 Carter, Johnny (Tokay) NYC, re.  
 Carver, Zeo (Village Barn) NYC, nc.  
 Castillo, Enriqueta (El Gaucho) NYC, nc.  
 Chander, Evelyn (International Casino) NYC, nc.  
 Charles & Barbara (Biltmore) Providence, R. I., h.  
 Chavez, Alfonso (Trocadero) NYC, re.  
 Chiro, Armanda (Park Plaza) St. Louis, h.  
 Chuck & Chuckles (Pal.) Chi, t.  
 Clifford, Pete (Swing) NYC, nc.  
 Cobby, Lew (White) NYC, h.  
 Cocco, Gabriel (Ambassador) NYC, h.  
 Cohen, Rosie (Matteoni's) Stockton, Calif., nc.  
 Cole, Jack (Radio City Rainbow Room) NYC, nc.  
 Cole, Walter (Arcola) Arcola, N. J., ro.  
 Colleen (Yacht Club) Chi, nc.  
 Collette & Barry (St. Moritz) NYC, h.  
 Collette, Joan (606 Club) Chi, nc.  
 Colligan, Bill (Crisis) NYC, nc.  
 Collins, Frank (Jim Otto's) Hollywood, nc.  
 Cott, Jerry (Langley's) St. Louis, nc.  
 Comstock, Frances (One Fifth Ave.) NYC, h.  
 Cooper, John (Kit Kat) NYC, nc.  
 Corall (Publick's) Hollywood, nc.  
 Cortellos Cantine Mimics (Orpheum) Los Angeles 21-27, t.  
 Cortez, Lita (Tivoli) Juarez, Mex., nc.  
 Cromwell, Ann (Club Cercle) Hollywood, Calif., nc.  
 Cross & Dinn (Versailles) NYC, nc.  
 Crumm, Pleasant (Glass Hat) NYC, nc.  
 Cummings, Dor (Fox) Phila, t.

**D**  
 Dale, Maryon (Le Mirage) NYC, nc.

Daley, Cass (State) NYC, t.  
 Dane, Olga, Sextet (Colosimo's) Chi, nc.  
 Daniels, Jean (Plantation) NYC, nc.  
 Daniels, Putney (Furnace) NYC, nc.  
 Darrow, Chick (Village Nut) NYC, nc.  
 Datsko, Yasha (Russian Art) NYC, re.  
 Davis, Bill (Jim Otto's) Hollywood, nc.  
 Davis, Johnnie (Strand) NYC, t.  
 Davis, Rufe (Pal.) Cleveland, t.  
 Daw, Marjorie (Club Casino) St. Louis, nc.  
 Daye, June & Fern (Nusbaum's) Rochester, N. Y., nc.  
 De Angelo & Porter (Casino De La Plaza) Havana, Cuba, nc.  
 DeCarlos & Granada (Park Central) NYC, h.  
 De Thury, Iona (Tokay) NYC, re.  
 Dee, Dottie (Tootsie's) Kansas City, Mo., nc.  
 Delahanty Sisters (Mac's) Germantown, O., nc.  
 Dell & Hamory (Essex House) NYC, h.  
 Denizon, Helene, & Twelve American Rockets (Pal.) Cleveland, t.  
 Denning, Ruth (Yacht Club) Chi, nc.  
 Diaz, Rafaelo (Armando's) NYC, re.  
 Dillon & Parlow (El Mido) Vallejo, Calif., nc.  
 Dimitri & Helen Virgil (El Gaucho) NYC, nc.  
 Dion, Ilias (Bertolotti's) NYC, nc.  
 Dittman, Grace (Palmer House) Chi, h.  
 Dolores & Felipe (Havana-Madrid) NYC, nc.  
 Donn, Berta (Gypsy Tavern) NYC, nc.  
 Donahue, Walter (Village Barn) NYC, nc.  
 Donnelly, Harry (Gay Nineties) NYC, nc.  
 Dorita & Valeroy (El Chico) NYC, nc.  
 Downey Sisters (Jim Otto's) Hollywood, nc.  
 D'Rey, Phil (400 Dinner Club) Houston, Tex.  
 Dracken, Russell (Whirling Top) NYC, nc.  
 Drayton Sisters & Jack (Rustic Club) Scotts-bluff, Neb., nc.  
 Drew, Charlie (Lombardy Bar) NYC, re.  
 Duchin, Eddy, & Band (Paramount) NYC, t.  
 Duffy, Bobby (New Yorker) NYC, h.

**E**  
 Early, Lee (Chez Maurice) Montreal, nc.  
 Egbert, Marion (Plantation) NYC, nc.

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

**F**  
 Elgins, Five (Pal.) Cleveland, t.  
 Elin, Maria (Old Roumanian) NYC, re.  
 Ellington, Duke, & Orch. (State) NYC, t.  
 Ellis, Patricia (Casa Manana) NYC, nc.  
 Ellis, Kay (Jim Otto's) Hollywood, nc.  
 Elliot, Jolenny (The Racco's) Omaha, nc.  
 Emmy, Carlton, & Mad Wags (State-Lake) Chi, t.  
 Endor & Farrell (Clover) Hollywood, nc.  
 Engel, Joan (Century) Baltimore, t.  
 Escorts, Three (Silver Lake Inn) Camden, N. J., nc.  
 Everett & Conway (Club 21) Grand Rapids, Mich., nc.  
 Everett, Jack & June (Lobby) Juarez, Mex., nc.

**G**  
 Farrell, Bill (Place Elegante) NYC, nc.  
 Faulkner, Lorraine (Afrique) NYC, nc.  
 Feder, Buddy (Club Casino) St. Louis, nc.  
 Feeley, Mickey (Garbo) NYC, re.  
 Fern, Vera (Paradise) NYC, re.  
 Fletcher, Bruz (Ball) Hollywood, nc.  
 Flinch, Bob (Weber's Hof Brau) Camden, N. J., nc.  
 Floretta & Boyette (Canadian Club) East St. Louis, Ill., Sept. 8-30, nc.  
 Floverton, Consuelo (Chateau Moderne) NYC, nc.  
 Forrest, Helen (Century) Baltimore, t.  
 Francals, Charlie (18) NYC, nc.  
 Frances, Dixie (LaSalle) Chi, h.  
 Francisco, Don, & Co. (State) NYC, t.  
 Franklin, Cass (New Yorker) NYC, h.  
 Frisco, Joe (Seven Seas) Hollywood, nc.  
 Froos, Sylvia (Lyric) Indianapolis, t.

**H**  
 Green, Al (Pioneer Nut) NYC, nc.  
 Grey, Betty (Bismarck) Chi, h.  
 Grey & Harlowe (Yacht Club) Phila, nc.  
 Griffith & Wells (Bartlett's Club) Rochester, N. Y., nc.  
 Grogan, Willie (18) NYC, nc.  
 Gulzar, Professor (New Yorker) NYC, h.  
 Gypsy Roma Ge (Bal Tabarin) NYC, nc.

**I**  
 Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.  
 Hale, Chester, Girls (Pal.) Chi, t.  
 Hammond, Earl F. Eskimo Troupe (Ice Follies of 1937) Atlantic City.  
 Harmon, Ginger (Chicago) Chi, t.  
 Harper, Lois (Stevens) Chi, h.  
 Harrington, Pat (Club 18) NYC, nc.  
 Harrison, Spike (Gay '90s) NYC, nc.  
 Heathen, Boyd (Pepper Pot) NYC, nc.  
 Herbert, Joe (Yacht Club) Chi, nc.  
 Hewitt, Buster (Frolics) Atlantic City, nc.  
 Hildegarde (Savoy Plaza) NYC, h.  
 Hill, Florence (Plantation) NYC, nc.  
 Hilliard, Harriet (Strand) NYC, t.  
 Hoctor & Shayne (Rancho San Pablo) El Cerrito, Calif., nc.  
 Hoffman, Lou (Villa Venice) Chi, cc.  
 Holbein, Roll (Pal.) Chi, t.  
 Holmes, Helen (Colosimo's) Chi, nc.  
 Hooton, Don (Palmer House) Chi, h.  
 Hopkins, Bob (Chez Ami) Buffalo, re.  
 Hortega, Eva (St. Regis) NYC, h.  
 Horton Girls (The Rendezvous) New London, Conn., nc.  
 Horton, Jean (Bowery) Detroit, nc.  
 Hourckle, Johnny (Bal Tabarin) NYC, nc.  
 Howard, Joseph (Bill's Gay '90s) NYC, nc.  
 Hoystradt, John (Radio City Rainbow Room) NYC, nc.  
 Hubert, John (Queens Terrace) Woodside, L. I., N. Y., nc.  
 Hudspeith, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.  
 Humes, Helen (Famous Door) NYC, nc.

**J**  
 Jackson, Half Pint (Black Cat) NYC, nc.  
 Jackson, Stone & Reeves (Colosimo's) Chi, nc.  
 Jackson & Blackwell (Biltmore Bowl) Los Angeles, h.  
 Janet of France (Janet of France) NYC, re.  
 Jans, Lynton & Brooks (Shoreham) Washington, D. C., h.  
 Jarvis, Sam (International Casino) NYC, nc.  
 Jazz, Dr. (Regal) Colombo, Ceylon, t.  
 Jones, Alan (Warwick) NYC, h.  
 Jones, Ray (Queen Mary) NYC, re.  
 Jordan & Grace (Nusbaum's) Rochester, N. Y., nc.  
 Joyce, Sally (Top o' the Town) St. Louis, nc.  
 Joyita & Maravilla (El Chico) NYC, nc.  
 Julian, Billy (Matteoni's) Stockton, Calif., nc.  
 Julian, Don & Marjorie (Stevens) Chi, h.

**K**  
 Kalani, Kay (Hawaiian Paradise) Hollywood, nc.  
 Kalcopini, Alvin (Biltmore) NYC, h.  
 Kacelova, Klavdia (Russian Kretchma) NYC, nc.  
 Karson's, Maria, Musicales (Circle Bar) East Dubuque, Ill.  
 Kavanagh, Stan (State) NYC, t.  
 Karavaeff, Simon (Russian Kretchma) NYC, nc.  
 Kean, Betty (Mad Russian Cafe) Hollywood, nc.  
 Keith, Sally (Leon & Eddie's) NYC, nc.  
 Kelly, Paula (Rainbow Room) NYC, nc.  
 Kelsey, Billy (Cumberland) Pittsburgh, h.  
 Kenble, Letty (Bertolotti's) NYC, nc.  
 Kenney, Billy (Cortez) El Paso, Tex., h.  
 Kermit & Demris (Sagmore) Rochester, N. Y., h.  
 King, Bob (Tower) Kansas City, Mo., t.  
 King, Angele (Gateswork) St. Louis, h.  
 Kirk, Joe (Leon & Eddie's) NYC, nc.  
 Kordova, Natalia (El Gaucho) NYC, nc.  
 Krueger, Jerry (Famous Door) NYC, nc.  
 Kyser, Kay, & Orch. (Earle) Phila, t.

**L**  
 La Franconi, Terri (Palmer House) Chi, h.  
 Lane, Mary (Jimmy Kelly's) NYC, nc.  
 Lang, Dee (The Dome) Chi, re.  
 Lathrop Bros. & Lee (Chicago) Chi, t.  
 Lanzdon Sisters (Bowery) Detroit, nc.  
 Lawler, Terry (Hi-Hat) Chi, nc.  
 Lawton, Ted (Armando's) NYC, re.  
 Le Brun Sisters (Chez Ami) Buffalo 5-15, nc.  
 LeMahes, The (College Inn) Chi, nc.  
 Leavitt & Lockwood (State-Lake) Chi, t.  
 Leeds, Lois (Wivel) NYC, re.  
 Lee, Virginia, & Lathrop Bros. (Fox) Phila, t.  
 Lee, Bob (Wivel) NYC, re.  
 Lee, Joe & Betty (Copa Cabana) Rio de Janeiro, h.  
 Leopold, Billie (Ben's) Milford, Conn., re.  
 Lester, Ann (Capitol) Washington, D. C., t.  
 Lester & Irmajean (Grey Wolf Tavern) Masury, O., nc.  
 Lester, Ted (Chez Maurice) Montreal, nc.

Lester, The Great (Bal Tabarin) NYC, nc.  
 Lewis, Ann (Plantation) NYC, nc.  
 Lewis, Joe E. (Hi Hat) Chi, nc.  
 Lewis, Hank (Matteoni's) Stockton, Calif., nc.  
 Lewis, Dorothy (International Casino) NYC, nc.  
 Lewis, Ralph (Tic Toc) Montreal, Can., nc.  
 Lightner, Fred, & Co. (State) NYC, t.  
 Lindy Hoppers (Chicago) Chi, t.  
 Linton, Charlie (Swing) NYC, nc.  
 Lit, Bernie (Green Villa) Baltimore, re.  
 Little, Little Jack (Roosevelt) New Orleans, h.  
 Livingston, Edith (Mayfair) Buffalo, nc.  
 Lombardo, Guy (Palmer House) Chi, h.  
 Long, Avon (Plantation) NYC, nc.  
 Lord & Janiss (Bowery) Detroit, nc.  
 Los Rancheros (Wylin) NYC, h.  
 Lova, Tanya (Gataneau) Ottawa, Ont., Can., Aug. 31-Sept. 17, nc.  
 Lova, Tanya (Chez Maurice) Montreal, nc.  
 Loy, Thida (Gladstone) Casper, Wyo., h.  
 Lubina, Ada (Old Roumanian) NYC, re.  
 Lucas, Nick (Colonial) Dayton, O., t.  
 Lyford, Frances (Gateswork) St. Louis, a.  
 Lynn, Bert, & Co. (State-Lake) Chi, t.

**M**  
 McDonald, Grace & Ray (Capitol) Washington, D. C., t.  
 McKay & La Vallee (Palm Beach Casino) Cannes, France.  
 Malone's, Jay, Harlem Crooners (Shamrock) Redding, Calif., ro.  
 Mahmoud, Ali (St. Moritz) NYC, h.  
 Mann, Marion (Blackhawk) Chi, nc.  
 Manno & Strafford (Bolton) Harrisburg, Pa., h.  
 Manners, Carol (Fox) Phila, t.  
 Mapes, Bruce (International Casino) NYC, nc.  
 Marcos, Three (Lyric) Indianapolis, t.  
 Marcus, Doctor (Powatan) Detroit, nc.  
 Margot (Tokay) NYC, re.  
 Marina & Norina (Tokay) NYC, re.  
 Marine, Fjola (Wivel) NYC, re.  
 Marinos, Los (Trocadero) NYC, nc.  
 Mario & Floria (Earle) Washington, D. C., t.  
 Marita (Monte Carlo) NYC, nc.  
 Marlowe, Peggy (Arcola) Arcola, N. J., re.  
 Marlowe, Sandra (Nusbaum's) Rochester, N. Y., nc.  
 Marilyn & Michael (Radio City Rainbow Grill) NYC, nc.  
 Marquises, Three (La Marquise) NYC, re.  
 Marquita & Meece (Andy's Inn) Syracuse, N. Y., nc.  
 Marsh, Gloria (Jimmy Kelly's) NYC, nc.  
 Martin, Tony, & Band (Palace) Milwaukee, t.  
 Martin, Bunny (Nusbaum's) Rochester, N. Y., nc.  
 Martin & Marvel (Stork) Kansas City, Mo., nc.  
 Martinez, Juan (Havana Madrid) NYC, nc.  
 Mason, Jackie (Wonder Bar) Cincinnati, nc.  
 Mason, Melissa (Earle) Washington, D. C., t.  
 Maurine & Norva (Cubanoia) Hollywood, Calif., nc.  
 Mauseth, Irene (18) NYC, nc.  
 Maychelle, Billie (Colosimo's) Chi, nc.  
 Maye, Betty (Stork) Kansas City, Mo., nc.  
 Meadows, Frankie (Butler's) NYC, nc.  
 Mercer, Maryan (Village Barn) NYC, nc.  
 Meredith & "Snoozier" (Leon & Eddie's) NYC, nc.  
 Merle, Phyllis (Arcola) Arcola, N. J., nc.  
 Merz, Kathryn (Swing) NYC, nc.  
 Mexican Charros (Tivoli) Juarez, Mex., nc.  
 Michon, Michel (Russian Kretchma) NYC, nc.  
 Miller, Beth (Roumanian Village) NYC, re.  
 Miller, Cathlyn (Royal Hawaiian) San Francisco, nc.  
 Minevitch, Borrah, Harmonica Rascals (Roxy) NYC, t.  
 Miraeva, Inna (Publick) Hollywood, nc.  
 Mitchell-Hedges, Dorothy (Village Nut) NYC, nc.  
 Morales Bros. & Little Daisy (Palmetto) Detroit, nc.  
 Moran & Piemonte (Warwick) NYC, h.  
 Morison, Alex (St. Regis) NYC, h.  
 Morris, Wayne (Strand) NYC, t.  
 Morris, Chester (Earle) Washington, D. C., t.  
 Myers, Joe (Pelican's) St. Louis, nc.

**N**  
 Napua (Lexington) NYC, h.  
 Nealy, Arthur (Pelican's) St. Louis, nc.  
 Nelson, Ozzie, & Orch. (Strand) NYC, t.  
 Newdahl, Clifford (One Fifth Ave.) NYC, h.  
 Niesen, Georgie (Club Rainbow) Buffalo, nc.  
 Nigey, Ruth (Radio City Rainbow Grill) NYC, nc.  
 Nimon & Villon (Villa Venice) Chi, cc.  
 Noland, Nancy (Elysee) NYC, h.  
 Norman, Karyl (Woodside Gardens) Long Island, N. Y., ro.  
 Norris, Harriet (Alabam') Chi, nc.  
 Novello Brothers (Palmer House) Chi, h.

**O**  
 O'Day, Darlene (Bismarck) Chi, h.  
 O'Dell, Dell (Warwick) NYC, h.  
 O'Shea, Dannie (Tootsie's) Kansas City, Mo., nc.  
 Oakes, Jimmy (Tivoli) Juarez, Mex., nc.  
 Odeta & Kabala (Biltmore) NYC, h.  
 Orella, Princess, & Pete & Co. (Southland) Boston, nc.  
 Ortega, Rosita (Villa Venice) Chi, cc.  
 Ortiz, Joe (Club Cercle) Hollywood, Calif., nc.  
 Owen, Guy (International Casino) NYC, nc.  
 Oxford Boys, Three (Chez Paree) Chi, nc.

**P**  
 Pansy the Horse (Pal.) Cleveland, t.  
 Parker, Ray (Rancho San Pablo) El Cerrito, Calif., nc.  
 Parker, Leslie (Palumbo's) Phila, c.  
 Parr, Mildred (State-Lake) Chi, t.  
 Paris, Frank (Strand) NYC, t.  
 Paul, Fred (9-Mile House) Cincinnati, nc.  
 Paul & Queta (Paradise) Findlay, O., nc.  
 Payne, Frank (Paramount) NYC, t.  
 Pegino & Camille (Bon Air) Chi, cc.  
 Pepper, Mack (Rancho San Pablo) El Cerrito, Calif., nc.  
 Peters, Dave (Stork) Kansas City, Mo., nc.  
 Pitts, Zasu (Pal.) Cleveland, t.  
 Poliakova, Nastia (Russian Kretchma) NYC, nc.  
 Preston, Linda (Bowery) Detroit, nc.

**R**  
 Raeburn, Burt (State-Lake) Chi, t.  
 Ralph, Wynne (Radio Franks) NYC, nc.  
 Ramon & Renita (St. Regis) NYC, h.  
 Ramos, Bobby (Hawaiian Paradise) Hollywood, nc.  
 Randerson's Vogue Dancers (Chez Ami) Buffalo, N. Y., nc.  
 Randolph, Amanda (Black Cat) NYC, re.

(See ROUTES on page 76)

# Convention Emerges With Dozen Resolutions, All Very General

(Continued from page 4)

Playwright fellowships; approval of Burns Mantle's suggestion, first set forth by Ralph Holmes (drama critic, *Detroit Times*) to send out road companies guaranteeing both audience and producer against "loss," but labeling of suggested financing as "impractical"; turning down of John Golden's suggestion that the unions organize the managers, claiming such organization already exists; acceptance of John Krimsky's offer to stage legit productions at the World's Fair; indorsement of the International Drama Festival; organization of a nation-wide "promotion bureau"; definite action on the reduction of the admission tax, and a resolution that read: "That the intent and purpose of the Council is altruistic, that suspect as it may have been to those who have seen previous well-intended plans go astray, it does hope to . . . and will accomplish as many of the foregoing as is within its power to attain."

The only monkey wrench that disturbed the peace of the happy gathering was the attack William A. Brady made against the unions and the subsequent remarks of John Golden, construed by some officials as having a disturbing effect. Immediately after Brady's remarks the board of directors met and passed a resolution mildly censuring him and "regretting" his actions. It was these speeches that induced the "no controversial subjects resolution. Brady, in the course of his speech, in which he was roasting the managers and the unions for disorganization, pointed to the motion picture industry as an example of people sticking together.

As in the case of the first convention, there was a huge conglomeration of proposals, many of which were scrapped by the codifying committee. The subject of audience taste on the road differing

## Chi FTP's Colored 'Mikado'

CHICAGO, Sept. 17.—Great Northern relights September 21 with Federal Theater's streamlined version of *The Mikado*, featuring a Negro unit. Both WPA shows, *Little Black Sambo* and *Power*, closed tonight, getting two and four-week runs, respectively.

## SIDE GLANCES

(Continued from page 4)

rich." . . . That should make Helen Hayes feel very good.

Miss Hayes herself takes the cake for remarking, even if sarcastically, that the railroad men of the country were "breathlessly" waiting for what she had to say about reducing the rates for traveling shows. The railroad men of the country rejected what she had to say three years ago. . . . During the tour of *Victoria Regina* there were so many jumps, she said, that an English member of the company wanted to know why they were playing that city "Travel" so much. . . . M. E. Holderness, St. Louis banker and patron of the arts, virtually shamed the delegates into sitting thru his speech with his plea for attention in the name of good sportsmanship; said he, "It will repay me for the many times I didn't walk out on your lousy shows."

. . . Ned Armstrong and Lorella Val-Mery, press agents par excellence for the convention, were racking their brains for a good picture subject for the newspapers—so they decided on that good old stand-by, three pretty girls with shapely legs. . . . Ethel Peffer, that dynamo of energy and efficiency for the League of New York Theaters, would probably feel inhibited if she weren't carrying around the cash box; came the midnight supper the last day of the convention, and there was Ethel, be-gowned for the occasion—but still lugging the cash box under her arm. . . . In all, the convention was a tremendous social success; no producer openly knifed another, and the drama critics promised their hearty co-operation in the proposed stimulation of interest in the theater. (All the reviewers panned the first play of the new season, *Come Across*.)

But it was Arthur Levy who summed up the convention in a capsule. When he answered the phone in the press room, he shouted into the receiver: "Hello, Motion Pictures Greatest Year."

from New York taste kept coming up, but the proposal was left untouched—except for the remote possibility of action by the executive committee of the Council.

The only report of any of last year's committees was made by Frances Fuller, pinch-hitting for Antoinette Perry, who was unable to be present, on last season's auditions. Out of approximately 600 auditions, Miss Fuller reported that 24 received jobs in commercial productions.

It was also announced that Stanley Young was the winner of the first John Golden fellowship, on the basis of his last season's *Robin Landing*.

The executive and administrative committees of the ATC will meet this Wednesday (21) at the office of the League of New York Theaters to delegate the various resolutions, requiring immediate action, to various committees, which will be named then. It was said that the first proposals to be acted upon will be the organization of a nation-wide promotion bureau and the appointment of a body to confer with the World's Fair management for the presentation of classics of the past 20 years when the fair opens.

# From Out Front

By EUGENE BURR

It seems only fair to lay off the second annual convention of the American Theater Council for a while. After all, the delegates met, talked and dispersed only a short while ago, and no one (not even one of those dissenters who feel that it takes action rather than talk to help the stage) can justly expect any concrete results as yet. But it must be brought home again to those who run the affairs of the Council (if any) that action must follow the pleasant and stimulating and highly intelligent gabfest at the Astor. Otherwise the second annual convention, like the first, will have done the theater more harm than good.

Meanwhile, there is a column to be filled, and perhaps both readers of it might be interested in playing a little game originated by Ward Morehouse, occasional playwright and demon dramatic reporter for *The Sun*. Mr. Morehouse asked 150 persons of varying prominence to name their 10 favorite performances culled from their entire playgoing careers and thereafter ran the selections and ended with a final tabulation of the vote. It was a highly interesting feature (almost as interesting and perhaps just as useful as the speeches at the convention), and there is a chance that the common people uninvited to contribute to Mr. Morehouse's symposium might like a shot on their own.

Therefore, if you feel an urge to spend a day or two wrestling with yourself in order to arrive at what you'll undoubtedly consider an unsatisfactory conclusion, you can send me the results. If enough come in, they'll be tabulated; if this corner's constituents are comparatively sane (an unlikely eventuality if they're this corner's constituents) and refuse to play, then we'll forget about the whole thing.

I know the difficulties of the game from personal experience, since I figured that it might be best to lead off with a choice of my own; the only really satisfying first-10 selection from my playgoing career could be viewed by the unfriendly as an easy way out. It would read: 1—Walter Hampden in *Cyrano de Bergerac*; 2—Walter Hampden in *Cyrano de Bergerac*; 3—Walter Hampden in *Cyrano de Bergerac*; 4—Walter Hampden in *Cyrano de Bergerac*; 5—Walter Hampden in ——— but you get the general idea.

It's not quite as silly as it sounds; for I happen to have seen Walter Hampden in *Cyrano de Bergerac* just 23 times (19 times I paid my admission)—and almost any 10 of those 23 performances would rate as the 10 best performances I have ever seen.

However, that's really dodging the issue of Mr. Morehouse's pastime—so, after straining and grunting and a large amount of salutary self-accusation, I offer a list of 10 (omitting the "first list" above). It's not really definitive, probably, but it seems to fill my own mental requirements at the moment:

1—Alla Nazimova as Mrs. Alving in *Ghosts*; 2—Enrico Caruso as Canio in *I Pagliacci*; 3—Katharine Cornell as Juliet in *Romeo and Juliet*; 4—Ann Harding as Linda Seton in *Holiday* (first screen version); 5—Leslie Howard in the title role of *Hamlet*; 6—George Arliss in the title role of *Disraeli*; 7—Leon Quartermaine as Osborne in *Journey's End*; 8—Bailol Holloway as Iago in *Othello*; 9—Charles Laugh-ton as William Marlow in *Payment Deferred*, and 10—Arthur Byron as Polonius in *Hamlet*.

The order of listing is more or less correct; but in the realm of such high excellence difference in degree is often indistinguishable. And there are certainly many more performances—a great many more—that should also be included, performances that might have been listed in the first 10, for that matter, if the list had been drawn up yesterday or tomorrow instead of today. They include memorable performing feats such as those of Maurice Evans in *Richard II*, Victor Moore in *Of Thee I Sing*, Cecille Oates in *Payment Deferred*, Leslie Howard in *Berkeley Square*, Maria Jeritza in *Fedora*, Lionel Barrymore in *The Jest*, Margalo Gillmore in *He Who Gets Slapped*, Lillian Gish in *Hamlet*, Colin Keith-Johnston in *Journey's End*, Emil Jannings in *The Last Laugh*, William Danforth in *The Mikado*, Dennis King in *Romeo and Juliet*, Lee Tracy in *The Front Page*, Antonio Scotti in *La Boheme*, Alice Brady in *Mourning Becomes Electra*, Otis Skinner in *The Honor of the Family*, Robert Lorraine in *The Devil Passes*, Cecilia Loftus in *Three-Cornered Moon*, Otto Kruger in *The Royal Family*, Ethel Barrymore in *Whiteoaks*, Frank Wilson in *Porgy*, Edna Best in *There's Always Juliet*, Wendy Hiller in *Love on the Dole*, Jules Bledsoe in *In Abraham's Bosom*, Otto Klemperer conducting anything at all and countless others far too numerous to mention. It would take a couple of columns the size of this one to list them all.

That it's impossible to include all of these on the first 10 is an injustice as great as it is annoying. But if you try the game you'll have problems of your own, and if you try it and manage to arrive at a conclusion, send in the result.

It's fun—if you don't mind a headache.

# Summer Theater Reviews

## "Come Blow Your Horn"

(Coach House)

OCONOMOWOC, WIS.

Comedy in three acts by Dorothy Day Wendell and Walter Zivi. Directed by J. Russell Lane. Settings by Orville K. Larson. Produced by Thoda Cocroft. Cast: Carl Greyson, Jack Meyer, Carl Cass, Kay Kennedy, Billie Bath, Jane Bradley, Edward James, Frances Kennedy, Marguerite Hustling, Seymour Howard, Robert Gumm, James Dexter and James Russell.

For Broadway consumption this piece needs additional refurbishing and speedily paced direction. As it stands, the first act is strongest with the laugh-getting situations not too evenly distributed.

The story has definite possibilities. It deals with a New York advertising agency after a million and a half account and has all the familiar characters from the star salesman who tells the boss where to get off to the love-stricken secretary who is that way about the blank-faced soap-box copy writer.

The few bright lines sprinkled about would probably carry more weight in

the hands of a truly professional cast. The Oconomowoc line-up was unusually weak, and with one or two exceptions performances were of high-school caliber.

To get back to the story, the ace account grabber leaves his agency to join a rival, refusing to cash in on the favorable position of becoming the son-in-law of the advertising account's president. High-powered salesmanship on the part of the master mind's former bosses to grab the business, revelation of the marriage of the wonder boy to the daughter of the account's chief and the apparent hit his former agency made with its presentation of the account's campaign are huddled into the vague ending.

Sam Honigberg.

## "I Am Different"

(Curran Theater)

SAN FRANCISCO

*I Am Different*, which returned Tallulah Bankhead to the Curran Theater Monday night, failed to hit its full stride, altho the cast thruout is thoroly capable, with the ageless Fritzi Scheff sharing the ovations with the star.

The play is as talky as a country club bore and, briefly, is about a presumably sensible lady writer whose theme in her books is a psychoanalytical examination of jealousy, its causes and futility. She has a husband in name only, and she falls in love with a graceless but charming dunderhead whose life seems to be a cross-country race from woman to woman.

Miss Bankhead's husband, John Emery, gave a good performance as the nimrod-Lothario. Glenn Anders was a trifle stoozy as the husband. Three small parts were excellently presented by Margaret Seddons, Dorothy Adams and Francesca Rctoll. The play will be taken to Broadway.

Edward Murphy.

## "American Invasion"

(Mary Young Theater)

CENTERVILLE, MASS.

Comedy by Jeannette Druce. Settings by Edward Griffin.

Cast: Mary Young, William Lawson, J. Colville Dunn, Herbert Standing, William Hunt, Edward Lester, Mary Patton, David Mir, Tito Renaldo, John Taylor, Herbert Clark.

Play concerns an American entertainer (Patton) who takes advantage of a situation at an English soiree at which Lawson, a British official, was present. Patton puts on a gag that Lawson is the pappy of her unborn child. Lawson takes it good-naturedly, telling himself that his beast nature went berserk and the right thing to do is to marry the gal. On top of that Mary Young, an M. P. of American lineage, unloads that Lawson proposed to her the same night. All this feminine entanglement while Lawson is the key figure in the Empire's crisis concerning the monarch scheduled to abdicate.

Patton eventually reveals her fake, even tho Lawson wants to marry her for love, Young is jilted by the British official, and what happens to the British crisis is of no matter, apparently.

*American Invasion* was ambushed by its own side.

Sidney J. Paine.

## OUT-OF-TOWN OPENINGS

### "Once Upon a Night"

(Playhouse)

WILMINGTON

A farce by Laurence Schwab and Milton Lazarus, directed by the authors. Sets designed by P. Dodd Ackerman. Presented at the Playhouse by Schwab for two performances, September 12 and 13. Cast: Alan Bunce, Harry Bellaver, Harold Grau, Philip Wood, Vivki Cummings, Elisha Cook Jr., Polly Walters, James White, Charles Halton, Margaret Callahan, William Harrigan, William Foran and others.

The play has a Hollywood locale and concerns itself with some of the daffier citizens of that fabulous municipality. Its hero is an insolvent playwright who, beset by misfortune in both love and business, seeks succor from his sorrow in the bottle. So well does he succeed in a night of revelry that the following morning he is completely ignorant of all the dramatic events of the night before. As they are revealed to him by eyewitnesses panic seizes him, for he has been (See *OUT-OF-TOWN* on opposite page)



# New Plays on Broadway

Reviewed by Eugene Burr

## GOLDEN

Beginning Thursday Evening, Sept. 15, 1938

### LIGHTNIN'

(REVIVAL)

A play by Winchell Smith and Frank Bacon. Staged by John Golden. Settings designed by Cirkor and Robbins. Press agents, Nat Dorfman and Rowland Field. Presented by John Golden. Settings constructed by William Kellam. Costumes by Florence Mason Miller. Stage managers, Buford Armitage and Michael Markham.

Lightnin' Bill Jones ..... Fred Stone  
John Marvin ..... Henry Richards  
Raymond Thomas ..... John Griggs  
Lemuel Townsend ..... Walter Gilbert  
Rodney Harper ..... Buford Armitage  
Everett Hammond ..... Franklyn Fox  
Sheriff ..... Orland James  
Oscar Nelson ..... George Spelvin  
Fred Peters ..... William Phillips  
Walter Lennon ..... Roger Hundley  
Zeb Crothers ..... Hugh Norton  
Liverman ..... Michael Markham  
Reporter ..... Robert Lowes  
Mildred Buckley ..... Helen Brooks  
Mrs. Jones ..... Mrs. Priestly Morrison  
Mrs. Margaret Davis ..... Muriel Hutchison  
Mrs. Harper ..... Harriet E. MacGibbon  
Freeda ..... Ann Hazzard  
Emily Jarvis ..... Marjorie Garrett  
Mrs. Moore ..... Virginia Copeland  
Mrs. Jordan ..... Augusta Wallace  
Mrs. Preston ..... Ruth Burton  
Divorcees, Spectators, etc.

PROLOG—John Marvin's Cabin in Nevada. ACT I—Scene 1: Office of the Calivada Hotel on the State Line Between Nevada and California. The Next Day. Scene 2: The Same. That Night. ACT II—Superior Court at Reno. Six Months Later. ACT III—The Hotel. The Same Evening.

Thursday night at the Golden Theater, almost 20 years to the day after it first came to Broadway to offer that maligned street one of its most popular comedy hits and to catapult an unknown stock trouper named Frank Bacon into the theatrical hall of fame, *Lightnin'*, a farce-melodrama by that same Mr. Bacon and Winchell Smith, returned to the scene of its former triumphs. It was brought back by its original producer, John Golden, with another grand trouper, Fred Stone, filling the Bacon role. To do aught but praise it would be to speak disrespectfully of the dead.

For *Lightnin'*, much as the news may pain the sentimentalists, is as dead as Yorick. Like that ill-fated clown, it once dandled its audience upon a friendly knee, but the audience has grown up now, becoming smaller and narrower and more intelligent with age, just as though it were an individual rather than a collective noun, and the knee has become merely the jointure between two creaking bones. *Lightnin'* is dead ash and not even so able, effective and likable a pulmotor as Mr. Stone can manage to revive it for more than the space of a couple of gusty sighs. It lies in its grave, the picked bones of a bygone theater, and Mr. Golden, sentimentally but unwisely, has merely set himself the task of the First Gravedigger with his prying spade.

There's no use going into the familiar story of the shiftless old ne'er-do-well who, with the aid of a young lawyer, prevents the deep-dyed villains from cheating his wife of her home, almost gets himself divorced for his pains and finally muddles thru to happiness for himself and all his friends. It's all there, all the motley trappings of the sublimated twentieth-third of the days when the century was still in its teens. It's faded motley now, threadbare and tarnished. Plays like *Lightnin'* were turned out according to formula—a very set and very stiff and very naive formula; if the ingredients happened to go in exactly the right proportions the result was a hit. That was all. In addition, of course, *Lightnin'* offered a central character of tremendous sentimental appeal and a fine role for a capable character actor. It found one actor in the late Mr. Bacon and it finds another in Mr. Stone. But the years have passed—which is a habit that years have—and Mr. Stone's is infinitely the harder job.

He comes thru with colors flying; for, despite the age of the play, despite its pat and obvious dramaturgy, despite the childishness of the action and the embarrassing naivete of much of the writing, he does manage to create moments of real, honest, deep and heartwarming effect. And the credit is all his; unaided he cuts thru claptrap to arrive at honesty thru his acting. It is a fine job.

And he does a fine job, too, in his curtain speech. In that curtain speech he tells a few stories, does a few dance steps and in general manages far better than the play to bring back the really valuable things of a bygone theatrical era.

Mrs. Priestly Morrison is sweetly sincere as Mrs. Jones and Walter Gilbert does his usual solid and steady work as the judge. One or two among the rest accomplish the amazing feat of seeming even more dated than the play.

At any rate, it's probably worth seeing for its sentimental value—and there's always Mr. Stone's performance to marvel at and to delight in.

Alas, poor Yorick! I knew him, Horatio!

## PLAYHOUSE

Beginning Wednesday Evening, Sept. 14, 1938

### COME ACROSS

A comedy drama by Guy Beauchamp and Michael Pertwee. Staged by Edward Clarke Lilley. Settings designed by Watson Barratt, built by Martin Turner Construction Co. and painted by Louis Kennel. Press representative, Thomas Barrows. Stage manager, Arling Alcine. Assistant stage manager, May Marshall. Presented by George Bushar and John Tuerk, in association with William A. Brady.

Janet Kemp ..... Helen Trenholme  
Probationer ..... Mary Heberden  
Lacey ..... Cameron Hall  
George ..... Byron Russell  
Dr. Peter Willens ..... Richard Waring  
Sir John Twining ..... Claude Horton  
Mark Ryder ..... Arthur Vinton  
Scratch ..... Richard Taber  
Ratkin ..... Don Costello  
Duggan ..... Charles Jordan  
Lefty Grey ..... Owen Martin  
Sister ..... May Marshall  
Dr. Richards ..... David Orrick  
Chief Inspector Wentworth ..... A. P. Kaye  
Detective Sargeant Foray ..... Arling Alcine  
Constable Mahon ..... Bernard Savage  
Attendant ..... Harold Thomas  
ACT I—Scene 1: Private Room in the Wentley Hospital, London. Morning. Scene 2: The Clinical Laboratory. Later the same morning. Scene 3: Private Room. The Next Evening. ACT II—Scene 1: The Operating Room. An Hour Later. Scene 2: The Same. An Hour Later.

*Come Across* (a fitting title, incidentally, to be engraved above the portal of the new season for the notice of incoming customers) opened the theatrical year of 1938-'39 at the Playhouse Wednesday. An English comedy meller by Guy Beauchamp and Michael Pertwee, it was imported by George Bushar and John Tuerk, in association with William A. Brady. Last year, too, it took an English play to open the New York season; but this time at least there are a few locals in the cast.

Seeing *Come Across* is like plunging directly into the middle of the theatrical semester; for the play suffers from that depressingly common ailment, a good idea gone wrong. Not even the somewhat problematical joy of again squeezing an expanding anatomy into an orchestra seat could compensate entirely for its faults, and not even those faults could prevent it from being an amusing and exciting melodrama when it finally decided to give the customers some action along about the middle of its last act.

It's about an American gangster with a bullet in his chest who forces the head of a fashionable London sanitarium to operate on him by kidnapping the doctor's boy. The Yarkee gunman, whose manners are evidently even worse than an ambassador's, manages to antagonize everyone in the hospital; a rival gang gets on his trail; he has trouble with his own henchmen, and when the lights go out during the operation he is discovered thereafter as a subject for the undertaker rather than the surgeon. The place is filled with pleasantly guilty-seeming suspects, and even when the culprit admits his guilt from the right end of a gun and thereafter makes a somewhat gruesome escape, the excitement continues merrily. It's a pity that it took so long to get started. The entire first half should have been merely one short scene.

When it is suggested that the action really begins with the murder, and when it is said that that murder takes place just before the curtain on the fourth of the play's five scenes, one can get a rough idea of the painfully static condition of the first three quarters of the

## BROADWAY RUNS

Performances to September 17, Inclusive.

| Dramatic                           | Opened   | Perf.  |
|------------------------------------|----------|--------|
| Bachelor Born (Lyceum)             | Jan. 25  | 273    |
| Come Across (Playhouse)            | Sept. 11 | 6      |
| Lightnin' (Golden)                 | Sept. 15 | 4      |
| On Borrowed Time (Longacre)        | Feb. 3   | 263    |
| Our Town (Morosco)                 | Feb. 4   | 261    |
| Shadow and Substance (Plymouth)    | Jan. 26  | 255    |
| Tobacco Road (Forrest)             | Dec. 4   | 2036   |
| What a Life (Biltmore)             | Apr. 13  | 183    |
| You Can't Take It With You (Booth) | Dec. 14  | 36 750 |
| <b>Musical Comedy</b>              |          |        |
| I Married an Angel (Shubert)       | May 11   | 150    |

drama. Much of this time marking is filled in by the antics of a porter who perfectly exemplifies what is inexplicably called humor by the English, a fact that signally fails to help the general effect.

Also failing signally to help is the direction of Edward Clarke Lilley, which seems based chiefly on a generous but ill-advised attempt to let the players work out their own destinies. The pace, slow enough anyhow, takes on under his guidance all the fury of a funeral cortege and the timing has the sharp precision of an impromptu tug of war.

Under the circumstances the actors were faced with a problem, and Arthur Vinton, playing the big bad gunman who becomes the corpus delicti, probably did the wisest thing when he overemphasized the phony characterization and played to get whatever individual points he could. The porter—really the play's chief character in point of lines and nuisance value—falls to the lot of Cameron Hall, who made a great impression in his only previous American appearance as one of the barristers in *Young Madame Conti*. He also makes a great impression in this—too great an impression by half.

Helen Trenholme, one of this department's favorite young actresses, does her usual nice work as the girl in the case, and most of the lads who play American gangsters offer amusing and effective caricatures. Particularly notable are Charles Jordan and Don Costello; the latter, as a matter of fact, practically walks off with the show.

In any case the season is now officially open.

## OUT-OF-TOWN—

(Continued from opposite page)

come a husband, sold a car which he doesn't own and spent the money, and invited to his home as guests for the summer a strange assortment of picture lunatics. He is extricated from this vortex of woes after three hilarious acts, and the final curtain sees him solvent, happily wedged and relieved of his ills.

W. P. F. of *The Journal*, said: "In general the play is a bit unleavened and needs a little more meat and seasoning. It has a good cast." R. E. C. Jr., of *The News*, called it "more or less hilarious" and "moderately pleasing."

Al Fahey.

## "Hellzapoppin"

(Shubert Theater)  
BOSTON

Comedy revue in two acts by Ole Olsen and Chic Johnson. Staged by Edward Duryea Dowling. Music and lyrics by Sammy Fain and Charles Tobias. Presented at the Shubert for one week beginning September 12 by Lee and J. J. Shubert.

Cast: Ole Olsen, Chic Johnson, Barto and Mann, the Radio Rogues, Walter Nilsson, Hal Sherman, the Charloteters, Beverly and Bettymae Crane, Theodore Hardeen, the Starlings; Reed, Dean and Reed; Roberta and Ray. Whitey's Hoppers, Shirley Wayne, Bergh and Moore, Mary Sutherland, Billy Adams, Stormy Berg and others.

Lee Shubert orb'd an "idea" at Philly sponsored by Olsen and Johnson and this world premiere at \$3.30 was the result.

Show on opening night ran 192 minutes. Virtually an expanded vaude show

transferred to a legit house at legit prices. To the first-nighters the price of admish evidently scored, for they laughed all night at the potpourri dished out by the two lads whose 25 years in vaude enabled them to inject all sorts of business.

*Hellzapoppin* pops forth with all brands of theater. There is no hook to it, simply a presentation of a series of top acts, embellished by mixed line numbers, a minimum of properties (settings are colorful backdrops) and a rackful of riotously colored suits adorning Olsen and Johnson.

The program bills *Hellzapoppin* as "Designed for Laughing." It accomplished that purpose for the patrons in an admirable manner, but to the trade the stuff is old. The revue isn't a brilliant spectacle, altho its superlength ran without tire or hitch. Tunes drop to two clicks, a novelty *Fuddle Dee Luddle* and *Shanganola*, Hawaiian caressing smoothie which is socko.

Slicing of the show's overboard time, better choreography, settings and some new tunes and material will give the venture Gotham consideration.

Topnotch acts perform for encore after encore. Walter Nilsson and his bunch of queer cycles, the Radio Rogues with some new impersonations, Barto and Mann, songs by the Starlings, Hal Sherman's brand of hoofing, the Charloteters, Billy Adams, Shirley Wayne and Beverly and Bettymae Crane score heavily. Olsen and Johnson don't hog the production.

There's basis for an adequate revue, but it will have to spurt ahead of vaude shows at the State or Strand whose pop prices for a good bill will be measured by the crowd when they come to the legit b. o.

Sidney J. Peine.

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

# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

DANTE and his magical extravaganza, *Sim-Sala-Bim*, is currently meeting with great favor in Scotland, according to a batch of rave newspaper clippings received at the magic desk. . . . RAYMOND concluded a six-week stand at Airport Inn, Hagerstown, Md., Monday (19). . . . A WELL-KNOWN magish, one of those still working steadily, speaks thusly regarding the magical art: "After all, this business really went out with the horse and buggy, and the mystery is not on the stage but how we keep moving." It may sound like sour grapes, but those last five words do constitute a baffling mystery in many cases. . . . PAUL HUBBARD debuts with his new show at Springfield, O., September 22. . . . DOC M. IRVING, hubby-manager to Princess Yvonne, mentalist, has given up the idea of being a trick bicyclist. Recently he purchased a two-wheeler for Baby Yvonne and then immediately proceeded to show his daughter a few fancy didoes he used to perform on the wheel when he was a punk. All went well until Doc negotiated a beautiful dive over the handle bars into a brick wall, fracturing his hand. He's still carrying the injured member around in the cast, while Baby Yvonne now has an opportunity to ride her own bike without interference from her doting pater. . . . FRANCIS A. NICKOLAS, now making the Wisconsin fairs with the Brewer Attractions, will shortly head out for Louisiana to make a few fairs and then begin on school work for the winter. . . . CITY OF Toulouse, France, is naming one of its streets after Marius Cazeneuve, who for 50 years toured the world as a magician. He was a student of the famous Bosco and in 1863 gave a command performance before Emperor Napoleon III. . . . JOAN BRANDON is current at the Casino in La Boule, France, after a limited run at Casino et les Jarins, Deauville. . . . LESTER LAKE (Marvel) has set Calvert the Magician for the Armory, Fort Thomas, Ky., September 28-30, under auspices of the Fort Thomas Men's Club. Calvert will do a two-hour show each night. . . . SWAMI "B," mentalist-magician, opened at the American Theater, Chicago, September 18 for a week's run, his first visit to the Windy City in two years. He toured Wisconsin early in the summer. Jack Kirkland is managing.

THE Great La Follette writes as follows regarding an organization for professional magicians, as recently suggested here by several members of the guild: "The statement made that there had never been such a society is an error. Some 20 years ago the Professional Magicians' Protective Society was organized in New York with practically every prominent vaudeville magician as a member. I was president, and the main object of the organization was to keep away from the other fellow, and within a month harmony prevailed and members eliminated from their programs tricks and illusions that better fitted other performers. There was a section in the by-laws which read that if a dealer puts a trick on the market and one of the members bought it and put

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**ZEKE YOUNGBLOOD**

# Burlesque

(Communications to New York Office)

## New York:

ANN CORIO has been signed for the Hirst Circuit. Will head a show called *Girls in Blue*. Emmett Callahan will produce. . . . HIRST shows, with casts complete, comprise *Water Lilies*, featuring Virginia Jones. Also included are Bob Carney, John Barry, Billy Crooks, Jack LaMont, Evelyn Brooks, Roberta and Jean Carney, Doris Weston and Mimi Reed, co-principals. Also *Oriental Belles*, featuring Eve, and Billy Hagan, Billy Fields, Johnnie Cook, Irving Karo, Joyce Breazelle, Mavis Sisters and Lillian Harrison. Former opened in Baltimore September 3, and latter in Boston September 4. . . . PANNETTE PIPER, dancer, returned after two months in Chicago and at home in Bowling Green, Ky. Brought back Ma, Mrs. Ada Butte, and sister, a professional model, Hallie Vee.

it in his act he would record it with the secretary and no other member purchased the trick. One of the wrongs is that too many of the present-day magi, especially those breaking into night clubs, feel that they must do what they see the other fellow do. A pro magic club would be a great thing and much could be accomplished." La Follette fails to say what caused the collapse of the old organization. . . . MYSTERIOUS HOLLENBECK, mentalist, opens October 6 at the Orpheum, Denver, and from there jumps to the Coast. He has in mind an Australian tour. With Hollenbeck now are Miss Alman; Jarrett Young, business manager, and Jean LaMarr, secretary. . . . THE New York City Department of Parks will conduct its third annual magic contest for amateurs October 2 on the Mall in Central Park. Any boy or girl under 18 years of age is eligible to enter the contest. . . . "I NOTICED in your column that my old friend Harry Rouclere is talking of instituting a society for professional magicians." typewrites Harry J. Freeman from Chattanooga. "It may be a good idea, but with nearly every town of any size already having some kind of a magical organization in which both amateurs and professionals are members, I believe it would be a hard matter to establish another. Ten years ago I gave up trouping, but the urge has returned and I am getting ready to again mystify the world with my mental act."

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

## Hayden Contest Carries On With Eight and Three

SIoux CITY, Ia., Sept. 17. — Speed Derby, being operated here by Charley Hayden, has eight couples and three solos remaining after 25 days. All teams were sponsored after the second week's showing. Show is aired twice daily over Station KTRI. A local band handled by Phil Childs furnishes the music.

Still in the running are Charley Smalley and Vivian Branch, Joe Rock and Mildred Burton, Benny Leonard and Edith Merritt, Pee Wee Collins and Pauline Boyd, Jean Williams and Patsy Greene, Sammy Lee and Margie Beaver, Duffy and Tillie Tarantino, Earl Clark and Alice Simms, and Junior Jack Kelly, George Green and Bat Slaber, solos.

The staff includes Paul Griffin, publicity; Eppie (Tiny) Epperson, Hal Brown and Jack Kennedy, emcees; Buster Coates and Ernie Steel, judges; Pearl Branch and Jackie Anderson, nurses; Swede and Dutch Larson, trainers, and Phil Caponi, cook. Mr. and Mrs. Chuck Hayden and Chuck Lombardo have concessions.

## Ray Alvis Show Winds Up After Run of 1,947 Hours

HAGERSTOWN, Md., Sept. 17.—Ray C. Alvis' World's Fair Walkathon closed Monday, September 5, after 1,947 hours. George Walker and Ditty Bowling copped first prize money; Jack Davis and

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

PROF. AND MRS. WALTER B. LEONARD are on a vacation tour of Quebec, New Brunswick and the New England States.

FRANK CARMEN, who did his hoop rolling and baton juggling turn with the old Guy Bros.' Minstrels years ago, dropped off at the minstrel desk last Friday (16) to show us a clipping relating of the death of Arthur Guy, one of the original Guy brothers, nearly a year ago. We had been attempting to get a verification of Arthur's death for some time, but to no avail. Carmen was in Cincy with his wife, Ethel, for a week's engagement at the Cat and the Fiddle nitery. They recently have been playing fair dates for the United Booking Office, Detroit.

"RED-HOT" HENRY BROWN and his partner, Leo Edwards, are beating it out these days at Myrtle Cafe, Baltimore. "Why don't some of the present-day minstrel managers shoot in a line to the column so their friends may know where they are and what they're doing," pencils Brown.

AL TINT is back in Chicago after a jump to Macon, Ga., to join the Milt Tolbert Lasses White's All-Star Minstrels. Tint says he changed his mind about joining when he found that Lasses White was leaving the organization to go to the Coast for a rest.

family in Springfield, Mass., because of Flossie, a seriously ill sister. . . . DIANE RAY, following a dance routine course of special numbers at the Wally Jackson Studio, was booked by Nat Mortan into NTG's new nitery. . . . ADRA COOPER, dancer, placed by Joe Williams at the Eltinge September 16. . . . JAMES X. FRANCIS and Earl Root placed by Nat Mortan at the Republic September 16. Also Lew Black, same date, at the Galety. UNO.

## Chicago:

MARGIE KELLY opens at the 606 Club next Monday. . . . MONA LLESLIE closed at the same spot this week.

MILT SCHUSTER was hurt in auto accident last week while driving home from work. Received bruises on his face.

GEM is running small burly shows again. . . . COLLEEN is the initial feature at the new Yacht Club. . . .

# NED WELSH

TAP DANCING STYLIST  
and JUVENILE  
With the Bobby Morris Show  
on the Hirst Circuit.

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With Silver Beaded Fringe, Brilliant White, \$5.00—Colors, \$7.00. Chorus Net Panties, 50c. Principal Net Panties, 75c. Net "G" Strings, 25c. Net Brassieres, 35c. Send Hip Measurements.  
PAUL'S, 158 West 44th Street, New York City.

## NOTICE CONTESTANTS

Due to sudden difficulty I will not open in Mattoon, Ill. Don't come. Tell all others you know. Will locate in another spot later on. Thanks to those who wired. Keep in touch by mail. Good luck and regards to all.

**ZEKE YOUNGBLOOD**

# COLISEUM WALKATHON

OPENS OCTOBER 1

ENTERTAINING TEAMS CONTACT

SID COHEN, 4444 Broadway, Chicago, Ill.

# Original Showboat Finds Business Okeh Rep Ripples

ROCKHALL, Md., Sept. 19.—Original Floating Theater, owned and managed by Mrs. Nina Howard and son, Milford Seymour, has four more weeks in Maryland before it heads into Virginia and then into its regular fall territory in North Carolina.

Showboat has been enjoying a pleasant and profitable season to date, with a good location near the heart of town in Annapolis, Md., week of August 29, giving the craft one of the best weeks it has had in the last five years. Newspapers in Annapolis and Baltimore were especially kind in their treatment of the showboat players.

Recent additions to the Original's cast are "SeaBee" Hayworth, principal comedian and producer; Marlon Andrews, character comedienne; Darl Hullit, straights, and Art Reiss, piano leader. Thayer Roberts is director. Floating theater moves to North East, Md., next week.

## Billroy's Briefs

WICHITA, Kan., Sept. 17.—The Sunflower State has failed to provide us even a glimpse of the flower but plenty of Old Sol, with daily temperatures reaching an average of 100 degrees.

The welcome reception at Hutchinson, Kan., recently almost led us to convince ourselves that we were natives of the community. Officials and all were more than graciously friendly in extension of courtesy and co-operation.

After the show the company congregated at a special jam-jitterbug session at the La Flesta Club as guests of the club's proprietors, Mr. and Mrs. Graybill.

Roster of Shorty Coburn's Band, which holds forth at the aforementioned spot, includes Shorty, drummer and manager; Marie Chanee, vocalist; Tommy McCroy, first tenor; Eddie Wade, bass and guitar; Herb Ross, trumpet; Clovis Miller, piano; Buddy Boyere, tenor sax. Among others seen and heard that evening were Jimmy Giddings, announcer of local Station KWBG; M. S. Ploughe, drummer of William Hanson's orchestra; Gladys Krause, Cecil L. Stump and Miss D. D. Raglund.

Among recent visitors were Mac Johnston, former Billroyian; Mr. and Mrs. Nat Rodgers, of Barnes-Carruthers office; Don Alexander, musician, and Henry Brunk, whose Brunk's Comedians are currently touring this State.

JOHN D. FINCH.

## Who Was the First To Show Talkies Under Tent?

Pascola, Mo.

Editor *The Billboard*:

I noticed in a recent issue where a party mentioned how long he had operated sound pictures under canvas. I wonder just who did have the first talkies under canvas. I believe I was among the first to have talkies in a tent, as when Warner Bros. came out with their first old Vitaphone I had a home-made outfit the next spring. It was terrible, but so were those used in the theaters.

In those days it was almost an impossibility to get film with sound (disc), but I managed to get a few short subjects and they were a wow in the small spots, as only the major houses had sound at the time, and very few of them. That was the time when *Wings* came out, and a little later Eddie Dowling made *The Rainbow Man* and a few others with part sound and part talk. That was a far cry from the modern equipment we use under canvas today.

G. W. (KING) THOMAS.

## Wayne Office Placements

KANSAS CITY, Mo., Sept. 17.—Recent bookings by the Wayne Theatrical Agency include Del and Florence Post, with Glenn Brunk's Comedians; Paul Weiss, Gene Bradley, Audrey Carver, Amber Wight and Mickey Thornton, with the Caylor Players; Jimmie and Jewell Parsons, Charles Archer, Billy Remick and Lodema Corey, with the Chick Boyes Players; Ronald McBurney, with James Todd Players; Art and Mae Newman, with Denny's Comedians; Sunny and Dolly DuVell, with Frank Wilder Players; Dick Ward, with Paramount Players; Delane and Randall, with Billroy's Comedians; Kay Morris and Betty Taylor, with the Milt Tolbert show.

WHITCHURCH COMEDIANS terminated their summer tour in Northern Missouri last week. A circle of Iowa and Missouri towns will be played this fall. . . . BILLY WESTON SMITH has re-joined Allen-Bros.' Comedians. . . . ORA ACKLEY spent a few days in Kansas City, Mo., recently en route to Michigan to join L. Verne Slout, who will launch a lyceum attraction soon. . . . TERRY O'SULLIVAN, formerly with the Town Hall Players in Kansas City, Mo., is now connected with Station WKY, Oklahoma City. . . . JIMMIE HULL'S COMEDIANS have pulled stakes at Tyler, Tex., and are now playing three-night stands thru the Lone Star State. . . . GRANDI & GRAY PLAYERS have invaded Kansas after trouping all summer in New Mexico. . . . BLANCHE BRADLEY, with the Sid Kingdon Players all summer, returned to the cast recently after a vacation in Kansas City, Mo. . . . E. R. MISNER, of Omaha, has opened his lyceum attraction for his annual tour. Troupe is said to be California bound this season. . . . HARRY AND AGNES CLARKE were spotted in Kansas City, Mo., recently after closing with a show in the South. . . . CHRISTY OBRECHT has announced he will forsake rep next spring to launch a big one-nighter. . . . KENNEDY SISTERS' Stock Co. is organizing Oklahoma. . . . VICTOR HEADLUND has joined the E. R. Misner Lyceum Attraction for the fall and winter tour. He was formerly with the Bennet circle in Iowa.

"SOAPY" AND ANNABELLE AUSTIN, with the Hennies Bros. and Dodson World's Fair shows this summer, have returned to their home in Lynchburg, Va., to permit Annabelle to undergo a minor operation. They'll be back in theaters this winter. . . . MACK FERGUSON has the banners with the Byron Gosh tent show this season. Troupe is reported to be getting its share of the business in Northeastern West Virginia these days. . . . FOLLOWING ITS engagement at Independence, Kan., September 24, the Billroy show will have concluded its 24th week of the season, during which time it will have covered 8,126 miles. . . . FRANK (RED) FLETCHER is still featured in his Uncle Ezra character with the Olive Hamilton Show. . . . JACK AND RENE KEATING, of the Hamilton organization, recently visited the Tolbert Show at Lupton, N. C., after a 450-mile jump out of Georgia. They report that they got a million laughs, making the rounds of the trailers on the Tolbert opry, with Jumping Jack Miller the chief jester in Dot and Toby Eastman's home on wheels. . . . FRANK SMITH PLAYERS have suffered embarrassment in several Missouri towns recently as the result of the operations of a phony who, posing as the show's agent, went into Charleston, Mo., booked the show under the fire department, sold advertising, collected the money and skipped town. The faker is described as tall, broad shouldered, about 50 years of age, with dark hair and wearing glasses.

BOSTE AND LYMAN, well known in Northwest rep circles, are readying a small outfit in Minneapolis to tour Western Canada. . . . PETER MICHAELS, Virginia Blair and Alan Moore are new additions to the Majestic Showboat cast. Moore and Miss Blair recently closed with the Capitol Players and Michaels with the Harry Shannon Players. . . . MRS. ROBERT WARREN is confined in Memorial Hospital, Albany, N. Y., where she will soon undergo a major operation. Friends are urged to drop her a line. . . . OTIS OLIVER, well known in rep, is organizing a spook show as a mid-night attraction in movie houses. He recently closed a short season with Kirma, the mystic. The Oliver spooker opens soon in the Chicago area. . . . HAL BARBER, after closing the season with the Charles Whitchurch Players, was spotted on the Kansas City rialto last week. . . . AUDREY AND GENE BRADLEY, after winding up the summer with the Jack Brooks Stock Co. in Wisconsin, have signed with the John Caylor Players for the fall and winter season thru Minnesota. . . . M. E. BYBEE, former manager of the Bybee Players in Western Kansas and who deserted the rep field several years ago to enter commercial lines, is said to be launching a circle in Kansas, with Larned as the

base town. . . . ED C. WARD'S Princess Stock Co., after a summer in its best Missouri spots, is now Arkansas bound. . . . TOBY GUNN has opened an indefinite engagement under canvas in Dallas. He was formerly connected with the Merry Mad Caps, who had a long run in Dallas several years ago. . . . FRANK MEYERS, former director and stage manager for Dubinsky's Attractions and other well-known Midwest reps, is now assistant manager at Ed Dubinsky's Liberty Theater, Kansas City, Mo. . . . HILA MORGAN PLAYERS, after a summer in their regular Iowa territory, have started their long trek south and are now playing two-night stands thru Missouri.

MILLICENT DEVERE and Bob Williams are successfully producing home talent productions thru Kansas. . . . JUSTUS-ROMAIN CO. is slated to wind up its canvas season this week in Nebraska. . . . SKEET AND PATRICIA CROSS, who finished the season with the Frank Ginnivan Show, have signed with the dramatic personnel of Station KMA, Shenandoah, Ia. . . . CHRISTY OBRECHT PLAYERS will wind up their tent tour September 21 and will reopen September 25 in Minnesota theaters. . . . DON AND DELLA PALMER, of the Billroy advance, were recent visitors on the Ted North show, now playing a four-week engagement at Joplin, Mo., and said to be doing good business. . . . JACK AND LUCILLE COLLIER, with the Ben Wilkes show this summer, have signed with Sid Kingdon's Missouri circle for the fall. . . . DODD BROS. STOCK CO., which has played Iowa all summer, has started south, playing one-night stands. . . . HERBERT WALTERS' COMEDIANS, after playing all of their contracted fair dates, are making one and two-night stands on their way south. . . . MR. AND MRS. DEL POST, with the Hal Stone Players all summer, have signed with Glen Brunk's Comedians playing Oklahoma spots. . . . ART NAMES STOCK CO., which has been making Kansas towns this summer, has started on the trek south thru Oklahoma and Texas. . . . TILTON-GUTHRIE PLAYERS are scheduled to wind up the summer tour this week. . . . ORIN MARR and Dorothea Holt, after closing the season with Skippy Lamore's Comedians, are sojourning in Kansas City Mo. . . . ALLEN BROS. COMEDIANS, after a summer in Missouri spots, have invaded Arkansas. . . . CHICK BOYES' No. 2 show, which has been playing fair dates in Kansas and Nebraska, will close soon. . . . HAL STONE PLAYERS closed their season in Hooper, Neb., last week. Show will reorganize for its Southern tour.

## Heffner-Vinson Hi-Lites

SWAINSBORO, Ga., Sept. 17.—This town, with natives in for State election, gave us good business despite the heat. Calvin (Cowboy) Gwin made a hurried trip to Augusta, Ga., to visit Charley Fulcher, whose band Gwin was formerly with.

Lilly Heffner, after two weeks in a Sandersville, Ga., hospital, is at Princeton Hotel, Valdosta, Ga., where she will remain there for an indefinite rest.

Joe McDurham, of the billing crew, paid us a visit at Metter, Ga. Harold (Slim) Hendricks is a recent addition to the front-door staff.

Working crew is busy building a new stage with hardwood apron.

Rehearsals are over on the new show and everyone is taking it easy on the two-day stands.

Joe Unick celebrated his first glimpse of the Atlantic by taking a midnight plunge in the briny deep. Jim Heffner stood by as life guard.

AL PITCAITHLEY.

## ENDURANCE SHOWS

(Continued from opposite page) derby started there recently by Milton C. Crandall folded after 15 days; that the Hagerstown Walkathon is still going, with six teams remaining; that Pop Dunlap is doing fine in Silver Springs, Md., and rumors are current that he is open-

ing one in Baltimore, with plenty of people there hoping he will; that Billy Cavanaugh, emcee, comedian and former contestant, is still around Baltimore, his home town, working clubs, and that he is to be married at the Moose Club there about the middle of September; that Ben and Nellie Rothman, former contestants, were thru there recently with Olsen and Johnson, doing their dance and going over big; that if and when Pop Dunlap hits Washington he will have no trouble finding emcees for his show, with Irving Friedberg, Lenny Paige, Bill Stein and Dick Edwards around.

RECENTLY WE ASKED here if the report were true that Dale Thorpe has been killed in an auto crash, as has been rumored in and around Shreveport, La., in recent weeks. We still haven't a verification or denial of the rumor. However, we have another inquiry from one Sarah Hill, who is anxious to know what has become of Lou Melshen, Dale's partner in the recent Kilgore, Tex. show. Some say, according to Miss Hill, that Lou married Dale at the conclusion of the Kilgore contest, which they won, while others are spreading the word that Miss Melshen has been adopted. Will someone please tell us what really happened to Lou?

LONIS (PEE WEE) ELLIS, after 21 shows, is temporarily out of the endurance field and is now serving as head usher at the Paramount Theater, Baton Rouge, La. He expects to resume his walkie work when a good show comes his way. Ellis landed in Baton Rouge, La., to join a show, but the thing folded even before it opened.

RUBBER LEGS Martin and Jerry (The Lug) Bresnahan write that they have dropped out of the Beaumont, Tex., show and are planning to return to night club and theater work. "After leaving the Beaumont show we jumped over to Port Arthur, Tex., for an engagement, where we were guests of the American Legion," the boys write.

WE HAVE HAD INQUIRIES recently on George, Carl and Bessie Harrington, Charlie Taurso, Joe and Mary Rock, Ja Ja and Hal Lath, Larry Holmes, Louie Meredith, Babs Fath, Jimmie Scott, Jimmie Coughlin, Johnny Maker, Alice Barker, Earl Clark, Eddie Anderson, Billie and Doris Donovan, Hall Brown, Duke Hall, Vic Puree, Al Baker Jr., Jack Kelly, Mugsy Hurley and Frances and Benny Morris. Write in, kids, and let your friends know where you are and what you're doing.

BLAIR BROWN, confined at Sinai Hospital, Baltimore, where he recently underwent an operation, letters that he would like to hear from all the boys and girls he has walked with in the past. He also wishes to know if the article which appeared in this column recently concerning Johnny Hughes' death is true. To date we have received no verification or denial to the report. Will someone set us right on this.

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Cushing, Capt. F., 6c
Dalenport, T. T., 6c
Donnan, Richard, 6c
Donner, Chas. J., 6c
Fernandez, Jos., 12c
Franklin, C. O., 20c

- Harris, Roxy
Hassell, Marie
Hauf, Jeanette
Hecks, Mrs. R. G.
Henderson, Mrs.
Hendershot, Mrs. J.
Henderson, Ruth
Henderson, Mrs. T. M.
Herman, Mrs. Helma
Hill, Betty Lou
Hillburn, Mrs. H.

Women

- Abbott, Mrs. Noel Lee
Abdella, Nancy
Adams, Mrs. A. F.
Adams, Mrs. Gladys
Alabassi, Countess
Allen, Peggie
Allen, Minnie
Allen, Maude
Allen, Mrs. Victor
Anderson, Violet
Andre, Nitz or Ann
Anna, Mlle.
Armstrong, Frances
Arnold, Evelyn
Arnheim, Mrs. Edw.
Asher, Mildred
Ayers, Mrs. J. W.
Ayers, Mrs. C. D.
Baggett, Mrs. E. C.
Bahnen, Mrs. W. M.
Bales, Vada Lee
Balis, Mrs. Dorothy
Barbara, Mrs. Kathleen
Barber, Bobbie
Barfield, Mrs. Dolly
Barker, Joyce
Barlow, Mrs. Thelma
Barry, Mrs. Rochelle W.
Barbhill, Mrs. K. B.
Barrow, Bobbie
Bartok, Mrs. Betty
Barton, Mrs. Helen
Baxter, Mrs. Mary
Baxter, Mrs. Beek
Beall, Mrs. Laura D.
Becker, Mrs. Louis
Bedoni, Nellie
Beers, Mrs. Sadie
Beisel, Margie
Bell, Bee
Bell, Marie
Bell, Margaret
Bennett, Cleo
Bequette, Taxis
Bernhardt, Neita
Bernier, Lou Ann
Birt, Madam
Biro, Mrs. Billie
Birkman, Mrs. Wm.
Bistany, May
Black, Lela Bernice
Black, Pauline
Black, Mrs. Ruth
Black, Mrs. Fern
Blaney, Beverly
Blount, Mrs. Lucinda
Bohn, Mrs. Grace
Boideau, Isabel
Bolis, Mrs. A.
Boone, Mrs. S.
Bowersox, Nonabelle
Bowman, Mrs. Iva
Brabham, Blanche
Brahansen, Mrs. Wm.
Breese, Mrs. W. M.
Breman, Helen
Brennan, Dorothy
Bresk, Mrs. Frank
Briek, Mrs. Grace
Brooks, Annie
Brown, Hazel
Brown, Mrs. Caroline
Brown, Mrs. Nellie
Brown, Mrs. Zuelien
Brownston, Mrs. A.
Brute, Virginia
Buckskin, Betty
Burdge, Irene
Burns, Mrs. Charles
Burrell, Virginia
Butler, Mrs. Tom J.
Byers, Patty
Cain, Lou
Calkins, Lola
Campbell, Mrs. Lib
Campbell, Mrs. W. S.
Campbell, Virginia
Canary, Dorothy
Cannon, Mrs. Mildred
Canoe, Mrs. Jimmie
Cardona, Mrs. Clara
Caricafe, Hazel
Carra Jewel
Carroll, S. J.
Carson, Mrs. Freddie
Carter, Leona
Casey, Reota
Cassino, Mrs. Christine
Castle, Mrs. John R.
Caughey, Mrs. R. J.
Cayser, Jean
Champlin, Mrs. C. M.
Check, Bernice
Clark, Virginia
Clernon, Mrs. Bertha
Claude, Claudine
Cole, Mrs. Rex
Coleman, Oliva
Collie, Rubie May
Cordray, Evelyn
Corrine, Mlle.
Cotton, Mrs. Dan
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Crawford, Mrs. R.
Crowe, Mrs. C. H.
Cube, Joy

- Clifford
Cunningham, Con
Curry, Mrs. J.
Curtan, Mrs. Mattie
Curtis, Edna
Daniels, Mrs. J. P.
Danner, Irene
Darling, Jacqueline
Davis, Dollie
Davis, Mrs. Belner
Davis, Mrs. Garland
Davis, Mrs. Leona
Davis, Phyllis
Davis, Ruby
Davis, Sunny
DeGafferelly, Mrs.
De LaPlata, Marie
DeLatorres, Rosalia
DeMittchell, Mrs. O.
Dean, Agnes
Dean, Dr. Myrtle
Debican, Helen
Descount, Helen
Devoars, Mrs. Ruth
Dixon, Little Dolly
Dixon, Mrs. Babe
Dixon, Mrs. Earl
Dixons, Betty
Dokes, Mrs. Ernestine
Doelen, June
Dolan, Mrs. Frances
Dorner, Mrs. Louise
Dose, Mrs. Lillian
Douglas, Mrs. Leota
Doyle, Mrs. Agnes
Drake, Mrs. Bob
Driscoll, Juanita
Dunham, Louise
Dunell, Honey
Dupont, Doris
Dyer, Mrs. Eleanor
Earlgrine, Mickey
Elam, Mrs. Ruth
Ellerhorst, Mrs. Walter
Emerson, Mrs. Mildred
English, Mrs. W. H.
Evens, Mrs. Lottie
Everett, Mrs. Fritzie
Falcon, Betty
Fasutino, Mrs. Pearl
Ferguson, Mrs. Danny
Ferguson, Thelma
Ferryham, G.
Ferris, Mrs. Paul
Fields, Mrs. Virginia
Flamme, Gussie
Fletcher, Rose
Flinchum, Martha
Foster, Mrs. Blanche
Foreman, Gertrude
Fowler, Hattie Mae
Franklin, Mrs. Hazel
Fraser, Mrs. James S.
Frederick, Mae & Cecil
Frick, Pianist
Fuller, Helen
Gale, Laverne F.
Gardner, Ginger
Gay, Mrs. James
Gay, Mrs. Louise
Geyer, Dolly
Geyer, Dolly
Giddens, Dimples
Gidaro, Mrs. J. C.
Gilberts, Mrs. R. E.
Ginsens, Cleo
Gleason, Mrs. C. L.
Gonzalis, Billie
Goodman, Mrs. Gene
Goodwin, Jeanette
Goodwin, Mrs. Emma
Gould, Mrs. Georgia
Graves, Jamie
Gray, Isabelle
Gray, Mrs. Roy
Green, Gladys
Gregg, Edna Louise
Grey, Glenda
Griff, Mrs. Nora
Gundy, Mrs. May
Guthrie, Althea
Hahn, Mrs. Peg
Halena, Princess
Hall, Mrs. E. U.
Hall, Mrs. Ed L.
Hall, Mrs. Ruth
Hammond, Mrs. Earl F.
Haney, Mrs. Shannon
Hanson, Mrs. J. J.
Hapwood, Mrs. Duke
Harcourt, Lady
Hardman, Verne
Hardy, Mrs. Katherine
Harfield, Katherine
Harman, Elise
Harmon, Mrs. Rosa
Harp, Mrs. Roxie
Harris, Mrs. Ben
Harris, Billie
Harris, Gladys
Harris, Margaret & W. H.
Harris, Mrs. Margaret

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.

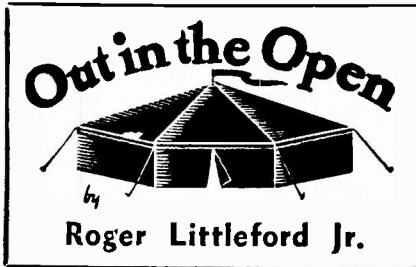
- Miller, Jean
Mills, Mae
Mills, Mrs. Doris
Miscb, Mrs. Flora
Mischa, Madame
Mitchell, Jean
Mitchell, Bertha
Mitchell, Loretta
Monroza, Donna
Moore, Mrs. Jas. G.
Moore, Ruthie
Morgan, Billie
Morgan, Hilda
Morris, Helena
Morris, Mrs. W. R.
Moss, Mrs. Anna
Murphy, Mrs. Ray
Murphy, Mrs. Jimmy
Mylon, Marcia
Nasser, Georgia
Nazimova, Madam
Neff, Mrs. Forrest
Nelson, Pauline
Nemar, Mrs. Shirley
Nevin, Mrs. Harry
Nicholas, Louise
Norman, Fay
North, Cecillia
Nye, Rhea
O'Ambrasio, Theresa
O'Brine, Biddie
O'Conner, Margaret
O'Dell, Mrs. Jesse
O'Neil, Esther
Otte, Mrs. Elizabeth
Owens, Mrs. Joe C.
Owens, Mrs. Virginia
Page, Magie
Palsley, Mrs. Betty
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Parkerson, Mrs. Ulie
Pate, Blanche
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Pence, Mrs. Cora M.
Pence, Mrs. W. H.
Perdue, Agnes
Perse, Mrs. Hilda
Perse, Mrs. Leonard
Petraace, Carmine
Phillips, Mrs. Pearl
Pickens, Mrs. Inez
Pierce, Mrs. Geo.
Pierce, Mrs. W. L.
Pinkston, Mrs. Jean
Polby, Mrs. Betty
Price, Mrs. Steve
Principini, Martha
Pritts, Frances I.
Frude, Jennie
Purkett, Mrs. Eula
Rafea, Deane
Rainery, Mrs. F. R.
Reagle, Mrs. H. B.
Rainhart, Ethel
Randolph, Mrs. Florence
Ray, Dorothy
Ray, Mrs. Anna
Redding, Mary
Rees, Rita
Reno, Mrs. Vesta
Reno, Mrs. Helen
Reynolds, Jane
Rice, Maile E.
Richards, Myrl
Richey, Mrs. Leona
Richey, Mrs. (Michael)
Riley, Georgia
Riley, Olive
Rinehart, Mrs. Jack
Roberts, Dixie
Roberts, Fannie Lay
Roberts, Grace
Roberts, Gene B.
Roberts, Mrs. Lula
Rocco, Mrs. Hazel
Rocco, Mrs. (Ford)
Rocco, Mrs. Phil
Ross, Jackie
Rossano, Helen
Rostich, Mrs. Alva
Rowe, Mrs. Jack
Rudick, Mrs. Estelle
Rudick, Mrs. H.
Rudick, Mrs. Estelle
Aldrich, Leonard H.
Alexander, Jack
Alexander, S. C.
Alexander, S. N.
Allen, Ambrose
Allen, Billy
Allen Bros. Wild
Allen, West Circus
Allen, Gene
Allen, Harry L.
Allen, James H.
Allen, Rosco
Allen, Walton
Allison, Freddie
Allison, Merrill
Allison, Robt.
Alvarado, Don
Alzora, Karl
Amazo, Co.
Ambassadors
Sherman, Mrs. C. E.
Short, Mrs. F. A.
Schubert, Mrs. Harry
Sherman, Mrs. G. Andrews, Bill

- Turner, Mrs. Gertrude
Van Lidth, Mrs. E.
Vanmetro, Mrs. Al
Van Itamm, Margie
Venus, Bunny
Vickers, Mrs. Babe
Vincent, Goldie
Vogel, Jacqueline
Vogt, Marguerete
Wale-Letka, Princess
Walker, Beulah
Wallace, Mina Rick
Walters, Mrs. H. H.
Waltz, Mrs. H. H.
Wamby, Donna
Ward, Avis
Ward, Georgia
Waserman, Mrs. S.
Wasson, Grace
Watkins, Mrs. Sylvia
Wayne, Dorothy
Webb, Grace & Frank
Weber, Mrs. J.
Weil, Ferne
Weils Lily A.
Wells, Mrs. H. H.
Wendt, Marie E.
West, Blanche E.
Westlake, Aileen
Whelan, Mrs. Laura
Whitaker, Daina
White, Mrs. Alton
White, Mrs. Mae
White, Vivian
Whitehead, Mae
Whitner, Mrs. Pauline
Whitman, H. F.
Whitmore, Bessie
Whitten, Kay
Williams, Mrs. A. J.
Williams, Beverly
Williams, Hazel
Williams, Mrs. Tonia
Willoughby, Marge
Wilma, Madam
Wilson, Agnes
Wilson, Alice
Wilson, Dianne
Wilson, Dolly
Wilson, Mrs. Harry
Wilson, Mrs. Jack
Wilson, Mrs. Ruth
Winn, Mrs. Agnes
Winston, Sherri
Wolfe, Ethel E.
Wolfe, Mrs. La Vera
Wood, Mrs. Bert
Yaid, Madame
Yale, Linda
Yamanaka, Mrs. Geo.
Yanko, Susie
Zegda, Anne
Zoy, Madame
Andrews, Edw. C.
Andrews, Jack
Angel, A. A.
Anghin, Luther
Archer, H. L.
Arenas Shows
Arlen, J.
Arnold, Wm.
Arnott, Jack
Artagus, Leonard
Arthur, "Magician"
Ash, Chas. W.
Ashby, Jesse
Ashton, Prof.
Audrey, Francis D.
Auerbach, Samuel
Auton, Wm. & Eva
Babe, Bruce
Backus, Herbert
Bagan, Al
Baggett, Eugene
Bailey, E. E.
Bailey, Fred B.
Bardel, Neal
Brook, Bob Rose
Brown, Bill Shorty
Brown, Clarence
Brown, E. L. Agent
Brown, Howard
Brown, James
Brown, (Shorty)
Brown, M. June
Brown & Lynn Show
Brown, Richard
Brown, R. O.
Brown, W. B.
Browning, Harold
Bruce, Edgar B.

- Bruce, Kid
Brunk, Fred G.
Brunk's Comedians
Bruno, Pete J.
Bruner, J. R.
Bryan, Charles
Buchanan, Skipper
Buchanan, Tommy
Buck, Arthur
Buck, Go Go
Bug House &
Bunner, Eddie
Burgess, Eagle
Burke, Jimmie
Burke, Merle
Burkhardt, Pete
Burleston, Jack
Burns, Blackie
Burns, Charles
Burns, Charles
Burt, Charles
Burt, Frank
Burto, L.
Burwell, Hal
Button, Geo.
Buttons, W. R.
Buzard, Frank
Byars, Ralph
Cain, Eugene R.
Cain, J. L.
Caines, Clarence H.
Caldwell, Heany
Callahan, Arthur
Callahan, J.
Callif, Robt.
Cam, Young Troope
Cambell, Frank A.
Campbell, H. W.
Campbell, John E.
Campbell, Lloyd
Candrea, Joe
Canny, Billy
Careton, Jimmie
Carey, John
Carey, Tommy
Carlie, Henry
Carlson, Edward
Carney, Jerry
Carpenter, Bill
Carson, Freddie
Carter, Felton
Carter, Fred
Caruthers, Bob Lee
Carver, Doc
Cash, Lester Gareet
Casiro, Harry
Cassidy, Edward
Caastel, H. W.
Castle, Sol
Castro, Al
Caswell, Johnnie
Caudill, Millard
Caughey, Wm.
Cavanaugh, Edw. J.
Cesky, Arthur L.
Chapman, Wayne
Cherust, Geo. T.
Chester, C. B.
Childers, Ralph
Child, Geo. A.
Christain, O. B.
Christine, Russell
Christo, Tom
Ciaburri, J. P.
Cimino, Joe
Cirillino, John
Cisar, John E.
Clark, Archie S.
Clark, Bozo
Clark, Cliff
Clark, Keith
Clark, M. P.
Clark, Paul
Clark, Stanley
Clark, Willie
Clarke, Joseph
Claude, Leo
Claude, Major
Clayton, Geo.
Clayton, J. E.
Clearwater, Chief
Clifford, Lou
Clifton & Jules
Clifton, Roy L.
Cline, John
Cobos, Thomas
Cockels, Jack
Cockerell, Geo.
Cody, J. M.
Cogle, Jack W.
Cobb, Matt H.
Cola, Jack
Coleman, R. C.
Collier, Chas. Mgr.
Collier, Doc & Jean
Collins, D. J.
Collins, E. G.
Collins, Elbert
Coman, Clifford
Comalla, Chrys
Comer, Winter A.
Compton, Cy & Lillian
Comstock, Edw. A.
Concello, Arthur
Conely, Thomas J.
Conor, Frank
Conger & Sauto Players
Conkling, Will E.
Conlon, J. G.
Conn, Bob
Conrad, Tex
Conway, Dewey
Conway, H. D.
Cook, Dea
Cooke & Cooke
Cook, Ted
Cooper, Jimmy
Cooper, Tex
Copperstone, T. R.
Corbin, Kenneth
Corfew, Billy Am
Correa, Eric
Corson, Fred
Costa, Zeks
Costigan, John C.
Couch, Cash
Courtney, Raymond
Couts, Cootie
Craig, Fols. Show
Cramer, C. R.
Crause, Fred
Crandall, Le Roy
Crane, Robert
Craven, Geo.
Cravat, Nick
Creatore, Maestro
Cremms, Prof.
Crenshaw, Edw.
Crenshaw, Tarzan
Dan, Gen.
Daniels, Betty Dale
Daniels, Mickey & Co.
Danzel Troupe
Dardella
Darling, Earl W.
Darling, Happy
Darnell, Sherry
Darrow, John
Datson, Frank
Davenport, Orrin
Davidson, Forest
Davies, J. I.
Davis, Ches
Davis, Earl M.
Davis, Geo. F.
Davis, Henry
Davis, James
Davis, John B.
Davis, John W.
Dawn, Mid
Dawson, Back
Dawson, Wm. C.
Day, Charles E.
DeBell, Major
DeBreaux, John
DeGlopper, Earl
DeLong, Fred
DeLucie, Jack
DeLars, Lawrence
DeMittell, Otto
DeVore, Chas. H.
DeWaldo, Mr.
DeWolfe, Linton
Decker, C. O.
Decker, Earl
Decker, Joe
Dees, Tom
Delaney, J. D.
Delaporte, Johnnie
Delebat, Ernest
Dell, E. M.
Dellis, Thomas
Delmar, Paul
Delmar, Joseph
Delmonte, Joseph
Delotch, Chick
Dennis, Wm. Burt
Dennis, Jack
Dent, C. R.
Desbon, Doral Dina
Devere, C. M.
Dexter, Bob
Dick, Richard
Dillon, J. (Dunn)
Dime, Jake
Dimitri, Joseph
Disney, Verne
Dixon, Don & Mazie
Dixon, Howard M.
Dobas, The Four
Dodd, W. H.
Dodson, Eddie
Dodson, LaMotte
Dolan, Roy W.
Dollor, Roy
Donaldson, Burt
Donnelly, Fred
Donnelly, J. W.
Donoghue, Chas. F.
Donohue, James
Doolan, Sra
Dorian, H.
Doonan, H. H.
Doolin, Fred
Dorsey, Geo. Lee
Dose, Kurt
Doss, Frank
Doto, Phil
Doubles, Walter
Dougherty, Tom
Dowdy, S. H.
Dowis, Amusements
Doyle, Harry
Doyle, S. B.
Drake, Harry
Draper, Roy
Duckoff, Concessioner
Duffy, Bruce J.
Dugan, John
Dunaskartz, Ted
Dunbauld, Jack
Dunbar, Leo Jack
Dunbar, Smokie
Duncan, C. W.
Dunlop, Pop
Dunning, Fred
Dunsith, James K.
Durall, Toby
Durant, Al
Dye, Cecil
Dye, Ross
Dykis, W. T.
Eagle, Chief
Eagleson, G. S.
Eagleson, Glomer
Eas, Gen.
Edgar, H. O.
Edlin, Evan
Elhue, Joe
Eisenmann Jr., Gus
Eiler, R. E.
Elam, Rufus
Eli, Pete
Eillis, Bob
Elliott, Silas C.
Elliott, Gilbert
Elliott, Westbrook
English, Bob
English, C. L.
English, W. H.
English, Walter
Enochs, Ray
Ephraim, Frank
Espinan, Dave
Ernest, L. R.
Erwin, Jack
Espey, Carl

- Etzler, Stephen S.
Evans, E. C.
Evans, Frank
Evans, Geo.
Evans Jr., Robt. L.
Evens, Dave
Eysters, Harry
Ezario, Joseph
Fabian, Joe
Fabry, Steve
Fairbanks, G. E.
Fallan, Charles
Farley, Albert
Farrell, James B.
Farrington, J. L.
Faulkner, Robt.
Fay, Harry
Fay, Charlie
Felder, Thomas P.
Felton, King
Fendrick, Boysie
Fenton, Paul
Ferguson, Huddle
Fernandez, Jos. F.
Ferris, Lester
Fields, Jackie
Finn, Tobias
Fisher, Al (Big Hat)
Fisher, Bob
Fitzgerald, Babe
Fletcher, Jimmie
Fletcher, Avery
Fletcher, Neil
Flowers, Jack C.
Flynn, J. Francis
Flynn, Frank
Flynn, Jerry
Foley, C. O.
Folkerson, Rube
Fonda, Gordon
Ford, Art
Ford, Chester
Forkes, Harry
Forshay, Del.
Fosher, Chas.
Forsythe, F. Mitchell
Fort, Bill
Fort, Harold M.
Foster, Jacky
Foster, Robt.
Fowler, Tommie
Fox, Carl
Foye, Doc John E.
Francis, John
Franco-Amer.
Novelty Co.
Frank, Miller S.
Franklin, Benny
Franklin, Wiley
Franklon, Fearless
Frazier, Owen
Frazier, Al
Frederick, Cecil
Frederick, Ray
Freels, Buck
Freeman, Geo. H. (Aussie)
Freeman, Mitch
Freer, Roy
Friedrichsen, Fred
Fritz, E. W.
Frye, Frank
Frye, Jimmie
Fudger, Geo. A.
Fulton, Mr. Agt.
Gable, Dick
Gallagher, Jack
Gamble, Curley
Ganables, Jackie
Garlock, E. R.
Garner, Bryant R.
Garner, Robert
Garns, Jay
Garrett, Joe
Garrison, Jus
Gear, Billy
Gecoma, John
Geddes, Sam
Gena, Glen
George, F. M.
George, Joe
George, Miller
Gerdmann, Wm.
Gidaro, Joseph
Gifford, Eskie
Gibson, A. C.
Gibson, Art
Gill, Frank
Gise, Willie
Gish, Nicholas
Gladstone, Eddie
Glenn, Jack
Glisson, Felix A.
Gloth, Robert
Gloster, Sam
Goff, Newell
Gofas, George
Goglia, Joe
Gold, James
Goldberg, Joel
Golde, Geo.
Golden, Nat.
Goldstein, Morris
Goldstein, John
Goll, Wm.
Gonzales, Blackie
Gonzales, Jose
Gonzales, Matt
Good, Monroe W.
Gooding, Mr.
Goodrich, Verne
Goodride, Johnnie
Goodwin, John Blackie
Goralick, Sam
Gorda, Frank
Gordon, Matt
Gordon, C. C.
Gordon, Gene
Gordon, Gene
Gordon, Gene
Gourfain, Harry
Gourfain, Harry Mgr.
Gowdy, N.
Grabel, Walter
Grady, Bratton
Grady, Richard G.
Grandy, F. L.
Grant, Geo. J.
Graves, A. B.
Gray, B. C.
Gray, G. F.
Gray, Jack
Graybill, Maurice
Grayson, Bob & Vergie
Grayson, Frank
Green, Alfred Dude
Green, Jack
Green, Marvin J.

