

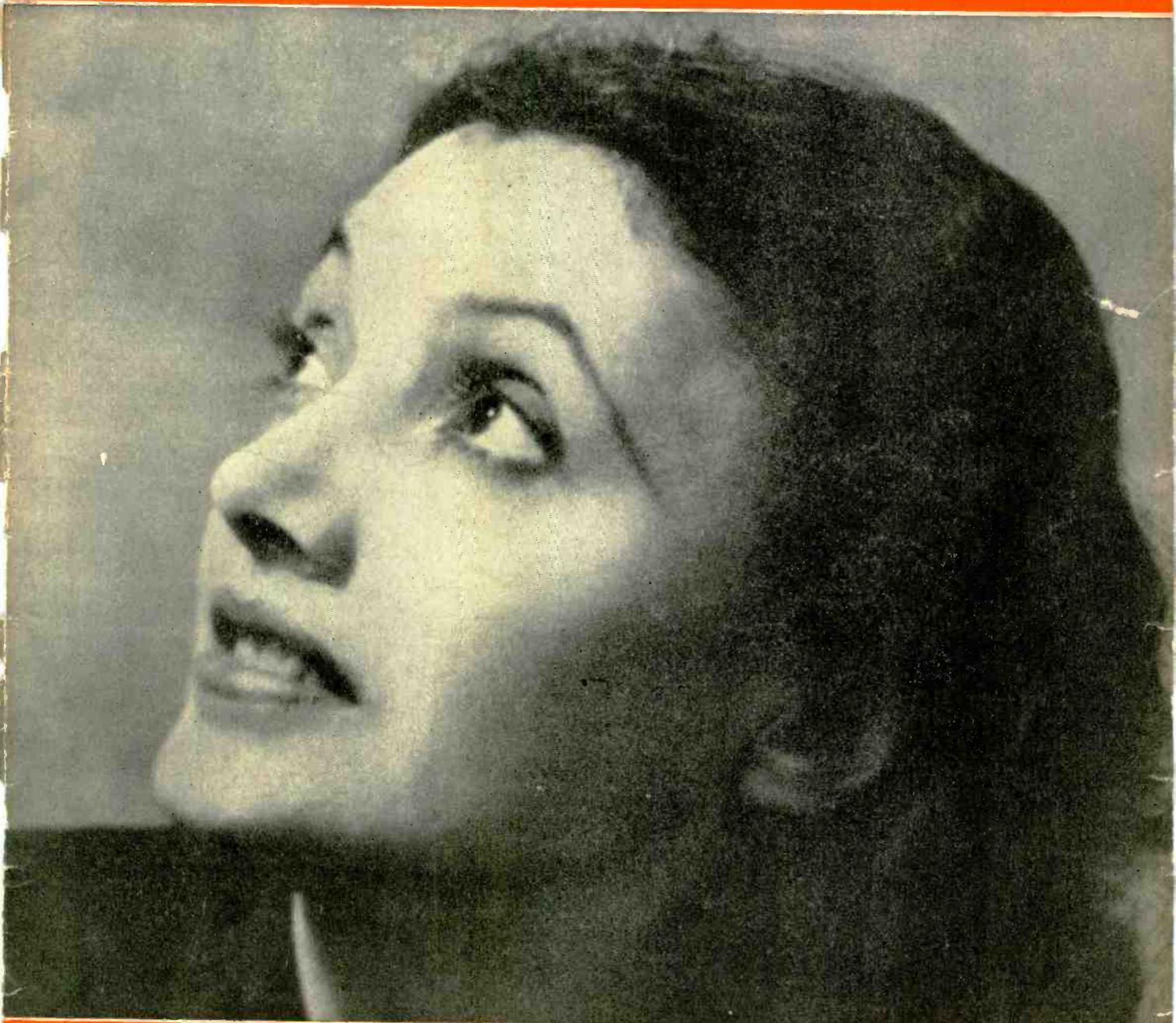
# The Billboard

The World's Foremost Amusement Weekly

OCTOBER 15, 1938

15 Cents

Vol. 50. No. 42



KATHARINE CORNELL

Vandagun Photo.