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



The Outdoor Season Around N. Y., 1939

NEW YORK, Sept. 17.—Another outdoor season is rapidly drawing to a close in the New York metropolitan area.

For the most part the optimistic attitude can be little more than wishful thinking. Fundamentally, the showman is unhappily cognizant of the fact that by far the bulk of entertainment budgets set aside by New Yorkers next year will be spent on the Flushing festivities.

Besides that the out-of-town visitor, here to see New York City itself as much as the fair, in all probability will spend his money on types of things that cannot be found at home.

This seems to be the consensus around town right now, even the brave words are being spoken to the contrary. In the final analysis, just about anything one can desire in an entertainment way should be available at the Flushing fair next year and that alone will be an expensive proposition for Mr. Average Man.

This year more concessioners than ever closed at Coney Island before Mardi Gras week. And it was just as well—cool, cloudy weather, with intermittent rain, hit grosses hard.

year's New Jersey State Fair at Trenton. Headed by Leonard Traube, department has Edward Connelly, Bert Nevins, Clem White and the Barnes & Aaron Agency working over time.

Frank Mayer, brother of the late Harvey and executive of the program publishing firm, back in town from a tour of the circus circuit—or what's left of it.

Hartmann's Broadcast

CIRCUS, carnival and other tent show agents at times are confronted with city regulations that are quite annoying when contracting for dates.

A decision on the validity of such a regulation was recently given in Ottumwa, Ia., by Police Judge Harry Ziffren. The case concerned Orville Gruwell, who operated a skating rink.

It was Judge Ziffren's opinion that the part of the ordinance calling for the consent of property owners was invalid and unconstitutional—that it constituted an improper delegation of power from the council to individuals.

If higher courts sustain the Ottumwa court it will remove a big load from the shoulders of advance agents.

LET There Always Be a Midway." So is headed an editorial in the September 8 issue of The Tillsonburg (Ont.) News, written by H. F. Johnson, owner of the newspaper.

conducted is still greatly appreciated. After stating that this year's fair was one of the most successful of the 80 that the Tillsonburg and Dereham Agricultural Society has held and extending congratulations to the society on presenting a well-balanced fair program, the editorial continued:

"The midway is an integral part of a fair. The noise created by the spiers, the rides, the canned music of the Merry-Go-Round, and the many other sounds that make up the midway jargon is a fair feature that the patrons look forward to.

"Whatever improvements are made to the fairs, it is hoped that there will always be a midway. Rising generations should not miss the enjoyment that their parents and grandparents derived from this part of the annual fair.

"This year the Tillsonburg and Dereham Agricultural Society had the largest midway on the grounds that it has had for many years. Sims' Exposition Shows, owned by Fred Sims, presented an outstanding group of rides, shows and concessions of as high a standard as could be found anywhere."

So far as business is concerned, Fred W. Sims has no complaint to make. His fall fairs to date have been considerably better than last year.

AND here's another editorial that speaks highly of the clean type of carnival. Appearing on the front page of The Winona (Miss.) Times dated September 9, the editorial, headed Congratulations, Lions, reads:

"The Lions Club of Winona is to be congratulated on bringing to Winona the Buckeye State Shows, which played here a few days ago.

"The show is owned by a local boy, Arthur Gentch, and his partner, Joe Galler, both high-type gentlemen. They own the entire show and do not sell concessions to anyone.

"They have the cleanest carnival that has ever visited Winona. Their equipment is all new and looks nice. Their concessions are run on a high plane, and their shows are all clean. Their employees are above the average to be found traveling with a show of this type.

"We have not heard a single complaint since this carnival left town; not a single board bill beat, and everyone who visited the show and commented on it has had something nice to say about it.

"The Lions Club of Winona is to be congratulated on bringing this type show to Winona, and we hope that when the county fair comes off that the American Legion will make a thoro investigation of the carnival which has been booked and see to it that it is as clean as the Buckeye State Shows.

"Welcome back to Winona, Messrs. Gentch and Galler, with your show."

Joe Galler always has made money running a clean show, and not only that, has saved a good portion of it.

Notes From the Crossroads

JAI-ALAI (Hi-Li), which seems to have struck the fancy of New Yorkers, was well known to Midwest sports fans several decades ago. As a kid in St. Louis back in 1905 we remember the old Jai-Alai Fronton on Kingshighway near the Delmar race track, where sports fans gathered in droves to watch the game.

- Green, Mike
Green, Silas, Show
Green, Thomas H.
Gregg, Fearless
Gregory, Hoops
Gregory, Robt.
Greyhound, Chief
Grier, Mike
Grimes, Merion
Groffo, Miller
Grove D. K.
Gunderman, Chas.
Gunn, Geo.
Gunn Jr., Harry P.
Gunn, Many
Gwinn, Johnny
Haddix, C. H.
Haddix, Solir
Hadesiman, Max
Hafley, C. F.
Haggerty Jr., Joe
Hale, Chas. C.
Hale Durrell-Davis
Hale J.
Hale, Sonny, Mgr.
Hall, C. P.
Hall, Lewis
Hall Lucius T.
Hall, Roddy
Hallwell, Geo.
Hallmer, W. M.
Halt, Al
Hamilton Cafe
Hamilton
Erterprises
Hamilton, Eric
Hamilton, Phil
Hammond, Wm. F.
Hammond, Bob
Hammond, Capt.
Hammond, Earl F.
Hammond, Earl T.
Hammond, Lyle B.
Hamrick, Gail

- Heller, Lee
Hella, R.
Hennes, Bill Dales
Henderson, Dick
Henderson, Mr. Dottie
Henderson, T. M.
Henderson, W. B.
Henricks, Eddie
Henry, Cashley
Hern, Jimmie
Hershfield, Willie
Hess, Bob
Hick, Floyd R.
Hickers, Harold
Higdon, Bill
Higgins, Herman
High, Dr. L. I.
Hildebrand, Frank B.
Hiler, Ed
Hilgenga, John G.
Hill, James W.
Hindoo Charlie
Hingmen, Hartzel
Hirsh, Louis
Hobson, Herbert
Hobson, Howard
Hodge, Jimmie
Hoffman, Woodrow
Hokan, Jack
Hohn, Walter
Holbert, Prof.
Holden, Doc Lee
Holden, Elmer
Hollfield, H. D.
Holman, S. N.
Holmes, Del
Holmes, Delmer
Holmes, Ira "Old Faithful"
Holmes, R. D.
Holt, Doc
Holt, Julian R.
Holtek, Alex
Holzer, J. A.
Hope, Jack
Horak, John
Horan, Edw.
Horton Jr., Wynn
Horton Jr., W. W.
Hortor, Walter
Hosmer, J. E.
Houch, Paul
Houch, Wm.
Houghton, Jack
Housner, Sam
Houts, J. C.
Howard & Campbell
Howard, Harry
Howard, Harry E.
Howard, J. S.
Howard, Mysterious
Howe, Jack
Howell, A. H.
Howell, Doc F. M.
Howell, Dr.
Howell, Joseph
Howell's Variety
Howell's Show
Hoy, W. Doc
Hoy, Joseph
Hubbard, Asay
Hubbard, Burley
Hubell, Art
Huddle, Glenn
Hudleston, Robt.
Hudspeth, Tex
Huffman, Roy W.
Huffman, F. W.
Hughes, Fred M.
Hull Burt
Hull, Hubert
Hull, Jimmy
Hundley, R. H.
Hunt Sr., Charles
Hunt, Freddie Cyril
Hunt, Warren
Hunter, Harry C.
Hupp, Louie
Huston, Chas. E.
Hulvey, Edw.
Humphries, Cecil
Hunfredo, Tommy
Hulse, A. B.
Hutchinson, D. C.
Hutchinson, Eugene
Hytchale, Dick
Ingram, Rex
Irwin, C. Al
Irwin, Jack
Isler, Louis
Jesser, Phil
Jacob, Lou
Jacobin, John H.
Jackson, D. L.
Jackson, Jack
(King Do Do)
Jackson, Profit
Jaeger, Jack
Jameson, LeRoy
Jarodon, Clyde
Jarvis, Lou
Jenkins, Bill
Jennings, Al
Jennings, Ted
Jerome, Sensation
Johns, Bunny
Johnson, Clyde
Johnson, Doc E.
Johnson, Dr.
Halligan
Johnson, Harry Lee
Johnson, Jesse
Johnson, L. F. H.
Johnson, Lewis
Johnson, Louis R.
Johnson, Neal

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The Billboard reserves the right to edit all advertising copy.

Vol. L. SEPTEMBER 24, 1938. No. 39

Ripley Players in Iowa, is resting in Chicago.

Raynell Lorow, who operates the girl show on the Royal American Exposition (and she sure knows how to handle that mike), and her brother, Cortez, transacted some business in Chicago last week on their way from Minneapolis to Paducah, Ky. . . . Frank Winkley, who played in rather hard luck during the 1937 outdoor season, came back strong this year and writes that he's just completing a successful 30-week fair season. . . . He has dressed up his outfit and is giving a swell performance. . . . Frances Shean back from a trip thru Canada with friends and joining her husband, Frank (Doc) Shean, at Kansas City, Mo., where he's working at the Jubilesta. . . . We hear Ned Alvard is writing a book on show biz. . . . Put us down for the first copy off the press, Ned, for we know you'll tell the naked truth! . . . Jack Tavlin has received so many answers to his ad for holiday acts he had to hire a steno.

Six station wagons, the unit of advertising car No. 2 of the Al C. Barnes-Sells-Floto Circus, took part in the Labor Day parade in Oklahoma City. The drivers were Paul Rice, Harry Lock, Lee Holly, Tommy Clements, Glen Booth and R. P. Huth. Also in the parade were F. A. Boudinot, car manager; Mickey Coughlin, Clyde Carlton, Sive Boudinot and S. J. Vogel, all of the Barnes show, and E. C. Steele, president; Pat Sterret and W. S. Ladd, of Local 87. IABF&B. All the station wagons were bannered and attracted much attention.

For weeks S. W. Thomson, motordrome operator in Riverview Park, Chicago, has been trying to sell or give away Princess and Virginia, two lionesses which had been used to ride in the drome with the motorcycle riders. Finally, there being no takers, Thomson called the Humane Society and two marksmen ended the careers of the felines. . . . M. W. Billingsley, proprietor of the Hopi Indian show, paid The Billboard a visit on his motor trip from Minneapolis to New York last week. . . . Business has been good, he says, wherever the weather has been right. . . . Joe Coyle's engagement in the Varied Industries Building at Iowa State Fair for the pearl button manufacturers made such a favorable impression the manufacturers are set for a bigger show next year, with Ko-Ko featured. . . . Johnny Lorman, with his wife and family, has left Chi in a trailer and they are off for the wide-open spaces, Johnny planning to free-lance with his joints.

## Barnes Has Excellent Two-Day Engagement at Oklahoma City Under Auspices Labor Council

OKLAHOMA CITY, Sept. 17.—The Al G. Barnes and Sells-Floto Combined Shows opened a two-day engagement here, playing under auspices of the local Trades and Labor Council of the AFL to a business which was equally surprising to both circus and labor officials.

Arriving in the midst of a downpour of rain, which continued thruout the engagement, the show opened to a 50 per cent matinee Monday while the top at night was comfortably filled with spectators who were drenched during the downpour. Surprise of the day was not only the excellent business given the show during what was recorded as the most continuous day's rain of the year, but that so few spectators left during the performance.

Again the weather interfered with Tuesday's business. The matinee was slightly better than Monday's, but the night business was a straw house and hundreds were turned away. One thing that seems certain is that Oklahoma City is a two-day stand for any circus which presents a performance new and novel.

### No Union Interference

From the reception given the Barnes show one would believe that no suggestion of labor trouble ever entered the circus business. No pickets were in evidence or even suggested, and outside of weather conditions the engagement was said to be equally delightful to both labor and circus officials, the former of whom have been much in evidence with the show during its Oklahoma tour. Leonard Dickerson, local councilman and past president of the Trades and Labor Council, and Walter Nelson, the incumbent, came in for a great deal of favorable comment by the Oklahoma City business men because of their fair-mindedness. Both officials apparently are about convinced that circus labor organization can never apply 100 per cent to the circus business as a whole, that is, if the business is to live and prosper. They realize the turnover in common labor of the circus is tremendous and that the bookkeeping and auditing work is staggering, to say nothing of Social Security tax duties. Probably the friendly reception given the Ringling-owned Barnes show was partially due to the progressiveness of officials here who respect labor in general.

John Ringling North expressed satisfaction with the engagement, despite inclement weather, and intimated that Ok-

## Nat'l Tent Mfrs. To Convene at Detroit Oct. 10-14

DETROIT, Sept. 17.—The National Tent and Awning Manufacturers' Association will hold its 27th annual convention here at the Book-Cadillac Hotel October 10-14. The business sessions will be held in the mornings, and in the afternoons delegates will be entertained with sight-seeing trips, etc. The banquet will be held night of October 13, and J. C. McCaffery, president of the Showmen's League of America, will be the honored guest. He will speak on the *Relation of the Outdoor Show Business to the Tent and Canvas Goods Manufacturing Business.*

S. T. Jessop, president of the United States Tent and Awning Co., Chicago, is president of the association and has arranged some interesting topics of discussion, such as the New Wage and Hour Bill and unfair trade practices.

### New Series of

## Legal Opinions

In this issue, in the Carnival Department, is the seventh of a new series of legal opinions of special interest and benefit to park and show owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

lahoma City may be a two-day stand even for the Big One, which he says will open its 1939 season at Madison Square Garden next spring.

### To Give Five in Ft. Worth

FORT WORTH, Tex., Sept. 17.—The Al G. Barnes and Sells-Floto Circus is to be here September 25-27 on the Texas and Pacific Reservation. Five performances are scheduled—one Sunday night, two Monday and two Tuesday. It will be the first time in recent years for a circus performance on Sunday night here.

## Mix Calls It a Season

Closes at Pecos, Tex., September 10 due to bad biz—in quarters at El Paso

EL PASO, Tex., Sept. 17.—The Tom Mix Circus has called it a season and is in winter quarters here. Stock and equipment are in the city-county livestock exposition building and corrals, and most of the show's personnel has scattered. Last date was in Pecos, Tex., 200 miles east of here, September 10.

"It was bad business which forced an early closing on us," Manager Dail Turney said. "There was no use bucking it any longer." Turney saw the show (See MIX CALLS on opposite page)

## Mrs. Ringling to Receive \$50,000 Claim and Interest

SARASOTA, Fla., Sept. 17.—Circuit Judge W. T. Harrison last Thursday directed the executors of the estate of John Ringling to pay the \$50,000 claim of the divorced wife of the late circus magnate plus interest, which boosts the total to \$75,000.

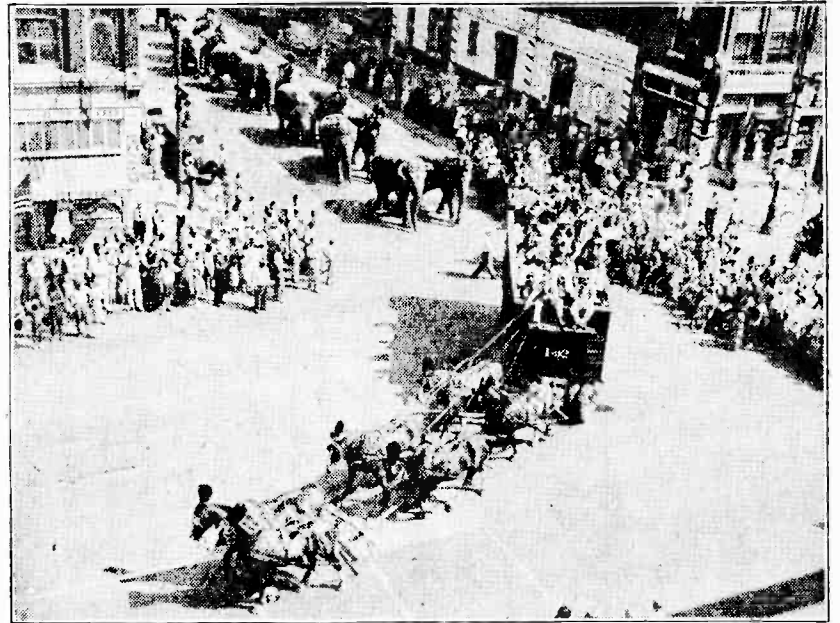
Mrs. Emily Haag Buck Ringling appeared personally before the court to testify that Ringling borrowed \$50,000 from her before their marriage in 1930 and never paid it back. After the marriage, Mrs. Ringling said, her husband secured the loan with a chattel mortgage on five pictures of the Ringling art collection, having a combined value of \$250,000. She supported her claim with a transcript from a Federal Court listing in which Ringling himself listed the note and mortgage among his liabilities.

Estate attorneys admitted the validity of the note but denied that the mortgage had any standing as it was a contract between married persons.

Mrs. Ringling, divorced by the circus magnate five months before his death, (See MRS. RINGLING on opposite page)

## Hagenbeck-Wallace Los Angeles Business Not Up to Expectation

LOS ANGELES, Sept. 17.—The Hagenbeck-Wallace Circus closed its Los Angeles and Hollywood engagement Sunday night, September 11. Business was not up to anticipation, and there are several reasons. Altho the performance was generally rated very good and pleasing to the customers, there was not as much support given by the Hollywood papers as has been noted in years past with other circuses. Then the show set up adjoining the ball park, with softball double-headers at 20 cents admission with girl players. This seriously interfered with business, all games being at night. Except the Labor Day business in Los Angeles, biz was usually light matinees and little better than half houses at nights.



IN RESPONSE to a request from the American Federation of Labor officials in Wichita, Kan., John Ringling North gave his consent for units of the Al G. Barnes-Sells-Floto Circus to participate in the Labor Day parade. The girl menage riders, not shown in picture, preceded the band wagon.

## Tribute Paid To Eddie Delevan

KANSAS CITY, Mo., Sept. 17.—An audience of several hundred persons stood with heads bowed in Memorial Park Cemetery Monday afternoon to hear the Rev. Carroll V. Day, pastor of the Kansas City Temple Baptist Church, pay glowing tribute to Edward Spencer Alexander, 58, who for 40 years trouped with circuses under the name of Eddie Delevan. He died of heart disease at his home here September 10.

"All who were closely associated with Eddie testify as to his generosity, friendship and loyalty," Mr. Day declared, in reading the eulogy at the graveside. "A useful and busy life has come to a close. The stakes have all been pulled, the canvas folded, the flat cars loaded and Eddie has gone to a better city. Up there every day will be a red one with no muddy lots or difficulties of any kind. As we move on to that city ourselves the first one we shall see as we enter its gates will be our lovely Jesus who loved us and gave Himself for us, and then somewhere near the main entrance I think we shall see Eddie and he will greet us with the same old smile and will want to show us the showmanly sights in that City of Gold."

Mr. Day said Alexander was connected with "an institution that has contributed much to our national life, with its interesting exhibitions and wholesome fun." He also recalled that Alexander's credo, like the Ringling Brothers, was "conduct a clean and wholesome show, or not conduct one at all."

Altho he was not a member of the Heart of America Showmen's Club here, he was one of the best known showmen in this section and hundreds of friends in all phases of show business were present for the final tribute at the grave.

## Big Pick-Up in Business for Parker & Watts

POTEAU, Okla., Sept. 17.—The Parker & Watts Circus business has more than doubled since Okmulgee, with several straw houses. It looks like a long season for the show. Owner-Manager Ira Watts has been looking over territory and states that things look very good. Show is headed south.

William DeBarrie, manager of the side show, is well pleased with the kid show business. C. A. Lick Jr., of Weldon, Williams & Lick, and Scott Hamilton visited at Poteau.

## Ringling Codicil Goes to Probate

SARASOTA, Fla., Sept. 17.—At a special hearing here Monday County Judge Forrest Chapman admitted the codicil to the will of the late John Ringling to probate.

The codicil, placed on file here but not probated at the time the Ringling will was probated in December, 1936, completely "cuts off" John Ringling North and Henry Ringling North and partially disinherits their mother, Mrs. Ida Ringling North. However, Mrs. North is the only one actually affected by the document, inasmuch as the North brothers were not named as beneficiaries under the will.

Mrs. North under the will received a substantial share of the residue of the Ringling estate after the Ringling Museum of Art passed to the State of Florida and a trust fund was set up to maintain it. Under the codicil her bequest is cut to a yearly income of \$5,000 during her lifetime.

Mrs. North and John North were named executors in the will. In addition, John North, Henry North and their brother-in-law, Randolph Wadsworth, were named trustees to administer the trust fund set up for the maintenance of the museum.

The seeming discrepancy in Ringling's action in revoking in the codicil bequests he had not made in the will was explained by the testimony of Eugene L. Garey, Ringling attorney, who drew the codicil.

Garey, who with Ringling and the late (See Ringling Codicil on opposite page)

## Wage-Hour Law Data

See story in the Carnival Department as to how the Wage-Hour Law affects the various branches of outdoor show business.

Blacaman, heavily billed feature act, new to this section, was credited with being a sensation, and it is only fair that credit be given Mel H. Smith, whose selling of the act did much to put it over. The after-notices in local dailies were in praise of the performance. There were many movie celebrities (See HAGENBECK-WALLACE page 41)



## With the Circus Fans

By THE RINGMASTER  
CFA

President Secretary  
MELVIN D. HILDRETH W. M. BUCKINGHAM  
716 Evans Bldg. Phoenix Bank  
Washington, D. C. Norwich, Conn.  
(Conducted by WALTER HOHENADEL, Editor  
"The White Tops," care Hohenadel Printing  
Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 17.—Mr. and Mrs. Walter M. Buckingham visited Portland, Me., while on their vacation and spent an evening with Mr. and Mrs. Lawrence Brown, CFA. They caught Barnett Bros.' Circus at Auburn and were guests of the show for supper in the cookhouse. At Lakewood they saw an English comedy played by a summer stock company.

On September 5 F. E. Loxley saw the Legion circus at Cranston, R. I., Stadium. Manuel Enos, CFA, of Fall River, Mass., has listed all the circuses he visited this season in the form of a route card. He saw Barnett Bros. 24 times; Cole Bros., 3; Robbins Bros., 2; Ringling-Barnum and Newton Bros., 1 each. Total mileage, 3,214.

Don S. Howland, who is now located at Columbus, O., writes: "I have been interested in checking over the old Sells Bros.' people located here. Columbus used to be a real circus town and there are a lot of oldtimers living here now. Had a nice visit with Dode Fisk, who had a circus on the road at one time and is now living here. I made a trip to Washington C. H., O., which is another circus town, and talked over old times with Billy Backenstoe and Doc Nowlan."

Members of the Pat Valdo Tent, of Binghamton, N. Y., attended the Clayton Circus at Harpersville September 15. This show writers at Castle Creek, 10 miles from Binghamton.

Arthur L. Rule, CFA, of Mason City, Ia., was a recent visitor at Madison, Wis. He stopped off there after taking one of his daughters to Chicago. He was met by Dr. and Mrs. Tormey and Mr. and Mrs. Braathen. After lunch the party drove to Mazomanie, where the Ringling Bros. gave their first show, and then to Baraboo, where they visited the old quarters and other points of interest connected with the Ringlings. Rule had movie films with him, a number of reels of circus pictures and others taken in his travels in all parts of the world. Madison Fans were invited to Braathen's circus room, where the pictures were shown. Dr. Tormey added 500 feet of film taken this summer to the show. Those present were Dr. and Mrs. Tormey, Mr. and Mrs. William Hommel, Mr. and Mrs. W. L. Jackman, Mr. and Mrs. Bob Clarke, Mr. and Mrs. Bill Doudna; Dave Jarrett, of Rockford, Ill., and Mr. and Mrs. "Bubbles" Maurer, of the State Public Service Commission.

### Fred's Kiddie Show Opens at Warsaw, Ind.

MILFORD, Ind., Sept. 17.—Fred's Kiddie Circus opened indoor season at Warsaw, Ind., September 10 to a big matinee of school children. Fred D. Whetten, who has been managing the show for the past three years, has engaged Wilfred Whetten to take over management of the kid show.

J. C. Admire, who handled the bookings, has been switched to the new winter circus which Whetten is placing on the road and which he will manage. Will open at Milford October 10. Admire is routing show into Canada. Gladys Admire will be a week in advance on promotions. She is now visiting in Chicago with her daughter.

The winter unit will carry about 25 people and play one-day stands. The Admires will be interested in the new unit.

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### Pennell on the Job

ASHEVILLE, N. C., Sept. 17.—A restraining order served on Sheriff Laurence E. Brown prevented him from interfering with the Robbins Bros.' Circus here Sunday, September 4. The order was signed by Judge J. P. Kitchin, of the general county court, and was obtained by George Pennell, attorney—a great friend to shows and showfolk. Sheriff Brown had planned, it was reported, to prohibit the circus from giving the performance here on Sunday because of State-wide "blue laws."

Pennell cited to Judge Kitchin a statute passed in 1934 which allows baseball games, moving picture shows and other forms of amusement on Sunday.

### Clearwater Big Day For Kelly-Miller

WICHITA, Kan., Sept. 17.—The Al G. Kelly and Miller Bros.' Combined Circus drew big houses at Clearwater, Kan., September 7. It was the biggest business since July 4. Biz has been quite satisfactory thru this State. Show is headed for Oklahoma and will probably go into Texas. The show is in its 25th week with practically the same personnel except Karen Kay Miller, who joined July 15. A number of animals has been added, such as lynx, bears, monkeys and a clown mule.

Recent visitors were Terrell Jacobs and Harris, of the Barnes show; Al Bernard and son, Buster; Charles Cerf, Shorty Lynn and Unk Doyle.

### Dexter Fellows Tent Starts Winter Season

NEW YORK, Sept. 17.—The Dexter Fellows Tent of the Circus Saints and Sinners Club launched its winter meeting season September 14 with a luncheon in the East Ballroom of the Hotel Commodore. Bruce Barton, Republican Representative from the State of New York, was "fall guy" of the day and was the recipient of the usual initiation ceremony plus a healthy amount of typical ribbing a la Tex O'Rourke, Tony Sarg et al. Barton took all they had standing up and asked for more.

Harold G. Hoffman, former governor of New Jersey and new president of the tent, presided. Announcement of tent activities for the coming season will be released shortly.

### Richard Biz Improves; Patterson in Hospital

BRANCHVILLE, S. C., Sept. 17.—Richard Bros.' Circus has had slightly improved business since it hit the Carolinas. Lester Patterson was rushed to hospital at Hartsville, S. C., for a stomach ulcer emergency operation and according to latest reports is resting comfortably.

Biddie O'Brien, aerialist, joined at Lenoir, N. C. Two elephants, worked by Blacky Hance, have been added to the program. Blondy Ward attended show recently and visited with his old friend Jerry Burrell, reports Buck Leahy.

### Schuster Back in Camden

CAMDEN, N. J., Sept. 17.—Edward Schuster recently finished his fourth season as general agent for Eunt's Eddy Bros.' Circus and has returned to his home here. Show is in quarters at Trenton.

### Collins To Become Mayor

LONDON, Sept. 17.—Alderman Pat Collins, the famous traveling showman, has accepted an invitation to become the mayor of Walsall November 9. He will succeed Councilor Dr. Drabble. Collins was president of the Showmen's Guild of Great Britain and Ireland from 1909 to 1928.

### Ingalls Moved to Sarasota

CHICAGO, Sept. 17.—Clyde Ingalls, side-show manager on the Al G. Barnes-Sells-Floto Circus, who has been ill since the show played Omaha, passed thru Chicago Wednesday on his way from

Omaha to Sarasota, Fla. Accompanying him was a physician and a nurse, and he is provided with an oxygen tank. His condition is considered serious. Ingalls was met at the train here by Robert Ringling and Dan DeBaugh.

### MIX CALLS

(Continued from opposite page)  
safely stored then left by plane for the West Coast, but will return.

The Ted Metz Side Show troupe departed for the Pomona, Calif., Fair. Rix Bayne went to Kittanning, Pa.; Frank Harris to Iowa; Hal Brown, Long Beach, Calif.; Gabe Floto to California; Wiley Scott, Kansas City; Ray Goody, Chicago and New York; Mr. and Mrs. James Bagwell and Casey Whitaker, New York City, and Bill Flowers, Dallas.

The Clark Family of the Clarkonians went to Long Beach, Calif.; Joe de Rosselli, Detroit; Jack Burslem with Billy Farmer; Paul Davis, Verrill Arnold and Eddie Confer to play Southern fairs; Texas Jack Murphy to East Texas; John and George Kilpatrick, New York City; Frank Bacon and Ray Stevens to Oklahoma; Bob Stevens to North Coffeyville, Kan.; Frank Beaumont to play fairs; Spers Cossacks, Mexico City; Boston McLaughlin to play fairs before a trip to Honolulu for the winter, and Harold Wolrath to Colorado.

Parts of the show may be used for winter dates in and around El Paso.

### MRS. RINGLING

(Continued from opposite page)  
in a separate Supreme Court action, is seeking to have the decree set aside in order that she may regain her dower rights. Last week Judge Harrison denied her application for a bill of review of the divorce, granted by him in 1936. A few days later, however, Mrs. Ringling appealed his ruling.

### RINGLING CODICIL

(Continued from opposite page)  
Tex Rickard at one time owned Madison Square Garden, New York, was summoned to Ringling's suite in the Ritz Carlton Hotel on November 2, 1935—over a year before Ringling died.

#### Codicil Explained

Ringling informed him, so Garey testified, that he was leaving the next day for Florida and that he wanted to amend his will to keep "Johnnie" North and his brother from participating in his estate in any way. Garey pointed out that he had never seen Ringling's will and that he had no stenographer and was not sure of the requirements of Florida law concerning amending testaments. He asked Ringling to delay the codicil, but Ringling insisted that it be executed immediately. Finally in his own handwriting on hotel stationery Garey drew a document containing Ringling's expressed wishes to the best of his ability, he said. This document was then signed by Ringling and witnessed by Garey, Ina Saunders, Ringling's nurse, and by Frank Hennessey, a friend of Ringling.

Garey, Miss Saunders and Hennessey testified as to the circumstances surrounding the execution of the codicil before a commissioner in New York City a few weeks ago. Judge Chapman's ruling was based upon their testimony and also upon a petition by John Ringling North, as executor, which offered the codicil for probate. Previously in depositing the document on file in the judge's office North had specified that he retained the right to challenge its validity.

Mrs. North was not represented by counsel at the hearing, but under Florida law may appeal the ruling any time within the next six months. Mrs. Lorene Cowgill, daughter of the late August Ringling, two months ago petitioned the court to have the codicil brought to probate. She was represented at the hearing by one of the most widely known and influential law firms in Florida.

Altho estate attorneys said the court's action in no way benefited Mrs. Cowgill, her attorneys refused to make any statement other than to say they were "satisfied" at present.

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# Under the Marquee

By CIRCUS SOLLY

PAUL M. LEWIS is on a fishing trip 60 miles north of Sault Ste. Marie, Ont.

TULSA, Okla., a two-day stand for the Barnes show, turned out good, with the temperature about a hundred both days.

IT IS nearing the end of the season. Make the most of it.

DOC WADDELL saw the Barnes show at Bartlesville, Okla., and visited with his old-time friend, Billy Curtis.

JIM CURRY has been clowning for Penn Roller Rink, Pittsburgh, this month.

LU-LUCILLE and Gladys Dale, formerly with the Barnes show, are driving east to Boston in a new Packard after two years on the West Coast.

W. J. GILMAN cards that he attended Hagenbeck-Wallace Circus at Los Angeles September 6. Reports very pleasing performance and big night house.

JAMES W. BLAIR and family, Scottish Highlanders, who were with the Tom Mix Circus, are now at their home in Dallas, Tex.

AFTER PLAYING the Ohio State Fair, Columbus, ending on September 2, Ernie Wiswell and his funny Ford jumped east to play a string of fairs with Austin C. Wilson's Thrill Show.

J. PURCHASE writes from London September 1: "Tom Mix arrived here yesterday and was well received. He broadcast the same night. He opens at the Palladium."

THE HENRYS (Arthur and Marie) closed with Parker & Watts Circus at Okmulgee, Okla., September 6 and a few days later joined H. Kay Lewis' *Hollywood Varieties* in Billings, Mont.

W. F. (BILL) WILCOX, who was with Paul Rice as a checker-up on the Ringling advance until the show closed, has been with Frank Mahery on the brigade of the Barnes show since the brigade left Kansas City.

MELL KIDDIE CIRCUS, which closed canvas season August 25 at Winterset, Ia., opened indoors September 12. Biz very good in Northern Minnesota and North Dakota. Show has circuit of houses booked for next two months.

PLENTY of courage and less ability often beat an abundance of ability and no courage.

TOMMY BUTLER and wife, Ella, who for the past two years have been in their house trailer at "Trailer City," Mansfield, O., have moved in their home in the city. Butler is still at the Ritz Theater, making his third season.

EARLE C. STOOKS cards that the Flying Ctaris, seven in number, were on the bill at the New York State Fair, Syracuse. Act was formerly with Ringling-Barnum. Stooks visited with them. He was accompanied on his visit by Bert F. Dart.

GENE CHRISTIAN, press agent recently for Frank Ketrov, en route from Tampa, Fla., to Bridgeport, Conn., caught Robbins Bros.' Circus at Raleigh, N. C. States that show gives a colorful parade. *Raleigh Times* had a four-column front-page parade picture.

FOLLOWING the close of the Barnes show Elsie and Paul Jung will rest at their home in Tampa, Fla., before Paul sails for England, where he is booked at Bertram Mills' Circus in London. Mrs. Jung will remain here and play indoor dates.

HERMAN JOSEPH reports a dandy time on Downie Bros.' Circus at New Bern, N. C. Show did good business there and at Kinston, N. C. He thanks Charles Sparks, Charles Katz, Harry Mack and others for courtesies extended. Joseph adds that Mr. Sparks has an excellent performance.

IT'S NOT a bad idea to write the home-folks once in a while. Now just how long has it been since you wrote?

WILLIAM VENO, magician and ventriloquist, who was with Atterbury Bros.' Shows, has returned to his home in Chicago. Says show arrived in quarters at Dakota City, Neb., Labor Day. Upside-

Down Jimmy Goodman and wife and Professor Michael headed for Miller Bros.' Shows at Ft. Dodge, Ia.

CHARLES (KID) KOSTER is in advance of *What a Life*, which opened September 5 at the Wilbur Theater, Boston, to capacity. Show is set there for a six-week run. Koster recently visited the Benson Wild Animal Farm at Nashua, N. H. He also took in the Brockton, Mass., Fair.

JOHN MOORE, better known to show-folk as "Texas Slim" Williams, who was badly burned when a gasoline stove caught fire in his housecar recently, is in the Grace Hospital, Morganton, N. C., and would appreciate hearing from friends. His wife is parked on city lot taking care of animals and truck. They were with Richard Bros.' Circus.

ARTHUR BORELLA, with Hagenbeck-Wallace Circus, has been kept busy doing publicity work as well as clowning with his trio. He appears at service clubs and on the radio. He had a busy day at Fresno, Calif. He was on the air at noon; at 1:30 appeared before 20-30 Club, and between shows entertained at a children's home in his clown musical and magic act.

WILLIAM GOODMAN cards that the minstrel show in kid show 'of Haag Bros.' Circus has been enlarged. Line-up: Joe Little, band leader and trumpet; C. J. Hollis, second trumpet; Angus Harley, trombonist; Johnnie Mitchell, tuba; Hosea Caldwell, trap drummer; Jay Goins, interlocutor; Elnora Wilson, singer; John Douglas, tap dancer; Jelly Roll Rogers, P. Jones and Goodman, comics.

ROY G. VALENTINE advises that he and Mary Atterbury, of the Flying Valentines, have formed a double trapeze act for fairs and circuses. They recently returned from the Gran Circo Schweyer in the Dutch West Indies and opened their season at the Kansas City Jubilesta. Miss Atterbury was formerly of the Atterbury Duo act and Atterbury Bros.' Circus. Valentine is owner-manager of the Flying Valentines trap act. The new trapeze act has been named the Romas.

A CINCINNATI firm recently used the following in connection with an advertisement: "The Forerunner of the Circus. Thru the country in early days there traveled a performer and a trained bear with a monkey as a rider. The word circus was first used by the early Hamiltionians and the Morris & Taylor Shows gave the first performance in the Northwest Territory. O. P. Dildock was the first ticket agent."

AL AND RED PILZ, of New Britain, Conn., visited World Bros.' Circus at Rockville, Conn. Spent afternoon with Reno McCree going over old-time circus photos. Were guests of Reno and Joe Myers at evening performance at Meriden, Conn. Pilz spent the day on the lot at Hartford, Conn., when Cole Bros.' Circus was there. Al and Red Pilz attended Robbins Bros.' Circus at New Britain. Ed Somers had the Pilzes and Gladys Reilly as his guests for evening performance.

## Dressing Room Gossip

PARKER & WATTS—Today, September 13, at Poteau, we are in our last Oklahoma stand and headed for the real South. Everybody on the show is in good spirits and looking forward to a long season. Not a pay day has been missed. The women on the show have gone in for beaded Indian work since seeing the Indians in the West. Ginger Ripley is tops, with Anna Brock and Mrs. Peter Brovold running close in this work. Seems like they are planning to open an Indian bead store at the World's Fair in New York next year, with Wallie Wallick in charge.

Jean Sullivan has added another act in the big show. Many visitors have been seen around the show lately. At Okmulgee we had Reno McCree and wife and others of the World Bros.' Circus. In Atoka Mr. and Mrs. Jimmy Heron were on hand for the afternoon show. G. O. Dupuis and Dwight Pepple, of Russell Bros.' Circus, visited at night. Pat Kramer is now on the front door, as Earl Keene has taken over the big show band. Earl has a fast, snappy band.

JIMMY THOMAS.

## 15 Years Ago

(From The Billboard Dated September 22, 1923)

Sells-Floto and Ringling-Barnum circuses were granted special permits to show in Little Rock, Ark., even tho such permits were contrary to an ordinance prohibiting circuses from exhibiting in the city limits of Little Rock within a period of three weeks before and 10 days after the Arkansas State Fair. . . . Thomas Sullivan, employee of Al G. Barnes Circus, was run down by a truck and killed at Franklin, Ind., when circus was playing there. . . . The Atkinson Circus was feature attraction at the San Luis Obispo (Calif.) Fair. . . . Campbell Bros.' Trained Wild Animal Circus closed at Gilman, Ill., September 8. Animal acts were booked to play fairs and vaudeville.

John Guilford, animal trainer, was seriously injured at Frankfort, Ind., September 6 when a herd of elephants belonging to John Robinson Circus stampeded and knocked him down. . . . Otis Binkinson, 60, and Tony Webster, 26, both with Walter L. Main Circus, were killed when struck by a train in Greensburg, Ind. . . . The Three Youngers, posing and strong-man act, joined Bob Morton Circus. . . . Sparks Circus had a wagon breakdown at Caruthersville, Mo., which caused loss of matinee at Walnut Ridge, Ark. . . . Capt. Lawrence and Babe Weldon were doing dances at the Busy Bee cabaret in St. Louis. . . . William Ahearn, formerly with Ringling-Barnum circus, was engaged in the poultry business at Fall River, Mass. . . . J. J. McConnell was with Clarence Auskins ahead of William Campbell's New Orleans Minstrel Co.

Iona Hawkins and her trained dogs joined the Great Keystone show. . . . Mrs. Batty, 88, of Batty's and the Astley circuses, died September 3 at the Variety Artistes' Benevolent Home, Twickenham, London. . . . El Nino Eddy, 70, once a well-known gymnast and circus rider, died September 14 at the Brunswick Home, Amityville, L. I., N. Y. . . . Hatlie Harris was working the high-jumping greyhounds with Gentry-Patterson Circus. . . . George Moyer, of Herkimer, N. Y., finished one of the largest three-sheet plants in that State.

## Grimes Entertained by Fans

AUSTIN, Minn., Sept. 17.—Jack Grimes spent a few days here this week. He is in Rochester, Minn., ahead of Polack Bros.' Circus, which shows there October 14 to 20. While in Austin Grimes was entertained by Circus Fans Garnett Kough, Guy Wold, Louis O'Malley, Ezra Trueblood and former United States Attorney Lafayette French. A visit to the Hormel Plant was arranged and Jay Hormel, general manager of the company, entertained the party.

Trueblood was with Hagenbeck-Wallace Circus for seven years when the show belonged to the American Circus Corp. and at present has charge of the Hormel stable of show horses. He had 12 head of stock at the Minnesota State Fair last week and brings them to Rochester for the fashionable Mayo Horse Show to be held there next week. A special Austin night will be arranged while the Polack show is in Rochester.

## Fair Attendance for WPA at Jersey City

JERSEY CITY, Sept. 17.—The WPA Federal Theater Project's circus closed its engagement here September 10. Rain greeted the opening performance and biz was light. Fair attendance thruout the week and a banner house Friday night. Show returned to the five boroughs a winner.

It has been officially determined that the tenting season will come to an end October 15. There will be a short lay-off, during which time Managing Director Burns O'Sullivan will build a new show. Tentative plans call for a big spectacle to open the program. Several new acts are to be added for the winter itinerary.

Dan Parker and George Ross, columnists on *The Daily Mirror* and *World-Telegram* respectively, recently gave the show a nice break, reports Wendell J. Goodwin.

# The Corral

By ROWDY WADDY

VINNEY ABRAMSON closed in Oakland, Md., last week with the Texas Tent Show after a successful season doing trick roping and riding and steer riding.

A CROWD estimated at 10,000 witnessed the opening performance of the Texas-Nebraska Rodeo in Shelbyville, Ill., September 4, according to Mary Carter. Wild Bill Armor managed the event. Results for the first day were: Bronk Riding—Bill Armor, Max Pirtle, Lyle Adams. Bareback Bronk Riding—Lyle Adams, Ray Pirtle, Mary Bishou. Mary Carter presented her bronk riding and whip-cracking exhibition.

FOLLOWING OFFICERS last week were re-elected to the Coleman (Tex.) Rodeo Association: Sam T. Cobb, president; Jack Gordon, vice-president; B. B. Nunley, secretary, and Clyde Edens, treasurer. Directors for 1939 are George Beck, W. P. Stobaugh, Theodore Griffis, C. R. Jeanes and Robert Horne. Beck also is arena director. Association also voted to incorporate as a non-profit-sharing organization.

MONEY WINNERS at the Colorado (Tex.) Frontier Roundup, which ended September 10, were: Calf Roping—Sig Faircloth, Lester Parrish, I. W. Young. Mitchell County Calf Roping—Gaston Brock, Judge Campbell, J. F. Taylor. Wild Cow Milking—A. J. Pettigrew, J. C. McElroy, Joe York. Bulldozing—Norman Pearson, Dub Phillips, Joel Fleming. Steer Riding—Johnny Stovall and G. L. Lewallen split first and second; Jack Bolton. Bronk Riding—Texas Kidd Jr., Slim Metteer, Van Brown. Attendance at the event was said to have been the largest in rodeo's history.

EVERETT BOWMAN, president Cowboy Turtle Association and world's champion cowboy, announced last week that the association's 678 members had selected the fourth annual round-up in Lewiston, Ida., as the testing grounds for the top hands of the nation. Turtles have contributed \$2,500 to the Lewiston Round-Up Association to be added to the list of cash prizes. No strings are attached to the contribution except that \$500 is to be added to prizes in each of the five major contests, including the steer-riding contest. In addition to Bowman, top hands who have already signified their intention of competing include Hugh Bennett, Jake McClure, Ike Rude, Everett Shaw, King Merritt, Ralph Bennett, Oral Zumwalt, Andy Curtis, Eddie Curtis, R. R. Ingersoll, Buff Brady and Steve Heacock.

RESULTS of the recent Days of '76 Rodeo in Deadwood, S. D.: Bronk Riding—First day, Bob Askins, Cecil Henley; Wayne Louks and Bob Bowden split third. Second day, Bob Bowden; Leo Murray and Max Hedges split third. Third day, Cecil Henley, Max Hedges, John Jordan. Finals, Bob Bowden, Cecil Henley, Les Karstad. Calf Roping—First day, Roy Sewalt, Amye Gamblin, Floyd Peters. Second day, Floyd Peters, Amye Gamblin, Jim Wilkinson. Third day, Jim Wilkinson, Jim Laycock, Floyd Peters. Fourth day, Jim Wilkinson, Roy Sewalt, Joe Carmin. Finals, Jim Wilkinson, Floyd Peters, Amye Gamblin. Steer Wrestling—First day, Earl Blevins, Chick Martindale, Dugan Smith. Second day, Howard McCrorey, Earl Blevins, Chick Martindale. Third day, Earl Blevins, Howard McCrorey, Chick Martindale. Fourth day, Casey Davis, Ray Garrett, Chick Martindale. Finals, Earl Blevins, Chick Martindale, Howard McCrorey.

RESULTS of the recent Hinton (Okla.) Kiwanis Rodeo: Bronk Riding—First day, Eddie Curtis, Vic Schwartz, Andy Curtis, Sylvester Roan. Second day, Joe White-man and Eddie Curtis split first and second; Vic Schwartz, Earl West. Third day, Vic Schwartz, Andy Curtis; Eddie Curtis and Earl West split third and fourth. Finals, Vic Schwartz, Eddie Curtis, Andy Curtis. Bull Riding—First day, Hoyt Heffner, Dale Adams, Sylvester Roan. Second day, Dale Adams, Eddie Evans, V. T. Heffner, Earl West. Third day, V. T. Heffner, Hoyt Heffner, Dale Adams, V. T. Heffner, Hoyt Heffner. Calf Roping—First day, Jess Goodspeed, Everett Shaw, Corlis Lamar, Buck Goodspeed. Second day, Jess Goodspeed, Everett Shaw, Lonnie Rooney, Clyde Burke. (See CORRAL on opposite page)



# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

LOUISIANA gets a new large permanent skating rink with completion in a few days of Collegiate Amusement Corp's \$10,000 air-cooled rink in Baton Rouge, state capital. Rink has 6,000 square feet of hardwood flooring, equipped with a loudspeaker unit and with concessions and professional instructors to be on hand. J. M. Bennett, president of Collegiate, recently organized, announces plans to hold special nights for Louisiana State University students, now numbering over 12,000. Building site is leased for 10 years at \$9,000 aggregate.

NEW ROLLER RINK in Moxahala Park, Zanesville, O., installed in the former dance pavilion when it opened on Decoration Day, will maintain a regular nightly schedule thruout winter, skating clubs formed during the summer planning to continue sessions, with events each week.

WITH DAILY afternoon and evening sessions, including Sunday, Winter Garden Rollerway, Boston, opened on September 15. Ira Bates is at the console of the electric organ. Lyonhurst Rollerway, Marlboro, Mass., is open nightly and Saturday and Sunday afternoons, with James O'Hara at the electric organ. Other rinks of the organization, Annex and Nantasket, are closed.

A CITY ordinance was held invalid in part by Police Judge Harry Ziffren in Ottumwa, Ia., when he ruled on the case of Orville Gruwell, charged with violating a city ordinance in operation of his roller-skating rink. City council refused Gruwell a license for the rink on the ground that he had not obtained the consent of all property owners within 150 feet of the rink, as required by a municipal ordinance. The judge ruled that that portion of the ordinance was invalid and unconstitutional, constituting an improper delegation of power from the council to individuals.

EYER'S ROLLER RINK, Anderson, Ind., held a party on September 10 attended by a big crowd, including representatives from rinks in Indianapolis, Newcastle, Muncie, Marion, Yorktown, Hartford City, Huntington and Tipton, Ind.,

reports Robert Guldenbecker vice-president Muncie Skating Association. Next party is scheduled for September 24, when the rink officially opens. New rinks were opened recently in Lapel and Newcastle, Ind., and the rink in Selma, Ind., is scheduled to open soon, with Vernon Gutrie again manager. At a recent meeting of Muncie Skating Association those elected were Robert Webb, president; Kenneth Richardson, secretary, and Ronald Maitlen, treasurer.

SILVER LAKE RINK, Everett, Wash., opened on September 10 with a new 70 by 110-foot floor, reports Dick Schultz, manager. Colored stars have been awarded to best skaters among club members. They recently visited King's Rink, Tacoma; Redondo Beach Rink, and planned to visit the Rollerdrome, Seattle, on September 17.

IN MOXAHALA PARK, Zanesville, O., Bergin's Roller Rink will operate thru fall and winter. First year in the park has been successful, reports the management. There will be nightly sessions and Saturday matinees. Heating facilities will be installed in the pavilion converted into a rink last spring.

MELICK'S ROLLER RINK, Roseville, O., has been opened for the fall and winter season. Schedule calls for sessions Tuesday, Thursday and Sunday nights with the rink available for private groups on off nights. It is one of the largest in that district.

W. L. DIXON, Peoria, Ill., has leased the old Coliseum in Rhinelander, Wis., and is remodeling and redecorating it for early reopening as a roller-skating rink.

AL FLATH, veteran of rinking, racing and other roller-skating activities, participated in a Columbia network broadcast on September 15 (9:30-10 p.m. EST), being one of the Luna Park, Coney Island, N. Y., personnel to be interviewed on the program, *Americans at Work*. Al, who has been managing Luna Park Roller Rink, recalled that he had been at Coney off and on for many years, having managed Luna Ballroom in 1915 and having been at Sea Beach Palace 30 years ago when the late Frank Bacon was in his prime as a racer. Al pointed out the great revival that has been experienced in roller skating of late and told how society and celebrities in various walks of life have taken up the healthful sport, especially in the West Coast film colony, where men and women notables have gone in heavily for the little wheels and have given roller skating world-wide publicity thru many photographic layouts of their skating parties that have appeared in magazines and the daily press. E. R. Whitcomb, head of the Richardson Ballbearing Skate Co., Chicago, who was a visitor in the East, was an interested member of the studio audience.

## CORRAL

(Continued from opposite page)  
Third day, Buck Goodspeed, Clyde Burke, Jess Goodspeed, Tom Robinson. Finals, Jess Goodspeed, Buck Goodspeed, Everett Shaw, Clyde Burke. Steer Wrestling—First day, Bill Van Vactor, Tom Hogan, Dick Truitt, Joe Whiteman. Second day, Dick Truitt, Charlie Colbert, Rusty McGinty, Roy Ross. Third day, Bill Van Vactor, Rusty McGinty, Andy Curtis, Roy Ross. Finals, Bill Van Vactor, Roy Ross, Dick Truitt.

WINNERS AT THE fourth annual Will Rogers Memorial Rodeo in Vinita, Okla., September 3-5. Bronk Riding—First day, Lonnie Rooney, Milt Moe; Ted Harmon, Tom Perkins and Eddie Curtis split fourth. Second day, Lonnie Rooney, Ken Hargis; Milt Moe and Eddie Curtis split third and fourth. Third day, Lonnie Rodney and Cliff Helm split first and second; Morris Cooper, Eddie Curtis, Finals, Lonnie Rooney, Milt Moe, Eddie Curtis, Cliff Helm. Bull Riding—First day, Ken Roberts; Shorty Hill and Elmer Martin split second and third; Junior Martin; Gerald Roberts and Grant Marshall split third and fourth. Third day, Gerald Roberts, Albert Sells, Bob Murrey, Ken Roberts. Finals, Ken Roberts; Shorty Hill, Elmer Martin and Gerald Roberts split second, third and fourth. Bulldogging—First day, Mike Fisher, Dick Truitt, Skip Goodson, Tom Breedon. Second day, Tom Breedon, Shorty Ricker, Mike Fisher; Gene Ross and Jim Whiteman split fourth. Third day, Gene Ross, Milt Moe, Hershall Ross, Jim Whiteman. Finals, Mike Fisher, Gene Ross, Dick Truitt, Tom Breedon. Calf Roping—First day, Everett Shaw, Bob

Crosby, Glenn Harpe, Barton Carter. Second day, Jack Skipworth, Herb Meyers, Amy Gamblin; Barton Carter and Lonnie Ronney split fourth. Third day, Herb Meyers, Jess Goodspeed, Ike Pude, Buck Goodspeed. Finals, Jack Skipworth, Herb Meyers, Gene Ross, Everett Shaw. Steer Roping—First day, H. D. Binns, Ike Rude, Bud McDuff, King Merritt. Second day, Herb Meyers, Floyd Gale, Ike Rude, King Merritt. Third day, Hayden Rooker, Herb Meyers, A. Hayhurst, Buck Goodspeed. Finals, Herb Meyers, King Merritt, Floyd Gale, Bud McDuff. Officials included Harry Williams, arena director; Omar Williams, Barton Carter and Shorty McCrory, judges; George Elliott, announcer, and Glenn W. Keith, president.

REPORTS EMANATING FROM Duncan, Okla., indicate that the first annual rodeo, held there September 9-11, was highly successful. Officials included Pete Adams, announcer and manager; Fred Alvord, arena director and secretary; H. D. Binns, assistant arena director; T. W. Kelley and Thelma Rooney, timers; Lonnie Rooney and Lynn Huskey, judges. Chamber of Commerce committee was headed by Jim Bullard, Tandy Balles and J. G. Clift, assisted by Tom Crooks, J. R. Stillwell, Howard Smith, K. P. Larson, C. S. Lecky, Joe Jackson and Tillman Hedges. Contracted performers included Miss Curley Seale, Billie Kelley, John Lindsey and Grace White. Results: Calf Roping—First day, Amie Gamble, Jiggs Burk, Curtis Lamar, Lonnie Rooney. Second day, Lonnie Rooney and Tom Robinson split first and second; Tom Foreman, Eddie Smith and Curtis Lamar split fourth. Finals, Amie Gamble, Lonnie Rooney, Jiggs Burk, Curtis Lamar. Bronk Riding—First day, Dude Colbert, Bill Hedge, Morris Cooper; Bill Wright and Earl Wolford split fourth. Second day, Morris Cooper, Earl Wolford; Tom Perkins and Bill Hedge split third and fourth. Third day, Rock Parker, Johnnie Williams; Bill Hedge and Bill Wright split third and fourth. Finals, Morris Cooper, Bill Hedge, Bill Wright, Earl Waiker. Steer Wrestling—First day, Buck Jones, Tom Perkins, Bill Wright, Earl Wolford. Second day, Charlie Colbert, Buck Jones, Roy Ross, Lynn Huskey. Third day, Hobart Flowers, Tom Perkins, Buck Jones, Earl Wolford. Finals, Buck Jones, Roy Ross, Lynn Huskey, Tom Perkins. Bull Riding—First day, Grant Marshall; Elmer Martin and Buttons Yonick split second and third; Rock Parker. Second day, Charles Colbert, Buttons Yonick, Elmer Martin, Fred Swartz. Finals, Buttons Yonick, Elmer Martin; Grant Marshall and Charlie Colbert split third and fourth.

## HAGENBECK-WALLACE

(Continued from page 38)  
in attendance in Hollywood. Noted were Charles Ruggles and party, Shirley Temple, George Raft, Caesar Romero, Pete Smith, Mrs. Joe Brown and the small girls, Blake McVeagh, Charley Cook, Al Painter, Sid Graumann; Pat O'Brien, guest of Billie Cronin; Joan Crawford, Don Ameche, Adolph Menjou, the Marx brothers and families, W. C. Fields; Lester Cowan, producer; Eddie Mannix, former circus man, now an MGM executive; the Dead End Kids and Tommy Kelly. Poodles Hanneford had many backyard visitors, and in Hollywood he had to respond to encores at every performance.

Talking with Manager Howard Y. Bary as to future movements of the show, he was undecided as to whether it might winter on the Coast, play out the proposed route into Arizona, New Mexico, Texas and winter in Peru.

There were no difficulties with organized labor here. In the Labor Day parade the 26 elephants bore the international billposters' banners. The show was billed at this writing thru Southern California to San Diego the dates September 24 and 25 in that city. W. B. Naylor handled the major Los Angeles dailies and obtained a very good showing.

## Notes

Mrs. Evelyn Joyce Cook and daughter, Barbara, were visitors. Mrs. Cook has Cllicko. She plans remaining on the Coast.

Alicia Villa visited. She stated that she was to go to Chicago to be associated with a cafe and night club to be known as the Cafe de Pancho Villa. She has been doing pictures and night clubs in Hollywood and Beverly Hills.

W. C. Fields, Universal star, with Lester Cowan, Universal producer, are considering filming some scenes and atmosphere for a circus picture Fields has completed writing.

Mrs. Howard Y. Bary was entertained at luncheon and visits to the sets at Warner Bros., Universal, MGM, and was guest of Shirley Temple at 20th Century-Fox.

W. Snapper Ingram, prominent L. A. man, again arranged for the entertainment of the children at Orthopedic Hospital. The street was closed for traffic and members of the circus put on a one-hour show. Front lawn of the hospital and the lawns of residences adjacent were utilized. The program: Henry Kyes and his band, the Hannefords, the Escalantes; Bert Nelson's Dogs, worked by Virginia Barnes, daughter of the late Al G. Barnes; seal act, by Charles Hall; Frank Miller and Merrit Belew, menage horses; Cheerful Gardner and six elephants; the La Form Trio; trained ponies, worked by Mille Dahl and Marjorie Hutchinson. Arthur Borella, Art La Rue, clowns, with Poodles Hanneford, personally visited every child. Balloons and other novelties and ice cream were served to the children. The hospital executives expressed their gratitude to management of show and Ingram.

## Party for Hanneford

One of the big doings was the party honoring Poodles Hanneford, given by Bob Murphy, owner of "The House of Murphy," ritzy Beverly Hills night spot, night of September 9. Mel H. Smith and Bill Naylor handled the showfolk end of the affair. All performers appeared in make-up and wardrobe. The showfolk attending were Poodles and the riding troupe, Mr. and Mrs. Billy Cronin, Mr. and Mrs. Nick Carter, Mr. and Mrs. William B. Naylor, Smith, Mr. and Mrs. Jim Wong, Mr. and Mrs. Billie Pape, Phil and Esther Escalante, Joe McGuff, Bobby Peck, Marion Knowlton, Bobbie Wariner, Cheerful and Mrs. Gardner, Henry Kyes and his band, Arthur Borella, Harold Christy, Ted Merchant, Bettie Case, Frank Miller, Merrit Belew, Bert Nelson, Virginia Barnes, Mr. and Mrs. Alex Acavado, Mr. and Mrs. Jimmie Albanese, Harry Levy, Jay Andrews, W. E. Sugden, Verne Reaver, C. A. Lawrence, Ralph Clawson, Dan Dix, Bert Bennett; movie celebrities, Spencer Tracy, Ruby Keeler, Janet Gaynor, Andy Devine, Vince Barnett, Charles Middleton, Charlie Chase, Charlie Murray, Allan Mowbray, Hedda Hopper, Billie Hopper, Roland Young, Joe Teacher; from the newspapers, Guy Safford, city editor of *The Los Angeles Times*; H. J. Carrick and Harry Crocker, of *The Examiner*; H. J. Washburn, of *The Herald Express*. Vince Barnett was the emcee.



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# TREND TO EXTENDED DATES

## Minn. To Go To Ten Days

Board votes expansion for 1939 — advantages are seen in a change of dates

ST. PAUL, Sept. 17.—The 1939 Minnesota State Fair will be expanded to 10 days and will be advanced one week in date, the board of managers voted after close of the 1938 fair on September 10. Inclement weather, which cut into attendance this year, was only one of four factors which prompted the board to make the major change in policy. Expansion is culmination of three years' discussion on advisability of holding a two-week fair. A large block of regular exhibitors and concessioners have advocated this for some time because of the large expense involved in presenting exhibits of high standard.

Weather during the last week of August, records show, is warmer and more stable. Educational opportunities for school children and teachers will be increased by holding the State Fair during vacation. During the last week in August the tourist season is still on and more out-of-State visitors will be given opportunity to attend. Exhibitors and concessioners will have an opportunity for a greater return from a substantial investment. It was made an eight-day fair in 1919 and has continued on that

(See MINN. TO GO on page 44)

## Increased Revenue Is Shown in Regina

REGINA, Sask., Sept. 17.—Profit on the 1938 Regina Provincial Exhibition is expected to be about \$25,000, according to a statement by Manager Dan T. Elderk, which shows total receipts to be \$73,152.

This is an increase of \$11,480 over last year when an operating surplus of \$15,500 was shown. Definite information on expenses will be available in a month or two.

Increases were: Gate, from \$17,080 last year to \$19,025; grand stand, from \$19,690 to \$27,526; midway, from \$6,742 to \$6,958; concessions, from \$12,418 to \$13,254; races (net), from \$1,840 to \$2,700; exhibit space, from \$2,511 to \$2,524. Entry fees were down from \$1,389 to \$1,162.

## Good Reports Are Issued On Two Annuals in Vermont

BURLINGTON, Vt., Sept. 17.—Despite cold weather, Champlain Valley Exposition, Essex Junction, for the second year was a financial success on August 29-September 3, Harris K. Drury, manager, said. Total attendance was given as slightly over 80,000, 15,000 in excess of last year's.

Much credit was given acts and *Winter Garden Revue*, booked thru George A. Hamid, and to the World of Mirth Shows, latter presenting the largest midway ever seen here. The shows gave fair officials excellent co-operation in advance publicity thru assistance of Jim McHugh, Max Linderman's press representative, during the date here.

Lamoille Valley Exposition, Morrisville, August 10-13, Vermont's first fair, had attendance of over 45,000, it was reported, altho the town is of less than 2,000 population. Acts and revue were booked thru George A. Hamid as was the Stetson Radio Band.

NORTH WILLISTON, Vt.—En route to Lewiston, Me., to fill an engagement after appearing at the six-day Champlain Valley Exposition ending in Essex Junction, Vt., on September 3, show girls of *Winter Garden Revue* aroused occupants of a burning house here early on September 4 and stayed to help salvage furniture. The troupe received favorable comment in the news and editorial pages of *The Burlington (Vt.) Free Press*.



PHIL C. TRAVIS is a busy man this week during the 33d annual Tennessee State Fair, Nashville. This is his 16th year with the State fair. During his early connection he handled concessions, publicity and amusements. Last fall the board appointed him manager in charge of all departments and so the concession boys still have to deal with him.

## Highest Paid Attendance Is Detroit Claim

DETROIT, Sept. 17.—Final check on Michigan State Fair here, August 27-September 11, showed attendance of 728,947, all-time State record and claimed by Manager Frank N. Isbey to be the largest paid attendance for any State fair on record. Day-by-day comparative figures, lumping the first additional six days this year, which were previously reported:

|                    | 1937    | 1938    |
|--------------------|---------|---------|
| First six days.... |         | 226,369 |
| Friday .....       | 9,842   | 35,555  |
| Saturday .....     | 28,465  | 51,701  |
| Sunday .....       | 80,878  | 108,102 |
| Monday .....       | 105,043 | 101,206 |
| Tuesday .....      | 33,050  | 41,309  |
| Wednesday .....    | 42,458  | 23,961  |
| Thursday .....     | 38,980  | 40,379  |
| Friday .....       | 16,849  | 34,861  |
| Saturday .....     | 36,691  | 24,374  |
| Sunday .....       | 30,137  | 41,130  |

Total .....

|      |         |         |
|------|---------|---------|
| 1937 | 422,393 | 728,947 |
|------|---------|---------|

Only important change from the total originally given, 732,669, was due to a

(See HIGHEST PAID on page 44)

## Plans on for Italian W. F.

PARIS, Sept. 14.—Plans for an Italian World's Fair in Rome in 1943 have reached the blue-print stage and, as all buildings are to be permanent, construction will start next spring, it is said. Occupying 15 miles between Rome and Ostia on the sea, it will have an auto highway between the two points with exposition buildings on either side. Midway between Rome and Ostia will be a modern airport on the fairgrounds, serving planes from all points in Europe. An amusement park is to be built on a 150-acre artificial island in an artificial lake. It is planned to have an outdoor theater and arena seating 100,000.

## Sale Mark in Oklahoma City

OKLAHOMA CITY, Sept. 17.—For the 1938 Oklahoma State Fair and Exposition here advance ticket sales have been heaviest in history, said Ralph T. Hemphill, secretary-manager. Requests for space also are setting a new high. Beckmann & Gerety Shows will be on the midway and its special neon lighting is being stressed in advertising. There will be six performances of the annual rodeo. Auto racing will be held on Monday and final Saturday. *Belles of Liberty* and acts will be before the grand stand daily.

## California Turns in an All-Time High Mark at Gates of 637,682

SACRAMENTO, Calif., Sept. 17.—The 84th annual California State Fair here on September 2-11 had total attendance of 637,682, surpassing all California fair gate marks. Previous record was 622,408 in 1936.

Attendance surpassed that of Minnesota State Fair, long a leader in attendance. Secretary Robert Muckler received this telegram from Raymond A. Lee, secretary of the Minnesota Fair:

"Congratulations on the success of your fair. We had five days' rain out of eight days, with an attendance of 582,000 against 637,000 last year. Next year we plan a 10-day fair."

Night grand-stand revue, which Secretary Muckler brought from Hollywood, was under direction of Aida Broadbent and booked by Kathryn Burns. Before an estimated 15,000 nightly a revue was

(See CALIFORNIA TURNS on page 44)



FOUR PROMINENT FIGURES IN MICHIGAN FAIRDOM were seen at Northwestern Michigan Fair, Traverse City, August 30-September 2. Left to right: Lawrence O'Neil, deputy commissioner, department of agriculture; A. C. Carton, superintendent of fairs for department of agriculture; Arnell Engstrom, secretary, and Robert Barney, president Northwestern Michigan Fair Association.

## N. Y. Retains 2-Week Policy

Success in Syracuse justifies added time, say heads —runners to come again

SYRACUSE, Sept. 17. — Surveying a new record which a two-week period made possible, officials of New York State Fair, August 29-Sept. 10, declared today that the two weeks' policy will be made permanent. Official attendance was given as 363,159, or about 90,000 more than last year in a single week. Daily figures:

|                 | 1938   | 1937   |
|-----------------|--------|--------|
| Sunday .....    | 15,737 | 15,191 |
| Monday .....    | 20,671 | 70,131 |
| Tuesday .....   | 31,678 | 25,122 |
| Wednesday ..... | 34,505 | 36,895 |
| Thursday .....  | 26,687 | 44,432 |
| Friday .....    | 32,721 | 28,841 |
| Saturday .....  | 20,278 | 38,961 |
| Monday .....    | 78,299 | 12,021 |
| Tuesday .....   | 16,309 |        |
| Wednesday ..... | 11,443 |        |
| Thursday .....  | 19,683 |        |
| Friday .....    | 17,381 |        |
| Saturday .....  | 37,767 |        |

363,159 271,594

Altho comparative attendances were down, in contrast to the trend nearly everywhere else, Commissioner H. V. Noyes expressed satisfaction with the totals, which gave the fair a new attendance record. Previous record was for a

(See N. Y. RETAINS on page 44)

## Take for Neb. Has Good Rise

Some departments and pari-mutuels go up—Labor Day storm hits gate

LINCOLN, Neb., Sept. 17.—Nebraska's State Fair, September 4-9, ran neck and neck with that of a year ago, falling only 80 paid admissions behind, but probably financially better off by a good margin. The board on October 1 will issue a balance sheet. President W. B. Banning said he thought profit would probably reach \$10,000, but others were not so optimistic. A year ago \$2,700 was made.

A storm and blowdown cost the fair and Beckmann & Gerety's Shows about \$2,000 or \$3,000 each on Monday night. Estimates placed the fair loss at 5,000 admissions. Departments down from a year ago were the carnival and concessions, but the Horse Show doubled its take, KFAB barn dance splitting 60-40 with the fair, and a new show and bettered pari-mutuel enthusiasm, which ran the handle up 25 per cent, were expected to more than offset. Paid admissions by days:

|                 | 1937   | 1938   |
|-----------------|--------|--------|
| Sunday .....    | 9,884  | 9,601  |
| Monday .....    | 23,083 | 19,580 |
| Tuesday .....   | 12,228 | 13,290 |
| Wednesday ..... | 13,667 | 14,061 |
| Thursday .....  | 13,884 | 14,465 |
| Friday .....    | 4,743  | 6,422  |

Grand-stand business was considered light, altho the night rodeo pulled fairly well. Rodeo was W. E. (Candy) Hammer-Clyde Miller promoted, and acts booked by Barnes-Carruthers included Willie Necker's Doberman Pinschers; Teeterboarding Seven Fredysons; Atlantic Brothers, swaying pole; Randow Four

(See TAKE FOR NEB. on page 44)

WOODSTOWN, N. J.—Howard Harris Jr., president of Salem County Fair here, signed the JE Ranch Rodeo, Col. Jim Eskew, arena director, and Cetlin & Wilson Shows, reports Tex Sherman.

# Timonium Goes to New 60-Year Top in Gate, Stand and Mutuels

BALTIMORE, Sept. 17.—Timonium Fair, September 4-15, sponsored by Maryland State Fair and Agricultural Society, set a 60-year attendance mark with gates, grand stand and pari-mutuel handle while exhibits reached a new high. Opening day with 60,000 showed a big increase over former years, followed by record of 65,000 on Labor Day, which topped by 5,000 the previous record last year on the same day. Another 60-year mark was set on Labor Day when gate receipts hit \$30,000, 10 per cent more than last year's high.

From horse racing the society derives 10 per cent of pari-mutuel betting. Another high came on Labor Day when officials took in \$18,000, \$1,000 more than the high on the same day a year ago. The second year of a 12-day fair total attendance was estimated at 350,000, with about 30 per cent greater paid gate admissions than the previous top last year, while a grand-stand showing of 85,500 made for an increase of 25 per cent there. With \$25,000 in premiums, live-stock competition was of the highest caliber plus a record number of entries. There were 275 more exhibitors than last year.

Midway business on the first seven days was about 20 per cent ahead of the corresponding period a year ago, and while the ensuing five days dropped off somewhat due to cool weather and rainy evenings, business as a whole was proportionately better than heretofore. John T. McCaslin, who has been midway manager 12 years, reported considerably more space sold this year than last. All shows, rides and concessions were booked independently thru him. Top money was taken by Walter Budd's New York Musical Comedy Revue, with eight girls and two comedians. Running close to top was D. Stack Hubbard's Sex Show under management of Jack Hubbard with a troupe of 14, including cowboys, girl models and the feature, La Belle De Millies, with F. J. Lughney as lecturer. Other shows were: Dog, Pony and Monkey Show under Ruth Roy, which drew heavily; Ralph Brown's Snake Show, Harry Heller's Athletic Show, Hi-Ko Mystery and Heller and McCaslin's Ten-in-One. Harry Heller's rides included Twin Ferris Wheels, three-abreast Merry-Go-Round, 12-car Whip, kiddie ride and two Chair-o-Planes. There were two other kiddie rides, two Pony Tracks, Spangler's Miniature Railroad and Chair-o-Plane. Notable among concessions were Eddie Jones' cookhouse, Sam Wiener's five stores, Sam Salesberger's 10 concessions, George Langley's shooting gallery, Watt's eating auditorium, Thomas' bingo, H. Watson's bingo, Sandy's ice-cream concessions and Mercer Brothers' five concessions.

Free acts were booked by Manager McCaslin, assisted by J. J. Burns and Lawrence Sandy. This was the first time that night shows were held before the grand stand, with admission of 50 cents. Night gate admission was 25

## Charlotte Group Planning Permanent Site and Plant

CHARLOTTE, N. C., Sept. 17.—Marks Shows will be on the midway and Gus Sun Agency will provide grand-stand acts for the 1938 Charlotte Agricultural Fair, said Bill Arp Lowrance, manager and executive secretary. There will be large displays from the Piedmont section and more grand-stand entertainment has been contracted than ever before.

Charlotte fair is sponsored by a city and county group in a non-profit association with plans to purchase permanent grounds and erect buildings for future fairs. This year the group will complete a lease on the airport grounds, same site as in the last two years. Gate and grand stand have been reduced to 25 cents. Officials believe the reduction will increase attendance more than 50,000. Manager Lowrance predicts attendance of about 300,000.

The fair will be ushered in with a gala street parade and opening-day ceremonies. Tuesday will be City School Children's Day, with Wednesday for county children; Thursday, Civic and Fraternal Day; Friday, Visitors' Day, with governors of the Carolinas present; Saturday, closing day, with thrill features. Ohio Fireworks displays have been contracted. Last year rain played havoc with the Charlotte group.

cents. On the last five nights large crowds saw dare-devil performances of Austin C. Wilson and Jimmy Smith's Hell Drivers in conjunction with a \$1,000 program of fireworks by John Serpico, International Fireworks Co. Other acts included Zimmerman Brothers' strong act, 8 days; Frank Zobeck, trick accordionist, 11 days; Lew Meyers, comedy juggler, opening 2 days; Gardiner Trio's Funny Horse, Oscar, 6 days; Lula Sneighberger, Lula Leon and Mac Gardiner, acrobatic dancers, 4 days; Kauch Brothers, horizontal bars, 6 days, and the Great Calvert, high wire, 12 days. Mr. McCaslin reported the midway clean with no complaints registered. Music was by Parkton Band of 45 pieces for grand-stand and free acts. Two Kiddies' Days brought out large attendance. As Timonium is on a non-profit basis, all earnings are used on improvements and premiums. Improvements this year were a new photo finish for horse racing, judges' stand and press box. Fair Secretary M. L. Dalger said the policy of a 50-cent main gate and 50-cent grand stand remained unchanged.

## Figures Reach an All-Time High at Annual in Du Quoin

DU QUOIN, Ill., Sept. 17.—Altho final figures are yet to come, Du Quoin State Fair here on September 5-10, said Secretary H. E. Strong, was an all-time record breaker. Jimmie Lynch and his Death Dodgers played to packed stands on Wednesday. Capt. F. F. Frakes in his deliberate airplane crash was a big draw.

New track records were established by Jimmy Wilburn, Los Angeles, in qualifying trials, but he finished second to Bud Henderson, Akron, in the auto race program given by a large field of CSRA drivers to over 22,000 patrons. Fair heads will feature two still dates, plus the championship fair race next year, all races under sanction of Central States Racing Association.

Ernie Young's *Cavalcade of Hits*, nightly attraction, packed the grand stand at each performance. Goodman's Wonder Shows reported excellent business on the midway. A 40-acre tract purchased, fair heads said, will permit enlargement of grounds. Work will be started immediately to enlarge the stand to 15,000 capacity and on a mile track.

## Grand-Stand Record Made At Exhibition in St. John

ST. JOHN, N. B., Sept. 17.—Altho weather was cool, absence of rain except on one afternoon and night was a boon to the fair and midway, and crowds were good at annual St. John Exhibition on September 3-10, 18,000 attending on Labor Day. Grand stand had a record, playing to 9,000 on the holiday at 25 and 50 cents, and it was necessary to offer two nights shows three times during the fair to accommodate the demand.

On the bill were Eric the Great, swaying pole; Decardos, teeterboard; Balabanow Family, acro dancing and accordion and vocal numbers; Tip-Top Girls, tumbling and contortions; Silvers Johnson, comedy Ford; Torelli's Animal Circus; Rexola Trio, pyramid and perch act and roller skating, and Connie Troupe, tumbling and contortions, booked thru George A. Hamid and presented by Joe Hughes as emcee. Bruce Holder's 14-piece St. John Radio Band again played the show. Fireworks were a nightly feature.

Ben Williams Shows were again on the midway with seven rides, five shows and a number of concessions. A new ride here, Auto Scooter, did top business among devices. Rides more than quadrupled 1937 business, last year being far below par because of a polio ban. A departure was a large lunch concession with booths.

Whereas there were few children at the 1937 fair, they deluged the 1938 event, particularly Friday afternoon, when a half-holiday was declared by the school board and tickets were given pupils. They attended to the tune of 12,000 and rides did heavy business.

MONROE, Me.—Due to change in management, Monroe Fair will be held later instead of on dates previously announced, said George M. Bragg, secretary. Attractions have been booked and fair is being advertised.

## Batavia Rental Threat

BATAVIA, N. Y., Sept. 17.—Transfer of Genesee County Fair here to another community, or abandoning it, is threatened if a proposed anti-noise ban becomes a law, said Secretary Glenn W. Grinnell. Rental revenue, mostly from auto and motorcycle races, saved this year's fair, August 15-20, from a deficit. Profit was \$60 more than in 1937. No motor races were held during fair, but grounds have been rented on other occasions. Chief complainant against motor noises is the U. S. Veterans Facility with buildings adjacent to the fairgrounds. Roar of motors and back-firing, it was claimed, periled health of war veterans there. Secretary Grinnell reported 1938 receipts as \$45,292.06; disbursements, \$44,487.93; profit, \$804.03. Included in receipts was \$931 for grounds rental.

## Attendance Down in Rain At Kanawha 4-H Event

CHARLESTON, W. Va., Sept. 17.—Rain and lack of lights during the one-night appearance of Lum and Abner's Pine Ridge Follies put a crimp in Kanawha Exposition and 4-H Fair here on September 3-11. Attendance fell off 8,000 from last year's 318,542, but the 25-cent parking lot did big business. Small crowds attended on one day due to inclement weather, but sunshine brought out the customers on most of the days, with Labor Day attendance of 41,000, said T. H. McGovran, Kanawha county agent and executive secretary of the fair committee. Special days set aside, except for rain, had good crowds.

Horse racing drew entries from surrounding States, especially both Carolinas. Kaus Exposition Shows were on the midway and at conclusion of the fair signed up for 1939. Among the Gus Sun attractions the Alaskan Huskies drew best, not including the daily popular rodeo. Jammie Graves' acrobatic troupe was featured, and grand-stand receipts were estimated as equal to those of last year.

During the showing of the Lum and Abner troupe the lights went out and were off for a full hour, thus causing the loss of a great part of the crowd that came to see them.

WCHS, Columbia outlet, made daily pick-ups from the grounds; newspapers gave lengthy daily stories, and each offered on the opening Sunday a special fair section.

## Big Days Reported in Ill.

SPRINGFIELD, Ill., Sept. 17.—Attendance at Illinois State Fair here on August 20-28, estimated at 946,000 by General Manager E. E. Irwin, was split up among the days, as follows, according to figures from the fair offices: Saturday 60,000; Sunday, 129,500; Monday, 69,000; Tuesday, 88,000; Wednesday, 105,000; Thursday, 200,000; Friday, 108,000; Saturday, 110,000; Sunday, 76,500.

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28th Annual Sabine Parish Fair  
MANY, LA., OCTOBER 4-8.

Opening Day is WPA Achievement Day, with the Governor and other State officials and WPA heads on program. All WPA projects in this area close down for the day and the workers granted free admission. Expect this to be the biggest day in this section in many years. Other days include Home Demonstration, Future Farmers, Public Officials, Colored and Schools. Want to hear from all of our old friends with straight Sales Concessions only. Positively no graft or questionable joints.  
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SOUTHERN FAIR SECRETARIES  
THE PINE RIDGE FOLLIES SHOW

with the original Dick Huddleston and the original Lum and Abner Pine Ridge Band, that has played 40 Fairs this year, is available for Fairs after October 1. Write for route; come and see it. Terms, percent or salary. Address VAUGHN RICHARDSON, 128 Butler Ave., Indianapolis, Ind.

## FREE ACTS WANTED

WELDON, N. C., WEEK SEPTEMBER 27.  
WOODLAND, N. C., WEEK OCTOBER 17.  
LITTLETON N. C., WEEK OCTOBER 23.  
T. R. WALKER, Secy., Littleton, N. C.

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Largest County Fair in Ohio

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 Height, 121 Ft.—Beautifully Costumed—Novel Lighting.  
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**AYE LAD—'TIS VERRA GUDE ENTERTAINMENT!**

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Positively the Highest Aerial Contortion Trapeze Act on Pole, 103 Ft. High. New and thrilling, presenting a terrifying appearance in his costume of an "Ape." Performs stunts and antics so like the animal that he actually "Ape the Apes." Contortion and balancing work defies description. Finishing with complete dislocation of shoulders while in a contortion posture. Thrills—Sensations—Comedy! Open for Late and Southern Fairs. Write or wire.

JERRY D. MARTIN, care The Billboard, Cincinnati, O.



Week of Sept. 19-24. Keokuk, Ia.

**TRI-COUNTY INDOOR FAIR**

HURRICANE, W. VA.

Begins October 3, and lasts 6 days and nights. Spaces for Ball Games, Blanket Wheels, Picture Gallery, Novelties, etc., open. Communicate with R. F. FORTH, President.

**Profit in Edmonton Minn. State Fair Personals Reported by Abbott**

EDMONTON, Alta., Sept. 17.—Profit of \$37,327 was realized on the 1938 Edmonton Exhibition, it was reported by Managing Director Percy W. Abbott at a directors' meeting on September 2. Net profit of \$23,500 on operations of Edmonton Exhibition Association up to the end of August was reported. Figures are subject to administration expenses for two more months and to plant and equipment depreciation before final profit for the year can be determined.

Exhibition gate receipts were \$20,499, compared with \$16,496 last year; grandstand take was \$24,948, compared with \$17,114 last year; pari-mutuels were up \$21,874, while pari-mutuel tax refunded by the government came to \$8,439. Concessions netted \$17,069, compared with \$15,379 in 1937. Midway receipts were \$9,877 as against \$7,872 in 1937. Revenues of the fair totaled \$111,431 and expenditures \$74,103. A profit of \$3,500 is forthcoming from the fall race meeting.

Factors in success this year, said Mr. Abbott, were exceptionally fine weather and co-operation of public, exhibitors, press and staff. Construction of a \$150,000 grand stand next year was discussed, but no action was taken, as it will be impossible for city council to secure dominion government funds for this purpose at present.

**Dayton Annual Has Profit; Improvements Cost \$6,000**

DAYTON, O., Sept. 17.—Attendance at Montgomery County Fair, here on September 5-8 was 51,714 against 63,000 last year, all-time mark. Labor Day drew 24,291 compared with 32,263 last year. Gate receipts ran \$15,750 against \$12,928 last year. A halt had to be called on sale of exhibit space when gates opened, all available space inside and outside of buildings being disposed of.

Grand-stand attendance was 11,101 against 13,821 last year. Don Bassett's Dayton Civic Band furnished grandstand music. Gus Sun agency's grandstand attractions included a revue, *Fascinators of 1938*, two nights, and Lum and Abner's Pine Ridge Band, two nights, with Dick Huddleston and Ezra Buzzington in person. Bench Bentum's diving revue and Fred Reckless, high pole, played all four nights. On closing night at a giveaway more than 50 per cent of the crowd remained to see the show, which did not end until 1:30 a.m.

On the midway were six rides, Fun-house and show of F. E. Gooding, Midget Lady of R. L. Hyatt; Sammy, the ape, of Ed Strassburg, and Chief Maples had a med show. The board is well satisfied considering conditions, total attendance being better than any year except 1936-'37. All premiums will be paid in full and the board expects a good balance, altho more than \$6,000 was expended on improvements.

Mrs. Bert Lorow returned from Detroit, where she visited her sons who have a show with Hennies Bros. there. Mr. and Mrs. Larry Mellor, Milford Smith and Frank Capps, all from Baker-Lockwood Co., of Kansas City, were on the grounds. Other visitors were Mr. and Mrs. J. C. McCaffery, president Showmen's League of America; Arthur R. Corey, secretary Iowa State Fair, Des Moines; Ralph Ammon, secretary-manager Wisconsin State Fair, Milwaukee; Dan F. McGowan, secretary North Dakota State Fair, Grand Forks, and Frank S. Talcott, secretary North Dakota State Fair, Fargo. Arriving earlier in the week were Harold De Pue, secretary North Montana Fair, Great Falls; H. L. Fitton, secretary Midland Empire Fair, Billings, Mont.; A. H. McGuire and C. M. Baker, directors Calgary Exhibition and Stampede, Calgary, Alta.; Frank Duffield, vice-president Alabama State Fair, Birmingham; Charles Tucker, Alabama State Fair, Birmingham, and F. D. Molesworth, North Iowa Fair, Mason City.

**Hollywood Exhibit Signed By Golden Gate Exposition**

SAN FRANCISCO, Sept. 17.—First of Chief Director Harris Connick's "gigantics," and the only one definitely in sight for Golden Gate International Exposition next year, will be a replica of Hollywood on a big scale. He has figured on this attraction for some time, along with ideas like a Joe Louis championship fight, national collegiate grid battle, appearance of the New York Yankees and even *Cavalcade of the West*, still a possibility.

Connick this week nailed "Hollywood" with a contract signed by producer Harry Joe Brown, who heads a group of film executives, for "making of a movie." Exhibit will occupy 104,650 square feet at entrance to the Gateway. Construction of "Hollywood Boulevard," as the exhibit is to be known, will begin in a few weeks.

As yet fair officials are reluctant to tell what amusement concessions are to make up the fun zone. Douglas Corrigan and his "crate" that carried him across the Atlantic were here on Wednesday to get the city's official welcomes and to be greeted on Treasure Island, where next year his plane will be one of the exhibits.

TRAVERSE CITY, Mich.—Happyland Shows have been contracted for the 1939 Northwestern Michigan Fair here, said Secretary Arnell Engstrom after the Reld & Dumas attractions closed their 1938 engagement here on September 2. About 100,000 visited the fair and only one morning was spoiled by rain. United Booking Association supplied afternoon free acts and a night revue. Lee Worrell and his Yacht Club Band furnished music. Henry Lueders, of the UBA, was in personal charge. B. Ward Beam's International Congress of Daredevils appeared on opening day.

**CALIFORNIA TURNS**  
 (Continued from page 42)

staged on a huge outdoor two-level stage, set up after harness and running race programs. Aerial Barretts, two girls and a man, opened with a high trapeze act. Then came the first episode in the revue, *Fiesta*, with 24 Hollywood studio girls in ballet dancing, augmented by 100 singers, called Sacramento State Fair Chorus, under direction of Winifred Fisher. *Fiesta* episode featured a Gaucho dance number by Rita Rubens. The Blenders, a male quartet in cowboy songs, was followed by the Biltmorettes, three girls in Arabian tumbling. Fred Scott sang, with Marilyn Christine following in a toe dance.

After Candreva Brothers, six trumpeters, came the Little King Episode, a dance build-up in which Wanda Stevenson, Gene Skinner and Fay Gillette did the feature number with Rita Rubens in a doll dance. Zoe Dell Lantis, theme girl of Golden Gate International Exposition, danced a pirate number, the scene resolving into a grand entrance by Chaz Chase, "the Little King," whose general pantomime had fair patrons raving. Finale was the Blue Danube episode, featuring dancing and violin playing of Frances Urban.

One of the reasons for increased attendance was that city schools, which usually open on September 1, were kept closed until September 12, after the fair. Another was that Kenneth Hammaker, publicity director, turned in an outstanding job.

Foley & Burk Shows reported better than average business on the midway, which had nine rides. Afternoon program of harness and running racing was under Speed Director George Moreland. Pari-mutuels handled set a record for eight days (no racing on the two Sundays with \$374,960 wagered, compared with \$305,193 last year. Horse Show was sold out on most of the 10 nights.

New permanent buildings greeted visitors, principally Merriam Hall, a \$200,000 building named for the governor. Nightly dancing was held indoors here for the first time in fair history. A swing contest was conducted on September 4 by Les Hite, Hollywood band leader, and Bob Saunders, Coast orchestra leader, had his crew in on night of September 10. First Woman's Day on Wednesday was in charge of women of Sacramento, who attracted 3,000 women to the fair who would not have come otherwise, in the opinion of Harold J. McCurry, fair director in charge of publicity.

**MINN. TO GO**

(Continued from page 42)

basis since then. At that time the fair was expanded to eight days because of its growth and the same reason has prompted this action. Growth in physical plant in the past five years has provided facilities for an exposition world-wide in scope. A five-year construction program has virtually rebuilt grounds and addition of the 4-H club building, scheduled for completion in 1939, will further augment physical properties.

The 1938 fair was declared the most successful in history, measured from every viewpoint except weather. And even with five days of rain, attendance was only 12 per cent below the record of a year ago. Attendance was 582,161.

"The officers of the State Fair feel that citizens have paid the fair a glowing tribute by the manner in which they attended, despite inclement weather," said Secretary Raymond A. Lee. "If any visual demonstration was needed to prove the place the fair occupies in the hearts of the people it was amply shown when in the face of constantly threatening skies and rain they turned out in record throngs daily. Five days of rain naturally cut heavily into receipts. While it is certain that little, if any, profit will be shown, the management will be able to pay all bills."

**N. Y. RETAINS**

(Continued from page 42)

week in 1937. The commissioner also announced that a 25-cent parking charge, first in history of the fair and hotly criticized, had justified itself in increased revenue and will be made a permanent policy.

Despite disappointing business and higher fees, most concessioners pulled out with an even break. It was declared that the Rubin & Cherry Exposition on the midway and Lucky Teter got no assistance from the running horse program which featured the second week. Grand-stand crowds were down, altho betting was brisk all week and indicated

fair patrons will be enthusiastic supporters of a good meet. Fans were critical of the class and number of the outburners, but agreed with fair officials that the enthusiasm shown proved that good runners would be a success here. Commissioner Noyes said runners will be back next year, again racing in the second week. Jimmy Snyder's driving featured closing day, the Chicago driver copping the 100-mile dirt track classic, with Rex Mays, Glendale, Calif., second. Fred Toscani, Garfield, N. J., grabbed the national motorcycle championship thru points in winning the 1, 15 and 25-mile races.

Another new feature to be continued next year is dancing with name bands in the Coliseum during the second week. Tommy Dorsey opened the week, with Paul Whiteman in the middle and Guy Lombardo closing. Lombardo did fairly well; the others did poorly and went out complaining about the publicity, which many declared was poorest in years. Weather was ideal. Grounds were policed by State troopers.

**TAKE FOR NEB.**

(Continued from page 42)

and the Bryants. Beckmann & Gerety's Shows made an attractive midway, the dressiest it has been in history. They did much better on Children's Day than a year ago, but other days were even or worse. A big chance on Labor Day was blown by the severe storm. Agriculturally it was declared the best fair since 1930. Eating and grab stands doubled their money over a year ago, it was reported.

Last year the grand stand paid \$16,749 to the bondholders and appeared likely to have a similar amount this year to hand over. The fair gets no part of money taken at the grand stand gate, it all going in payment of interest on \$250,000 grand-stand debentures. Only income the fair has in the stand is from pari-mutuels, which were better than ever this year. Last-day deliberate crash of Capt. F. F. Frakes in an airplane into a house in front of the grand stand drew nearly 2,000 more into the stand than on the final day a year ago.

**HIGHEST PAID**

(Continued from page 42)

slightly optimistic estimate of 45,000 for the final Sunday, reduced by actual count to 41,130.

Average daily attendance showed an increase of about 10 per cent. With a big name show policy the Coliseum played to 224,165, prices running from 25 cents to \$1 and bringing a gross of about \$70,000.

Among late visitors were J. H. Warren, Saskatoon; Mr. and Mrs. J. E. Rettle, Brandon, Man.; Governor Frank Murphy, on grounds almost daily; Kempf family, Capac, Mich.; Frank Allen, Happyland Shows; E. E. Irwin and wife, Illinois State Fair, Springfield; H. D. Faust, Tennessee Valley Fair, Knoxville; Dave Rubino, concert violinist; Sam J. Levy, Barnes-Carruthers, and Bernice Herwitz, Ernie Young Productions.

Business on rides and shows was about 67 per cent over last year, about 10 per cent less than increase in fair attendance, said Harry Hennies, Hennies Bros. Shows. These departments of the midway appeared to draw as much money from people attending the fair as last year, the lower percentage being due to perhaps 10 per cent of fair attendance coming out for the 9:30 p.m. dance session in the Coliseum. Concessions grossed a little less than last year, indicating an average daily loss of business for this department of 50 per cent. Excellent business was reported by a large number of refreshment concessions.

Success of the 16-day fair (it may run three to four weeks next year, according to plans under consideration) was attested from the carnival standpoint by Harry Hennies, who said:

"Sixteen days is a nice idea for a fair where there is a metropolitan population to draw from and where big attractions are put in, as was done here. The larger attendance means more admissions, which necessarily means more money on the midway."

Holy Land Show proved a good money-maker, playing to 45,660. Manager Isbey is going ahead with plans for a \$5,000,000 construction program to include about eight buildings. A 45 per cent allotment from PWA funds is to be sought.

LIVINGSTON, Tex.—Chamber of Commerce officials have agreed to start erection of two large buildings to house live-stock and agricultural exhibits on the new permanent fairgrounds. Contract for construction has been awarded.

## Grand-Stand Shows

FLIP and her Pals, aerial dogs, were booked for Hamilton (Mont.) District Fair on September 15-17, with Smiley Daly as emcee and clown.

SENSATIONAL WISHARDS, aerialists, booked at Chattanooga (Tenn.) District Fair on September 19-24, will also play Bluffton (Ind.) Free Street Fair.

RUSS BRINKLEY, former announcer with B. Ward Beam's International Congress of Daredevils, is organizing a show featuring aerial and ground acts.

AT WAYNE County Fair, Wooster, O., September 12-16, Thompson Brothers, balloonists, were booked for daily ascensions, and left there to play dates in the Southwest.

G. G. KRANTZ, secretary of Tuscarawas County Fair, Dover, O., said 14 acts presented twice daily, including Flying Howards, Wimpy, Lovine and Mae, Michael and Company, Olive Craig and the Raymonds.

AFTER being at fairs in Abingdon and Wise, Va., Ora and Minerva played Wyoming County Fair, Tunkhannock, Pa., on September 5-8. They are booked for fairs in Pennington Gap, Va., and Greenville, N. C.

THE CHRISTYS report having played four weeks of fairs in South Dakota and Minnesota for Williams & Lee. In Brainerd, Minn., Mrs. Williams gave a supper for the show's 20 members, including Whirling Aces, Aerial Lazellas, Harry Haag Family, Reta Rose Trio and the Christys.

BENCH BENTUM'S Diving Sensations, at Carthage (O.) Fair on September 13-17, had in the personnel Bench Bentum, high and low board; Harry Bentum, manager and emcee; Jerry O'Brien, Pauline Black, high divers; Fred Beattie, clown high diver; Blanche Gran, acrobatic diver; Harry Bentum Jr., mascot; Walter Weber, boatswain's mate; Jack Bentum, electrician.

ACTS at Hemlock Lake (N. Y.) Fair on September 7-10 were Three Eddys, comedy acros; Helen and Marshall, tight wire; Cherisa Roas, prima donna; Bray's Dog and Pony Circus; Paul and Esther, skaters; Tudor Sisters and Avery, contortion equilibrist, and Eddie Keck, emcee, booked by Frank Wirth. Phil Wirth directed the show and business was far ahead of that of 1937.

GLADYS M. WILLIAMS, of Williams and Lee Attractions, reports they are about to close one of their best seasons. Due to a rainy Labor Day week their *Novelties on Parade* revue, with six Tip Tops, Ruby's Dogs; Whirling Aces, aerialists; LaMae Troupe and Tola Zerado, was seen for only a day and night show at Westfield, Wis. They contemplate leaving for a vacation to California in about three weeks.

ERNIE YOUNG'S *Follies International*, with Captain Spiller's seals; Peerless Potters, casting; California Varsity Eight, vocalists; Jay and Lou Sellers; Three Reddingtons, trampoline; Professor Lambert, xylophone; Dick and Leola Nash, ropers; St. Johns Brothers, acros, and fireworks have been booked for five-day York (Pa.) Interstate Fair, reports Samuel S. Lewis, president-general manager. On final afternoon B. Ward Beam's International Congress of Daredevils will be grand-stand attraction.

PERSONNEL of C. L. (Jack) Raum's Circus and Red Devil Drivers, before the grand stand at Carthage (O.) Fair, September 13-17, comprised La Belle Ray Troupe, perch, rings, comedy acros; Steiner Trio, bars and comedy acros; De Mores, rolling globe and wire; E. Lunsford, comic; Funny Ford, Bob Hold,



MAKING HER FIRST announcement with M. W. Billingsley's Hopi Indian Snake Dancers' Village at the 1938 Iowa State Fair, Mrs. Gladys Billingsley consistently turned record crowds, which placed the village among the top-money shows. She repeated her success at Minnesota State Fair, second year for Mr. Billingsley to exhibit the Hopi there. Attendance in the Village on the first three days exceeded the same period last year. The Billingsleys, finishing the season in October, will return to their home at Hopi House, Apache Trail, via Mesa, Ariz., and go into field work preparing for opening of the American Indian Village at the 1939 New York World's Fair.

Joe Bird, Peewee Lunsford; Raum's Jumping Horses; Red Devil Drivers; Gilvanni the Great, trunk escape and magic; Ralph Duke, comic; Two Queens and Joker, aerialists.

HERBIE KAY and his orchestra at the 1938 Oklahoma Free State Fair, Muskogee, said Ethel Murray Simonds, secretary, will play before the grand stand afternoon and night and in Casa Manana night club following grand-stand shows. Casa Manana *Streamline Varieties* of 1938 will be in front of the grand stand nightly with a cast of 40, featuring Sixteen Texas Dolls. Toni Lane or Lois Whitman will be soloist, according to contract with the Music Corporation of America. Five acts will augment the program, afternoon and night, including Serge Flash, juggler. Auto races are set for Tuesday, Arkansas Day, and final Sunday. Championship rodeo events are scheduled for remaining afternoons. Third annual Eastern Oklahoma Folk Festival will be on Thursday, Indian Day, and on Friday, Old Settlers' Day. Events are arranged for Indians, whites and Negroes. Outstanding events from this festival will be sent to the National Festival.

### Ill. Annual Successful; Stock Breeders To Lobby

TAYLORVILLE, Ill., Sept. 17.—Rain on one day during Christian County Fair here on July 24-29 pulled gate and grand-stand receipts down about \$900 below last year's, but record live-stock exhibits, good racing program and horse show helped make the event successful, said C. C. Hunter, secretary.

During the fair live-stock exhibitors formed Illinois Livestock Breeders and Exhibitors' Association to lobby for a larger appropriation for fairs at next session of the Legislature. They feel that an increased appropriation is essential due to the greater number of fairs operating since the last biennial appropriation.

### Abilene Has Festival Bill

ABILENE, Tex., Sept. 17.—Six nights of rodeo and Texas Cotton Festival will feature the 1938 West Texas Free Fair here. Rodeo talent was secured thru Beutler Bros. Hardin-Simmons University's Cowboy Band will appear again. Heading festival talent on two days will be Joe Reichman and his orchestra, Reichman to be emcee for the show and coronation of the Texas cotton queen and king. Bookings were thru MCA's Dallas office. Mighty Sheesley Midway has the carnival contract. E. H. Jefferies is president of the fair association and Merle Gruvers secretary. More than 100,000 attended in 1937.

## Rochester Expo Attendance Is Shaved by Bad Weather

ROCHESTER, N. Y., Sept. 17.—Cool weather and rain on Wednesday and Thursday shaved attendance at Monroe County Fair and Rochester Exposition here on September 5-10. William B. Boothby, general manager, said figures and receipts would not be audited until November 1. Exhibits were along the same line as in 1937, higher in quality, but increased interest was noted in city government displays, shown for the first time.

Grand stand, with acts, was filled on three days and half-filled on the other days. Peerless Cronins and Gangler Dog and Pony Circus were booked thru George A. Hamid and Waterman's Trained Oxen by J. H. Waterman. Sue Hastings presented her marionettes. Concerts were given by 54th Regiment Band, Rochester. Antonelli Co. presented nightly fireworks.

De Luxe Shows of America, with 10 rides, 15 shows and 20 concessions on the midway, also felt weather's effects on business. Two automobiles were given away as gate prizes. Admission was boosted to 40 cents, five over last year.

### Max Gruber To Scan Europe For Acts To Book at Fairs

NEW YORK, Sept. 17.—Max Gruber, veteran animal trainer and exhibitor, has discontinued activity in that field and will devote his time to booking free attractions at United States fairs. Following a scouting trip thru Europe this winter, he plans to open a booking office in this city.

He leaves for the Continent of Europe within a fortnight in search of novelty acts which he claims are there "but no American agent has found them yet." He recently disposed of his entire line of trained animals which he had played in all parts of the world as circus, theater and fair attractions. For years he has been considered one of the leaders in that line.

### Shorter Canton Annual Pays

CANTON, O., Sept. 17.—Ed S. Wilson, secretary of the successful 89th annual Stark County Fair here on September 5-8, said he believed final statement would show a larger profit than last year's five-day event. Attendance on Monday was 25,000 and receipts were \$500 ahead of opening day last year. Second day's gate was over 20,000. All departments were up to standard. Night harness racing was a feature. Plant has been rejuvenated and a horse-show barn erected. All space for merchants' exhibits was sold. Grand stand had record mid-week attendance with Black's Bears, Accordion Gypsies, Uncle Bill's Talent Hunt, Gold Dust Twins and B. Ward Beam's International Congress of Daredevils. F. E. Gooding had rides on the midway.

## Fair Grounds

MILLERSBURG, O.—Holmes County Fair here on September 7-10 was a financial success, officials said. A new mark was made Friday when 10,000 attended and 2,000 saw a historical pageant in front of the grand stand, staged by John B. Rogers Producing Co. Other attractions were Black's Bears and Joe and Marian Clark, Western entertainers. Roy Gooding's rides, Jack Perry's Merry Rose pit show, Buck Maughman's show and concessions were on the midway.

HARRISBURG, Pa.—New \$1,200,000 arena of Pennsylvania Farm Show here is expected to attract many events, including rodeos, boxing, hockey and skat-

# SENIOR FLORESQUE

The Earth's No. 1 Aerialist

This super-thrill, breath-taking aerial phenomenon is still available for Southern Fairs. Write care Billboard, Cincinnati, O.

To MR. HAMID and MR. GUMPERTZ:

Thanks a 1,000,000 for a most pleasant 1938 season at your \$1,000,000 Pier in Atlantic City.

ing carnivals. Permanent banked seats have 7,600 capacity, and 6,400 additional chairs may be placed on arena floor.

CHARLOTTE, Mich.—Eaton County 4-H Agricultural Society has taken a new 50-year lease from the city on the fair-grounds here, rental to be \$50 annually for three years and \$100 annually for 47 years, the association guaranteeing to keep grounds in repair and assume all insurance obligations.

BLOOMSBURG, Pa.—All Bloomsburg Fair buildings have been painted for opening of the 1938 annual. A new floor has been installed in the main exhibition building and interior has been redecorated and new lighting installed in school booths. A large concrete band stand has been erected and 600 opera chairs have been added to the 1,800 seating capacity of the grand stand.

CARO, Mich.—Altho good weather prevailed, 57th annual Tuscola County Fair here on August 22-26 showed a slight drop in attendance and receipts, as did F. E. Gooding's shows and rides, said C. F. Mantey, secretary. Gertrude Avery's *Diamond Revue* was the grand-stand attraction. Live-stock exhibits were big, and tents were provided for other displays. Seven racing events were featured.

BUCYRUS, O.—After bills are paid, including debts incurred a year ago, Crawford County Fair board will have a deficit of about \$800 as a result of the 1938 fair, reported President Leonard Waldbauer. Last year the fair lost more than \$3,000, he said.

MEDINA, O.—Attendance at Medina County Fair here on September 6-8 was more than 20,000, an increase over last year's, said Secretary Jay V. Elhart. Rain cut Wednesday's anticipated 15,000 turnout, but 15,000 attended on the last day. Exhibits were declared above former standards, as were the grand-stand show and midway. Jolly's Secalum Park Rides, No. 2 unit, were on the midway with Chief Clearwater's Wild West and about 50 concessions.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK

### Now It Can Be Told

GREAT FALLS, Mont., Sept. 17.—An abbreviated word started rumors that almost upset the advance ticket sale for North Montana State Fair held here on August 1-6. Windshield stickers were distributed, reading: "No. Mont. State Fair at Great Falls, Aug. 1-6." Farmers immediately began calling fair headquarters asking if it were true there was "No Montana State Fair" this year. The printer had abbreviated the word "North" and the stickers had to be corrected.

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# M.-D. PIER EXTENDS

## Is Open To Aid Season in A. C.

Continued operation will help that part of Boardwalk—program in making

ATLANTIC CITY, Sept. 17.—General Manager Samuel W. Gumpertz of Hamid's Million-Dollar Pier announced that he had decided after conferences with civic leaders to continue operation of the big amusement structure for another month at least. Organizations seeking to make September attractive to visitors appealed to the pier management to keep its attractions going so as not to kill that end of the Boardwalk by going dark.

The pier pulled a fast one in a big week-end set-up this week headed by Major Bowes' Collegians in the Hippodrome, two feature films and Felix Ferdinand in the ballroom, in addition to its net hauls, Funhouse and silent movies. This is the first time in the long history of this structure that such a show has been presented after Labor Day and marks an innovation in resort amusements. Week-day policy calls for the Olde-Tyme Theater, Funhouse, net hauls, aquariums and sun decks.

"Co-operating with efforts of city and civic officials to provide assorted amusement to September visitors, Hamid's Million-Dollar Pier will continue to operate with net hauls, aquariums, Funhouse, silent films and big week-end shows," said Manager Gumpertz. "We are doing this in a civic spirit and in return for the wonderful reception accorded the pier by the city in its initial year under the present management. The summer season was beyond our expectations and we will meet shortly to embark upon a big program of improvement for next year."

### 80,000 Close Pontchartrain

NEW ORLEANS, Sept. 17.—With a reopening for two days last week-end when Appreciation Day for another successful season offered free rides and swims, Pontchartrain Beach closed permanently on Sunday after 11 years of increasing business. Nearly 80,000 were out on the two final days to bring the season to within a few thousand of 1937's peak of over 1,000,000. Playlands, Inc., operator of the beach, which will be made into a lakeside residential site, plans to develop the South's first \$1,000,000 lakeside resort in time for the 1939 season about three miles east on the lake.

### Pier Workers Party Guests

ATLANTIC CITY, Sept. 17.—Pop's Cameo and Waffle Shop, a rendezvous of performers from Hamid's Pier, after the performances Sunday night gave a "last supper," with Pop Hoffman, former concessioner and who has been in about every branch of show business, as host. Present were Sedge Meikle, Del Rio Midgents; Glen Jones, Buck Conway, roller rink; Frank Sterner, Bud Courton, water circus; Charles Boston; Harold Barnes, wire walker; Clint Barnes; Bob Reynolds, chief of circus props; Jack Donahue, of Hippodrome stage crew; Frank E. Kelly; Larry Behringer, head usher; Joe Mason Jr., announcer; Charles Wheby, Wayne Wilson, high divers, and Joe Barrett, concessioner.

### New Series of

## Legal Opinions

In this issue, in the Carnival Department, is the seventh of a new series of legal opinions of special interest and benefit to park and show owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



CUTTING UP AT THE ANNUAL meeting of Pennsylvania Amusement Parks Association in Rocky Glen Park, Moosic, near Scranton, on August 25 when Manager Benjamin Sterling Jr. was host. Left to right: George Lauerman, Chicago; C. E. Henninger and A. Brady McSwigan, Kennywood Park, Pittsburgh, and Charles L. Beares Jr., West View Park, Pittsburgh. Photo was snapped by Bill Rabkin, of International Mutoscope Reel Co., while the boys were taking a few swings at a Mutoscope punching bag.

## Meyers Lake Is Off Palisades Park About 40% From '37 Personnel Make Merry at Party

CANTON, O., Sept. 17.—Meyers Lake Park closed its season here on September 5 with a labor rally which drew crowds, but spending was off, officials report. Business for the season was about 40 per cent below last year's level.

Attendance at Moonlight Ballroom, using name bands, held up fairly well during the season, and the hall will be kept open during the winter by President George Sinclair and his brother, Carl, manager. The new roller rink did good business and is now closed for repairs and installation of an organ.

Following close of the park E. Don McKibbin, business manager, returned to his home in New Castle, Pa., and Harry Kirk, concession manager, headed for Indiana to play fairs with concessions. Ernest Thomas, superintendent, and C. Y. Riddle, concessioner, will winter in Canton. Howard Peters, high striker and pony track operator, is playing Ohio fairs, and Art Leedham, concessioner, is doing exploitation work for fairs. Bill Clark continues sign work at the ballroom.

BIRMINGHAM.—Club Rex pool closed for the season on September 10. Management of Roebuck pool said it would remain open as long as weather permits.

## Operators Are Willing To Fold After Hard Season in Ohio Area

CANTON, O., Sept. 17.—Majority of Eastern Ohio amusement parks were shuttered after Labor Day, most operators being perfectly willing to call it a season. A few are operating on week-ends and some will be active until end of the month. The season was a loser for many operators, while a few managed to keep on the right side of the ledger because some activities grossed as good as or better than last year. In Meyers Lake Park here Manager Carl Sinclair said the year was one of constant worry for the operators.

Summit Beach Park, Akron, held on an extra week, then closing for winter with exception of the roller rink. Dance pavilion, which had better business this season than last, closed on September 10, Manager Lew Platt said. Frank Rafal, managing director of the park, said some big changes will be made before next season. In Chippewa Lake Park, Medina, the roller rink will be operated for a while and Manager Parker Beach said he had plans for ice skating and other winter sports. Geauga Lake Park extended its season a week for the annual Mardi

Gras, even more successful than last year. Idora Park, Youngstown, closed on September 11 with a big celebration and heavy patronage with rides and other attractions at reduced prices. Manager Charles Deibel plans to winter in Florida.

Rock Springs Park, Chester, W. Va., which maintained part-time operating schedule in the last half of the season, closed on Labor Day. Season was one of the poorest, Manager R. L. Hand said. Dick Johns will operate Lake Park, Coshocton, dance pavilion week-ends until October 1. Tuscora Park, New Philadelphia, closed on Labor Day. Moxahala Park, Zanesville, operated an extra week and there will be roller skating in the old pavilion thruout winter. Zoo Amusement Park, Columbus, a new playspot, will operate until end of the month, said Manager Leo Haenlein. Montana Meechy and his band are playing for square dance Saturday nights in the pavilion and popular dancing is the policy Sunday night. All rides are operating on week-ends. Buckeye Lake Park, (See OPERATORS ARE opposite page)

## Pageant Doesn't Hypo A. C. Biz

ATLANTIC CITY, Sept. 17.—Pageant Week, so far as business was concerned, was a flop, few more than the usual number of visitors being here. However, it did keep amusements going a few days longer. Steel Pier, center of all pageant events, including crowning of Miss America, got some additional revenue from the affair. Steel Pier operated with minstrels, vaudeville, outdoor circus and pictures. This program was cut in half on Sunday, present set-up being five acts of circus, two pictures and dancing.

Hamid's Million-Dollar Pier in Pageant Week had a full show of vaudeville, pictures, outdoor circus and dancing with name bands. This was cut Sunday night to the present policy of Funhouse, net hauls, old-time movies and week-end dancing.

Warner Theater started Pageant Week with a big advertising campaign but after four days decided to close. Globe Theater with burlesque went dark immediately after Labor Day and a sepiu revue came in for remainder of the week. There will be a number of conventions to help keep Boardwalk business going for the rest of the month.

## Capitol Beach Pool Curbed by Weather

LINCOLN, Neb., Sept. 17.—Capitol Beach, owned by R. L. Ferguson, closed the season on September 11 with all departments even with 1937 except the swimming pool, which lagged about 25 per cent.

This is a big item, the pool being the most popular spot in the park. There was much rain and cool weather during June. Heavy business house "days" kept other departments in the running.

Art Rogers' roller rink was slightly ahead of 1937 and the Harry King ballroom was even. Rides did okeh and the arcades did a little better.

## Long Branch, N. J., Concessions Linger

LONG BRANCH, N. J., Sept. 17.—Boardwalk concessions were ready to ring down the curtain September 15. A few concessioners will remain until October 1. Many expect to be in Florida by the middle of December.

Mrs. Frances Barroni, operator of the Taylor Cat Game, will return to New York to spend the winter with her husband, who operates Marta Spanish Gardens in Greenwich Village. Dominick Scaglione, operator for Mrs. Barroni, who will winter here, will run a cat game at an Elks' carnival soon.

Eva Shepherd will return to her artificial flower business in the city before going to Florida to open a concession at one of the resorts.

John Sgromolo, manager of Ralph's Bingo here and Fifth Avenue Bingo Palace, Asbury, who will close this month, plans a trip to Key West. Mrs. Irene Haenle will soon close her Skee-Ball Alley and Penny Arcade, returning to Newark, N. J., for a few weeks before going to warmer climes.

Leon Minogue, 32, a concessioner, sustained a broken leg when he was struck by a car driven by a summer resident and is in a local hospital.

LITTLE ROCK, Ark.—Wm Buren Enterprises, Inc., North Little Rock, filed articles of incorporation with the secretary of the state. M. S. McCord is given as resident agent, incorporators as Leonard H. Goldenson, M. F. Gowthorpe and Van Allen Holloman, New York City, and papers say the organization will operate amusement centers, shows and special events in Arkansas.

PHILADELPHIA.—Contest staged under auspices of the Variety Club for Miss Philadelphia, to represent the city at the Atlantic City pageant to choose Miss America, was won by Kathryn Frances Buckley. There were 25 contestants and decision was made before several thousands aboard the liner Liberty Belle on a cruise on the Delaware River. Betty Harding was crowned Queen of Crystal Pool in Woodside Park.

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard.)

### Sensible Storage

Only activity at open-air tanks these days is boarding up for the season and storing valuable items. Too many pool men can't decide which are the valuable items, with the result that every spring they curse themselves for not being more careful with certain equipment. You can save a great deal of money on next year's budget if you properly manage the way you close the place now. Keep a few boys on the pay roll a little longer and see that the job of boarding up is done right. Many operators, in their haste to take a vacation after a hard season, and no one is begrudging them a well-deserved rest, rush plans thru. And usually instead of keeping help on to finish the work they not only hastily close the gates but do so alone. Moth-eaten swim suits, rusty athletic equipment and many other conditions are the result. Make certain everything is put away under lock and key. Because you're going to close the front gate doesn't necessarily mean you can leave diving boards, medicine balls, punching bags, etc., lie around any old place. Every bit of equipment should be labeled and stored. Some tanks, especially when they are operated in parks, are guarded thru winter by watchmen. While that is advisable, it is not necessary with smaller aquadromes. Many operators make it a policy to repaint their establishments every fall before they close. They claim it keeps the places better thruout winter, which, as a rule, plays havoc not only with the equipment but the pool itself. These pool men have found that it usually winds up as a cheaper investment every spring when they don't have to do so much to fix up the place again. Bear in mind that a little more time and money spent now will save lots more next April.

### The Mail Bag

Selma Weiskopf, of St. George indoor tank, Brooklyn, N. Y., writes: "A replica of St. George swimming pool, done with watchmaker's skill, has been constructed by the management in response to many requests which it has had. Following the current vogue for dioramas, the pool replica measures six feet high, five inches wide and three feet four inches deep. Perspective is well maintained and at first glance one receives the impression that the pool is actually before you. Around the pool are seen lifelike figures of bathers, relaxed under sun-ray lamps or poised for a plunge. The water, in which persons may be seen swimming, is executed in a special transparent rubberized material, and thru an electrical arrangement the surface is made to undulate. Men who worked on the model include woodcarvers, cabinet makers, mechanics, artists, model makers, draftsmen and electricians. The diorama is temporarily on exhibit in the lobby of the Hotel Taft, New York City."

### Dots and Dashes

Clair F. Bee, in charge of athletics this summer at Joe Day's Manhattan Beach, near Coney Island, N. Y., is back at Long Island U. . . . Spence brothers, amateur swim champs, announced opening of registration at their new swim school.—It is said there is a terrific demand for high divers in Australia this season, but don't take a trip "down under" just on speculation. . . . *Life* mag is plotting a series of candid camera pictures of President Roosevelt swimming in his private tank in the White House, which should be a great boost for swimming.—Ravenhall, Washington Baths et al. had more swimmers than were expected two or three days last week during the Mardi Gras at Coney Island, thanks to Indian summer.

## Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Sept. 17.—Amusements slowed down this week and performers began to pack bags. Hamid's Million-Dollar Pier and Steel Pier will continue programs indefinitely. Steeplechase Pier is operating week-ends only. Lex Carlin closed tight at Garden Pier. Mall Dodson, p. a. of the Auditorium, is in the wilds of Canada for a while. Leonard Traube went back to the big

city for a week's vacation, after which he will make Trenton his headquarters until after the fair. The Zaccinis and their cannon, starred at Steel Pier all summer, left for Reading Fair. The Del Rics will go to Trenton Fair and are making plans for the New York World's Fair. Tiny Gorman, high-diving fat man of the outdoor circus of Hamid's Pier, left to join Clyde McCoy and his orchestra in Chicago.

Alexander the Magician, who finished his third season at Steel Pier, has an open invitation to return. Harry Luce-nay and movie dog Pete, fixtures at Steel Pier, left for vaude dates. Kurtland Durand, who had charge of the diving buffalo at Hamid's Pier, left for his ranch in Martinsdale, Mont., to change the act for next year. On the last night at Hamid's Pier George Jessel was host to the Gae Foster Roxettes at a party backstage. Maj. W. F. Casey, who did most of the summer official welcoming for the mayor, won plenty of friends among showmen. Manager Phil Thompson of the Auditorium presided at an ice-hockey conclave this week to decide about bringing Canadian teams down. Frank B. Hubin, old-time showman, divides time between his boardwalk concession and fall political campaigning.

Tom Endicott, owner of the Dude Ranch on the Boardwalk, will close tonight and head for his California ranch for the winter. Eric Correa and orchestra folded at Babette's this week for a New York spot. Murray Rosenblatt announced continued operation of Hamid's Pier roller-skating rink for remainder of the winter.

## With the Zoos

SEATTLE.—Woodland Park Zoo, with its large collection of monkeys, will remain without a Monkey Island. Several hundred school children presented a petition for better quarters than the present monkey house. But a city council committee voted "thumbs down."

DETROIT.—Record of Detroit Zoo for prolificity inspired John Millen, superintendent, to plan a sub-zoo for children, to be known as Kindergarten Zoo, and to consist solely of young animals of every available variety, with probably a special admission price for this section. Interest is anticipated from the present annual attendance of over 500,000 children.

FORT WORTH, Tex.—More than 5,000 children attended a birthday party for Queen Tut, elephant in Forest Park Zoo. Now 18 years old, she was bought about 16 years ago with money contributed by local children. As part of the program, Queen Tut and the other elephant, Sugar, went thru their tricks under direction of George Creed, their trainer. Queen Tut's birthday is celebrated annually.

LOS ANGELES.—Under a plan of voluntary subscription, the Chamber of Commerce here is raising funds to erect new buildings and buy the equity of Will Richards and E. Rupp in California Zoo Park. A deal was made some time ago on an installment plan, but Richards later agreed to accept a smaller sum if a cash settlement is made.

NEW ORLEANS.—In Audubon Park Zoo Superintendent Frank Neelis reports that seven Galapagos tortoises placed in care of the zoo in 1928 have gained 10 times their adoption weight, with total now of 1,010 pounds.

KANSAS CITY, Mo.—When Tex Clark, superintendent of Swope Park Zoo, returns from a European trip in October he will find a new kangaroo in the cage of Flip and Jigger, kangaroo couple. The baby, not yet named, replaces one born last year and later fatally injured by the mother. Clark, a circus man many years, wrote from Ireland that he is enjoying his trip, inspecting foreign zoos.

## OPERATORS ARE

(Continued from opposite page)

where Penny Day attracted a record crowd, will operate on week-ends for remainder of the month. Roller skating is the only activity in Riverside Park, near Uhrichsville, and Craig Beach Park, Diamond, closed on Labor Day. Lake Brady Park, near Ravenna, because of a record bingo draw, will operate part time as long as weather is favorable, with the bingo pavilion open nightly. Dancing has been shifted to the beer garden for week-ends under supervision of H. W. Perry.

## American Recreational Equipment Association

By R. S. UZZELL

Balmy fall days at home are surely appreciated after the very cold days experienced at the Quebec Fair. Heavy underwear, a winter suit, sweater and overcoat with wool sox have all been discarded for our summer clothing, which we took to Canada but could not use with comfort and safety to health. One who has not made the trip at this season cannot appreciate the radical change. The carnival men there as a whole are a hardy lot but they succumbed to sweater and overcoats. Several had heat in their trailers.

What a boon trailers are to itinerant showmen! They can step into comfortable quarters in a moment after closing or after setting up or taking down in the rain. Then en route they do not have to sleep on a flat under a wagon and trust to luck for cats. It was a pleasure to see a well-stocked trailer ready for the trek from Quebec to London, Ont. Here is where a refrigerator does yeoman service, and no longer must they prepare a meal out in the rain. The comforts of home in a dry dining room are always at their call. The motor truck also has become a faithful servant, not only to the carnival but also to the acts. No room rent and quest for out-of-the-way restaurants and no railway car parking charges now disturb this contingent of the show business. The trailer and the auto truck are the declaration of independence of this large contingent of the outdoor show business.

### Mud Showman's Dream

When one of George Hamid's trucks starts out with an act for an amusement park it is just about sure to make the schedule, and the performers going with it in a trailer are comfortably at home in about an hour after arrival at the park. En route performers can sleep in a comfortable bed, eat in a cosy diner well screened, listen to the radio and see the country or just rest. By taking turns at the wheel no one becomes over-fatigued from driving.

If the old-time wagon showman, trudging thru the mud at a slow pace or laboring to start a fire from wet wood, could see the modern outfit he surely would call it the answer to a dream. One showman told us it would cost about \$4 or \$5 per meal to feed his seven men en route at restaurant stops, but with his thoro modern trailer he does it for less than \$2. This adds up to an amusement park; by aid of science and ingenuity it gets a fine attraction for less money than ever before and can feel more secure that its arrival will be on time.

### Walloped by Weather

The eternal question of "How do the season's earnings compare?" is here with the falling of the leaves. We should like to answer as accurately as it can be done on railway earnings or bank clearances, but, alas, there is no official compilation of statistics for our industry. It is a safe bet that all amusement parks are below last year's record, but how much? Some sections are harder hit than others. Steel and auto industries took a hard rap. Any community depending on either had to take some punishment and the weather walloped all of us.

To have these delightful days when the season is about complete is the irony of fate and may as well be taken with a smile. Perhaps Coney Island, N. Y., will draw fine weather for the Mardi Gras. In 1926, a worse year than this for weather all summer, there was a week of rain for this famous Coney celebration. When we have good weather little is said about it. Otherwise it is quite sure to monopolize conversation. How can it be otherwise when it is the only interruption we cannot combat?

## Summit Nearly Par With Initial Season

AKRON, Sept. 17.—Second year's operation of Summit Beach Park here, while not quite as profitable as last year, will come close to equaling the initial season, said Frank Rafal, manager. In the past two years the owner, Summit Beach, Inc., has spent about \$150,000 in rejuvenating the spot. The park, going into the final two weeks of the season, was only slightly under last year's grosses.

While most concessions did less business than last year, other departments showed gains which will offset lower concession takes, Rafal said. Swim pool business was better than last season due to a recent hot spell and many exploitation stunts. Free acts are credited with attracting better Sunday and night crowds, while picnics greatly exceeded the number held during 1937, one affair drawing over 45,000.

Patronage at the dance pavilion, Lew Platt, manager, was about 20 per cent greater than last year, due largely to a policy of airing bands and spot announcements. Attendance records were shattered on several occasions. Monday night, known as Scotch night, drew from 1,500 to 2,100 weekly. Sunday dancing is prohibited within the city.

A \$40,000 high ride recently erected was the major improvement this year. A Lindy Loop was bought, several new concessions were installed; a number of rides, including the Miniature Railway, were revamped, and new lighting system was put in and further beautification of grounds was done. Directors plan to visit several major parks within the next few weeks in search of new attractions and ideas.

## PALISADES PARK

(Continued from opposite page)

Luff Jr., Jimmy Davis, Walter Kelly, John Bench, F. Monahan, Golden Foley, Joe Pollo, Bottinger, Jimmy Maffia, Mr. and Mrs. Buddy Kirkpatrick, Fred Luff, Sol Waxman, Al Wilbur, Mr. and Mrs. Tony Ganim, Plato Guimes, Mr. and Mrs. Harry Frankel, Mr. and Mrs. Harvey Lyons, Mrs. Helen Cuny, Mrs. Teckla Brenner, Bertha Brenner, Herbie Brenner, V. C. Brody, Joe Wiseman, Mr. and Mrs. Joe Rinaldi, Artie Murphy, A. Capucci, Krall, Wall, Gallagher, Whelan, Tommy Douglas and guests, Callaghy, Tommy Larson, Phil Smith, Bobbie Drew, Joan Barry, Mr. and Mrs. George Reiser, Mr. and Mrs. Frank Borrell, Kenneth Common, Miss Mannion, Joe Salerno, Kelly and guest, Jimmy Corcoran, Harry Haddad, John Protorious and guests, Eddie Reicher, Doc Reicher, Sue Schwarzmann, Dick Bowe, Mr. and Mrs. Billy Woods and guests, Betty Ward, Albert Whitworth, Happy De Mateo, Johnny Bird, Mr. and Mrs. Johnny Greenwood, Mr. and Mrs. Clarence Scofield, Sammy Grimaldo, Jackie Morris, Jimmy Murray, Leo Jordan, Ed McAvoy, Mr. and Mrs. Harold De Witt, A. Borroughs, Irving Kahn, Mr. and Mrs. Eddie Jeanette, John Kersnowski, John Winkler, Guz Zubach, C. Benitendi, Al Nahas, Eleanor Boren, Charles Nahas, Agnes Chester and guest, Murtz, Rose Hipps, Helen and John Lennon, Edith Jaimes, Emil Luraschi, Barbara Knapp.

After chicken bones were carted away and tables moved for dancing an impromptu musical show was given to accompany the Merry Melodians. Dr. Frank J. Vita and Sue Schwarzmann sang and Dorian Thompson managed to squeeze in a few lyrics. The get-together, starting after the park closed for the night, broke up in the wee small hours when a rumba contest between Minnette Dobson and Harry Shepard and Eleanor Boren and Adolph Schwartz was called a draw.

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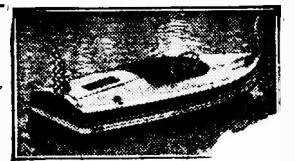


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WATER SKOO

# SHOW WORKMEN AFFECTED

## All Come Under Wage-Hour Law

Only exception is where shows stay in one State—performers, parks exempt

CINCINNATI, Sept. 17.—On October 24 the Fair Labor Standards Act of 1938, generally known as the Wage-Hour Bill, will become effective. As many provisions of the law affect the show world, a special representative of *The Billboard* made a thoro investigation of them, and wherever in doubt obtained unofficial interpretations by a member of the solicitor staff of the Labor Department, which has created a "Wage and Hour Division" for the administration of the law, with Elmer F. Andrews in charge as administrator.

The act requires industries in or affecting interstate commerce to pay not less than 25 cents an hour or work employees more than 44 hours a week. The general wage minimum will increase automatically to 30 cents at the end of the first year and to 40 cents at the end of seven years. The work week will decrease to 42 hours after the first year (See *SHOW WORKMEN* on page 52)N

## Brydon's Oddities To Open in Altoona

ALTOONA, Pa., Sept. 17.—After an absence of four years, International Congress of Oddities, under direction of Ray Marsh Brydon, will return to the road opening at 1111 11th avenue here September 28. Organization will play one-week stands only over a route of key cities.

Freak and novelty line-up includes Jolly Rose Benson, fat girl; Burkhardt, magician; Tom McLendon's tattooed family, Saddle Tramps; Jack Huber, armless artist; Ella, elephant-skinned girl; Wilbur (Big Mouth) Harris; Roland Ward, anatomical wonder, and Little Lord Leo, small man. Jean Jeannette will be in annex.

Willard Backenstoe has been contracted to furnish his tribe of pinheads and shrunken-headed people, together with Zippo, successor to Zip, the original "What Is It?" as feature ballies. A crew of four combination billers and lithographers are already at work posting the city.

## Biz Outlook for Shows In Detroit Is Favorable

DETROIT, Sept. 17.—Sponsoring organizations are going right ahead with plans for carnivals, with indications that a couple of shows will play lots here for at least the next month. Churches dropped out as active sponsors in recent weeks, evidently preferring the warmer weather. Locations tend to be more central now than heretofore, one show breaking in a new lot last week at the Grand boulevard and 12th street.

F. W. Beaudry American Legion Post is sponsoring one this week at Woodward avenue and Endicott street—the only show to play Main street this season.

## HASC To Meet This Week

KANSAS CITY, Mo., Sept. 17.—Heart of America Showmen's Club's first fall meeting has been scheduled for next week at its headquarters in the Reid Hotel, formerly the Coates House, here. Many members have already returned from the road. Abner K. Kline, president, announced that an extensive drive for members is planned.

## R & C Employee Robbed

SYRACUSE, N. Y., Sept. 17.—Lincoln McDonald, calliope player with Rubin & Cherry Exposition, which furnished the midway attractions at the State Fair here, was last week from State Fair after recovering from a severe laceration he received from a robber, who took him of his pay envelope \$43.60. His assailant escaped.

## Suggestion to Elmer F. Andrews

*The Billboard* understands that you, as the Administrator of the Fair Labor Standards Act of 1938, are going to appoint in the near future Industries Committees for the industries of the country as requested by this act.

This no doubt means that a committee will be appointed for the amusement industry, as parts of this are vitally affected by and interested in this new law.

In view of the fact that there is a great difference of working conditions in the various branches of the amusement industry, *The Billboard* makes the respectful suggestion that you appoint not one committee for the entire amusement industry, but two, a committee for indoor amusements and a committee for outdoor amusements, each to take care of its special and very widely different activities.

*The Billboard* shall be very glad to co-operate with you at all times by publishing every decision and suggestion you may have to make in the interest of the amusement industry, both indoor and outdoor, and also wishes to thank the Wage and Hour Division of the Labor Department for its friendly co-operation which made this informative article possible.

THE EDITORS.



WHEN BECKMANN & GERETY SHOWS played Nebraska State Fair, Lincoln, September 4-9, the first newspaper man ever in a freak show was featured in the Side Show. He is Barney Oldfield, amusement editor and columnist of *The Sunday Journal and Star*, who made Ripley in February for seeing 944 movies, all they made, in 1936-37. Photo shows him on a bally opening, which was broadcast, with Freddie Jones, india rubber man; Blane Young, talker, and Bozo, clown. He did one full show, but the shows needed a press agent worse than they needed another freak, so he was signed to take the place of Walter Hale, who had left. Barney filled in at the "27 wagon" for the week, introduced Barney and Fred to Doc Kellogg, of the Associated Press, and he joined for remainder of the season, making Topeka, Kan., as the first town. Freak stunt made three magazines, every wire service, was filmed by a newsreel man and broadcast on three stations. Barney is Nebraska State Fair press agent and Lincoln correspondent for *The Billboard*.

## R & C Tops Last Two Years' Gross at New York State Fair

Organization enjoys banner Labor Day business—amusement zone is lauded by fair officials—Gruberg reports midway rides, shows do exceptionally well

SYRACUSE, N. Y., Sept. 17.—A gross greater than its midway contributed to the New York State Fair in the last two years combined was recorded by the Rubin & Cherry Exposition at the two-week event which closed today. Rubin & Cherry amusement zone was commended by Fair Director Paul Smith not only as the largest but the highest in caliber that the fair ever had included, reports Ralph Williams. Occupying twice as much space as the midway ever before had required here, entourage was ranged along the backstretch of the race track and by night floodlight towers, 17 rides and modernistic show fronts.

Labor Day business enjoyed by the show was sufficient to place the Syracuse fair prominently on the list of major Labor Day locations. Several thousands of dollars in additional business was sacrificed Saturday by the necessity of an early teardown in view of the show's 1,200-mile jump to Jackson, Tenn.

Syracuse, according to Mr. Gruberg, proved exceptionally profitable for the midway's ride devices. Skooter, Octopus, Heyday and Bob Norris' Dipsy Doodle Funhouse won swell patronage. Top money getters among the shows were Peter Kortess' Circus Side Show; George Vogstad's Streets of Shanghai and Ex-Ex-Ex; Tops of 1938, under Cleo Hoffman's management; Max Kimmerer's Midgets on Parade and his Giant Monsters, Lillian Sheppard's Miss America, Bill Moore's Motordrome and Wille Austin's Cotton Club.

## Hines Closes in Black

OSCEOLA, Wis., Sept. 17.—Following a week's engagement here, H. L. Hines' Amusement Co. closed its season after a 20-week tour, reports George W. Peterson. Show started out with 16 concessions and three shows and all finished on the right side of the ledger. Mr. and Mrs. Peterson, with their photo gallery, will join Dyer's Greater Shows for its Southern tour.

## Buck Gets Animals

NEW YORK, Sept. 17.—Frank Buck Enterprises, Inc., this week received three shipments of chimpanzees, apes, gibbons, reptiles, ringtail monkeys, "cats" and other animals from India, Africa and South America.

## Goodman SLA Show At Memphis Clicks; Nets League \$500

MEMPHIS, Sept. 17.—Showmen's League of America home and cemetery funds were increased considerably this week as the result of the highly successful benefit performance staged at the Mid-South Fair here early September 15 by Goodman Wonder Show. Event, which is staged annually by the organization, will net the League's coffers more than \$500, according to Beverly White, press agent.

Max Goodman, Milton Morris, Grant Chandler and Max Klepper spent almost all day Wednesday selling tickets until midnight for the benefit which was presented in the Show of Shows tent on the Goodman midway under direction of Sunny Burnet, of Globe Printing Co.

Talent line-up included Buddy Lake; Chalmer Collins Revue, free act; Honey Child (Mrs. Lake), Skip Dean's Nebraska Sand Hillbillies, Gypsy Leeds and Till and Lyons. Prominent visitors included Louis Leonard, Ned Torti, Denney Pugh, Mike Shapiro and Peezie Hoffman. Max Goodman climaxed the event by thanking all who helped the worthy cause.

## Storm Hits B. & G. On Lincoln Big Day

LINCOLN, Neb., Sept. 17.—Beckmann & Gerety Shows were somewhat off from a year ago at Nebraska State Fair here September 4-9, grossing about \$13,000. Every day except Tuesday, Children's Day, was even with or under a year ago.

Show made a switch of press agents here and had three from Sunday to Thursday. Walter Hale, with it more than a year, quit just as he hit town. Barney Oldfield, newspaper man and press agent for the fair, was signed on for the week, and Doc Kellogg was recruited from Lincoln's AP bureau to go on to Topeka and finish the season.

Rides were given only light play, and some shows fared likewise. A ripping storm doused the midway at dinner time on Labor Day. Blow knocked over neon towers, flattened the Harlem Stomp show and ripped some other canvas. Electric fixture repairs approximated (See *STORM HITS* on page 52)



"CARMEN" professionally but Mrs. Doc Seymour to her friends in outdoor show business has taken over the mentalist act in Lorow Bros.' oddities attraction with Hennies Bros.' Shows. She's being featured in radio and newspaper tie-ups by Joe Scholibo, press agent, and due to her personality is said to be breaking records for this end of Lorow's Ten-in-One top this season. She and Doc joined in St. Louis and laid an extensive tie-up program for fairs. Photo by Jack Dadsell.



## Dodson's Biz Not Up to Last Year

MORGANTOWN, W. Va., Sept. 17.—Rain Monday prevented Dodson's World's Fair Shows from opening here as scheduled. Organization opened Tuesday, however, to inclement weather and small crowds. General Manager G. C. Dodson reported that business thus far this season has not been good, with towns which the show played last year to good business falling off considerably this season.

Few changes have been made in the personnel since the season opened. Vittorio Zacchini, shot from a cannon over two Ferris Wheels, has not missed a single performance. Jack Brick's Four Apollos continue as favorites with the crowds. Lucille Dodson's girl shows are doing fair business. This date is old home week for Cy Holiday. Roy B. Jones, press representative, left to enter a Steubenville, O., hospital. Elmer Day's big corn game gets a share of patronage. Vernon Korhn, secretary, will head for Tampa, Fla., at close of the season.

Charles LeRoy, official announcer, continues to extol the thrills and wonders of the free acts in capable manner. This is Hager Motordrome's third season on the show. Ray and Julia Balzer left to play fairs. Joe Baker, legal adjuster, is busy entertaining city, county and State officials. Ray Cramer's Ripley Show is clicking.

Bert Minor, assistant manager, continues to keep things moving at top speed. Mrs. Clarence Sherman has returned here. Bert Brundage and wife are here.

## Happyland's SLA Show Is Success

SAGINAW, Mich., Sept. 17.—Happyland Shows' second annual benefit performance for the Showmen's League of America home and cemetery funds in the Grandstand Garden at Saginaw Fair here on September 13 was a distinct success both from a financial and entertainment standpoint, reported V. L. Dickey. Proceeds from the show, which were turned over to the league, totaled \$265. Much credit for the success of the party, which started after the show closed Tuesday and lasted until the wee hours of the morning, was given William F. Jahnke and Jerome P. Ward, secretary-manager and treasurer, respectively, of the fair. They co-operated in every way possible.

Gertrude Avery, whose attractions were playing in front of the grand stand, furnished the floor show and orchestra. All acts donated their services and offered pleasing entertainment. Sam J. Levy, of Barnes-Carruthers, was very active during the evening and his co-operation went a long way toward making the event a success. A vote of thanks was tendered Wingy Schaffer for the prominent part he played in the sale of tickets. Harry Boyles donated the proceeds from his concession to the league's funds. League Secretary Joe Streibich came here from Chicago to attend the party.

## Gala Birthday Party For Mrs. Norma Lang

JACKSON, Mo., Sept. 17.—Mrs. Norma Lang, secretary-treasurer of Dee Lang's Famous Shows and president of Missouri Show Women's Club, was tendered a birthday party in Golden Rod Inn during the organization's recent engagement at a home-coming celebration here by Mr. and Mrs. Clinton Hoffmeister and Mr. and Mrs. Relsebichler.

Many prominent business people and members of the show attended. Guests from St. Louis included Mr. and Mrs. Charlie T. Goss, Mr. and Mrs. Leo Lang and Elma Obermark, Norma's sister. Ted Reed's Darktown Follies' Band furnished dance music. Mrs. Lang was recipient of many beautiful gifts, including a huge birthday cake, topped by a candy image of herself.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 17.—This is the time of year when the thoughts of those concerned with association's activities turn toward the annual meeting, held the first Monday after Thanksgiving Day each year. Our by-laws provide that ACA shall annually meet at the same time and place as that fixed by the National Association of Fairs and Exhibitions. We are awaiting formal announcement of the date and place of its annual meeting by the NAFE, but meantime we are of the impression that this year's meeting, our fifth annual, will be held in Chicago.

In connection with this year's meeting the association is considering plans for the issuance of daily bulletins during the course of the meetings. Other novel features are also under advisement and we are certain that when our plans are fully developed they will meet with the wholehearted approval of the membership.

Many of the details in connection with our annual meeting are being handled by Richard S. Kaplan, of Gary Ind., and associate counsel for ACA. Suggestions from members will be greatly appreciated, as it is our desire to make this year's meeting an outstanding one.

## Philadelphia

PHILADELPHIA, Sept. 17.—Eighth Street Museum, featuring the same bill, is playing to fair business.

Weather was favorable for outdoor amusements this week with units working in the 69th and adjoining Yeadon districts.

Local parks which closed the season reported business greatly off from last year. While Dick Lusse was on the Pacific Coast, Mrs. Dick Lusse capably looked after the management of Forrest Park, which reported an increase over last year.

Bob Morton has returned from Toronto.

## St. Louis

ST. LOUIS, Sept. 17.—L. C. Kelley, general agent Goodman Wonder Show, spent several days here this week executing railroad contracts for his show. He reported that the organization will be one of the first to go into winter quarters this fall, as it is scheduled to close immediately after the fair season.

L. S. (Larry) Hogan, general agent Rubin & Cherry Exposition, passed thru last week en route to the show, which he reports is booked solid for the remainder of the season.

Mrs. Tom W. Allen returned here Monday after a vacation at her home in Abilene, Kan. She also spent several

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

North Pole Region, Week ended September 10, 1938.

Dear Mixer: No doubt the show world in general is wondering what A Century of Profit Show is doing way up here amid ice and snow. To make a long story short and to satisfy the curiosity of the many thousands, the bosses merely wanted to dodge the hot weather. They figured it all out on paper, proving to their own satisfaction that the saving in ice, electric fans, mint juleps and air conditioning would more than offset the railroad-ing. Then again they wanted some new as well as maiden territory. By switching their route annually they have no "last year's records" to break.

The show moved by rail (due north) some 300 miles. Then a day was spent by our shop departments placing sled runners under our cars that were towed over the ice and snow by husky sled dogs. About 50,000 or 60,000 dogs were necessary to pull the cars, which had been uncoupled. The show's tractor drivers became mushers. Pete Ballyhoo Jr. was appointed head musher, which made

## ALLAN HERSCHELL PRODUCTS SCORE BIG AT TORONTO "EX"

"RO-LO" FUNHOUSE Again Greatly Outgrosses All Competition. \$5,011.70 in 14 Days, \$810.00 in One Day.

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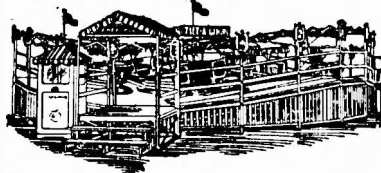
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HARRY WITT, Sales Mgr.  
MILTON AVE. BROOKLYN, N. Y.

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Illustrated  
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days visiting Kansas City. Ike Lewis led The Billboard offices here Monday while en route from points south to Chicago.

Mrs. Ray Van Wert passed thru the city last week en route from Dee Lang's Famous Shows to her home in Hornell, N. Y.

Able L. Morris, newly appointed publicity director for Helen Stephens, champion woman runner, advises that he has her booked for several engagements here.

Mr. and Mrs. Earl E. Riebe and daughter, Doris Elizabeth, accompanied by Mr. and Mrs. George Partney and Mrs. Viola Hayes, visited Dee Lang's Shows in Jackson, Mo., last week.

Charlie T. (Match King) Goss is in the East visiting circuses and carnivals.

Francis Deane, of Fulton Bag and Cotton Mills, and Matt Dawson, of the Acme Premium Supply Corp., returned this week after visiting shows in the Middle West.

## CONCESSION TENTS

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Philadelphia, Pa. Chicago, Ill.  
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**CHARLIE T. GOSS**  
With STANDARD CHEVROLET CO.,  
EAST ST. LOUIS, ILL.

## SEND YOUR ORGANS

For rebuilding and repairs to the old reliable Organ Builders.

**MAX HELLER & SON**  
Macedonia, Ohio.

doubt cost the show many thousands of dollars. Had the office known of the error in billing in time it could have overcome the mistake by sending a unit to the other pole. Wednesday night another contingent of explorers arrived. This gang knew nothing about the gala celebration. They had merely stumbled in, having been lost for some six months. With the utmost secrecy, they made the bosses promise to withhold the news that they had been found, due to the lost ones not having had time enough to get the proper amount of publicity due them.

Thursday the Eskimos discovered the show and moved in. By moving in the writer means they arrived and erected ice-block igloos on the space that had been allotted to the explorers. They more than marveled at our modernistic lighting effects and beautiful fronts. With no cash in the offing, the management decided to take as collateral in trade seal skins and furs. It even went one better. All the show's neon was traded in at an enormous profit. The lighting effects were soon adorning the ice igloos, which were kept illuminated by our show-owned light plants. The week as a whole was very profitable, shattering all former skin and fur gross records. Saturday night the show tore down, taking the light plants with it, giving the Eskimos a quick "blackout" and leaving them in the dark.

MAJOR PRIVILEGE.

### Carnival Merger

See Page 3 in this issue.

**PENNY PITCH GAMES**  
 Size 48x48", Price \$20.00.  
 Size 48x48" With 1 Jack Pot, \$30.00.  
 Size 48x48", with 5 Jack Pots, \$40.00.

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 75-Player Complete ..... \$5.00  
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**SEND FOR CATALOGUE.**  
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.

**SLACK MFG. CO.**  
 124-126 W. Lake St., Chicago, Ill.

# Midway Confab

By THE MIXER

Communications to 25-27 Opera Place, Cincinnati, O.

**DON'T** get those gasoline shorts.

**IF YOU MUST** cut, cut the superfluous, not the overhead.

**MECHANIC'S** Mechanized might be a good name for Sam's ride unit.

**FAIRS** and carnivals are as close these days as "Hey" is to "Rube," says Mrs. Upshaw.

**AMONG** editors' pet peeves are writers who submit single-spaced typewritten copy.

**TO OUR MIND** carnival working boys are just about the most loyal group of men on earth.

**THROB** and rattle of light plants cover up many sins.

**GIVE CITY EDITORS** human interest stories and they'll invariably give you space. Ordinary show write-ups lost their appeal long ago.

**W. R. HARRIS**, manager of Model Shows, reports that the show will again winter in Atlanta after close of its Georgia fair dates.

from a recent operation in General Hospital there, but that she will be confined another week.

**LLOYD (CHARLEY) WESTERMAN**, associated with Louis Rosenthal in the novelty supply business, has been confined in a Kalamazoo (Mich.) hospital for the past three weeks.

**A LITTLE** showman with a big heart once said: "Money isn't everything. Get away from the office." It was pay day.

**H. O. WALTERS**, proprietor of United Novelty and Candy Co., Detroit, is planning a trip to Florida and will leave in about a month, Mrs. Walters to remain in Detroit.

**RED FLARE SEZ**: "One of the most important reasons for the spirit of antagonism against carnivals that exists in some localities is loud cookhouse talking in presence of town patrons. Stop it!"

**BOBBIE BURNS** pens from Little Rock, Ark.: "Have my modern Museum of Human Oddities with Groves Greater Shows. We're playing to fair business, altho we had a swell Labor Day here."

**THOUGHT** for carnival managers: Grand stands with GOOD entertainment are getting plenty of business at fairs.

**Must Settle Down**

"I've been on the road nine years with the Sheesley Shows, a different town nearly every week, and six of the children were born in six different States, but it's getting time for some of them to be in school and we'll have to get off the road," said Pat Anger as he looked down on his daughter Dorothy Wanda, born at 1:30 this morning in a living wagon at the Sheesley Shows in Forest Park.

Mrs. Anger and daughter were doing well. A Coffeyville doctor attended the birth. Two boys and three girls compose the Anger family. One child died some time ago. "The heat is terrible here. We have been in the East and we didn't notice it there," Mrs. Anger said.

Mr. Anger, manager of the Zeldman rides, when asked where he intended to settle down, said, "I have the answer here in my pocket." He pulled out a telegram from Flint Park (Mich.) Amusement Co., advising him to report there for a steady job. "It's like pulling teeth to leave Mr. Sheesley, but the kids have to go to school," Mr. Anger said. "I will leave the show next week at Springfield, Mo."—Coffeyville (Kan.) Journal.

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 Analysis, 8-p., with White Cover. Each. . . . . .15  
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 Samples of the 4 Readings, Four for 25c.  
 No. 1, 34-Page, Gold and Silver Covers. Each .30  
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 Gazing Crystals, Oulja Boards, Planchettes, Etc.

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 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.  
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**ZODIAC FORTUNE CARDS.** Fine Set of 30 Cards, 35c.  
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 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise.

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 Instant delivery. Send for Wholesale Prices.

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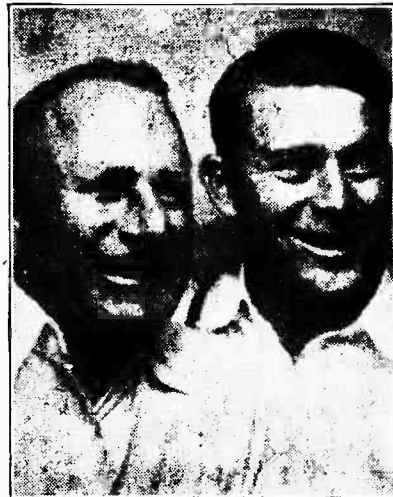
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Speedy self-sealing, handy to serve the crowd. The choice of the busy outdoor show world.  
 Four models to choose from, highest quality, lowest prices. Giant heavy aluminum 12-quart bottles, quart bottles, rotary corn poppers, ceramic corn poppers. Write for catalog and prices. Also used poppers.

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**EVENTUALLY YOU WILL CHANGE TO "NUKENO"**  
 The Corn Game Supreme. Outstanding in attraction, glamor and entertainment. Printed in five forms. 36 Cards, 7x7, \$4.00 and up; 72 Cards, \$6.50 and up; 108 Cards, \$8.00 and up. Printed on Paper for Theatres, \$3.00 per Thousand.  
**HACKBARTH ENTERPRISES, Fayetteville, N. Y.**

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**



**LEADING CONCESSIONERS** on Crystal Exposition Shows is the status enjoyed this season by John Bunts and Harry Benjamin. After forming a partnership two years ago with only one concession, the boys now have eight of the best flashed concessions on the midway, according to W. J. Bunts, manager of Crystal Shows.

**MR. AND MRS. MACK ALLEN**, of Happyland Shows, spent last week visiting and renewing acquaintances with old friends in Detroit, their former home.

**ALL** of that new equipment that is being purchased. Is it new from the factory or new on the show?

**BUCKEYE STATE SHOWS'** press book last week showed clippings from five papers in two States, four dailies, two of them metropolitan morning sheets, reports Ted Johnson.

**MARGIE BENBOW**, Cuban dancer and minstrel-show talker with Broadway Shows of America, was called home last week to Dallas to the bedside of her dying mother.

**CAPT. C. SCHROEDER**, since leaving Hilderbrand's United Shows, has been playing outdoor dates in Idaho territory. He reports that he plans to head south soon.

**WANTED. WANTED.** Good geek that can drive semi-trailer. Don't write or wire; come on. Gate and Banner Shows.

**J. PURCHASE** letters from London, Eng.: "Fearless Egbert, after more than seven years in this country, is still presenting his Wall of Death attraction and clicking."

**FRED RUSSELL** cards from Nashville, Tenn., that his wife, Ann, is recovering



**MRS. LEONE BARIE**, wife of Claude A. Barie, is pictured here apparently "thumbing" her way to the North Pole. She looks as tho she's having little success, but she isn't going to the North Pole, because it's much too cold there anyway, we betcha. Mrs. Barie, with her husband, is presenting the French Casino with Hilderbrand's United Shows, making their second season with the organization. The Baries are reported to be considering several offers to produce stock burlesque in San Francisco at close of the season.

**JIM AND HATTIE PARADISE**, of World of Fun Shows, entertained Anne Morgan and mother, of the Eric B. Hyde Shows, with a chicken dinner when the former organization played Glade Springs, Va., recently.

**BOBBY KORK** letters from Maryville, Tenn.: "Have just signed with Crystal Exposition Shows and it's really a pleasure to be with such an organization. Mr. and Mrs. Bunts are real show people."

**THAT FOLDING DOUGH** is really somethin', something that everyone wants; in fact, it's something that many of the boys are in dire need of in the winter. How much of it have you banked this summer?

**NOW** that the felt-hat season is on many colored midway workers are wearing straws. Maybe a bonus, eh?—Cousin Peleg.

**DICK SMITH** cards from Lynchburg, Va., that the dual Loop-o-Plane which he recently advertised for sale in The Billboard has been booked with John H. Marks' Shows for remainder of the season.

**"GREETINGS** from all the boys of the show," read a card from George H. Lux, of the Erie Printing and Lithographing Co., mailed while he was spending three days at Indiana State Fair and on the Johnny J. Jones Exposition midway there.

**GUESTS** AT a dinner tendered Dessadean Shakleford, of Portland, Ore., by Bob Boken, secretary-treasurer of Hilderbrand's United Shows, in the Ford Hotel, Walla Walla, Wash., recently were Verna Seeborg, Hazel Fisher and Claude and Leone Barie.

**MIDWAYS** are Dixie bound. The show trains will be greeted by the septa gentry with "Look yonda! Heah kum de fair!"

**NORMA NORMAN** has replaced her sister, Louis Louise Logsdon, in the annex on Hal Compton's Side Show with American United Shows. Louis left the organization in Helena, Mont., to play Kentucky fair dates with F. H. Bee Shows.

**DOC FONDA** letters that after spending 44 days in a Syracuse, N. Y., hospital, where he underwent a serious stomach operation, he is on the road to good health again at his home in Syracuse. He says he is anxious to read letters from friends.

**THEODORE MEADOWS**, electrician and concessioner, with Celebration Shows, cards from Wabash, Ind.: "My family and I have returned to the road again with the Celebration Shows after laying off for several weeks and we're glad to be back among our friends once again."

**YOU** can't change a leopard's spots nor will neon and grass skirts change a coach show into a Hawaiian revue.—Lizzie Schmidt, native Hawaiian entertainer.

**AL FISHER**, general agent and champion "barker" with Clark's Greater Shows, appeared in a front-page pictorial spread, keynoting the Prune and Apricot Exposition in Santa Clara, Calif., which was published in the September 11 issue of The San Jose Mercury Herald.

**WILLIAM F. ALDRICH**, operator of the Hawaiian Show with Royal American Shows, visited The Billboard's Cincinnati offices last week while en route from Paducah, Ky., to Atlantic City to

**ONE MAN TO OPERATE**

Two men can set up a No. 6 BABY ELI Wheel in 1 1/2 hours. One man only is needed to operate. Complete with all equipment, weighs 259 1/2 lbs. Entirely portable and can be moved on a 1 1/2-ton truck. Perfectly safe; and a fine investment for the Ride Man. Additional information on request.

**ELI BRIDGE COMPANY**  
 Builders of Dependable Products,  
 800 Case Avenue, JACKSONVILLE, ILL.

give his Hawaiian Show at the Steel Pier there the once over.

**FRANK ROLANDO**, formerly with D. D. Murphy Shows but now employed in Herrin, Ill., cards: "Visited Goodman Wonder Show when it played Du Quoin (Ill.) Fair recently. Organization is presenting a swell looking midway and it was good to be back seeing old friends."

**BEAUTIFUL** plush drops, gorgeous stage settings, modernistic lighting effects—all hidden by stacked-up cartons of prize package candy:

**IRENE DeMARS**, known in outdoor show business as Princess Zandra, has returned to Minneapolis to reopen her theatrical agency after a successful season as featured dancer on the 20th Century Follies with Dee Lang's Famous Shows.

**A. L. HUNT** cards from Chattanooga: "Mrs. Lydia Martin, well known in the carnival field, will open her winter season in South Carolina about October 1. Organization will be known as Lydia's United Shows and will remain south all winter."

**BAWLINGS OUT** that some manager-talkers give their help from bally platforms sound unusually bad to midway patrons, especially when the turning off of loudspeakers has been neglected.

**SPEEDY MERRILL**, who was stricken with acute appendicitis September 14 while presenting his motordrome act on the Endy Bros.' Shows midway at the Doylestown (Pa.) Fair and rushed to Abington Memorial Hospital, near Philadelphia, is reported to be resting easily.

**RAE TERRILL**, sex oddity with Crowley's United Shows, cards from Pawhuska, Okla.: "Have been with this organization for the past four weeks and I'm really surprised at the good business I've been getting. Show's personnel is tops, with everyone willing to help in any way."

**ECBERT IRONBENDER**, artistic and modernistic blacksmith on a show, says: "All carnivals should post a two weeks' closing notice to warn us that we should start saving money for winter months."

**R. C. JOHNSON**, Chicago, in commenting recently on the death of Joe Tilley, "grand old man" of the carnival field, said: "Yes, we still have some highly respected and honest people in the game who always will be until the end. One of those was Joe Tilley."

**MARCUS WHEELER** letters from Marion, Va.: "Have been with Eric B. Hyde Shows since they opened this spring in Columbia, S. C. Business has been bad, but the future looks as tho it might be better; in fact, we've enjoyed swell business at the last two fairs played."

"**ANYBODY** can be a big-gross showman at a big fair on Labor Day," remarked Bartholomew, the side-walling philosopher, who has contempt for the "no-value" type of midway show.

**O. M. (RED) FOSTER**, formerly with several carnival companies, was seriously burned on August 11 while helping install a large gasoline engine in a light plant in Salisaw, Okla. His mother reports his condition improved, but that he would like to read letters from friends in the business.

**FRED L. PRESCOTT**, press agent with E. J. Casey Shows, pens from Winnipeg: "Have been spending a few days back in shows' headquarters here while en route from Ontario spots to the West again. Weather is fine, with Indian summer in the air. Business has been picking up with it."

"**SOME** cheap, crooked chump slipped me a phony dime during the bally rush," complained Baldwin, the duke-turning ticket seller. "I had to spend a half hour of my valuable time trying to unload it. I finally palmed it off on a kid."

**WALLY BANKS**, *The Billboard* agent and concessioner with Rogers & Powell Shows, letters from Luxora, Ark.: "Have been operating my sound truck and concessions for the past 10 weeks with this organization to good business down here. Just purchased another sound truck."

**L. A. WALKER**, M. D., clinical director, Veterans' Hospital, Memphis, writes that Slim Leesman, lot manager with Buckeye State Shows, is confined

**Take Some; Leave Some**

**CANTON, O., Sept. 17.**—A gesture on the part of Dodson's World's Fair Shows during its recent engagement here did much to overcome the general impression that a carnival takes all its money out of the town it plays.

Show management obtained good reaction among leading merchants when it distributed a card reading, "You have just been patronized by one of the 675 members of Dodson's World's Fair Shows," to employees with instructions to leave a card with merchants with whom they did business. Merchants reported that it was the first time they had realized that carnivals spent money with them. Canton, incidentally, had two organizations play here this summer, first time in several years.

to bed there but seems to be responding to treatment and apparently is comfortable. He adds that Slim is permitted to read letters from friends.

"**SMILE**, dammit, smile," says the producer of midway revues to the chorines. Matters not if it be raining, sweltering hot or almost zero weather. Why shouldn't the same thing apply to other midway workers who come in contact with the public?—Oscar the Ham.

**LEO LANCASTER** writes from Camilla, Ga., that he was arrested on September 3 by the sheriff of Camilla, acting for postal authorities, and would like to hear from friends in care of the county jail there. He says he was with the Keystone Shows this year and prior to that with Royal American and Marks shows.

**WHEN ENDY BROS.' SHOWS** played Pottsville, Pa., recently Mayor Claude A. Lord, capable showman in his own right, entertained Mr. and Mrs. David B. Endy, Mr. and Mrs. Ralph N. Endy, Mr. and Mrs. Eddie Lippman, Mr. and Mrs. Speedy Merrill, Mr. and Mrs. Benny Weiss and Mr. and Mrs. Glen Ireton with a delicious dinner at his summer home.

"**WHICH** attraction on the midway is the biggest, best and most outstanding feature?" asks Ophelia Polycarp, a midway confusion fan. "I visited a carnival last week and each 'barker' in front of the 20 shows informed his listeners that the one in front of which they were standing was such."

**LONA KESLER** has returned to her home in Cincinnati after closing with Western States Shows at Colorado State Fair, Pueblo. During a visit to *The Billboard* offices last week she advised that the organization has been playing to good business and that her son will remain on the show until end of the season. Lona is the sister of Jake Arnott, ride foreman on the shows.

**PRESS AGENTS!** We know that you are usually plenty busy with local papers, but don't overlook the fact that you may have some unusual item which is of news value to readers of *The Billboard*. It's this pillar's intention to reflect a composite view of everyone in carnival business and we invite you to send in news, photos and criticisms. Be sure that you sign all communications, however.

**ADVERTISERS** should be more explicit in letting readers know what they want, remarks Milo McGoof. Just write, "Will book anything that does not conflict with the wife's palmistry, sister's mugging machine, aunt's frozen custard, brother-in-law's Hoopla and Cousin Peleg's ex on bingo. We have letterheads, gate and cable."

**TED GREENSLADE**, of *The Toronto Star* staff, took a few days off to act as press representative for the Conklin Shows at London (Ont.) Fair. Greenslade, an ace reporter, had his first experience as a show p. a. He is a former Far Eastern U. P. man and was in Shanghai several years as a staff correspondent. He is a Vancouver (B. C.) University man and has traveled most of the globe, as well as being a well-known writer of fiction.

"**FREE ACTS** in Oklahoma seem to be of the high-dive variety," letters Bob Bovey, aerial contortionist, from Maryville, Tenn. "What is it? Low landscape, lack of water or the merits of the high dive? Townsend, with J. J. Colley Shows, is playing Pauls Valley; Webb, with Crowley's, is in Nowata; Leo Simon, on Tidwell's, is playing Anadarko, and Blake, on Western States, is playing

Blackwell. Thanks for *The Billboard* as the outstanding non-partisan amusement channel."

"**IF YOU** don't like what I am doing, how I do it or what I say, just pay me off." Showmen and ride operators who do not pay their help must forget that they are the bosses while operating under such conditions and swap the no-pay abuse for the verbal kind. No one can operate successfully and be the boss if he has no voice in the matter.—Lizzie Smith, of the Hawaiian Revue.

**BUCK MOUGHIMAN**, exhibitor at Holmes County Fair, Millersburg, O., mourned the loss of what was said to be one of the most unique attractions on the grounds. Buck recently purchased a midget horse, weighing 50 pounds, and exhibited it at the fair for its first public appearance. Before retiring one night he tied the animal to a stake outside the tent. The next morning he found it dead. The rope had become twisted around the horse's neck and death was caused by strangulation.

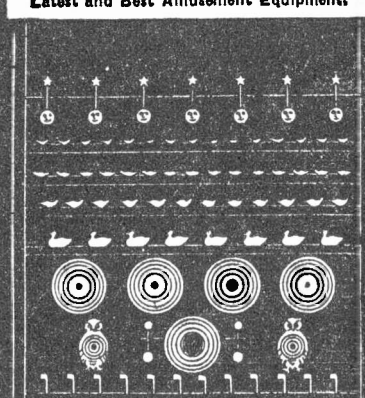
**KELLIE KING** letters from Parkersburg, W. Va., that it was erroneously reported in the September 17 issue that he solicited concessioners at Stark County Fair, Canton, O., and collected a substantial sum of money which was wired to Floyd Short's widow at Kenton, O., the day following his sudden death there on September 6. King states that this money was a flower fund contributed by Mr. Short's fellow showmen.

**LINE-UP** of the Gooding Greater Shows No. 1 unit, which played Hamilton County Fair, Carthage, O., last week, included J. F. Murphy and E. C. Drumm, managers, and Mrs. Charlotte Drumm, secretary-treasurer. Ride foremen were Ray Ripple, Heyday; Chuck Clymer, Ridee-O; Charley Suckles, Ferris Wheel; Peasey Blair, Kiddie Auto Ride; Joe Hood, Sky Ride; Dutch Taylor, Merry-Go-Round, and Rex Cohee, U-Drive-It. Show line-up included Bert Perry and Hi Johnson, Side Show; Alligator Tex, Snake Show; Jim Mulholland, Bobby Show; Harry Potter and Edwin Perry, managers of Rollo, funhouse; S. Hooks, electrician, and Henry White, trainmaster.

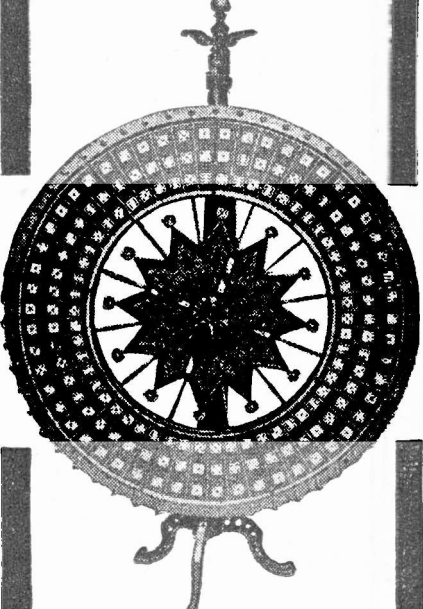
**GOOD** showmen never refer to a workingman as a "roughneck." His type are the backbone of a midway and should be respected for their loyalty. They make it possible for the show to go on. Only those who try to build up a false front and place themselves in a self-superior category (unrecognized by others) do so by belittling their fellowmen. Workingmen make their money honestly and by the sweat of their brows.

**SEASON'S END NOTES** from W. C. Huggins' West Coast Shows: With the end of the season just around the corner personnel is making its winter plans. . . . Owner W. C. Huggins and Mrs. Fern Huggins will tour the Middle West and East, attending fair meetings en route and relaxing when time permits. . . . Dee and Mrs. Newland will return to Seattle for a month's vacation. . . . General Agent Harry L. Gordon will head the contingent which will make Los Angeles its headquarters. . . . Joe de Mouchelle, Joe Glacy and Carl

**EVANS**  
**MONEY MAKERS**  
 Rely on Evans 48 Years' Experience for Latest and Best Amusement Equipment.



**SHOOTING GALLERIES**  
 IMMEDIATE DELIVERY.  
 Complete Line of Shooting Galleries. Supplies for All Makes.



**EVANS DICE WHEEL**  
 One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

**PADDLE WHEELS** of All Kinds **\$7.50 up**

**EVANS ALUMINUM MILK BOTTLES**  
 Far superior to old wood bottles. Sound like falling glass when knocked over.  
**\$10.50 PER SET**

**FREE CATALOG**  
**H. C. EVANS & CO.**  
 1520-1530 W. Adams St., Chicago, Ill.



**OCTOPUS LOOP-O-PLANE**  
**TWO BIG WINNERS**  
 PERMANENT OR PORTABLE.  
 EVERLY RIDES GUARANTEE BIG PROFITS

**EVERLY AIRCRAFT CO., Salem, Oregon**  
 ABNER K. KLINE, Sales Manager. Lusse Bros., Ltd., Blackpool, England, European Suppliers.



**ZIMDARS GREATER SHOWS, INC. WANTS**

For seven more Alabama Fairs—Shows with or without outfit. Concessions of all kind, come on. Can use Band Men for Jig Show (Bass, Tuba, Trombone). This show will stay out until cold weather. Will buy Ridee-o. Must be in good condition. Address, this week, Fair, Athens, Ala., or per route.

**O. C. BUCK SHOWS**

CAN PLACE Legitimate Concessions of all kinds, including Scales, Photos, Novelties and few Stock Wheels.

WANT Talker and Acts of all kinds for Sideshow. Jelly Roll Jones wants Musicians and Performers for Minstrel. Salary out of office.

Farmville, Va., Fair, this week; followed by Weldon, Clinton, Woodland, Emporia and Littleton; all Fairs.



It's New  
**GUESS YOUR HEIGHT  
 SCALE**  
 Is Going Over Big  
**SURE WINNER**

Your opportunity is here. No experience is necessary. In a few days you can become an expert operator and be on the road to a nice income. Write for descriptive circular.

Manufactured by

**D. BIERBRAUER, Sr., Coldwater, New York**

## ART LEWIS SHOWS, Inc.

CAN PLACE FOR THE CREAM OF NORTH CAROLINA FAIRS (ALL TOBACCO CENTERS) and for Our Florida Circuit of Fairs.

All Bona-Fide Fairs.

SHOWS—Circus Side Show (have top and banner line), Monkey Circus, Illusion Show, Organized Minstrel Show, Funhouse or anything else not conflicting.

RIDES, ROLOPLANE.

CONCESSIONS—Legitimate Grind Stores only. Novelties and Scales, Pitch-Till-Win, etc. Harry Decker wants Lady Ball Game Agents.

We also can place Ride Help. First-class COOK HOUSE for balance of season, including Florida Fairs. Also ELECTRICIAN thoroughly experienced, sober and reliable.

Address ART LEWIS, Gen. Mgr., Rutherfordton, N. C., all this week, Sept. 26 to Oct. 1, Williamston, N. C. (Fair); week Oct. 3-8, Wilson, N. C. (Fair).

Fortman will remain in the Northwest temporarily with a storehouse before returning to Los Angeles. . . . Mrs. and Billy Williams and Frank and Lowell Eatfield are going South. . . . Clark Willey remains in Aberdeen, Wash., his home town. . . . Jerry and Julia Boulting and Mrs. Jack Lee will hie themselves away to their home in San Diego, Calif. . . . Ma and Pa Frederickson plan to visit relatives in Minnesota before returning to Hollywood. Frank and Jack Schaeffer will make several more spots. . . . Mr. and Mrs. Milton C. Hickman will return to Long Beach, Calif. Jimmy Kling, assistant manager, plans to visit friends and relatives in Indiana.

### STORM HITS

(Continued from page 48)

\$800 alone. Whole midway was off for the night.

This is Jean Wright's home town. Pete Kortez' freaks joined the audience to see Barney Oldfield, Lincoln newspaper man, who was featured with them. Prince Denes and Lady Ethel very proudly show off their trailer. Nearly every girl in Nancy Miller's show bought a dog. Earl Chambers' monkeys were a good kid attraction. Alliteration is Doc Hartwick's stock in trade.

### SHOW WORKMEN

(Continued from page 48)

and to 40 hours after two years. However, minimum wages higher than 25 cents an hour but not more than 40 cents may be fixed immediately in a given industry upon recommendation of a committee appointed by the administrator to study the actual conditions in that industry. The act states specifically as its objective "a universal minimum wage of 40 cents an hour as rapidly as is economically feasible without substantially curtailing employment."

For all work hours above the stated maximum-hour week time and one-half must be paid to employees.

#### Who Is Affected by Law?

The preamble to this law states much more clearly than the Social Security Act the definition of commerce and industry as concerned by the act. "Commerce," the law states, "means trade, commerce, transportation, transmission or communication among the several States or from any State to any place outside thereof. . . . The term employee includes any individual employed by an employer. . . . Industry means a trade, business, industry or branch thereof, or group of industries, in which individuals

are gainfully employed." This definition is very inclusive, and it is plain that the lawmakers attempted to make this law as far-reaching as possible. However, only industry and commerce that come under the "interstate commerce clause" are affected.

"The best guidance for your outdoor show industry," stated Rufus Poole, associate solicitor of the Labor Department, "is the fact that the federal government has no power to regulate purely local business. The administration has no authority to rule that any industry or specific group of workers is exempt, such decisions being solely for the courts to make. The law does not permit the administrator to rule on the question of coverage."

#### Amusement Parks Not Affected

The representative of *The Billboard* has been informed unofficially that amusement parks are not covered by this law, as they will be regarded as local business enterprises and have nothing to do with interstate commerce. They are purely subject to local and State regulations and laws as heretofore.

There is also no question that performers will not come under the law, as they will be considered as professionals, and, under Section 13 of the act, "persons employed in bona fide executive, administrative, professional or local retailing capacity or in the capacity of outside salesman" are exempted from the law. This also will exempt all outdoor show executives. Minor children who work in circus acts, when permitted to do so under other federal or State laws, will also be exempted from the stringent child labor provisions of this law, as Section 13c states: "These child labor provisions shall not apply . . . to any child employed as an actor in motion pictures or theatrical productions."

#### Traveling Shows Affected

There can be no question that all outdoor shows traveling in interstate commerce are subject to the provisions of this law. Interstate commerce means that the show must have exhibited in more than one State during its season on the road. A show that does not leave Ohio during its entire season, for instance, would not travel in interstate commerce and would not be subject to the law, but one single stand across the border of Ohio in Indiana, Kentucky or any other State would mean that the show is doing business in interstate commerce, and in that case the Fair Labor Standards Act applies to all its employees, with the exception of professional performers and executives. We are informed that outdoor shows under

no consideration would be considered as "seasonal" industries, which can employ their people for a period of not more than 14 weeks in any calendar year 56 hours per work week without being forced to pay overtime to their employees. Even in this case the lowest wage rate of 25 cents per hour must be applied.

#### Board Can Be Figured as Wages

Under this law outdoor shows can employ their workmen, beginning October 24, only 44 hours per week, for which they have to pay the minimum wage of \$11 per week. For work over 44 hours per week they will have to pay time and one-half.

But there is one very important difference between the defunct NRA law and this Fair Labor Standards Act. The latter law does not provide that an employee can work only a certain number of hours in every working day, as long as the total does not exceed 44 hours per week, and we feel sure that not one employee of a carnival or circus puts in more than 44 hours' actual working time in any given week. When a carnival puts up or takes down workmen may be working 12 hours on these two days, but we doubt if they would put in more than five hours' actual work per day on the other four days in the week, which would make the allowed total of 44 hours. We also doubt if workmen on a circus put in more than seven hours per day actual working time during the six days of the week. The only time a circus may fall under the overtime clause would be when a Sunday performance in a new town is given.

However, there is one consolation for circus and carnival owners. The minimum salary does not have to be paid in cash entirely. Meals and sleeping accommodations are acceptable under the law as part of wages, as stated in Section 3 M, as follows:

"Wage paid to any employee includes the reasonable cost, as determined by the Administrator, to the employer of furnishing such employee with board, lodging or other facilities, if such board, lodging or other facilities are customarily furnished by such employer to his employees."

We are informed that the Administrator will accept the Social Security Act figures for board and lodging to constitute part of the wages. In other words, if a show owner has figured \$5 per week per employee as cost for meals and lodging and added this amount under the Social Security Act to the wages paid his employee, it will be accepted as satisfactory if the employer deducts \$5 per week for meals and lodging from the minimum wage of \$11 per week allowed under this law and pays only the balance of \$6 per week in cash to his employee. But an employer cannot add, for instance, \$5 to the Social Security Act wages and deduct \$7 from the Fair Labor Standards Act minimum wages.

#### Concessions Affected

Every employer, show owner, concession owner, band leader, etc., who is considered under the Social Security Act as independent contractor, is also subject to this act, provided he transacts his business in interstate commerce. A concessioner or a side show or ride owner who stays in only one State during a season, is exempted, but one stand in another State is sufficient to bring him under the law.