# Radio's Leading Artists

**JACK BENNY  
BEN BERNIE**

GEORGE BURNS and GRACIE ALLEN

**RUDY VALLEE  
BILLY HOUSE**

**TOMMY DORSEY**

**PAUL WHITEMAN**

**RUSS MORGAN**

**AL PEARCE**

**UNCLE DON**

**DAVE ELMAN**

"HOBBY LOBBY"

**RICHARD HIMBER**

**MAJOR BOWES**

**FRED ALLEN**

**BENNY GOODMAN**

**SHEP FIELDS**

**EDDY DUCHIN**

**JOE PENNER**

**IRENE BEASLEY**

**IREENE WICKER**

Advertise  
in  
The Billboard

THESE ARTISTS AND MANY OTHER LEADING ARTISTS ON THE AIR HAVE USED THE ADVERTISING COLUMNS OF THE BILLBOARD.

And today The Billboard's Radio Department serves the artist more efficiently and more thoroughly than ever before. It centers the interest of advertising agency and radio station and network executives on the artists' latest ether offerings through three streamlined services:

## 1. THE BILLBOARD SURVEYS OF RADIO PROGRAM POPULARITY

Through these surveys conducted for The Billboard by the Market Research Corporation of America and published exclusively in The Billboard, radio producers and talent buyers are kept abreast of the public's current preference in radio shows.

## 2. UNBIASED, AUTHORITATIVE RADIO PROGRAM REVIEWS

The Billboard Program Reviews—the finest reviews in the Radio Industry—give advertising agency men, station and network executives an honest, clear picture of the shows on the air. And at the same time The Billboard (in finding fault with an artist's performance) suggests constructive methods of improving the performance.

## 3. A NEW FEATURE "ARTISTS OF THE MONTH"

A feature for advertising agency executives and radio program producers which presents each month talented air-performers who may fit into current program plans. You will learn further details about this new feature at a later date.

These features and services make The Billboard Radio's Finest Talent Newspaper

WHEN YOU WANT TO TELL THE RADIO INDUSTRY ABOUT YOURSELF USE

The  
**Billboard**

# The Billboard

Vol. 50  
No. 42

October 15,  
1938

The World's Foremost Amusement Weekly

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

## MILLIONS FOR MUSIC TALENT

### World's Fair News

NEW YORK, Oct. 8.—Three major entertainment concessions signed by the World's Fair this week included: South Sea Island Village, Merrie England Village, Victoria Falls. For details and other World's Fair news see page 32.

## AFA Lines Up More Clubs in N. Y. and Chi

NEW YORK, Oct. 8.—Clifford C. Fischer signed a new AFA shop agreement with the American Federation of Actors providing for a \$50-a-week minimum for principals and \$40 a week for chorus people at the International Casino. The minimums are net and if Fischer's International Theatrical Corporation's 5 per cent commission brings chorus salaries below the minimum, the minimums prevail anyway. The last Fischer revue had a \$40 minimum for principals and \$35 for chorus.

Harry Calkins, chief AFA organizer, reveals the AFA has also banned deductions from salaries for food, claiming this is a device to pay under the minimum.

AFA has just signed the new Club Casanova and also has pacts covering working conditions for chorus people at Happy's, Glendale; Queens Terrace, Woodside, and Murphy's, Brooklyn. The union also arranged a raise of \$4 a week for the chorus at Leon & Eddie's, along with assurance of three more weeks for the girls.

The AFA also settled a dispute with NTG over pay for the cast of the Midnight Sun Club for a single show Monday night. NTG had deducted one-seventh of all salaries on the ground the performance was a "dress rehearsal," but a hurdle with the AFA resulted in full payment. The club's minimums are \$40 for principals and \$31.50 for chorus.

CHICAGO, Oct. 8.—Latest to sign American Federation of Actors contracts (See AFA LINES on page 57)

## Radio Unions Ponder Forming an Alliance

SAN FRANCISCO, Oct. 8.—Representatives of unions identified with radio broadcasting are considering a federation to include musicians, artists, announcers and technicians.

Recently admitting that such a development was forthcoming in radio's ranks of workers, Vic Connors, secretary of the American Federation of Radio Artists, said the plan would be fully discussed with Joseph Weber, president of the Musicians' Federation, and Frank Gillmore, president of the Four A's. Weber and Gillmore are expected here October 12. Connors said the intent of the alliance is to extend jurisdiction over all radio workers as a solution of reaching amicable accord and to solidify the unions' stand in radio.