Nothing in the regulations of the Fair Labor Standards Act can be found that would make the application of a unit rule for show owners possible. In other words, circus and carnival owners are only responsible for their own employees, and so are the independent contractors.

In regard to concessioners in interstate commerce, it is doubtless that their workmen and stock-keepers come under the provisions of the act. However, we are informed that the concession clerks may be considered as salesmen and may be exempted under one of the clauses of Section 13, which reads, "Any employee engaged in any retail or service establishment the greater part of whose selling or servicing is in interstate commerce," is exempted from the wage and hour provisions.

#### Industries Committees

One of the first official actions of Administrator Andrews will be the appointment of Industries Committees for individual industrial groups of employers. These committees are to consist of an equal representation of employers and employees of each industry and an impartial representative of the public. These Industries Committees shall convene from time to time and recommend the minimum rates of wages to be paid

in their industry. The Administrator may disapprove such recommendation and refer the matter back to the committee, or he may discharge the committee and appoint a new one.

Only the U. S. Circuit Court of Appeals can rule that an order issued by the Administrator be modified or set aside in whole or part, and from this decision there is possible only an appeal for review to the Supreme Court of the United States.

#### Union Agreements Accepted

Union agreements between employers and employees in regard to wages and working hours "gained in collective bargaining by representatives of employees certified as bona fide by the National Labor Relations Board" are acceptable to the Fair Labor Standards Act, provided the agreement stipulates not more than 1,000 working hours in 26 consecutive weeks or 2,000 hours in the 52 weeks of a calendar year for any one employee, which is the top limit under the Wagner Labor Act.

Here we come to a highly important point, especially important in view of the labor controversies between circuses and the AFA. According to Section 8c2, the Industries Committees shall consider in recommendation of minimum wage rate in a given industry "wages established for work of like or comparable character by collective labor agreements negotiated between employers and employees by representatives of their own choosing."

It is one of the duties of the Administrator to submit such facts to the Industry Committee in any given industry. For instance, if one big circus makes an agreement with the AFA in regard to wages and working hours, the Administrator can submit this agreement to the Committee for the Amusement Industry and insist that the wage rates and working hours of this agreement be made to apply to all circuses in the same class, even if the other circuses have no individual agreement with the AFA. The writer believes this will lead to all circuses and carnivals getting together in groups and making union agreements, because in the end they may be forced to grant the same working conditions regardless of the fact that they did not make any individual agreement.

#### Physically Deficient Exempt

Another clause is of interest to outdoor show owners, because very often they have old or incapacitated showfolks around for little jobs, watchmen, etc., just to take care of their bread and butter. Under Section 14 lower wages can be set for these unfortunate people. The law on this point reads as follows: "The Administrator has the right to provide for employment of learners, apprentices and messengers, employed exclusively in delivering letters and messages, also employment of individuals whose earning capacity is impaired by age or physical or mental deficiency or injury at lower wages than the law otherwise provides."

#### No Wage Cut, Hour Increase

To avoid the tendency of some employers to circumvent new laws by doing some scheming before the law goes into effect, Congress has written the following provision into the Fair Labor Standards Act in Section 18: "No provision of this act shall justify any employer in reducing a wage paid by him which is in excess of the applicable minimum wage under this act, or in increasing hours of employment maintained by him which are shorter than the maximum hours applicable under this act."

It is stated that this provision will be considered as in effect since the passing of the act by the 75th Congress on June 25 of this year to make it impossible for employers to go around the new law by juggling of wages and working hours.

Section 18 also states that federal or State laws or municipal ordinances establishing a higher minimum wage or a lower maximum work week have the right of preference over this act and are not affected in any way.

#### Heavy Penalties Set Down

Violation makes the employer liable to a fine of not more than \$10,000 or to imprisonment for not more than six months, the prison sentence to apply only to second offenders. The employer is also liable to the employee in the amount of unpaid minimum wages or unpaid overtime compensation, and an additional equal amount as liquidated damages in any court of competent jurisdiction, also to reasonable lawyer's fees.

*The Billboard* shall be glad to answer all questions of outdoor showmen in regard to the application of this act to their individual cases.

**Wallace Bros.**

(Baggage cars and trucks)

Macon, Miss. Week ended September 10. Nozabee County Fair. Weather, very hot. Business, satisfactory.

Move here from East St. Louis, Ill., was made without serious mishap. This was the third time shows played here and business was off considerably from two years ago. Extreme heat was principal factor in reducing attendance. Show canine lovers had their day Wednesday at the annual dog show and walked off with three firsts and one second prize. Mrs. A. E. Walsh's Pekingese won first in its class; Frank Spark's water spaniel won the blue ribbon in its class; Joseph A. Ulcar took blue ribbon with his black and tan, while Carl Bryant's spitz won second prize in that class. Lee Houston (Leona-Lee) closed in Iowa. Sid Crane is now managing a strongly augmented side show. Mr. and Mrs. Freeman joined with two concessions, and Mr. and Mrs. Gordon came on from J. J. Page Shows with frozen custard machine. Glenn Osborne and William Avery also joined concession row here. Ernest E. Farrow Jr. returned to school at Murray, Ky., after a short vacation with his parents. Buddy Frank returned to school at Clarksdale, Miss. Mrs. Edna Frank purchased a housecar. The writer returned to show for his first visit in six weeks. En route to Macon Mr. and Mrs. Miller, Mr. and Mrs. A. E. Walsh and Mrs. Farrow spent a night at Frank Sutton's tourist camp at Osceola, Ark. Recent visitors included Mr. and Mrs. Charlie T. Goss, Martin and Evelyn Wirth and J. Crawford Francis.

WALTER B. FOX.

**White City**

(Motorized)

Ontario, Ore. Seven days ended September 5. Auspices, Malheur County Fair and Rodeo Association. Location, City Park. Business, excellent. Weather, fair. Pay gate, 10 cents.

Legion and fair board extended complete co-operation here. Three-mile parade Labor Day was a creditable one. Shows covered the park and a center street. Joe White opened his new ball game, with Jean Casper and Elaine Taylor as operators, and went over the top the first week. Concessioners adding concessions included R. Zimmerman, P. D. Williamson and George Mitchell. Lucille King spent the week visiting the show before departing for Elko, Nev. Frank Forrest's Ten-in-One topped the midway, with Ted LeFors' bingo a close second. Red Dunne purchased a new housecar. Payette Day, Saturday, drew over 4,000. Carl Hagerman celebrated his birthday anniversary and was given a surprise party by his friends on the show. General Manager C. F. Corey, accompanied by Carl Hagerman, made a three-day trip to Portland on business. Earl Eugene Branan arrived from the East and was placed in charge of the kleig lighting system. Mr. and Mrs. Al Weinstein, of Boise, Ida., were guests of Mr. and Mrs. C. F. Corey here.

Cambridge, Ida. Four days ended September 10. Auspices, Washington County Fair Association. Location, streets. Business, excellent. Weather, rain. Pay gate, 10 cents.

Lowest gate any day here was 1,500, graduating daily until 4,000 arrived the closing day. Concessions for the first time in months went to town, reaping the best business of the season. Weiser, Ida., sent its bands and the celebration went on until 3 a.m. each morning. Fair board gave whole-hearted support. Three-day fair was extended to four to accommodate the crowds after rain fell the second day. Frank Forrest's Ten-in-One topped the midway, with Don Waters' Athletic Show second. Mike Herman arrived from the Vancouver Fair after a four-week visit to Southern California. Mrs. Myles Nelson returned greatly improved in health and resumed her position as marquee mistress. Marlo and LeFors and May Collier, free attractions, were popular here. Pa and Ma Slover and Floyd and Bonnie Hole took the week off but will return during the Elko Fair engagement.

WALTON DE PELLATON.

**Krekos' West Coast**

Gresham, Ore. August 22-28. Multnomah Fair. Weather, good. Business, up 25 per cent over last year all around.

Spot increased both on gate and in business as far as the show was concerned. Rides, concessions and shows played to good business. A. H. Lea, veteran fair secretary, did himself proud this year. Gus Fischer, brother of Al

**Full-Date Carnival Show Letters**

As Reported by News Representatives for the Shows

Fischer and Portland, Ore., newspaper man, was on hand nightly.

Lakeview, Ore. Rodeo. September 1-5. Weather, good. Business, very good.

For the first time in many years show's No. 1 unit played this fair and it turned out to be one of the best spots it has played this season. Charles Walpert wired from Vancouver, B. C., that business was great there for his shows and that he would return to the lot in Yreka. Mike Krekos left for San Francisco on business. W. T. Jessup returned to the show with several late season fair contracts. LEO LEOS.

**Penny & Hyde Combined**

Abingdon, Va. Week ended August 24. Southwest Virginia Fair. Weather, fair. Business, good.

Penny Amusements and Eric B. Hyde Shows arrived from different points to combine at the fair here and presented what was said to be one of the largest organizations ever to appear here. Thru the efforts of G. Y. Booker, president, and A. McBradley, secretary, the fair was successful. Bob Penny assisted in the horse show judging. Midway was packed nightly, and rides and shows did capacity business. Bob Penny's brother, Jim, and one of the team of Penny Bros., twin auctioneers, visited daily. Mrs. Jim Penny presented Mrs. R. D. (Bob) Penny with a trailer. Other visitors included

joined here for remainder of season. Peanuts Richardson's Swingtime Revue is doing well. Danny Edenfield joined with his grab stand and had a big week. Joy Greggs is the new feature dancer on Miss United States show. A number of the personnel visited Leighton (Pa.) Fair, where all were cordially greeted by Endy Bros. and Eddie Lippman. Mrs. Shirley Lawrence's father, mother and rest of family visited her here. Eddie Owens, lot superintendent, is still laying it out nicely. All trucks have been overhauled for the Southern trek. Manager Sam Lawrence has been busy greeting fair secretaries from this section. Jack Sidney's Cotton Club Revue is clicking. DICK NUFER.

**Silver State**

(Motorized and railroad)

Gordon, Neb. August 30-September 2. Auspices, Sheridan County Fair Association. Location, fairgrounds. Weather, fair. Business, very good.

This date would have been a banner one had Old Man Weather been just a little kinder. It spoiled the last day entirely. The week before this date the shows were divided into two units, one going to Sioux County Fair, Harrison, Neb., and the other to the Friendly Festival, Hay Springs, Neb. Concessions enjoyed good business at Harrison, while the shows and rides did equally well at



MEMBERS OF THE MIDGET SHOW on World's Exposition Shows shown here with Max and Nancy Gruber are, left to right: Jack Nelson, Ruby Nelson, Minnie Wright, Virginia Campbell and Mary Ross. Tony Grampus is in the left ticket box, with Will Smith in the right. Photo, which was snapped when the organization played Alexandria, Va., recently, was furnished by Arthur Stokes.

Mr. and Mrs. Johnny Bullock, of Bullock Amusement Co.; Red Kelly, popular general agent; Mr. Gillum, secretary, Wise (Va.) Fair; M. L. Whittaker, secretary, Tazewell (Va.) Fair; Mr. Lanningham, secretary, Pennington Gap (Va.) Fair, and R. G. (Doc) Felmuth and wife.

Wise, Va. Fair. Week ended September 3. Weather, fair. Business, good.

Shows did not open Monday night due to late arrival, but with a free gate Tuesday and Wednesday everything received good play. Thursday, opening day of fair, drew well, with Friday and Saturday proving banner days. Everyone connected with shows wore smiles and gave credit to Managers Bob Penny and Eric B. Hyde for making the two weeks the most successful so far this season. Much handshaking and good will was evident Saturday night as the two shows prepared to dissolve so that each might play the long string of fairs they have under contract. Penny Amusements left for Coeburn, Va., and the Hyde Shows going to Marion, Va. Mrs. E. Trivaudey joined Penny Amusements with her cookhouse. EDDIE MACK.

**Sam Lawrence**

Windgap, Pa. Week ended September 3. Italian Celebration, St. Mary's Church. Weather, fine except Thursday when rained out. Ten-cent gate. Business, fair except Saturday, very good.

With exception of Thursday weather was ideal. Committee co-operated splendidly. Attendance picked up nightly, and Saturday was a banner one. Children's Matinee was light. Shows and rides were renovated here. Tilt-a-Whirl

Hay Springs. Milo Anthony added several new attractions to his Congress of Wonder Shows, feature being Prof. J. R. DeMarcus. Captain Frankie, with Ron-Ton and Bingo, has been enjoying good patronage. Sammy George joined with his fan dancers. Jimmie DuPree, scenic artist, is kept busy repainting show fronts. Earl Nelson is handling the lot and moving of the show in swell manner. Bill Nelson and wife have enlarged their photo gallery. Mr. and Mrs. Paul Towe are busy entertaining and being entertained by old friends. Louise Ringol returned to the show here. BILL STARR.

**Johnny J. Jones**

(Railroad)

Indianapolis. Week ended September 10. Indiana State Fair. Weather, ideal. Business, big.

Second week here was marked with so many social events, so many visitors, so many new midway innovations and so many prominent visitors that space will not permit the writer to go into details regarding each. Business from the beginning until closing each day was big, and Sunday, Monday, Wednesday and Thursday almost every attraction did capacity business from early morning until late at night. To say that the midway was more than beautiful would be putting it mildly. New neon decorations arrived Labor Day, and much of it was in evidence before the day ended, and E. Lawrence Phillips has announced that enlarging and beautifying of the midway will continue. After seven days of mammoth grosses the spirits of every

showman and ride operator are high, and show still has a swell route of State and county fairs to be played.

So many visitors came to honor the show that it is almost an impossibility to mention all. However, the writer will attempt to name them all and hopes that none are slighted. Mr. and Mrs. A. C. Hartmann, Mr. and Mrs. Claude R. Ellis, Mr. and Mrs. Nat Green and Mr. and Mrs. Bill Sachs, of The Billboard; Eugene Whitmore and Harry Atwell, Chicago; Jack Dadswell and family; Mrs. Walter A. White, visiting Mrs. Hody Jones and the staff; Mr. and Mrs. J. E. Rettle, Brandon, Man.; Maurice W. Jencks, general manager, and C. Lane, publicity director, Kansas Free Fair, Topeka; Sam Mitchell, Kansas State Fair, Hutchinson; J. A. Terry, La Porte (Ind.) Fair; F. J. Claypool, manager Muncie (Ind.) Fair; Mr. and Mrs. Charles Williams, Anderson (Ind.) Fair; F. T. Strieder, John O'Ryan, Tampa Fair; Orville Hennies (owner), R. L. Lohmar (general agent) and Mr. and Mrs. Joe Scholibo, Hennies Bros. Shows; Larry S. Hogan, general agent, and Louis Hoffman, special agent, Rubin & Cherry Exposition; George H. Lux, Erie Lithographing Co.; Mr. and Mrs. Dell Darling, Erie, Pa.; Mike T. Clark, retired general agent; L. Clifton Kelly, general agent, Goodman Shows; Ban Eddington, Columbia Show Print; Bob Morris, G. Taylor, La Porte Fair; George F. Cramer and son, Spillman Engineering Corp. STARR DeBELLE.

**Crowley**

Nowata, Okla. Week ended September 10. Location, Fairgrounds. Auspices, Nowata Free Fair Association. Pay gate, 10 cents. Weather, ideal. Business, rotten.

Show was late leaving Lawton, Okla., with the result that Labor Day was lost. Tuesday, Wednesday and Thursday business was fair, Friday was a near bloomer and Saturday the poorest since start of season. Publisher Norton and Managing Editor R. W. Holmes, of The Daily Star, gave the show much publicity. Both were guests of George C. Crowley, as were The Daily Star's newsboys. Visits were exchanged with Colley Shows, Russell Bros. Circus; Sheesley Shows, at Coffeyville, and Al G. Barnes-Sells-Floto Circus at Bartlesville. Col. J. J. Colley and Capt. John Sheesley were tendered midnight luncheons here. Members departing here included Harry Bust and wife. Capt. George Webb's free act was popular here. Rae-Terrill, man turning to woman, topped midway receipts. Tex Chambers' five concessions scored well. Jack and Kittle Thomas joined here. Whitey Austin is again operating cigaret shooting gallery. Mr. and Mrs. Otis Vaughan's new Ridee-O topped rides. Newcomers to Stanley J. Groos' Cavalcade of Wonders were Le Ray, magic; Ray Smith, midway's Edgar Bergen; Frosto,

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Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

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Have for Sale Eight Car Whip, Chairplane, Kiddie Ride and Mechanical Show.

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For real Street Celebrations and Fall Festivals, September 21-24. Seaman, O., two days and four nights; Manchester, O., six big days. Pop Corn, Pitch-Til-U-Win, Hoop-La, Ball Game, Cigarette Shooting Gallery, or any other Games.

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5 tame Rhesus and 2 African Green Monkeys, all healthy and partly trained. \$12.00 Each, or \$75.00 for all 7 with Cages. Home-made 10-Car Kiddie Auto Ride, Corn Game Top and Frame, 16x20; two used Tops, one 20x40, one 14x21.

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BOWLING GREEN, VA., WEEK SEPT. 26. Legitimate Concessions: \$15.00 for X. Tobacco Markets and Fairs to follow. We own our Rides. Out until Thanksgiving.

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El Wheel No. 5, El Power Unit, New Seat Covers, New Base Boards, New Cables, in first-class shape. Serial Number 382. Operating m.w. Cash price, \$1,850.00. One Pair Boxing Gloves, \$2.00.

JOE W. STONEMAN, Mullens, W. Va., This Week.

## FOR SALE OCTOPUS RIDE

Latest, in first-class condition. Everything needed with it. And one new latest Smith & Smith Kiddie Aeroplane Seebag. Address

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## "BINGO BUSINESS"

A Column About Bingo in the  
**WHOLESALE MERCHANDISE  
Department**  
**THIS WEEK and EVERY WEEK**

and "Happy" Hoover, clown and one-man band. Memorial services were held for Mrs. Ovella Heith, sister of W. H. Bonta, who died following an operation at Dallas. Visitors included Judge R. A. Thomason, State Senator Penn Couch, "Slim" Johnson, T. L. Teams, Walter Derome, Billy Westlake, Martin Rosell and wife, Mrs. Eliza Johnson, B. K. (Dad) Bond, Molly Ward, Felix James and wife, Ed Fisher and wife, Jack Montgomery and Perry Darlington and family. Myron Clevenger purchased a new Hoop-La. Sam K. Thorn, Funola funhouse operator, is slowly recovering from sunstroke.

GEORGE WEBB.

## Huggins' West Coast

Vancouver, B. C. August 29-September 5. Canada Pacific Exhibition. Location, Hastings Park. Weather, rain Friday and Labor Day. Business excellent.

Engagement here climaxed the season for the show. Everyone with it succeeded in strengthening the winter bank roll. Shows, rides and concessions chalked up large grosses despite the fact that business fell off 20 per cent. Rain Friday afternoon and Labor Day morning held down the attendance somewhat. Children's Day, Monday, showed an increase in attendance and grosses. Heyday topped the midway, and Joe Glacy's Ten-in-One led shows, with his and Joe de Mouchelle's Kawaba second. W. C. Huggins' Hi-De-Ho, presented here for the first time, was popular. Eddie Flynn's grab stands and Mrs. Flynn's candy floss did turn-away business. Milton C. Hickman's miniature circus was a feature of the opening day parade. Eddie McMullan's Athletic Arena topped last year's

standing examples of the 100 per cent co-operation given the show here. Professor Mullins led the local high-school band. Publisher Gillespie and Editor Littleton Upshur of *The Greenwood Commonwealth* most co-operative and were liberal with space.

TED JOHNSON.

## Crafts

(Motorized)

San Diego, Calif. Twelve days ended September 11. Auspices, American Legion. Location, water-front showgrounds. Business, fair.

Engagement here attracted big crowds the first part but it dropped off the latter part. Saturdays and Sundays, tho, were on a par with last year's business. The Legion gave good co-operation. Douglas Corrigan attended the Legion ball game near the lot Sunday and brought along some extra customers. Attractions have been repaired and repainted. Birdie Kanthe is still operating the balloon game. Elmer Hanscom is still smoking birthday cigars. Jake Boyd and crew have the Heyday ride in good shape. George Williams, Skooter foreman, and Nick Spaeth, of electrical department, left here. Master Mechanic Samuel Hinson reports all equipment ready. Karl Miller, of monkey circus note, has his actors garbed in new wardrobe. George Lem Bryant, of Pennyland and in charge of traffic this season, is busy assembling new scenes. Show lot here was one of the finest played all season and Harbor Master Joe Brennan had it in good condition. Sailors and naval men gave the midway attractions heavy patronage.



SCENE AT ANNUAL BARBECUE tendered members of Dixie Belle Shows by Manager L. T. Riley. This year it was held in Mitchell, Ind. In the happy group, left to right, front row, are Leon DeLion; visitor; Mrs. Bill Reese; Franklin, Andrew, Junior and Jimmy Brown. Second row: Bill Reese, Harry Hunting, Harry Stacey, H. C. Brown, R. Patterson, Manager Riley; J. O. Steen, Floyd Barrett, Silver Raley and Mrs. Bill Starkey. Third row: Roseleen Fiscus, Mrs. Dudley Andrew, Mrs. Eve Davis, Bill Williams, Mrs. Bill Williams, Orval Camborn, Mrs. Ruth Coleman, Annabelle Starkey, The Billboard agent, and Jack Steffen.

gross. Newspapers gave plenty of space and art. Dee Newland, concession manager, was plenty busy during the week with many concessioners joining. Among those who took advantage of the week's receipts to join the Pacific Coast Showmen's Association were Fred Pruessing, James D. Smith, Louis Morse, Carl Foreman, Sam J. Claman, Sam Coomas, Bert J. Holden, Clark Willey, John W. Davis, William C. McDonald and Frank Smith, sponsored by Joe Glacy and Billy Williams. This raises the score to 21 for the season.

CARL FOREMAN.

## Buckeye State

(Baggage cars and trucks)

Itta Bena, Miss. Week ended September 10. Community Fair. Location, middle of town. Auspices, American Legion. Weather, fine. Business, good.

Show enjoyed a week of exceptionally good business here. Cotton is still being picked, but there was great interest in the affair. Happy Mills' Ferris Wheel topped the midway for the second straight week. I. W. (Slim) Reynolds did a swell job of laying out the grounds, pinch hitting for Slim Leesman, who is reported doing well in the Veterans' Hospital, Memphis. Oscar George is spending half an hour daily shining his grounds police star. Alim Tomlin visited his home in Columbus, Miss., for two days. Special thanks are due Mayor L. W. Eley, who deputized special police to guard the rear fence against trespassers. This is only one of the out-

Skooter topped the rides, followed by the Heyday, Octopus and Roll-o-Plane. O. N. Crafts and Roy Ludington departed for Pomona and Vallejo, Calif., on business.

ROY SCOTT.

## Funland

Tompkinsville, Ky. Week ended September 3. Location, Hagan's lot. Auspices, fire department. Five-cent gate. Weather, two days' rain. Business, okeh.

Due to our East Summer Fair at Westmoreland, Tenn., beginning Thursday, show stayed over here thru September 7. Monday's crowd exceeded that of any day the previous week. Native Hawaiian and Minstrel shows topped the grosses. Rides have been repainted.

Westmoreland, Tenn. September 9-10. Location, fairgrounds. Auspices, East Sumner County Fair. Five-cent gate. Weather, ideal. Business, satisfactory.

Additions here were a fishpond and scales. Shows and rides did capacity business Friday, Children's Day. General Agent Ed C. Merica returned from a week's trip in Georgia. Bob Burke, ex-bingo owner, is in the automobile business in Florida and Georgia.

TED C. TAYLOR.

## Kaus

(Baggage cars)

Charleston, W. Va. Week ended September 2. Business, a week's layoff. Show laid off preparing for the fair which starts Saturday here. Rides were

brought onto the fairgrounds and five days were utilized in putting everything in shape. Some shows and concessions got in five days' work at other fairs. To Parsons, W. Va., went the Monkey Circus, La Belle Renee, Cotton Club and Dr. Irwin Develde. To Pensburg, W. Va., went the slide show Cairo and the Creation shows. O. F. Mack's concessions went to Parsons, as did Willie Lavine's photo gallery and James Plouff's scales. I. K. Wallace took his ball game to Pensburg. Reno Alken took his shooting gallery and ball game to Lewisburg. All reported plenty of people and sufficient business to justify the additional spot. I. K. Wallace reports he enjoyed the week if for no other reason than it gave him an opportunity to visit with many old friends.

LESTER KERN.

## Keystone

(Motorized and baggage cars)

Indiana, Pa. August 29-September 3. Auspices, Indiana Fair Association. Weather, fair. Business, good.

Jump from Apollo, Pa., was made in record time. This was the second fair date of the season. Several new concessions joined. Special Agent Cooke and Manager C. A. Hartzberg continue to lay the midway out in good shape. Tanagra Show, in its first appearance here, received good play. Rides and other shows also came in for a good share of the receipts. Fair Manager Lightenburger and his staff co-operating in every way.

Oakland, Md. Week ended September 5 (split week). Auspices, K. of P. Labor Day Celebration. Weather, fair until Wednesday night. Business, good.

Show opened here Labor Day and about 10,000 packed the midway. Shows, rides and concessions did swell business. William C. Murray, general agent, was in here ahead of time on his way south and obtained a location in the heart of town, as the old Grove lot was sold 10 days before show's arrival. Show only played here three days due to the long jump south to its first Carolina fair. Wednesday was lost due to rain. Committee here co-operated splendidly.

BOB CRUVER.

## Greater U. S.

Lyons, Kan. Week ended August 27. Lyons Fair. Weather, windy and sandy. Business, fair.

Fire broke in a grind stand at 4:30 p.m. Saturday and four concessions, mentalist booth, grind store, Harvey Windsor's fishpond and novelty shooting gallery, were burned to the ground. Loss was estimated at \$800.

CURTIS EDWARDS.

## Joyland

Weaverville, Calif. Week ended September 10. Business, fair.

Teddy Levitt, special agent, had the town and surrounding villages well billed. Local papers were liberal with space. Husky Bird has enlarged his athletic show. Marie Klenick is topping the midway with her Octopus ride, and side show, with Prince Elmer on the front and Phil Phyllis in annex, is holding its own. Mr. and Mrs. Bowen are getting much credit for the way they manage show.

HARRY WARREN.

## Crystal

Harriman, Tenn. Week ended September 10. Roane County Fair. Weather, ideal. Business, good.

Show played to enthusiastic and fairly liberal spending crowds here. Showers early Saturday night failed to prevent it from being the best day of the week and second best day of season. Date also proved extraordinary due to the fact that all rides and shows ran very close to each other in average daily receipts. Visitors included Shan Wilcox and Hugh De Lozier, president and secretary - treasurer, respectively, of Blount County Fair; Jim Carroll and J. B. Stout.

H. NELLA.

## Golden State

Vallejo, Calif. September 8-11. Auspices, Native Sons of Golden West. Weather, warm. Business, excellent.

Shows played host to about 75,000 for the four days here. Rides, concessions and shows played to capacity. Celebration was a huge financial success for the carnival as well as for the committee. Honored guest of the executive committee and recipient of numerous luncheons was O. N. Crafts, owner, who arrived on set-up day. Close of celebration disclosed that Heyday topped the rides,

with Skooter a close second. Bingo led all concessions and Side Show the shows. Dick Kanthe's Athletic Arena tied for second place with Motordrome. Oriental Temple Girl Show was popular with the large sailor element from near-by Mare Island Naval Station. Committee co-operated splendidly. Despite late hour of departure by the crowds each night, showfolks found time for merry-making on their own and numerous private parties kept local taverns, cafes and private housecars on lot ringing with laughter and conversation. Eddie Stew, art, of Ringling-Barnum Circus, returned to the show and resumed charge of outside openings on Mrs. Jewel Hobday's Side Show. He arrived in time to be present at the birthday gathering in honor of baby Gene Hobday's first anniversary. **WILLIAM HOBDAI.**

**W. C. Kaus**

*Keyser, W. Va. Week ended September 10. Business, bad. Weather, fair.*  
Show played hills of West Virginia once again, but this date proved a disappointment, due to cold weather, and one night was lost due to rain. Business was only ordinary. Tho the week was bad for business, there was plenty of excitement around the midway. Mr and Mrs. Russell Owens, of bingo fame, were surprised Friday after show closed for the night to find smoke rolling from their trailer. Investigation showed that their floor furnace was on fire and quick thinking on the part of W. C. Kaus and a few showfolks kept the fire in the furnace until firemen arrived and put it out. The midway was well patronized, as the fire drew a huge crowd of town people. Word was received from Mr. and Mrs. Phil Netzler that a son was born to them in Rensselaer, N. Y. Both mother and son doing fine. Mr. and Mrs. W. C. Kaus returned Thursday from a trip to their home in New Bern, N. C., where they took their children, Kathleen and Billy, and their niece, Audrey, who spent the summer with them, back to school. W. C. reports that he spent a little time investigating business in the South and says it is fine, especially the tobacco markets, which are even better than last year. Walter (Red) Cox, of mouse game fame, purchased a new car. **DOT GORGRANT.**

**New England**

(Baggage cars and trucks)

*Forest City, Pa. Week ended September 3. Auspices, Enterprise Hose Co. Free gate. Business, good.*  
This marked show's last still date and rides enjoyed a bang-up week. Ridee-O had its best week of season, followed closely by Ferris Wheels and Chair-o-plane. Con Conrad's girl show topped shows. Committee, particularly Mr. Twilley, chairman, co-operated splendidly. W. J. Giroud, general manager, supervised storage of concessions and canvas at Forty Fort, Pa., while Phil McLaughlin, business manager, moved his seven rides to the Morris County Fair. Billy Giroud is taking four concessions to play fairs, working his way to Miami, where he and the family will remain until the fair meetings start. Phil McLaughlin has ordered an Octopus. Secretary Al Young left for an extended visit with his sister in Tulsa, Okla. **W. J. GIROUD.**

**Gold Medal**

(Motorized)

*Elkhorn, Wis. Week ended September 5. Location, fairgrounds. Auspices, Walworth County Fair Association. Weather, fair and warm except last day. Business, best of season.*  
Show enjoyed its best week's business of the season here, the gross being about 5 per cent less than last year, due to the fact that Labor Day business fell off slightly. Children's Day proved the poorest, with Sunday the best day. Dottie Moss was absent from her drome for a few days due to illness. Her sister, Ruth, carried on for her. She was ably assisted by Mike Murphy, talker; Windy Southgate, mechanic; Camella Garcia, Spanish rider, and Margarita Gibbs English, rider, and the drome racked up its biggest week's business here. Windy Southgate closed with the show here and returned to his home in Nashville, Tenn. Jimmy Sartain and wife also turned in their best week's gross. Harry G. Coulsen did okeh with his pop-corn stand and, incidentally, put another machine into operation here. Mr. and Mrs. W. E. Whitmore, scenic artist, joined. *Calumet City, Ill. Five days ended September 11. Auspices, Mayor's Relief Fund. Location, Pulaski road and Burn-*

*ham avenue showgrounds. Weather, rained out two days. Business, fair.*

Wednesday and Thursday here were lost due to rain, but the other three days it had swell attendance. Little spending was done, however. Oscar Bloom's father, John Bloom, and Harry Judas and family were nighty visitors. Manager Bloom was away from the show for two days with an absessed tooth. His work was handled by Pat Ford, Osa Ash and Maurice Frenzil. Frank and Gladys Sager purchased a new trailer and are readying it for a trip to San Francisco and the Golden Gate region. Bob Wilson and wife departed for their home in San Antonio, where Bob will enter a hospital for a few days' treatment. Camella Garcia closed with the drome and returned to her home in Tampa, Fla., to place her daughter in school. The writer closed here as general press representative. **H. B. SHIVE.**

**Marks**

*Ronceverte-Lewisburg, W. Va. Greenbrier Valley Fair. Week ended September 3. Weather, ideal. Business, great*  
Favored with ideal weather, show enjoyed its most prosperous week of the season here. Attendance was over 45,000 Thursday, the big day, while 30,000 people passed thru the gates Friday. Saturday, closing day, was a big surprise, with the midway literally jammed until long after midnight and everybody doing a huge business. *Roanoke, W. Va. Week ended September 10. Roanoke Fair. Weather, fine. Business, very big.*  
Another big week's business was recorded here. Suicide Hayes and his Hell Drivers were popular. Tuesday, Kids' Day, drew well. Roanoke City Day, Thursday, proved another big day, and Saturday Suicide Hayes, held over for a repeat engagement, packed the grand stand. Pearl Hanes' Pollyanna Revue did well. Trailer hauling the Octopus overturned en route and hurtled down a 50-foot embankment, overturning three times. Gene Campbell, truck driver, miraculously escaped death and was treated at a local hospital for four fractured ribs, a broken shoulder and internal injuries. Midway was augmented here by the addition of dual Loop-o-Planes and a new Skooter. Mrs. John H. Marks and daughter, Gene Thelma, accompanied by Mrs. Paul Lane, visited from Richmond. Harry Ramish is presiding in office wagon, with Grover L. Armistead assisting. Professor Sig, tattoo artist, joined Cash Miller's side show. Photographers and reporters from Life magazine spent three days on the show at Ronceverte. Roanoke press was favorable to the midway. Tuesday *The Times* devoting a four-column midway scene and *The World News* a three-column story. Gertrude Miller's *Chez Paree* topped the midway the last two weeks. Recent visitors included Harry Wilson, veteran promoter, and Sam Berghoff, Governor Homer A. Holt of West Virginia was John H. Marks' guest at Richmond (W. Va.) Spud and Spinter Festival and the Greenbrier Valley Fair. **WALTER D. NEALAND.**

**E. J. Casey**

*Fort Frances, Ont. Four days ended September 5. Location, Scott street lot. Auspices, District Trades and Labor Council. Weather, favorable. Business, good.*  
Shows were at full strength for this event. Sunday was quiet, but Labor Day morning found everything going full tilt and high revelry reigned on midway until late at night. Two blocks on Main street were roped off for midway and dancing. Ferris Wheel came near to breaking all-time gross for the day until cool weather late Monday night took crowd away. Side shows did well, and concessions were busier than usual. Candy floss especially went to town. Joe Carter's bingo did well. Crime Show lost the services of frontman Whearten, who was called back to work on the Canadian National Railways. Bull Moose Kerslake was also called by the organization. **FRED L. PRESCOTT.**

**Strates**

(Railroad)

*Dunkirk, N. Y. Week ended September 16. Fair. Weather, fair and rain. Business, fair.*  
Largest crowd in the fair's history jammed the fairgrounds here Labor Day, with a swell gross being recorded by shows and rides. Tuesday was a let-down, and Wednesday was lost due to rain. Thursday and Friday proved fair.

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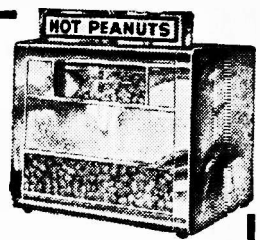
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**RANDOLPH COUNTY FAIR**

ASHEBORO, N. C. WEEK SEPTEMBER 26-OCTOBER 1, INCLUSIVE.

Legitimate Concessions of all kinds except Bingo and Lead Gallery. Have limited space for Eat and Drink Stands. RIDES: Boomerang, Roll-O-Plane, Ridee-O and Pony Ride. Penny Arcade, Fire House, Walk-Thru Shows and any single Featured Pit Attraction. WANT experienced Foremen for Tilt-a-Whirl and Smith & Smith Chair-o-Plane. Join on wire. All address this week. **MANAGER KAUS EXPOSITION SHOWS, Inc.** Lexington, Va. (Fair).

For the first time in years the fair board extended the fair over to include Saturday because of being rained out Wednesday, but rain again spoiled the day. Peter Christopher, cookhouse manager, is seriously ill. Five blood transfusions were given him Saturday and an emergency operation was performed. Not much hope is held for his recovery at this writing. He is in Strong Memorial Hospital, Rochester, N. Y., and relatives are at his bedside. James Klein, billposter, returned after a short vacation with his family in Rochester. Kid Adams, confined in a Rochester hospital for a back ailment for the past two weeks, has returned to the show. Sylvester Aloysius Putnam, manager of Mrs. Strates' frozen custard concession, purchased new car here. **BEN H. VOORHEIS.**

**World's Exposition**

*Durham, N. C. Week ended September 10. Auspices, American Legion Tobacco Festival and Fair. Location, new fairgrounds, Oxford highway. Twenty-five-cent gate. Weather, fine. Business, poor.*  
American Legion officials, headed by Mel Thompson, prominent Durham lawyer, gave whole-hearted co-operation, but only one really decent night, Friday, and a fair Saturday gave the shows a chance to break even. Rides seemed to suffer too. *The Durham Morning Herald* and *The Evening Sun* and Station WDNC gave the shows wonderful publicity. Police Commissioner Broom and his men made Maxwell Kane's job as easy as possible. Visitors included Percy W. Wells, former carnivalite, but now owner of a chain of theaters in the South; Judge Glenn Cobb, secretary Cumberland County Fair; Dr. Flemong, secretary Lewisburg Fair, and Mr. Hight, secretary Henderson (N. C.) Fair. Ike Faust, with several concessions, made this spot. Eddie Lewis left to handle some promotions. Mrs. Gruberg opened the frozen custard for the first time in 12 years and did a swell business with all her concessions, including bingo. Dr. Rosamont Perrier has charge of Expose attraction. Carrie Dawn and Lillie May joined Rainbow Frolics. **DICK COLLINS.**

**Zimdars**

*Harrisburg, Ill. September 5. Trades and Labor Labor Day Celebration. Location, Fairgrounds. Attendance, good. Business, good.*  
Seven rides and three shows played this one-day stand and showed to an estimated 15,000. Grand stand held the

people almost all day and night, but plenty of people patronized the midway. Spot was right on the route to Cairo and was well worth playing. *Cairo, Ill. September 6-10. Auspices, VFW. Location, Highway 51 show lot. Attendance, light. Business, passing.*  
For the part of the show that played Labor Day this was another overnight move. Spot was booked as a breaker for jump into the Southern fairs. Everyone got a good rest. Mrs. W. H. Kelly left for a visit at home. **BUDDY MUNN.**

**F. H. Bee**

*Russellville, Ky. Week ended September 10. Fair. Weather, fair except Saturday rain. Business, fair.*  
As this is the show's home post, another old home week was enjoyed here and Mr. Bee's many friends were on hand to greet him. This was show's last fair date in Kentucky and it was in keeping with the previous ones played. Doc Mansfield, secretary of fair, co-operated splendidly. Shows, rides and concessions did satisfactory business. Doc Green's minstrel show won top money, with Bill Shields' Athletic Show second. Alfredo's Side Show was third. Ferris Wheel seems the most popular ride in this territory, as it has topped the rides at every fair thus far. Mr. and Mrs. Dudley Saunders and daughter and son closed and went to their home in Lexington, Ky. John Thompson closed his freak show and is giving all his attention to the girl revue. Eddie Johnstone returned from Cleveland, where he underwent medical treatment. **WILLIAM R. HICKS.**

**Dixie Model**

*Dungannon, Va. Four days ended September 10. Scott County Fair. Weather, showers. Business, fair.*  
Unfavorable train schedules delayed opening here, some of the attractions arriving as late as 8 p.m. Wednesday. This was the show's fourth visit and second consecutive one. Midway business was off about 20 per cent from last year except Saturday, which was about par. Electricity, as in former years, is still an unsolved problem here. Earnhill's Loop-o-Plane, first time here did well. Ferris Wheel topped rides, with Bob Russell's Minstrels first among shows. Concessions did fair. C. J. McDonnell joined with Stella Show. Taylor Bros.' acts were popular. **CHRIS M. SMITH.**

# Showmen Swing to Schult!

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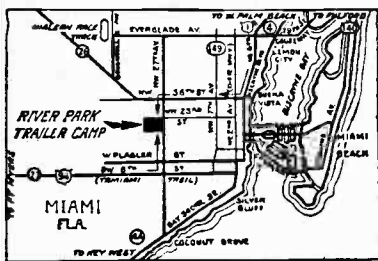
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Billed for 50 miles around and supported by the Taylor County Agricultural Board. Kentucky's largest county fair.

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Any Show regardless of kind except Athletic. WANT Cook House at once. All concessions open, no exclusive. Tahlequah, Bartlesville, Cherokee, Alva, Okla.; Garden City, Liberal, Kan. All Fairs except one.

CENTRAL STATES SHOWS, per Route.

## OLIVER AMUSEMENT CO. No. 2

WANTS Chairperson and other Rides with own transportation. Legitimate Concessions, also Shows. Fair Secretaries and Celebration Committees, wire us for dates in Arkansas. Going South. Out all winter. Imboden, Ark., Fair, September 19-24; Thayer, Mo., Fall Festival, Main Streets, September 26-October 1. **MANAGER OLIVER SHOWS.**

## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Sept. 17.—About 28 attended Monday night's meeting. John M. Miller presided, replacing Harry Hargraves, first vice-president who had been pinch-hitting for President C. F. Zeiger. Harry is on vacation. Usual business procedure was followed with reading and approval of minutes. All bills were ordered paid.

Frank J. Downie, chairman annual Charity Banquet and Ball, reported good progress was being made in ticket sales. John M. Miller, Ed J. Walsh and Ben Dobbert reported on sites inspected for a home for the organization, but it was decided that a final decision would not be made until members now on the road returned.

Communications: President C. F. Zeiger lettered inclosing largest amount of money sent in this year. It covered new memberships and dues collected on Zeiger's United Shows. Joe Glacy mailed the second largest amount, this for new members. Other letters came from C. W. Nelson, Ross Ogilvie and Harry Hargraves.

New members: Samuel J. Claman, Louis Morse, James D. Smith, Fred Pruessing, Carl Foreman, William Clinton Hill, Clark Willey, John V. Dortis, Joseph J. Fox, Gerald Ivan Boulting, Bert J. Holden and Sammy Coomas, credited to Joe Glacy and Billie Williams; L. M. Hamilton, credited to Harry E. Wooding and George Moffet; Edward Atwood Tignor, credited to Frank Ward and C. F. Zeiger; William Clarence Johnson, credited to Morris Therman and C. F. Zeiger; Joe Frank Divino, credited to Paul Sturm and C. F. Zeiger; Hubert Butcher, credited to A. R. Rick and C. F. Zeiger. Weekly award went to George Henry Plehl. A ticket to the Charity Banquet and Ball was awarded Chuck Gammon.

Membership committee ordered that a weekly check-up be made on stewards on several shows who had voluntarily set for themselves a quota of new members to obtain during the drive. Cost of membership in a showmen's organization is negligible when you consider the amount of benefits derived. Better join one now. Beer and lunch were served at adjournment.

### Ladies' Auxiliary

President Peggy Forstall presided at the September 12 meeting, with Secretary Ruby Kirkendall and Chaplain Mother Fisher seated with her. After invocation and salute to the flag regular program was carried on. Twenty members and a visitor, Juanita Elmburg, a prospective member, were present. Many letters containing contributions and dues were received from sisters on the road. A large donation was also received from

Hilderbrand's Shows, together with checks from Verna Seeburg and Hazel Fisher. Fern Chaney sent in a new member, Isabel Mitchell.

A check for dues collected from members on Zeiger United Shows was sent in by Sister Rita Brazier. Marlo LeFors sent dues and four new members from White City Shows. They were May Collier Tydings, Nina Mason, Mrs. Ming Toi Right and Jean Casper. Mrs. Monty Young sent a large check from Bank Night and dues collected on Monty Young Shows.

Florence Webber, of Clark's Shows, donated a beautiful shawl to be awarded soon. All contributions were warmly applauded. Bank Night award went to Babe Miller and was presented to the club. Plans for a Christmas program were discussed and approved. President Peggy Forstall then expressed thanks for the splendid co-operation being extended by the sisters on the road and the home guard. Lunch was served after adjournment.

## Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Sept. 17.—Club is getting ready for fall and winter activities. Opening meeting will be held October 6.

Membership drive goes merrily. Applications were received this week from Ned Torti; Dumas and Reid, of Happyland Shows, and Fred H. Kressmann. Applicants were Flash Williams, C. B. Perkinson, Thomas A. Wolfe, Robert H. Morton, Orval W. Harris, Smith E. Weller and A. Charles Guariglia.

Interest in the Showmen's Home Fund Drive continues and President McCaffery, Carl Sedlmayr and Fred Beckmann are pleased with the response and urge all those who have made pledges to give attention to their 1938 payment. Responses were from George H. Lauerman, Peter Kortas, Frank P. Duffield, R. C. Ward, Jimmie Limbaugh and Dumas and Reid.

Brothers sending dues for 1939 included Max B. Brantman, William Claire, Peter Kortas, Ben Kaplan, George H. Brown, Hymie Stone, Barney Miller, William G. Dumas, John F. Reid, John J. Sweeney, Frank M. Knight, Jack Cooney, A. H. Barnett and Robert C. Banard.

Joe Rogers has returned to Chicago after a trip to Toronto and Eastern points.

Secretary Strelbich visited with the Happyland Shows to attend the S. L. A. benefit party, proceeds of which will add greatly in the annual funds drive. Past President Sam J. Levy is quietly going along and getting a few applications. He announces the Annual Banquet and Ball will be held November 30.

Recent visitors included Charles H. Hall, Joe Murphy, Max B. Brantman, William Young, Jack Pritchard, Irving Malitz, Joe Rogers, Julius Wagner, M. J. Doolan, Morris Hanauer, Morris A. Haft and Sunny Bernet.

Sam Feinberg is doing real service in aiding in the collection of dues and pledges.

Ned Torti made the trip to Toronto for the benefit show and came away with a couple of applications. A. J. Humke is working Michigan fairs. Lou Leonard left for Louisville. It's about time Buddy Paddock sent in a few more applications.

Notices of dues are being mailed this week. Please give them your immediate attention.

Sick list still includes Col. F. J. Owens and Tom Rankine, confined in their homes. T. Brent is at American Hospital. Late reports indicate that Brother J. Ed Brown and Louis Schlossburg have been ill. A pleasant letter advised that Brother W. R. Hirsch is well on the road to recovery.

### Ladies' Auxiliary

President Leah M. Brumleve called a special board of governors' meeting on

### Notice

Members of the Ladies' Auxiliary of the Showmen's League of America: In the future kindly address all mail for the Ladies' Auxiliary, S.L.A., in care of Showmen's League of America Club-rooms, 165 West Madison street, Chicago.

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## Showmen's League of America



165 W. Madison St., Chicago

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**A Home for Aged and Infirm Showmen**

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September 15 and immediately thereafter a social was held with Sister Phoebe Carsky as hostess. Beautiful prizes were presented to the winners. Sister Cleora Helmer won a pair of hand-made pillow slips, donated by Sister Mrs. H. Belden. Sister Bessie Simon was the winner of a large box of chocolates. President Leah M. Brumleve won first prize, a beautiful compact, with Sister Hattie Clinton winning a large red and white coffee pot. Sister Ida Chase was awarded a pair of silk pajamas.

Sisters Mrs. H. Belden, Hattie Clinton, Pearl McGlynn, Cleora Helmer, Mrs. Al Miller and Mrs. Ida Chase were with us again. Sister Mrs. Nathan Hirsch went to Canada to join her husband there. Secretary Frances Keller left for Philadelphia.

Remember? Your dues are due and payable now.



# Do Compensation Laws Protect You?

By LEO T. PARKER, Attorney at Law

ASK the average owner or operator of any amusement place such as a park, carnival, circus, show or theater if he is protected against financial losses resulting from injuries to employees, and he will answer: "Yes, I carry compensation insurance." And quite naturally he believes that he is protected against all contingencies because he has been paying premiums to the State Industrial Board for many years.

Nevertheless it is well known among law experts that under various and many circumstances the State compensation laws only partly accomplish the desired and intended purposes. Therefore many employers for many years pay premiums for industrial insurance, and yet damage allowances, amounting to thousands of dollars, are awarded by the higher courts to injured employees frequently in addition to the compensation allowed under the State compensation laws.

Obviously, it is not the intentions of the law-making bodies, when enacting State compensation laws, to leave loopholes thru which injured employees may recover damages from their employers, in addition to the regular and lawful compensation. In fact, if employers understand and abide by compensation laws ample protection is afforded both employers and employees, and the latter must accept and be satisfied with the amount of compensation specified by the laws and in consideration of the degree of disability or kind of injury.

For illustration, in a recently decided case the higher court said that the purpose of the Legislature, when enacting State compensation laws, is to provide reasonable compensation to injured employees or dependents of employees killed while performing their work, and also to accumulate funds, from premiums paid by employers, with which to pay compensation and thereby guarantee employers protection against expensive litigations and suits. This same court said further that employers must strictly conform with the provisions of the State compensation laws to remain under the protective arm of the law.

## Conform With Law

While the compensation laws of all States are not identical, yet these various laws are in many respects identical. Therefore to illustrate the necessity of employers conforming with State compensation laws we shall consider State laws which are identical with the laws of many other States.

The first important consideration is that the usual State laws specify the number of people which every employer must employ in order to pay State industrial insurance premiums and obtain protection. Also the law usually provides that all employers who post notices in their places of business, stating that they have industrial insurance, shall not be sued by injured employees or their dependents for damages, provided the employer regularly employs a specified number of employees, usually three or five.

The importance of this law is that if the employer forgets to post these notices, or the industrial commission fails to send the notices to the insured employer, the employer is guilty of violating the law and the employee need not accept compensation payments for injuries, but he can sue for damages. The law books are full of cases filed by employees against employers who fail to conform strictly with this particular provision of the law. Generally speaking, this is so particularly for one reason, namely, the employer failed to conform with the law thru lack of knowledge.

Another important point is that in almost all States the law provides that employers who do not employ a specified number of employees (in some States three employees and in other States more or less) may obtain protection by subscribing to insurance, but they are not protected against suits by injured employees for damages unless the employer either sends a written notice to each employee that he has paid premiums for industrial insurance or the employee contracts to accept compensation in lieu of a suit against the employer for damages.

In view of these important provisions of the State laws the higher courts consistently hold that employers who close down circuses, carnivals, parks or

the like during certain seasons are not protected by State industrial insurance unless contracts are made with employees agreeing to accept compensation. In other words, the owner or operator of a park, carnival, circus or other amusement place may pay industrial insurance premiums for years and an employee who is injured may sue the employer for damages instead of accepting payments from the industrial commission.

## Managers Excepted

Many State laws provide that compensation is not payable to managers or others who represent the employer in the latter's business affairs. Obviously, it is useless for employers to pay premiums to insure employees in classifications not specifically included in State compensation laws.

For instance, in a late case (261 N. W. 506) it was shown that an employee was injured while performing his regular winter work which consisted of acting as a watchman, caretaker and general all-round man. It is interesting to know that the higher court held that the employer was not protected by the State compensation laws and that the employee was not entitled to compensation, because in the summer when the business was in operation he acted as manager or representative of the employer and the State compensation laws do not authorize payment of compensation to executives. This was so, notwithstanding that when he was injured he was performing work which would have entitled him to compensation had he not acted as manager in summer months.

## Safety Regulations

Beware of violating safety regulations. Numerous employers forfeit their rights to protection against suits for damages by injured employees as a result of failure to comply with State laws regulating use and operation of safety devices.

A review of compensation laws in different States discloses that employers who have faithfully paid State compensation insurance premiums may be sued by employees who are injured either "willfully" or because the employer has in some manner failed to comply with "lawful requirements for the protection of the lives and safety of employees."

Failure to comply with "lawful requirements for the protection of the lives and safety of employees" means that the employer did not provide safety devices, guards or other structures required by the law.

For illustration, in one case the owner of an amusement park was held liable in \$15,000 damages for death of an employee in a stampede of patrons of a show where the testimony proved that the employer had provided two exits instead of three exits, as required by a State law.

In another case the owner of a circus failed to conform with laws regulating seating arrangements and an employee was injured when the seats collapsed. The higher court held the employee entitled to sue and recover heavy damages from his employer.

## Liability of Lessee

As above mentioned, various courts have held that the purpose of the State compensation laws is as much as possible to dispense with turmoil, contention and litigation between employer and employee, and to place upon business the burden of caring for injured employees, or when killed their dependents. Therefore State compensation laws are given a liberal construction to accomplish the purpose intended. See Federal vs. Industrial Commission, 31 Ariz. 224; Ocean Corp. vs. Industrial Commission, 257 P. 641; Industrial Commission, 257 P. 982, and Kress vs. Industrial Commission, 299 P. 1034. In fact, a higher court in the late higher court case of Verde Central Mines, 49 P. (2d) 401, said:

"While we may not violate the clear language of the act, yet where there is any reasonable doubt as to the construction to be given it, that construction should be adopted which will best effect the purpose of seeing that the injured workman is reasonably compensated for the loss of his earning power caused by

the injuries which he has sustained thru a compensable accident."

For illustration, in Butler vs. Industrial Commission, 78 P. (2d) 703, it was disclosed that a municipality leased an amusement park to an operator. In accordance with the contract agreement the employees were paid by the operator and the municipality. For example, the owner of the park paid an employee, named Butler, \$75 per month straight salary for his work. He also was employed by the lessee of the park, who carried him on his pay roll, but paid him by the hour for such work as he performed during the day. One day he was injured and the legal question arose whether the owner or the lessee of the park should be responsible and liable for payment of compensation.

It is interesting to know that the higher court held that both the owner and the lessee of the park should be liable. This court said:

"Since the full day's wage is paid by the two separate employers, perhaps in varying proportions according to the value of the work actually done for each, it is but right that the compensation should be proportioned to the wages paid by each, and we therefore hold that where a man is engaged in the service of two employers both are liable to him for compensation in proportion to the remuneration received from each one."

## Allowable Compensation

Considerable discussion has arisen from time to time on proper methods of determining the amount of compensation allowable for partial disability.

First, it is important to know the extent or degree of disability is reflected by lessened earning ability over a period

of one year or more. Moreover, the fact that the injured employee is able to earn a stated salary for a few days or a week is not conclusive.

For illustration, in Cornhuskers Theaters, Inc., et al. vs. Foster et al., 74 P. (2d) 109, it was disclosed that an employee who was drawing a wage of \$3.20 per day was seriously injured. The State Industrial Commission decided that his wage-earning capacity was reduced by the injury to \$2 per day. He was awarded the minimum compensation of \$8 per week as permanent partial disability.

Suit was filed by the employer, who operated theaters, and the higher court was asked to reverse the commission's decision on the grounds that there was no competent evidence to support the finding of the commission and that the employee's earning capacity had decreased from more than \$2 per day. In fact, testimony was introduced proving that the employee had worked on one job for 11 hours, for which he was paid 35 cents an hour. However, the employee testified that he was forced to give up this work because he was unable to perform it, and that this inability to perform it was caused by the injury. In view of other testimony to the same effect, the higher court upheld the commission's award, saying:

"Decrease in the wage-earning capacity is a question of fact, to be computed by determining how much the ability to earn wages has been reduced by reason of the physical disability. The claimant may have no wage-earning capacity after the injury not only because of inability to perform obtainable work but also inability, on account of the impairment, to secure work to perform."

For variations of the law on compensation allowable for partial disability, see Roberts, 146 Okl. 140; Crawford vs. Rand, 8 P. (2d) 738; and Allen Co. vs. Davis, 300 P. 793.

## FRUIT CONCENTRATES

### FOR SNOW-BALL AND DRINK STANDS

GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.

Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details today and get started right this year.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio

## ANIMALS -- REPTILES -- BIRDS

Chimps, Collar Broken—one to three years old.

Marmosets, Apes, Baboons, Gibbons, Greens, Ring Tails, Rhesus, etc.

Reptiles—Pythons 6 to 22 feet. Boas 5 to 12 feet.

Birds—Cassowaries, Emus, Storks, Eagles, etc.

Lions, Tigers, Leopards, Cheetahs, Pumas, Tree Kangaroos, Pacas, Agoutis, etc.

Greatest selection in America. Priced to Sell. Write, wire or phone.

FRANK BUCK ENTERPRISES, INC., Amityville, L. I., N. Y.

## WALLACE BROS. SHOW

— WANT FOR —

WALTHAM COUNTY FAIR, Tylertown, Miss., September 26 to October 1; CENTRAL MISSISSIPPI FAIR, Kosciusko, October 3 to 8. Shows of all kinds except Minstrel and Ten-in-One. WANT Chorus Girl, Musician, Comedian, Performer for Minstrel. Kid Stopper come on. CAN PLACE Stock Concessions of all kind. No exclusive. Price right. No Wheel or Skillo. John Scott be in Tylertown. Agent for Grind Stores. Six more Mississippi Fairs to follow. Clay County Fair, West Point, Miss., this week; Tylertown, Miss., September 26 to October 1.

## BANTLY'S ALL AMERICAN SHOWS

CAN PLACE FOR SOUTHERN TOUR, OPENING AMERICAN LEGION ANNUAL CELEBRATION, PULASKI, VA., SEPTEMBER 27,

CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK. NO EXCLUSIVE. Cliff Patton wants Magician to work inside of Illusion Show. Our route includes Charlotte Colored Fair, Charlotte, N. C.; Bennettsville, S. C.; Bishopville, S. C.; Georgetown, S. C. Closing November 15. Contrary to other ads and reports, this Show is positively the only Show booked for Key West Park, Key West, Fla., by E. H. PHILBERT, Mgr. All address, this week, Clearfield, Pa.

## Varied Bills Begin As Dickey Presents Jubilesta in K. C.

KANSAS CITY, Mo., Sept. 17.—At Kansas City's Jubilesta, third annual, which started this afternoon in Municipal Auditorium, opening acts in the main arena, with seating capacity of 15,000, included Connie Boswell, Joe Cook, Nick Lucas, Jimmy Grier's Orchestra, two pit bands and vaude acts, including the Ainsley Lambert Dancers, gal line.

Opening bill will continue thru Sunday night, then Hugh Herbert, Uncle Ezra, Hoosier Hot Shots, Henry Burr and Dancing Grays move in to continue thru Tuesday night. Wednesday and Thursday bills will include George Burns and Gracie Allen, Ruth Pryor, Bartel-Hurst Foursome, Lambert Dancers and other acts, to be succeeded on Friday, one night only, by a "rhythm rodeo and battle of bands" with Jimmy Dorsey, Louie Kuhn, Eldon Jones, Matt Betton,

(See *VARIED BILLS* on page 73)

**STRATOSPHERE MAN**  
WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT

Late Southern Dates Wanted. Available for Fairs, Parks and Celebrations. Address Care The Billboard, Cincinnati, O.

## RAMSEY HOMECOMING

SEPTEMBER 28 TO OCTOBER 1. Rides, Custard, Corn Game, Pictures booked. All other Concessions open. Address JULIUS MUELLER, Ramsey, Ill.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## H.-M. Shrine Circus Set in Philadelphia

PHILADELPHIA, Sept. 17.—Closing of a contract with Lulu Shrine Temple for presentation of the Hamid-Morton Circus Co. for an indoor circus in Philadelphia Arena in November was announced here by Bob Morton.

He pointed out that this will be the first time in 10 years that Philadelphia has had a Shrine Circus. Preparations for the engagement will start immediately, the troupe from the annual Toronto Shrine Circus to be brought here.

Doc H. E. Stahler, Morton said, will be assisted by Henry M. Robinson in advance exploitation, Tex Sherman will be in charge of the press department and Dick Scatterday will be in charge of banners. Advance sale of 250,000 tickets will be placed in the hands of 15,000 Shriners.

MOGADORE (O.) Volunteer Firemen will sponsor a six-day Fall Festival featuring a midway, free acts and contests.

### Such Response!

WISCONSIN RAPIDS, Wis., Sept. 17.—"As in former years, all free acts, rides and shows for the third annual Wisconsin Cranberry Harvest Festival were booked as a result of advertising placed in *The Billboard*. Never before have I seen such response to advertising as was experienced with this year's copy in *The Billboard*. We received four replies in the same mail which brought *The Billboard* carrying the copy.—GEORGE T. FRECHETTE, Chairman."

## Holtkamp Director Of Big Labor Event

LEAVENWORTH, Kan., Sept. 17.—Altho the weather curtailed attendance somewhat, the picnic sponsored by Central Trades and Labor Council here on September 5 was successful and resulted in a profit, reports Dick O'Brien, publicity director. L. B. (Doc) Holtkamp, former showman, directed the event and safeguarded profits by taking out rain insurance. Many State officials attended.

Over 10,000 saw a parade which wound up in Polish Park, where Wayne Hale's five rides and concessions were on the midway. Revenue from midway attractions and advertising in a program accounted for profits. Event was advertised extensively and newspapers co-operated. With aid of merchants, a popularity contest was staged.

Watty Watkins and his revue, including Rhythm Boys, Five Dancing Darlings; Harry Wiggins, accordionist; Stille Brothers, acrobats; Seven Cowboy Girls, musical turn, and Luella, tap dancer, were seen twice in the park pavilion. Jane Bower was added attraction. Wells Duo, swaying wire and roller skaters, were a free act on the midway. Harry Smith's Orchestra furnished music for night dancing.

## Trades Council Has Winner

LITTLE ROCK, Ark., Sept. 17.—Annual celebration sponsored by Central Trades Council in Fair Park here on September 5-10 was successful from business and attendance standpoints, reports Toland Butler, in charge of radio publicity. Elmer Brown was director. Despite light showers on Monday there were 11,854 paid admissions, and Children's Day on Saturday, followed by night fireworks, brought results. Groves Shows did good business on the midway. An elephant from the zoo was free act. Several exploitation stunts were worked and the event was billed strongly in surrounding territory.

## Nebraska Post Has Profit

SCHUYLER, Neb., Sept. 17.—Despite rain on the last day 19th annual celebration sponsored by the American Legion Post here on September 3-5 was attended by over 8,000 and made a profit of about \$450, said E. B. Schmid, general chairman. Ewalt's shows and rides were booked thru an ad in *The Billboard* and there were concessions, prize parades and contests, band concerts and exhibits. Acts were Ewalt's Animal Circus, Agnes Britton Radio Revue, booked thru WOW; John K. Chapel, emcee, and fireworks. Expenses were partly defrayed by a poster ad sale and ticket sale for dancing and auto giveaway.

## Glass Expo Has Acts, Rides

WESTON, W. Va., Sept. 17.—Altho handicapped by inability to secure a carnival, sponsors of the successful Grand Glass Exposition here on September 5-10 booked four rides, 15 concessions and a show, and succeeded in drawing about 12,000, reports J. P. Arnold. Free acts were Lorraine Wallace's Lions; Ralph Delno, high diver, and Billy Dearnio, juggling. Horse and dog shows, a parade and queen coronation drew.

## Ind. Trades Council Nets \$1,500 on Fete

PERU, Ind., Sept. 17.—Recent second annual three-day celebration sponsored by the Trades Council here to raise a building fund was successful, committee clearing \$1,500 after paying bills amounting to \$2,500, officials report. Claude McElheny was chairman. City officials co-operated, furnishing free electricity and water for shows and concessions.

A prize parade opened the celebration and downtown streets were roped off to form a midway for the Blue Ribbon Shows. Crowds were big, about 15,000 attending nightly, and free acts, Senior-etta, high pole, assisted by Robert Flynn and Johnny Poyser; Avalons, tight wire, and Three Wells Brothers, comedy acro and tumbling, were spotted about the midway and gave hourly performances to give all attractions a break.

FREE ACTS and concessions will be on grounds of second annual four-day Jackson County Apple Festival, Jackson, O., to be held in connection with celebration of the 150th anniversary of the founding of the Northwest Territory, said Quiller F. Scott, secretary. There will be a Queen contest and apple and industrial exhibits.

## Jackson County Apple Festival Northwest Territory Celebration

WANTED—Legitimate Concessions and Free Acts, for Main Streets of Jackson, O., October 5 to 8—Four (4) Big Days. Address QUILLER F. SCOTT, Secy., Jackson, O.

## WANTED FIRST CLASS CARNIVAL

For the WEEK OF SEPT. 26 TO OCT. 1, INC. For Fall Festival in city of 3,000 Population and outside drawing of 10,000 people. Cash prizes to be given away to attract large attendance. To be on City Streets. Carnival must be large. Communicate with T. E. SAMUELSON, Com., V. F. W. Post No. 1422, Bushnell, Ill.

## WANTED FIRST CLASS MUSICIANS FOR FAIR DATES

Experienced Troupers Only. Address: BAND Room 901, 1674 Broadway, New York City.

## WANTED

Ferris Wheel, Merry-Go-Round, Kiddy Ride. Concessions all open. Two Shows, October 3-8, on Street, TARTLTON, O. ALBERT ROBERTS, Tartlton, O.

## WANTED

A SHOWMAN with Ferris Wheel, Mix-Up, Kiddie Ride, Bingo and some other Concessions, for our FRIENDSHIP FAIR, October 6-7, 1938, Near Granger, Tex. Communicate with C. M. DICKERSON, Granger, Tex.

## WANT CARNIVAL

HAVE YOU AN OPEN DATE SOME TIME DURING NEXT FEW WEEKS? Write F. B. MINER, 701 W. Broadway, Monmouth, Ill. Sons of Union Veterans of the Civil War.

## WANT MORE REVENUE for YOUR ORGANIZATION? Read

"BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK

# WANTED FOR FIRST ANNUAL BARRY FALL FESTIVAL

BARRY, ILL., OCTOBER 13, 14, 15, 1938.

All Concessions legitimate only, including Name Band Dance Concession. Rides of all kinds. Festival will feature Live Stock, Grain and Fancy Work Exhibits, climaxed with Tri-State Corn Husking Contest, which should bring large crowd to festival. Wire BARRY CHAMBER OF COMMERCE, Barry, Ill., for Reservations and Send Contract Forms.

## 8 DAYS—SAT., OCT. 8, TO SAT., OCT. 15—8 NIGHTS VICTORY WEEK MARDI-GRAS

Sponsored By the Board of Trade, BROWNSVILLE, PENNA.

Athletic Field, Five-Minutes' walk From the Heart of Town, and Three Down-Town Locations.

### WANTED

RIDES, OCTOPUS, LOOP-O-PLANE, ELI WHEELS, HEY-DEY, RIDES OF ALL KINDS, MERRY-GO-ROUND, CHILDREN RIDES, MERCHANDISE WHEELS, GRIND STORES, MOUSE AND TURTLE GAMES, CONCESSIONS—SIDE AND MINSTREL SHOWS, MOTORDROME, TEN-IN-ONE, CRAZY HOUSE, ETC. Warning: All Wheels must work strictly for Stock. NO BUY-BACKS, NO FLAT JOINTS. Street Parades Every Night, Breaking at Athletic Field. EVERY ONE SHOULD MAKE MONEY. WELL ADVERTISED. THE BIGGEST CELEBRATION IN THE MONONGAHELA VALLEY. 15,000 DAILY ATTENDANCE. GAMES, SHOWS, RIDES, CONCESSIONAIRES, Write or Wire LARRY JACOBS, Victory Week Mardi-Gras, Brownsville, Pa., or Pittsburgh, Pa. Office: No. 340 Melwood St., Suite No. 2. Phone: Mayflower 7562.

## WANTED 2 SHRINE TICKET PROMOTERS

That have had the experience with this line of work. MUST KNOW HOW TO HANDLE PRESS and Ticket Sales Campaign. Top hands only need apply. Straight salary, you pay your own. WRITE AIR MAIL SPECIAL,

NAT D. RODGERS, Director

Special Events, Barnes-Carruthers, Chamber of Commerce, Wichita, Kan.

## AMERICAN LEGION COLORED FAIR

DURHAM, N. C., OCTOBER 17, 18, 19, 20, 21, 22.

Malden Spot, 40,000 Colored To Draw From. All Working. Location the Best.

WANTED Concessions of all kinds. Good spot for Bingo, Mouse Game, Cook House, Mug Gallery, Novelties, Custard, P. C., Etc. All open. WILL BOOK Independent Shows and Rides not conflicting. Plenty money here. WANT one more sensational High Act to complete Free Acts. Lew Henry, Dickerson contact. Address

LEGION FAIR OFFICE, 526 East Pettigrew St., Durham, N. C.

1938 FAIR DATES

ALABAMA
Alexander City—East Ala. Fair Assn. Oct. 18-22 Lewis B. Dean.
Andalusia—Covington Co. Fair. Oct. 11-15. Thos. P. Littlejohn, mgr. Troy, Ala.

CONNECTICUT
Brooklyn—Windham Co. Agrl. Soc. Sept. 20-22. Walter G. Bruce, Danielson, Conn.
Chester—Chester Fair Assn. Sept. 30. Clarence F. Spencer.
Danbury—Danbury Fair. Oct. 1-8. G. M. Nevius.

KANSAS
Ablene—Central Kan. Free Fair. Sept. 27-30. Ivan Roberson.
Auburn—Auburn Grange Fair. Oct. 7-8. Mrs. Ina Cellers.
Blue Rapids—Marshall Co. Stock Show & Fair Assn. Sept. 27-30. H. C. Lathrop.

MARYLAND
Frederick—Great Frederick Fair. Oct. 11-14. Guy K. Motter.
Hagerstown—Washington Co. Agrl. Assn. Oct. 18-22. Chas. W. Wolf.
Prince Frederick—Calvert Co. Fair. Oct. 25-27. J. B. Morsell.

NEVADA
Fallon—Nevada State Fair. Sept. 22-25. C. J. Thornton.

NEW HAMPSHIRE
Contoocook—Hopkinton Fair. Sept. 20-22. L. A. Nelson.
Rochester—Rochester Agrl. Assn. Sept. 27-Oct. 1. Ralph E. Came.
Sandwich—Sandwich Town & Grange Fair. Oct. 12. Chas. B. Hoyt, mgr., Center Sandwich.

NEW JERSEY
Trenton—New Jersey State Fair. Sept. 25-Oct. 1. George A. Hamid, gen. mgr.; Harry E. LaBrique, res. mgr.
Woodstown—Salem Co. Agrl. & Indust. Fair. Sept. 20-25. Howard Harris Jr.

NEW MEXICO
Albuquerque—New Mexico State Fair. Oct. 9-16. Leon Harms.
Alamogordo—Otero Co. Fair. Sept. 23-24.
Belén—Valencia Co. Fair Assn. Oct. 7-8. W. F. Ellermeier.
Clovis—Clovis Bi-State Fair Assn. Sept. 28-Oct. 1. K. C. Lea.
Farmington—San Juan Co. Fair. Sept. 23-24. Carl J. Eaton.
Roswell—Eastern N. M. State Fair. Oct. 5-8. W. C. Holland.
Santa Rosa—Guadalupe Co. Fair. Oct. 14-15.
Tucumcari—Guay Co. Fair. Sept. 29-Oct. 1.
Willard—Torrence Co. Fair Assn. Oct. 5-7. Marvin R. Jones.

NEW YORK
Cobleskill—Cobleskill Agrl. Soc. Sept. 19-23. Wm. H. Golding.
Mineola—Mineola Fair. Sept. 20-24. Fred D. Baldwin.
Palmyra—Union Agrl. Soc. Sept. 21-24. W. Ray Converse.
Trumansburg—The Union Fair. Sept. 28-Oct. 1. Frank R. Tunison.

NORTH CAROLINA
Ahoskie—Atlantic District Fair. Oct. 11-14. J. E. Reid, Winton, N. C.
Albemarle—Stanly Co. Fair Assn. Oct. 3-8. F. B. Patterson.
Apex—Apex Community Fair Assn. Sept. 26-30. I. C. Hayes.
Asheboro—Randolph Co. Fair Assn. Sept. 26-Oct. 1. Waldo Cheek.
Asheville—Buncombe Co. Dist. Agrl. Fair & Jubilee. Sept. 19-24. E. W. Pearson.
Beaufort—Carteret Fair Assn. Oct. 10-15. Wm. H. Hatsell.
Burlington—American Legion Fair. Week of Oct. 3. Paul H. Waddill, mgr.
Carthage—Moore Co. Agrl. Fair Assn. Sept. 20-24. Paul H. Waddill.
Charlotte—Charlotte Agrl. Expo. Oct. 3-8. B. Arp Lowrance.
Charlotte—Southeastern Colored Fair. Week of Oct. 17. Paul H. Waddill.
Cherokee—Cherokee Indian Fair Assn. Oct. 4-7. J. L. Walters.
Clinton—Sampson Co. Fair. Oct. 4-8. Norman Y. Chambliss, Greensboro, N. C.
Durham—Durham Co. Fair Assn. Week of Sept. 19. G. E. Isaacs, pres.
East Bend—Yadkin Co. Fair. Sept. 27-30. Hovey Norman.
Elkin—Elkin Fair. Week of Sept. 19. Mrs. Alan Browning Jr.
Fayetteville—Cumberland Fair. Sept. 26-Oct. 1. R. G. Cobb.
Forest City—Spindale—Rutherford Co. Fair Assn. Sept. 19-24. F. E. Patton, Rutherfordton.
Gastonia—Gaston Co. Fair. Oct. 17-22. F. A. Whiteside.
Goldsboro—Wayne Co. Fair. Week of Sept. 26. W. C. Denmark.
Greensboro—Greensboro Fair. Oct. 17-22. Norman Y. Chambliss.
Greenville—Pitt Co. Fair Assn. Oct. 17-22. A. J. Grey.
Hamlet—Richmond Co. Agrl. Fair. Oct. 3-8. Harold F. Brown.
Henderson—Golden Belt Fair. Oct. 3-8. C. M. Hight.
Henderson—Vance Co. Colored Fair. Oct. 10-15. Robert Hawkins mgr.
Hickory—Catawba Fair Assn. Oct. 4-8. John W. Robinson.
High Point—High Point Fair Assn. Oct. 31-Nov. 5. A. C. Ingram.
Kinston—Neuse-Atlantic Fair. Oct. 3-8. N. G. Bartlett.
Laurinburg—Scotland Co. Sand Hill Fair. Oct. 25-28. R. M. McLeod, Laurel Hill.
Lexington—Davidson Co. Fair. Week of Sept. 25. Dave Leonard.
Littleton—Littleton Tri-Co. Fair. Oct. 24-29. T. R. Walker.
Louisburg—Franklin Co. Fair. Sept. 19-24. A. H. Fleming.
Lumberton—Robeson Fair Assn. Sept. 20-23. W. O. Thompson.
Mebane—Mebane Six Counties Fair. Oct. 31-Nov. 5. C. S. Parnell.
Mocksville—Davie Co. Fair. Sept. 28-30. P. S. Young.
Monroe—Union Co. Fair Assn. Oct. 10-15. M. W. Williams.
Murphy—Cherokee Co. Fair. Sept. 27-Oct. 1. T. W. Axley.
New Bern—Five-County Agrl. Fair. Oct. 24-29 (tentative). Tom C. Daniels.
Plymouth—Washington Co. Fair. Oct. 17-22. Dr. Claudius McGowan.
Raleigh—North Carolina State Fair. Oct. 11-15. Dr. J. S. Dorton, mgr., Shelby, N. C.
Reidsville—Reidsville Fair Assn. Sept. 26-Oct. 1. Aaron Weinstein.
Rocky Mount—Rocky Mount Fair. Oct. 25-29. Norman Y. Chambliss, Greensboro, N. C.
Roxboro—Person Co. Agrl. Fair. Oct. 24-29. C. C. Garrett.
Salisbury—Rowan Co. Fair. Oct. 11-15. Norman Y. Chambliss, Greensboro, N. C.
Shelby—Cleveland Co. Negro Fair. Oct. 5-8. Rev. A. W. Foster.
Shelby—Cleveland Co. Fair Assn. Sept. 27-Oct. 1. Dr. J. S. Dorton.
Sparta—Alleghany Co. Agrl. Fair. Sept. 30-Oct. 1. F. H. Jackson.
Spring Hope—Nash Co. Fair. Sept. 26-Oct. 1. Hobart Brantley.
Statesville—Iredell Co. Agrl. Fair. Oct. 17-22. George Neel, mgr.
Tarboro—Coastal Plain Fair Assn. Oct. 18-22. E. L. Clayton.
Troutman—Troutman Fair. Sept. 22-24. R. S. Shore.
Warsaw—Duplin Co. Agrl. Fair. Nov. 7-12. R. D. Johnson.
Washington—Beaufort Co. Fair. Oct. 10-15. Frazier T. McDevett.
Weldon—Halifax Co. Fair. Sept. 26-Oct. 1. T. R. Walker, Littleton, N. C.

Wendell—East Wake Fair. Oct. 3-8. G. H. Wright Jr.
Williamston—Williamston Fair. Sept. 27-Oct. 1. Norman Y. Chambliss, Greensboro, N. C.
Wilmington—Coastal Fair. Sept. 26-Oct. 1. Wm. A. Peschau.
Wilson—Wilson Co. Fair. Oct. 3-8. W. H. Dunn.
Winston-Salem—Winston-Salem & Forsyth Co. Fair. Oct. 4-8. G. C. McNair.
Woodland—Roanoke-Chowan Fair. Oct. 10-15. T. R. Walker, Littleton, N. C.
Zebulon—Five-County Fair. Sept. 19-24. E. Dabney Gill.

OHIO
Ashland—Ashland Co. Agrl. Assn. Sept. 22-24. P. A. Heestand.
Attica—Attica Fair. Sept. 28-30. Carl B. Carpenter.
Barlow—Barlow Agrl. Assn. Sept. 29-Oct. 1. E. Lawton.
Bellefontaine—Logan Co. Agrl. Soc. Sept. 20-23. Carl C. Kirk.
Bluffton—Bluffton Agrl. Soc. Oct. 19-21. Harry F. Barnes.
Carrollton—Carroll Co. Agrl. Soc. Sept. 28-Oct. 1. Mrs. J. M. Scott, Harlem Springs, O.
Circleville—Circleville Pumpkin Show. Oct. 19-22. George E. Roth.
Columbus—National Dairy Show. Oct. 8-15. Earl H. Hanefeld.
Columbus Grove—Putnam-Allen Fair. Dec. 20-23. T. M. Teegardin.
Coshocott—Coshocott Co. Fair. Oct. 4-8. C. V. Croy, Dresden, O.
Delaware—Delaware Co. Fair. Sept. 21-24. Bruce Burgess.
Dover—Tuscarawas Co. Agrl. Soc. Sept. 20-23. G. G. Krantz.
Fredericktown—Fredericktown Community Fair. Sept. 22-24. Herbert Cocanower.
Georgetown—Brown Co. Agrl. Soc. Oct. 5-7. E. A. Quinlan.
Hamilton—Butler Co. Agrl. Soc. Sept. 27-Oct. 1. John W. Cochran.
Lancaster—Fairfield Co. Fair. Oct. 12-15. Pearl G. Webb.
Lebanon—Warren Co. Fair. Sept. 20-23. Lyle Stewart.
Loudonville—Loudonville Agrl. Soc. Oct. 3-8. O. K. Andress.
Mt. Gilead—Morrow Co. Agrl. Soc. Sept. 28-Oct. 1. O. E. Smith.
Newark—Licking Co. Fair. Sept. 21-23. Keith W. Lowery, Buckeye Lake, O.
Ottawa—Putnam Co. Agrl. Soc. Oct. 4-8. Joseph L. Brickner.
Paulding—Paulding Co. Agrl. Soc. Sept. 21-23. W. R. Mentzer.
Randolph—Randolph Agrl. Soc. Sept. 20-Oct. 1. R. P. Hamilton.
Smithfield—Jefferson Co. Fair. Sept. 21-23. J. O. Hayne.
Smyrna—Tri-County Fair. Sept. 27-29. Scott Bond, R. D. 4, Freeport, O.
Somerset—Somerset Pumpkin Show & Agrl. Assn. Sept. 27-30. A. W. King.

OKLAHOMA
Enid—Garfield Co. Free Fair Assn. Week of Oct. 24. J. B. Hurst.
Fairview—Major Co. Free Fair. Sept. 19-21. W. B. Hanly.
Hugo—Choctaw Co. 4-H & Women's Club Fair. Sept. 16-17. C. L. Weatherford.
Muskogee—Okla. Free State Fair. Oct. 3-9. Ethel Murray Simonds.
Norman—Cleveland Co. Free Fair. Sept. 20-22. Clarence Burch.
Oklahoma City—Okla. State Fair & Expo. Sept. 24-Oct. 1. Ralph T. Hemphill.
Poteau—LeFlore Co. Free Fair Assn. Sept. 21-24. C. C. Garrett.
Rentiesville—Rentiesville District Fair. Sept. 22-24. D. P. Lilly.
Stigler—Haskell Co. Fair. Sept. 29-Oct. 1. Rupert Cross.
Tulsa—Tulsa State Fair. Sept. 17-24. H. E. Bridges.

OREGON
Eugene—Lane Co. Fair Assn. Sept. 21-24. Allen P. Wheeler, Goshen Ore.
John Day—Grant Co. Fair. Sept. 22-24. Chas. Trowbridge.
LaGrande—Union Co. Fair Assn. Last week in Sept. W. R. Gekeler.
Moro—Sherman Co. Fair Assn. Sept. 23-25. LeRoy C. Wright.
Philomath—Benton Co. Fair. Sept. 30-Oct. 1.
Portland—Pacific Internal Livestock Expo. Oct. 1-9. O. M. Plummer, gen. mgr.
Redmond—Deschutes Co. Fair Assn. Sept. 29-Oct. 1. Clare L. Colegrove.

PENNSYLVANIA
Allentown—Great Allentown Fair. Sept. 20-24. M. H. Beary.
Bloomsburg—Bloomsburg Fair Assn. Sept. 26-Oct. 1. Harry B. Correll.
Clearfield—Clearfield Co. Fair Assn. Sept. 19-24. Wm. Brice Jr.
Cochranon—Cochranon Community Fair Assn. Sept. 22-24. A. N. Shaffer.
Columbia—Columbia Harvest Home Assn. Oct. 11-13. Lester Leber.
Ephrata—Ephrata Farmers' Day Assn. Oct. 12-15. Fred R. Janda.
Fleetville—Benton Township Comm. Fair Assn. Sept. 21-24. B. K. Horner.
Gratz—Gratz Fair Assn. Sept. 20-24. Guy R. Kilinger.
Honesdale—Wayne Co. Agrl. Soc. Sept. 20-23. E. W. Gammell.
Lampeter—W. Lampeter Comm. Fair Assn. Sept. 21-23. Wayne B. Rentschler.
Mansfield—Smythe Park Assn. Sept. 21-24. Frank Marvin.
Manheim—Manheim Farm Show. Sept. 29-Oct. 1. E. A. Auld.
Martinsburg—Morrison Cove Community Fair. Oct. 20-22. Ella S. Ebersole, Currville.
Millersville—Manor Farm Fair. Sept. 29-Oct. 1. H. P. Siglin.
Mt. Joy—Mt. Joy Agrl. Soc. Oct. 20-22. H. M. Stauffer.
Myerstown—Myerstown Comm. Fair Assn. Oct. 12-14. J. T. Auld.
New Holland—New Holland Fair. Oct. 6-8. Isaac W. Cauller.
North East—North East Community Fair Assn. Sept. 29-Oct. 1. Mrs. Mildred Hendrickson.
Toga Junction—Community Fair. Sept. 30-Oct. 1. Carl H. Forrest, Lawrenceville, Pa.
Turbotville—Turbotville Community Fair (Indoor). Oct. 6-8. Harry Everett.
Washingtonville—Montour-Delong Fair. Oct. 19-21. George W. Cromis.
Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 20-22. Howard F. Fox, Loysburg, Pa.
York—York Interstate Fair. Oct. 4-8. Samuel S. Lewis, gen. mgr.

SOUTH CAROLINA
Anderson—Anderson Fair. Oct. 31-Nov. 5. J. A. Mitchell.
Anderson—Anderson Co. Colored Fair. Nov. 8-12. J. A. Gresham.
Bennettsville—Marlboro Co. Fair Assn. Oct. 17-22. S. L. Freeman.
Bishopville—Lee Co. Fair Assn. Week of Oct. 31. M. B. McCutchen.
Brunson—Hampton Co. Fair. Week of November 21. W. F. Hogarth.
Camden—Kershaw Co. Fair Assn. Oct. 10-15. D. J. Creed.
Central—Pickens Co. Fair Assn. Oct. 10-15. L. S. Griffin.
Charleston—Charleston Agrl. & Indust. Fair Assn. Oct. 24-29. Emmons S. Welch.
Chester—Chester Co. Colored Fair. Last week in Oct. Wayman Johnson.
Columbia—South Carolina State Fair. Oct. 17-22. Paul V. Moore.
Darlington—Darlington Co. Fair. Oct. 24-29. Max Isaacsohn.
Dillon—Dillon Co. Fair. Oct. 24-29. Joe Cabell Davis.
Florence—Pee Dee Fair. Oct. 11-15. Wm. B. Douglas.
Greenville—Greenville Co. Fair. Oct. 24-29. C. A. Herlong, Greer, S. C.
Greenville—Greenville Co. Colored Fair. Oct. 18-23. James A. Tolbert, pres.
Greenwood—Greenwood Fair. Oct. 17-22. A. T. Pinson.
Kingstree—Williamsburg Co. Fair Assn. Oct. 17-22. H. C. Crawford.
Loris—Loris Fair Assn. Oct. 25-29. J. H. Yon.
Mullins—Marion Co. Fair. Week of Sept. 26. C. L. Schofield.
Newberry—Newberry Co. Fair. Oct. 31-Nov. 5. J. P. Moon.
Orangeburg—Orangeburg Co. Fair Assn. Oct. 25-29. J. M. Hughes.
Orangeburg—Orangeburg Co. Colored Fair. Assn. Oct. 11-14. W. C. Lewis.
Owings—Mt. Carmel Fair. Nov. 2-5. Andrew Saxon.
Rock Hill—York Co. Fair. Oct. 3-7. F. M. Fewell.
St. George—Dorchester Colored Fair Assn. Oct. 31-Nov. 5. L. R. Brown.
Spartanburg—Spartanburg Co. Fair Assn. Oct. 11-15. John P. Felder.
Sumter—Sumter Co. Fair Assn. Oct. 10-15. J. Cliff Brown.
Union—Union Co. Fair Assn. Oct. 17-23. A. M. Vick.
Walterboro—Colleton Co. Fair Assn. Nov. 1-5. E. E. Jones.
Woodruff—Woodruff Fair Assn. First week in Oct. R. L. Robinson.
York—York Co. Colored Fair Assn. Oct. 17-22. L. A. Wright.

SOUTH DAKOTA
Mitchell—Corn Palace Festival. Sept. 26-Oct. 1. Dyer H. Campbell.

TENNESSEE
Athens—Twin County Fair Assn. Sept. 19-24. Fred E. Wankan.
Bolivar—Hardeman Co. Fair Assn. Sept. 26-Oct. 1. Aubrey M. Kann.
Bolivar—Hardeman Co. Colored Fair. Oct. 6-8. Frank Beard.
Brownsville—Haywood Co. Colored Fair Assn. Oct. 12-15. F. E. Jeffries.
Camden—Benton Co. Fair Assn. Sept. 26-Oct. 1. R. L. Davis.
Chattanooga—Chattanooga Inter-State Fair. Sept. 19-24. W. M. Broxton.
Clarksville—Cumberland Valley Fair & Live-Stock Show. Nov. 17-19. Louise Booth.
Clarksville—Montgomery Co. Colored 4-H Agrl. Fair. Oct. 7-8. James A. Belle.
Decaturville—Decatur Co. Fair. Oct. 17-22. B. C. Dailey, Parsons, Tenn.
Dickson—Dickson Co. Fair. Sept. 28-Oct. 1. C. E. Buttrey.
Dover—Stewart Co. Fair. Oct. 6-7. Mabel Crowe.
Dyersburg—Dyer Co. Fair. Sept. 19-24. Julia Walker.
Erlin—Houston Co. Fair. Oct. 1. Nathan Lowe.
Henderson—Chester Co. Fair Assn. Oct. 11-15. F. H. Paschal.
Huntingdon—Carroll Co. Fair. Oct. 4-8. J. F. Walters.
Knoxville—Tennessee Valley Agrl. Fair. Sept. 26-Oct. 1. H. D. Faust.
Lawrenceburg—Lawrence Co. Middle Tenn. Dist. Fair. Sept. 26-Oct. 1. Dr. E. R. Braly.
Lexington—Henderson Co. Fair Assn. Week of Sept. 19. A. S. Montgomery.
Livingston—Overton Co. Agrl. Fair. Sept. 29-Oct. 1. H. B. Smith.
Manchester—Coffee Co. Fair Assn. Sept. 22-24. David W. Shields Jr.
Martin—Martin Community Fair. Nov. 11-12. Milburn Gardner.
Maynardville—Union Co. Fair. Sept. 23. C. L. Loy.
Memphis—Colored Tri-State Fair. Sept. 22-24. Dr. L. G. Patterson.
Nashville—Tennessee State Fair. Sept. 19-24. Phil C. Travis, mgr.
Ottawa—Greeneville—Greene Co. Fair. Sept. 22-24. W. F. Bible, Greeneville.
Parsons—American Legion Fair. Sept. 19-24. K. K. Houston.
Pikeville—Bledsoe Co. Fair. Sept. 29-Oct. 1. H. E. Gibson.
Ramer—Ramer Community Fair. Sept. 30-Oct. 1. Dottie Milstead.
Rutherford—Rutherford Community Fair Assn. Sept. 28-Oct. 1. Wilton Roberts.
Sevierville—Sevier Co. Fair. Sept. 20-24. John A. McMahan.
Union City—Obion Co. Fair. Sept. 19-24. Fred Latimer.
Waynesboro—Wayne Co. Fair Assn. Oct. 3-8. H. L. Edwards.

TEXAS
Ablene—West Texas Fair Assn. Oct. 3-8. T. N. Carswell.
Amarillo—Tri-State Fair. Sept. 19-24. O. L. Taylor.
Anderson—Grimes Co. Fair. Sept. 28-Oct. 1. Clarence Best.
Arlington—Tarrant Co. Fair. Oct. 4-6. F. H. Wadley.
Athens—East Texas Cotton Palace. Sept. 19-24. B. F. Egger.
Beaumont—South Texas State Fair. Nov. 3-13. L. B. Herring, Jr.
Bellville—Austin Co. Fair Assn. Sept. 29-Oct. 2. H. M. Brouillette.
Blooming Grove—Blooming Grove Fair. Sept. 29-Oct. 1. W. A. Crawford.
Bonham—Fannin Co. Fair Assn. Sept. 27-Oct. 1. J. I. Boon.

Bowie—Bowie Fair Assn. Oct. 12-15. Major Ned Horton.
Brenham—Washington Co. Fair Assn. Oct. 6-8. F. W. S. Zschappel.
Center—Shelby Co. Fair. Oct. 4-8. O. F. Metz.
Centerville—Leon Co. Fair Assn. Oct. 13-15. Sam Bain.
Conroe—Montgomery Co. Fair Assn. Oct. 11-15. J. W. Coleman, pres.
Corsicana—Corsicana Live Stock & Agrl. Show. Oct. 3-8. R. W. Knight.
Crockett—Houston Co. Fair Assn. Oct. 24-29. S. W. Mims.
Cuero—Cuero Turkey Trot. Nov. 10-12. J. W. Arnold.
Dallas—State Fair of Texas. Oct. 8-23. Roy Rupard.
Denton—Denton Co. Fair. Oct. 4-8. O. L. Fowler.
Eastland—Eastland Co. Fair Assn. Sept. 29-Oct. 1. H. J. Tanner.
El Paso—Great Southwest Harvest Festival & Fair. Sept. 29-Oct. 2. Verne Newcombe.
Ennis—Ellis Co. Fair. Sept. 19-24. George Ledbetter.

Ft. Worth—Southwestern Expo. & Fat Stock Show. March 10-19. John B. Davis.
Franklin—Robertson Co. Fair Assn. Sept. 29-Oct. 1. V. M. Harris.
Gonzales—Gonzales Co. Fair Assn. Oct. 24-29. Tex Wilson.
Graham—North Central District Fair. Oct. 4-8. Glenn Burgess.
Harlingen—Valley Midwinter Fair. Nov. 22-27. Sidney Kring.
Haskell—Central West Texas Fair Assn. Oct. 19-22. A. M. Turner.
Houston—South Texas Expo. Oct. 29-Nov. 6. Address 2318 Polk ave.
Huntsville—Walker Co. Fair Assn. Oct. 18-22. C. E. Sawyer.
Iowa Park—Wichita Co. Fair Assn. Sept. 21-24. Mrs. R. E. Van Horn.
Jasper—Jasper Co. Fair Assn. Oct. 19-22. R. W. Curtis.
Jefferson—Marion Co. Fair Assn. Sept. 20-24. Mrs. H. A. Spellings.
LaGrange—Fayette Co. Fair Assn. Oct. 13-16. G. A. Koening.
Lamesa—Dawson Co. Fair. Oct. 13-15. A. G. Bearden.
Leonard—Leonard Fair Assn. Sept. 20-24. J. C. Dodson.
Liberty—Liberty Co. Fair Assn. Oct. 17-22. Max Karkowski.
Linden—Cass Co. Fair. Sept. 27-Oct. 1. W. D. Berry.
Livingston—Polk Co. Fair Assn. Oct. 10-15. A. E. Peebles.
Lubbock—Panhandle South Plains Fair. Sept. 26-Oct. 1. A. B. Davis, mgr.
Lufkin—Texas Forest Festival. Oct. 11-15. Ed C. Burris.
McKinney—Collin Co. Fair Assn. Sept. 27-30. W. Hammond Moore.
Madisonville—Madison Co. Fair Assn. Sept. 28-Oct. 1. Mrs. R. B. Magness.
Marfa—Highland Fair Assn. Oct. 6-8. R. I. Bledsoe.
Marshall—Central East Texas Fair. Sept. 26-Oct. 1. John A. Brogitt.
Nacogdoches—Nacogdoches Co. Fair. Oct. 3-8. Joe L. Mock.
New Braunfels—Comal Co. Fair Assn. Sept. 23-25. M. F. Wittenborn.
Palestine—Texas Fruit Palace. Anderson Co. Fair. Oct. 10-15. C. O. Miller, Jr.
Pearsall—Winter Garden Fair Assn. Oct. 13-15. J. K. Mattox.
Quitman—Wood Co. Fair. Oct. 6-8. G. M. Benton.
Rising Star—Free Fall Fair. Sept. 22-24. Chamber of Commerce.
Rosenberg—Richmond—Fort Bend Co. Fair Assn. Oct. 7-9. C. I. Snedecor Richmond.
San Augustine—San Augustine Co. Fair Assn. Oct. 11-15. W. C. Bovett.
Sherman—Red River Valley Fair. Oct. 3-8. Frank Thompson.
Thorndale—Thorndale Community Fair. Sept. 29-30. Mrs. Charles A. Davis.
Throckmorton—Throckmorton Co. Fair. Sept. 30-Oct. 1.
Tyler—East Texas Fair Assn. Sept. 19-24. V. F. Fitzhugh.
Waco—Brazos Valley Fair. Oct. 15-23. Joe Doran.
Wharton—Wharton Co. Fair Assn. Oct. 18-22. H. C. Copenhaver.
Yorktown—Yorktown Fair Assn. Oct. 19-21. Paul A. Schmidt.

UTAH
Salt Lake City—Utah State Fair Assn. Oct. 1-8. E. S. Holmes, mgr.

VERMONT
Londonderry—Londonderry Fair. Oct. 12. A. E. Phillips.

VIRGINIA
Amherst—Amherst Co. Fair Assn. Oct. 2-5. L. H. Shrader.
Blackstone—Courier-Record Fair Assn. Sept. 19-24. Alexander Hudgins.
Chase City—Mecklenburg Co. Fair Assn. Oct. 11-14. E. L. Emory.
Chesterfield C. H.—Chesterfield Co. Fair Assn. Oct. 6-8. Wm. C. Shawen, Chester, Va.
Danville—Danville Fair Assn. Oct. 11-14. Col. H. B. Watkins.
Emporia—Emporia Fair. Oct. 18-22. B. M. Garner.
Farmville—Five-County Fair Assn. Sept. 19-24. R. A. Wilmoth.
Fincastle—Botetourt Co. Fair Assn. Sept. 20-24. Cecil E. Slusser.
Lexington—Rockbridge Co. Fair Assn. Sept. 19-24. Curtis C. Humphris, E. Lexington.
Martinsville—Henry Co. Fair Assn. Oct. 17-22. O. B. Hensley.
Petersburg—Southside Virginia Fair. Oct. 10-15. R. Willard Eanes.
Richmond—Virginia State Fair Assn. Sept. 26-Oct. 1. Chas. A. Somma.
Shipman—Nelson Co. Fair Assn. Oct. 11-14. R. Kent Loving.
South Boston—Halifax Co. Fair Assn. Oct. 4-8. W. W. Wilkins.
Suffolk—Tidewater Fair Assn. Oct. 18-21. W. H. Crocker.
Tazewell—Tazewell Co. Fair. Sept. 21-24. M. L. Whittaker.
Warsaw—Northern Neck Fair Assn. Sept. 20-24. L. F. Altaffer.
WASHINGTON
Colfax—Whitman Co. Fair. Sept. 23-24.
Puyallup—Western Washington Fair Assn. Sept. 19-25. A. E. Bartel.
Waterville—Douglas Co. Fair. Sept. 29-Oct. 1.

WEST VIRGINIA
Clay-Clay Co. Farm Bureau Fair Assn. Sept. 21-24. George C. Deems.
Hurricane-Tri-Co. Indoor Fair. Oct. 3-8. R. F. Forth, pres.
Jacksons Mills-Jacksons Mill 4-H Fair. Sept. 20-22. R. H. Gist, Morgantown W. Va.

Drumbo-Drumbo Agri. Soc. Sept. 27-28. Wilfred A. Cockburn.
Dundalk-Proton Agri. Soc. Sept. 27-28. A. D. McAllister.
Dungannon-Dungannon Agri. Soc. Oct. 6-7. M. Culbert.

Saugeen-Saugeen Agri. Soc. Oct. 3-4. Sidney Solomon, Chippewa Hill.
Schomberg-Schomberg Agri. Soc. Sept. 23-24. A. H. McLeod.
Seaforth-Seaforth Agri. Soc. Sept. 22-23. Mrs. Bessie Kerr.

Walters Falls-Walters Falls Agri. Soc. Sept. 27-28. H. V. Wales.
Walsh-Walsh Agri. Soc. Oct. 8. Warkworth-Percy Tp. Agri. Soc. Oct. 6-7. Dr. H. S. Allen.

CANADA
BRITISH COLUMBIA
Ohlliwack-Chilliwack Agri. Assn. Sept. 21-22. E. H. Barton.
Neilson-Neilson Agri. & Indust. Assn. Sept. 21-23. G. Horstead.

Exeter-Exeter Agri. Soc. Sept. 21-22. R. G. Seldon.
Fairground-Fairground Agri. Soc. Oct. 4. Feversham-Osprey Agri. Soc. Oct. 4-5. George W. Ross, Maxwell.

Smithville-Peninsular Central Agri. Soc. Oct. 4-5. John E. Naergerth.
Spencerville-Spencerville Agri. Soc. Sept. 27-28. A. I. Miller.
Springfield-S. Dorchester Agri. Soc. Sept. 21-22. George Stewart.

Welland-Welland Co. Agri. Soc. Sept. 27-29. A. A. Marshall.
Wellandport-Monck Agri. Soc. Sept. 28-29. Chas. Freure.
Windham Centre-Windham Agri. Soc. Sept. 27. W. J. Ford.

MANITOBA
Plumas-Plumas Agri. Soc. Sept. 30. E. A. Mellers.
Rhineland-Rhineland Agri. Soc. Sept. 23. J. C. Sawatzky, Altona, Man.

Harrison-W. Wellington Agri. Soc. Sept. 29-30. J. F. Young.
Harrow-Colchester, South, Agri. Soc. Sept. 22-24. F. J. Martin.

Teeswater-Teeswater Agri. Soc. Oct. 4-5. Alex B. McKague.
Theford-Eosanquet Agri. Soc. Sept. 27-28. J. O. Jamieson.

QUEBEC
Cape Gove-Gaspe Agri. Soc. Oct. 5. Sydney L. Cass.
Chapeau-Agri. Soc. of Chapeau. Sept. 20-22. Irwin P. Cahill.

NEW BRUNSWICK
Albert-Albert Fair Assn. Oct. 6-7. H. H. Tingley.
Bathurst-Bathurst Fair Assn. Oct. 5. Gordon Moocy, W. Bathurst.

Holstein-Egremont Agri. Soc. Sept. 29-30. Clarence Fenton.
Ilderton-London Tp. Agri. Soc. Sept. 28. E. Douglas.

Underwood-Underwood Agri. Soc. Oct. 11. Allan Hunter, R. R. 2, Tiverton.
Utterson-Stephenson & Watt Agri. Soc. Sept. 26-27. Fred R. Bray.

HAWAII
Kahului, Maui-Maui Co. Fair. Oct. 13-15. Mrs. Myrtle Whitman.
SCOTLAND
Glasgow-Scotland's Empire Exhn. in Bellahouston Park. May 1-Oct. 31.

Edmundston-Edmundston Fair Assn. Sept. 20-22.
Hopewell Hill-Hopewell Fair Assn. Oct. 4. O. A. Mitton, Riverside.

Ingersoll-Ingersoll Agri. Soc. Sept. 29-30. George F. Janes.
Iron Bridge-Iron Bridge Agri. Soc. Sept. 28. A. LaRone, Dean Lake.

Waller-Port Elgin Fair Assn. Sept. 28. C. C. Allen.
Stanley-Stanley Fair. Sept. 20-22. T. Allan Best.

MISSISSIPPI
Clarksdale-Delta Staple Cotton Festival. Sept. 27-29. Mrs. B. J. Marshall.
Jackson-75 Years of Progress. Oct. 17-21.

Woodstock-Woodstock Exhn. Sept. 19-24. R. W. Maxwell.
NOVA SCOTIA
Bear River-Bear River Agri. Soc. Sept. 22-23. Capt. K. R. Forrester.

Kingston-Kingston & District Agri. Soc. Sept. 20-23. G. H. Wilmut.
Kirkton-Kirkton Agri. Soc. Sept. 29-30. Amos Doupe.

Little Rock-Live-Stock Show. Oct. 11-15. Raymond J. Higgins.
Parkin-Cotton Harvest Ball. Oct. 28. Rudolph M. Biddy.

MISSOURI
Carrollton-Fall Festival. Oct. 5-6. Walter W. McGuire.
Excelsior Springs-Mulesta. Sept. 30-Oct. 1. Kansas City-Jubilesta. Sept. 19-Oct. 1. Lincoln G. Dickey.

Little Brook-Claire Exhn. Oct. 4-5. Arnaud S. Comeau.
Shelburne-Shelburne Co. Agri. Soc. Sept. 28-29. Leslie MacKay.

Langton-N. Walsingham Agri. Soc. Oct. 1. C. W. Slaght.
Leamington-Leamington Dist. Agri. Soc. Sept. 26-Oct. 1. Emma Atkins.

Colusa-Harvest Festival. Oct. 6-19. R. G. Power.
Los Banos-Columbus Day Celebration. Oct. 1-2. Joe Dambrosio.

MONTANA
Fort Shaw-Harvest Festival. Oct. 28.
NEBRASKA
Omaha-Food Show. Sept. 26-30. L. Kavan.

Windsor-Windsor Exhn. Sept. 20-23. Harry M. Clark.
Yarmouth-Yarmouth Co. Agri. Soc. Sept. 21-23. E. L. Crosby.

Lucknow-Lucknow Agri. Soc. Sept. 29-30. Jos. Agnew.
McDonald's Corners-Dalhousie Agri. Soc. Sept. 29-30. Wm. Anderson.

Los Banos-Columbus Day Celebration. Oct. 14-16. Joseph Russo.
San Francisco-Natl. Hobby Show & Home Appliance Expo. Oct. 25-28. S. R. Geddes, Monadnock Bldg.

NEW YORK
New York-Poultry Exposition. Oct. 14-18. Herbert D. Copeland.
NORTH CAROLINA
Enfield-Cotton & Peanut Festival. Oct. 17-22. George R. Ivey.

Ontario
Aberfoyle-Aberfoyle Agri. Soc. Oct. 4-5.
Aberington-Aberington Agri. Soc. Oct. 7-8. George Nicholls, Caistor Centre.

Moraviantown-Moraviantown Agri. Soc. Oct. 18-21. A. Tobias, R. R. 3, Thamesville.
Mt. Brydges-Caradoc Agri. Soc. Oct. 4. Thos. Green.

San Francisco-Natl. Hobby Show & Home Appliance Expo. Oct. 25-28. S. R. Geddes, Monadnock Bldg.
San Francisco-Food Show. Oct. 8-15. F. A. Tissier, 525 Market St.

OHIO
Bradford-Pumpkin Show & Homecoming. Oct. 11-15. Everett Faun.
Cincinnati-Sesquicentennial. Oct. 2-4. George Schiele.

Atwood-Elma Agri. Soc. Sept. 23-24. E. H. Swing.
Avonmore-Roxborough Agri. Soc. Sept. 29-30. George E. Canham.

Melbourne-Melbourne Agri. Soc. Oct. 7. Allan McDougald.
Merlin-Raleigh & Tilbury Agri. Soc. Sept. 21-22. M. A. Drew.

San Francisco-Food Show. Oct. 8-15. F. A. Tissier, 525 Market St.
San Mateo-County Fiesta. Sept. 21-25. Chester P. Lipman.

OKLAHOMA
Stigler-Haskell Co. Fair & Farmers' Picnic. Sept. 29-Oct. 1. Rupert Cross.
PENNSYLVANIA
Bloomsburg-Auto Races. Oct. 15.
Elkland-Firemen's Celebration. Sept. 28-Oct. 1. Mickey Percell, Box 174, Elmira, N. Y.

Beachburg-North Renfrew Agri. Soc. Sept. 27-28. B. H. Brown.
Beamsville-Clinton Agri. Soc. Sept. 30-Oct. 1. Fred Barraclough.

Middleville-Lanark Tp. Agri. Soc. Sept. 27. Agnes Yuill.
Millbrook-Millbrook Agri. Soc. Sept. 29-30. J. N. McGill.

San Francisco-Natl. Hobby Show & Home Appliance Expo. Oct. 25-28. S. R. Geddes, Monadnock Bldg.
San Francisco-Food Show. Oct. 8-15. F. A. Tissier, 525 Market St.

TEXAS
Corsicana-Live Stock & Agricultural Show. Oct. 3-8. R. W. Knight.
El Paso-Harvest Festival. Sept. 29-Oct. 1. Gilmer-East Texas Jamboree. Oct. 27-29. Ed Gooch.

Blackstock-Cartwright Agri. Soc. Oct. 4-5. James Byers.
Bobcaygeon-Verulam Agri. Soc. Sept. 23-24. Thos. H. Henderson.

Mindon-Mindon Agri. Soc. Sept. 27. W. MacArthur.
Mitchell-Fullarton Agri. Soc. Sept. 27-28. Mrs. John McNay.

San Francisco-Natl. Hobby Show & Home Appliance Expo. Oct. 25-28. S. R. Geddes, Monadnock Bldg.
San Francisco-Food Show. Oct. 8-15. F. A. Tissier, 525 Market St.

VIRGINIA
Fairfax-Horse & Pony Show. Sept. 24.
WEST VIRGINIA
Elkins-Mountain State Forest Festival. Oct. 6-8. C. W. Arbogast.

Beaumont-Beaumont Agri. Soc. Sept. 29. E. L. Taylor.
Blackstock-Cartwright Agri. Soc. Oct. 4-5. James Byers.

Moraviantown-Moraviantown Agri. Soc. Oct. 18-21. A. Tobias, R. R. 3, Thamesville.
Mt. Brydges-Caradoc Agri. Soc. Oct. 4. Thos. Green.

San Francisco-Natl. Hobby Show & Home Appliance Expo. Oct. 25-28. S. R. Geddes, Monadnock Bldg.
San Francisco-Food Show. Oct. 8-15. F. A. Tissier, 525 Market St.

WISCONSIN
Boscobel-4-H Club Exhibit. Sept. 25. Melmar A. Lewis.
(See COMING EVENTS on page 62)

Coming Events

These dates are for a five-week period.

- ALABAMA
McKenzie-Community Fair. Oct. 14-15. E. C. Sellers.
ARKANSAS
Little Rock-Live-Stock Show. Oct. 11-15. Raymond J. Higgins.
CALIFORNIA
Colusa-Harvest Festival. Oct. 6-19. R. G. Power.
CONNECTICUT
Danbury-Auto Races. Oct. 8. Norwich-Grotto Circus. Oct. 24-29. Kenneth Fox.
ILLINOIS
Barrington-Fall Festival. Oct. 4-8. Lions' Club.
INDIANA
Berne-Colt Show. Oct. 8. G. O. Stauffer.
IOWA
Des Moines-Industrial Expo. Oct. 4-6. Elmer Potter.
KANSAS
Herington-Fall Festival. Oct. 3-5. Paul L. Olinger.
KENTUCKY
Campbellsville-Celebration. Sept. 26-Oct. 1. Walter Hobson.
LOUISIANA
Crowley-Rice Festival. Oct. 4. R. E. Schlicher.
MASSACHUSETTS
Pittsfield-Grotto Circus. Oct. 17-22. D. H. Jacob.
MICHIGAN
Decatur-Celery Festival. 29-Oct. 1. William T. Beck.
MINNESOTA
Montgomery-Kolacky Days. Sept. 24-25. Joe T. Rynda Jr.
MISSISSIPPI
Clarksdale-Delta Staple Cotton Festival. Sept. 27-29. Mrs. B. J. Marshall.
MISSOURI
Carrollton-Fall Festival. Oct. 5-6. Walter W. McGuire.
MONTANA
Fort Shaw-Harvest Festival. Oct. 28.
NEBRASKA
Omaha-Food Show. Sept. 26-30. L. Kavan.
NEW YORK
New York-Poultry Exposition. Oct. 14-18. Herbert D. Copeland.
NORTH CAROLINA
Enfield-Cotton & Peanut Festival. Oct. 17-22. George R. Ivey.
OHIO
Bradford-Pumpkin Show & Homecoming. Oct. 11-15. Everett Faun.
OKLAHOMA
Stigler-Haskell Co. Fair & Farmers' Picnic. Sept. 29-Oct. 1. Rupert Cross.
PENNSYLVANIA
Bloomsburg-Auto Races. Oct. 15.
TEXAS
Corsicana-Live Stock & Agricultural Show. Oct. 3-8. R. W. Knight.
VIRGINIA
Fairfax-Horse & Pony Show. Sept. 24.
WEST VIRGINIA
Elkins-Mountain State Forest Festival. Oct. 6-8. C. W. Arbogast.
WISCONSIN
Boscobel-4-H Club Exhibit. Sept. 25. Melmar A. Lewis.
(See COMING EVENTS on page 62)

CONVENTIONS

ARIZONA Phoenix—State Farm Bureau Fed. Nov. 21. H. Gray, Tempe, Ariz. ARKANSAS Little Rock—State Farm Bureau Fed. Nov. W. Frasier, Box 391. Malvern—Order of Odd Fellows. Oct. 24-25. R. S. Whitlock, Box 65, Bentonville, Ark. CALIFORNIA Fresno—Order of Sciots. Nov. 2-5. Karl Eber, 354 Phelan Bldg., San Francisco. Hollywood—State Assn. of Nurses. Sept. 28-30. H. W. Kruckeberg, 340 San Pedro st., S. Los Angeles. Lodi—Order of Odd Fellows. Oct. 10-11. M. Ludlow, San Francisco. Los Angeles—American Legion, National. Sept. 19-22. F. E. Samuel, 777 N. Meridian st., Indianapolis, Ind. Los Angeles—National Inventors' Congress. Dec. 5-7. A. G. Burns. Riverside—P. of H., State Grange. Oct. 18-21. Mrs. E. L. Peterson, Sonoma, Calif. Sacramento—State Farm Bureau Fed. Nov. 14-16. A. Johnson, Berkeley, Calif. San Francisco—91st Div. Assn. Sept. 23-25. A. G. Boss, 624 Market st. San Francisco—F. & A. Masons. Oct. 11. John Whicher, Masonic Temple. San Francisco—State Cattlemen's Assn. Dec. 9-10. J. Curry, 595 Mission st. Santa Barbara—State Firemen's Assn. Sept. 26-29. H. Strasser, Box 506, San Diego. COLORADO Greeley—Order of Odd Fellows. Oct. 17-20. R. D. Shattuck, 1751 Champa st., Denver. CONNECTICUT New Haven—316th Inf. Assn. Sept. 24. R. A. Cullen, 1829 Cobbs Creek pkwy., Phila., Pa. New London—Junior Order. Sept. 24. J. Wellington, Franklin, Conn. Willimantic—Odd Fellows' Encampment. Oct. 18. W. Hutchison, New Haven. DELAWARE Dover—Order of Odd Fellows. Nov. 15. A. Johnson, Wilmington. Laurel—P. of H., State Grange. Dec. 13-14. H. C. Johnson, Box 205, Smyrna, Del. Newark—Knights of Pythias. Oct. 20. G. Souder, Wilmington, Del. Rehoboth—Order of Odd Fellows. Nov. 16. H. E. Downing, 10th & King sts., Wilmington. FLORIDA Jacksonville—Southeastern Florists' Assn. Nov. 7-9. R. E. Mapes, Box 116, Knoxville, Tenn. GEORGIA Macon—F. & A. Masons. Oct. 25. F. Baker. IDAHO Caldwell—P. of H., State Grange. Oct. 25-27. F. G. Harland, Box 211. Rupert—Order of Odd Fellows. Oct. 17-21. P. F. Horne, Box 371, Caldwell, Ida. ILLINOIS Chicago—Intl. Assn. Fairs & Expos. Nov. 29-30. Ralph T. Hemphill, Box 974, Oklahoma City, Okla. Chicago—Natl. Assn. Coin-Operated Machine Mfrs. Dec. 12-15. Clinton S. Darling, 120 S. LaSalle st. St. Louis—P. M., Odd Fellows. Oct. 2-4. Lt. Col. F. L. Leyman, 250 E. Cass st., Joliet, Ill. Peoria—P. of H., State Grange. Dec. 13-15. C. W. Kleckner, 521 Summer st., Rockford. Quincy—State Moose Assn. Sept. 23-25. J. Heckingkamp. Springfield—Knights of Pythias. Sept. 27-28. Allen Douglass, 618 S. 6th st. IOWA Des Moines—Order of Red Men. Oct. 11-12. A. J. Danielson, Box 194. Newton—P. of H., State Grange. Oct. 11-12. L. E. Raffety, Grinnell, Ia. Oelwein—State Moose Assn. Sept. 30-Oct. 2. E. U. Meyer, 405 Brady st., Davenport. Sioux City—Order of Odd Fellows. Oct. 19-21. W. A. Merriam, 615 Locust st., Des Moines. KANSAS Lawrence—P. of H., State Grange. Dec. 13-15. R. M. Ferris, Osage City, Kan. McPherson—Order of Odd Fellows. Oct. 11-12. W. J. Russell, Topeka. Ottawa—State Farm Bureau. Oct. 10. Mrs. J. K. Smith, Manhattan, Kan. St. Francis—Farmers' Equity Union. Oct. 26-27. C. Calame, Greenville, Ill. Salina—Farmers' Educational & Co-Op. Union. Oct. 25-28. Pauline Cowger, Box 51. Winfield—Order of Red Men. Oct. 4-5. C. A. Van Court, 444 W. 15th st., Horton, Kan. KENTUCKY Corbin—Knights of Pythias. Oct. 10-11. H. M. Ball, 3 21st st., Newport, Ky. Hopkinsville—Order of Odd Fellows. Oct. 10-12. Wm. Davies, 511 W. 6th st., Lexington, Ky. Louisville—Masonic Bodies. Oct. 18-20. Al E. Orton, Shubert Bldg. LOUISIANA New Orleans—Intl. Assn. of Fire Chiefs. Sept. 27-30. J. J. Mulcahey, 16 Franklin ave., Yonkers, N. Y. New Orleans—Junior Order. Oct. 27. H. Alcantara. New Orleans—Military Order of World War. Oct. 2-3. Major E. S. Bettelheim Jr., 1700 Eye st., Washington, D. C. New Orleans—Amer. Farm Bureau Fed. Dec. 12-15. R. W. Blackburn, 58 E. Washington st., Chicago. MAINE Augusta—P. of H., State Grange. Dec. 6-8. Mrs. N. L. Hascall, Auburn, Me. Bath—Order of Red Men. Sept. 29. H. B. Seal, 22 Waverly st., Portland. Portland—Order of Odd Fellows. Oct. 19. L. E. Leonard, 25A Forest ave. Portland—Odd Fellows' Encampment. Oct. 18. H. T. Stimson, 25A Forest ave. MARYLAND Baltimore—Chrysanthemum Soc. of Amer. Nov. 11-13. G. H. Poesch, State Univ., Columbia, O. Baltimore—R. & S. Masons. Dec. 14. C. Welden, Masonic Temple. MASSACHUSETTS Boston—Veteran Odd Fellows' Assn. Oct. 29. F. C. Mackintosh, 24 Concord sq. Boston—Order of Red Men. Oct. 18-20. C. A. Hayes, 18 Boylston st. Boston—State Hort. Soc. Nov. 10-12. E. Farrington, 300 Mass. ave. Boston—P. of H., State Grange. Dec. 13-15. E. H. Gilbert, North Easton, Mass. Holyoke—N. E. Awning & Tent Mfrs.' Assn. Nov. 14-15. H. J. Scantlebury, 11 N. Washington st., Boston.

MICHIGAN Allegan—P. of H., State Grange. Oct. 25-28. Mrs. M. E. Lovejoy, Perry, Mich. Ann Arbor—Kiwanis Clubs. Oct. 9-11. F. W. Clement, 1015 Lincoln ave. Detroit—Natl. Tent & Awning Mfrs.' Assn. Oct. 10-14. J. E. McGregor, 224 Endicott Bldg., St. Paul, Minn. Detroit—Soc. of Motion Picture Engineers. Oct. 31-Nov. 3. E. Lansing—State Farm Bureau Fed. Nov. 10-11. C. L. Brody, Lansing. Grand Rapids—W. Mich. Fat Stock Assn. Dec. 5-7. K. K. Vining. Grand Rapids—State Hort. Soc. Dec. 6-7. H. Hootman, E. Lansing. Lansing—Order of Odd Fellows. Oct. 18-19. F. A. Rogers. Lansing—State Farm Equipment Assn. Nov. 29-Dec. 1. S. E. Larsen, 653 Otillia st., S. E. Grand Rapids. MINNESOTA Altkin—P. of H., State Grange. Oct. 18-20. M. Estelle Thompson, Box 123, Lansing, Minn. Red Wing—State Hort. Soc. Oct. 25-27. R. S. Mackintosh, Univ. Farm, St. Paul. St. Paul—R. A. Masons. Oct. 11. J. H. Anderson, 6th & Smith sts. Zumbrota—Knights of Pythias. Oct. 11-12. H. H. Schultz, 1227 Hennepin ave., Minneapolis. MISSOURI Boonville—Knights of Pythias. Oct. 11-12. Edwin Ettinger, 3507 Pine st., St. Louis. Columbia—State Farmers' Week. Oct. 25-27. J. W. Burch. Fulton—Odd Fellows' Encampment. Oct. 10. W. L. Long, Box 345, Joplin, Mo. MONTANA Helena—Order of Odd Fellows. Oct. 17-20. R. Kemp, Box 1364, Missoula, Mont. NEBRASKA Broken Bow—P. of H., State Grange. Oct. 11-13. T. A. Hodson, Gothenburg, Neb. Fremont—State Vol. Firemen's Assn. Oct. 18-20. L. A. Novak, Box 788, Norfolk, Neb. Kearney—State Florists' Soc. Nov. 9-11. J. A. Danielson, 1306 N. st., Lincoln. Lincoln—Order of Odd Fellows. Oct. 18-20. E. S. Davis, Box 567, North Platte, Neb. Lincoln—P. M., Odd Fellows. Oct. 18-20. C. G. Jensen, Superior, Neb. Lincoln—State Farm Bureau Fed. Dec. 5-6. E. T. Winter, 1134 P. st. Omaha—R. & S. R. A. Masons. Dec. 6-7. L. E. Smith, 401 Masonic Temple. NEW HAMPSHIRE Dover—Order of Red Men. Oct. 6. W. M. Thomas, Peterborough, N. H. Laconia—Knights Templar. Oct. 4. J. M. Dresser, 44 S. Main st., Concord, N. H. Laconia—P. of H., State Grange. Dec. 11-14. J. A. Hammond. NEW JERSEY Atlantic City—State Hort. Soc. Dec. 7-8. A. Farley, New Brunswick. Atlantic City—Knights of Pythias. Sept. 21-22. E. E. Margerum, Box 47, Trenton. Atlantic City—Junior Order. Oct. 12-13. R. C. Walker, 1 W. State st., Trenton, N. J. Atlantic City—Allied Theater Owners of N. J. Oct. 19-21. NEW MEXICO Albuquerque—Knights Templar. Oct. 21. A. A. Keen, Box 535. Albuquerque—F. & A. Masons. Oct. 17-19. A. A. Keen, Box 535. Aztec—Order of Odd Fellows. Oct. 10-11. L. A. Wright, 604 Hinkle st., Clovis, N. M. Roswell—State Outdoor Adv. Assn. Nov. 10. J. A. Strong, Box 744. NEW YORK Albany—27th Div. Assn. Sept. 30. E. Collins, Troy, N. Y. Buffalo—State Farm Bureau Fed. Nov. 16-17. E. S. Foster, Roberts Hall, Ithaca, N. Y. New York—Natl. Horse Show Assn. Nov. 5-12. Whitney Stone, 90 Broad st. New York—Military Order of Loyal Legion of U. S. Oct. 18-19. K. S. Green, 1805 Pine st., Phila., Pa. New York—Toy Mfrs. of U. S. A. Dec. —. J. L. Pri, 200 Fifth ave. Syracuse—State Farm Equipment Dealers' Assn. Dec. 6-7. M. A. Johnson, Box 488, Nanuet, N. Y. NORTH CAROLINA Winston-Salem—30th Div. Assn. Sept. 29-30. Irwin Monk, Box 651, Asheville, N. C. OHIO Akron—P. of H., State Grange. Dec. 13-15. John Cunningham, R. 1, Mt. Vernon, O. Cincinnati—Knights Templar. Oct. 12-13. Henry Schaefer, 850 Spitzer Bldg., Toledo. Columbus—Supreme Council 33d Degree A. A. Scottish Rite, N. E. Masonic Jurisdiction. Sept. 27-29. C. H. Spilman, 1117 Statler Bldg., Boston, Mass. Columbus—R. & S. Masons. Oct. 3-4. Wm. T. S. O'Hara, 503 Gardner Bldg., Toledo. Columbus—R. A. Masons. Oct. 5-6. M. C. Hambright, 907 1st Natl. Bk. Bldg., Springfield. Columbus—Natl. Dairy Assn. Oct. 8-15. Columbus—State Farm Bureau Fed. Nov. 17-18. M. D. Lincoln, 246 N. High st. Columbus—Amer. Rabbit & Cavy Breeders' Assn. Dec. 5-10. T. R. Vandervort, 20565 Belvidere ave., S. W. Cleveland. Columbus—Soc. of Amer. Foresters. Dec. 15-

17. H. E. Clepper, Mills Bldg., Washington, D. C. Dayton—Scottish Rite Masons. Nov. 8-10. J. Cissna. Youngstown—Knights of Pythias. Sept. 26-28. Frank Woods, City Hall. OKLAHOMA Guthrie—Order of Odd Fellows. Oct. 18-19. P. W. Gifford. Kingfisher—P. of H., State Grange. Dec. 5-8. Myrtle Newland, 320 N. 8th st., Ponca City. Oklahoma City—Odd Fellows, Sovereign Grand Lodge. Sept. 19-24. J. E. Kroh, 16 W. Chase st., Baltimore, Md. OREGON Eugene—State Hort. Soc. Dec. —. O. McWhorter, Corvallis, Ore. Pendleton—Knights of Pythias. Oct. 10-11. W. G. Gleeson, 918 S. W. Yamhill st., Portland. Portland—P. of H., Natl. Grange. Nov. 16-24. H. A. Caton, 145 15th st., Coshocton, O. PENNSYLVANIA Allentown—Odd Fellows' Encampment. Oct. 19-20. G. H. Banes, 1516 N. 16th st., Philadelphia. Lebanon—State Firemen's Assn. Oct. 3-6. Chas. E. Clark, Box 217, Wayne, Pa. Philadelphia—Order of Odd Fellows. Sept. 23-25. John McCall, 121 Marlin Drive W., Mt. Lebanon, Pittsburgh. Reading—Veterans 314th Inf., AEF. Sept. 23-24. G. E. Hentschel. Wilkes-Barre—State Fed. of I. B. M. Rings. Oct. 14-15. Dr. W. M. Endlich, 329 Market st., Harrisburg. RHODE ISLAND Providence—P. of H., State Grange. Dec. 14-15. Mrs. C. Chase, Newport, R. I. Valley Falls—Order of Red Men. Oct. 22. James Monroe, Providence. SOUTH CAROLINA Columbia—State Florists' Assn. Oct. 24-25. Mary Goodale, Camden, S. C. SOUTH DAKOTA Aberdeen—State Hort. Soc. Nov. 30-Dec. 1. W. A. Simmons, Court House, Sioux Falls. Winner—State Farmers' Union. Oct. 11-13. P. G. Erickson, 200 Strand Bldg., Sioux Falls. TENNESSEE Chattanooga—State Hort. Soc. Nov. 30-Dec. 2. G. M. Bentley, 65 Biology Bldg., Univ. of Tenn., Knoxville. Knoxville—P. of H., State Grange. Oct. 12-14. Mrs. H. E. Davis, R. 12, Greeneville. Memphis—Motion Picture Theater Owners. Oct. 10-11. Y. D. Moore, McKenzie, Tenn. Memphis—Sons of Confederate Veterans. Nov. 1-3. Marshall Wingfield, 246 S. Watkins st., Nashville. Nashville—Order of Odd Fellows. Oct. 17-18. W. Nelson. Nashville—Odd Fellows' Encampment. Oct. 17. W. T. Ferguson, 606 N. 2d st. Nashville—State Farm Bureau Fed. Nov. 16-17. J. F. Porter, Columbia, Tenn. TEXAS Dallas—State Fraternal Congress. Nov. 8-9. J. H. Cullom, 4725 East Side ave. Ft. Worth—90th Div. Assn. Nov. 11-13. Bill Marlin, Pawnee, Okla. Ft. Worth—36th Div. Reunion, Tex.-Okla. Oct. 8-9. Gen. Chas. W. Nilmon. Gonzales—Odd Fellows' Encampment. Oct. 10. W. R. Francis, Ft. Worth. Houston—Amer. Fed. of Labor. Oct. 3-15. Frank Morrison, A. F. of L. Bldg., Washington, D. C. Waco—A. F. & A. Masons. Dec. 6. G. H. Belew, Box 446. UTAH Salt Lake City—F. & A. Masons. Sept. 26-27. S. H. Goodwin, 650 E. So. Temple. Salt Lake City—State Farm Bureau. Dec. —. T. R. Welling. VERMONT Brattleboro—P. of H., State Grange. Oct. 18-19. H. A. Stoddard, Bellows Falls, Vt. VIRGINIA Martinsville—Knights of Pythias. Oct. 11. G. C. Cabell, Norfolk, Va. Newport News—Junior Order. Oct. 18-19. E. A. Chalkley, West Point, Va. Petersburg—State Postal Fed. Oct. 27. H. L. Moore, Blacksburg, Va. Richmond—R. A. Masons. Oct. 25-26. J. M. Clift, Masonic Temple. Richmond—Amer. Soc. for Hort. Science. Dec. 28-30. H. B. Tukey, Box 299, Geneva, N. Y. WASHINGTON Walla Walla—State Farm Bureau Fed. Nov. —. H. Clark. WEST VIRGINIA Charleston—Order of Odd Fellows. Oct. 11. A. J. Wilkinson, Huntington. Fairmont—A. F. & A. Masons. Oct. 12-13. J. R. Carr, Williamson, W. Va. Pughtown—P. of H., State Grange. Oct. 20. Mrs. N. Johnson, Williamson, W. Va. WISCONSIN Madison—Farmers' Educl. & Co-Op. Union. Nov. 15-16. J. Vesecky, Salina, Kan. Milwaukee—Amer. Intl. Park Execs. and Am. Park Soc. Sept. 18-22. W. O. Doolittle, Box 422, Tulsa, Okla. Oshkosh—P. of H., State Grange. Dec. —. H. Inde. Shawano—Odd Fellows' Encampment. Oct. 17-19. J. A. Fathers, 25 W. Milwaukee st., Janesville, Wis.

CANADA Toronto, Ont.—Un. Farmers of Ont. Late in Nov. H. Hannan. Toronto, Ont.—R. I. Red Club of Amer. Nov. 15-23. J. B. Harness, R. F. D. 3, Yakima, Wash.

Frontier Contests

These Dates Are for a Five-Week Period CALIFORNIA Bakersfield—Frontier Days & Stock Show. Sept. 30-Oct. 2. Emory G. Hoffman. Victorville—Victorville Rodeo. Oct. 14-16. Cal Godshall. Yucapli—Rodeo. Oct. 29-30. IDAHO Lewiston—Rodeo. Sept. 29-Oct. 24. ILLINOIS Chicago—Chicago Stadium Rodeo. Oct. 13-30. Donald S. MacLeod. MICHIGAN Detroit—Rodeo. Sept. 29-Oct. 9. NEW JERSEY Woodstown—Salem Co. Rodeo. Sept. 20-24. Howard Harris Jr. NEW MEXICO Socorro—Fiesta & Rodeo. Sept. 28-29. Bill West. NEW YORK New York—World's Championship Rodeo at Madison Sq. Garden. Oct. 7-30. Frank Moore.

Dog Shows

These Dates Are for a Five-Week Period CALIFORNIA Pasadena—Oct. 29-30. Jack Bradshaw, 1814 S. Grand ave., Los Angeles. Santa Ana—Oct. 16. Jack Bradshaw, 1814 S. Grand ave., Los Angeles. COLORADO Denver—Sept. 23-24. Mrs. D. C. Dodge, 1330 Broadway. DELAWARE Wilmington—Oct. 8. Foley, Inc., 2009 Ranstead st., Philadelphia, Pa. KANSAS Wichita—Sept. 28-29. Mrs. Emma Loest, 3501 Genesee st., Kansas City, Mo. MAINE Portland—Oct. 15. H. A. Davis, 269 Ray st. MARYLAND Annapolis—Oct. 16. Foley, Inc., 2009 Ranstead st., Philadelphia, Pa. MASSACHUSETTS Boston—Oct. 9. Mrs. H. E. Phillips, 534 Adams st., N. Abington, Mass. MICHIGAN Detroit—Oct. 9. F. W. Reynolds, 5299 Maplewood. Detroit—Oct. 16. Mrs. Robt. Vaughn, 4849 Maplewood. Jackson—Oct. 29. J. M. Murton. Lansing—Oct. 30. Fred Wagenvoort Jr., E. Lansing. MISSOURI Joplin—Sept. 24-25. F. B. Barrett, 127 Sergeant ave. St. Louis—Oct. 9. Mrs. M. E. English, 5020 Gratiot st. Springfield—Sept. 21-22. Mrs. G. H. Dyer, 1321 Concord st. NEW JERSEY Newark—Oct. 9. Lloyd Williams, R. D. 3, Plainfield, N. J. NEW YORK Buffalo—Oct. 23. H. J. Brogan, 362 E. Utica st. Staten Island—Oct. 18. Foley, Inc., 2009 Ranstead st., Philadelphia, Pa. Westbury, L. I.—Sept. 25. Foley, Inc., 2009 Ranstead st., Phila., Pa. NORTH CAROLINA Durham—Oct. 11. E. A. Moss, Greensboro, N. C. Greensboro—Oct. 7-8. E. A. Moss. OHIO Chippewa Lake—Sept. 25. W. A. Sheldon, 1568 W. Exchange st., Akron, O. Cleveland—Oct. 2. Mrs. F. C. Ray, 3303 E. 93d st. Cleveland—Oct. 30. Foley, Inc., 2009 Ranstead st., Philadelphia, Pa. Zanesville—Oct. 9. H. L. Pollock, New Concord, O. OKLAHOMA Oklahoma City—Oct. 4-5. Mrs. R. L. Dickens, 5210 N. W. 39th st., R. 3. Tulsa—Oct. 1-2. J. W. Collins, Box 2387. PENNSYLVANIA Allentown—Sept. 24. B. W. Lyte, 1113 Hamilton st. Devon—Oct. 1. Foley, Inc., 2009 Ranstead st., Philadelphia. Pittsburgh—Oct. 21-22. Foley, Inc., 2009 Ranstead st., Philadelphia. Reading—Oct. 9. Foley, Inc., 2009 Ranstead st., Philadelphia. SOUTH CAROLINA Charleston—Oct. 5. E. A. Moss, 808 Summit ave., Greensboro, N. C. TEXAS Dallas—Oct. 15-16. Mrs. Emma Loest, 3501 Genesee st., Kansas City, Mo. Ft. Worth—Oct. 18-19. Mrs. Emma Loest, 3501 Genesee st., Kansas City, Mo. Galveston—Oct. 25-26. Foley, Inc., 2009 Ranstead st., Philadelphia, Pa. Wichita Falls—Oct. 12-13. Mrs. B. A. Moore. VIRGINIA Fort Myer—Oct. 15. Foley, Inc., 2009 Ranstead st., Philadelphia, Pa. Roanoke—Oct. 13. E. A. Moss, Greensboro, N. C. WISCONSIN Fond du Lac—Sept. 25. M. F. Couillard, 754 N. 28th st., Milwaukee.

COMING EVENTS

(Continued from page 61) Tomah—Fall Festival. Oct. 8. L. S. Clark. CANADA Shawingnan Falls, Que.—Commercial & Industrial Exhn. Sept. 19-25. R. T. Racette. Toronto, Ont.—Shrine Circus at Maple Leaf Gardens. Oct. 24-29. Bob Morton.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups: American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

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**FOR SALE — WONDERFUL MIND READING** Dog; also A-1 Drunk Act. Price \$50.00. **C. STRICKER**, 2325 Beeler, New Albany, Ind.

**LIVE ARMADILLOS—ALL SIZES, EACH \$2.00;** pair \$3.50. Also mother and babies. Prompt delivery, good feeders. **THE ARMADILLO FARM**, Comfort, Tex. se24

**PLENTY SNAKES — ARMADILLOS, IGUANAS,** Gilas, Dragons, Alligators, Chamelions, Monkeys, Prairie Dogs, Coatumundis, Pecaries, Guinea Pigs, Rats, Mice, Parrots, Parakeets, Guinea Baboons, Kinkajous, Agoutis. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. oc1

**SEE DISPLAY AD THIS ISSUE, CARNIVAL SEC-** tion, offering Chimpanzees, Reptiles, Birds and other animals. Priced to sell. **FRANK BUCK ENTERPRISES.**

**SELLING OUT—BABY BEAR, \$25.00; CARA-** cara Bird, \$5.00; Golden Eagle, \$15.00; White Male Deer, \$50.00; Puma, \$35.00; Porcupines, Coons, White Fox, Owls, Monkeys, Ocelot, all cage broken. **GEORGE J. KELLER**, Bloomsburg, Pa.

**WE HAVE ROOM TO BOARD FIVE LARGE** Pythons throughout the winter. Heated quarters. **ROSS ALLEN**, Silver Springs, Fla.

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**"DUTCH HOLLAND" HAMBURGERS - HOT-** Dogs—Satisfies Nation's Appetite. Gold mine. Taverns, restaurants, roadstands, etc. Quick particulars stamp. **DAVIS**, Box 1484-B, Clarksburg, W. Va.

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**START MAIL ORDER BUSINESS IN SPARE** Time—Valuable portfolio 10c. **PEDERSON**, 1E09-A East 5th St., Duluth, Minn.

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**ASSORTED BUNDLES—ODDS AND ENDS, \$1.00.** Costumes, Evening Gowns, Shoes, Bally Capes, Hulas. Bargains. **CONLEY**, 310 W. 47th, New York.

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**UNIFORMS—NEW YORK NATIONAL GUARD.** West Point Cadets. Excellent condition. Low price. Any quantity. **TAVETIAN**, 61 Rutgers, New York.

**USED COSTUMES — CHORUS, PRINCIPALS,** dollar up; Uniforms, Tuxedos, Dress Suits. No catalogue. **LOUIS GUTTENBERG'S SONS**, 9 W. 18th St., New York.

## COIN-OPERATED MACHINES SECOND-HAND

### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A HIT — BINGO, THE 1c COUNTER SKILL** Game. Legal everywhere. Price \$17.50. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. oc8

**AAA-1 BARGAINS — DERBY DAY CONSOLES,** \$39.50; 1937 Track Time (Red Head), \$95.00; 1938 Bally Skill Field, \$87.50; 1938 Kentucky Club, \$125.00; Bally Reserves, \$35.00; Preakness, \$24.50; Auroran, Speed, Silver Flash, \$15.50; Boo Hoo, \$7.50; Cenco Football, Stoner's Races, \$12.50. Write for list. **MARKEPP COMPANY**, Cleveland, O.

**AAA-1 FACTORY RECONDITIONED BARGAINS** —1938 Track Times, \$170.00; Kentucky Clubs, \$145.00; either with skill attachment no extra charge. We will buy Handicappers and Winning Tickets. Multi Free Races and 1938 Track Times. Write **W. E. KEENEY MFG. CO.**, 2611 Indiana Ave., Chicago, Ill.

**A-1 CONDITION - ALL BARGAINS — BALLY** Saddle Clubs, uncrated but never used, \$75.00; Bally Turf Specials, small console, no service calls on this number, \$40.00; Mills Rio, like new, a sure money maker, \$70.00; Mills Tournaments, still a money getter, 5 ball game, \$10.00; Chico Derby, \$7.50; Chico Dux, \$7.50; Cenco Football, \$7.50; Rock-Ola World Series, \$125.00; Rock-Ola Tom Mix Rifle, \$100.00; Bally Rays Tracks, clean and good working order, \$50.00. All prices F. O. B. Miami, Fla. Send one-third deposit. **BILL FREY, INC.**, 120 N. E. 1st St. x

**ABSOLUTE BARGAINS—LATE ALL ELECTRIC** Bumper Type Machines from \$5.00 to \$25.00. A-1 condition: Rollovers, \$5.00; Home Run Baseball, \$7.00; Crosslines, \$8.00; Mercury, \$9.00; Running Wild, \$12.00; Silver Flash, \$17.00; Register, \$20.00; Hare 'N Hound, \$23.50; Corey Island, \$25.00. Also, one Electric Eye (Exhibit), 14 shots for 5c Pistol Machine (automatic payout features optional), wonderful money maker, bargain, \$27.50. Deposit required. 5% deduction 5 machines or more. **KLOTZ SALES**, 17 Wellhouse Bldg., Atlanta, Ga. x

**ATTENTION—WANT TO BUY ROTARY MER-** chandisers. Give serial numbers, lowest cash price. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla. oc15

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**BARGAIN — 18 LOG CABIN DUPLEX MA-** chines, \$6.00 each. Chromium finish. 1/3 deposit. **RICHARD INGE**, 161 Glenwood, Mobile, Ala.

**CASH PAID FOR BOWLING GAMES, HOCKEY** Games, Bang-A-Deer and Stoner Skill Derby. No junk. **REDMOND VENDING SERVICE**, Arkville, N. Y.

**CLOSE-OUT SALE ON RECONDITIONED MA-** chines—Paces Races, black cabinets, 20 or 30 payout odds, 5c or 25c play, \$100.00 each machine; one machine free with an order of ten; Evans Console Dominoes, Bang-Tails, Rollette, Jr., 5c play, \$100.00 each; one machine free with an order of ten machines; Pamco Deluxe, \$32.50; Grub Stakes, \$12.50; Carom, \$17.50; Bally Derby, \$17.50; Ducks, \$17.50; Chico Derby, \$12.50; Double Tracks, \$42.50; Running Wild, \$17.50; Duval Reel 21, \$5.00; Cent-A-Pack, with registers, \$10.00; A. B. T. Model F Targets, with registers, \$20.00; Groetchen Gingers, \$15.00; with base, \$17.50; Groetchen Sparks, \$23.50; Deuces Wild, \$20.00; Caille Cadet Slots, 10c and 25c play, like new, \$25.00. One-third deposit with order, balance C. O. D. **AMERICAN MACHINE SALES CO.**, 605 E. Commerce St., San Antonio, Tex. x

**COUNTER MACHINES AND COUNTER GAMES** of all kinds sacrificed for quick sale. Send for list. **A. L. KROPP**, Tuscaloosa, Ala. se24

**FOR BARGAINS IN USED SLOT MACHINES** and Console Tables write **A. R. KISER**, 127 N. Brevard, Charlotte, N. C. se24

**GOODBODY'S BARGAIN LIST IS WAITING** for You. We Buy, Sell or Exchange. **GOODBODY**, 1324 East Main St., Rochester, N. Y. oc1

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**MILLS EAGLE FRONT ESCALATORS, \$22.50** each; nickel and dime only; Mills Goosenecks, \$8.50; dime and quarter only. One-third deposit, balance collect. **BUSINESS STIMULATORS**, 4912 E. Washington St., Indianapolis, Ind. oc1

**MILLS BLUE FRONTS—5c LIGHT CABINETS,** over 360,000, \$30.00; Milco Heads, \$5.00 additional; Northwestern DeLuxe Merchandisers, 1c and 5c, \$11.50; Shipman Postage Stamp Machines, \$10.50, like new; Wurlitzer 5c Coin Chutes, complete, \$1.50. **E. O. LIKENS**, 924 5th St., N. W., Washington, D. C.

**MILLS BLUE FRONTS — LIGHT CABINETS,** mystery pay, 5c and 10c, special value, \$35.00 each; Mills 5c Extraordinaries, \$35.00 each; Reel 21, \$5.00 each; Mills Skyscrapers, 1c and 5c, \$17.50 each; Mills 5c Escalators, Front Venders, \$20.00 each; Mills 5c Golden Bell, \$27.50 each. 1/3 cash with order **BIRMINGHAM VENDING CO.**, 2117 3d Ave., N. Birmingham, Ala. x

**PACES RACES, TRACK TIMES—WE BUY AND** sell. We sell Paces Races Parts. **CHARLES PITTLER**, New Bedford, Mass. se24x

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**SUPERIOR 1c BULK VENDERS — CROMIUM** plated, like new, \$4.50; Adlee Penny Shop, latest model, 3 compartments, \$15.00; Supreme Bulk Venders, capacity 3 lbs., \$2.25; 6 lbs., \$2.50; Columbus 5c Peanut Machines, \$3.00; in lots of ten, \$2.50; Robbins Stick Gum Venders, like new, \$4.00. Many others. Send for bargain list. **RAKE**, 5438 Woodland, Philadelphia, Pa. x

**USED PHONOGRAPHS — 1935, '36 AND '37** Models, \$25.00 up. Write for price list. **KANSAS NOVELTY**, 555 W. Douglas, Wichita, Kan. se24x

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**WANT TO BUY — FAIRGROUNDS, LONG** Champs, Track Odds, Arlingtons. What have you? Write. **MARKEPP COMPANY**, Cleveland, Ohio.

**WANTED — MILLS LATE SLOTS, Q.T.S.,** Groetchens, Columbias for cash or exchange on Phonographs. Mills Do Re Mi; Wurlitzer 412s, \$74.50. **COLEMAN NOVELTY**, Rockford, Ill.

WANTED—USED JERGENS LOTION DISPENSERS. Give quantity and lowest prices. Give details. NATIONAL SPECIALTY CO., 203 S. Dearborn St., Chicago. x

WE WILL BUY EXHIBIT'S LOVE METERS, DISPOSITION Registers, Personality Indicators. Want Arcade Machines, all kinds. COLUMBIAN VENDING COMPANY, Parsons, Kan.

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3 PACES, 1 SKILL DERBY, 2 COLUMBIA SLOTS. 1 Jennings Cigarola, 2 for \$25.00. Bargains. COLBERT COIN MACHINE CO., Nebraska City, Neb.

32 V No. 2 REGULAR ROCK-OLA PHONOGRAPH—Specially wound to stand overload to 40 volts. Will sell or trade for Seeburg, Rock-Ola or Wurlitzer 110 A.C. Phonograph. Lite-A-Pax, \$19.50; Western 3-Way Grippers, \$7.50; Mercurys, Tournaments, Long Beach, Running Wild and Batter Up, \$12.50; Crossline, Ricochets, Bumpers, Boosters, Skookys, Fire-cracker, \$7.50. E. C. DELONG, Dade City, Fla. x

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FOR SALE—STRIP PHOTO, 17 FOOT, HOUSE Car Trailer Outfit, \$395.00 complete. See MR. MANNING at Adrian, Hillsdale or Ottawa Falls.

NEW "VELVO" FROZEN CUSTARD AND ICE-cream Machines, complete freezing and storage unit, \$159.00. Write FROZEN CUSTARD CO., Gastonia, N. C. se24

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GIRL SHOW DANCERS — SHOW COSTUMES. Salary \$25.00 a week. Also, Side Show Acts, Life Show Talker. Wire me at Goshen, Ind., September 24. Join at Bluffton, Ind., September 26; then long season south. PAUL HOUCK, Independent Shows.

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MISCELLANEOUS

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PERSONALS

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WANTED — PRESENT LOCATION OF KING Leon. Probably has Merry-Go-Round with carnival in Indiana, Illinois or Mid-western State. SECURITY LOAN COMPANY, Terre Haute, Ind.

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ADVANCE AGENT — 20 years' experience. Can route and book any attraction anywhere in the United States or Canada. Close contractor. Salary, reliable. BOX 385, Billboard, Chicago.

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NOTICE, DANCE PROMO-ters—Twelve-Piece Orchestra now on tour. Write for open dates and pictures of orchestra. PAT DORAN, 1802 Staunton Ave., N. W., Roa-noke, Va. oc8

TRIO AND GIRL SINGER—Open October 1. Fine set-up, young and single. Been a feature in South's finest hotels and grills. Prefer engagement in Florida. Only reliable offers answer. ORCHESTRA LEADER, Hotel Bentley, Alexandria, La. se24

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SELL BUSINESS CARDS, \$1.50 THOUSAND. Business Stationery, Xmas Cards, Calendars, Book Matches, Advertising Tape, Paper Towels, Pencils, Salesbooks, Rubber Stamps. Free sales portfolio. 35% commission daily. Money mak-ing specials. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. BA, Chicago. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI-val Sideshow Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago. oc1

DYE DROPS, LIKE NEW, OVER 300 DESIGNS. from \$10 to \$25, according to size. SCHELL SCENIC STUDIOS, Columbus, O.

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

6x12 CIRCULARS, 1,000, \$1.75; 1,000 3x6 OR 3x8, \$1.00; 5,000, \$3.00. Postpaid zone 4. LAWDALE PRESS, Box 303, Franklin, N. H.

200 6-PLY 14x22 WINDOW CARDS, \$6.00; 1,000 Ticket Sellers' Reports, \$3.50; 250 Letterheads, Envelopes, \$3.75. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

WANTED TO BUY

WANT TO BUY FOR CASH — RIDES. 3 ELI Wheels, Tilt-A-Whirl, Chairplane. Must be in first-class condition and portable. BOX 888, care The Billboard, 1564 Broadway, New York.

WANTED TO BUY—ANY QUANTITY AND kind of Coin Operated Machines. State low-est price and condition. Late One-Ball Ticket Machines preferred. ROYAL DISTRIBUTORS, Inc., 409 N. Broad St., Elizabeth, N. J. x

WANTED — ROLLER SKATES WITH FIBER Wheels. Must be in good condition. Give quantity, price and condition first letter. O. C. EVANS, Mt. Sterling, Ky.

WANTED TO BUY—ANY QUANTITY AND kind of Coin Operated Machines. State low-est price and condition. Late One-Ball Ticket Machines preferred. ROYAL DISTRIBUTORS, Inc., 409 N. Broad St., Elizabeth, N. J. x

WANTED — ROLLER SKATES WITH FIBER Wheels. Must be in good condition. Give quantity, price and condition first letter. O. C. EVANS, Mt. Sterling, Ky.

AT LIBERTY AFTER OCTOBER 1—FAST 5-Piece Band suitable for hotel, night club, dance or unit. Will troupe. Have modern equipment and will go anywhere. Tell all first letter. AL MERCI AND ORCHESTRA, Week Sept 19, Centerville, Ia. se24

AVAILABLE SOON—6-PIECE BAND FOR LOCA-tion work. Uniforms, P. A., Doubles, Vocals. Reliable. Cut or augment. References. Write KLAYTON KELLOGG, New London, Wis. se24

EIGHT-PIECE BAND — UNION. SPECIAL AR-rangements, vocalists, novelties, wardrobe, transportation, photos, publicity. Recently completed twenty-two weeks' location. Girl vocalist if required. Ideal for night clubs and hotels. LOREN TOWNE, 720 N. First St., Aber-deen, S. D.

FAST FOUR TO FIVE-PIECE SWING BAND—Cut anything. Experienced, own transporta-tion. Go anywhere. Guaranteed attraction. Not a local band. BOX 918, Shelby, Mont.

FIVE-PIECE BAND—GO ANYWHERE, PLAY anything. Drums, Piano, Banjo, Sax, Trumpet, DANNY LENZE, St. Marys, Pa.

JACKIE BROWN—KING OF SWING TRUMPET and His Jam Session. Six men. Available for clubs, one nighters. Bus, go anywhere. Bookers write, wire. Reliable. JACKIE BROWN, Box 393, Amery, Wis. se24

RECOGNIZED FIVE-PIECE ENTERTAINING Band—Distinctively styled. Special arrange-ments, beautiful set-up. Featuring NBC vocal-ist. Available short notice. BOX CH-45, Bill-board, Chicago.

TRIO—GUITAR, VIOLIN, BASS. STROLLING or stationary work. Available September 20. Address BOX C-635, Billboard, Cincinnati, O. se24

EXCEPTIONAL FIVE-PIECE DANCE BAND—Available immediately. Organized over three years and can furnish best of references. Have racks, transportation, modern library, vocals, novelties, appearance, uniforms. All union men. Guarantee to "cut it" any place. Will go anywhere. Salary \$165.00 per week. Wire or write BOX C-598, Billboard, Cincinnati. se24

ALL-GIRL STROLLING TRIO—Can augment to continental combo. Excellent references. Union. Available immediately. Specialties. BOX C-611, care Billboard, Cincinnati.

JAY GROBEY AND HIS ORCHESTRA — Nine men, union. Featuring sweet, legato style dance music, vocals and novelties. Available for hotels, resorts, ballrooms, etc. Reliable managers and book-ers write JAY GROBEY, 258 Fenton St., Buffalo, N. Y. oc13



**AT LIBERTY**  
**CIRCUS AND CARNIVAL**

**HALF AND HALF AT LIBERTY—FIRST CLASS,** strong. Beautiful wardrobe. Unusual flash. Reliable showmen write best terms to **BOX C-628,** care Billboard, Cincinnati, O.

**AT LIBERTY—**For Toyland Circus in November and Winter Inloor Circus dates. A-No. 1 Circus Clown. Plenty of props for circus. Address **HORACE LAIRE,** Chester, Pa.

**AT LIBERTY**  
**COLORED PEOPLE**

**TWO COLORED BANDS AT LIBERTY—PLAY** real dance music. One eleven piece, one six. Contact **PHIL McDADE,** 463 Fairfield Ave., Columbus, O.

**VIC HARDOASTLE** and His Diamond State Serraniers—Seven-Piece Band. Union, sober, reliable gentlemen. Up-to-date library. Play shows, Sweet and hot music. Location only. **VIC HARDOASTLE,** 651 W. Lafayette Ave., Baltimore, Md. se24

**AT LIBERTY**  
**DRAMATIC ARTISTS**

**VERSATILE, ATTRACTIVE, EDUCATED JUVENILE.** Original dancing, magic. Go anywhere. Experience preferred to financial profit. **CARL EDWIN VARNEY,** Mount McGregor, N. Y.

**AT LIBERTY**  
**MISCELLANEOUS**

**CLUBS, LODGES IN MIDWEST—**Raise money by sponsoring Kaylo, the Magician. A two-hour show with over a ton of equipment. Booked on percentage. Address: 1326 Dewey Ave., Beloit, Wis. oc15

**NEW SOUND TRUCK AT LIBERTY—**Dodge 38, panel black color, 32 watt amplifier. Arrange for two miles. Use four speakers mounted on top or can place anywhere. Storage batteries and engine separate also. Latest and best arranged equipment. Write **ROY A. BROWN,** Ketchum, Okla.

**PLEASANT MENTAL ACT —**Wardrobe A-1. Booth privilege, selling horoscopes, free readings. Niteries around Kansas City. Closing with World Bros. Circus Nov. 1. **CLEO,** 220 Wabash, Clarendon, Okla. oc15

**YOUNG MAN —**American, 30, single, refined, chauffeur's license, high school education, New York State resident, would like travel opportunity or position in amusement park, tavern or hotel. Willing to go South. Good home considered more than salary. Unquestionable references. Not interested in carnival work. Please answer by letter. **BOX C-640,** Billboard, Cincinnati.

**AT LIBERTY**  
**M. P. OPERATORS**

**SOUND PROJECTIONIST — THEATER EXPERIENCE** and reference. Can handle all types, makes and models of projectors. Young, sober and very reliable. Suitable for location or traveling theater. Desire a good position in the South. Can join immediately. State all in first. Pay your own. **CHARLES McLEAN,** Greenville, Mich.

**WANTS POSITION** in theater. Six years' experience and certified A-1 references. Will locate anywhere. Write or call **BURNETT SHELROD,** Flame Club, Mankato, Minn.

**AT LIBERTY**  
**MUSICIANS**

**A-1 TRUMPET — UNION,** experienced all lines. Theater, dance, concert, symphonic work. Prefer New York location. Travel if proposition worthwhile. **BOX 891,** care Billboard, 1564 Broadway, New York.

**HAMMOND ORGANIST —**Pianist. Swing, straight. Pleasing style. Class cocktail lounge, radio or team with good pianist. **BOX C-642,** Billboard, Cincinnati, O.

**SWING DRUMMER —**Young union, experienced. **JOE GRAHAM,** Brainerd, Minn.

**ALTO SAX — DOUBLING CLARINET, BARI-TONE,** Violin. Union. Location only. **MUSICIAN,** 21C7 Slauson Ave., Racine, Wis.

**ALTO, TENOR SAX, CLARINET—ARRANGE.** Plenty experience with good bands. Take-off. Consider bands on location or bands working in a specific territory only. **BOX C-500,** Billboard, Cincinnati.

**AT LIBERTY—BASSES. PAST FIVE YEARS** staff bass player WNAJ Radio Station. Write or wire. **EDDIE TEXEL,** Yankton, S. D.

**BANDMASTER - ACCOUNTANT — WANTS** permanent location. Well schooled and experienced. **HAROLD F. KELLOGG,** Etridger, Tenn. oc8

**BRASS TEAM—TRUMPET, TROMBONE.** TEAM well. Both double and sing. Experienced, young and reliable. Will separate. Go anywhere. **ART WEITE,** 423 Chapala St., Santa Barbara, Calif. oc1

**EXPERIENCED DRUMMER—15 YEARS' WORK.** Union, neat, sober, reliable, single. Go anywhere. Read, fake, all-around dance and concert. Play tymps and vibs. Now available. Write or wire **SALVATORE ALCURI,** 77 Locust Ave., Wantagh, L. I. Phone Cedarhurst 4363. se24

**Show Family Album**



**SHOWFOLK** snapped on a beach while wintering in Jacksonville, Fla., in 1914. From left to right are Charles and Liza Gothwaite, Princess Olga, Mrs. Carl Williams, Billy Wadsworth and Carl Williams, who now operates a traveling picture show in Georgia.

*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.*

**DRUMMER—EXPERIENCED, PLENTY OF MODERN** licks. Read, cut shows. Age 23, union. New white pearl drums. Prefer small band. **J. DEZSO,** Carlton Hotel, Danville, Ill.

**DRUMMER — EXPERIENCED, UNION, RELIABLE.** Good rhythm, read. Fine equipment. Prefer jobbing band in Chicago. **BOB WALKER,** 1922 Touhy Ave., Chicago, Ill. Phone Rogers Park 6460. se24

**EXPERIENCED DRUMMER — 28, GO ANYWHERE.** Union, car. Read, sing, good outfit, bells. Beat out a groove or lay back and boost. Habits ok. Nine-man band or larger. **JOE ST. CLAIR,** Box 792, Jamestown, N. D.

**EXPERIENCED DRUMMER — SWING, READ,** play shows. Young, reliable. Attractive equipment. Will cut it or else. **BOX C-645,** care Billboard, Cincinnati.

**HAMMOND ORGANIST — HAS HIS OWN** organ. Available contract locations. Experience theater, club, hotels. Union, reliable, excellent wardrobe, accomplished musician, good appearance. Agents communicate. **ROLAND EVERTON,** 115 E. Third, Duluth, Minn.

**RHYTHM GUITAR — READ AND FAKE. GO** anywhere. Available immediately. Address **BOX C-634,** Billboard, Cincinnati, O. se24

**SOUSAPHONE, GUITAR, BANJO PLAYER —**EDWARD KUNKET, 3426 Craig Ave., Cincinnati, O.

**SOUSAPHONE — Bbb. SOBER, RELIABLE.** Read or fake. Fifteen years with dance and concert. Will go anywhere. State all in first. **BILL MORGAN,** Box 265, Quincy, Fla.

**TENOR SAX AND CLARINET—READ, TAKE-**off and tone. Age 24, fine appearance and don't drink. Prefer sweet band on location or show band. Have alto sax and sing bari-tone in your trio. **WIRE MUSICIAN,** 1012 Evans St., McKeesport, Pa.

**TENOR SAX AND CLARINET — DESIRE** change. Plenty experience. Read and jam. Union. Address **ALLEN SHEARER,** 141 S. Church St., Waynesboro, Pa.

**TRUMPET—READ, RIDE, EXPERIENCED JAM,** Dixie and large brass teams. Union. Go anywhere. Prefer location. Young, dependable, tux. Join immediately, so state all in first. **HARRY DEPEW,** care H. L. Depew, R. F. D. No. 3, Norwich, N. Y.

**YOUNG Bbb RECORDING BASS MAN FOR** dance or show orchestra. Anything considered. **DUANE ILSEN,** 446 E. 4th, Loveland, Colo.

**ATTRACTIVE YOUNG GIRL —**Alto Sax and Clarinet. Read anything, plenty experience large and small dance bands. Location only. Address **BOX C-641,** Billboard, Cincinnati.

**FIRST-CLASS ENTERTAINER —**Suitable for traveling musicals or night clubs. Young but plenty experience with bands and on stage. Vocalist, piano (swing), guitar, etc. Reliable bookers get in touch with me for sure-fire novelty act of the "sweet potatoes" played in the modern swing style. State all if you want answer. Permanent address, **CHARLES McLEAN,** Greenville, Mich.

**BANDMASTER—A-1 Director.** Teach all band instruments; also Violin. Will go anywhere. Will consider small salary in town with opening for lunchroom. Can furnish the best of references. Address **BANDMASTER,** 1010 W. 2d St., Pittsburg, Kan. se24

**ED ALTO AND CORNET PLAYER—**Some Drums. Ex-service man. Oil field production man, warehouse man, also graduate Diesel engineer. Will give services to municipal, factory, fraternal or Legion band if able to obtain employment. **R. B. RICHARDSON,** Electra, Tex.

**SWING GUITARIST—**With plenty of "lift," also take-off. Cut anything. Have \$400 guitar. Young, union. Send ticket. **FREDDIE STIVERS,** 858 W. Sawyer, Decatur, Ill. oc1

**TROMBONIST—**Experienced good bands. Intonation, high D range, good ride and play smooth solo. Prefer location. Allow one day for forwarding. **TROMBONIST,** 219 S. Grand, Apt. D, Lansing, Mich.

**TRUMPET—**Modern, fine tone and phrasing, wide range, read, "go" and union. State all in first letter. Location preferred. **MUSICIAN,** 832 E. Glen Ave., Whitefish Bay, Milwaukee, Wis. oc1

**AT LIBERTY**  
**PARKS AND FAIRS**

**BALLOON ASCENSIONS**

for Parks, Fairs and Celebrations, covering the United States and Canada. Write **JACKSONVILLE BALLOON CO.,** Jacksonville, Ill. se24

**BALLOON ASCENSIONS—**

Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. **CLAUDE L. SHAFER,** 4704 W. Washington St., Indianapolis, Ind. oc15

**BALLOONISTS AND AIR-**

plane Parachute Jumpers. Maine to California service. Cash bond if desired. Established 1903. **THOMPSON BROS. BALLOON & PARACHUTE CO.,** Aurora, Ill. oc15

**BALLOONIST—PROF.**

**CHAS. SWARTZ.** Committees write, wire. Address Humboldt, Tenn. se24

**TUMBLING AT WOODS—**

Bozo, Raggedy Ann, Falling House. **Billboard,** Cincinnati, O. oc8

**AERIAL ACT FOR ALL OUTDOOR EVENTS—**

High Swaying Pole and Trapeze. Appearance guaranteed. **BOX C-644,** care Billboard, Cincinnati, O. oc1

**AT LIBERTY FOR FREE ACTS—HENDERSON**

Fairly Show. Six dogs, one pony, three monkeys. Trapeze Act, 30 feet diving dog, family brass band, 5 pieces. New Paris, O.

**CARMENE'S CIRCUS REVUE —**FOUR COMPLETE and distinct Free Attractions. Price and literature on request. Address **BOX 21,** Williamston, Mich. oc15

**FOUR HIGH CLASS ACTS — WORLD'S BEST** Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. **BINK'S CIRCUS ATTRACTIONS,** Route 1, Cudahy, Wis. se24

**OKLAHOMA BLACKIE IN PERSON —**THREE separate acts. Five 12-Year-Old Razorback Hogs, seven Samoyede Dogs, Whip Cracking and Sharpshooting. Flashy wardrobe. Satisfaction guaranteed. For price and literature write or wire **OKLAHOMA BLACKIE,** care of The Billboard, Cincinnati, O. se24

**SI, FANNY AND TRICK MULE, EBNER —**Available for indoor circuses, fairs, night clubs, theaters. **SI OTIS,** care Billboard, Cincinnati, O. oc15

**AT LIBERTY AFTER SEPT. 24—**Three Acts. Tight Wire, Rolling Globe and Slack Wire. Write for prices and literature. **THE CHRISTYS,** Keokuk, Ia. se24

**AT LIBERTY—**Four separate Acts. Wire Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. **CHESTER HUBER,** Wabasha, Minn. oc15

**CHARLES LA CROIX —**Original Outstanding Novelty Trapeze Act. A high-class Platform Free Attraction. Available for Street Fairs, Celebrations, Fairs, etc. Very attractive equipment. Special large modernistic advertising posters free. Wonderful act, elaborately costumed, big drawing card. Platform required. Act priced reasonable. **CHARLES LA CROIX,** 1304 S. Anthony Blvd., Fort Wayne, Ind.

**CHAS. AUGUSTUS —**High-Class Trapeze Artist. Committees wanting a real feature Novelty Act as a free attraction for your celebration and other outdoor events, get in touch with me. My act can be erected on your platform and featured. I have complete and flashy apparatus and do a real act. Literature and price on request. Address **CHAS. AUGUSTUS,** care Dreier Drug Co., 602 Cahoun St., Fort Wayne, Ind.

**DASHINGTON'S CIRCUS—**Ten Dogs, Cats and Monkey. Two distinct acts for fairs, parks, theaters. Go anywhere. Guarantee satisfaction. Never disappoint. Address, **Lexington, Va.** se24

**FRED AND MARIE GUTHRIE —**Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. **Bradner, Ohio.** oc8

**HIGH SWAYING POLE and Highest Aerial Con-**ortion Act, with original contortion thrilling features. Two different acts. **BOX C-530,** Billboard, Cincinnati, O. se24

**SUM SUM—**The Hollywood Clown, puts real life into any program. Two separate acts. Also, the Smallest Performing Dogs. In a carnival of fun for youngsters from six to sixty. Write for details. **Billboard Office,** Chicago.

**THEODOSHIA, THE CLOWN—**Clowning my last grand stand. Guthrie Center, Ia., Sept. 23. See you next season. Back to the mud show.

**TWO ACTS —**Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Bond if desired. **BOX C-655,** care Billboard, Cincinnati, O. oc1

**AT LIBERTY**  
**PIANO PLAYERS**

**CAPABLE PIANIST — MODERN TAKE-OFF,** read, rhythm; 22, union, arrange, compose. Seven years' experience. Prefer name band. Must be reliable. State particulars. **BOX 141,** Benton, Ky. se24

**DANCE PIANIST WANTS LOCATION —**EXPERIENCED, union, young, married. Read, fake, etc. Will go anywhere. No habits, reliable, modern. Address **PIANIST,** Box 222, Mexico, Mo. se24

**EXPERIENCED PIANIST—READ, FAKE, ETC.** Union, ability, reliable. **BOX C-597,** care Billboard, Cincinnati, O.

**PIANIST — SOLOS, SONGS, EXCELLENT** reader. Experienced, ability, appearance. **MAURICE LUCKETT,** Eddyville, Ky.

**AT LIBERTY—**Rhythm Pianist. Large or small combinations. Read, fake and transpose. Age 22. Prefer location. **JOE EMMETT,** General Delivery, Yakima, Wash.

**FEATURE MALE SINGING PIANIST—**Professional. Read, fake. Direct from New York State Fair. Night clubs, orchestras. State salary, hours, immediately. **McDONALD,** care Evergreen Farms, Nicolville, N. Y.

**PIANIST—**Double Calliope at liberty after Sept. 30. Would like to join Med Show playing galls, schools and tent shows south. Experience all lines. Reasonable salary. State all. **HARRY MCKENNEY,** General Delivery, Wilson, Va.

**AT LIBERTY**  
**SINGERS**

**COMIC SINGER—**Female. Big hit Loew's Theaters, amateur nights. City engagements. **EDITH SARGENT,** 254 W. 98th St., New York City. se24

**AT LIBERTY**  
**VAUDEVILLE ARTISTS**

**EXPERIENCED MED COMEDIAN —**CHANGE often. Salary? You tell it. Join on wire. Plenty songs for radio acts. **JOLLY BERT STEVENS,** 181 E. Market St., Corning, N. Y. oc1

**AT LIBERTY—**Team for Med or Vaude Show. Lady, Magic, Piano and Doubles. Man, Singing and Dancing Singles, Piano, Straights and Comedy. Have trailer. Address **BURKE & GORDON,** Paris, Ill. oc8

**AT LIBERTY—**Three People Vaudeville Show. Singles, doubles. Know the acts and bits. Put them on and make them go. Play our own music. Do novelty acts. Man 46, wife 35, son 16. Sober, congenial, hard-working people. Have car and house trailer. Go anywhere. Know the times and will work reasonable. Make us an offer. Change for a week or longer. Entire program. **LAWRENCE SALISBURY,** 1453 S. Columbia St., Frankfurt, Ind.

**YOUNG MAN—**23, desires vaude work with dependable act. Can do few imitations. Play tunes on head. Would like clowning. Carnive! experience. Sober, dependable. Write **CHAELES BOOTH,** 117 Ridge St., Manchester, Conn.



# The Final Curtain

**ADAMSKY**—Max, 73, former New York and Chicago musician, when he fell thru a glass door in his home in the latter city. Adamsky was a member of the Gilmore and Innes orchestras, New York, and former member of the Grand Opera Co., Chicago. Survived by his widow, a daughter and son.

**BARRETT**—Roscoe J. (Bob) Jr., 34, Midwest manager for Station WOR, of complications following a mastoid operation, September 14 at Michael Reese Hospital, Chicago. Well known in Chicago radio circles, Barrett started in the radio business at NBC handling spot announcements from the world's fair there during 1933 and '34. From 1934 to 1937 he was assistant space buyer and later headed that department at the Blackett-Sample-Hummert ad agency. Barrett joined WOR as head of the Chicago office in February, 1937. Survived by his widow and three daughters. Services September 1 in Chicago.

**BENTON**—Curtis, 58, former New York stage actor, in Hollywood September 14 after a six months' illness. Before stricken he was a free-lance writer for studios.

**COHEN**—Henry R., 49, Hollywood music composer and publisher, from injuries sustained when his automobile was struck by a train near Palo Alto, Calif., September 12. Survived by his widow, Alta, and two brothers, Herman and Bernard. Burial in Salem Cemetery, Lawndale, Calif.

**CROSS**—John B. (Maxie), 55, with Joseph Edwards' Animal Show for several years as talker, September 6 after a four months' illness. After leaving Edwards he had his own pit show. In later years he was a concessioner at Luna Park, Cleveland, and a carnival and bazaar promoter. Survived by his widow, Catherine; two brothers and two sisters.

**DELEVAN**—Eddie, 58, auditor of the Al G. Barnes & Sells-Floto Circus prior to his retirement four months ago, at his home in Kansas City, Mo., of a heart attack September 10, as briefly mentioned in last week's issue. Delevan, whose name in private life was Edward Spencer Alexander, began his circus career when a youth as ticket taker with Ringling Bros., and at intervals had been with Hazenbeck-Wallace for 12 years. Barnum & Bailey and Jack Hoxie. Two years ago he worked at the Texas Centennial Celebration, Dallas. Survived by his widow, Ruth, formerly Ruth Florence, of the American Florence Troupe; a sister, Mrs. Mary Rubeln, and a brother, William. His father, the late Spencer Alexander, was superintendent of stock with various circuses and for 30 years was with Ringling Bros. Services in the Newcomer Chapel, Kansas City, September 12.

**DOWNES**—T. Nelson (Tommy), known in magic circles here and abroad as the "King of Coins," at his home in Marshalltown, Ia., September 11, after a three years' illness. Beginning his career as a bank clerk, Downes became an expert in the manipulation of coins thru constant handling of them, finally turning his hand to entertaining. He toured the major vaude circuits in this country and Europe for more than a quarter of a century, retiring some 12 years ago. Many prominent magicians from various parts of the country attended the funeral held in Marshalltown September 13. Survived by his widow.

**FLEMING**—Herbert L., 42, trapeze performer, of heart disease at Petersburg, W. Va., September 14. He had been receiving treatment when he left Bloomington, Ill., where he resided, to go on the road with the J. J. Page Shows last

April. At one time he had been in charge of one of Eddie Ward's acts with the Sells-Floto Circus. He and his wife were known as the Flying Flemings.

**FRANKO**—Mrs. Nathan, 73, widow of the noted Metropolitan Opera Co. conductor and herself an actress of the '90s, in New York September 11. As Anna Fraga, German-speaking actress, she made her debut here in 1894. Survived by a nephew, Edwin Franko Goldman, concertmaster.

**HUSS**—Frank Wesley Sr., president of the Associated Pictures Co., operator of a chain of suburban theaters in Cincinnati, in that city recently after an illness of several months. Survived by

N. J., where she had been retired and living for the past 20 years.

**KESNER**—Joseph E., 53, member of International Alliance Billers, Billposters and Distributors, September 11 of heart ailment at his home. Deceased is father-in-law of Leo Abernathy, IABBD president. Burial September 14 in Highwood Cemetery, Pittsburgh.

**MANNING**—William, 76, in the Massachusetts General Hospital, Revere Beach, Mass., September 8 from injuries sustained when he fell from the porch of his home. Manning was a gymnast in his early days and performed in vaudeville. For a time was connected with the James Armstrong booking agency,

ices September 16, with burial in Vine Street Hill Cemetery, Cincinnati.

**SCHWARTZ**—Abraham H., 54, president of the Century Circuit, Inc., operator of a chain of motion picture houses in Brooklyn, Queens and Long Island, N. Y., at his summer residence at Lake Placid, N. Y., September 9. Survived by his widow, three sons and three brothers.

**THOMPSON**—Harry S., 42, also known as James Harry Thompson and James Michael Carney, since August 6 after on Al G. Barnes-Sells-Floto Combined Circus, killed by a freight train in Tulsa, Okla., September 10. Body was taken to Moore's funeral home, Tulsa, and efforts made to locate relatives. A card in his billfold asked that his mother, Mrs. Mary Carney, Culver City, Calif., be notified in case of accident. Prior to joining the show he gave his address as 3449 Aldrich avenue, South, Minneapolis. On one of his arms the initials O. M. were tattooed.

**WELCH**—Mildred, 29, from childbirth. Survived by husband, four children, parents, five sisters and a brother, Rex Allan, with Robbins Bros.' Circus.

**WENDT**—Carl, concessioner and paperman, of a heart attack in Spokane July 19.

**WILLIAMS**—John, 45, musician and entertainer, drowned when he fell into Lake of Ozarks near Osage Beach, Mo. He had been vacationing with friends from St. Louis, his home. Services in St. Louis.

## In Memoriam



**Clarence A. Wortham**

Born Oct. 14, 1882, Died Sept. 24, 1922

BECKMANN & GERETY'S WORLD'S BEST SHOWS.

his widow and son. Services at the W. Mack Johnson funeral home, Cincinnati, with burial in Spring Grove Cemetery, that city.

**JORDAN**—Charles A., 73, former circus band musician for many years, at his home in Detroit September 7. He was a member of Rubicon Lodge, F. & A. M., Toledo. Survived by his widow, Edith, and a son. Burial in Acacia Park Cemetery, Detroit.

**KELLEY**—Mrs. James, pioneer pitchwoman and wife of James Kelley, veteran pitchman, at their home in East Orange,

New York. His spectacle, *Fire and Flames*, which he first produced at the old Wonderland Park, Revere Beach, several decades ago, was one of the thrills of the period. Survived by his widow, Lora.

**MURRAY**—Peter, 59, well-known rep and stock manager and comedian, formerly of Bennett Moulton, Murray-Rostelle Stock Co., Adam Good and many other shows, suddenly in Somerville, Mass., September 7. Survived by his widow, mother, three brothers and three sisters.

**O'NEIL**—Patrick J. Sr., 84, president and part owner of a Northern Michigan theater chain, of a heart attack in Detroit September 15. O'Neil figured prominently in many charity organizations and club circles. Survived by his widow, Frances Irene; a daughter, Peggy, and four sons, Paul, Terry, Raymond and Patrick Jr. Services and burial in Oceana County, Mich.

**PELLETIER**—E. Leroy, 70, a pioneer in advertising and publicity, September 5 at his home in Detroit. He had been instrumental in publicizing Luna Park, Coney Island and Madison Square Garden in New York and was first advertising manager of the Ford Motor Co.

**REDELSHEIMER**—Lou, 82, booking agent, prominently identified with burlesque for over 50 years, in Brooklyn September 10. Burial September 12. Survived by his widow and son.

**SCHOETTLE**—George E., 63, treasurer for many years of the Grand Opera House and several other theaters in Cincinnati, of acute appendicitis in General Hospital, that city, September 16. Survived by his widow and son. Serv-

## Marriages

**AARONOFF-SMITH**—Ed Aaronoff, night club publicist, and Alma Smith, nonpro, in New York September 10.

**BATES-THOMPSON**—Otho Bates and Lucille Thompson, concessioners with Schafer Shows, in Dallas September 12.

**BOBOWICH-UCHMAN**—Al Bobowich, manager of the Three Doors Inn, Bridgeport, Conn., and Stella Uchman, "Miss Connecticut of 1934," in Bridgeport September 6.

**BOND-FESS**—James Bond, talker on Fay Willis' Girl Revue with Crowley's United Shows, and Juanita Fess, dancing girl on same organization, September 9 in Nowata, Okla.