AFA has not yet settled with KFSN, although station has agreed to standard provisions in contract, which are five-day 40-hour week and \$40 weekly minimum. AFA is withholding until BEW makes its peace with station. Unions are conducting negotiations jointly.

## Hotel Field Now Big User of Acts, Cocktail Combos, Bands

At least 2,000 U. S. and Canada hotels using some talent—estimate entertainment budget is \$10,000,000 a year—Hitz's million a year—MCA, R-O'K lead bookers

By PAUL DENIS

NEW YORK, Oct. 8.—American hotels spend more than \$375,000,000 a year in salaries to half a million employees, and an increasing portion to this salary pie is going to bands and entertainers. Prohibition repeal six years ago brought the hotels back into the entertainment field in a big way and they are now giving night clubs some real competition. Although it is impossible to estimate how much of the hotel budget goes to entertainment in cocktail lounges, bars, grills, dining and supper rooms, the sum must be vast.

## Chi Is Hungry For Legit Fare

CHICAGO, Oct. 8.—Avid reception of the two initial imports of the season indicates the local hunger for legit fare. And in both cases—*Golden Boy* at the Harris, which closed a month's engagement tonight, and the pre-Broadway showing of *I Am Different* at the Selwyn—the press bouquets were few and none too flowery. Theater Guild subscriptions boosted the attendance for the former, while Tallulah Bankhead's name is drawing them in for a once-over of her new opus.

Legit outlook for the month is the brightest since last season's peak. Gertrude Lawrence comes into the Harris Monday in Rachel Crothers' *Susan and God; Of Mice and Men*, under American Theater Society auspices, follows *I Am Different* at the Selwyn October 24; another revival of *Blossom Time* relights Shubert's Grand Opera House Sunday (16), and a new play, Lenore Coffee's *The Birds Singing*, will be tested by Miss Lawrence at special matinees.

November will bring back legit to the (See CHI IS HUNGRY on page 57)

One group alone, the Hitz hotels, spends \$1,000,000 a year for music and talent, and one of the group's nine hotels, the local Hotel New Yorker, has a talent budget of \$350,000 a year. This figure is about 5 per cent of the New Yorker's annual income.

There are 19,953 hotels in the United States and Canada (there were 15,500 hotels in 1929) and if only 10 per cent use talent or music, then there are 2,000 hotel talent spots, which means hotels have already passed vaudeville at its peak as a talent outlet so far as numbers of spots are concerned. American hotels (counting only those with more than 25 guest rooms) had an income of \$1,000,000,000 in 1929. If only 1 per cent of their income is going to talent, that means more than \$10,000,000 (one-tenth of this sum, in fact, is being spent for talent by the Hitz group alone).

Rockwell-O'Keefe Agency books the biggest hotel user of music and talent, the Hitz group. Figuring at a minimum of 10 per cent, R-O'K makes \$100,000 commission from this account alone annually. Tom Martin is the R-O'K executive handling the Hitz account. The Hitz group is composed of the New Yorker and Belmont Plaza here, the Netherlands Plaza, Cincinnati; the Book-Cadillac, Detroit; the Congress, Chicago; Van Cleve, Dayton; Adolphus, Dallas; Nicollet, Minneapolis, and the Eastern Slope, North Conway, N. H.

Music Corp. of America books the Statler chain of six (in the East mostly) (See HOTEL FIELD on page 16)

## Barnes-Sells-Floto Circus "Wait" Paper in Fla. Brings Newspaper, Radio Blasts From Robbins Bros.

LAKELAND, Fla., Oct. 8.—Newspaper advertising and radio fought back at "WAIT" posters in this section of Florida this week as Robbins Bros. Circus wended its way south and found the Al G. Barnes and Sells-Floto Combined Circus brigades had covered up a lot of Robbins paper and copped some of the best stands with 12-sheet "Waits."

Most of the Sells-Floto paper was revamped Ringling stuff, with "Sells-Floto Presents" in small type on top of the standard Ringling Bros. and Barnum & Bailey posters, featuring Gargantua and the other top attractions—but the Robbins show was playing Clyde Beatty and Hoot Gibson in such spots as Jacksonville, Orlando, Lakeland and Tampa—the time, according to the stations, paid for at the usual commercial rates but using a station staff interviewer.