**BROCK-TERRAL**—Glen E. Brock, trumpet player with Phil Harris' Orchestra, and Lee Terral, nonpro, at the First Baptist Church, Kansas City, Kan., September 14.

**CAMPBELL-SUTTON**—Charlie Campbell, former butcher with Barnett Bros.' Circus, and Lillian Sutton, nonpro, in Gate City, Va., September 2.

**ECHOLS-MORRIS**—Jack Echols, saxophonist with Phil Harris' Orchestra, and Paschel Morris, nonpro, Tulsa, Okla., at the Wyandotte County Courthouse, Kansas City, Kan., September 14.

**HINSHAW-MCADOO**—William Alfred Hinshaw, member of Karl Krueger's Kansas City Philharmonic Orchestra, and Ellen Wilson McAdoo, nonpro, daughter of Sen. William Gibbs McAdoo and granddaughter of President Woodrow Wilson, at the Beverly Hills, Calif., Community Church September 13.

**KERWIN-INCE**—Frank Kerwin, sports promoter and night club operator, Beverly Hills, Calif., and Helen Ince, widow of Ralph Ince, film producer, in that city September 15.

**NELSON-RICHARDSON**—John E. Nelson, nonpro, Kansas City, Mo., and Bonnie Richardson, Kansas City dancer and until recently a member of Jean Devlyn's dance line at the Fox Tower Theater, that city, in Olathe, Kan., January 19. It was revealed last week.

**O'NEIL-MARCUM**—Jimmie O'Neil and Freda Marcum, well known in free-act circles, in Brownstown, Ill., recently while playing the fair there.

**SOULE-ROWLAND**—Paul R. Soule Jr., associated with NBC in Chicago, and Anne Rowland in Chicago September 7.

**STOUDT-ENDY**—Charles Stoudt, nonpro, Pottstown, Pa., and Anna R. Endy, sister of David and Ralph, owners of the Endy Bros.' Shows, in Zion's Reformed Church, that city, August 27, it has just been revealed.

**SUSKI-MYERS**—Al Suski and Marie Myers, of Goldstone's concession department with the Royal Midway Shows, in Cape Girardeau, Mo., August 20, it has been revealed.

**VAUGHN-CANFIELD**—Sterling Vaughn to Barbara Canfield, dancer, in Rocky Mountain National Park, Colorado, September 9. Miss Canfield is the daughter of Mr. and Mrs. Thomas H. Canfield, of Glendale, Calif. Mr. Canfield was for many years secretary of the Minnesota State Fair.

Swanson, Carl O. Vernum, Art & Ducky  
Sviudler, Vern  
Sykes, Arthur L. Viol. Count Benji  
Taylor, Doc. Wm. Waite, Kenneth  
Three Troians Weston, Sam  
Tziganos, L. Young, Fred

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Brooks, Mrs. Ann LaRue, Delores  
Bryer, Mrs. Carrie Lopez, Mrs.  
Buchanan, Queenabeth Lundgren, Mrs.  
Carpenter, Mrs. Edith  
Eilina Martin, Mrs.  
Clay, Mrs. Rose Gladys W.  
Conrad, Elizabeth Mel-Roi, Mrs. Anna  
Crate, Mrs. Ann Pike, Mrs. Pat  
Cutler, Linnie Sims, Mrs. Marie  
Ellis, Madam Rose Terrell, Mrs. Bonnie  
Galpin, Amie Thomas, Mrs. J. A.  
Gates, Billie Wilson, Mrs. H. E.  
Grant, Delores Wilson, Mrs. Myrtle  
Hayes, Mrs. Theresa Wilson, Mrs. Myrtle  
Hester, Mrs. Mae Zyceda, Madame  
Jones, Elmera

Men

Alfred, Zeb, Tex Fredericks, Freddie  
Allman, W. J. Geer, Billy  
(Doc) Goad, Dude  
Anderson, C. D. Goldstein, Ike  
Averbeck, Franz A. Haddix Jr., Green  
Babbitt, Milton Hale, Bill  
Ballenger, Robert Hale, Walter  
Guy Harvey, Wm. M.  
Banard, Buck Hayes, Harold  
Barnes, Lee E. Hess, Bob  
Berry, Ralph Hoye, Homer  
Boelter, Bill Howard, John  
Brett, Howard Hudson, Harry A.  
Brown, Russel Hunter, Harry  
Hutcherson, Jesse  
Asher C.  
Brunt, John Hutton, M. C.  
Bryer, Ollie Jones, Jimmie  
Burkins, Emmet D'Orsay, Bert  
Burdett, A. C. Kefferly, Frank N.  
Bouroughs, John R. Kingston, Leonard  
Cook, Jim Laird, Marvin  
Cradit, Geo. L. (Moon)  
Crowell, Harold W. LaPage, Louis  
Davis, R. W. Lake, S. W.  
Darling, George Line, J. O.  
D'Orsay, Bert Lore, Thomas  
DeWitt, S. R. Mack & Woods  
Deal, Edwin Comedy Team  
Delmaro, Joseph McGinnis, Pat  
Emerson, S. C. McGregor, Donald.  
Fiedler, Chas. Shows  
Fowler, Jack A.  
Fraser, Owen  
Fratske, Art  
McPeak, Jackie  
Martin, Terry  
Mentzer, C. R.  
Miller, William W.  
Montgomery, Robert H.  
O'Gonor, T. J.  
Ohona, Wm.  
Palmer, R. Hayden  
Park, Robert N.  
Parker, C. W.  
Pike, Bill  
Pottee, Wayne  
Rehn, T. W.  
Robler, L. S.  
Roma, Prof.  
Rombek, Wm.  
Seaville, Earl  
Senior, George B.  
Sigerist, Joe  
Stanley, Chipper  
Stanky, Jack  
Stephens, William  
Stewart, Eddie  
Stritt & Oreh.  
Lawrence  
Suzanne, George  
Thundebolt, Fire  
Tyler, Carl A.  
Webster, Fred  
Whit, Chas.  
Wrightman, Bert  
Willis, Macon E.  
Wood, Rusty  
Worring, Paul  
Yates, Kirby

# Wholesale Merchandise

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## Variety of Mdse. Displayed At A. C. Premium Exposition

## Let the Buyer Beware

114 exhibitors show latest in premium wares—many salesboard, bingo items shown—much discussion on effect of European conflict on novelty market

NEW YORK, Sept. 17.—Over 114 firms exhibited the latest in premium and prize merchandise at the fourth annual Atlantic Coast Premium Buyers' Exposition held September 12-16 in the Hotel Astor here. Buyers came from all Eastern States to view the wide assortment of wares. Since their inception these shows have been of increasing importance to salesboard ops, bingo supply firms and concessioners. Attendance this year set a new peak, with 40 per cent more buyers registering than last year. While most of the men were just looking or arranging

for samples, buying of some merchandise was brisk, with a few sales above the \$100,000 mark being chalked up.

Many firms showed items suitable for bingo and salesboard use and some attractive concession and pitch numbers were seen. Several new styles of lamps were attracting attention, especially some of the new pin-up numbers in maple and mirrored effects. Three booths displayed new types of household gadgets, while others showed a wide variety of striking items in glassware, aluminum ware, brushes, radios and novelties. Pens, cooking utensils, linen goods, blankets and paper novelties were also displayed.

Something of the unusual noted at the exposition was that sales talks took a back seat to discussions of the present European situation. With newspaper headlines proclaiming Chamberlain's visit to Hitler, many of the men were discussing the effect of a possible war on the supply of some premium and prize novelties. Especially was this true among those who depend on Czecho-Slovakia for glassware and gloves. All were of the opinion that such a catastrophe would present American manufacturers with a golden opportunity to establish the market for such wares in the United States and do away with the need of importing such goods.

Exhibit hall was closed Tuesday to enable exhibitors to attend round-table sessions. *Merchandising the Premium From the Advertising Agency Viewpoint* was the subject of one discussion at which representatives of leading agencies and prominent users of premiums expressed their views. *Methods of Pre-Testing Premiums* was the subject of the other symposium. The annual banquet and dance were held Thursday night.

Several good numbers in varied colors are on the market. The fringed style seems to be most popular, altho plain robes also are being used. Blankets and robes are always good fall sellers, but the demand this year is reported to be stronger than for some years.

they can depend upon their acquaintances to keep them going. This business just doesn't work out that way and it is something to keep in mind when laying a deal.

Murry Weitz, of Fredmorr, reports that he is doing an excellent job with the new Packard Roto-Shaver. The original Packard Electric Shaver had a fine run for about two years, and Murray expects the Roto-Shaver to prove to be as popular. (See *DEALS* on page 73)

the razor blade business is again staging a comeback on the heels of the recession. It is good to see a spurt in this field, for there always will be a need for blades of a good quality that sell for less than those of the better known type. Fortunately enough time has passed for most men to forget that they once were stung by buying blades off a display card or from a street worker.

Blades now appearing on the market are of the same high quality that they were when the cut-price blade business sprang up years ago. Here's hoping the manufacturers keep their standards high. Pitchmen and those who sell carded merchandise are hoping that manufacturers remember what happened a few years back when they concentrated on production at the expense of quality. They realize it is okeh to shout "let the buyer beware," but like so many other proverbs it doesn't work out that way. While the buyer of razor blades wants them cheap, he wants quality, too. As long as manufacturers turn out good blades that will give the customer his money's worth in shaves he'll continue to buy them. Once the standard goes down he'll stop buying, and the cutrate blade business once more will be in the doldrums.

Fifth and Delaware streets, that city, and good crowds attend the games.

# BINGO BUSINESS

By JOHN CARY

H. I. PHILLIPS, in his syndicated column, "The Once Over," puts anti-bingo agitators in their place with the following nifty:

"The sudden drive against bingo in many States is another one of those 'all-done-by-mirrors' proceedings. Bingo is one of the least offensive games of chance and it has been tolerated in our best circles away back in Cal Coolidge's era."

NOT ONLY "LEAST OFFENSIVE," Mr. Phillips, we hasten to add, but downright beneficial. No one has ever taken the trouble to discover the total amount of money raised for thousands of charitable and worth-while purposes thru bingo, but if someone would present such figures to local authorities it would bring to an end all anti-bingo talk now going on.

CUT IN GARY, IND., they are running bingo under a big top. A regular circus tent is set up right on the corner of

YOU BINGO OPS who are considering moving indoors but haven't closed a lease for the spot yet might do well to consider these little points: Select a place with wide aisles, plenty of space between tables. Get a ground-floor spot if possible. You know ladies of any age (See *BINGO BUSINESS* on page 73)

Mrs. James Kelley  
By CHARLES A. LOMAS

With the passing of Mrs. James Kelley recently at East Orange, N. J., pitchdom lost one of its pioneer women in the field. It is only the oldtimers who will remember Mrs. Kelley as active in the field. For the past 20 years she had retired to the Kelley residence in Jersey.

In Jim's early days, which go back over 40 years, Mrs. Kelley assisted him with department-store demonstrations and in various pitch stores which he opened from time to time. Sometimes when Jim went to fairs Mrs. Kelley would remain at home and take care of the pitchmen's supply business which they were gradually developing.

Jim and his wife were noted thru-out pitchdom as close pals down thru the years and theirs was regarded as the perfect marriage.

# DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Clocks may come and clocks may go, but the clock of the hour that is causing a furor among the salesboard trade is the new Howard Pendulum Electric Clock. This clock is so radically different from anything ever shown in the electric clock field that it is eagerly accepted wherever the salesboard operator has shown it. Brilliantly chrome plated thruout, it stands 16 inches high, and a graceful crescent-shaped stand supports the clock and swinging pendulum in mid-air. Clock has a five-inch silver dial with two-tone numerals and is noiseless. The Electric Pendulum Clock Co. furnishes with each clock an illustrated label for those preferring to make up their own deal, or it can be had with various-sized boards as a complete deal.

The finest deal in the world will not turn over successfully unless enough cards are placed around to take care of the law of averages. Some spots complete faster than others—others don't pay out at all. But if a sufficient number of locations are covered the average return will be satisfactory if the deal is basically sound. If the majority of the placements are wisely made the operator cleans up. It is because of this that the placement man plays such an important part in the success or failure of a deal.

A placement man to be worth his salt must be a good pavement pounder, a good judge of locations, a good talker and above all he must be a good cold-turkey solicitor. He must be able to walk in cold on a prospect he has never seen before and not only sell him on the idea of working out a card, but must also inspire him to literally break his neck to complete the deal as fast as possible. It is in the rapidity of the turnover that real money is made.

A good placement man can close 18 to 20 orders a day. When the placements run much over that figure it is usually a sign of indiscriminate spotting. It is important to get coverage, but it is also important to use discrimination while getting it and not just to throw the cards around haphazardly. An operator learns this soon enough when he checks his returns.

More often than not the best placements are the result of cold canvassing rather than from promiscuously distributing the cards among friends. Friends may take on a deal out of courtesy despite the fact that they are in no position to finish it. Newcomers are often misled into believing that

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Send for Extra Money Making Watch and Diamond Catalog.

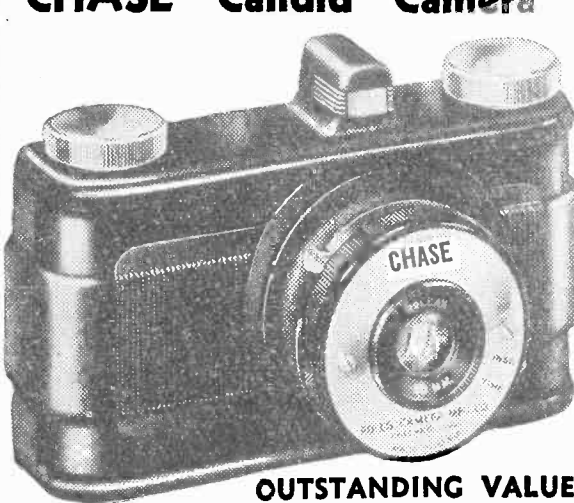
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| BB3 Flying Birds, Outside             | Gro. 1.85     | BB8 Cell. Doll, 7 in., with Plume Dress | Gro. 8.50   |
| BB4 Flying Birds, Inside              | Gro. 1.85     | BB9 Swagger Sticks, 36 in.              | Gro. 6.50   |
| BB5 High Hat Fur Monks, 6 1/2 in.     | Gro. 3.50     | BB10 China Head Swagger Sticks          | Gro. 6.75   |
|                                       |               | BB11 Jap Cig. Cases                     | Gro. 4.50   |
|                                       |               | BB12 Reach Bouncer Balls                | Doz. 1.15   |
|                                       |               | BB13 Carnival Print Balloons, No. 8     | Gro. 2.35   |
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# 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.

## Kitchen Gadgets

In addition to its popular can opener and egg beater, Edlund Co. reports a demand for its Top-Off Jar Opener and Sure-Sharp Knife Sharpener. Jar opener is said to relieve housewives of the struggle to remove screw caps from Mason and other type jars. Firm states that Top-Off is a simple device that instantly loosens stubborn caps and covers. The knife sharpener has two cup-shaped wheels of hardened steel set at an angle which allows them to lay one within the other at the base of the sharpener. Is said to enable anyone to put a real edge on a knife in a jiffy. Both numbers are reported to be low in price but lifelong in service.

introduced by Faultless Rubber Co. Not only are mats available in four colors and two thicknesses, but a panel is provided in the center on which a name may be embossed. Sure footing on slippery bathroom floors and long life are features.

## Shake King

Cocktails and other drinks can be mixed now without wear and tear on the arm by use of the new Shake King, manufactured by Shake King Corp. New item consists of a zinc alloy die-cast base and shaker arm, plus a solenoid to furnish agitation. Added feature is advertising space on the arm, lighted from the rear when it is doing its stuff. Gadget packs plenty of flash and should go over big as award or prize item.

## Rubber Bath Mats

Bingo operators and concessioners looking for something with appeal to attract feminine attention should be interested in the new sponge-rubber bath mats

## Sport Thermometer

Borrowed from a present craze in European sport centers comes the Cooper Personal Sport Thermometer by the Cooper Oven Thermometer Co. for premium and prize use. Only an inch and a half in diameter, the thermometers are pinned on outer clothing and tell accurately the temperature. It is said. Item is available in white, red, green and blue, and its low price and utility are said to be meeting with the favor of outdoor men.

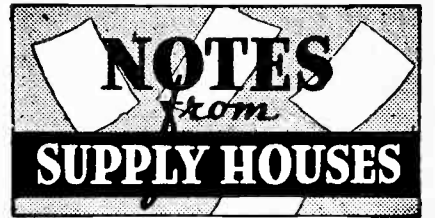
## Ranger Field Glasses

A pair of inexpensive yet quality-made field glasses are those offered by Promotional Premiums under the name of

Ranger Field Glasses. Glasses were designed by chief navigator of the first Byrd Antarctic Expedition, it is said. Glasses are of metal construction with a three and one-half power ground and polished convex lens. They are light in weight and complete with carrying strap and in five different colors. With the football season now getting into stride, the number looks like a good one for promotions at such events.

## Minute Meat Cuber

Cubed steaks can now be made in the kitchen of any housewife with the new Minute Meat Cuber marketed by the Pontiac Pattern and Engineering Co. Made of cast aluminum, the underside of the lid has prongs which pierce the meat 12 times to every square inch. The upper part of the cuber may be detached from the base and used to pound large steaks. Cuber is simple to operate, easy to clean and can save money for the housewife, it is said, since it enables her to serve inexpensive cuts of meat in an appetizing manner. Firm believes it should be a fast seller for fair workers.



Containing its complete line of sound and public-address systems, the Wholesale Radio Service Co. states that its new master catalog is the most complete it has ever featured. Book also contains a new line of Lafayette receivers ranging from tiny AC-DC midgets to multi-tube consoles with touch-button tuning and streamlined cabinets. A section is devoted to newest of short-wave receiving and transmitting equipment and television kits for the experimenter. A complete line of cameras is also listed. Catalog is mailed free to interested parties on request.

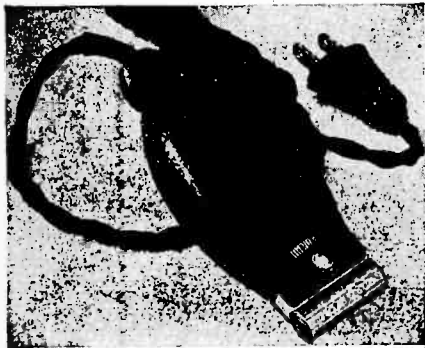
Jack Gordon, of Gordon Novelty Co., announces that the firm's new catalog is off the press. "This is the biggest one yet," he states, "and contains thousands of new and unusual novelties." Catalog is being mailed upon request.

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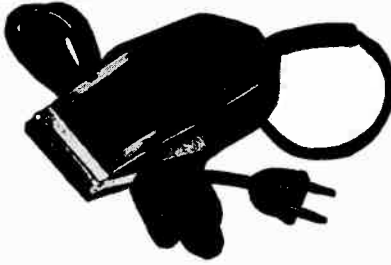
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RENEWED & GUARANTEED **\$2.45** EACH  
WRIST WATCHES

7 Jewels, New Cases, Leather Straps. Sample Watch at No Extra Charge. Never under-sold. **WHY PAY MORE?** Send for Free Catalog.

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WHOLESALE JEWELER SINCE 1912.

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New Fast Selling Joke . . . 1.20 Doz.  
Betty Bubbles (Shimmie) . . . .70 "  
Squirt Pup (from label) . . . .50 "  
"Hot Chewing Gum", Packs. . . .40 "  
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 SPRING-O-MATIC. PLUNGER VAC. TATTLE-TALE. INK GAUGE PENS.  
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**GRODIN PEN CO.,** 388 Broadway, New York City.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



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 Manufacturers Since 1913.  
**16 N. Union St., Dept. B, Petersburg, Va.**  
 Send \$1.00 for Samples. Prompt Shipments.

If you are looking for a Full Line of Good Cheap Fountain Pens, have a look at "Bankers" first. All sizes. 2 Samples 50c.  
**HERE'S A BRAND NEW PITCH PKG.**  
 Fancy Colors. All Complete. Gro., \$24.00. Sample Pkg., 25c.



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**CHEWING GUM 22¢ BOX**  
 RETAILS FOR \$1.00.  
 Each box holds 20 Cellophaned 60 Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). **GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP.,** 4th and Mt. Pleasant Ave., Newark, N. J.

**NEW \$18.50 PLUNGERS**  
**LOWEST PRICE EVER!**  
  
 Ink Gauge tells when to refill. Modernistic Band—Extra Top Band. Beautiful Variegated Colors.  
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 UNUSUAL LOW COST  
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 Write us your needs.  
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 Write today for new catalogue of Tonics, Oil, Salve, Scap Tablets, Herbs, etc. Low price—rapid service.  
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 Hot, zippy, laughable designs in flashy colors. 20 NEW DESIGNS. Past 10c sellers. Eye-opening profits. Start filling your pocket-book for Xmas. No reuse for being broke. 100—\$2.50; 500—\$10.00; 1000—\$18.00. Retail sellers. No ink. Envelopes each card 20 Samples \$1.00. None free.  
**CCMIO SHOP,** Kensington Ave., Philadelphia, Pa.

**PITCHMEN**  
 A department for Fitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
 (Cincinnati Office)

**AMONG THE PITCH** . . . . .  
 contingent working the Hamilton County Fair, Carthage, O., last week were Mr. and Mrs. Charley Courteaux, George Haney, Reeves and Tommy Burns Jr. and Chief Mexes.

**W. D. COOPER** . . . . .  
 scribbles from Aliceville, Ala., that money is scarce in the land of cotton and that mills are working short time. He says sheeties are scarce and that he will head for the tobacco belt of Georgia soon. "Advise any boys coming south to bring their cash," he writes.

**A GOOD REPUTATION** means as much to the pitchman as his talk. How much happier we'd all be if some of the boys we know would continually work toward that end.

**A. W. KRAMER** . . . . .  
 writes from Galveston, Tex., that he and his wife are going on the road again soon. He would like to see a pipe from Bob Posey.

**DOC LESS WILLIAMS** . . . . .  
 pencils from Delhart, Tex., that after being out of commission for over a year he has returned to his old self and is now in West Texas. Together with his son, Buster, the latter's wife and their son, Doc will drift south for the winter, winding up somewhere on the Coast.

**WHEN A PITCHMAN** has rotten business and announces "wonderful receipts," what is it? It certainly is not news.

**HAROLD (TOMMY) THOMPSON** . . . . .  
 after three weeks' vacation, is working varnish again in Montgomery Ward's at Gary, Ind. He says conditions there look good, with steel mills going strong.

**CHIEF GRAY FOX** . . . . .  
 squibs from Bourbon, Mo. that he opened there September 12 to good business. "Heading into Texas for the winter," he pipes. "Just bought a new Buick to pull my trailer."

**LENGTHY PIPES** are very often interesting reading but there must also be others of the few-line kind. So why can't more members of Pitchdom occasionally shoot in a collection of these short and to-the-point pipes on persons and incidents they see? This writer will greatly appreciate more effort along that line. It always has been our desire to increase interest among pitchmen and demonstrators, and if the hundreds of good folks in the profession will but comply with these requests we will be in a position to put the ol' column far above the high plane on which it now sits.

**CARL HERRON** . . . . .  
 pipes from the Big Town: "One would never think New York is closed judging from the line of pitchmen on 42d street

**HEADQUARTERS FOR SOCIAL SECURITY PLATES**  
 \$ 6.00 per 100  
 50.00 per 1000  
 CASES . . . . . \$2.00 & \$4.00 per 100  
 STAMPING MACHINES . . . . . \$85.00  
 ENGRAVING NEEDLES . . . . . 13.50  
 HAND DIE SETS (Complete) . . . . . 5.25  
 Beautiful 24-Gauge ETCHED BRONZE PLATE. Sells on sight, 25c to \$1.00. Not to be confused with cheaper, lighter BRASS PLATE. Sample 10c. Write for particulars and pictures of everything. Must have 25¢ deposit with order. Immediate shipment. Same day service.  
**H. O. STRIKER**  
 Established 1919.  
 7320 Tireman Ave., Detroit, Mich.

  
**GET THIS BIG POINT**  
**You Make More Money With Our Pens**  
 Quality stands out all over them. They're in a class by themselves . . . sell on sight. All the new colors and streamlined designs. Perfectly matched Pen and Pencil Sets, at prices lower than ever. Write today for New Reduced Price List. Get your merchandise where quality means bigger profits.  
**STARR PEN CO.,** Dept. IN, 300 W. Adams St., Chicago, Ill.

**Labor Day.** Every known spot was represented and the boys worked all day without being molested. I've been working the world's fair grounds to good results."

**HUSTLER'S TIPS:** "How about working jar wrenches and can openers? This is the season for them, you know. In fact, they have been clicking to good results in the North for the past several weeks and there's no reason to believe they won't do just as well in the South. Almost every home in the country is a prospect. Stock up, boys, and grab off some of that lucre while en route south.

**KEEN-O-TONE** . . . . .  
 Medicine Co., owned and operated by Ray Smith, of Paris, Tex., has completed working its regular Kansas territory. According to Chet Umpleby, of the outfit, business was good considering the wheat crop, which was not the best. Show's last Kansas spot was Larned, which was followed by a leap to Paris, Tex., for a two weeks' run. Company will remain out all winter, playing Texas territory. Roster consists of Ray Smith, comedian and lecturer; Mrs. Ray Smith, specialties and leads; Lecta Ward, piano and specialties; Jayne Stanley, parts and specialties; Mrs. Harry Wright, concessions; Wally Harris, specialties and leads; Mrs. Wally Harris, concessions; Chet (Ambrose) Umpleby, specialties and comedy. Show boasts an eight-piece orchestra, with Lecta Ward and Harold Goodman, pianists; Ray Smith, Harry Wright and Wally Harris, guitars; Jack Wolcott, tenor guitar; Ike Perry, trumpet; Buzz Holt, trombone; Chet Umpleby, drums. Company moves on two trucks and a trailer and all the folks have cars and house trailers. This is Smith's 15th year.

**PITCHMEN** possibly pay more for a privilege to work a town than anyone we know. They have a right to ask something in return for it.

**CLARENCE W. SMITH** . . . . .  
 cards from Youngstown, O.: "I seem to be the only one in town. Am still working run menders and stick solder. Town is open to doorways, but it's tough; wouldn't advise any of the boys coming here. I'll leave Sunday (18) for Michigan."

**"MANY OF THE BOYS** . . . . .  
 worked the Indiana State Fair here," blasts Speed Hascal from Indianapolis. "Spot was closed to blocks and blades, however. Tim O'Day had the only spot to work them, and I made a few pitches there. After trying to locate my ex-partner, Ray Quiggan, for more than four months, I was surprised to meet him here."

**TRIPOD OPININGS:** "A pitchman who indulges in gross exaggeration concerning his take is pulling old stuff. He doesn't do himself or anyone else any good."

**JOHNNIE VOGHT** . . . . .  
 Dick Jacobs and Red McCool are reported to have worked the Indiana State Fair, Indianapolis, to fair results on med.

**BUS ROBERTSON** . . . . .  
 and wife, after working the Indiana State Fair, Indianapolis, to fair results, left for Topeka, Kan.

**IF THERE** is anything to a certain old saw, many of the boys and girls in the profession must be sawing cords upon cords of wood these days, for they have been saying little enough.

**BOB POSEY** . . . . .  
 tells from Hart, Mich.: "I'm trying to get it behind the pay gate at the Oceana

  
**HITS for FAIRS and Fall Events**  
 New Catalog of **OAK-HYTEX BALLOONS**  
 shows the world's greatest array of money-getting balloons and novelties. Ask your jobber for free copy.  
 Equip with OAK and you'll be O. K.

**The OAK RUBBER CO.**  
 RAVENNA, OHIO.

**New Catalog**  
 Showing Fast-Selling Newest Items  
 In Whitestone and Cameo  
 Rings, Lockets, Crosses, Signet  
 Rings and Jewelry for Engravers. Send \$2.00 for Samples.  
**OLYMPIC COMPANY**  
 307 5TH AVE. NEW YORK

**REX HONES** 3c Each  
 Now Less Than 3c Each  
**\$4.25 a Gross**  
 Send \$1.00, Bal. C. O. D., Plus Postage.  
 Each Hone in flashy silver box, priced 50c. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. **ACT QUICK. REX-HONE MFRS.,** 1500 West Madison, BR-9, Chicago, Ill.

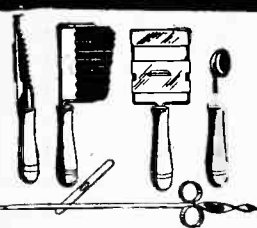
**COIL WORKERS**  
 Make More Money--SELL **STROMBERG'S**  
 Construction patented and our trade mark "Stromberg" registered in U. S. Patent Office.  
**IMPORTANT!**  
 Do not answer this ad unless you are now selling a competitive unit. Write me today and double your earnings.  
**H. O. STRIKER**  
 Established 1919.  
 7320 TIREMAN AVE., DETROIT, MICH.  
 Pioneer Originator and Inventor of the First Auxiliary Ignition Coil.

**Big Profits!**  
 Own your own business. Stamping Key Checks, Social Security Tags, Name a Plates. Sample, with name and address, 25 cents.  
**HART MFG. CO.**  
 311 Degraw Street, Brooklyn, New York.

  
**BLADES**  
 Buy Direct From the Manufacturers.  
 20 Million DREKELS Sold in 1937.  
 50 Million Will Be Sold in 1938.  
 Send 10c for Samples.  
**REGENT MFG. CO.**  
 134 W. 32d Street. NEW YORK CITY.

**BIG PROFITS**  
 Placing Our Silent Salesman Vending Men's and Ladies' Necessities in Nite Clubs, Restaurants, Gas Stations, Etc.  
**Money Back Guarantee.**  
**KASCO, 1615 S. Kostner, Chicago, Ill.**

**DEMONSTRATORS PEELER WORKERS**



Back up your demonstration with the quality line of Mincers and Garnishing Sets. Approved by Good House-keeping Institute.

We also Manufacture Safety Graters—Rotary Mincers—Orange Juicers—Spiral Slicers—Rosette Cutters—Kitchen Tongs—Can Openers—Sharpening Stones—Gas Stove Lighters, etc. Attractively packed—prices right—reliable service.

**ACME METAL GOODS MFG. CO., 2-24 ORANGE ST., NEWARK, N. J.**

**A New Deal!**

**ELECTRIC RAZORS!**

to Retail for \$1.98

An opportunity! Repeat razor sales all over the country at the sensationally low price of **\$1.98**

Write for details today.



**NEW ENGRAVING PINS**

Over a hundred new engraving numbers—Pins, Lockets, Crosses, etc. New Whitestone and Cameo Rings, Photo Jewelry, Engraving Machines for Social Security Plates. Write today for new Catalog No. 23.

**HARRY PAKULA & CO.**  
5 No. Wabash Ave., Chicago, Ill.

**Agents! Salesmen! Pitchmen!**

**SOCIAL SECURITY BRONZE PLATES**

**LOWEST PRICES**

\$5.50 Per 100 — \$45.00 Per 1000

Black leatherette pocket Carrying Case—2 window compartments... \$40.00 per 1000.

STAMPING MACHINE..... \$ 75.00

ENGRAVING NEEDLES..... 10.50

Our 26-Gauge Plates lead the field. Fast sight sellers 25c to \$1.00. **SAMPLE 10c.** Deposit of 25% required, balance C. O. D. with all quantity orders. Fast shipping service.

**SOCIAL IDENTIFICATION CO.**  
Dept. 10,  
612 N. Michigan Ave., Chicago, Ill.

**14 Kt. Gold Finished Crosses and Photo Lockets Hand Polished on all sides.**

**14 Kt. Gold Finished acid-proof chains. Cleverly designed with places for engraving. Send \$1.00 for sample assortment.**

**LA MODE BEAD & NOVELTY CO.**  
42 West 33rd Street, New York City.

**50% TO DISTRIBUTORS-50%**

Sell Guaranteed **MASTERLITE LAMPS**. American made. Fully guaranteed for 1000 hours.

Write at Once for Catalog and Proposition.

**MASTERLITE CO., Dept. G18, 110 East 23rd St., New York.**

**SOCIAL SECURITY GOLD BRONZE PLATES**

Get all the profit. Sells 35-50c. Cost 5c. Hustlers get investment out, plus \$15.00 profit in one day. Genuine electric engraving tool. Now being used by thousands of jewelers, engravers, manufacturers, etc. Simple as using a pencil. No skill necessary, cuts like chisel, clear and legible. 100 Gold Bronze Plates and working tool, only \$12.50. Extra plates \$5.00 per hundred, F. O. B. Chicago. 20% with order. Sample 10c.

**MACHINERY SALES**  
192 North Clark St. (Dept. BB), Chicago, Ill.

**ELGIN & WALTHAM**

REBUILT WATCHES **\$1.75**

7 Jewel, 18 Size, in S. H. Engraved Cases, at

Send for Price List. Money Back If Not Satisfied.

**CRESCENT CITY WATCH MATERIAL CO.**  
119 N. Broadway, St. Louis, Mo.

County Fair here, but it's panning out a poor spot. Mr. and Mrs. A. Hager have their corn punk demonstration in the vegetable building, and Goldie Broun is inside with a jewelry layout. Those are the only members of the pitch fraternity that I've seen thus far. A few more cold days and I'll be heading south. Would like to read some pipes from Dr. Coy Hammack, A. L. Richards and Tom Sigourney."

**COME ON, everybody, how's business?**

**DON B. LOVELESS** . . . inks from Butte, Mont., that he has been holding forth in the H. L. Green store there for the past 26 weeks working a jewelry layout for Fred McFadden to good business. He says that the mines there are opening and working with about 50 per cent of their personnel and adds that he would like to read pipes from George Fox, Eddie Diebold and Irving Zanger.

**PITCHMEN'S SAYINGS: "We're still hitting 'em up."**—Doc Robert M. Smith.

**CHET WEDGE** . . . wigwags from Chicago: "It's been too hot here to get much money, but all the boys seem to be doing okeh. Have been working the streets at night and Maxwell street on Sunday. However, with the cool weather just around the corner Maxwell street should be okeh."

**FORGET ABOUT RESORTING TO false statements to get your product across. You'll find that 9 times out of 10 you'll be more successful.**

**"WE'VE SEEN . . .** pipes from many old friends in recent issues and we're glad to hear that almost all of them are in good spirits," rifle Freddie and Frank Segro from Oelwein, Ia. "Have been working Iowa and Minnesota almost all summer, with a few spots in Eastern South Dakota and Nebraska. Majority of small Iowa towns are open to readers ranging from \$2 to \$2.50 per day. A few, including Atlantic, Mason City and Council Bluffs, are open on p. p. and o. m. Takes have been small but have increased somewhat since August 1. Early celebrations were plenty rough, but we've seen some of the boys picking off some nice ones lately. Still working solder, watches and blades and would like to read pipes from Big White Christensen, Ray Murray, Jack Halstead, Al Wallene, Jimmy Mathason, Alward Christensen and Ted O'Day. Will make the tobacco markets and in Eastern North Carolina and Tennessee this fall."

**MEMORIES: Remember the time Doc Eller, of corn med fame, was working Missouri territory and in one of the cities became detached from the big black grip that was as much a part of him as his talk? It seems that the bag was turned over to the police and some curious cops opened the keister and out popped the eight-foot python. Consternation reigned and the local constables scattered in no slow manner. "Who does that thing belong to?" demanded the chief. When it was discovered that a pitchman owned the reptile the chief ordered the man brought before him. When Doc heard of the situation he went into the room, grabbed his snake and keister and vamoosed plenty pronto. Those were the good old days.**

**"HAVE JUST BEEN . . .** discharged from Veterans' Hospital here," scribes Jeff Farmer from Johnson City, Tenn. "The damaged left wing is much better, and I'll leave for Wilson, N. C., to work the tobacco sales there soon. I'm still handling med and would like to read pipes from Blacky Kessler, Doc A. Anderson, H. Schneider, Jack Flowers, Harry Jacobs, King LaMarr, Blacky Carpenter and Red Jackson."

**THINGS WE NEVER HEAR: "You look like you've got something, my friend. Why not stay here forever; we'll see that you get your share of business."**—City Council.

**Pitchdom Five Years Ago**

Piper City, Ill., was proving a lucrative spot for George Silver. . . . Toby's Fun-makers concluded a successful 19-week tour of Northern Tennessee. . . . Flukem Kelsey was working a Woodward avenue lot, Detroit, to fair to middlin' business. . . . Marshall's Sunny South Show No. 2 was enjoying satisfactory business playing two-week stands in its third consecutive season in Virginia. . . . Dr. Frank Keils' good ship Manatowoc was in Pennsylvania taking on passengers and stock for its annual fall and winter tour. . . . Dr. Leon Streets was corraling some lucre with herbs in Hope, Ark. . . . Solderall O'Connell and Blacky Kessler, while en route to the Southwest for fall and winter dates, visited the Cincinnati offices of *The Billboard*. . . . Sergt. Frank Poulos reopened his Palace of Health on Broadway at 52d street, New York, for the third consecutive season, breaking a record for a pitch store in the same location. . . . The Market at Norfolk, Va., proved a red one for Doc A. Anderson with cake decorators. . . . Al Ross left the tripe and store demonstrations to front a crime show on the midway at World's Fair, Chicago. . . . Doc Mel Hathaway and Marie Loter closed their show in Holden, Mo. Not for lack of business, however, but to permit Mrs. Loter to place her son in school. . . . Miami, Okla., proved a lucrative stand for Doc George Ward. . . . Doc Pete Thomas was finding business on the upgrade in Northern Missouri. . . . Doc Clark, of mineral fame, was collecting the long green with a neat tented frame-up in Cushing, Okla. . . . Bud Wollman was getting his share in trades in New York State. . . . "General business conditions here seem to be picking up," was the word from Jack W. Thomas from the Carolinas. . . . East Texas Cotton Palace Fair, Athens, Tex., didn't prove any too lucrative for Hot-Shot Austin. . . . Ollie Olson was doing the piano and violin specialties on Marshall's Sunny South Show No. 2. . . . Joe Silverberg left New York for a well-earned vacation. . . . That's all.

**Events for 2 Weeks**

- (Sept. 19-24)
- CALIF.—San Mateo. County Fiesta, 21-25.
  - COLO.—Denver. Dog Show, 23-24.
  - IDAHO—Lewiston. Rodeo, 22-24.
  - ILL.—Blue Mound. Legion Homecoming, 21-24.
  - Forreston. Sauerkraut Day, 22.
  - Georgetown. Horse Show, Fair & Carnival, 20-23.
  - IND.—Goshen. Street Fall Festival, 22-24.
  - Shirley. Fall Festival, 19-24.
  - Indianapolis. Merchants' Fall Festival, 19-24.
  - Union City. Community Free Fair, 20-24.
  - IA.—Keokuk. Free Fall Festival, 19-24.
  - Marion. Legion Celebration, 18-25.
  - Russell. Homecoming, 22-23.
  - KAN.—Atchison. Bridge Dedication, 20-21.
  - KY.—Newport. Ohio River Celebration, 19-24.
  - MICH.—Paw Paw. Grape Festival, 23-25.
  - MINN.—Amboy. Corn Festival, 20-21.
  - Montgomery. Kolacky Days, 24-25.
  - West Concord. Homecoming, 21-22.
  - MO.—Joplin Dog Show, 24-25.
  - Kansas City. Jubilesta, 19-Oct. 1.
  - Rockport. Fall Festival, 21-23.
  - Springfield. Dog Show, 21-22.
  - NEB.—Plattsmouth. King Korn Carnival, 21-24.
  - N. J.—Woodstown. Rodeo, 20-24.
  - N. Y.—Westbury. L. I. Dog Show, 25.
  - N. C.—Hatton. Fall Festival, 23-24.
  - O.—Chippewa Lake. Dog Show, 25.
  - Greenville. Northwest Territory Celebration, 23-21.
  - Lucas. Street Fair, 21-24.
  - Seaman. Farmers' Fall Festival, 22-23.
  - Seville. Merchants & Firemen's Street Fair, 22-24.
  - Bloomville. Firemen's Fall Festival, 21-24.
  - Chippewa Lake. Dog Show, 25.
  - Utica. Homecoming, 23-24.
  - PA.—Allentown. Dog Show, 24.
  - Philadelphia. Bryn Mawr Horse Show, 21-24.
  - Ardmore. Firemen's Fair, 22-24.
  - S. D.—Milbank. Farmer Days, 23-24.
  - Wentworth. Corn Days, 21-22.
  - TENN.—Alamo. Fair & Festival, 19-24.
  - VA.—Fairfax. Horse & Pony Show, 24.
  - WIS.—Boscobel. 4-H Club Exhibit, 25.
  - Fond du Lac. Dog Show, 25.
  - CAN.—Shawinigan Falls. Que. Commercial & Industrial Exhn., 19-25.
- (Sept. 26-Oct. 1)
- ARK.—Parkin. Cotton Harvest Ball, 28.
  - CALIF.—Bakersfield. Frontier Days & Stock Show, 30-Oct. 2.
  - Los Banos. Columbus Day Celebration, Oct. 1-2.
  - San Francisco. Natl. Hobby Show, 25-28.
  - CONN.—Norwich. Grotto Circus, 24-29.
  - ILL.—Chatsworth. Corn Festival, 29-Oct. 1.
  - Dixon. Fall Festival & Corn Show, 27-29.
  - IND.—Kokomo. Fall Celebration, 26-Oct. 1.
  - Roann. Booster Days, 29-Oct. 1.


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## National Showmen's Association

Palace Theater Building, New York.

NEW YORK, Sept. 17.—Main topic of conversation around the clubrooms these days is the forthcoming banquet, ball and entertainment at the Hotel Commodore here Thanksgiving Eve. Members who at first were either cold or lukewarm regarding the success of the event are now very much enthused.

Executive Banquet Chairman Lew Dufour announces that the entertainment committee chairmanship has been accepted by Billy Rose. Vice-chairman is Sam Grisman. Joseph McKee, chairman of the ticket committee, and William J. Block, reservation committee chairman, report that they are well pleased with the early ticket sale and number of reservations being placed. Banquet committee personnel will be

announced. Meanwhile all members are expected to co-operate with the various committees in their efforts to make the banquet a financial as well as artistic success.

Membership campaign rolls on despite banquet activities. New applications are from Joseph Milana (Ajax), sponsored by C. W. (Doc) Foster; Robert F. Degan, proposed by Sam Hamid, of White City Park, Worcester, Mass. Gene Hamid proposes Fred Vess and Joseph Galaliso. Sam Rothstein, house committee chairman, sends in the application of Joseph Engel, Delaware night club operator.

Visitors this week included Brothers Arthur Campfield; Harry Helfand, of the Brighton Lamp Co.; Sol Waxman, Mack Harris and Dr. Mor Lewinski. More representatives from the indoor field included Nick Elliot, John Murray and Pat Liddy. Harry Schwartz is putting in a good number of hours daily as chief of staff in the refurbishing of the rooms.

Members who are delinquent in dues are reminded that unless their cards read, "Dues paid to July 15, 1939," they are not in good standing and therefore not entitled to the privileges and protection of the organization.

President George A. Hamid's activities in our behalf raising moneys for our welfare funds have been reported in this and last week's issue.

Birthdays: Max Levine, Maurice Plesen, Jack Ottens and Ed J. Reicher, September 26; Francis Anderson and Samuel R. Rosenbaum, September 28. Congratulations!

### Ladies' Auxiliary

Anita Goldie, secretary of the auxiliary, reports excellent progress in award book sales and continued interest in the org's membership drive. Orchids are due this week to Edna Lasures, who, Miss Goldie claims, is working so hard to help the club. She has sold all her books and this week presented a new member, Shirley Lawrence (Mrs. Sam Lawrence).

Members were grieved to learn that Midge Cohen lost her sister-in-law, who was a sister of Herman Cohen, NSA member.

President Dorothy Packman and associates in the George Hamid office, together with as many New York members as possible, are planning to attend the big NSA Jamboree and Frolic at the Reading (Pa.) Fair September 22. All auxiliary members are urged to attend this big member-getting and fund-raising gesture on part of Max Linderman and employees.

### 3 MAJOR

(Continued from page 3)

inventories were taken. The matter was temporarily dropped, later revived, and this week's meeting resulted in the three shows mentioned forming the combo. Attending the meetings were Sedmayr and E. C. Velare, Gerety and McCaffery, Mr. and Mrs. Gruberg and J. Frank Hatch.

Headquarters of the Amusement Corp. of America will be established in Chicago with General Manager McCaffery in charge. General policies will be worked out at future meetings.

During the meetings the union situation was discussed and carnival owners present expressed a willingness to bargain with the American Federation of Actors, but to date no union contracts have been signed.

### 2,000,000 WITNESS

(Continued from page 3)

annual "modern" county fair at South Park after year's lapse of traditional fall event first held in Allegheny County in 1849.

Western Gateway opened last night for five-day run, uses cast of 700. Outdoor theater platform, 216 feet wide and 100 feet deep, includes revolving center 80 feet in diameter. Stage was built under direction of James Lindsay, technical chief of Pittsburgh Playhouse, assisted by Jack McKee. Pageant was produced by J. W. McGowan, NYA district director. Direction was handled by John DeWitt Beattie, assisted by Prof. Lester Pierce. Music for spec was directed by Homer Ochsenhirt. Dance groups were trained by Gene Kelly, James Bruff and Marie Mooney.

After closing of historical exposition September 20 sesqui continues next day with Firemen's Celebration, follows with a downtown street Mardi Gras, then sponsors a river pageant, and closes September 24 with a mammoth parade and rededication of Courthouse.

Publicity is headed by Cliff Ryan and Lee Curran.

# NEW JERSEY STATE FAIR

TRENTON, N. J.

SEVEN DAYS, SEPTEMBER 25 TO OCTOBER 1.

Want all legitimate Merchandise Concessions at reduced prices for space. Straight Merchandise Wheels will operate. All address HARRY LABREQUE, Fair Grounds, Trenton, or Shows at Woodstown, N. J. Lou Krem, get in touch with us at once.

## CETLIN & WILSON SHOWS

## KEYSTONE SHOWS WANT

FOR CHEROKEE COUNTY FAIR, MURPHY, N. C., SEPTEMBER 27-OCTOBER 1; CHEROKEE INDIAN FAIR, CHEROKEE, N. C., WEEK OCTOBER 4 TO 8. SEVERAL FAIRS TO FOLLOW. WANT worth-while Shows, Cook House, Custard, and legitimate Concessions except Bingo. Have two high-class Free Acts at liberty, week October 3, and week October 10. All address C. A. HARTZBERG, Manager, Gainesville, Ga., Fair, This Week.

## WANTED Oct. 1st-9th WANTED TOLEDO, OHIO

Downtown Location. First Show in Town for Several Years. LOCATION CHERRY AND BANGROFT STREETS, CITY OWNED PLAYGROUND, Auspices Jewish Home for the Aged Building Fund. Rides of all kinds, especially two Flat Rides. Shows of all kinds. Good Ten-in-One will do well here. Shows that are worth while and clean will do business here. CONCESSIONS of all kinds, must be strictly legitimate. Do not misrepresent. Will sell Corn Game and Custard exclusive, also Pop Corn and Carmel Corn, Small Cookhouse. John Chapman wire if at liberty. Prices in keeping with times. This event properly advertised, and has had plenty publicity. Everybody wire or write. Pay your own wires. HARRY BERNSTEIN, Chairman, 208 Superior St. Phone: Adams 6234.

## FAIRS — HARRY BURKE SHOWS — FAIRS

WILL PLACE SHOWS AND LEGITIMATE CONCESSIONS FOR THE FOLLOWING FAIRS, STARTING WEEK SEPTEMBER 19, PORT ALLEN, LA. Week September 26, NEW ROADS, LA.; Week of October 3, GOVINGTON, LA.; Week of October 10, MARKSVILLE, LA.; Week of October 17, ABBEVILLE, LA., with good still dates following. WILL BOOK Kiddie Auto Ride and Octopus. Exclusive sold on Corn Game, Photos, Diggers and Cook House. This week Port Allen, La., Fair. All address HARRY BURKE SHOWS

## CRYSTAL EXPOSITION SHOWS

WANT FOR IREDELL COUNTY FAIR, STATESVILLE, N. C., SEPTEMBER 26 TO OCTOBER 1, AND BALANCE OF SEASON (All Fairs), Legitimate Concessions. CAN USE one more Grind Show, two sensational Free Acts. All address W. J. BUNTS, Statesville, N. C., or CRYSTAL EXPOSITION SHOWS, Sevierville, Tenn., this week.

## Wanted For PIKE COUNTY FREE FAIR

SIX BIG DAYS AND NIGHTS, McCOMB, MISS., STARTING MONDAY, OCTOBER 3 TO 8. All Concessions open except Novelties, Bingo, Popcorn, Diggers and Penny Pitch. Good opening for Frozen Custard, Ball Games, Jingle Board, Stock Wheels and Grind Shows. PLACE Shows with own outfit, 35%. Franklinton Free Fair to follow. CAN USE Free Act. MILLER AMUSEMENTS, Plain Dealing, La., This Week.

## W. C. KAUS SHOWS, INC.

WANT FOR BEDFORD, VA., FAIR, Legitimate Concessions of all kinds. Custard, Eating Stands of all kinds. Novelties, Scales, Arcade, Pennants and American Palmistry. Shows with or without own outfits. Have complete Serpentina outfit; want someone to take over and operate. Complete organized Minstrel Show or Fun House, any Walk-Thru Show. RIDES: Ridee-O, or Loop-o-Plane. Address all communications to W. C. KAUS, Mgr., at Blackstone, Va.

## FUNLAND SHOWS WANT OCTOPUS, TILT and DROME

Front Man and Grinders for Jungle and Geek Shows. All Stock and Sales Concessions open except Bingo. Cookhouse open FOR Gwinnett County Fair, Lawrenceville, Ga., Sept. 26-Oct. 1; Paulding County Fair, Dallas, Ga., Oct. 3-8; Villa Rica, Ga., Harvest Fair, Oct. 10-15; Butts County Fair, Jackson, Ga., Oct. 18-22; Morgan County Fair, Madison, Ga., Oct. 24-29. And four more "County Fairs" to follow. All replies, Sweetwater, Tenn., this week.

## WEST BROTHERS SHOWS WANT FOR

COLUMBUS, MISS., FAIR AND YAZOO COUNTY FAIR, YAZOO CITY, MISS. Concessions of all kinds except Diggers, Photo Gallery and Corn Game. Shows with own outfits. Ride Help, all Rides that can handle Semi. Organized Hula Show. Must have three Girls. Flashy wardrobe. Octopus, Loop-o-Plane, Chairplane for sale. For Space Wire OSCEOLA, ARK., This Week, or FRANK H. OWENS, Columbus, Miss.

## NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

**BENEVOLENT-PROTECTIVE-SOCIAL**  
(Cemetery Fund, Hospitalization, Relief Bureau)

Dues \$10 Initiation \$10  
Sixth Floor, Palace Theater Bldg.,  
1564 Broadway  
New York City

## Burdick's All-Texas Shows WANT

Now and balance of season: Shows with own transportation. Merchandise Concessions. Reasonable rates. Malisonville, Tex., Fair, Sept. 26-Oct. 1, followed by Rosenberg, Tex., Fort Bend County Fair, and La Grange, Tex., Fair. Long season South. Address per route.  
P. S.—Have Parker Two-Abreast Merry-Go-Round for sale cheap for cash. Ride Help in all departments. Larne Luther wants experienced Pan Joint Dealer. Fred Jobe wire. Party who wired from Paris, Tex., wire again. Bill Luther wants capable Grind Show Agents who can and will work to orders. Those known preferred.

**WANT WOLF AMUSEMENT**  
BENNY WOLFE, Mgr.  
For balance of season, closing first of December: Want organized Minstrel Show, Kiddie Auto Ride, Will book, lease or buy No. 5 Eli Ferris Wheel, Want Concessions, Palmistry, Game Heck, Frozen Custard, Hoop-La or any Legitimate Concession. Can use experienced Ride Help for Merry-Go-Round and Chairplane. Elmore, S. C., all this week; Edgefield, S. C., to follow. Address all mail to BENNY WOLFE.

## RUTHERFORD, TENN., COMMUNITY FREE FAIR

Week September 26; Friendship, Tenn., Free Fair week October 3. Wants Bingo, Legitimate Concessions all kinds, Shows, Auto Kiddie Ride, experienced Man for Eli Wheel. All winter south. Address J. HARRY SIX SHOWS, Big Sandy, Tennessee.

## WANT RAINBOW AMUSEMENT CO.

Rides and Shows. Stock Concessions of all kinds, small Gra's Joint. Guin, Ala., this week; Lexington, Ala., Fair week of 26.

## WHY STORE YOUR OLD RIDES AND SHOW EQUIPMENT? RALPH R. MILLER

SELL IT TO RALPH R. MILLER, BATON ROUGE, LA. (Largest Buyer of Second-Hand Rides and Distressed Show Property in the United States.)

## WANT BUNCOMBE COUNTY AND DISTRICT AGRICULTURAL FAIR

Week September 26  
E. W. PEARSON, Secy., Asheville, N. C.



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ROUTES

(Continued from page 31)

Ransom, Blenda (Cavaller) NYC, nc. Rasch, Albertina, Girls (Fox) Phila. t. Rathert, Herb (Kingsway) St. Louis, h. Raye & Naldi (Riviera) Fort Lee, N. J., nc. Reillys, The (Riviera) Fort Lee, N. J., nc. Reyes, Raul & Eva (Beverly Hills) Newport, Ky. cc. Rhoades, Gladys (Place Elegante) NYC, nc. Rhodes, Dorothy (Black Cat) NYC, nc. Rhodes, Carol (Bossert) Brooklyn, N. Y., h. Richmond, Harry (Chez Paree) Chi, nc. Rickard, Margaret (New Yorker) NYC, h. Rickard, Earl (The Dome) Chi, nc. Rickson, George (Chateau Moderne) NYC, nc. Ringo & Harris (Whirling Top) NYC, nc. Ripa, Bob (Savoy) London, h. Roberts, Mary (Gay Nineties) NYC, nc. Roberts & Farley (New Yorker) NYC, h. Robbins, Archie (Mad Russian Cafe) Hollywood, nc. Robbins Family (Lyric) Indianapolis, t. Rochelle & Rita (Matteoni's) Stockton, Calif., nc. Rodriguez, Teddy (Havana-Madrid) NYC, nc. Rolling Cloud, Chief, Dog Town Follies: Hillsboro, O., 21-25; Ripley 27-28. Romona (Cavaller) NYC, nc. Rose, Harry (Queens Terrace) Long Island, N. Y., nc. Ross Dr. Sydney (Radio City Rainbow Room) NYC, nc. Roth & Shay (Apollo) Nurnberg, Germany, t. Royal Hawaiian Sweethearts (Biltmore) NYC, h. Royce, Ann & Burt (Monte Carlo) NYC, nc. Rubin, Benny (Chicago) Chi, t. Rush, Ann (18) NYC, nc. Ruiz, Maclovia (Blackhawk) Chi, nc. Ruvel & Marcea (Jimmy Kelly's) NYC, nc. Ryers, Frankie (18) NYC, nc.

Velez, Angela (Chateau Moderne) NYC, re. Velez & Yolanda (Palmer House) Chi, h. Vernon, Harry (Kingsway) St. Louis, h. Villon, Renee (Jimmy Kelly's) NYC, nc. Vince & Anita (Boulevard Tavern) Elmhurst, L. I., nc. Volta (Lexington) NYC, h. Von Gassner & Vernon (International) NYC, nc.

WLS Barn Dance (Capitol) Washington, D. C., t. Wainwright, Helen (Leon & Eddie's) NYC, nc. Walker, Wilburn (Coronado) St. Louis, h. Walker, Jeanne (Hi-Hat) Chi, nc. Walker, James (Chez Ami) Buffalo, N. Y., cc. Wallace, Earlyne (Capitol) Washington, D. C., t. Wallace Bros. (Black Cat) NYC, nc. Walley, Nathan (International Casino) NYC, nc. Warren, Del (Jim Otto's) Hollywood, nc. Watts, Hattie (Coronado) St. Louis, h. Wayne, Iris (Hollenden) Cleveland, h. Wayne, Nichols (Bud Taylor's) Los Angeles, nc. Welch, Muriel (Leone's) NYC, re. Wessels, Henri (Plantation) NYC, nc. Whalen & Wood (Mohican) Providence, R. I., h. White, Jack (18) NYC, nc. White, Ann (Queen Mary) NYC, re. Whitney, Barney (Palumbo's) Phila., c. Wicke, Gus "Popeye" (Radio Franks') NYC, nc.

Wildach, Robert (Casa Manana) NYC, nc. Wiley, Lee (Astor) NYC, h. Willard, Harold (Gay Nineties) NYC, nc. Withee, Jerril (Maxim's) NYC, re. Wolfe, Lorna (Villa Venice) Venice, Calif., nc. Woolsey, Ben & Wanda (Casa Del Ray) Santa Cruz Beach, Calif., h. Worth, Jessica (Le Mirage) NYC, nc. Wright, Marbeth (Mounds) Cleveland, nc. Wynne, Eleanor (Kingsway) St. Louis, h.

Zang & Todd (Colosimo's) Chi, nc. Zito (Claremont) NYC, re. Zorita (Wonder Bar) Cincinnati, nc.

Young, Glenn (Park Plaza) St. Louis, h.

FAIR GRAND-STAND ATTRACTIONS

(Bout are for current week when no dates are given)

Aces, Two: Shelby, N. C., 26-Oct. 1. Alee, Edna, & Co.: Hutchinson, Kan.; (Mesa Theater) Grand Junction, Colo., 25-Oct. 1. Averies, Three: Trumansburg, N. Y., 26-Oct. 1. Avery, Gertrude, Diamond Revue: Allegan, Mich.; Hillsdale 27-Oct. 1. Balabanow Ensemble: Nashville, Tenn. Basile's, Joe. Band: Allentown, Pa.; Trenton, N. J., 25-Oct. 1. Beno, Ben: Fayette, Ala., 21-24. Bernhardt, Bobbie Jean & Co.: (Jubilesta) Kansas City, Mo., 17-Oct. 1. Brownlee's Hickville Follies & Band: Chapeau, Que., Can., 21-22; Shawville 23-24; Spencerville, Ont., 27-28; Carp 30-Oct. 1. Campbells, Casting, Four: Pomona, Calif., 25-Oct. 2. D'Arcy Girls: (Exhn.) Woodstock, N. B., Can.; Northampton, Mass., 29-Oct. 2. Deal's, Edna, Babes in Joyland Revue: Shawneetown, Ill., 21-23. Doss, Frank, Animals: Lumberton, N. C.; Asheboro 26-Oct. 1. Helen & Marshall: Trumansburg, N. Y., 26-Oct. 1. Kelly, Berniece, Circus Revue: Huntsville, Ala.; Reidsville, N. C., 26-Oct. 1. La Tona Troupe: Lexington, Va.; Lexington, N. C., 28-Oct. 1. LaZella's, Aerial: (Celebration) West Concord, Minn., 18-23. Lankford, Walter, Band No. 1: Thomasville, Ga.; No. 2 Lexington, Tenn. Lorenzos, Four Aerial: Springfield, Mass. Louis & Cherie: Juneau, Alaska, 13-22. Melzers, Flying: Dalton, Ga. O'Neills, The Louisiana, Mo.; Blue Rapids, Kan., 27-31. Orloffs, The: Shawneetown, Ill., 21-23. Reynolds, Helen, Skaters: Shelby, N. C., 19-Oct. 1. St. Fannie & Mule Abner: Adrian, Mich. Smith's Band: Huntsville, Ala.; Shelby, N. C., 26-Oct. 1. Spiller, Albert, Sealons: Adrian, Mich. Steiner Trio: Dresden, Ont., Can., 20-21; Sarnia, Ont., 23-24. Thomas, Joe, Saxotet: Pomona, Calif., 25-Oct. 2. Tudor Sisters & Avery: Trumansburg, N. Y., 26-Oct. 1. Unicorn Troupe: Gainesville, Ga. Valentinos, Flying: Tyler, Tex.; Marshall 26-Oct. 1. Webb, Capt. George: Ennis, Tex.; McKinney 27-30. Wolandt: Goldsboro, N. C., 26-30.

DRAMATIC AND MUSICAL

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

Bankhead, Tailulah: (Curran) San Francisco. Barrymore, Ethel: (Plymouth) Boston. Golden Boy: (Harris) Chi. Kiss the Boys Good-Bye: (National) Washington, D. C. Knickerbocker Holiday: (Bushnell Aud.) Hartford, Conn., 24. Lawrence, Gertrude: (Biltmore) Los Angeles. Pins & Needles: (Auditorium) Denver, Colo., 22-24. Sing Out the News: (Forrest) Phila. Tobacco Road: Atlantic City, N. J. Women, The: (His Majesty's) Montreal, Can.

REPERTOIRE

Bishop Show: Wardensville, W. Va., 19-24. Brownie's Comedians: Stem, N. C., 19-24. Chicago Players: (Fair) Monroe, Me., 23-24. Ginnivan, Norma, Co.: Hillsdale, Mich., 19-24. Heffner-Vinson Show: Baxley, Ga., 21-22; Hazlehurst 23-24.

Sadler's Own Co.: Iowa Park, Tex., 24. Schaffner Players: Eloomfield, Ia., 19-24.

MISCELLANEOUS

Arthur, Magician: Chattoogaville, Ga., 21-22; Ferrell 23-24. Baldwin & Bristol: (Latchis) Claremont, N. H., 19-24. Bartlett, Wayne: (American) Chattanooga, Tenn., 19-24; (Garden) Rome, Ga., 25-Oct. 1. Birch, Magician: Longmont, Colo., 21; Aurora 23; Lafayette 24; Manitou Springs 26; Canon City 27; Ordway 28; Rocky Ford 29. Bragg Bros.' Show: (Fair) Monroe, Me., 23-24. Burro Ball: Independence, Va., 20; Boone, N. C., 21; Rogersville, Tenn., 22; Damascus, Va., 23; West Jefferson, N. C., 24; Newport, Tenn., 25; Bulls Gap 26. By-Gosh Vaude Tent Show: Smithfield, W. Va., 19-24, Pine Grove 26-Oct. 1. Coriell Family Show: Guthrie Center, Ia., 22-24. Coward, Linden, Magician: Clarksville, Ga., 22-24. Curl Am. Co.: Gregory, S. D., 19-24. Daniel, B. A., Magician: Sheboygan, Wis., 21-22; Fond du Lac 23; Manitowoc 24; Oshkosh 26-27. DeCleo, Magician: Marysville, O., 19-Oct. 1. Hunsinger, Harry, Magician: Catron, Mo., 19-24. Lewis, Harry Kay, Hollywood Varieties: Bozeman, Mont., 21; Radersburg 22; Whitehall 23; Harrison 24; Norris 25; Yellowstone Park, Wyo., 26; Ashton, Ida., 27-28. Lewis Bros.' Fair Unit: Gladwin, Mich., 19-24. Long, Leon, Magician: Atlanta, Ga., 23-30. McCall Bros.' Show: Farley, Mo., 19-24. McConnel & Moore: (Fair) Neosho, Mo., 28-Oct. 1. McNally's Variety Show: Highland Mills, N. Y., 19-24. Magrum, C. Thomas, Magician: Greenville, Me., 22-23; Gorham, N. H., 24-26; W. Compton 27-28. Marquis, Magician: Ontario, Ore., 21; Burns 22; Bend 23-24; Klamath Falls 26-27; Medford 28. Miller, Al H., Show: Pavo, Ga., 19-24. Morris, Chet, Shows: (Lords Store) Tennille, Ga., 19-24. Ricardo, R.: Viroqua, Wis., 20-24. Princess Edna Show: Crosbyton, Tex., 19-24. Seccalun Park Rides, No. 1 unit: McComb, O., 20-24; No. 2 unit (Fair) Fredericktown, O., 21-24. Watkins Animals: (State Fair) Nashville, Tenn., 19-24. Wright, C. A., Dog Circus: (Fair) Hazardville, Conn., 27-29.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Ala. & Ga. Am. Co.: Columbus, Ga. All-American: Chickasha, Okla. All-American Expo: Pattonburg, Mo.; (Fair) Blue Rapids, Kan., 26-Oct. 1. American Expo: Centerville, Mich. Anderson-Grader: Atchison, Kan.; Sylvan Grove 26-30. Atlantic Coastal: Fredericksburg, Va. Bantley's All-American: Clearfield, Pa.; Pujalski, Va., 27-Oct. 1. Barfield's Cosmopolitan: (Fair) Dalton, Ga.; (Fair) Manchester 26-Oct. 1. Barkot Bros.: Gladwin, Mich. Baysinger, Al: Kennett, Mo.; Hornersville 26-Oct. 1. Beckmann & Gerety: (Fair) Hutchinson, Kan. Bee, F. H.: (Fair) Alamo, Tenn.; (Fair) Dickson 26-Oct. 1. Bockus: Smithfield, N. C. Bortz: (Fair) Versailles, Mo. Brown Family Rides: Adrian, Ga. Brown Novelty: (Fair) Mt. Vernon, Ga. Buck, O. C.: (Fair) Farmville, N. C. Buckeye State: Eupora, Miss. Bullock Am. Co.: Pincastle, Va. Burdick's All-Texas: Trinity, Tex.; (Fair) Madisonville 26-Oct. 1. Burke, Harry: (Fair) Port Allen, La.; (Fair) New Roads 26-Oct. 1. Byers Greater: (Fair) Sullivan, Mo.; (Fair) Mountain Grove 27-Oct. 1. Campbell's United: Millen, Ga. Casey, E. J.: Portage la Prairie, Man., Can. Celebration Shows: Veedersburg, Ind. Central State: Tahlequah, Okla. Cetlin & Wilson: (Fair) Woodstown, N. J.; (State Fair) Trenton 26-Oct. 1. Clyde's United: East Freedom, Pa. Coleman Bros.: Contoocook, N. H., 19-23; Rochester, N. H., 25-Oct. 1. Colley, J. J.: (Fair) Poteau, Okla.; (Fair) Okmulgee 26-Oct. 1. Conklin's: Stratford, Ont., Can. Cotton Belt Am. Co.: Turrell, Ark. Crafts 20 Big: (Fair) Pomona, Calif., 19-Oct. 2. Crescent Am. Co.: (Fair) Troutman, N. C.; (Fair) Mt. Holly 26-Oct. 1. Crowley's United: Ennis, Tex. Crystal Expo: (Fair) Sevierville, Tenn.; (Fair) Statesville, N. C., 26-30. Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Fayetteville, Ga., 26-Oct. 1. Curl, W. S.: St. Paris, O.; Osborn 26-Oct. 1. Dick's Farm Show: (Fair) Farmington, Me., 20-22. Dixie Belle: (Fair) Irvington, Ky. Dixie Model: (Fair) Burnsville, N. C.; (Fair) Whitakers 26-Oct. 1. Dodson: Clarksville, W. Va.; Parkersburg 26-Oct. 1. Dudley, D. S.: (Fair) Crosbyton, Tex.; (Fair) Throckmorton 26-Oct. 1. Dyer's Greater: (Fair) Booneville, Miss.; (Fair) Pontotoc 26-Oct. 1. Edwards, J. R.: (Fair) Paulding, O.; Lodi 26-Oct. 1. Elite Expo: (Fair) Hartford, Kan.; (Fair) Howard 26-Oct. 1. Ellman: Milwaukee, Wis., 19-21; Forrester, Ill., 22; Dixon 23-28. Endy Bros.: Raleigh, N. C.; (Fair) Goldsboro 26-Oct. 1. Evangeline: Hope, Ark. F & M: Oriental (Juanita County), Pa. Fairly & Little: Centerville, Ia.

BYERS & BEACH SHOWS. Playing good route. All cotton towns. Out until Christmas. Can place Frozen Custard, Mug Joint and Stock Concessions that work for 10c. Hayti, Mo., this week; Steele, Mo., week September 26, then as per route. P. S.—Doc Tyree wire.

STILL FLYING HIGH 4 Sensational WISHARDS SOMERSAULTING AERIALISTS. Some Open Time in October and November. Address 3706 N. Drake Avenue, Chicago.

WANTED. For Indoor Circus, School Gymnasiums, Open Indiana October 10, One-Day Stands. Contracting Agent with car, salary, gas, oil, percentage. Acts that can work from stage and floor. Domestic Animal Acts. All must furnish own Living Trailers or transportation. State if you double Band or Orchestra. Feed yourself, we pay gas and oil. Salary sure but not fancy. PLACE Hillbilly or Cowboy Act, Trap Drums doing act, Piano Player, Estelle Ramsey, Christy, Guthries, Miss Day, Peasleys, Corielle, Cal Townsend write. WILL BUY small female, gentle Elephant, cash. Concessions open. Write only. FRED WHETTEN, Muncie, Ind.

SERIAL PAPER PADDLES ATTRACTIVE COLORS FOR ALL LEADING WHEELS. WRITE WIRE SCHULMAN'S 11 E. 18th St., New York, N. Y.

Tanner & Thomas (Leon & Eddie's) NYC, nc. Tatum, Art (Three Deuces) Chi, nc. Tavares, Freddy Kaulana (Biltmore) NYC, h. Taylor, Harry & Five Kewpie Dolls (Show Boat) Pittsburgh. Terrace Boys (Barney Gallant's) NYC, nc. Texas Jim Lewis & Cowboys (Colonial) Dayton, O., t. Theodore & Denesha (Village Barn) NYC, nc. Thomas & Kent (Afrique) NYC, nc. Thomas, Jackie (Swing) NYC, nc. Thomasshesky, Boris (Rainbow Inn) NYC, re. Tip, Tap & Toe (Casa Manana) NYC, nc. Trahan, Al (Casa Manana) NYC, nc. Tucker, Sunny (Ivan Frank's) NYC, c. Tyler, Smiling Tex (Green Tree) Cincinnati, nc. Usdonoff, Mischa (Russian Kretchma) NYC, nc. Valentine's Sensational Flyers (Gran Circo Schweyer) Curacao, Dutch West Indies. Variety Boys, Three (Lookout House) Covington, Ky., nc.

Fidler's United: West Plains, Mo.  
 Fleming, Mad Cody: (Fair) Bowdon, Ga.; (Fair) Jasper 26-Oct. 1.  
 Florida Expo: Springfield, S. C.; Ellenton 26-Oct. 1.  
 Frisk Greater: (Fair) Hutchinson, Minn., 19-22.  
 General Am.: Lone Oak, Tex.  
 Gibbs, W. A.: Humboldt, Kan.  
 Gold Medal: La Fayette, Ind.  
 Gooding Greater: Hartford City, Ind.  
 Goodman Wonder: (Fair) Huntsville, Ala.; (Fair) Corinth, Miss., 26-Oct. 1.  
 Great Southern: Scottsboro, Ala.; (Fair) Louisville, Miss., 26-Oct. 1.  
 Greater American: Farmington, Mo.  
 Greater United: (Fair) Ardmore, Okla.  
 Greater U. S.: Marlow, Okla.  
 Groves Greater: (Fair) Memphis, Tenn.; (Fair) Helena, Ark., 26-Oct. 1.  
 Gruber's World's Expo.: (Fair) Louisburg, N. C.  
 H. & H.: Pamlico, S. C.  
 Happyland: (Fair) Allegan, Mich.  
 Harris: Owingsville, Ky.  
 Heller's Acme: (Fair) Warsaw, Va.  
 Hennies Bros.: Columbus, O.  
 Heth, L. J.: (Fair) Jasper, Ala.; (Fair) Marietta, Ga., 26-Oct. 1.  
 Hilderbrand: (Fair) Crescent City, Calif., 20-26.  
 Hoffner, Wm., Am. Co.: Forrester, Ill., 22; Dixon 27-29.  
 Home State: Clay, W. Va.  
 Howard Bros.: Bellefontaine, O.  
 Huggins' West Coast: Puyallup, Wash., 19-25.  
 Hughey Bros.: (Fair) Shawneetown, Ill.  
 Hurst, Bob: (Fair) Jefferson, Tex.; (Fair) Linden 27-Oct. 2.

Hyde, Eric B.: (Fair) Zebulon, N. C.; (Fair) Reidsville 26-Oct. 1.  
 Ideal Expo.: (Fair) Durham, N. C.; (Fair) Burlington 26-Oct. 1.  
 Imperial: Louisiana, Mo.  
 Jones, Johnny J., Expo.: (Fair) Chattanooga, Tenn.; (Fair) Shelby, N. C., 26-Oct. 1.  
 Joyland: Anderson, Calif., 20-27.  
 Kaus, W. C.: Blackstone, Va.  
 Kaus Expo.: Lexington, Va.; Asheboro, N. C., 26-Oct. 1.  
 Keystone: (Fair) Gainesville, Ga.; (Fair) Murphy, N. C., 26-Oct. 1.  
 Kilne's Greater: (Fair) Fayette, Ala.  
 Krokos West Coast Am. Co.: Colusa, Calif., 21-26; (Fair) Orland 28-Oct. 2.  
 Landes, J. L.: (Fair) Hiawatha, Kan.; (Fair) Abilene 26-Oct. 1.  
 Lang's, Dee, Famous: Leonard, Tex.  
 Large, H. P.: Tutwiler, Miss.; Crowder 26-Oct. 1.  
 Lawrence, Sam: (Fair) Carthage, N. C.; (Fair) Spring Hope 26-Oct. 1.  
 Lewis, Art.: (Fair) Rutherfordton, N. C.; (Fair) Williamston 26-Oct. 1.  
 Liberty National: Cave City, Ky.  
 Magic Empire: Edmond, Okla.  
 Man's Greater: (Piedmont and Baker sta.) Atlanta, Ga.  
 Marks: (Fair) Mount Airy, N. C.; (Fair) Fayetteville 26-Oct. 1.  
 Mid-West: (Fair) Hugo, Colo., 22-24.  
 Miller Amusements: (Fair) Plain Dealing, La.; (Fair) Oak Grove 26-Oct. 1.  
 Miner Model Shows & Ride Unit: (Fair) Gratz, Pa.  
 Model: (Fair) Etowah, Tenn.; (Fair) Millledgeville, Ga., 26-Oct. 1.  
 Nall, C. W.: Lake Providence, La.; (Fair) Jonesboro 26-Oct. 1.  
 Oliver Am. Co.: (Fair) Imboden, Ark.; Thayer, Mo., 26-Oct. 1.  
 Orange State: (Fair) Brookneal, Va.; (Fair) Alta Vista 26-Oct. 1.  
 Ozark Am. Co.: Pratt, Kan.  
 Page, J. J., Expo.: (Fair) Rome, Ga.; (Fair) Newnan 26-Oct. 1.  
 Parade of Shows: (Fair) Athens, Tex.  
 Park Am. Co.: Mansfield, La.; (Fair) Logansport 26-Oct. 1.  
 Pearson: Centra, Ill.  
 Penny's: Tazewell, Va.  
 Pryor's Am. Co.: Seaman, O.  
 R. & A.: (Fair) Latta, S. C.; Florence 26-Oct. 1.  
 Rainbow Am. Co.: Guin, Ala.; (Fair) Lexington 26-Oct. 1.  
 Reading's: (Fair) Jackson, Tenn.  
 Regal United: (Fair) Batavia, Ia., 22-24.  
 Reynolds & Wells United: Osceola, Ia.  
 Rogers & Powell: Joiner, Ark.  
 Rogers Greater: Lexington, Tenn.  
 Roland: (Fair) Windsor, N. C.  
 Royal American: (State Fair) Nashville, Tenn.  
 Royal Midway: Rison, Ark.  
 Rubin & Cherry Expo.: (Fair) Laurel, Miss.; (Fair) Meridian 26-Oct. 1.  
 Santa Fe: Douglass, Kan.  
 Scott Bros.: (Fair) Red Bay, Ala.; (Fair) Moulton 26-Oct. 1.  
 Sheesley Midway: (Fair) Amarillo, Tex.; (Fair) Lubbock 26-Oct. 1.  
 Shugart's, Doc: Perkins, Okla., 20-22.  
 Siebrand: Las Vegas, Nev.  
 Sims Greater: Brantford, Ont., Can.; Welland 26-Oct. 1.  
 Six, J. Harry: (Fair) Big Sandy, Tenn.; (Fair) Rutherford 26-Oct. 1.  
 Smith Bros.: Erick, Okla.  
 Smith's Greater Atlantic: (Fair) Sanford, N. C.; (Fair) Mullins, S. C., 26-Oct. 1.  
 Sol's Liberty: Kookuk, Ia.; (Fair) Blytheville, Ark., 27-Oct. 2.  
 Southern States: Thomasville, Ga.  
 Southland: Harrisburg, Ill.  
 Speroni, P. J.: Ipava, Ill., 20; Bryant 22-23.  
 Stone Mountain Am.: Jeffersonville, Ga.  
 Stoneman, Joe W.: Mullens, W. Va.  
 Sunset Am. Co.: (Fair) Palmyre, Mo.; (Fair) Brunswick 26-Oct. 1.  
 Tassell, Barney: (Fair) Harrisonburg, Va.  
 Terrill & Marohl: (Fair) Chatsworth, Ga.  
 Texas Kidd: (Fair) Rising Star, Tex.; (Fair) Eastland 26-Oct. 1.  
 Texas Longhorn: (Fair) Mt. Pleasant, Tex.  
 Thomas, Art B., No. 1: Milbank, S. D., 23-24.  
 Thomas, Art B., No. 2: St. James, Minn., 22; Garretson, S. D., 23-24.  
 Tidwell, T. J.: (Fair) Ada, Okla.  
 Tilley: Gibson City, Ill.  
 Valley: (Fair) New Braunfels, Tex.; (Fair) Bellville 26-Oct. 1.  
 Wade, W. G.: (Fair) Delaware, O.; Warsaw, Ind., 26-Oct. 1.  
 Wallace Bros.: (Fair) West Point, Miss.; (Fair) Tylertown 27-Oct. 1.  
 Wallace Bros.: Harrow, Ont., Can., 22-24.  
 Welsman Am. Co.: Beaver Dam, Va.  
 West Bros.: Osceola, Ark.; (Fair) Columbus, Miss., 26-Oct. 1.  
 West, W. E., Motorized: (Fair) Clinton, Mo.; (Fair) Rich Hill 26-Oct. 1.  
 West World's Wonder: (Fair) Lumberton, N. C.; (Fair) Wilmington 26-Oct. 1.  
 Western State: (Fair) Iowa Park, Tex.  
 White City: (State Fair) Fallon, Nev., 20-25; Reno 27-Oct. 1.  
 Williams, Ben: Woodstock, N. B., Can.  
 Williams, S. B.: Waurika, Okla.  
 Wilson Am.: Atlanta, Ill.  
 Winters Attrs.: Tazewell, Va.  
 Wolf's Amuse.: Elmore, S. C.  
 World of Mirth: Allentown, Pa.  
 Young, Monte: (Fair) Blackfoot, Ida., 21-23.  
 Zeiger, C. F.: Denver, Colo.  
 Zindars Greater: (Fair) Athens, Ala.; (Colored Fair) Athens 26-Oct. 1.

**ATTENTION** *Beacon* **ATTENTION**  
**CORN GAMES**  
**GRIND STORES**  
**SALESBOARDS**  
*make Warm Friends of*  
**Blankets**  
**AUCTIONEERS**  
**PITCHMEN**  
**PREMIUMS**  
**HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS IN THE CONCESSION WORLD.**  
**BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL GAME NOVELTIES—CANES—SLUM—WRITE FOR CATALOG.**  
**WISCONSIN DELUXE CORPORATION**  
**1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN**

**CANDY ... CANDY ... CANDY**  
 A FLASHY PACKAGE FOR EVERY PURPOSE — AT EVERY PRICE — FROM 1c UP  
 featuring **MRS. MURRAY'S CHOCOLATE COVERED CHERRIES**  
 Mrs. Murray's Chocolate Covered Cherries, containing large juicy, whole cherries, incased in a delicious cream and covered with rich milk chocolate. Wrapped in a flashy extension-edge box in various creations of cellophane. Write today for FREE illustrated circular.  
 Packed 4 doz. to a carton, \$1.20 per doz.  
**CASEY CONCESSION COMPANY** 1132 South Wabash Avenue Chicago, Illinois

**Can Use Another Feature Attraction and Novelty Ride**  
**TENNESSEE VALLEY FAIR, KNOXVILLE, SEPTEMBER 26-OCTOBER 1.**  
**STATE FAIR OF TEXAS, DALLAS, OCTOBER 8 TO 23.**  
**SOUTH TEXAS EXPOSITION, HOUSTON, OCTOBER 27-NOVEMBER 6, INC.**  
**HENNIES BROS. SHOWS** Columbus, Ohio

**CANDIES** JUMBO SIZE **FANCY AND FLASHY BOXES**  
 All "A" grade quality, individually boxed, cellophane wrapped, with plenty of that "come on" appeal. Chocolate coated or non-chocolate coated—sizes and contents as wanted. Use Johnson's LOW PRICED BETTER CANDIES FOR MORE SALES. Send for illustrated price list and catalog.  
**ENCLOSE \$1.00 FOR SAMPLE BOXES**  
**WM. C. JOHNSON CANDY CO., 67 E. McMicken St., Cincinnati, O. (Est. 1912)**

**REYNOLDS & WELLS UNITED SHOWS**  
 One of America's No. 1 Truck Shows. WANT first-class Cook House, must be up to date in every way, for balance of season, ending November 15. Privilege of re-booking next season if satisfactory. Wire Osceola, Iowa, Street Fair, this week; Lamar, Mo., Fiesta, week to follow; then Arkansas, with four Fairs to follow.

**DIXIE MODEL SHOWS**  
**YANCEY COUNTY FAIR, BURNSVILLE, N. C., THIS WEEK, FOLLOWED BY WHITAKERS, N. C., FIREMEN'S FAIR AND FALL FESTIVAL, FIRST CARNIVAL TO EVER EXHIBIT THERE. WANT Cook House to join on wire. ALSO WANT legitimate Merchandise Concessions of all kinds, Penny Arcade, Long Range Gallery, etc. RIDES: Want Octopus with own transportation. SHOWS: Want one Pit Show to feature. Address as per route.**

**WANTED**  
 FOR FLORENCE, S. C., CELEBRATION NEXT WEEK, WITH SUMTER TO FOLLOW. Two Shows to feature. Clyde Harvey come on. Concessions all open. Good opening for Cook House, Bingo, No Racket joints. Five North Carolina Fairs, Angier, Bladen County Fair, Chesterfield, Clayton to follow. We carry two real Free Acts, bill like a circus. Wire **R. & A. SHOWS, W. W. McMURDO** Latta, S. C., this week.

**SICKELS UNITED SHOWS**  
**WANT for four of the best Mississippi Fairs, starting Charleston, Miss., week September 26, RIDES AND SHOWS with own outfits. Have complete outfits for Minstrel Show and Girl Show. Will furnish outfits for capable Shows. All Concessions open. WANT good Concession Agents and Ride Help. This show stays out all winter. Wire UNION CITY, TENN., OBION COUNTY FAIR, THIS WEEK.**

**POPCORN**  
**SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.**  
 A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.  
**PRUNTY SEED & GRAIN CO.**  
 16 S. FIRST STREET, ST. LOUIS, MO.  
 "Over Sixty Years Distributing Popcorn."

**DOLLY DIMPLES**  
**GIVE-AWAY PACKAGE**  
 Very Classy Number, Contains Assorted Kisses.  
 Packed 100 Packages to Carton. **\$2.00**  
 Per Carton  
 500 Packages. **\$10.00**  
 25% Deposit with All Orders, Balance C. O. D. Send for FREE ILLUSTRATED 1938 CATALOG.  
**MARVEL CANDY CO., Inc.**  
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**INSURANCE**  
**CIRCUS, RIDES, TRUCKS, CARNIVALS.**  
 Showman's Insurance Man.  
**CHARLES A. LENZ**  
 Permanent Address, Chicago, Ill.  
 440 Insurance Exchange Bldg., Chicago, Ill.

**TRUCKS**  
**AUTOMOBILES — MOTORIZED YOUR SHOW**  
 Write **CHARLIE T. GOSS**  
 With STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

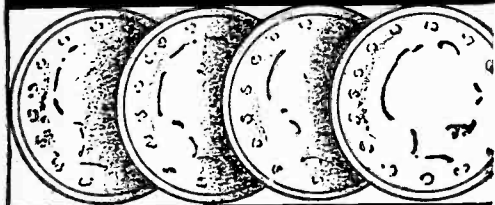
**WANTED**  
 Small Kiddie Ride, Low Free Acts, Legitimate Concessions, Lunch Stand, Pop Corn, Apples  
**FOR INDOOR THREE-DAY FIREMEN'S CELEBRATION**  
**SEPTEMBER 29, 30, OCTOBER 1, 1938.**  
 Write W. F. SNYDER, Secy., Rural Valley, Pa.

**READING'S SHOWS**  
 Need Grind Shows, Big Snake, Freak Show, Side Show. Want Stock Joints of all kinds, High Striker, Candy Apples, Photo, Novelties, Jackson, Tenn. Fair this week or Bolivar, Tenn., next week. Have six more fairs. **W. J. WILLIAMS, Mgr.**

**W. E. WEST MOTORIZED CARNIVAL**  
 Now playing fairs. Concessions of all kind open except Bingo. Useful People in all kinds wanted. Truck Mechanics and Electrician come on or wire. No time to write. Clinton, Mo., this week; Richhill Fair next; Bentonville, Ark. Fair to follow.

**BRIGHT LIGHTS EXPO. SHOWS**  
 Can place fairs not conflicting. Two more Shows. Few Concessions open, no racket. Mitt Camp. String Game, Hoopla, Bowling Alley, Long Range Gallery, Penny Arcade. Write or wire **JOHN BECOMA, Hot Springs, Va. This Week.** Iron Gate, Va. Next Week.

COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## MARKING TIME

It is human nature for the trade to look for the machine that will "revolutionize" the industry at this time of year. It may be the wrong psychology, but there is a sense in which we mark time while the newest offerings of the manufacturers are proving their merits.

Out of the large number of new amusement devices there is certain to be one or more ideas that click. What operators would like to have is a game so "revolutionary" that it would open up what the trade knows as "closed territory." Public patronage would quickly support a booming games business all over the country now if it were not for too many agitated restrictions. In the other fields merchandising machines are going ahead in a steady course of progress. Perhaps the best chance for a small boom in the vending field lies in candy-bar machines. Tightening competition is beginning to appear on cigaret machines in certain sections. Bulk venders still have wonderful prospects. The music field is now face to face with the many angles of the used machine problem. Trade-ins, cabinets, wall boxes, etc., are some of things that appear in this field.

A few days ago newspapers published the news of the Movie-trola, a movie-music idea that apparently would show pictures of the orchestra while the music was being played. Phonograph operators evidently took note, for inquiries began to come in about it. At the same time a Chicago firm that had been developing a movie-music idea announced that it had been dropped and that "phonograph operators had nothing to worry about."

So much for the reflections on the state of the industry at the present moment. While marking time to consider all the new machines it may be profitable to review some of the long-range opportunities for progressive action by the trade.

### Good Will

Any discussion of what causes so many difficulties for the industry always leads to the basic idea that the public does not understand the favorable side of the coin-operated machine industry fully. Hence, any opposition or criticism of the business, or any part of it, makes big headway.

Members of the industry who give any thought to its general welfare seem to feel that public good will would be very useful when any kind of opposition or propaganda against the coin machine trade appears. Public good will is so general in its psychology that it is a hard thing to understand and hard to obtain.

Yet any new industry, or any minor industry, must face the long and hard road of cultivating public good will. It is an expensive affair, too. Much of the talk in the industry about creating public good will never takes into consideration the money that would be required to carry on a real program. It is fair to say that in its present condition the industry does not have the cash for an extensive program.

Actually the coin machine industry needs all the good will it can possibly get, whether it be to cultivate the good

opinion of the general public or to concentrate on particular groups of the public—such as retail merchants, the liquor trade, labor, fraternal organizations, clubs, etc.