In Orlando, Lakeland and Tampa 10-inch newspaper ads read, "Don't be misled—the Ringling circus will positively

not exhibit here this season. It closed its season in Scranton, Pa., in July and went back to winter quarters at Sarasota, Fla."

"But," the ads continued, "Robbins Bros. Circus will present Clyde Beatty."

The Robbins show ran into several lot squawks, especially in Lakeland, where a Negro school had leased the lot and an underling of the professor of the school had signed a contract for the entire 10 acres. However, it developed there were several other owners to be reckoned with—and in addition the Negro school wanted another sawbuck to add to the contract price of \$65, waiving a Sells-Floto contract for \$75.

In Lakeland the Robbins show put on a short street parade over the main drag, with several menagerie riders, a Joey wagon, a few animal cages, the big top band and side-show band, a half dozen bulls and a few new Studebakers, having made a "Studebaker leads the parade" (See BARNES-SELLS-FLOTO page 60)

### Social Security

NEW YORK, Oct. 8.—The Social Security Board advises that unemployed people, although they have lived in another State during the period of their employment, may file claims in New York if they have since moved. This interchangeability is virtually in effect in all States now.

The Board also warns that it will be notified of changes of address because of the many checks that are being returned on that score.

## 10,000 Welcome Garden Rodeo

Show set for extra week this year—advance sale promising—bidding good

NEW YORK, Oct. 8.—This city's 13th annual World's Championship Rodeo, second under the management headed by Mark Twain Clement, Everett Colburn, Harry Knight and Frank Moore, opened its 24-day run last night at Madison Square Garden. About 10,000 were in the big house to welcome back virtually the same array of contestants, officials and special features that were built up and synchronized by Col. W. T. Johnson before he relinquished operation of the world's biggest show of its kind two years ago.

Rodeo has been developed into one of the fall's most prominent and popular arena features since it was introduced to New Yorkers by the late Tex Rickard in 1926. Each year attendance has increased despite marked similarity in appeal and subsequent difficulty in obtaining widespread publicity. Show is in for an extra week this year, presenting 34 performances before the close October 30. Matinees will be given on

(See 10,000 WELCOME on page 60)

### In This Issue

	Pages
Air Briefs	9
Broadway Beat, The	5
Burlesque Notes	23
Carnivals	36-46
Circus and Corral	28-30
Classified Advertisements	48-50
Coin Machines	68-82
Conference Shows	34-35
Fairs-Expositions	31-33
Final Curtain	25
General News	3-5
General Outdoor	57-61
Hartmann's Broadcast	27
Legitimate	14-15
Letter List	26 and 51
Magic	23
Minstrelsy	23
Music	10-13
Night Clubs-Vaudeville	16-22
Notes From the Crossroads	27
Orchestra Notes	12
Out in the Open	27
Parks-Pools	34-35
Pipes	55-57
Possibilities	4
Radio	6-9
Repertoire-Tent Shows	24
Risks-Skaters	33
<b>ROUTES:</b> Orchestra; page 10. Acts, Units and Attractions, 20 and 58. Dramatic and Musical, 58. Repertoire, 58. Circus and Wild West, 59. Miscellaneous, 59.	
Show Family Album	49
Sponsored Events	47
Thru Sugar's Domino	5
Wholesale Merchandise-Pipes	52-57

# New York FTP Scores Nicely With Drama About Hurricane

NEW YORK, Oct. 8.—Federal Theater Project, operating under financial difficulties, nevertheless seems to be hitting the popular taste with greater frequency than heretofore. It is producing fewer but better shows. *One-Third of a Nation*, *Prologue to Glory* and now *Big Blow* are proof that the project can score with reasonable frequency.

*Blow*, written by Theodore Pratt and staged by Anton Bundsmann, is good enough to work up considerable enthusiasm nightly at the Maxine Elliott. Its treatment is melodramatic, but its theme is plausible, being the conflict arising when a New England family treks on the Florida "cracker" country to take root anew.

Wade Barnett, his ailing mother who needs sunshine and Aunt Jane Barnett are the latter-day pioneers. Their efforts to wrest a living out of a strange soil are made difficult by the neighbors—a choice crew of sullen, vicious "crackers" who steal Barnett's crops, hunt Negroes and stir up ill-feeling against the "furriner" at a Holy Roller meeting.

These tough gents, however, see the error of their ways when Barnett shelters them during a hurricane, and a last attempt on the part of the chief villain to continue the feud is terminated with the villain's death—at the hands of his erstwhile henchman. The

hurricane which brings this happy situation about is a thrilling thing to watch from a comfortable theater seat; and of equal interest is the Holy Roller meeting and other prime scenes depicting life and love among our Southern neighbors. Love in its more gentle aspects, of course, blooms tenderly but with tropic certainty, and long before the fifth and concluding scene it is apparent that Wade Barnett and Celia Partin, who is young but vigorous, will shortly effect a merger. The hurricane brings them to home plate.

Kendall Clark, as Wade; Elizabeth Malone, as Aunt Jane; Amelia Romano, as Celia, are outstanding in the cast. The crackers, tho, all deserve a bouquet. Paul Ackerman.

## To Print Ticket Code in Programs

NEW YORK, Oct. 8.—Barring printing delays or some such hurdle, the list of rules and regulations which the League of New York Theaters has drawn up for its members and brokers affected by the ticket code will be included in all the Playbill theater programs after this week so that the public will be informed of measures being taken to protect it from scalpers.

Copies of the regulations were sent to all pact signatories recently under a letter inviting opinions and criticisms on the stipulations. The League has also furnished producers with a list of brokers who have signed the code and with whom they may therefore do business.

Highlights in the regulations are the bookkeeping burdens which will result from the necessity of having to make weekly payments of the 3½ cent tax per ticket, and the filing of sales reports. Other rules serve primarily to interpret, for practical purposes, terms of the code.

## Boys Town Choir Opens Year Tour

FREMONT, Neb., Oct. 8.—Boys Town Choir and road show, a 70-people unit, premiered at the Mundy Auditorium here preparatory to a year's run. Forty weeks already have been definitely booked, including spot at Radio City and at least 10 weeks at the San Francisco Exposition in April.

Will Harris, producer and director, and his staff have whipped a combination musical comedy and concert into shape with non-professional talent mostly. Show includes 50-piece choir in half-hour concert and seven production numbers spread out over 90 minutes.

Novelties included a "woolly West" number featuring rope whirling, Bergen and McCarthy group number; a parody on Snow White, with Royal Trent, colored lad, as "Snow Black," and a military step routine. Harmonica ensemble got a nice hand but will profit by more performances.

Bobby Lyons, singer, and Harry Glasser, accordionist, won hands more for appeal than ability. Choir does a dozen classical numbers under Director Ed Paul.

Three professionals worked into show stick out like a sore thumb because of too smooth work. They are Ernest Glasser, Dawson Butler and Marvin Merritt, dancer, impersonator and xylophonist, respectively. J. A. SCOTT.

## "Whiteoaks" Stays in Hub

BOSTON, Oct. 8.—Ethel Barrymore in *Whiteoaks*, which opened September 19 for a two-week ticket, extended her stay here for another fortnight, now bowing out October 15. First week grossed \$8,000, and second frame brought in around \$9,000. Other two weeks are expected to pull comfortable grosses.

## Mrs. Price Feted

NEW YORK, Oct. 8.—Mrs. Clara Baker Price, former actress and wife of Edwin Price, producer, was given a birthday party Monday at the Professional Woman's League headquarters in the Hotel Ansonia here. Vice-President Mrs. A. H. Bridge was hostess, and Mrs. Jennie Donaldson was among the guests of honor. The league is holding its annual bazaar at the hotel December 8 to 10.

## Pittsburgh Price Mix-Up

PITTSBURGH, Oct. 8.—Quick-change policy of Nixon Theater on ticket prices for third engagement of *You Can't Take It With You* drew scrawks from patrons and papers, which likewise got reader complaints. Evidently worried by screen competition from movie of same name at same date in Alvin, Nixon manager Harry Brown spread dailies with story about \$1.10 top, new low for flesh. Same day, without fanfare, theater upped scale to \$1.65 top, still low, but not before number of playgoers had read story, gone to box office and found price already changed. "Telegrams from Sam Harris mixed," said Brown and Nixon treasurer Arthur Low.

## KATHARINE CORNELL (This Week's Cover Subject)

KATHARINE CORNELL has been called the "First Lady of the Theater" so often that the appellation is almost becoming hackneyed, but there is no escaping the truth of it. Her unique place in the theater world has come to her deservedly after a series of varied, splendidly acted and dignified roles in worthwhile plays. She has never capitulated to the lure of Hollywood gold, also she has received countless offers; she is, and always has been, of the stage, and it has been an association that has brought glory and prestige to both.