If it were possible to get some sort of unity or agreement within the industry, it would be feasible to begin a long-range program of reaching particular groups with the favorable story of coin machines. But it has not yet been possible to get any sort of agreement within the trade itself as to what it needs as a public front or how to get it. When one of the most practical plans yet offered to the trade was announced some months ago only three manufacturers expressed interest or seemed to realize what it was all about. Even if some definite plan were initiated, there are divisions within the trade that would quickly undermine the best efforts that could be made. In these days of competition, the best laid plans of "mice and men" can soon be destroyed by two or three individuals or firms who never co-operate in anything. That is true in all lines of industry as well as in the coin machine business.

### Publicity

Whatever plan may be adopted for promoting public good will, the strong arm of publicity will have to be used effectively. Publicity requires plenty of cash if directed at the public in general, and the industry doesn't have the cash to do it. Under the circumstances the only plan that seems possible is that of telling our story to special groups that have certain mutual interests in the success of the coin machine business. The most conspicuous group at the present time seems to be that of labor. When it comes to votes, labor has a way of making the votes count effectively for its friends.

When it comes to economy in publicity the coin machine industry has something to start with that merits due consideration. The editorial men of the coin machine trade publications are fully capable of planning and putting into effect a creditable program at a minimum of cost. They would be very generous in their contributions of ideas and service to the cause. Furthermore, they can work together in harmony perhaps better than any other group in the trade. They would be more inclined to give fair consideration to all groups and divisions of the industry than anyone else in the trade. Perhaps the real reason they have never been drafted into service is that the continual strife within the trade prevents any unity back of them.

If there were any question as to talent or ability, the firms in the industry also have a number of capable advertising and publicity men who would be willing at all times to contribute ideas and services. Thus, the framework and talent for an effective publicity agency has existed within the trade for all these years, awaiting the agreement of the manufacturing industry that something be done. This talent has been augmented by capable association workers here and there who would also help.

But the prospects are that the industry will go up and down, with the tide of changing politics, crusades, tax agitation and the rise and decline of "revolutionary" machines.

# PUBLIC FAVORITE No. 1

## NEW THIS WEEK KEENEY'S "HIT NUMBER"

Lower in price than  
**FREE RACES**  
and  
**MULTI-FREE RACES**



Single Coin

Built by the  
the  
**ORIGINATORS**  
of "Free  
Replay Award"  
Games

### 5-Ball, FREE REPLAY AWARD Pin Game

—Same award principle as Free Races and Multi-Free Races

**9 POSSIBLE WINNERS ON EACH 5-BALL PLAY... REPRESENTING \$2.40 IN FREE REPLAYS OR FREE GAMES!**

Operators of Keeney's Free Races and Multi-Free Races will tell you their collections are running as high as those ever taken from payout tables.

**HIT NUMBER** is simpler in play principle than the two earlier "Free Replay" games. And it is considerably lower in price.

Non-payout territories everywhere are

The **FREE GAME UNIT** as used in Keeney's Free Replay Games is fully covered by U. S. Patents

switching over to Keeney's Free Replay Games, because they're legal, work better, have a higher resale value and make the most money.

## Keeney's TRIPLE ENTRY



### 9-COIN 3-DIAL CONSOLE GAME

**PAYS** on every played number coming on any of the 3 dials

**FROM 1 TO 3 WINNERS** ON EACH PLAY

**Producing earnings never before equalled in a coin game**

Operators everywhere say, "Triple Entry is by far the biggest money-making game ever built" • Players like it because they have 9 selections, and if their selected numbers come up on any one of the 3 dials, they receive an award for each such winning number • Locations like Triple Entry because there is no explaining, there are no misunderstandings • Operators like the game because it makes more money and works better than any other game they have ever operated.

### Keeney's TRACK TIME

Now in its 36th Production Run

### 7-COIN 3-DIALS

"The game that'll always be good"

Arrangements can be made with Keeney Distributors in putting these games on your location. See them, or write us.

**J. H. KEENEY & COMPANY, Not Inc.**

"The House That Jack Built"

2001 CALUMET AVENUE • CHICAGO, ILLINOIS

## New Orleans

NEW ORLEANS, Sept. 17.—The consensus of opinions of recording distributors of this section is that record-breaking sales of discs for the first eight months of the year have been largely due to the growing demand for records from phonograph operators in Louisiana and surrounding States. Two of the larger distributors of nationally known recordings say that their sales are running 25 to 40 per cent ahead of the same months of 1937; a third reports that sales in July and August were 100 per cent larger than during the same two months of last year.

The "in-between" period finds phonograph distributors of the Crescent City territory in a very optimistic frame of mind. No important changes in franchises have been reported to date, but reports are being circulated here and there about expansion moves and changes in office addresses early in the fall. Summer sales have held up rather

well in spite of the very hot weather in August, distributors report.

Ed Stern, territory factory agent for J. P. Seeburg, has been spending a week in New Orleans on a business call, conferring with Sam Gentilich, of the Dixie Music Co., local area distributor. Stern is well known in New Orleans and Louisiana and when here has always been seen chatting with a group of operators, giving them some very good advice on how to make money out of their operations.

Hugh L. Smith, manager of record sales for the Electrical Supply Co., local RCA-Victor distributor, ends his first year with the firm this month and announces an increase of 66 per cent in sales over that done by the company in the previous year. His present best Victor seller is *Stop Beatin' 'Round the Mulberry Bush* and *Alexander's Ragtime Band*.

John Woods has opened a phonograph recording sales store at 613 Common

street and is carrying a complete stock of discs. He is widely known among coin phonograph ops.

Word comes to us from Shreveport and Alexandria that Jerry Germentis, recently appointed Wurlitzer distributor in North Louisiana, is going a good job and predicts a heavy demand for Wurlitzers in those areas with the fall season.

Ernie Oertle, who recently opened the Southern Music Sales Co., Inc., disc distributor, left Tuesday for a business trip to Dallas and intermediate points.

The Great Southern Novelty and Amusement Co. reports the biggest volume of record sales in August in the history of the firm. F. P. Clesi, head of the firm, reports that Decca records have been his best sellers.

Jules Peres, of the Peres Novelty Co., Wurlitzer distributor, reports sale of five new Wurlitzers to James Dugas, of Kaplan, La.

| CONSOLES                                     |                |
|--|----------------|
| Bally Skillfields (like new)                 | \$65.00        |
| Bally Favorites                              | 45.00          |
| 1-BALL AUTOMATICS                            |                |
| Western Grand Prize                          | EACH           |
| Gottlieb Derby Day, no clock                 | \$12.50        |
| Mills Post Time                              |                |
| Pikes Peak                                   |                |
| CLAWS  |                |
| Merchantmen (2 dome tops)                    | Each           |
| (1 flat top)                                 | \$35.00        |
| 1934 Mutoscope (with extra candy attachment) | \$5.00         |
| 1/3 Deposit, Balance C. O. D.                |                |
| MARYLAND COIN MACHINE CO.                    |                |
| 5910 Marbeth Ave.,                           | Baltimore, Md. |

|                          |          |
|--------------------------|----------|
| KENTUCKY CLUB            | \$150.00 |
| TRACK TIMES, Red Head    | 100.00   |
| TRACK TIMES, Grey Head   | 90.00    |
| MILLS FLASHERS           | 45.00    |
| FEETWOODS                | 60.00    |
| FAIR GROUNDS             | 55.00    |
| RAY'S TRACK, late serial | 45.00    |
| EXHIBIT JOCKEY CLUB      | 50.00    |
| ROSEMONTS                | 25.00    |
| TANFORANS                | 40.00    |

### BEST NOVELTY CO.

1047 St. Clair Ave., Cleveland, O.

# Operators!

**You, too CAN KNOCK 'EM SILLY WITH SPIN-O!**

Fulls crowds and holds 'em breathless in Taverns, Theatres, Night Clubs, Ballrooms, Fairs, and wherever people gather. It's fast, it's furious, IT'S LEGITIMATE! Increases your take on other devices... makes money from the start! A real deal with long, STEADY profits covered by exclusive franchise in restricted territories for right operators. Write or wire for full information without delay!

Dept. B

**SPIN-O SALES COMPANY**  
108 SOUTH 11TH STREET • MINNEAPOLIS, MINNESOTA

## Detroit

DETROIT, Sept. 17.—Music men are starting active fall buying of machines judging by number of "buy" reports coming in—unusual number of operators are expanding, altho in most cases no very large sales are reported. Among the latest on the list are Fred Gardella, Stahl Specialty Co., Frank Alluvot and John C. Kline.

Installation of a number of merchandise vending machines has been made in the new supermarkets of the Atlantic and Pacific Tea Co. in Detroit by Mills Automatic Merchandising Corp., according to George H. Lightner, local manager.

George Rambaum has joined the staff of William F. (Bill) Goddard, Detroit operator, where he is handling the service department.

Business is holding up fairly well for the Dasco Products Co., manufacturer of special frames and molded products used on vending machines, Burrell V. Hughes reports. Outlook for the molded products field is distinctly good for the future, the company reports.

"With revival of business and industry generally, prospects for parking meters in Michigan are favorable," said James S. Hunt, prez of Mark-Time Parking Meter Co., recently. "With the settlement of current problems, it looks as tho there will be many more meters installed in some of the towns of this State."

New corporation to service music machines has been incorporated here as the William Palmer Co., with headquarters at 9854 12th street. Company is capitalized at \$6,000, and the incorporators are William K. Palmer, Louis Berman and Philip Berman. The Bermans operate the Champion Automatic Music Co., Gabel distributors, at the same address.

## Fort Worth

FT. WORTH, Tex., Sept. 17.—The recent clean-up campaign against "joints" in Texas has been welcomed by Ft. Worth operators. Altho there are very few bad places such as taverns, cafes and beer parlors in and around this city, operators are of the opinion that any rough place is a detriment to the business of operating phonographs. It is very seldom that a real tough place proves a good spot for an instrument. Operators also realize that the practice of running vile places will sooner or later kill completely the phonograph operating business so far as beer and liquor parlors are concerned. The State has declared that unless all places that hold beer permits run their business in a respectable manner their permits will be taken away from them. Several times the question of the automatic phonograph has entered into the State officials' discussion. A few days ago orders went out from Austin to the effect that all disreputable beer taverns would be closed unless they cleaned their faces and carried on their business with more decency. It is said that the situation was growing very questionable all over the State, and thousands of complaints have been flooding Austin asking that something be done about the manner in which many taverns, cafes and beer parlors were conducting their places. Ft. Worth operators of phonographs are willing to cooperate with the State in its clean-up campaign.

Arthur Flake, now a leading Texas distributor, is seen along the row almost every week. Arthur has a nice line of equipment for operators and says his business has started off in fine shape.

### 'YOUR MONEY BACK IF YOU WANT IT'

Is our policy! That's why it **PAYS TO DEAL WITH A RELIABLE FIRM!** Order from this list with confidence!

| ONE-BALL AUTOMATICS  |                               |  |
|--|-------------------------------|--|
| 25 Fairgrounds   | 15 Mills Post                 |  |
| 10 Gottlieb Multiple Races 55.00                             | Time \$12.00                  |  |
| 27 Turf Champs. ticket 17.50                                 | 11 Racing Forms 18.50         |  |
| 10 O. D. Jennings Sportsman De Luxe 17.50                    | 6 Challenger 10.00            |  |
| 12 Ak-Sar-Ben 52.50  | 5 Royal Races 17.50           |  |
| 6 Bally Stables 52.50  | 15 Classics 17.50             |  |
| 4 Pikes Peak 47.50   | 5 Pamco Ballet 12.00          |  |
| 15 Bally Reserves 35.00                                      | 8 Previews 12.00              |  |
| 10 Daily Dozen 30.00   | 5 Air Derby 19.50             |  |
| 4 Paddock 22.50  | 4 Bump-a-Lite 19.50           |  |
| 7 Western Paddles 49.50                                      | 6 Navy 18.00                  |  |
| 20 Foto Finish 15.00   | 10 Golden Wheels 17.50        |  |
| 12 Arlingtons 27.50  | 5 Mazuma 15.00                |  |
| 5 Heavywt 17.50  | 3 Phantom 15.00               |  |
|  | 2 Hi-De-Ho 15.00              |  |
|  | 4 High Gard. with clock 17.50 |  |
|  | 7 Carom 15.00                 |  |
|  | 8 Winner 12.00                |  |
|  | 9 Hialeah 10.00               |  |
| CONSOLES   |                               |  |
| O. D. Jennings Derby Day, slant top \$49.50                  |                               |  |
| 10 Keeney Skilltime 120.00                                   |                               |  |
| 5 Gottlieb Derby Console 95.00                               |                               |  |
| 14 Keeney Dark Horse 50.00                                   |                               |  |
| 3 Paces Races, Serial 3908)                                  |                               |  |
| 3 Paces Races, Serial 4253)                                  | 125.00                        |  |
| 3 Paces Races, Serial 4234)                                  |                               |  |
| NOVELTY GAMES  |                               |  |
| 11 Roll Over   | 5 Bally Booster \$10.00       |  |
| 8 Solo \$ 7.50   | 4 Skooky 12.00                |  |
| 5 Hold 'Em 5.00  | 5 Electric Scoreboard 12.00   |  |
| 6 Happy Days 10.00   | 10 Rack 'Em Up 7.50           |  |
| 9 Daval Baseball 10.00                                       | 5 Electric-21 10.00           |  |
| 7 Sequence 9.50  | 6 Bally Bumpers 9.50          |  |
| 5 Swing Time 10.00   | 6 Panama 7.50                 |  |
| 4 Short Box 5.00   | COUNTER GAMES                 |  |
| 5 Jockey Clubs \$4.95  | 6 Chicago Club House \$4.95   |  |
| 7 "21" Venders 4.95  | 5 Puritan Baby Vender 4.95    |  |
| 10 Bally Nuggets 4.95  | 8 Daval Gum Vender 4.95       |  |
| 5 A. B. T. Three Cadets 4.95                                 | 5 Grotchen Punchette 4.95     |  |
| 3 Official Sweepstakes 4.95                                  | 6 Reel Dice 5.95              |  |
| 9 Grip Machines 5.75   | 10 Reel "21" 5.95             |  |
| 3 Tit-Tat-Toe 4.95   | 5 Miniature Baseball 4.95     |  |
| MISCELLANEOUS  |                               |  |
| 50 Northwestern Peanut Machines, new in cases, penny \$ 7.95 |                               |  |
| 15 Everready, 4 column, penny                                | 6.75                          |  |
| 20 Wurlitzer 616   | 135.00                        |  |
| 28 Wurlitzer 412   | 87.50                         |  |
| 5 The Rajah Fortune Telling Machine                          | 59.50                         |  |
| 15 Exhibit Merchantman                                       | 25.00                         |  |
| 5 Mills Dance Masters  | 15.00                         |  |
| 5 R. C. A.   | 37.50                         |  |

TERMS: 1/3 cash with order. We ship balance O. D., F. O. B. Baltimore, Md.

**THE HUB ENTERPRISES**  
43 SO. LIBERTY ST., BALTIMORE, MD.  
Branch: 7312 Georgia Ave., Washington, D. C.

## A MESSAGE OF VITAL IMPORTANCE



From JOHN A. FITZGIBBONS TO EVERY OPERATOR FROM MAINE TO MARYLAND!!!

● "If you operate in any of the following States: Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Washington, D. C., or Maryland, I HAVE A SPECIAL DEAL FOR YOU! A deal of vital importance to you! The sort of deal that WILL PUT YOU IN THE BIG PROFIT CLASS! It's the ONLY deal that assures you a bright, happy and prosperous future! Just write me exactly what territory you cover. And, most important, be sure to also write me whether you operate Bally games. All correspondence assured strictest confidence. WRITE ME TODAY!"

**FITZGIBBONS DISTRIBUTORS, INC.**  
453 WEST 47th STREET, NEW YORK  
DIRECT EASTERN FACTORY REPRESENTATIVES FOR BALLY MFG. CO.

## THE "ROYAL FAMILY" OFFERS

| PAYTABLES                      |                     | CONSOLES                    |  |
|--------------------------------|---------------------|-----------------------------|--|
| Fairgrounds \$72.50            | Latonia \$22.50     | Skill Time (R. H.) \$142.50 |  |
| Flasher 64.50                  | Springtime 16.50    | Skill Field 132.50          |  |
| Stables 58.50                  | Preview 15.50       | Track Time (O. H.) 121.50   |  |
| Bally Entry 51.50              | Lite-a-Pair 15.50   | Big Play 74.50              |  |
| Prakness 32.50                 | Multiple 14.50      | COUNTER GAMES               |  |
| Gottlieb Football, clock 29.50 | Red Balls 13.50     | Reel Spot \$8.50            |  |
| Air Races 26.50                | Credit 9.50         | Nugget 7.50                 |  |
| Gottlieb Speed King 26.50      | Trojan 8.50         | Rhythmic 6.50               |  |
| Golden Wheel 24.50             | Double Score 7.50   | Tit-Tat-Toe 5.50            |  |
|                                | Golden Harvest 7.50 |                             |  |
|                                | Bally Ace 6.50      |                             |  |

**ROYAL COIN MACHINE CO.,** 2212 N. WESTERN AVE., CHICAGO  
CABLE ADDRESS "ROYCOIN"

## Sh-h-h! Don't Tell Anyone

NEW YORK, Sept. 17.—Deep dark mystery hangs like a cloud over the inner sanctum of Bert Lane, Seaboard Sales official "Don't tell anyone I told you," said Lane, cautiously looking

around, "but we've got something due here in a few days that will take the industry by storm. Now don't try to pump me. I'm honor bound not to give away the mystery before this new game breaks, but I can tell you that it's something so far ahead of present ideas in the coin machine business that it almost needed a telescope to be built!"

## Genco's Skill Rolls

9-Foot Bowling Type Game Like New—\$25.00.  
BLOW BALLS — Brand New in Original Cases—\$25.00—Original Cost \$197.50.  
BALLY RESERVES — \$37.50.  
**ADVANCE AUTOMATIC SALES CO.**  
1021-23 Golden Gate Ave., San Francisco, Calif.

## PEANUT & GUM VENDING MACHINES

New, Direct From Factory  
Only **\$2.40** and up  
Over 60,000 Sold  
Write for Full Information Today.  
5/8 Ball Gum at New Low Price.

**TORR** 2047A-SO. 68 PHILA., PA.

## 1938 Skill Times

Late Serial Number.  
5% discount in lots of 10. **\$180.00** Wire deposit at once.  
Fortunately we have two ends—one to sit on and the other to think with. A man's success depends upon which end he uses most. It's a case of "heads you win, tails you lose."

**SAM MAY "HAS IT"**  
Price list will prove you can save money. You owe it to yourself to have the information on our prices.

**SAM MAY & COMPANY,**  
2011-13 Maryland Ave. Balto., Md.

## WORLD SERIES Baseball Pool Card

FAST SELLER—QUICK MONEY.  
Costs Agent 50c per Card, in Lots of 6 Cards or More. Sells to Retailer at \$1.50 Each. Retailer Nets \$2.50. Act Now. Order Today.  
Sample \$1.00.  
L. ROSE SUPPLY CO.,  
328 West 4th Street, Waterloo, Ia.

**MODEL "E" SEL-MOR**

**\$6.25** SAMPLE  
(CHEAPER IN QUANTITIES)

**GUARANTEED FOR 5 YEARS!**



The Automatic Toy, BALL GUM and Candy Shop that brings **BIGGER PROFIT.** (Specify whether BALL GUM or Candy Machine.)

**GREAT STATES MFG. CO.**  
DEPT. E. • 1401-09 E. 39TH ST. • KANSAS CITY, MO.

**MERCHANDISE MACHINES**

**Gerber & Glass in Astro-Scope Deal**

CHICAGO, Sept. 17.—Announcement has been made of the appointment of Gerber & Glass as exclusive distributors for the Astro-Scope in Chicago and Cook County. It is reported that they are swamping the factories with orders since taking on the distribution of the machine.

Said a Gerber & Glass spokesman: "Astro-Scope is a horoscope vending machine originated by Earl L. Crabb, who is well known in the amusement world. The machine amazes everyone with its astrological readings, which it vends for a dime. It is very simple in operation. The customer need only set the pointer corresponding to the period in which his birthday occurs, insert a dime and then receive the astrological reading. Upon the insertion of the coin the zodiac lights up, planets and stars flash. The entire front of the vender is ablaze with lights."

"The readings are scientifically compiled and never fail to entertain and astonish by their accuracy. Another feature is that Astro-Scope does not merely vend a reading for each of the 12 signs of the zodiac. Should several persons whose birthdays fall in the same period play the machine at the same time they will each get different readings."

"Until recently operators were not fully aware of the popularity of the science of astrology. Over a million Astro-Scope readings have already been sold. That should be an indication that this is a machine which brings operators an entirely new field for profit," he concluded.

ciety here this week the scientists were told that even the temperature of the air may affect weight on scales.

It was reported that when a person weighs himself on a hot day on the ordinary balance scales the weight is less than on a cold day. And infinitesimal differences are important to a young lady.

The reason is this, it was explained: Warm air buoys up both the brass weights on the scale and the person being weighed. But, since the body occupies eight or nine times as much space as the weights, the lifting power of the air is almost that much greater on the person being weighed, and he or she apparently weighs less.

**Crowd Sees Show Of Candy Venders**

BOSTON, Sept. 17.—First in a likely series of sectional promotions for the new five-column candy machine manufactured by the U-Need-a-Pak Sales, Brooklyn, N. Y., was held at the Lobby Salon of the Hotel Statler Saturday, September 10. Maurice Kushner, New England distributor for U-Need-a-Pak Sales, was host to fully 400 guests, mostly New England operators and their wives and sweethearts.

Ten U-Need-a-Pak machines were on display fronting the rostrum. Home office officials present were Leo Willens, vice-president; Murray Wiener, secretary and sales manager of the cigaret division; Carl Lipman, sales manager of the U-Need-a-Pak merchandiser division; Bill Wiener, Eastern representative; Sam Altholz, office manager; Al Price, St. Louis distributor; Aaron Gosch, U-Need-a-Pak operator in Westchester County, New York; J. B. Smith, of the J. B. Smith Engineering Co., of Philadelphia, and George Glassgold and Herbert Klein, attorneys for the company.

Dinner, entertainment and dancing to Art Rubin's Orchestra were in the day's program.

**Tobacco Securities Drop Off in August**

NEW YORK, Sept. 17.—Tobacco securities listed on the New York Stock Exchange had an aggregate market value September 1 of \$1,575,731,108 against an aggregate market value August 1 of \$1,610,594,108.

Average price per share on the first of this month was \$56.02 against \$57.26 on the first of August.

**Science Explains Change in Weight**

MILWAUKEE, Sept. 17.—There may be scientific evidence for the variations in weight which different scales show at different times of the day. There was a time when newspapers at regular intervals featured the exploits of an "inquiring reporter" who would go from penny scale to penny scale down the street and check the wide variations in weight by each scale.

But modern penny scales have about put an end to those stories. Science has also shown that a person's weight may vary from one to three pounds normally from one day to another.

Then at the American Chemical So-

**NUT VENDOR**

**5¢** Coins Money FOR YOU!

**HUGE DEMAND BY MERCHANTS**

MARKET DRUG STORES, TAVERNS, BARS, RESTAURANTS, CLUBS, CIGAR STORES, WAYSIDE STANDS, Many Others.

Establish a permanent paying business in your community with Casterline. Millions of dollars spent monthly for 5¢ nuts and candies. Merchants eager to put Magic Salesman displays on their counters. They pay only for the cellophane bags of merchandise. You keep display filled—and collect your regular WEEKLY INCOME. Strict territory rights protect your ever growing business. Write: **CASTERLINE BROS.,** 1916-1926 Sunnyside Ave., Dept. BL, Chicago, Ill.



**WORLD'S FINEST VENDOR**

Rotary—Full View.

**4-in-1**

Four Vendors Combined Into Beautiful Single Unit for **MORE SALES — MORE PROFITS.**

**4-in-1**

Service Set for Servicing All Bulk Vendors. It's New—Write for Details.

**FOUR-IN-ONE MFG. CO.**  
3338 Joy Road, Detroit, Mich.



**LUCKY BOY**

Only **\$5.95**

World's Lowest Priced 5-Lb. 1c Vender. Vends Toys, Salted Nuts, Candies, Etc. Money Back Guarantee. 1/3 Deposit, Balance C. O. D.

We have a credit plan for those wishing to operate on a large scale. Write for particulars.

**KY. GUM CO.**  
3406 Garland Ave., Louisville, Ky.



**AMERICA'S FINEST VENDING MACHINES**

UNIVERSAL TOPPER

\$8.95 ← SAMPLE → \$6.75

VENDS EVERYTHING

MANY OTHER GOOD MAKES. Write for New Low Price List. ALSO GOOD USED MACHINES. 50 USED LINCOLN Like Cut, \$2.75 While They Last. **WRITE TODAY**

**RAKE**

New \$8.50  
5438 Woodland Ave., Philadelphia, Pa. Factory Distributors.



**TOPPER Goes to Town**

WORLD'S FASTEST SELLING VENDER.

**TOPPER** Vends Everything. See Your Jobber at Once for Complete Details and LOW PRICES, or Write **VICTOR VENDING CORP.** 4203 FULLERTON AVENUE, CHICAGO.




**\$1.50 PEANUT VENDORS!**

Brand new, beautiful nickel finish. For counter or booth, capacity 3 lbs. Regular \$7.50 value. This is a Special Offer.


SEND \$2 M. O. FOR PREPAID SAMPLE.

**Salesmanager, P. O. Box 285, Minneapolis, Minn.**

**FIRST and BEST POPMATIC**

The Automatic Popcorn Vending Machine

WRITE FOR ILLUSTRATED LITERATURE



**POPOMATIC MANUFACTURING CO.**  
5147 NATURAL BRIDGE AVENUE  
ST. LOUIS MISSOURI

**EACH MONTH**

There Appear More Copies of the Unequaled, Time Tested, Genuine King of Vendors **"SILVER KING"**

Twenty new outstanding features. Less parts, less trouble, more profits. Most beautiful in design. Guaranteed more for your money. The original quality Charm, Pistachio, Nut, Candy and Ball Gum Vendor. Large discount in quantities.

WRITE TODAY.

**NATIONAL VENDOR CO.**  
2841 W. Jackson Blvd., Chicago, Illinois



**UNIVERSAL**

Designed to provide operators with maximum service and sales appeal at a **LOW PRICE.** Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

**\$6.95** Special Introductory Offer

1 Universal 10 lb. candy, 1 gr. toys. All for \$8.95

Send for circular and easy terms. Order Now Factory Distributor



**TORR 2047A-SO 68 PHILA., PA.**

**CHARMS**

For your Vending Machines. Our complete assortment consists of more than 200 different kinds. Send \$1.00 for samples and quantity prices.

**M. T. DANIELS**  
1027B University Ave. Wichita, Kan.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**FOR VENDING MACHINES  
HARD SHELL—**

- Boston Baked Beans
- Smooth Burnt Peanuts
- Fruit Dibs
- Black & White Licorice Dibs
- Rainbow Peanuts
- Dainty Cup Eggs
- Licorice Petites
- Mint Patties

**CANDIES**

**PANS  
DE LUXE ASSORTMENT**

200 Charms—40 Varieties.  
No lead—No junk.  
(Fill in Coupon for Price List.)

PAN CONFECTION FACTORY  
 (National Candy Co.)  
 345 W. Erie St.  
 Chicago, Ill.

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_  
 (Use Pencil, Ink Will Blot.) 126

Please send me full particulars and samples of your Hard Shell Candies.

# cigarette merchandisers' association

Address Communications to Maynard Reuter, 1564 Broadway, New York City.

Commencing with next week's issue a series of articles will be published in this column which will be of great interest to all cigarette merchandising machine operators. These articles will deal with the various accounting problems confronting cigarette ops and will be written by A. Bernard Goldstone, who is a certified public accountant. Goldstone is well versed in the problems of the business, for he is accountant for the CMA of New York and also takes care of the accounting end of the business of several large New York operators. Goldstone will write on such topics as depreciation, bookkeeping systems, and give information as to how business, corporation and income tax reports can be filed in each State.

It is needless to point out the value of these articles. Every business, over a course of years, evolves methods of accounting which become standardized because they best solve the problems confronting that particular industry. Because the cigarette merchandising industry is still a young business few steps have been taken to standardize accounting methods. Mr. Goldstone's articles will be a definite step in that direction. The first article of the series will appear in this column next week. Watch for it! It will contain valuable information for every operator.

The S R O sign was hung out at the CMA of New Jersey meeting this past Tuesday, September 13, when the largest crowd in the history of the association turned out to hear the galaxy of speakers on the program. As this was the first fall meeting of the year, Manager Le Roy Stein cited the capacity attendance as a good sign of the profitable business members seem destined to enjoy during the coming fall and winter months.

R. P. Hailes, Dieties representative, stated that he would be calling on all the members in the near future to explain the firm's special merchandising plan. Matthew Forbes, manager of the CMA of New York, delivered an interesting talk on the value of publicity to an association. Sam Yolen, director of the New York CMA and an oldtimer in both association work and the cigarette merchandising business, reviewed the four-year history of the New York group and cited examples of how the association helped members to make more money. Les Paul, of Stewart-McGuire, then delivered the feature talk of the evening on "What Your Face Tells." Paul's address cited the many things a man's face tells about his character and disposition and how an observing salesman can make use of such observations in reporting his sales talk to suit each individual. At the conclusion of the talks the report of the executive committee of the association was read and approved.

From Boston comes word that the CMA of Massachusetts will issue membership stickers on October 1 that will be placed on all machines association members have on location. Stickers will be registered so that only members can use them and will remain on machines until December 31, 1939. Each operator's membership number will be cut on his stickers with a special punch. . . . Albert A. Englehart, of Amesbury, Mass., is planning to increase the number of his locations as rapidly as he can sell his many friends on the advantages of machine merchandising. Al has operated a retail tobacco store for many years under the name of Al's Smoke Shop. So favorably was he impressed with the advantages of the cigarette machine business that he bought and installed a number of machines. He got off on the right track by joining the CMA of Massachusetts in August. . . . Another new member of the Massachusetts group is Thomas J. Cosgrove, of Rockland, who has been in the biz for several years.

Something unusual noted at the New York CMA meeting this past Thursday (September 15) was the absence of a few of the boys. The group has become so accustomed to 100 per cent turnouts that it has begun to believe one or two absentees constitutes "less than a quorum." Mr. Cluston, of the Insurance Co. of North America, spoke at the meeting and answered the questions members asked about the group insurance plan members of the New York group are adopting. . . . Ben Orowitz received congratulations at the meeting on his new restaurant. Yes, Orowitz has gone into the beanery business as a side line to his cig activities. His spot is a swank restaurant, bar and grill located across the street from the St. George Hotel in Brooklyn.

Random Notes: Sam Malkin, president of the CMA of New Jersey, returned from a trip thru Pennsylvania in time to conduct the CMA of New Jersey meeting Tuesday night. The personal interest Malkin takes in his organization has been an important factor in its success. . . . Harry Pincus, the Zito cartoon man of the New York group, is a farmer—believe it or not. His farm adjoins that of President Roosevelt's in Hyde Park, N. Y. There he spends many of his week-ends. . . . Le Roy Stein, manager of the CMA of New Jersey, and Sol Kesselman, attorney for the New Jersey group, are scheduled to meet with the Trenton members of the New Jersey CMA on September 19. They visited the boys at Atlantic City last Thursday. . . . Manager Stein reports that Le Roy Martin, of Minersville, Pa., has asked him to help organize the cigarette ops in that city. . . . Plan of organization is already being drawn up for the ops in Delaware. . . . Looks like many more groups will be under the CMA banner before 1939 rolls round.

Since the announcement appeared in these columns a few weeks back about the book matches being offered to CMA members many comments have been received about them. These matches have the name, address and phone number of the operator imprinted on the saddle or top of the folder. In addition the front and back covers are used to point out to the customer the advantages of buying his cigs from vending machines. The front flap carries the slogan, "Buy your cigarettes fresh and sanitary. Get the vending machine habit." On the back is printed, "Cigarettes always fresh and sanitary from a vending machine." Many ops have recognized the use of these matches as another step forward in aggressive vending machine merchandising. These matches are appearing in more machines in the New York area all the time, while Manager Le Roy Stein reports that 50 per cent of the New Jersey ops are using them. Walter R. Guild, manager of the CMA of Massachusetts, states that ops in his group like the matches very much and deem it a clever means of making the public more vending machine conscious.

From Boston comes word that the CMA of Massachusetts will issue membership stickers on October 1 to be placed on the machines that all association members have on location. Stickers will be registered so that only members can use them and will remain on machines until December 31, 1939. Each operator's membership number will be cut on his stickers with a special stencil ticket punch. . . . Albert A. Englehart, of Amesbury, Mass., is planning to increase the number of his locations as rapidly as he can sell his many friends on the advantages of machine merchandising. Al has operated a retail tobacco store for many years under the name of Al's Smoke Shop. He was so favorably impressed with the advantages of the cigarette machine business that he bought and installed a number of machines. He got off on the right track by joining the CMA of Massachusetts in August. . . . Another new member of the Massachusetts group is Thomas J. Cosgrove, of Rockland, who has been in the biz for several years.

## Pan Firm Markets New Mint Peanut

CHICAGO, Sept. 17.—Willard Seefeldt, of Pan Confectionery Factory, has announced that Pan has placed on the candy market a new mint peanut. The new attraction is light green and according to Seefeldt makes an attractive display in a bulk vending machine.

Said Seefeldt, "Candy-coated peanuts are as a whole very popular with both children and adults. I am sure that the introduction of the new mint peanut will be welcomed by everyone and will prove to be a real attraction. To date the mint peanut has been well received by the trade."

Pan Confectionery Factory is the maker of a variety of hard-shell candies for bulk machines. Their most recent release, prior to the marketing of the mint peanut, was the cinnamon peanut, which they report is receiving a good play from consumers judging by orders and reorders for the product.

## Houston

HOUSTON, Sept. 17.—Decca Distributing Co., located in the south end district, boasts one of the largest and most modern plants of its kind in the Southwest. Four sound-proof demonstrating rooms, offices, lobby and lounging room constitute the front layout. Behind a counter one-third back and extending across the entire building are thousands of record bins so arranged and numbered that any record in stock is instantly available. A complete line of lamps, tubes, reproducers and parts for mechanical phonographs is also carried.

Personnel of the firm includes H. M. Crow, manager; Joseph Spadafora, office manager; Theresa Haberman, secretary; Allen C. Ayo, salesman, and others.

Hans Von Reydt explains "good trouble" and "welcome complaint" as follows: Operator Stanley bought a new Wurlitzer phonograph and put it on location. Near midnight on about the sixth day Mr. Stanley got a trouble call from the location saying the machine was plugged up, wouldn't take another nickel. He and his mechanic hurried out and found the phonograph not exactly plugged up but filled up, brimful with good old American nickels.

During his recent visit to Houston Ed Stern, J. P. Seeburg representative, and E. C. Lear, local Electro Ball Co. manager, visited Leon Block, of Galveston. Mr. Block is one of the oldest Seeburg operators in Texas and once remarked that "he went into business very shortly after Mr. Seeburg did." His firm was known for many years as the Seeburg Electric Plano Co., but the name was recently changed to Gulf Trading Co.

Charles Kidd, of Kidd Sales Co., Dallas, was another visitor. Kidd reported favorably on jar deals and predicted an active fall business in all coin machine business.

Pete Stollis, prominent operator of Victoria, was a recent visitor to Houston. He reports business good in and around Victoria, the town that has long been noted for its unusually large number of millionaire residents in proportion to its size.

Albert Reese, local operator, was married on the evening of August 31. Immediately after the ceremony the couple left for a honeymoon trip to Port Arthur, Beaumont and Galveston.

Henry Cruse, Houston music operator, was victim of an accident recently. He fell asleep with a lighted cigaret in his hand and as a result is nursing some badly burned fingers.

On the evening of September 7 a farewell party was given honoring Mrs. Maria Von Reydt and friend, Dorothy Rose Hood. They departed for New York and Rhode Island the following day and will continue in music and art, respectively.

The party, an informal affair, was attended by 30 guests. An old-fashioned barbecue dinner was served, and entertainment included musical numbers by Mrs. Von Reydt and her sister, Josephine Cruz, and an impersonation of a melodrama presented by a one-man cast by Edwin Lear. In closing each of the travelers was presented with a huge box of presents from the guest group.

## USED CIGARETTE MACHINES

- Low Prices and Exceptional Values!
- NATIONAL No. 3 . . . . . \$ 3.50
  - NATIONAL No. 4 . . . . . 5.00
  - NATIONAL No. 5 . . . . . 6.00
  - NATIONAL No. 6 . . . . . 8.00
  - ADVANCE—4 Column . . . . . 7.50
  - MASTER—6 Column . . . . . 12.50
  - MONGREL—4 Column . . . . . 5.00
  - ROWE ARISTOCRAT—6 Column . . . . . 22.50
  - STEWART & McGUIRE No. 6 . . . . . 22.50
  - STEWART & McGUIRE—4 Column . . . . . 15.00
  - UNEEDA-PAK—8 Column, Enclosed Stand . . . . . 37.50
  - NATIONAL—No. 6-26 . . . . . 37.50
  - 3 NEW GORRETTA CANDY PACKAGE VENDORS—6 Column . . . . . 37.50
- F. O. B. New York City.  
TERMS: 1/3 Cash, Balance C. O. D.  
**HENRY WERTHEIMER**  
381 FOURTH AVE., NEW YORK, N. Y.

**DOUBLE YOUR PROFITS**  
with the 1939  
**"SILVER KING"**

A Quality Vender at low cost. Read these outstanding features:

- ★ Simple, Sturdy Mechanism with fewer parts
- ★ Distinctive design, unexcelled in beauty and richly finished.
- ★ Provides faithful, uninterrupted performance
- ★ Virtually "pick and tamper" proof
- ★ Ideal for better class locations
- ★ "SILVER KING" leads the profit parade.

ORDER NOW.  
FACTORY DISTRIBUTOR  
**TORR 2047A-SO. 68**  
**PHILA., PA.**

## Charles Katz in Cincy To Show New Streamliner

CINCINNATI, Sept. 10.—Charles Katz, Bally representative in this area, was at the Hotel Gibson here Wednesday, Thursday and Friday showing the new Bally Streamline Hot Vender.

"The response to the new automatic vender was nothing short of remarkable," Katz stated, "and proves that there's a good market for a good pop-corn machine such as our new Streamliner."



# COLUMBIA

## SILENT AUTOMATIC PAYOUT BELL

Thousands of Columbia Bells on location are demonstrating the success of its brilliant mechanical principles.

Double Jackpots, self-loading, pay alternately, their capacity is adjustable. Each Columbia can be converted from nickels to dimes, quarters or pennies, change parts included, no experience needed.

Columbia is completely slug-proof, because last coins played are paid out first.

Turret escalator shows last six coins. Completely silent in operation—creates no unwanted attention.

**GROETCHEN TOOL COMPANY**  
130 N. Union St. Chicago



## Ballyview Score Method Clicks

CHICAGO, Sept. 17.—“The new daily-weekly-monthly high-score feature on our Ballyview table game is definitely a hit idea,” reports Jim Buckley, general sales manager of Bally Mfg. Co. “Operators in every section of the country are calling this new feature one of the strongest repeat play devices developed in years.”

“The Ballyview game,” he explained, “has a special score chart on the backboard, which does not reset each game, but constantly shows the highest score made during any particular period. Merchant makes a notation of the name of each player who beats previous high score; then, at the end of the period, a special daily, weekly or monthly prize is awarded to holder of highest score. Operators are finding this plan particularly effective with popular premiums, such as cameras, razors, etc.”

“In addition to the periodic score plan Ballyview may be operated either as a reserve game or as a regulation high score game or as a combination of both. Collection records reported show excellent earnings regardless of the particular operating plan adopted.”

## Operators Oppose License Increase

MINNEAPOLIS, Sept. 17.—Robert Cowling, at a hearing September 13 before the city council committee on ordinances and legislation, told the committee that the average life of a pinball game is about 10 weeks and that the average gross receipts from such games are about \$6 a week. Cowling represented the Minneapolis Amusement Games Association. The council committee was considering a proposal to make an excessive increase in the present city license tax of \$25 per year on table games. The present license tax

permits games with token awards to players for amusement only.

The council committee approved the heavy increase in the license fee, and the proposal is scheduled to come before the entire council for a vote on November 30.

P. F. Moses, of the Phillips Sales Co. (a coin machine firm), told the councilmen that they should formulate a plan whereby the city would impose an occupational tax of \$500 for each operator and a fee of \$10 per year for each of the first 10 machines. This would produce more revenue, he told the committee, than the high fee being considered. The author of the new ordinance proposal opposed the plan of Mr. Moses on the ground that “it would freeze out the little fellow.”

## Solving Problems Of Ops, Says Backe

MERRICK, L. I., Sept. 17.—“One of the big problems that confront every operator is how to convince a location owner that the game being placed on his location is a new one,” states Earle C. Backe, of National Novelty Co. “Every time an op changes equipment on a location this problem arises. If the playing board is different but the cabinet looks the same it is hard to convince the location owner that the game he is getting is actually a new one.”

“To help ops solve that difficulty,” Backe went on, “we have been making it a practice to repaint many cabinets that are marred and scratched. It is just part of our service in turning out the best reconditioned equipment possible. Ops have found that these repainted cabinets have done a lot to help them get into spots where the locations were more than happy to welcome the game as a new machine.”

“We believe that our reconditioned equipment is doing a lot to help solve operator problems,” Backe concluded. “We have been praised by ops for the careful, exacting manner in which we recondition a game. We intend to continue keeping our standards high so that our reputation will continue to grow.”

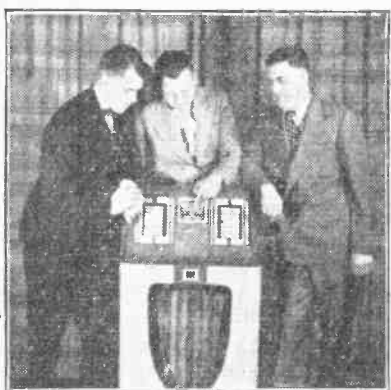
## Hotel Service Checked For Efficiency Rating

(Location Story)

Hotels sell nothing but service when all's said and done. And the impression they make on guests—all the way from the bellhop's particular brand of politeness to the clerk's manner at the desk either makes or breaks the place.

So smart hotels constantly check up on the impression they make on guests. They employ “professional shoppers,” who are unknown to the employees, to visit the hotel regularly and report on the quality of the service. It helps keep everybody on his toes.

Whether we run a hotel, a railroad, a cigar factory or a store—we all need to check up on ourselves every once in a while. It keeps us on our toes.—Bayuk Cigar Bulletin.



THREE COINMEN look over Rock-Ola's new coin-operated Play-Epy auxiliary speaker. From left to right are Rod Knight, Salt Lake City; I. F. Webb, Rock-Ola exec, and George H. Pickett, Toronto distrib.

# THERE'S AN EXTRA PROFIT in APPLES When You Operate the NEW A. B. T. APPLE VENDOR

America is Apple “conscious”! Growers are spending money to promote apples as a delicious, healthful confection, and sales are increasing. Locations are now ripe for the new A. B. T. Apple Vendor, specially designed to meet the demand for a fool-proof, attractive automatic merchandising machine.

It is styled in trim clean lines. Simple construction permits quick and easy accessibility. 4-column tray is easily removed for filling or cleaning. Capacity is 39 apples. Protection for profits is assured by the A. B. T. Commercial Coin Detector, which eliminates washers, slugs, etc. A simplified perfected mechanism guarantees flawless operation at all times.

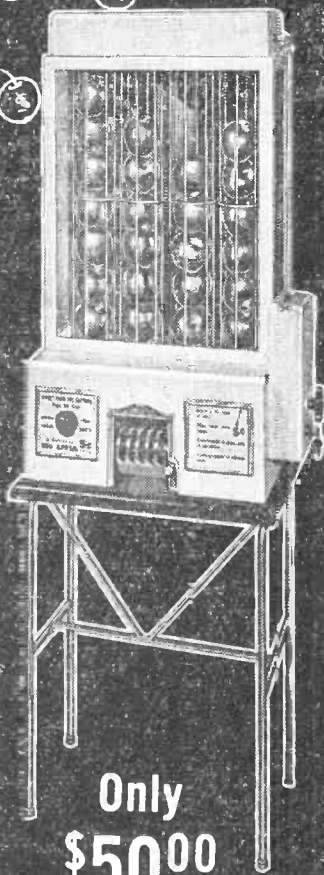
BE SURE OF THE EXTRA PROFIT WITH THESE FEATURES:

SALES POWER! Actual tests show Vendors sell 120 apples per week!

APPEARANCE! White porcelain enamel finish with chrome trim. Size: 36" high (67" with stand), 10 1/4" deep, 23 1/2" wide.

PERFORMANCE! Simplified mechanism guarantees operation!

PROTECTION! A. B. T. Commercial Coin Detector eliminates illegal coin substitutes.



Only \$50.00  
Net, F. O. B. Chicago. Less Stand  
STAND \$3.00

**A. B. T. Manufacturing Corp.**  
715-23 N. Kedzie Ave. Chicago, Illinois

# THANKS

WE'RE SWAMPED WITH ORDERS For the Sensational New Profit-Making

## "ASTRO-SCOPE"

The Horoscope Vending Machine With the Mysterious Flashing Display Front

Orders for "Astro-Scopes" pouring in from all over the country are indisputable evidence that here is a machine with EVERYTHING operators want... CONSISTENT BIG EARNINGS... LOW PRICED... LOCATION ACCEPTANCE... CONSUMER APPEAL... LEGAL EVERYWHERE. Serber and Glass of Chicago have secured exclusive distribution of "Astro-Scopes" in Cook County. Results already indicate that in 30 days they will have at least 100 "Astro-Scopes" on location in Chicago alone. DON'T PASS THIS! Investigate the remarkable BIG PROFITS "Astro-Scope" offers you.

**OPERATORS' SUPPLY COMPANY, INC.**  
4311 NORTH LINCOLN AVE., CHICAGO, ILLINOIS.  
A Product of Crabb Mfg., Chicago.

### DEAL WITH CARL—ALWAYS A SQUARE DEAL

| NEW MACHINES                           |  |                               |
|--|--|-------------------------------|
| GRAND STANDS                           | BALLY VIEW                                     | TALLY JOKER                   |
| TRIPLE ENTRY                           | EUREKA   | SMOKE REELS                   |
| SPORT PAGE                             | PALM SPRINGS                                   | COUNTNER KING                 |
| DERBY TIME                             | THUNDERBOLT                                    | MICKY MOUSE VENDERS           |
| FOUR HORSEMEN                          | WORLD'S FAIR                                   |                               |
| USED MACHINES.                         |  |                               |
| Bally Reserve . . . . . \$39.50        | Galloping Dominoes . \$ 90.00                  | Bally Racer . . . . . \$42.50 |
| Fair Grounds . . . . . 65.00           | Roletto, Jr. . . . . 95.00                     | Bally Baskets . . . . . 25.00 |
| Flashers . . . . . 55.00               | Lincoln Fields . . . . . 100.00                | Air Way . . . . . 27.50       |
| Mills One-Two-Three . 60.00            | Paces Races, Reconditioned, \$75.00 to . 95.00 | Bull's Eye . . . . . 30.00    |
| Saddle Club . . . . . 55.00            | Teasers . . . . . 39.50                        | Line Up . . . . . 32.50       |
| Mills Big Race . . . . . 62.50         | Classic . . . . . 14.50                        | Sprint . . . . . 17.50        |
| Policy . . . . . 25.00                 | Double Header . . . . . 10.00                  | Boo Hoo . . . . . 25.00       |
| Paddock . . . . . 14.50                |  | Buckley Combination. 17.50    |
| USED ONE-BALL TABLES OF ALL KIND.      |  |                               |
| MILLS SILENT WAR EAGLES . . . \$30.00  |  |                               |
| WRITE FOR PRICES ON NEW MACHINES.      |  |                               |
| One-Third Deposit Required With Order. |  |                               |

**UNITED AMUSEMENT CO.,** 3410 Main St., Kansas City, Mo.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

## Rock-Ola Speaker Aid to Progress

CHICAGO, Sept. 17.—One of the outstanding leaders in the coin machine industry recently stated: "Progress in development and creation of new coin-operated equipment in the coin machine industry advances more rapidly than most other industries. The coin machine industry deals with people's desires for amusement, entertainment and service, and to survive the manufacturer and operator must go a fast pace." He said further that in many industries it takes 10, 20, 30 years before radical changes or improvements occur. But the coin machine industry is more comparable to the automobile industry. Manufacturers are constantly striving to give the operator and the customers the finest equipment from the standpoint of play appeal and money-making features that progressive designers and engineers can build right up to the moment.

During 1938 there has been instance after instance shown in the trade press where various coin machine manufacturers have taken daring strides forward in presenting new equipment and new ideas to the trade. The Rock-Ola Mfg. Corp. claims, "An outstanding instance of such improvement in the latest coin-operated auxiliary speaker, called the Play-Boy speaker, looking for all the world like a miniature Rock-Ola streamline phonograph. It is rapidly replacing the ordinary wall-type speakers which were mostly a courtesy proposition so far as the average music operator was concerned."

George H. Pickett, president of the P. & H. Coin Machine Exchange, Toronto, and Rock-Ola's distributor in Canada, in placing his order recently for additional Play-Boys, stated:

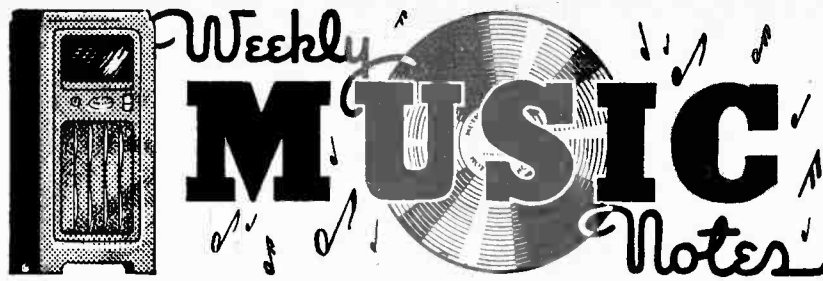
"Every operator wants to make as much money as possible from his equipment in a location, and the location owner certainly wants it to produce. Often there is another room besides the main room and there should be music in this 'extra' room. In the past the operator has had to buy an ordinary auxiliary speaker—pretty expensive business—and he didn't make a cent of profit from it—but naturally he'd put it in to satisfy the location owner and customers. Lately Canadian operators have been installing the coin-operated Play-Boy. And say! What a difference it has been making in receipts. In the first place, it's a nifty looking creation—it's streamlined in design just like the big Monarch phonograph; it's made of the same type of woods, with the same attractive light-up grille. Really, it's a genuine addition to the location in eye appeal and money pull. It has it all over the old auxiliary dead-expense speakers for tone, too—why that tone is as true and lifelike as we get from the main phonograph. And the biggest advantage of all is that the Play-Boy gets those extra nickels, dimes and quarters out of that 'extra' room."

## Sheet-Music Leaders

(For Week Ending September 17)

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

| Position | Last Wk. | This Wk.                             |
|----------|----------|--------------------------------------|
| 2        | 1        | Alexander's Ragtime Band             |
| 3        | 2        | I've Got a Pocketful of Dreams       |
| 1        | 3        | A-Tisket A-Tasket                    |
| 6        | 4        | When Mother Nature Sings Her Lullaby |
| 4        | 5        | Now It Can Be Told                   |
| 9        | 6        | So Help Me                           |
| 13       | 7        | I've Got a Date With a Dream         |
| 7        | 8        | You Go to My Head                    |
| 5        | 9        | Music, Maestro, Please               |
| 10       | 10       | Change Partners                      |
| 11       | 11       | There's a Faraway Look in Your Eyes  |
| 8        | 12       | I'm Gonna Lock My Heart              |
| 12       | 13       | Small Fry                            |
| 14       | 14       | Stop Beatin' Round the Mulberry Bush |
| 15       | 15       | What Goes On Here?                   |



## "Kiss" Fast Gaining Favor; "Alexander" Leads Sheeties

By DANIEL RICHMAN

NEW YORK, Sept. 17.—One tune which will be a necessity for the machines is *A Little Kiss at Twilight*. It leaped from nowhere into fifth place as a radio favorite. And in this case the song is published by a firm that can shove a number into the higher brackets easily and once there can keep it on top. Better jump on the band wagon with this one.

*Bambina* also distinguished itself after skirting the fringes of hitdom for several weeks by landing in a tie for first

new numbers written by Irving Berlin for the movie, hasn't done as well as its ancient companion, but certainly well enough to continue to merit its place on the turntables.

## Modern Stressing Power of Name

NEW YORK, Sept. 17.—Modern Vending Co. is bringing home an entirely new idea to the many music merchants throughout the large territory it covers.

"We want the music merchants to realize the power of a good name," Nat Cohn stated. "We have clearly demonstrated that the use of the name Wurlitzer is one of the big advantages the music merchant has. Just the mention of the name Wurlitzer has been sufficient to get many into the best locations. It has also proved to be one of the reasons why the music merchants in this area are so successful."

The combination of Nat Cohn, Irv Sommer and Harry Rosen to promote



J. L. STEFFEN, a Mills man in New York, tunes in "A-Tisket, A-Tasket" on the Mills Studio phonograph.

place among radio songs. We predicted some time ago that this tune was a likely candidate for popularity honors. We repeat, get it in the phonos. Its dreamy Italian melody is made to order for popular consumption.

A definite must for the turntables is, or very shortly will be, *Lambeth Walk*, English novelty dance hit. Thru air plugging and plenty of newspaper publicity the country is getting conscious of this new dance step and people are going to want to hear it coming out of the machines.

A new Warner musical film is soon to be released, *Garden of the Moon*, and that should carry into favor the several songs in it, especially the title number. Its title, its tie-up with the picture and its increasing popularity make it advisable to have it under the needles.

*Alexander's Ragtime Band* has been amazing its publishers and the music trade by its remarkable actions almost 30 years after its first publication. After occupying the second and third slots of the best selling roster for several weeks (enough of an achievement in itself) this week it advances to first place. Of course interest in the film is responsible, but even so it is something unprecedented in the history of popular music. Since this interest on the part of the public naturally carries over to the phonographs, any operator who hasn't been playing *Alexander* ought to do something immediately to rectify that.

*Now It Can Be Told*, one of the brand-



SAM KRESBERG (right), head of East Coast Phonograph Distributors, and Eli Sugarman, indoor editor of *The Billboard*, snapped at a recent week-end meeting.

this idea of a good name among the music merchants here, it is believed, will bring about a new respect for phonos and will tend to help create greater prestige. "There is no doubt in my mind that one of the first requirements of any automatic phonograph is the regard of the public," Sommer said. "Whatever the location, the real music merchant has always found a warm reception. The locations respect him and there is a definite regard for the name on the part of the public. These facts immediately assure the music merchant greater profits."

The "power of a good name" idea is being featured by the firm in its new campaign. They plan to continue with the campaign until its meaning is clearly brought home to music merchants here so that they will make greater use of the idea and will thereby gain the greatest possible profits, it is said. "We want all music merchants to enjoy every single possible advantage of operating Wurlitzer automatic phonographs. One of their most important advantages is the power of this good name," Cohn said.

## Beg Your Pardon

The September 17 issue of *The Billboard* carried an illustration on the weekly Music Page showing a photograph of N. L. Nelson and A. J. (Archie) La Beau, owner of the La Beau Novelty Sales Co., St. Paul, Minn. Mr. Nelson was erroneously identified as sales manager of Rock-Ola Mfg. Co. His correct title is sales manager of the La Beau Novelty Sales Co. Mr. Nelson was formerly managing head of the Games Division of Rock-Ola Mfg. Corp. Recently a farewell banquet was held at the Graemere Hotel in Chicago in Mr. Nelson's honor when he transferred his activities to the La Beau Novelty Sales Co., Rock-Ola distributor.

## Slim and Slam

The only really solid piece of information pertaining to Slim and Slam, the latest heroes of swingdom, is that they are the responsible parties for the great American epidemic of the summer of 1938—"Flat Foot Floogee with the Floy Floy." Pertinent statistics anent their pre-floy-floy history are more or less shrouded in mystery, but this much at least is known. Their birth certificates of course do not read Slim and Slam, but Bulee and LeRoy—Bulee Gaillard and LeRoy Stewart, to be exact. Slam received a bit of musical education in his youth, having gone to the Boston Conservatory of Music after he graduated from Englewood High School in 1934. Slim isn't exactly certain about his schooling. He once told an interviewer that he was thrown out of a Detroit college, but upon careful deliberation he decided that it might have been a high school, not a college. He wouldn't be sure about this, however.

Their post-scholastic biography reveals that Slim is a former hatmaker from Detroit and an itinerant musician who by devious trails finally reached New York, Radio Station WNEW and a small job therein. Slam left his duties as an odd-job man in Englewood, N. J., to migrate to Harlem and a partnership with Slim. Their sobriquets were bestowed upon them by Martin Block, of WNEW's "Make Believe Ballroom," who discovered them and tied them up to a contract. Slim, who plays the guitar, was so named because he happens to be just that, and Slam received his violent pseudonym because it was a natural complement for Slim and because of the technique he brings to the handling of a bass fiddle.

As for "Flat Foot Floogee," a lot of normally sane citizens could have saved themselves the frantic desperation that accompanied trying to figure out what a floogee and a floy floy are if they had only known what the creation's creators knew. And that was that a floogee means nothing, and a floy floy even less. But meaning or not, the ditty, published by Green Bros. & Knight, has done very nicely for the boys in the way of royalties on sheet music and records, and a couple of performances on the Rudy Vallee radio show netted them \$500. Now they've settled down to buying up all the loudest suits of clothes in town, as well as the more serious business of trying to turn out another "Floogee."

## Record Buying Guide

### Going Strong—Keep 'Em Around

Alexander's Ragtime Band  
A-Tisket, A-Tasket  
I've Got a Pocketful of Dreams  
So Help Me  
You Go to My Head  
Now It Can Be Told

### On Way Up—Better Stock Them

A Little Kiss at Twilight  
Bambina  
Lambeth Walk  
Garden of the Moon  
Small Fry  
Change Partners

### On Way Down—Not Worth Pushing

Music, Maestro, Please  
I Let a Song Go Out of My Heart  
Flat Foot Floogee  
Little Lady Make Believe  
I Hadn't Anyone Till You  
I Married an Angel

**COSTS NO MORE  
THAN ANY ORDINARY  
NEEDLE YET GIVES YOU**

**SAMPLE NEEDLE  
60¢  
MUCH LOWER PRICES  
IN QUANTITY LOTS**

**MORE THAN 4000  
PLAYS PER NEEDLE**

Your best reason to buy the

**WALCO** *Genuine Sapphire*  
**PHONOGRAPH NEEDLE**

At Last—True, Full-Tone reproduction, because every note is actually FILTERED through a GENUINE Sapphire, ground and polished by diamond cutters! The toughest, strongest needle ever made! Acclaimed by all leaders, "The Greatest Achievement in Music History!" AND . . . PRICED LOW . . . COSTS NO MORE THAN ANY ORDINARY NEEDLE! Act Quick!!

**WRITE! WIRE! PHONE! RUSH YOUR ORDER NOW!!**



**WALCO DISTRIBUTORS**  
250 WEST 54TH STREET • NEW YORK  
ALL PHONES: Circle 7-1381

**Phono Sales in  
Canada Mounting**

REGINA, Sask., Sept. 17.—Sale of phonograph records is expected to soar in Canada due to recent developments.

Cafes, restaurants and hamburger shops are installing automatic phonographs on their premises.

In Regina there are now about 100 phonographs. Operators say this figure will be doubled in the near future.

**Minneapolis Disc Pick  
Is "Alexander's Ragtime"**

MINNEAPOLIS, Sept. 17.—Stimulated by the movie of the same name, *Alexander's Ragtime Band* became the No. 1 favorite of disc users in the Minneapolis area last week, reports Murray M. Kirschaum, distributor.

The Minnesota metropolis selected the following records during the past week:

Going strong: 1, *Alexander's Ragtime Band*; 2, *So Help Me*; 3, *I'm Gonna Lock My Heart*; 4, *Pocketful of Dreams*; 5, *Now It Can Be Told*.

Coming up: 1, *Lambeth Walk*; 2, *When a Prince of a Fella*; 3, *Eight Little Notes*; 4, *Garden of the Moon*; 5, *For the First Time*.

**St. Louis**

ST. LOUIS, Sept. 17.—Jim Buckley, of the Bally Mfg. Co., was in this city Monday, when he entertained the jobbers and operators of St. Louis in his suite at the Hotel Jefferson. As usual, he was a splendid host, and all enjoyed themselves.

A. S. Douglis, of the Daval Mfg. Co., spent several days in St. Louis recently and while here reported that the new counter game, Tally, and the new pin game, Odd Ball, met with instantaneous



RUDOLPH WURLITZER, chairman of the board of the Rudolph Wurlitzer Co., who has been closely connected with the making of fine musical instruments for many years.

success when shown to the operators. He reported that he received many orders from the distributors and jobbers here. After leaving St. Louis he went to Kansas City.

**OFF THE RECORD—**

(Continued from page 14)

With their following undoubtedly legion, the stylists dedicated to outpourings that make danceable disks follow true to form for their fans. On Bluebird SHEP FIELDS ripples thru a couple from the forthcoming *Artists and Model* screen-show score, *You're Lovely, Madame* and *What Have You Got That Gets Me?*; Vocalion continues to embarrass Victor's attempt to sell SAMMY KAYE at six bits by dragging out the standard *Smiles* and Kaye's own pig-Latin pop, *Iay Ovelay Ouyay (I Love You)*; JAN GARBBER, strictly saccharine, doubles *Bambina* with *Silver on the Sage* for Brunswick, and HENRY BUSSE, there's no mistaking his muted trumpeting tho he alternates the straight foxtrotology with shuffle tempos, gives Decca four sides in *Bambina*; *Don't Cross Your Fingers*, *Cross Your Heart*; *When a Prince of a Fella Meets a Cinderella* and the three-quarter-timed *Tu-Li-Tulp Time*.

Strictly for tripping the fantastic lightly, with interest centered on the hoofing rather than the hearing, HENRY KING blends his salon style to give Decca four sides in *I've Got a Date With a Dream*, *This May Be the Night*, *My Own* and *You're as Pretty as a Picture*; GENE KRUPA accents the rhythmic beats for his Brunswick couplet in *Any Time at All* and *My Own*, and on Vocal-

**Boston Record List**

BOSTON, Sept. 17.—Hub disc distrib spokesmen cite these records as the winners for this week:

Jack Meyerson, manager of Decca Records, New England, lists 1. *A-Tisket A-Tasket* (Ella Fitzgerald, vocals, Chick Webb's Ork); 2. *Mexicali Rose* (Bing Crosby); 3. *I've Got a Pocketful of Dreams* (Bing Crosby); 4. *Stop Beatin' Around the Mulberry Bush* (Count Basie's Ork); 5. *Tuli Tulip Time* (Andrews Sisters, with Jimmy Dorsey); 6. *Change Partners* (Jimmy Dorsey's Ork).

Jack Rafferty, manager of Victor Records, New England, lists 1. *My Reverie* (Larry Clinton's Ork); 2. *Stop Beatin' Around the Mulberry Bush* (Jimmy Dorsey's Ork); 3. *When I Go Dreaming* (Benny Goodman's Ork); all Victors. Rafferty lists these for Bluebird Records: 1. *Indian Love Call*; 2. *Any Old Time*; 3. *Back Bay Shuffle*, all played by Artie Shaw's Ork.

*Back Bay Shuffle* is a locally produced tune first introduced by Artie Shaw.



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. . . and there is NO BETTER NAME among distributors than . . .

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**WURLITZER** MODEL 412 . . . . . \$79.50  
MODEL P12 . . . . . 55.00  
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MODEL 400 (1936 De Luxe) . . . . . 84.50

ROCK-OLA, 1936—16 Record . . . \$99.50 | MILLS De Luxe Dance Master . . . . \$42.50  
ROCK-OLA, 1937—Rhythm Kings . . 75.00 | MILLS Do-Re-Mi . . . . . 74.50  
GABEL, JR. . . . . 25.00

Excellent Mechanical Condition and Appearance. 1/3 Cash With Order, Balance C. O. D., F. O. B. New York. First Come—First Served!

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**EXPORT BUYERS**  
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ion the forthright foxtrotology is dished out by LAWRENCE WELK for *Eight Little Notes* and *When Twilight Comes*, DICK JURGENS doubles *Bambina* with *Garden of the Moon* and AL DONAHUE dishes it out straight up and down for *Lambeth Walk* and *Stop Beatin' 'Round the Mulberry Bush*.

Bluebird bills a KIDDIE KLOWNS ORCHESTRA, strictly a merchandising means to peddle the studio band playing stock stuff for tunes that have kiddie-appeal, *The Story Book Ball* and *Dance of the Tinker Toys*.

**Sha Sha**

THE ANDREW SISTERS are still shopping around for a Yiddish ditty to repeat the *Bei Mir* bonanza for them on Decca. This time Jimmy Van Husen has fashioned the folk song that has for its Americanized equivalent, *Quiet, Please, Here Comes the Rabbi*, and the gals lend their song-shouting for *Shal Shal* Van Husen has borrowed the melody and title only, giving the lyrics an original twist. And tho the threesome give it all the hi-de-ho harmonizing they've got, it's strictly a filler-inner. High spots, however, belong to the instrumental backer-uppers. And that bow belongs to JIMMY DORSEY. His rhythmpations give the harmonizing an extra kick, just as we once pointed out in harking back to the Boswell Sisters

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Perfect Plays!

Only PERMO POINT is standard equipment on ALL new phonos. Is recommended and sold by all record distributing companies . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

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A Counter Sensation for Bars, Fountains, Cafes, Restaurants, Cigar Stores, Etc.

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Takes In . . . . \$50.00  
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### PRICES SLASHED!

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—616—

(Lots of 10)

616A (SINGLE MACHINE, \$149.50) \$189.50  
P12 . . . . . 59.50  
716 . . . . . 139.50  
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USED CIGARETTE MACHINES.  
ROWE ARISTOCRAT (6 Columns) \$22.50  
STEWART & MCGUIRE (6 Columns) 27.50  
NATIONAL 1937—9-30 (CIRCLE) \$74.50

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|   |                                      |
|---|--------------------------------------|
| Seeburg Selectophones, 1934 Model . . . \$20.00           | Mills Dance Master . . . . . \$29.50 |
| Seeburg Selectophones, 1935 Model . . . 25.00             | Mills Deluxe . . . . . 49.50         |
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Above Machines All in A-1 Condition. Wire Your Order Today.

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## SPECIAL

23 Seeburg 20 Record Model Rex Phonographs \$150.00 Each

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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

### STRAIGHT MUSIC

**SAMMY KAYE** Vocalon 4322  
*Smiles* (Vocalion is still digging up the songs made by Kaye before he moved into the six-bit class. And since the songs are mostly standard, it's a bargain break for the phono ops. This is the forerunner of all *Smile* songs—there are smiles that make you happy—and plattermate is one of Kaye's own compos, *I Lay Ovelay Ouyay, I Love You* in pig Latin).

**AL DONAHUE** Vocalon 4318  
*Lambeth Walk* (the Rainbow Room rhythm maker is just the right one to interpret this new dance step that is taking snobby society by storm. Couples it with an easy-to-take *Stop Beatin' 'Round the Mulberry Bush*).

**GENE KRUPA** Brunswick 8205  
*Any Time at All* and *My Own* (the drum king gives this double of dandy songs a nice rhythmic touch that makes 'em ever the more desirable as they grow in popular favor. Latter side is from *That Certain Age* foto).

**GRAY GORDON** Bluebird 7775  
*You're the Very Last Word in Love* and *When a Prince of a Fella Meets a Cinderella* (Gordon is a newcomer to the Bluebird label, but his smooth syncopations should make him welcome for a long time. He calls it a Tick Tock Rhythm. It's a smattering of everything but all adds up to an individual touch).

### SWING MUSIC

**RED NORVO** Brunswick 8208  
*Bughouse and Blues in E Flat* (this is a throwback to the days before Norvo had his own band, being a round-up of eight swing stars for a jam session. The former is a fastie, while the octet gets real low down for the blues).

### VOCAL

**ANDREW SISTERS** Decca 1974  
*Tu-Li Tulip Time* (this time the gals get Jimmy Dorsey for the heated musical background and it's a happy combination for their heated harmonizing. Gals are still trying to find one to follow their *Bei Mir, etc.*, wow. Double this disk with *Sha! Sha!*, also an adaptation of a Yiddish leedle, *Sha, Sha der Rebbi Ceh* (Quiet, Please, Here Comes the Rabbi). Their version, with Dorsey's tootlers egging them on, is a swell swinger. But it's no *Bei Mir*).

**NAN WYNN** Vocalon 4319  
*Lullaby in Rhythm* and *Monday Morning* (after enhancing the records for other maestri, Vocalion gives this little gal a label of her own. And she's most deserving. She's a white one tho there's plenty Harlem in her chanting—a cross between Mildred Bailey and Ella Fitzgerald and plenty down to earth so that you don't have to be a jitterbug to appreciate it).

platterings had had Jimmy building up their swing-singing, tho we can't appreciate from the late Eddie Lange's guitar pickings on those classic Okeh sides. Plattermate, *Tu-Li-Tulip Time*, has the Andrew clan to better advantage, Dorsey again coming in for the kudus.

Vocalion gives NAN WYNN a label to herself, and rightly. For this white singer really knows how to get under a lyric, be she singing blues, ballad or in swingtime. *Monday Morning* and *Lullaby in Rhythm* make a dandy double for the debut, tho the waxwork could have been more liberal with a deserving musical background. Gal strikes a tonsil wave between Mildred Bailey and Ella Fitzgerald but imitates neither. What's more, her sensuous chanting is very sincere, and we suspect there'll soon be a band wagon in the building for Miss Wynn among the needlers.

TONY MARTIN, with Jerry Joyce filtering thru the music, lends his pash tenor pipes for a Vocalion production platter in a couplet from *The Lady Objects* flicker, *That Week in Paris* and *A Mist Is Over the Moon*.

### On the Swingly Side

BRUNSWICK has transferred a classic from the Columbia label, repressing a slap-together swing octet that had RED NORVO lending his name to the label. And that was in the days before Norvo had any designs of fronting his own dance band. There's a feeling of relaxation in their reckless jammmin', be it for the fastie *Bughouse* or the low-down *Blues in E-Flat*. And that musical spirit, call it swing if you will, is sorely lacking in most labels today that hide behind a swing skirt. And that's the very thing that's lacking in lending an ear to the Vocalion couplet of COOTIE WILLIAMS for *Sharpie*, the mating, *Blue Is the Evening*, strictly as passer-by. Former is only mild riffing on part of the Duke Ellington starrers, while the latter gives two weary choruses of the

ballad, Cootie taking the first on trumpet while Scat Powell sings the second sickly. Nor does trumpeter JABBO SMITH bring any delight to the eardrums with his Decca double, *Rhythm in Spain* and *More Rain More Rest*, more like the pop fare reserved for taproomy tootlings.

TEDDY WILSON is easier to take for his easy-going gambols alone, and Nan Wynn's wordage to boot, on his Brunswick coupling of *Laugh and Call It Love* and *On the Bumpy Road to Love*. DUKE ELLINGTON is giving the same label the overplayed act. He's cutting 'em fast enough but is lowering his stock and standard considerably. His *Lambeth Walk* is a once-over, while his *Prelude to a Kiss* lacks the warmth and sincerity you expect to find in an Ellington composition and interpretation.

### New Jersey Record List

ASBURY PARK, N. J., Sept. 17.—Ruben Lewis, well-known Jersey Shore disc distributor, says *A-Tisket, A-Tasket* is still leading his list. As per his regular report, Lewis follows *Tasket with Now It Can Be Told, Stop Beating 'Round the Mulberry Bush, Lambeth Walk* and *What Goes On Here in My Heart*.

Up and coming numbers: *So Help Me, There's a Faraway Look in Your Eyes, I'm Gonna Lock My Heart, Dear Old Girl* and *Let Me Call You Sweetheart*.

Please note the two old numbers Mr. Lewis has listed on his "coming up" discs.

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Save money! We repoint old phonograph needles for \$1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!

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**WE THANK YOU—**

For the wonderful response given our CHANGE-MASTER Counter Game. We know that from the amount of orders received, that this new and amazing CHANGEMASTER has become a hit in a short time. We are now making immediate deliveries. What are your requirements?



**PLAYS**  
1c--5c--10c--25c

Compact, Sturdy, Mechanically Perfect for counter or bar. Only 11 1/2" long, 11" wide, 8 1/2" high. Operates on AC current. Has last-coin-visible window, last-coin-played release, on-off switch. "Thank You" flashes off and on.

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**\$29.75** F. O. B. CHICAGO

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Jobbers — Distributors!  
Write for Quantity Prices and Exclusive Territorial Arrangement.

**MONARCH COIN MACHINE COMPANY**  
Exclusive World-Wide Distributors  
1731 BELMONT AVE., CHICAGO

**Liberal Judge May Start Legal Move in Missouri**

He defends games, slots and lotteries at injunction hearing—formerly came to defense of taverns—operators expect important results from hearing

ST. JOSEPH, Mo., Sept. 17.—In a hearing for a temporary injunction to restrain officials from confiscating slot machines here, a liberal judge used the occasion to urge the legalization of amusement games and slot machines. He was Circuit Judge F. J. Frankenhoff. It was not the first time he had used a hearing to express himself in favor of liberal laws that affect the habits of so many people. Some months ago he challenged the constitutionality of a section of the State liquor law and thus checked raids on taverns, inns and roadhouses in Buchanan County. Coinmen in all branches of the industry were greatly pleased by the decision. Never before in Missouri's history, many of the had a jurist taken so much

care us. We must look at the picture as a whole."

Judge Frankenhoff called on Gov. Lloyd Crow Stark and President Roosevelt to consider national and State lotteries as a painless method of increasing income and at the same time to

formance as well as its appeal. On every test it came thru with flying colors. We're sold on Multiple Racer right up to the hilt and we're even going so far as to let operators try the machine on a 10-day free trial basis, with the understanding that if the machine doesn't make twice the profit of any other console it can be returned for a full cash refund. Certainly nobody could make a fairer offer."

**Calcutt Registered Accounts Growing**

FAYETTEVILLE, N. C., Sept. 17.—Altho announced two months ago, Joe Calcutt, head of the Vending Machine Co., reports that the Vemco list of registered accounts continues to grow by leaps and bounds. "Ops have learned that it pays to be a registered account with Vemco," Calcutt stated. "Not only do they receive advance information about games, but many other advantages are afforded them. The system we use has won a great deal of praise.

"The 'registered account' plan of ours was introduced in *The Billboard* some two months ago," he continued. "We urged the ops to get on our list for advance information about the latest and best bargains. Many responded to the call and many more have added their names to our rolls since then. Judging by the way applications for this plan have come in during the past weeks, we are convinced that this 'registered account' plan of ours is bound to prove to be one of the most successful that we have ever adopted.

"We hope that every one of our friends will eventually share in the benefits of this plan," Calcutt concluded. "We are doing a great many things for those who are now on the rolls, and big things are being planned for them."

**Chas. Richmond Moves**

NEW YORK, Sept. 17.—Charlie Richmond, of the Richmond Distributing Co., New York, announces that he is now located in new and larger quarters and that he is in a much better position to serve his operator friends. As usual, a complete stock of new and used equipment will always be on hand. He also maintains an efficient repair department.

**LAST CALL**

**\$49.50**  
EACH



**BRAND NEW**

**TREASURY BELL**

Equipped with the Mystery Payout. Built in 1c, 5c, 10c or 25c Play.

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**A REAL GOLD MINE**

**SAMPLE DEAL COMPLETE \$2.65**

Step-Up Card Offers Big Profits for Small Investments! 133 Winners in All.

(25¢ Top Payout)

|                           |          |
|---------------------------|----------|
| Deal Takes in (2280 @ 5c) | \$114.00 |
| Average Payout            | 70.00    |
| Profit (Average)          | \$44.00  |

|                      |         |         |         |
|----------------------|---------|---------|---------|
|                      | 2280    | 2520    | 2722    |
| Tickets              | 2280    | 2520    | 2722    |
| Complete Deal (Doz.) | \$28.00 | \$31.00 | \$34.00 |
| Refills (Doz.)       | 22.00   | 25.00   | 28.00   |

1/3 Deposit, Balance C. O. D.

**MONARCH COIN MACHINE CO.**  
Distributor  
1731 Belmont Ave., Chicago.  
Write for Other Jar Deal Winners.

**C McALL'S SPECIAL SALE**

|                     |          |
|---------------------|----------|
| Keeney Derby        | \$135.00 |
| Novelty Games       |          |
| 1 Ball Bally Entry  | \$65.00  |
| new Derby Day       | 29.50    |
| Gottlieb with clock | 75.00    |
| Fairgrounds         | 22.50    |
| Turf Champ          | 17.50    |
| Bluebird            | 75.00    |
| Fleetwood           | 22.50    |
| Air Races           | 32.50    |
| ticket              | 27.50    |
| Photo Finish        | 85.00    |
| Golden Wheel        | 27.50    |
| Ak-Sar-Ben          | 85.00    |

|                   |          |
|-------------------|----------|
| Keeney Derby      | \$135.00 |
| Champ             | 75.00    |
| Mills Big Races   | 75.00    |
| CONSOLES          |          |
| Bang Tails        | \$98.50  |
| Bally Skillfield  | 135.00   |
| Jockey Club       | 85.00    |
| Paces Races       | 85.00    |
| Ray's Track       | 62.50    |
| Shoot the Moon    | 75.00    |
| Track Times       | 138.50   |
| Keeney Skill Time | 139.50   |

1/3 Deposit, Balance C. O. D.  
**WE BUY SELL OR EXCHANGE.**  
3147 Locust St., St. Louis, Mo. **THE CALL NOVELTY CO.**

# LOOK 'EM ALL OVER .. AND YOU'LL ADMIT



## EXHIBIT'S REVIEW

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**BIG BANK NITE AND  
INTERMEDIATE AWARD  
FEATURES** is still the  
greatest money-maker of  
them all.

Get It From Your Dis-  
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## NOW DELIVERING "BUTTONS"

A 5-BALL HIGH SCORE GAME  
with METERS or TICKET  
VENDER.

It's another Exhibit long-profit  
life game.

**EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago**

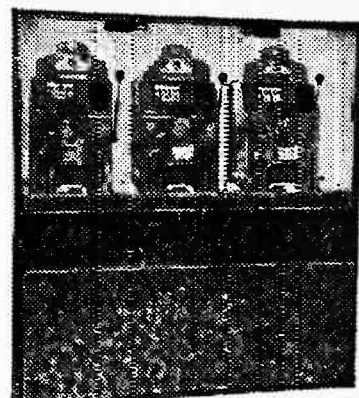
## Keeney Shipping New Free Game

(New Game)

CHICAGO, Sept. 17.—First shipments are going out this week, Keeney announces, on the new single-coin free replay game, Hit Number. The five-ball non-payout pin game uses the same free replay award principle as was incorporated in the two earlier Keeney games, Free Races and Multi-Free Races, according to the Keeney spokesmen. Said he: "It is possible for a player to secure nine different winners with the five Hit Number balls, aggregating \$2.40 in free replays or free games.

"Three ribbons containing four like-numbered figures run down the playboard thru three section areas marked third place, second place and first place. To secure the first free replay award on Hit Number it is necessary to make two holes of the same number in the upper third-place section. Then a second and additional award can be secured by making a hole of same number in second-place section. And a third additional award is then possible by making like-numbered hole in first-place section. "Other free replay awards are brought about by putting balls thru double-time runways on the playing field. This action of the ball repeats the last-made award according to backboard position. Likewise shots thru the change-key runway odds advance and awards increase.

"Extensive location tests have been made on Hit Number to determine its mechanical perfection and earning power, which proved to be more than satisfactory," according to Sales Manager Ray Becker. "The price at which Hit Number will be offered to operators is considerably lower than were those on Free Races and Multi-Free Races."



## GREATER PROTECTION

Protect your coin machine profits with the "STARK SUPER SAFE," a cabinet that has all of the following safety features:

- One-piece Heavy Steel Construction.
- Extra Heavy Reinforced Steel Door with Six Heavy Steel Locking Bolts.
- Fool-proof Locks with Removable Locking Handle.
- Ballast Holes When Filled Create Excessive Weight and Prevent moving.
- Fits flat on the Floor.
- Can be Closed and Locked in 5 Seconds with Coin Machine Completely Hidden from View.
- Coin Machines Remain in Cabinet for Checking.
- When Closed and Locked, Can Be Used as a Safe for Other Valuables.

These cabinets are better than insurance policies for protecting your coin machine profits. WRITE OR WIRE FOR DESCRIPTIVE CIRCULAR COVERING THE COMPLETE LINE.

## THE STARK NOVELTY CO.

1510 Tuscarawas St., W., Canton, Ohio.

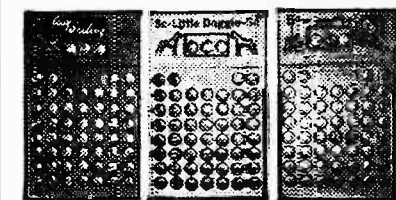
## Small Business Men Miss Opportunity

PITTSBURGH, Sept. 17.—The only constructive action coming out of the four-day convention of the National Small Business Men's Association here seemed to be the attempt to define a "small business man." The tentative definition adopted was that a "little business" (as contrasted with "big business") is a concern which employs not more than 500 persons and is capitalized at less than \$1,000,000.

Instead of seeking to befriend the consumer and the masses of the people, the sessions were mostly turned into partisan political attacks. Only 219 delegates had registered when the convention opened, and attendance all thru the sessions was reported to be discouraging to leaders of the...

It was disclosed that... of the... incor... organ... "big l... confi... the l... resen... prop...

## ALL 3 JAR DEALS for \$5.00 1 STAND AND 1 JAR INCLUDED



Easy Se... Knockout... \$49.00

## GIGANTIC SALE SLOT MACHINES

|                                       |                                     |
|---------------------------------------|-------------------------------------|
| Mills Melons (3 months old) . \$75.00 | Mills Blue Front . . . . . \$40.00  |
| Mills Cherry (3 months old) . 65.00   | Jennings Big Chief . . . . . 25.00  |
| Pace Double Jak-Pot . . . . . 40.00   | Mills Steel Cabinet Stands . . 8.00 |
| Mills Church . . . . . 40.00          | Folding Stands . . . . . 2.50       |

### PIN GAMES

|                                    |                                 |
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| Mills .1-2-3..New Machine. \$75.00 | Many Other Assorted Games       |
|                                    | From . . . . . \$20.00 to 75.00 |

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## NEW

## Sparks Ball Gum Vender With Automatic Token Payout

Inspect this marvelous new Sparks machine at your nearest Jobber. Positive Token payout from one to ten packs on winning combination; eliminates all controversies with Locations, gives you full profits you are entitled to.

Large size Reels, rugged mechanism which is removable from cabinet. 300 Ball capacity Gum Vender.

Nickel Model has Cigarette, Beer or Horse Race Reels, Jackpot optional for \$2.00 additional.

Penny play in Cigarette Style only.

SPARKS IS MASTERBUILT BY

## GROETCHEN TOOL COMPANY

130 N. Union Street, Chicago, Ill.



## Hotel Men Meet In Galveston

GALVESTON, Tex., Sept. 17.—Preparations were nearing completion here this week for the reception of the delegates to the American Hotel Association con-

vention, which opens on September 26 for a three-day program.

Clayton Rand, a well-known editor and writer, is scheduled to be one of the prominent speakers, and he will discuss public relations for hotels.

A travel symposium will be held, the Department of the Interior will have a travel exhibit and allied suppliers of the hotel trade will be well represented.

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500 CONSOLES  
and  
LATE ONE-BALLS  
Wire Quantity and Lowest Prices

**ONE BALLS**

CLASSIC ..... \$12.95  
RACING FORM ..... 19.95  
SPORTSMAN DeLUXE ..... 19.95

**SLOTS**

44 5c BLUE FRONTS, D. J. .... \$34.50  
LION HEAD ..... 24.50  
WAR EAGLE, 10c ..... 29.50  
F. O. K. SILENT ..... 19.50

**PHONOGRAPHS**

WURLITZER P-12 ..... \$69.50  
WURLITZER 312 ..... 89.50  
ROCK-OLA No. 2 ..... 69.50

SEEBURG RAYOLITE ..... \$139.50  
STEWART-McGUIRE 7-Col. Cig. Machines ..... 54.50

**GERBER & GLASS**  
914 DIVERSEY BLVD.  
CHICAGO, ILL.



**CARD-O-FUN GAMES**

Something NEW!  
Something DIFFERENT!!  
Something BETTER!!!  
IN  
Ticket Games

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Send for latest color circular on these Proven Money-Getters. Ask about our Newly Originated Protection on All Winning Numbers in Jar Tickets.

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PEORIA, ILLINOIS,  
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**SALESBOARD OPERATORS**

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**"DEALS"**

A column about new salesboard ideas, deals and personalities.

In the

**Wholesale Merchandise Department**

**THIS WEEK and EVERY WEEK**

**Munves' Weekly Specials**

Bally Reserve \$27.50 | Gay Time... \$30.00  
Airway ..... 19.00 | Silver Flash.. 17.50  
Beamlike ..... 15.00 | Ski Hi ..... 24.00  
Chico Baseb'l 18.00 | Stoner Baseb'l 14.00  
Carnival, Mercury, Vogue ..... \$12.00 Each  
Auto Derby, Long Beach, Power Play, Stoner Races ..... 9.00 Each  
1/3 Cash Deposit, Balance C. O. D.

**BARGAIN LIST FREE MIKE MUNVES**

145 Park Row, New York City.

**Fitzgibbons Has New Plan for Ops**

NEW YORK, Sept. 17.—While not disclosing any details, John A. Fitzgibbons, Eastern factory representative for the Bally Mfg. Co., states that the new confidential plan his firm is now ready to make its many customers is sure to interest all operators in the territory they cover, which extends from Maine to Maryland. "We are certain that this plan of ours will place all ops in an unusually fine position to earn greater profits," Fitz states.

"This plan has been in the making for a long time," he continued. "It has been purposely designed to enable the men to cash in on fall and winter business. We cannot make the details of this plan public as yet. That's why we are calling it a confidential plan. It is a deal between every individual operator and ourselves. We can assure the operators in all the States along the Atlantic seaboard from Maine to Maryland that they will agree with us that it is the best plan they have ever had presented to them at any time in the history of the coin machine business," he concluded.

**CMMA Show Pulls Trade Stimulators**

CHICAGO, Sept. 17.—Many of the manufacturers of salesboards, jar deals, tally cards and the like have contracted for exhibit space at the coin machine show of the Coin Machine Manufacturers' Association, to be held at Hotel Sherman, Chicago, January 18-19, 1939, says James A. Gilmore, secretary-manager of CMMA.

"There has been a decided upturn in this line of business in recent months and it is evident the industry has come to the conclusion that Hotel Sherman is home to the coin machine industry, and January 18-19, 1939, will be homecoming week for operators, distributors, jobbers and manufacturers; in fact, the entire industry," he declared.

Secretary Gilmore says the "after Labor Day" pick-up is already very much in evidence. New exhibit contracts are coming in as expected and there is a very noticeable spirit of optimism among the manufacturers of coin machines in the Chicago area, he said.

**Bally Bell Is In Production**

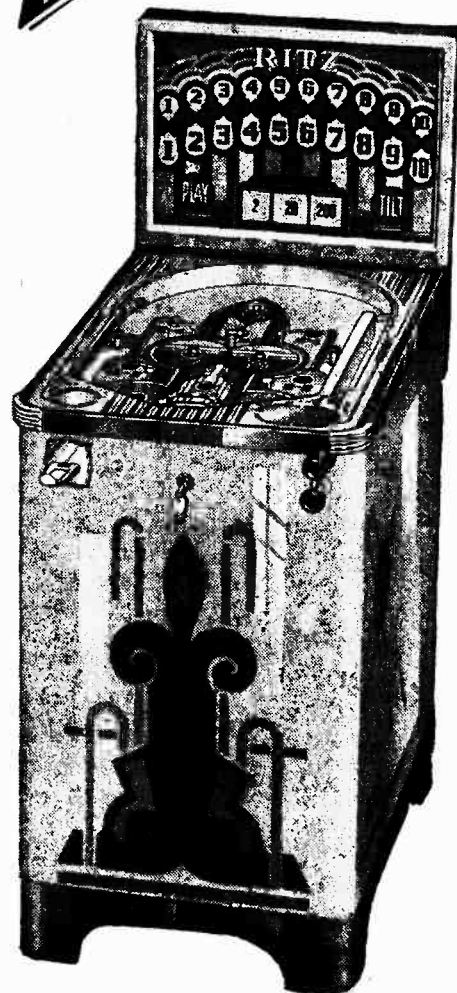
CHICAGO, Sept. 17.—Bally Mfg. Co.'s double-chute bell is now in full factory production, according to announcement by Ray Maloney, president of the concern. "Our Bally Bell output for the first few weeks," Maloney said, "will go to fill the many orders which have piled up since the show, when we first displayed the machine. Since that time we have subjected the Bally Bell to every conceivable test, both on location and in special testing shops which were set up solely to 'give the works' to every part and every piece of material used in the construction of the machine. Eight solid months of such tests prove beyond ques-



L. WALLING-JONES, of Automatic Machines, Ltd., Johannesburg, South Africa, looks over Bally Mfg. Co.'s new two-chute bell.

**RITZ**

HERE'S BEAUTY, QUALITY AND DISTINCTION, PLUS INTERESTING PLAY, SNAPPY ACTION AND SPLENDID PERFORMANCE.



*An Aristocrat by Stoner*

NEW! LEGAL! COUNTER SKILL GAME!  
**BINGO**  
A Magnet for Pennies



**ORDERS SPEAK**

**LOUDER THAN WORDS**  
MORE AND MORE OPERATORS AND JOBBERS ARE ORDERING AND REORDERING BINGO DAILY!

OPERATOR'S PRICE  
**ONLY \$17.50**  
TERMS:  
1/3 With Order  
Balance C.O.D.

Bingo is earning \$3.00 to \$5.00 weekly profit in most locations. Every operator should have 25 to 50 of these low-priced money makers.

**TAKE OUR TIP! ORDER BINGO TODAY!**

**D. ROBBINS & COMPANY - 1141-B De Kalb Ave., Brooklyn, N.Y.**

tion Bally Bell's ability to take the punishment of constant heavy play—and also proves that collections hit a new high in bell earnings. Bally engineers, leading distributors and many old-time bell operators have joined in stamping their final okeh on the machine.

"The operator buys only one machine, but gets two complete bells," Maloney added. "He asks the location for only a single-machine space, but actually installs two machines. Instead of losing the play of patrons who walk away when they see a machine monopolized, he gets the benefit of the full play-potential of each location. In fact, location experience proves that the double-chute feature actually gets more play than two separate machines placed side by side.

"Bally engineers, headed by John Wahl, deliberately started from scratch and built a new machine from the ground up—a machine in which the simplest, smallest part is designed and constructed to operate in absolute harmony with every other part. The

Class Will Tell

see

**DERBY TIME**

MULTIPLE PAY TABLE

Complete Stock and Parts.  
SILVER KING VENDORS

**AVON NOVELTY SALES CO.**  
2923 Prospect Ave., Cleveland, Ohio.

common sense of this method of building a bell is appreciated by every bell operator who spends five minutes inspecting Bally Bell."

# WE GIVE YOU CREDIT!

ALL YOU NEED DO TO GET CREDIT ON THE LATEST AND BEST MACHINES IS TO QUALIFY WITH GOOD BANK AND BUSINESS REFERENCES! GET THE GAMES OF THESE LEADING MANUFACTURERS! WRITE, WIRE OR PHONE TODAY!

**Chicoin SPOKES**  
Coming . . . Chico Marvel!

**Daval ODD BALL and TALLY**

**Exhibit REVIEW**  
Coming . . . Exhibit Buttons!

**Keeney MULTI-FREE RACES**  
Coming . . . Keeney's NEW FREE PLAY Game!

**GEORGE PONSER ORGANIZATION**

33 WEST 60th ST., NEW YORK CITY  
11-15 East Runyon St., NEWARK, N. J.  
1435 Bedford Ave., BROOKLYN, N. Y.  
900 North Franklin, PHILADELPHIA, PA.

## Robbins Busy With New Games

BROOKLYN, Sept. 17.—"Phone calls, telegrams, personal visits of jobbers and operators and numerous other business details are keeping us very busy," said Dave Robbins, head of the company bearing his name, located in Brooklyn. "It's getting so bad," continued Robbins, "that I am falling behind in detail work. Personal visits which I like are suffering because I keep people waiting while keeping those games going steadily out of the factory."

"The reason for it all is because our Bingo 1-cent counter skill game and Stoner's new Ritz novelty pin game are going over in a big way. These two games have met with a wonderful reception and we are simply flooded with orders. Our problem at this time is to keep our jobbers and operators satisfied with their shipments, as we find it difficult to catch up with our orders. We are pushing our factories for deliveries. We are really going to town with these two games and prosperity is here, not around the corner."

## New Ideas Move Slowly

The following quotation appears in The Saturday Evening Post, September 10, 1938, page 23f. It is from an article by Charles F. Kettering, well-known General Motors engineer. At a time when we are thinking about the need for new machines this will be an inspiring article to read in its entirety. It should also be read in connection with this week's editorial on "Factories."

"If all this is so, why don't we go out and get the new products and the new industries? We are doing some of that, but why not more? Why do we fail to make full use of our very best weapon for fighting unemployment, depression and the defeatism that lies behind so many of our current economic points of view and that threatens to freeze our industrial life at about the present level?"

"The answer I have been compelled to accept is that we do not know how to develop new industries. We haven't studied it much. We are great on administration and manufacturing, and we can whoop it up selling an established product. But when it comes to producing something altogether new we generally fumble and stumble, make crazy mistakes, spend money like water where it is certain to be wasted and fail to spend enough in other places where it would really do good. The result is that nearly always a long time elapses between the introduction of new products and the stage where their manufacture provides considerable employment. The tempo of life has changed tremendously of late. We seem to accustom ourselves to new things faster, and we burn up fads and fashions overnight and are always crazy for what is hottest off the griddle. . . ."

"I am trying to drive home the point that everyday human nature must also be understood and worked with, as well as economic forces, if we are to accomplish our purpose and get more and more new products successfully into the stream of production and use. We need to discipline ourselves to welcome constructive changes and not fight them with all the strength of vested habits."

## Automatic Sales Reports Biz Good

NASHVILLE, Tenn., Sept. 17.—From Joe Frank, head of Automatic Sales Co., Nashville, comes a bit of cheering news in that it reports a run of good business.

Says Frank: "Since the inception of our special sale, as announced in *Billboard*, we have received a surprising response that has continued steadily for several weeks. Inquiries came in heavily and a good proportion resulted in sales. Our tremendous stock of games of all types is gradually diminishing. However, there is still a choice selection of games of every type as well as a great stock of slightly used slot machine parts."

"The success of the Automatic Sales Co.'s special sale indicates that operators are buying. They only have to be told what is available and they will buy equipment. Perhaps a great part of the fine business enjoyed by our firm is due to the fact that each game shipped is sold on a "subject to inspection" basis with a refund guaranteed if the machine is mechanically defective as a result of Automatic Sales' carelessness or negligence."

## Atlas Improves Shipping Dept.

CHICAGO, Sept. 17.—To facilitate the handling of incoming and outgoing shipments, a platform 22 feet square and three feet high has been erected adjacent to the receiving and shipping departments of the Atlas Novelty Co., Chicago.

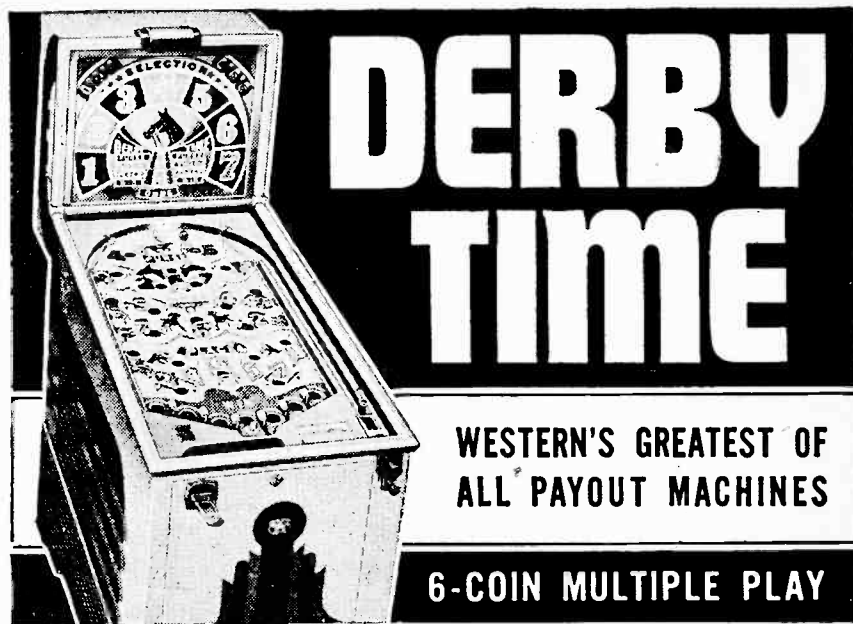
Morrie and Eddie Ginsburg report that they are proud of this addition and consider it another step forward in the complete modernization of offices and shops. "Primary reason for building the platform, of course, was consideration for operators who may now drive their trucks right up to the platform and have machines loaded without inconvenience or delay," said the Ginsburgs.

"With the completion of this new addition and with plans made for remodeling and installation of other improvements," Morrie and Eddie Ginsburg say, "we have signified our faith in a bright future. Business is going along at a brisk pace and all indications point to a favorable upswing this coming fall season," they concluded.

## Eddie Ginsburg Forced To Postpone Sales Trip

CHICAGO, Sept. 17.—Eddie Ginsburg, Atlas official, scheduled for a sales tour thru the Middle West, was forced to postpone the trip due to a minor operation (had a couple of teeth extracted). He is still undergoing treatment and expects to begin his tour soon.

Eve Ginsburg entertained with traditional hospitality when Florence Fine, daughter of Moe Fine, Romy Specialty Co., Toronto; Lawrence Drabkin, Romy manager, and a group of friends spent a short time in Chicago en route to California. They intend to tour the West before returning to Canada.



# DERBY TIME

WESTERN'S GREATEST OF ALL PAYOUT MACHINES

6-COIN MULTIPLE PLAY

ODDS MULTIPLY WITH EACH COIN PLAYED

SELECTIONS VARY WITH EACH COIN PLAYED

NEW SPINNING VISIBLE "COME ON" ODDS

WIN-PLACE-SHOW-PURSE PAYOUTS

ABSOLUTE MECHANICAL PERFECTION GUARANTEED

GUARANTEED MULTI-MASTER PAYOUT UNIT

BIG, MODERN CONSOLE-TYPE CABINET

ALSO AVAILABLE IN SINGLE COIN MODEL

IMMEDIATE DELIVERY ON BOTH MODELS

## WESTERN PRODUCTS CO.

925 W. NORTH AVENUE • CHICAGO, ILLINOIS

## SALESBOARD AND JAR GAME OPERATORS

JOBBERS DISTRIBUTORS

THE JAR GAME WITH PLENTY OF ZIP IS UNIVERSAL'S NEW "TAKE-A-TIP" YOUR PROFITS SOAR HIGH IF THIS JAR GAME YOU BUY. IT'S THE BEST OF THEM ALL . . .

**TAKE-A-TIP**

COMING SOON FROM

**UNIVERSAL MANUFACTURING CO.**  
104 EAST 8th ST., KANSAS CITY, MISSOURI

### WANTED TO BUY

|                          |                             |                       |          |
|--------------------------|-----------------------------|-----------------------|----------|
| Sport Pages              | Ray's Tracks, later serials | Arlington             | \$30.00  |
| Buckley Track Odds       | Dominole                    | Turf Champs           | 19.50    |
| <b>CONSOLES FOR SALE</b> |                             | Preview               | 12.50    |
| 1938 Skill Fields        | \$ 79.50                    | Center Smash          | 12.50    |
| 1938 Kentucky Clubs      | 149.50                      | Winner                | 12.50    |
| Derby Days               | 45.00                       | Mills 1-2-3           | 49.50    |
| Bang Tails               | 75.00                       | <b>NOVELTY TABLES</b> |          |
| Rosemont                 | 25.00                       | Bally Reserve         | \$ 35.00 |
| Red Head Track Times     | 110.00                      | Auto Derby            | 10.00    |
| Liberty Bells            | 45.00                       | Tops                  | 27.50    |
| Gottlieb Derby Day       | 49.50                       | Rock-Ola World Series | 125.00   |
| Dark Horse               | 45.00                       | <b>COUNTER GAMES</b>  |          |
| Paces Races              | 69.50                       | Stoner Champs         | 84.50    |
|                          |                             | Reel Spots            | \$8.50   |

CLEVELAND - CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.



### "BEAN 'IM"—A Popular, Legal Skill Game!

Everybody plays this legal coin operated game. Rich colors, illuminated electric score board. Opens up closed territories. Result of over forty years operating and manufacturing experience. Immediate delivery.

Only \$49.50  
**RISTAUCRAT MFG. CO., Kaukauna, Wis.**





# NATIONAL'S BARGAIN COLUMN

## PAYOUTS

|   |                                  |
|---|----------------------------------|
| Mills 1-2-3, factory rebuilt... \$89.50 | Rover, same as Preakness \$23.00 |
| Fairgrounds... 65.00                    | Classic, tckt. 22.00             |
| Fleetwood... 60.00                      | Golden Wheel 21.00               |
| Gottlieb's Multiple Races... 64.50      | Foto Finish 20.00                |
| High Card... 20.00                      | Latonia... 20.00                 |
| Ticket... 35.00                         | Daily Races 18.00                |
| Arlington... 30.00                      | Bluebird... 10.00                |
| Preakness... 29.00                      | Bally Multiple 8.00              |
| Derby Day... 29.00                      | Queen Mary 8.00                  |
| High Card... 27.00                      | Peerless 7.00                    |
| Turf Champs 24.00                       | Bonus... 7.00                    |

## NOVELTY GAMES

|                                |                      |
|--------------------------------|----------------------|
| Daily Dozen Reserve... \$39.00 | Tops... \$20.00      |
| Bally Reserve... 39.00         | Silver Flash 20.00   |
| Jungle... 37.50                | Hare 'n' Hound 19.00 |
| Snappy... 35.00                | Genco Football 15.00 |
| Swing... 35.00                 | Outboard... 10.00    |
| Cargo... 31.00                 | Chico Derby 9.00     |
| Bally Zephyr 29.00             | Double Action 9.00   |
| Bull's-Eye... 27.00            | Ricochet... 7.00     |
| Alrway... 24.50                |                      |
| Bobs... 20.00                  |                      |

## CONSOLES

|  |
|--|
| Gottlieb's Derby Console, 9-coin head, new... \$110.00 |
| Galloping Dominos... 80.00                             |
| Paces Races, 20-1 odds, black cabinet... 69.50         |
| Jennings Liberty Bell, slant top... 55.00              |
| Jennings Liberty Bell, flat top... 45.00               |
| Keeney Dark Horse... 49.00                             |
| Turf Special... 45.00                                  |
| De Luxe Bells... 29.50                                 |

## SLOTS

|  |
|--|
| Mills Blue Front, S. J., 5c... \$45.00       |
| Mills Blue Front, S. J., 10c... 45.00        |
| Mills Blue Front, D. J., 5c, 10c... 42.00    |
| Mills War Eagle, 5c, 25c... 25.00            |
| Mills F. O. K. Escalator... 19.00            |
| Jennings Chief, 5c, 10c, 25c... 38.00        |
| Watling Rola-Top, 10c, front vender... 22.00 |
| Paces All-Star Comet, 10c... 28.00           |
| Safe Stand... 5.00                           |

## COUNTER GAMES

|                                      |                       |
|--------------------------------------|-----------------------|
| Ginger, late model with base \$17.50 | Bell Slide... \$ 7.50 |
| Daily Races, Jr. \$11.50             | Reel Spot... 6.50     |
| Gottlieb's Triple Grip... 10.50      | Bally Nugget... 5.00  |
|                                      | Reel Dice... 5.00     |
|                                      | Reel Races... 5.00    |

|  |
|--|
| Rotary Merchandiser... \$55.00                 |
| Bally Eagle Eye Rifle... 65.00                 |
| Skill Roll Bowling Game, floor sample... 79.00 |

TERMS: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

First With the Latest New Games. Get Your Name On Our Mailing List.

**National Coin Machine Exchange**  
1407 DIVERSEY BLVD., CHICAGO.

## New Daval Games Click, Says Ponsor

NEW YORK, Sept. 17.—With interest in Odd Ball, Daval's new five-ball novelty game, and Tally, the new counter game of the firm, at fever pitch, George Ponsor reports business is really humming both in his main office here as well as in the branch offices of his firm in Brooklyn, Newark and Philadelphia.

"Both of these games have the money-making ability operators have been needing for some time," Ponsor stated. "The fast and fascinating action of Odd Ball makes it one of the outstanding novelty games of the fall season. This is the first game we've had for which the demand was so great that we purchased the entire week's production of the Daval factory. It looks as tho this game is bound to be the sales hit of the year for us."

"Tally is also writing a new chapter in counter games sales for us," he continued. "Daval is to be congratulated on this new game, for it even outshines its previous counter game successes. Tally features the reserve, jackpot, intermediate payouts, separate cash boxes and coin dividers. It has the famed swivel turntable, and the play features numerous reels that are unusually easy to understand. The modernistic cabinet and quality construction of this game mark it for a long run. The record it has been hanging up on test locations is so phenomenal that we believe every operator who can feature this type of equipment will discover it to be the money-maker of the year."

## Oriole Issuing More P.-S. Scrip

BALTIMORE, Sept. 17.—The demand for Oriole scrip distributed under the firm's profit-sharing plan is spreading at such a rate, according to officials of the Oriole Coin Machine Corp., that the firm has been forced to make up a large quantity of new scrip books. "We've set aside a special department to take care of the profit-sharing plan," Eddie Ross, head of the firm, stated.

"The men in our organization are mighty proud of this plan," he continued. "It has been meeting with a great deal of praise from our customers. This plan really gives them the chance of sharing in the profits made by our firm. It offers them the chance to obtain any one of the beautiful premiums displayed in our offices here and others contained in our catalog at no expense whatsoever."

"After a trip to our Washington, Pittsburgh and Buffalo offices I can truthfully state," Ross concluded, "that our customers in each one of these cities are just as pleased with the profit-sharing plan of ours as are our customers here in Baltimore. All of them seem to realize that we are one firm that believes that a close business relationship can only be built on a strong friendship basis. What better way is there to make our customers our friends than to enable them to share in our profits."

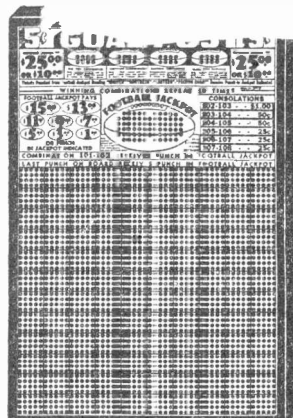
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## FOR BIGGER PROFITS!

THE BIGGEST MONEY-MAKING FOOTBALL BOARD EVER MADE

— GOAL POST —

|                      |            |
|----------------------|------------|
| No. 2402             | 2400 Holes |
| Takes in             | \$120.00   |
| Average Payout       | 53.79      |
| Average Gross Profit | \$ 66.21   |

PRICE \$4.94 EACH

Board Filled With Popular Tip Combination Tickets.  
NEW LOW PRICES ON THICK AND SEMI-THICK BOARDS  
**HARLICH MFG. CO.,** 1413 W. Jackson Blvd., Chicago, Illinois.

## Proven Money Makers EXHIBIT BUTTONS EXHIBIT REVIEW

Used Special 1937 RED HEAD TRACK TIMES \$114.50

**AVON NOVELTY SALES CO.**  
2923 Prospect Ave., Cleveland, Ohio.

## USED BARGAINS

|   |
|---|
| 1 Sport Page, Used 6 Weeks... \$100.00                          |
| 1 Bally Reserve, Used 2 Weeks, Latest Model... 45.00            |
| 3 Watling Rolotop Mystery Ga. Serial 64618-73416-73021... 27.50 |

COUNTER GAMES.

|                               |
|-------------------------------|
| 1 Bally Millwheel... \$ 10.00 |
| 1 Bally Ponies... 20.00       |

These Machines Are Guaranteed to Satisfy. 1/3 Deposit, Bal. C. O. D.

**JAMES SCOTT**  
HUNTSVILLE, TEX.

## SPECIAL PENNY PITCH GAME \$15.55

1, 3 or 5 JACK POTS. Size 48x48. VALUE \$35.00.  
**SOL'S MFG. CO.**  
283 Smith Street, Providence, R. I.



MEET FRED IVERSON, sales manager of Seaboard Sales, New York. Bert Lane says: "That faraway look in Iverson's eyes denotes his joy over the great new plans being made by our fast-stepping firm."

## Barron's Starts Wall Street Story

Beginning with the September 12 issue, Barron's financial weekly started a series of articles on "Who Wins in Wall Street?" The first in the series contained the important information that big investors sold ahead of the market fall and bought ahead of the rise in 1936. Similar practice was continuing in 1937, it said.

The SEC is compelling "insiders" to give data on their stock transactions, but this information reaches the public about five months later, the article stated.

Thus small gamblers on the stock market cannot get the tips from "insiders" such as the high executives of corporations or how they are trading until it is too late to profit by the tips.

The article suggests that "if the insiders were compelled to report their transactions daily, or at least weekly, and the SEC speeded up the publishing of the data" the position of the small outside gambler might be improved.

## \$400 Monthly Income from PENNIES!



Dropped Daily Into the **HAMILTON** Person Weighing SCALE (New 8th Anniversary Model) You can't beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first "Hamilton" at our special introductory price, pick the right spot for it and compute the "net" on the basis of your own test. Any town, large or small, will produce \$4 or better average monthly profits per scale. Experience unnecessary. We give you all the suggestions needed for successful operation. Nothing To Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.  
**WRITE FOR THE FACTS TO**  
America's Largest Exclusive Makers of Person-Weighing Machines.  
**HAMILTON SCALE CO.**  
Dept. B, 1910 Vermont Ave., Toledo, O.

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## Rock-Ola 3-Ups Are Going Well

CHICAGO, Sept. 17.—Labor Day just about winds up our Northern resort season, an operator in Minnesota told us, said a Rock-Ola representative, that is, so far as summer spots are concerned. Naturally, said the op, we'll entertain vacationists here until winter sets in. Some resort spots will be closed soon and I imagine many operators are wondering what to do with their equipment. I certainly hope they have as little concern about the successful future of them as I have. For instance, Rock-Ola's one-shot payout 3-Up has been tremendously popular this summer here. I exchanged the extra light-up panel and award chart for the panel with horse-race symbols and now have a brand-new game called Across the Board. I know these games are still great at pulling the nickels so I've already arranged to move those in arcades and outdoor spots to indoor locations. I've a strong hunch they're going to be as big money makers all winter as they have this summer.

From another part of the country, down south, repeat orders for 3-Up are coming in to the Chicago factory because the banner season for the South will soon begin. Many operators are planning to extend their routes for the coming season, said Rock-Ola execs.

Says Jack Nelson, vice-president of Rock-Ola, "It's the same all over the country—operators appreciate our 3-Up and Across the Board game. The table includes every feature that makes a game popular and successful, and in addition it adds a free light-up panel and award chart which so varies the game that it is kept fresh and new all the time."

## Political War Is Cause of Trouble

*Editor's Note: The following letter from a distributor is personal, and yet it is so suggestive of political and other problems facing the trade that it is published for general reading—with all identifying marks eliminated.*

"To the Editor: Our territory has been down for about three weeks now and we are not placing even a peanut machine at the present time.

"We are contemplating a case in court around the first of October and I want you to look up every legal decision you have pertaining to novelty pinball games with prizes. There is a political war going on here and of course we are put right in the middle of it. I am mailing you under separate cover one of our local papers so you can see the situation.

"If you notice, we have been running several ads in *The Billboard* and are disposing of all our equipment so that we can start over fresh when the time comes.

"Will appreciate your giving this your prompt attention. I will be in Chicago in a few weeks and I will come in to see you, as I am sure you can give me some suggestions that may do good here. Hoping this finds you enjoying the best of health, I await your prompt reply.—N. T., September 14, 1938."

# MONEY S-T-R-E-T-C-H-E-S

... to three and sometimes four times its value at **ORIOLE!** That's the kind of **BUYS** that **ORIOLE** has become famous for among all smart operators! Make your money **STRETCH** out in **VALUE**—write for **ORIOLE'S** latest price list **TODAY!** Your money will **ALL-WAYS** go further if you'll . . .

## NEXT TIME TRY... ORIOLE

COIN MACHINE CORP.  
Oriole Bldg., BALTIMORE MD.

—ALSO AT—  
Pittsburgh • Washington • Buffalo

## PENNY ARCADES AMUSEMENT MACHINES

GRANDMOTHER'S PREDICTIONS,  
ESMERALDA'S PROPHECIES,  
PRINCESS DORALDINA,  
16 Kinds, Per 1000 Collated  
In Colors. **80c** F. O. B. N. Y. 1000 to  
Package,  
In Quantity, Immediate Delivery.  
We Make All Kinds of Fortunes.  
No Orders Shipped Without a Deposit.  
SEND TO WILK PRINTING CO., INC.  
118 West 22nd Street, New York.  
PHOTOGRAPHERS—Folders, 4 for 10c Pic-  
tures, \$1.00 per 100.

## Atlas Optimism For Biz High

CHICAGO, Sept. 17.—With the introduction of a number of new models in counter and novelty type games, Atlas Novelty Co., Chicago, reports a marked rise in sales. "The first few weeks of September have indicated that there is a large volume of business available," they say.

Says Morrie Ginsburg: "It takes not only new equipment, but games with a definitely different appeal to start operators buying. The new machines we are offering now, together with the type of service we have continually offered, have started a buying wave among our customers. It has proved that conditions are made rather than born. In other words, there are no clouds on the coin machine business horizon that cannot be swept away by the application of thought and originality in the manufacturing and distribution of coin-operated equipment."

## INSPIRE IMITATIONS! DAVAL MFG. CO., 315 N. HOYNE, CHICAGO



### ANOTHER TWO HITS

**SNOW WHITE**  
2100 Holes  
Tip Tickets  
127 Winners  
Takes in \$105.00  
Average  
Payout - 54.35

PROFIT - \$50.65  
PRICE - \$ 4.60

**BALLOT BOX**  
720 Holes  
Tip Tickets  
Takes in - \$36.00  
Average  
Payout - 19.44

PROFIT - \$16.56  
PRICE - \$ 2.20



**GLOBE PRINTING CO.**  
1023 Race St., PHILADELPHIA, PA.



## BABY CIGARETTE MACHINES

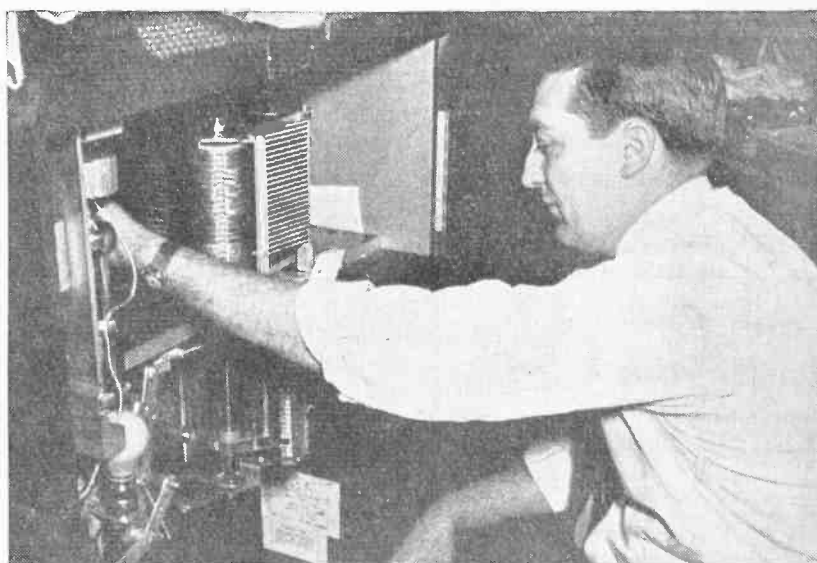
The Smallest and Fastest Money-Making  
Counter Game on the Market Today.  
(Size 6"x5"x7")

**\$12.75 EACH (With Chain)**

Terms: 1/3 Deposit, Balance C. O. D.

Cable Address: "Idealco."  
Phone: Garfield 0072.

**IDEAL NOVELTY CO.** 1518 MARKET ST.  
ST. LOUIS MO.



DON PLANT, A SKILLED MECHANIC who helped build the first Wurlitzer phonograph. He is in charge of the final test and packing departments; can solve any service or inspection difficulty.

ADVERTISE IN THE BILLBOARD — YOU'LL BE  
SATISFIED WITH RESULTS

**AMERICA'S LARGEST DISTRIBUTORS**

**THE HOUSE OF FRIENDLY PERSONAL SERVICE**

## ATLAS

### THIS WEEK'S SPECIAL BALLY ENTRY

4-coin Multiple Paytable De Luxe Cabinet With Base.  
**\$39.50**

#### COUNTER GAMES

|                                    |         |
|------------------------------------|---------|
| Ginger, 1c or 5c                   | \$19.50 |
| Sparks, 5c play                    | 22.50   |
| Daval Bell Slide                   | 9.50    |
| Reel Gripper                       | 11.50   |
| Dixie Dominoes                     | 8.50    |
| Track Reel, new                    | 12.50   |
| Sum Fun, new                       | 10.00   |
| Daval Gum Vender, with fruit reels | 12.50   |
| Gettchen High Stakes               | 9.50    |
| Mills Races                        | 3.50    |
| Gottlieb Daily Races, Jr.          | 13.50   |
| Buckley Bones, 5c                  | 22.50   |
| Bally Reliance, 25c                | 18.50   |

#### CONSOLES

|   |          |
|---|----------|
| Bally Favorite                          | \$ 57.50 |
| Mills Rio                               | 79.50    |
| Saratoga                                | 43.50    |
| Bally Saddle Club                       | 89.50    |
| Jennings Derby Day, used 30 days        | 84.50    |
| Bally Teaser                            | 39.50    |
| Keeney Kee Bell, Red Head               | 134.50   |
| Western Fast Track                      | 41.50    |
| Kentucky Club, 1938                     | 159.50   |
| Dark Horse                              | 52.50    |
| Paces Races, Brown Cabinet, late Serial | 169.50   |
| Exhibit Silver Bell, 7-coin             | 59.50    |
| Jennings Liberty Bell, flat top         | 59.50    |
| Buckley Long Shot                       | 157.50   |

#### PAYTABLES

|                             |         |
|-----------------------------|---------|
| Fleetwood                   | \$89.50 |
| Fairgrounds                 | 69.50   |
| Big Race                    | 87.50   |
| Gottlieb Derby Day          | 27.50   |
| Mills 1-2-3, latest model   | 79.50   |
| Ak-Sar-Ban, multiple payout | 67.50   |
| Quinnella, 7-coin drop head | 79.50   |
| Gottlieb Football           | 27.50   |
| Garom                       | 17.50   |
| Flasher                     | 87.50   |

#### PHONOGRAPHS

|                                   |         |
|-----------------------------------|---------|
| Rock-Ola Rhythm Master 16 records | \$92.50 |
| Wurlitzer #12                     | 84.50   |

Write for prices on sensational new Novelty and Counter Games now in production, also our new price bulletin on complete line of reconditioned Paytables, Phonographs, Counter Games, Novelty Games, Consoles and Slot Machines.

Terms: 1/3 Deposit with order, Balance C. O. D.

### ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago.  
Branches — Pittsburgh, Pa.;  
Miami, Fla.  
Cable Address Atnovco.

## Western Products' Latest—Derby Time

(New Game)

CHICAGO, Sept. 17.—Jimmy Johnson, official of Western Products, Inc., has announced the release of the latest Western game, Derby Time. Derby Time, according to report, incorporates a number of new features, both in its play and in its mechanics, and makes an unusual appeal to players for this reason.

Said Western officials, "The game is built into an extremely colorful and attractive console type cabinet with a brilliant and active backboard in which are spinning odds reels and light-up selection numbers. Play is simple but highly intriguing due to the multiple character of the game. Six coin multiple play permits the odds to multiply with each coin played. Each coin inserted into the coin chute also varies the selections, as many as seven being lit up at a time. Spinning visible 'come on' odds add further attraction, as the player can see just how close he came to a big award.

"The player has four opportunities to win on the playing field, it being divided into four award sections, one for purse award, one for show, one for place and one for win. All mechanisms are perfectly made and guaranteed. The payout action is positive by means of the new Western Multi-Master payout unit."

Johnson advises that Derby Time is available in a single coin as well as the multiple coin model and that both are in production and shipment at this time.

## Export Biz Has Orenstein Dizzy

NEWARK, N. J., Sept. 17.—The amount of business being handled by the Hercules Machine Exchange, Inc., has Irving Orenstein all in a whirl these days, he reports. "The way machines are being purchased by European countries is entirely different from the way that they used to be bought a few years back," Orenstein stated. "In the old days when we got an order from London or Paris we were forced to dig around for a lot of old machines that we could no longer use here. Today, however, it is not unusual for us to send out prices for reconditioned machines to the local market and get a cable from some foreign firm to send all we have.

"In the past few weeks," he went on, "we've been hard pressed to fill the demand for machines that foreign countries are ordering from us. Londoners know as much about these machines as we do here. Since we've always made it a policy to satisfy our customers, we're actually working harder getting the games our customers want than we've ever worked before.

"The war scare has not affected the demand for machines so far," Orenstein declared. "In fact, it looks like this year is going to be a record-breaker for us as far as our export business is concerned."

## Profits

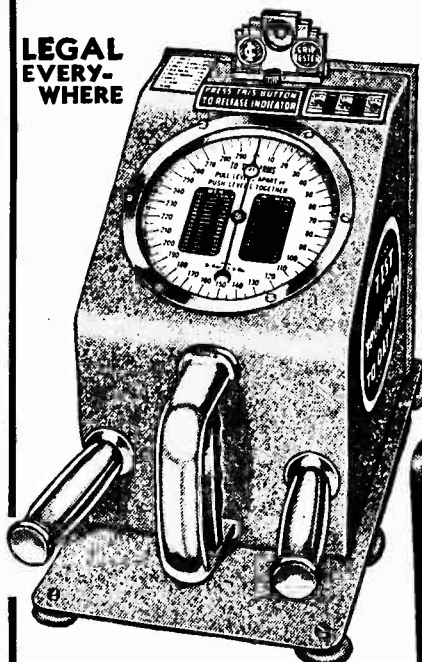
"Almost unnoticed the Treasury Department figures appeared several weeks ago on corporation returns for 1936. There were 530,779 filed, of which 203,162 reported net income of \$9,477,980,000; 276,695 reported a deficit of \$2,156,055,000, while 51,922 were inactive.

"Net income minus the deficit amounted to \$7,321,925,000, from which there was \$1,191,389,000 in federal taxes to be subtracted. Income after taxes totaled \$6,130,536,000. Since gross for all companies was \$132,278,820,000, the net after taxes was 4.6 per cent, which was equal to 1928 and only one-tenth of 1 per cent under 1929. It is interesting to note further that the return of the companies reporting net income was at the rate of 9 per cent on their gross.

"And, contrary to widespread belief that business was not showing normal profit on the volume done due to taxes and other restrictive measures, gross income in 1936 was 17.6 per cent under 1929 and profits after taxes 18.7 per cent lower. With the same dollar volume profits might readily have exceeded those of 1929."—The New York Times.

## YOUR ENTREE TO NEW PROFITS!

LEGAL EVERYWHERE



## INDIAN DICE

NEW SUPER-COUNTER GAME

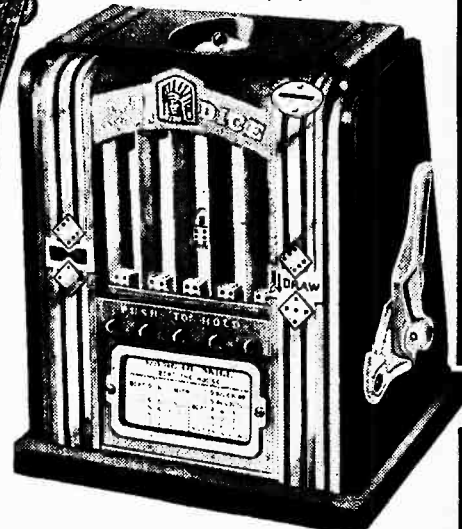
Lets you in on the big spending on counter dice gives you profits that shams old cup dice! Automatic, no clerk needed... foolproof, no palmed dice or other sharpers' stunts... real come-on, odds 2-1 to 20-1, indicated on award card! 2 shakes per game... Aces wild! "House point" comes up as coin is inserted... dice shake automatically... player then pushes studs to hold dice he chooses... presses draw lever for second shake! Radio type cabinet, bug-proof mechanism, fascinating action, superfeatures!  
**COMBINATION 1c, 5c, 10c and 25c SLOT. \$24.50**

GOING STRONG! DeLuxe 3-Way Strength Tester \$19.50

## NEW DUO-GRIP TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER!

Gives you a double grip on new big profits! Besides testing strength of Push, Pull and Grip, CIGARETTE REELS spin with each play... winning symbols entice player to awards according to award card! Has button indicator release; non-clog slot, last coin visible, with button release; chrome handles and trim; Bell adjustable to ring at any number; tension adjustable to suit location; anti-tilt; separate cash box; sure-grip 8 suction cup base and other top-notch features. Also available with fruit bell symbols or numbers, COMBINATION 1c, 5c, 10c SLOT.

**\$24.50**



IMMEDIATE DELIVERY

**D. GOTTLIEB & CO.**  
2736-42 N. Paulina St. CHICAGO

## Evans Markets Radio Tyme Clock

CHICAGO, Sept. 17.—Evans Novelty Co., of Chicago, has released a new item which will find much usage. The new item is called the Radio Tyme Clock. The clock is designed to turn off electrically operated equipment at any time desired.

Said an Evans spokesman: "It is more than just a clock. It does double duty. In addition to accurate timekeeping it will switch on or off a radio, refrigerator, lights or any electrical appliance whenever desired. Every home needs one—many unthought-of uses will be found for it.

"It is of beautiful modern design with a gold face. Mexican marble finish in a choice of three colors makes it the biggest clock value on the market."

## New England

BOSTON, Sept. 17.—Tom Bestor, New England Wurlitzer service man, back in town following his vacation to Buffalo—and finally bringing his wife to this "neck of the woods."

Leo B. C. Fox and Joseph Greene, of the Hub Automatic Sales, Boston and Portland, returned to Eastern New England after a business-pleasure trip to the Wurlitzer factory at North Tonawanda and a stay at Buffalo.

George J. Scarfo, manager of J. V. Fitzpatrick Co., Boston, back from his vacation on the south shores of Massachusetts, sun-tanned to a tropical hue in spite of a week of bad rainfall that cut his two weeks into a disconcerting rest period.

Ida Shapiro, who left a secretarial position to be Mrs. Philip Kalick, apparently still has the coin machine row itch in her blood. Since her marriage on May 31 she has made several visits to her former company.

## SPECIALS IN GUARANTEED MACHINES

|  |          |
|--|----------|
| Columbia Bells (like new)                          | \$ 54.50 |
| Bally Baby   |          |
| Cigaret Machine, new                               | 12.75    |
| Turf Time  | 17.50    |
| Magic Clock  | 4.00     |
| Official Sweepstakes                               | 8.00     |
| Bing-A-Deer  | 149.50   |
| Check Rays   |          |
| Tracks   | 95.00    |
| U-Pop-It Pop Corn Machine (Fl. Sample, never used) | 117.50   |
| Model, 318, 418, & 618 Wurlitzers                  | Write    |
| Mills Studio                                       | 237.50   |
| Billy Jumbo  | 9.95     |
| Bally Bonus  | 9.95     |
| Bally Multiple                                     | 15.00    |
| Bally Snappy                                       | \$12.50  |
| Buckley Combination                                | 9.95     |
| Foto Finish  | 27.50    |
| Gottlieb Long Shot                                 | 12.50    |
| Deluxe Sportsman                                   | 19.50    |
| Mills Clockers                                     | 22.50    |
| Mills Big Racers                                   | 65.00    |
| Mills Railroads                                    | 18.00    |
| Model "B" Traffic                                  | 7.00     |
| Mills Melon Bells                                  | Write    |
| Mills Cherry Bells                                 | Write    |
| Mills Blue Fronts                                  | 50..     |
| Mills Blue Fronts                                  | 49.50    |
| Mills Blue Fronts                                  | 44.50    |
| Mills 5c QTs.                                      | 42.50    |

TERMS: 1/3 With Order, Balance C. O. D.

**THE VENDING MACHINE CO.,**  
205-15 Franklin St., Fayetteville, N. C.

## Can't Rob Slots To Regain Money

LOS ANGELES, Sept. 17.—A Superior Court judge here ruled that it is not legal to break a slot machine in order to regain money that had previously been played into the machine. He pronounced the defendant guilty of second-degree burglary.

The defense attorney, who made the defense that because slot machines are illegal it is not illegal to "rob" them, says he will appeal the case. Hearing has been set for September 16.

*truly amazing*

# VANAK

### SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your Jobber or write:

**A. DALKIN CO.**  
4311-13 Ravenswood Ave., Chicago.

### — SPECIALS —

| NOVELTY GAMES  |          |
|----------------|----------|
| Daily Dozens   | \$42.50  |
| Bally Reserve  | 42.50    |
| Boo Hoo        | 15.00    |
| Long Beach     | 15.00    |
| Jig Joy        | 17.50    |
| Vogue          | 22.50    |
| Outboard       | 15.00    |
| Replay         | 10.00    |
| Speed          | 17.50    |
| Dux            | 22.50    |
| Auto Derby     | 12.50    |
| AUTOMATICS     |          |
| Pikes Peak     | \$24.50  |
| Golden Wheel   | 24.50    |
| Trap Lite      | 22.50    |
| Entry          | 49.50    |
| Turf Champs    | 27.50    |
| Flicker        | 17.50    |
| Multiple       | 12.50    |
| Hialeah        | 17.50    |
| Latonia        | 19.50    |
| Flasher        | 67.50    |
| Pamco Plugs    | 12.50    |
| Rnd Wor'd      | \$10.00  |
| Homestretch    | 12.50    |
| Chico Derby    | 15.00    |
| Chico Express  | 17.50    |
| Track Meet     | 22.50    |
| Stoner's Races | 19.50    |
| Home Run       | 10.00    |
| Scoreboards    | 12.50    |
| Daytona        | 12.50    |
| Football       | 18.50    |
| Roll Over      | 10.00    |
| CONSOLES       |          |
| Dark Horse     | \$ 57.50 |
| Ray's Tracks   | 82.50    |
| Ky. Clubs      | 167.50   |

Send for Complete List of Phonographs, Slots, Counter Games. Terms: 1/3 With Order, Balance C. O. D.

**AUTOMATIC AMUSEMENT CO.,**  
1000 Pennsylvania St., Evansville, Ind.

ADVERTISE IN THE BILLBOARD —  
YOU'LL BE SATISFIED WITH RESULTS



# GENCO'S De Luxe FREE PLAY GAME TRIPLE PLAY

Cash stays in the machine—the player "pays off" the awards. Besides intermediate rewards a large reward of from 12 to 20 (at operator's option) is given. De Luxe in size and appearance, TRIPLE PLAY is a gold mine on all locations.

**\$114<sup>50</sup>**  
F. O. B. CHI.

## GENCO INC.

2619 N. Ashland Ave.  
CHICAGO, ILL.

SEABOARD SALES Inc.  
619 Tenth Avenue,  
New York.

Eastern Direct Factory  
Representative. See  
BERT LANE for Triple  
Play.

COIN AMUSEMENT SUPPLY, LTD., LONDON, ENGLAND, GENCO'S  
DISTRIBUTOR FOR THE BRITISH ISLES.

## Long Run Assured On Triple Play

CHICAGO, Sept. 17.—"Operators' demand for Triple Play, recent Genco release, has shown no signs of abating," says Dave Gensberg, Genco official.

"Our distributors continue to bombard us with requests for quantity shipments of Triple Play," he said. "This is a definite indication that the popularity of Triple Play will indefinitely lengthen the production run. Operators have been able to find many new outlets for their activities as a result of the free game character of the game. It has proved a powerful attraction for a flood of coins both on new and old locations.

"Old locations are revived by the play-pulling features of the game. One attraction is that the player receives his award in free plays. The fascination of play combined with the brilliant coloring and arrangement of the machine provide an unbeatable attraction to players. The simplicity and mechanical perfection of Triple Play at its surprisingly low cost offer an unbeatable game to the operators.

"We have heard that operators are especially receptive to the game because it not only has increased location play but has increased revenue since players are prone to play off awards in an attempt to build them up and consequent interest in more playing results."

## Chi Coin Releases Its Chico Marvel

(New Game)

CHICAGO, Sept. 17.—"All records on test locations were broken," reports the Chicago Coin Mfg. Co. of its latest novelty game, Chico Marvel.

"Amazing and gratifying as this is," commented Sam Wolberg, official, "we would have been disappointed had the game done any less. We have produced a machine in Chico Marvel the like of which has never before been made, either by us or any other manufacturer. Our confidence in its ability to reap a harvest on any location has certainly been justified by its performance in tests.

"Chico Marvel has what we term a thinking, almost human action," continued Wolberg. "We have incorporated a color detector which detects the color of the balls and registers the color on the backboard. It is this mysterious action which intrigues and holds the players longer at any individual time and will prove more profitable over a longer period of time.

"The game itself is well constructed, according to the policy of the Chicago Coin Mfg. Co., and the tests have proved its ability to stand up under the abnormally heavy play. On one location Chico Marvel got twice as much play in three days as previous machines of the latest types received in a week. It speaks well for the machinery 'innards' as well as the appeal of Chico Marvel," said Wolberg.



## DEUCES WILD and LUCKY PACK EQUIPPED WITH BALL GUM VENDOR.

List Price \$27.50 — Sample \$22.50  
LOTS OF 10 — \$18.75 EACH.

10 DEUCES WILD **\$17.75**  
and  
10 LUCKY PACKS **\$17.75**  
Each.  
Used Less Than 2 Weeks.

GOTTLIEB'S DUO GRIP  
Available for Immediate Delivery. Write for  
Jobbers' Price.

The Machines Listed Below Are Slightly Used  
and Like New, and are Offered Subject to  
Prior Sale.

| CONSOLE MODELS                          |         |
|---|---------|
| Slightly Used and Like New.             |         |
| 1 Jennings Derby Day                    | \$45.00 |
| 2 Pacific Dominole                      | 25.00   |
| 1 Galloping Domino, Check Sep., 1866    | 90.00   |
| 1 Exhibit Jockey Club, Single Slot Sel. |         |
| Console                                 | 35.00   |

| 5-BALL NOVELTY GAMES |         |
|----------------------|---------|
| 8 Bally Reserves     | \$35.00 |
| 1 Bally Zephyr       | 22.50   |
| 1 Bally Bulls Eye    | 27.50   |
| 1 Naval Speed        | 10.00   |
| 1 Mills Tournament   | 15.00   |
| 1 Lights Out         | 10.00   |
| 1 Bally Booster      | 8.00    |
| 1 Happy Days         | 10.00   |
| 1 Fire Ball          | 8.00    |
| 1 Auto Derby         | 10.00   |
| 1 Batter Up          | 9.00    |
| 1 Ricochet           | 10.00   |
| 1 Running Wild       | 10.00   |
| 4 Stookys            | 12.50   |
| 1 Double Track       | 35.00   |
| 2 Stoner Races       | 10.00   |
| 1 Stormy             | 12.50   |
| 1 Track Stars        | 10.00   |
| 1 Great Guns         | 8.50    |
| 1 Mercury            | 12.50   |
| 1 Keen Keen          | 10.00   |
| 1 Equalite           | 8.00    |
| 1 Daytona            | 10.00   |
| 1 Around the World   | 10.00   |
| 1 Dux with Meteor    | 15.00   |
| 1 Poko Lite          | 8.00    |

| 1-BALL PAYOUT                       |         |
|-------------------------------------|---------|
| 3 Bally Racing Forms                | \$15.00 |
| 1 Jennings Super Charger            | 60.00   |
| 1 Golden Wheel                      | 15.00   |
| 1 Pamob Chase                       | 7.50    |
| 2 Caroms                            | 10.00   |
| 1 Jennings DeLuxe Sportsman, 1-Ball | 20.00   |
| 2 Golden Wheels                     | 17.50   |

| COUNTER GAMES   |          |
|---|----------|
| 10 Jennings Grand Stands, 5c, Each                              | \$13.50  |
| 3 Deuces Wild F. S.   | 18.00    |
| 3 Lucky Packs F. S.   | 18.00    |
| 1 ESKIMO RIFLE GAME, Used 8 Weeks, with 10,000 Bullets, Perfect | \$150.00 |
| 2 SEEBURG RAYOLITE, Serials Over 2000, Perfect                  | 125.00   |

| PHONOGRAPHS  |         |
|--|---------|
| 3 Wurlitzer 10 Rec., Single Slot, perfect              | \$35.00 |
| 1 Symphonola, 5 and 10c                                | 40.00   |
| 2 Mills Dance Masters                                  | 30.00   |
| 1 Wurlitzer 412  | 80.00   |
| 1 Wurlitzer P-12                                       | 59.50   |
| 1 Gabel Jr.  | 25.00   |
| 2 Mills Troubadours                                    | 22.50   |
| 2 Mills Deluxe Dance Masters                           | 42.50   |
| 1 Rock-Ola No. 1                                       | 45.00   |
| 1 Gabel Charme, 12 Record                              | 70.00   |
| 2 Paces Races, Check Separator, 5c Play, No. 3364-4074 | \$80.00 |
| 1 Paces Races, Cash Pay, 5c Play, No. 3838             | 80.00   |
| 2 Paces Races, Cash Pay, 5c Play, No. 1809-1959        | 75.00   |
| 3 Rays Tracks, Check Separator, 4571-4545              | 70.00   |
| 3 Bally Rolland, 5c Play, Dice Game, Counter Model     | 12.50   |
| 1 Genco Skill Roll, Free Slot Bowling Alley, Like New  | 65.00   |

Prices above effective September 17, 1938. Write for prices on all new hits, as we have them for delivery if they have been released by the respective manufacturer. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order.

**MOSELEY VEND. MACH. EX. Inc.**  
00 Broad St., Richmond, Va.  
Day Phone 3-4511. Night Phone 5-5328.

**FREE TO OPERATORS**  
WEEKLY LIST OF ALL LATEST NEW AND USED GAMES! WRITE TODAY!  
\$7.45 EACH, OR 3 FOR \$21.00.  
War Admiral... \$19.50  
Power Play... 10.00  
Cargo... 30.00  
Carnival... 10.50  
Electro... 18.50  
Exhibit HI Ball... 34.50  
3 For \$21.00:  
Equalite  
Stooky  
Outboard  
Electric Score-board  
Sprint  
Hit & Run  
C. O. D., F. O. B. Merrick, L. I., N. Y.

**EXPORT**  
"We Cover the World."  
Cable Address: "NATNOVCO."  
Merrick, N. Y.

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JUDGE A DISTRIBUTOR  
by the  
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COLUMBUS VENDING CO.  
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**KEYSTONE NOV. & MFG. CO.**  
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**1c SHOCKERS**  
Used 10 Days — Like New.  
Only \$6<sup>75</sup> Each  
(In Lots of Five)  
Single Machines — \$7.75  
First Come, First Served.  
Phone, Wire or Mail Your  
Order Today!  
TERMS: 1/3 With Order,  
Balance C. O. D.

**THE VENDING MACHINE CO.,**  
205-15 Franklin St., Fayetteville, N. C.

**WILL BUY**  
Microscope Red Top Diggers, '36 Model or later.  
State Model, Price, Condition and Quantity.  
**WESTERN SPECIALTY CO.**  
420 East Jefferson St., Phoenix, Ariz.

## Winner To Offer New Jar Deals

CHICAGO, Sept. 17.—Winner Sales Co., Chicago, has announced that they will come out shortly with a number of new jar deals that, they say, "show promise of being the most sensational developments in the history of this profitable field.

"Based on brand-new ideas and featuring startlingly novel and different appeals to the player the new deals on 'tryout' locations have proved extraordinarily attractive to players and sensationally profitable to operators," said a company exec.

Formal announcement, they state, and offering of the new Winner deals will be made shortly.

## Avon Novelty Co. Leases New Space

CLEVELAND, Sept. 17.—With business picking up and with expectations for a good fall season, Art Nagel, of the Avon Novelty Sales Co., Inc., of Cleveland, has announced that his company has just leased a two-story building in the rear of its already spacious showroom.

Nagel said that as soon as the remodeling is completed the area occupied by the repair department, salesrooms and office force will be increased.

He reports a large volume of sales on the Silver King vender line. Says he: "The Silver Kings are by far the best in the low-price vender field."



HERE'S ROCK-O-BOY, prize winning horse owned by B. J. Marshall, Rock-Ola representative in Detroit. Marshall, astride his horse, is up in the air with his ever-faithful cigar.

In Stock  
The Sensational Counter Game  
**OHIO DERBY**  
Used Special  
KENTUCKY CLUBS  
**\$144.50**  
**AVON NOVELTY SALES CO.**  
2923 Prospect Ave., Cleveland, Ohio.

ADVERTISE IN THE BILLBOARD —  
YOU'LL BE SATISFIED WITH  
RESULTS

# A Brand New Idea . . .

that's taking the industry by storm

## Multiple Racer

Here's the newest, smartest — most powerful appeal ever built into a console — the opportunity for a player to double, triple or quadruple his odds whenever he has a hunch on a winner — the chance for a "killing" whenever he feels his horse will be the first to cross the finish line — No wonder earnings on Multiple Racer are sky rocketing to new all-time highs — It's positively sensational — Investigate this first really new idea in consoles — Write for complete details Today.

Plays 1 to 4 coins. ★ Odds 2 to 1 to 512 to 1. ★ Equipped with National slug rejectors. ★ Beautiful cabinet illumination by means of translucent corner columns and illuminated center panel with flasher unit. ★ Available for 5c or 25c play. ★ Cash or check play. ★ 110 Volts — 50-60 cycle plug in model. ★ Capable of uniform and dependable operation regardless of fluctuating voltage. ★

Try it on location under our 10 day free trial offer. If it doesn't earn twice as much as other consoles — return it for full cash refund.

Price  
**\$194.50**



O. D. Jennings & Company, 4309 W. Lake Street, Chicago, Ill.

### Monarch Finds Biz Conditions Good

CHICAGO, Sept. 17.—"Predictions made a short time ago by the Monarch Coin Machine Co., of Chicago, have proved accurate, according to recent reports," said a Monarch exec.

"As far as we are concerned business is showing a remarkable upswing," said the exec. "We were not out of line in making preparations for a busy season. While some parts of the country may be upset by economic or political conditions, there are a greater number of territories in which the set-up is entirely favorable for business of every type and it is from these sections that we are receiving many orders for our various types of games."

"We find that the game Changelmaster, for which we are world-wide distributors, is doing a very excellent job for both locations and operators as far as money-making is concerned, and repeat orders in satisfactory volume are ample proof of that fact. Together with Changelmaster we have a complete line of all the new and best games of all types which we are offering as well as various popular jar deals."

"In addition to our improved domestic business, export business also is increasing in spite of general world unrest."

### Spin-O in for Nat'l Distribution

(New Game)

MINNEAPOLIS, Sept. 17.—Harry Cowl, Minneapolis, reports he now has what he terms the fastest money earner on the market. "It is," he says, "called Spin-O and is a modern version of the old corn game. However, it is faster and strictly legal; in fact, one is regularly in use by a national youth's organization located here."

Cowl continued, "In all my promotional experience I've never seen a quicker way to get and hold the crowds. Theaters, taverns, night clubs, fairs and carnivals in Minnesota are packing them in with Spin-O. Every large operator in our territory now handles them."

"Operators report take increases of 300 to 500 per cent on their other equipment after installing Spin-O. The reason, they say, is simple—more people, more action, more money."

"A newly completed rathskeller in Southern Minnesota reports more money taken in on Spin-O nights than week-ends," Cowl said. Eighteen theaters in the Twin Cities and over 50 in the State, plus more than 800 bars, now have Spin-O in operation. Acceptance like this in our immediate territory is one of the best recommendations for any device that I know of. Now after proving Spin-O in Minnesota for the past year we're ready to expand nationally along the same lines, making Spin-O a household word across the nation as it is in Minneapolis."



A JIVE STICK (orchestra leader's baton to you) is being sent out to operators to introduce the new J. H. Keeney & Co. game, Hit Number.

WE INVITE YOUR INSPECTION **NOTICE** 12 W. COURT ST., CINCINNATI, O.

## OHIO SPECIALTY CO.

NOW IN OUR NEW LOCATION  
**AT 12 W. COURT ST.**  
Twice As Much Space With Twice As Many Games, Phonographs and Coin-Operated Machines of All Kinds.  
**CINCINNATI, OHIO**

**GIVE YOUR LOCATION AN "HONEST DEAL!"**

Another of Superior's sensational Mechanically Operated Boards, packed with Player Appeal, Profits and Action!

All the features of the nation's most popular game, "Poker," are contained in **HONEST DEAL**: Players are a draw for fifth card—the fifth card popping up to be played with the four cards shown on the face of the board. \$40.71 profit on 2280-hole deal, \$12.00 more profit on 2500 hole deal. Players win up to \$25.00 on ROYAL FLUSH! Write for details.

**SUPERIOR PRODUCTS, Inc.**  
14 NORTH PEORIA ST  
CHICAGO, ILLINOIS

### EXTRA SPECIAL USED MACHINE BARGAINS

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION

|                           |         |                             |          |
|---------------------------|---------|-----------------------------|----------|
| Western Baseball          | \$89.50 | Wurlitzer Models 616        | \$134.50 |
| Rock-Ola Rock-O Balls 10" | 69.50   | Wurlitzer Models 616-A      | 149.50   |
| Panico All Star Baseballs | 59.50   | Rock-Ola Imperial 20        | 134.50   |
| Kirk's Jigsaw Bicy Balls  | 59.50   | Rock-Ola Imperial 16        | 114.50   |
| Bally Racers              | 39.50   | Wurlitzer Model 412         | 79.50    |
| Jennings Liberty Bells    | 49.50   | Rock-Ola Rhythm Master 16   | 89.50    |
| Exhibit's Chuck-a-Lettes  | 29.50   | Rock-Ola Rhythm King 12     | 69.50    |
| Panico De Luxe Bells      | 29.50   | Mills Ec Fe Mi              | 69.50    |
| Panico Rosemont           | 29.50   | Mills Regu ar Dance Masters | 22.50    |
| 3-Way Grip Testers        | 4.95    | Mills Troubadours           | 14.50    |

1/3 Deposit With Order, Balance C. O. D.  
**BADGER NOVELTY COMPANY, MILWAUKEE, WISCONSIN.**

# Just Imagine!

A BEAUTIFUL, MODERNISTIC, PRECISION-BUILT COUNTER GAME AS ONLY DAVAL CAN BUILD IT WITH

- ✓ RESERVE JACKPOT STARTS WITH \$2.50 and ZOOMS AS HIGH AS \$50.00, KEEPING PLAY WHITE HOT AT ALL TIMES!
- ✓ Frequent 10¢ to \$1.00 Awards KEEP THEM LITERALLY GLUED TO THE GAME!
- ✓ TWO SEPARATE CASH BOXES ENABLE LOCATIONS TO PAY AWARDS OUT OF THEIR SHARE OF THE TAKE-IN AND PERMIT OPERATOR TO COLLECT HIS NET SHARE WITHOUT ANY CHECKUPS OR SETTLEMENTS WHATSOEVER! THIS MEANS—LESS WORK! GREATER PROFITS! NO MISUNDERSTANDINGS! INCREASED LOCATION CONFIDENCE AND SATISFACTION!

THAT'S  
**TALLY**  
ONLY \$34.50  
F. O. B. CHICAGO

and Rust proofed, case hardened, silent, cheat proof and fool proof mechanism with Daval's exclusive turntable base, sanitary ball gum delivery and many other sensational new features that make TALLY the fastest money maker in the business!

Straight 5c or 1c Play

ORDER TALLY TODAY FROM **DAVAL** 315 N. HOYNE, CHICAGO



**BASEBALL IS HERE**  
TAKE YOUR PICK FOR PROFIT  
HOME RUN - 1000 Hole—Form 3490 Takes in \$50.00 Pays average \$26.00 Price . . . . \$1.32  
The BIG HIT-400 Hole-Form 3625 Takes in \$20.00 Pays average \$9.16 Price . . . . . \$0.76 1/2  
**CHAS. A. BREWER & SONS**  
"The Largest Board and Card House in the World"  
6320-32 Harvard Ave. CHICAGO, U.S.A.

5 GET A HOME RUN WIN \$55 5

|                 |                 |
|-----------------|-----------------|
| AMERICAN LEAGUE | NATIONAL LEAGUE |
| PAYS \$500      | PAYS \$100      |
| WIN \$1000      | WIN \$200       |

WIN \$1000 WIN \$1000

LAST PLAY IN EACH SECTION RECEIVES ONE PORCH IN HOME RUN BASEBALL

## "Consoles Coming," Sings Ray Becker

CHICAGO, Sept. 17.—A recent distributor visitor at "The House That Jack Built" says he sat in the Keeney sales manager's office and listened to Ray Becker broadcast his current theme song, "The consoles are coming, hurray!"

"Becker," said the distributor, "had a handful of orders for both Triple Entry and 1938 Track Times, and he was displaying wires from all sections of the country in proof of his contention that console games will be more popular this fall than ever before."

"With times more prosperous and people spending more money," says the distributor in relaying Becker's story of console popularity, "operators everywhere are beginning to re-equip their fall spots at an earlier date than usual. That is why the Keeney organization found it necessary to put thru another production run, the 36th, on Track Times and has ordered a fifth production release on Triple Entry, even tho the latter game was introduced only two months ago."

for Triple Play, but I'm here to see that my boys are put on the top of the list for deliveries. I've sold and handled a lot of novelty games in my day, but believe me this game is really one that has spoken for itself. Coming at the beginning of a new season, it is adding optimistic thoughts to the minds of everyone in the business. The money-making power of Triple Play, coupled with its beauty and long-lasting appeal, is sure to put pep into fall and winter collections."

So great is the demand for this new game that Bert Lane, head of Seaboard Sales, recently made a flying trip to Chicago to see about speeding up production. "Ops have been looking for something like Triple Play for a long time," Lane stated. "This is the kind of game that can form the backbone for their routes. It is a solid type of game that will take in some real money over a long period of time. This game is no flash in the pan," he concluded. "Triple Play will be a profit maker for ops for a long time to come."

|                       |                   |                    |
|-----------------------|-------------------|--------------------|
| <b>BALLY RESERVES</b> | <b>SKEE BALLS</b> | <b>RAY-O LITES</b> |
| <b>\$34.50</b>        | <b>\$39.50</b>    | <b>\$100.00</b>    |

All Games Guaranteed Perfect. 1/3 Cash, Balance C. O. D.  
MYCO AUTOMATIC SALES CO., 746 S. HIGH, COLUMBUS, OHIO

## Battles To Fill Triple Play Orders

NEW YORK, Sept. 17.—"Smiling Freddie" Iverson, regional sales manager of Seaboard Sales, stormed into town this week prepared to fight for preferred deliveries on Genco's new Triple Play, according to reports.

"My up-State New York, New England and Pennsylvania friends must be taken care of in a hurry," Iverson declared. "I realize there's a whale of a demand

We Gave You ZETA  
By Stoner  
Now We Give You  
**RITZ**  
Used Special  
LINCOLN FIELDS  
**\$79.50**  
AVON NOVELTY SALES CO.  
2923 Prospect Ave., Cleveland, Ohio.

## OPERATORS

If you can operate Consoles in your locality we will furnish you with BRAND NEW 1939 TRACK ODDS on a commission basis. No investment on your part, we finance everything. Write  
D. M. C., 111 N. Leavitt St., Chicago, Ill.

Is Your Subscription to The Billboard About To Expire?

**BROWN**

**WHITE**

**YELLOW**

**GREEN**

**RED**

# At Your Jobber!

## Chico MARVEL

ALMOST HUMAN IN ACTION! UNIQUE COLOR DETECTOR DEVICE AUTOMATICALLY DETECTS AND REGISTERS COLORS. NO BUMPERS. NO HOLES. FULLY METERED FOR THE OPERATOR'S PROTECTION. A NECESSITY BECAUSE CHICO MARVEL BROKE ALL PROFIT RECORDS ON THE TEST LOCATIONS USED.

*Order Yours Today!*



It is not our custom to publish the earnings of our games. However, the earning record of our test Chico Marvels proved so remarkable that we will send you a notarized report on request!

**CHICAGO COIN MACHINE MFG. CO. 1725 W. DIVERSEY · CHICAGO**

**RECONDITIONED and GUARANTEED**

**PAYOUT TABLES**

|  |                              |
|--|------------------------------|
| Mills Big Races .. \$60.00                     | Stoner Air Races .. \$15.00  |
| Western Paddles . 45.00                        | Qaroms, No Ticket. . . 15.00 |
| Gott. Mls Card, Clock, Mystery . 19.50         | Foto Finish 15.00            |
| Gott. Derby Day, No Clock, Mystery . . . 15.00 | Mills Dble. Header . 10.00   |
|  | Mills Post Time . . 10.00    |
|  | Tycoons . 10.00              |

**CONSOLES**

|   |
|---|
| 1937 Keeney Skill Time, Chk. Sep. \$125.00                              |
| 1936 Bally Skill Field, New Johnson Head, Check Separator . . . 75.00   |
| 1937 Bally Skill Field, Chk. Sep. . . 50.00                             |
| Jenn. Derby Day Consoles, Built-in Skill, Orig. Factory Job . . . 45.00 |
| Jenn. Flashing Thru. Skill Attach. . . 45.00                            |
| Bally Favorites, Chk. Sep. 7-Coin Play . . . 39.50                      |
| Bally Teasers . . . 25.00   |
| Fays Tracks, Check Separator, Serial No. 4874 . . . 60.00               |
| 1/3 With Order, Balance C. O. D., F. O. B. Baltimore.                   |

**ALSO REAL SLOT BARGAINS! WRITE**

**SAVOY VENDING CO.**  
406-8 W. FRANKLIN ST. BALTIMORE, MD.

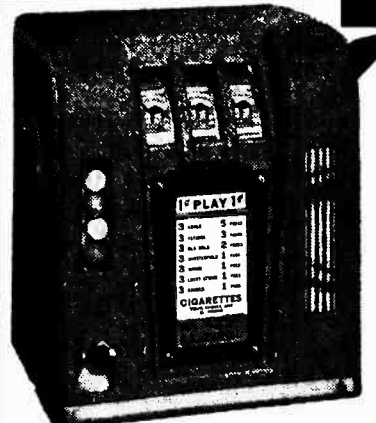
1. GOING STRONGER EVERY DAY —

## "TRIPLE PLAY"

2. WATCH FOR T-H-R-E-E (3) NEW NOVELTY HITS BY GENCO! PRICED FOR EVERY OPERATOR!

*Bert Lane.*

**SEABOARD SALES, INC.**  
619 TENTH AVENUE, NEW YORK, N.Y. • All Phones: Wisconsin 7-5688  
*Direct Sales Agents for Leading Manufacturers!*



**ZEPHYR \$18.75 TAX PAID**

Two Machines in One—Cigarette Vender or Ball Fruit Vender. Visible Ball Gum Vender, Cigarette or Fruit Symbols, 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

**BALL GUM—15c a Box (100 Pieces), Case Lots (100 Boxes) \$12.00**

**SICKING MFG. CO.**  
1922 Freeman, Cincinnati, O.

**Genco's Triple Play**  
**Low Priced Free Play Novelty Pin Table**

Write for Quick Details  
Used Special  
**KEENEY DERBY CHAMPS**  
**\$84.50**

**AVON NOVELTY SALES CO.**  
2923 Prospect Ave., Cleveland, Ohio.

**Triple Play Makes Iverson Step on It**

NEW YORK, Sept. 17.—Racing from town to town thru up-State New York, New England, Connecticut and Pennsylvania, "Smiling Freddie" Iverson, of Seaboard Sales, is reported breaking records with orders for Genco's new free play game, Triple Play. "My friends thruout the territory are starting to call me Barney Oldfield," Iverson claims. "Those orders and reorders for Triple Play make it necessary for me to cover a pile of miles in a hurry, but it's a pleasure! What a reception that game is getting! The players like it, the operators like it, the jobbers and distributors like it. I like it. Bert Lane likes it. It's a mutual admiration society!"

Reports from Iverson's territory are that Triple Play is due for a long and profitable run. Few games in the last couple of years, it is said, have managed to combine so many attractive and appealing features in a single game. "The player is given a great many different ways to win and always comes close if he doesn't win. It's an additional thrill to play off the winning awards. And

the fascinating beauty of the backboard and playing field gives even greater thrills to the pulse-raising action of the ball," Iverson concluded.

**Arcade Operator Reports Good Year**

DETROIT, Sept. 17.—Erwin P. Baldrige, who in partnership with Bruce Bryan operates the Penny Arcade at Lake Orion, reports an exceptionally good business this season at Lake Orion, with returns much greater than last year.

This Mr. Baldrige attributes to the better location he had this year—last year he operated the Penny Arcade at Oakley Park—to the new and more attractive surroundings and to the large number of machines provided for the patrons' use—both old and modern type of machines.

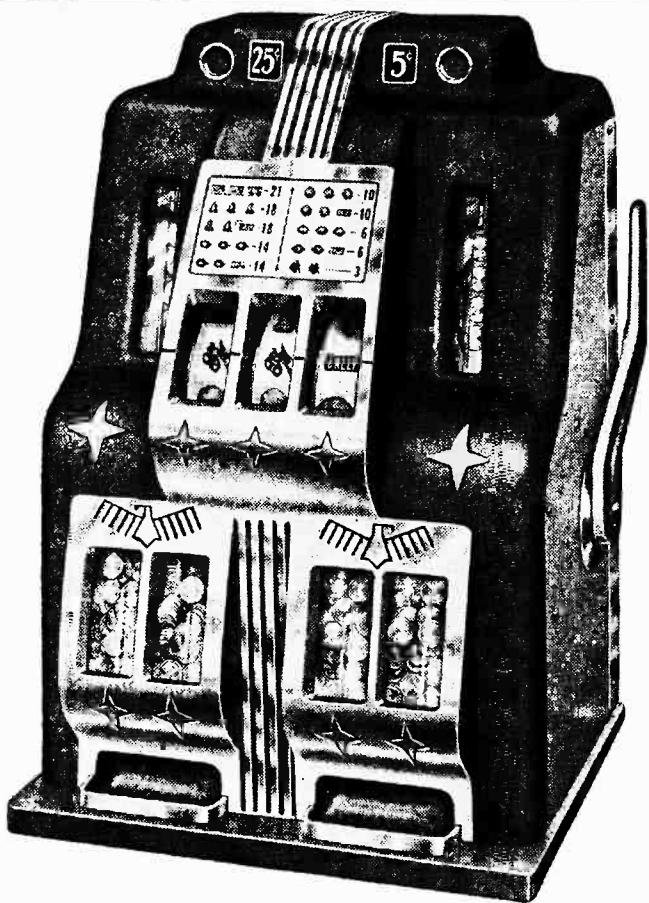
The Arcade closed last week for the summer season, but plans are being made to open shortly for a winter season, when the park opens with a winter sports program.

**JUST OUT-NEW**

**SALESBOARD — COIN MACHINE**  
**JAR DEAL OPERATORS**  
**CIGARETTE — CANDY MEN**

Your name sent to us will bring to you full particulars on a new, outstanding, distinctive and low-priced item that will click on every open or closed location and will repeat week in and week out. Also write for our FREE sample offer. Act now and get in on the ground floor.

**NATIONAL SPECIALTY CO.**  
1414 So. Wabash Ave. (Dept. B2), Chicago.



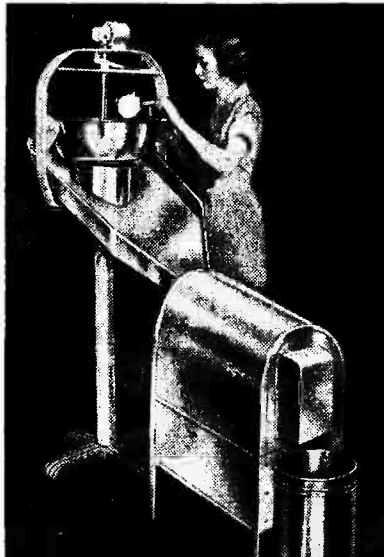
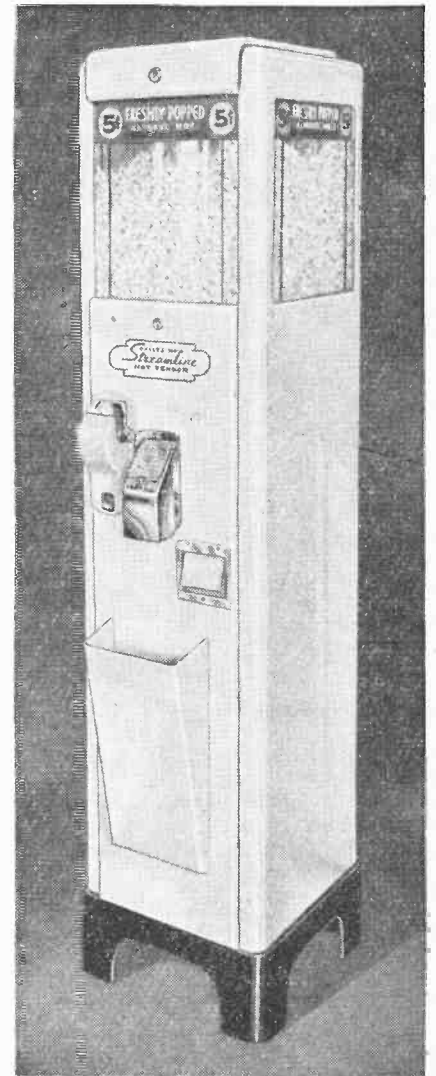
# Bally BELL

## DOUBLES YOUR PROFIT

BALLY BELL—now in full factory production—has 2 coin chutes (choice of DOUBLE-NICKEL, DOUBLE-QUARTER or NICKEL-AND-QUARTER)—2 complete payout units, 4 jackpots. Operates on either one or both chutes—and, if both chutes are played, both payouts pay! You buy only one machine, ask your location for only a single machine space—but you actually install 2 complete bells in one—**DOUBLE RETURN ON YOUR INVESTMENT!** Write or wire for complete details and prices!

# BALLY'S NEW *Streamline* HOT-VENDER

NEW MODERNISTIC streamlined cabinet! New, improved, no-motor, guaranteed grief-proof mechanism with Vanak slug-proof chute. One BALLY POPPER—built to produce tastiest popcorn on the market—and a route of BALLY HOT-VENDERS puts you in business for life—100 per cent legal—steady, substantial returns on a moderate investment. Write for **TESTED OPERATING PLAN** today! It will open your eyes to a real profit-opportunity!



# GRANDSTAND

One Shot **MULTIPLE** Payout  
**WITH \$45 RESERVE**

● WIN, PLACE, SHOW and PURSE awards—plus famous Bally Reserve "Bank-Night" idea! No wonder GRANDSTAND is now smashing all previous multiple collection records! Order yours today!

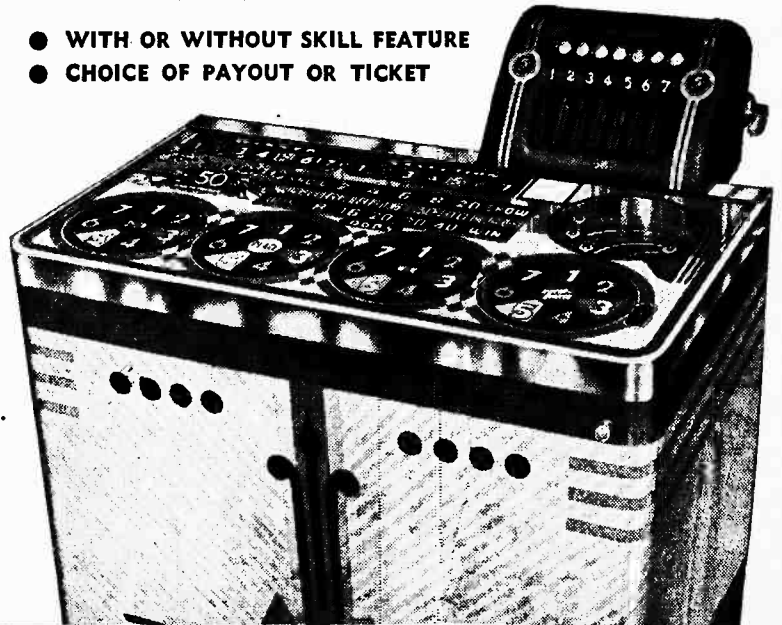


# FOUR HORSEMEN

7-COIN, 4-DIAL CONSOLE with RESERVE

FIRST CONSOLE with famous "Bank-Night" idea, never less than \$5.00, up to juiciest top ever! No wonder FOUR HORSEMEN is earning biggest console cash in history. Order from your jobber!

- WITH OR WITHOUT SKILL FEATURE
- CHOICE OF PAYOUT OR TICKET



## ★ 3 NEW NOVELTY HITS

THUNDERBOLT, WORLD'S FAIR, BALLYVIEW—three can't miss money makers at prices you'll like. See them at your jobber.

# BALLY MFG. COMPANY

2640 BELMONT AVE. • CHICAGO, ILL.



# MAKE THAT **EXTRA** ROOM PAY **EXTRA** PROFITS

with "Playboy"

**COIN OPERATED  
SPEAKER . . .**

**ROCK-OLA'S Latest Smash Hit!**

Replace your old-fashioned wall speakers with Rock-Ola's sensational "PLAYBOY" COIN OPERATED SPEAKERS! Make extra profits! With a "PLAYBOY" in that "Extra Room" you automatically make an extra collection every week! Many operators report collections from "PLAYBOY" just as great as from the phonograph itself — in some locations even greater revenue! Take action today! Make a list of your music locations having an "Extra Room." Install "PLAYBOYS" and double your profits!

**Takes Nickels, Dimes, Quarters . . . Tough on Slugs**  
"PLAYBOY" is equipped with Rock-Ola's famous 99% slug-proof, drop-style coin chute for 5-10-25c play. "PLAYBOY" has its own cashbox and volume control . . . program panel . . . Jensen speaker . . . "Borealis" light-up grille . . . streamline cabinet design. Height 43 inches. Width 24 inches. Depth 16 inches. Shipping weight 150 lbs.



## Rock-Ola's "MONARCH 20"

—The Best There Is In Music!

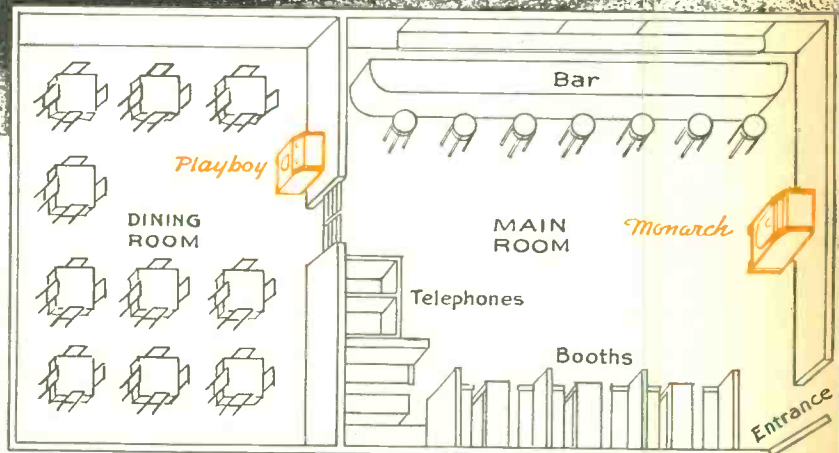
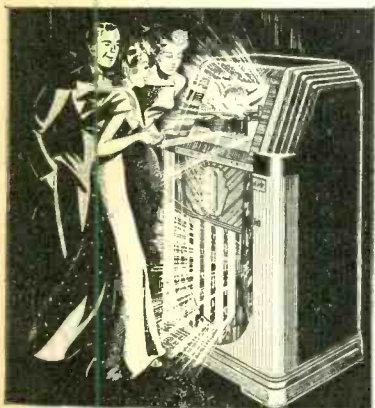
Rock-Ola's "Monarch 20" Phonograph (shown at left) plays twenty records. Equipped with Rock-Ola's 99% slug-proof, drop-style coin chute as standard equipment. Deluxe cabinet. Play register. Revolving lights.

### Rock-Ola's "WINDSOR 20"

The famous "Windsor 20" model also plays twenty records. Slightly smaller in size than the "Monarch 20." Equipped with Rock-Ola's 99% slug-proof, drop-style coin chute as standard equipment.

### Rock-Ola's "AMBASSADOR 16"

The "Ambassador 16" is Rock-Ola's special low priced phonograph for locations having small floor space. Plays sixteen records. Slide type coin chute. Light-up grille.



## FLOOR PLAN of Typical "PLAYBOY" Installation

Thousands of good music locations have an "Extra Room" similar to the floor plan shown above. Don't overlook the opportunity for an extra collection from that "Extra Room." Replace your ordinary auxiliary speakers with Rock-Ola's "PLAYBOY" COIN OPERATED SPEAKERS.



Rock-Ola Mfg. Corp., 800 NORTH KEDZIE AVE., CHICAGO, ILLINOIS

# 'MODEL 500 AND 600 WURLITZERS

## WAY OUT IN FRONT

### SAY PROMINENT MUSIC MERCHANTS ALL OVER AMERICA

*Read what C. Walters,*

PRESIDENT OF THE PHONO-MATIC CO., LOS ANGELES  
SAYS ABOUT THE "FIVE HUNDRED" AND THE "SIX HUNDRED"



"How you people can guess six months in advance what the operator will require, and do it unerringly time after time, will always remain a mystery to me. The fact that twenty-four records is exactly the right amount, is the unanimous decision of our twenty-five operators. Your new cabinet designs, are in our opinion, positively the finest we have ever inspected. Their refined beauty is a constant source of pleasure to both customer and operator. Mechanically the twenty-four record job has been perfect. Our congratulations for a great machine top to bottom.

In conclusion may we add 'it's swell to be a 100% Wurlitzer operator'."

*C. Walters.*



### RUSH TO TURN IN THEIR OLD INSTRUMENTS ON SENSATIONAL WURLITZER PHONOGRAPHS UNDER WURLITZER FACTORY TRADE-IN ALLOWANCE PLAN

From successful music merchants in every State in the Union come words of highest praise for the beauty, the 24 record capacity, the eye arresting illumination and the outstanding earning power of Wurlitzer Automatic Phonographs Model 500 and 600.

And, everywhere these men who know a smash hit when they see it are hurrying to turn in their old instruments on these appeal packed Wurlitzer models.

By their words and their actions they verify Mr. Walters' statement reproduced at the left—"It's swell to be a 100% Wurlitzer Music Merchant." See these appeal-packed Wurlitzer Phonographs. Hear them play. Then write, phone or wire for details at once.

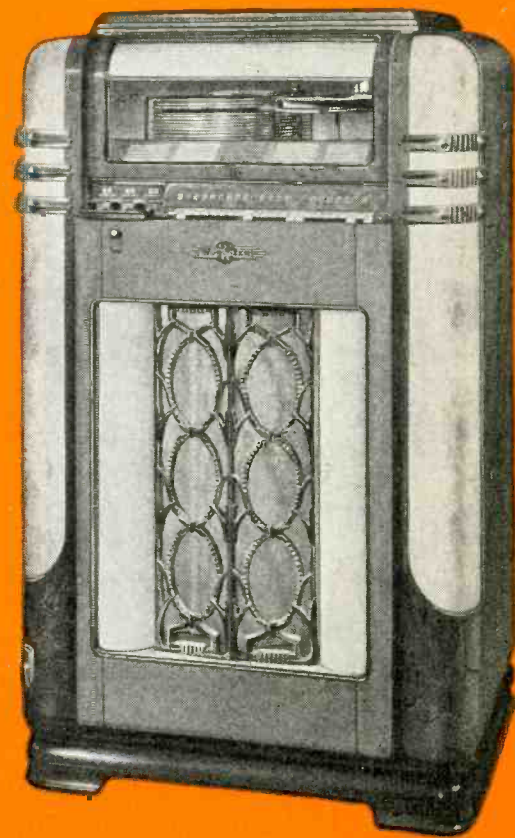
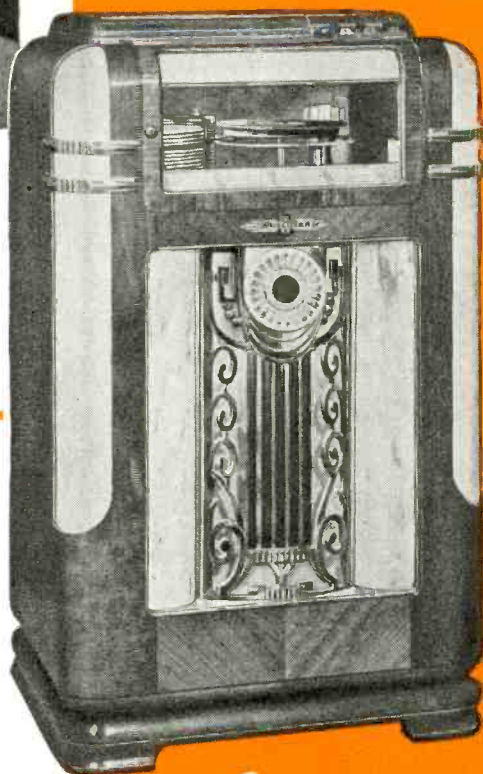
### THE RUDOLPH WURLITZER COMPANY

NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

WBS-115

MODEL 600, Below — MODEL 500, Right  
SOLD ONLY TO MUSIC MERCHANTS  
BOTH MODELS PLAY 24 RECORDS



### OPTIONAL COLOR EFFECTS ON THE MODEL 500

Moving varicolored illumination in white onyx-like plastic corner panels with red plastic grille panels or vice versa, as desired.

### OPTIONAL COLOR EFFECTS ON THE MODEL 600

Plastic grille rods and record changer compartment background in any one of three matching colors—red, amber and green, as desired.

Also available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost, as Models 500-A and 600-A.

TURN IN YOUR OLD INSTRUMENTS ON

# WURLITZER

AUTOMATIC PHONOGRAPHS

UNDER WURLITZER'S LIBERAL  
FACTORY TRADE-IN ALLOWANCE PLAN