After an absence of more than a year from local New York boards, Miss Cornell returns this fall for limited engagements in two, and possibly three, vehicles. The first, scheduled for November 20, is "Herod and Marianne," which will be followed by "Genesie"; the third is undecided at the moment. The actress had hoped to present "Herod" as part of her repertoire on a world tour, but unsettled conditions abroad forced the cancellation of such a plan.

Kit Cornell spent her childhood in Buffalo, where she acted in amateur productions, also her early ambition was to become a playwright. She made her professional debut in a four-word role in the Japanese classic, "Bushido," presented by the Washington Square Players at the old Comedy Theater, New York. Between this inauspicious beginning and her November opening have been roles in plays too diverse and too numerous to mention in this space. Outstanding among her successes were "A Bill of Divorcement" (which started her on the road to fame), Shaw's "Candida," "The Green Hat," "The Barretts of Wimpole Street" and "Saint Joan." "The Barretts" was the first play she appeared in after she decided to become her own manager; Maxwell Anderson's "The Wingless Victory" of a season ago, the eighth production.

While Miss Cornell was gaining experience years ago in Jessie Bonstelle's stock companies in Detroit and Buffalo, she met Cuthrie McClintic, now one of Broadway's most important directors, but then an unknown like herself. Two years later they were married, and McClintic has directed all of his wife's productions.

# Possibilities

## CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For FILMS

JEAN LORRAINE AND ROY ROGNAN—straight and comedy dance team caught last week at the Strand Theater, New York, where they show-stopped with their amusing comicallities, mostly slight stuff—contortion work, acrobatics, gawky posing, falls, pantomime, etc. Miss Lorraine is a very comely little brunet with an elastic body and a thoroughly likable personality, while Rognan is an excellent straight and a good comedian on his own. They should score nicely in comedy interludes in musical films and are also ripe for a spot in a legit revue.

## For VAUDE

CHARLES FREDERICKS — tall, broad-shouldered, blond baritone whose appearance suggests Nelson Eddy and who sings songs popularized by Eddy. Caught at NTG's Midnight Sun, New York night club, where he displayed an interesting voice and good, vigorous delivery. Should be just right for vaude or a spot in a musical comedy.

## For LEGIT MUSICAL

GLORIA DAY—lovely young brunette tap dancer now at the Paradise Restaurant, New York. Has a fine figure and is lithe and graceful, executing fancy tap routines of the Eleanor Powell type with verve and great ability. Is developing into a top-flight tapster and rates a spot in a legit revue or musical comedy.

## For NIGHT SPOTS

PRINCESS MITZI—Oriental dancer with the Paradise night club revue of the Celin & Wilson Shows. Caught at the New Jersey State Fair during National Showmen's Association benefit. A terrific hipslinger, unusually well formed and possessing unusual grace and expert knowledge of how to sell her gyrations. Can be built into a sizzling name for night spots—with an eye on a World's Fair booking, too.

## Command Show for Coliseum, London

LONDON, Oct. 8.—This year's Royal Command Performance, with the proceeds devoted to the Variety Artists' Benevolent Fund, will be held at the London Coliseum November 9. An international program, representative of modern vaude and containing several American acts, will be announced three weeks before the event.

Of the 15 royal performances held since 1919, the last seven have been presented at the Palladium. Whether the performance is to be broadcast or not will be settled late this month. Cinemas, theaters and vaude houses reported a heavy loss owing to broadcasting of previous royal performances.

In the event of the European situation not clearing by November, the royal performance will be postponed.

SANTA ROSA, Calif., Oct. 8.—Wilt Gunzendorfer, former band leader and head of the Thomas Lee Artists' Bureau, has been named program director of KRSO. Larry Thatcher, former Healdsburg newspaper man, has also joined the staff as commercial manager.



RADIO is the vital spark of life for the popular dance orchestra of today. This has never been proved as conclusively as by the box-office figures of recent months. Bands that have gone off the air for one reason or another have found the negative reaction to take place almost immediately in theaters, one-nighters and ballrooms. Never have various branches of the show business been as closely intertwined from the standpoint of talent as they are today. It is in the rise and fall in box-office appeal of the dance orchestra that the interdependence of one branch on another is most clearly demonstrated. Radio needs bands more than any other single amusement factor, and the broadcasting industry has wisely shown favoritism towards bands in making its facilities available to them. But there is not a balance of mutuality in need between radio and bands. The fact is unassailable that the band without a wire is as useless as a bird without wings. In a pinch radio could do without bands—but not very well, of course.

The dependence of bands on radio has had its effect on the booking offices that specialize in this form of amusement. A booking office that cannot produce wires had better not remain in business. The spots are important enough, but a spot without a wire is useless to a band struggling to keep its place in the sun. The struggle for supremacy among the band booking offices is carried on far behind the scenes where the least important factors are spots and bands. It is pretty well assumed in the business anyway that there is not a world of difference between any two bands picked at random in the same class. What makes a band is the air tie-up and the spot combined, but the spot without the wire cannot stand on its own. As time passes the importance of wires will naturally become greater and because of this many problems will present themselves to the band field that are not now important or even apparent. The bright aspect of the situation is that neither of the fields involved can prosper very long without the other. And when there is interdependence there must be co-operation. Which makes the outlook for bands most favorable in a general way.

ATTITUDE is a factor of great importance in any mass movement of the public mind or in the changing or revival of modes. One of the reasons that the institution of vaudeville started skidding is the negative attitude of the performers who were the real economic victims of the debacle. For several years past it was the smart thing, apparently, for performers in night clubs to refer cynically and disparagingly to the days when vaudeville was in the public's good graces. It was considered quite the clever thing to make some crack during a performance amounting to, "Remember vaudeville?" This insistence on a theme could not have done otherwise than to force an attitude on the part of the public towards vaudeville that placed vaudeville in the same class as horses and buggles and phonographs with tin horns. Without realizing it, performers were burning their bridges behind them; in other words, making it impossible for even a streamlined version of vaudeville to rate serious attention and patronage. But there seems to have been a definite change in the performer and this has had a good effect, in turn, on audiences.

Of late we haven't heard any of the derisive cracks and it is quite evident that the cynical attitude of performers has been superseded by a reawakening of hope. The entire country has become flesh-conscious. It is not a matter of propaganda or self-hypnosis on the part of those who would profit from a revival of stage-show activity. It is a phenomenon that can be seen and heard. It is real. The larger booking offices are making plans that promise the best break for performers in years. There is actually a scarcity (which, of course, is temporary) of certain types of performers. Comedienne, for example, are at a premium. Specialty people generally are very much in demand. These signs are here and as yet few of the theaters expected to contribute to the gold rush have opened. It seems to us that the only factors that now stand between (See SUGAR'S DOMINO on page 57)

# SELLING NAB WAX LIBRARY

## Broadway Beat

By GEORGE SPELVIN

**DOT HAAS**, Fanchon & Marco p. a., is the new intellectual torchbearer of the press agents; on a radio spelling bee last week, in which the rival teams were composed of newspaper men and publicity hounds, Dot wound up with a wrist watch as second prize award. . . . First went to Jimmy Powers, of *The News*. . . . Minnie Dupree, that grand stage veteran, is making her film debut in the soon-to-be-released, *Young in Heart*, and the reports are that she's terrific—as anyone who's ever seen her on the stage would expect. . . . Down at Webster Hall next Friday (14) they're holding what they call a "Ship Ahoy Ball" for the benefit of the American Relief Ship to Spain; admission, in advance, is \$1.10 and one can of food for starving Spaniards. . . . Another shindig for the relief ship was held last Friday (7)—a cocktail party at the Cafe Continental, sponsored by Brooks Atkinson, Arthur Pollock, George Ross, Richard Watts and various other notables. . . . Mr. Spelvin, altho he thinks it's just wonderful to help starving Spaniards or Armenians or Ethiopians, feels that it might be a pretty smart idea to help starving Americans before we begin sending food ships to fill the bottomless maws of Europe and Asia. . . . *The Herald-Trib*, in reporting the Yale-Columbia football game, said that the Lions "wielded many attacking weapons with swiftness and verve." . . . Ladislav Szucs, a film producer and music publisher, will arrive from Hungary on Monday (10), bringing along a large collection of film and legit scripts and unpublished musical works for sale over here. . . . Jerry Colonna's *mustache in Garden of the Moon* at the Strand is the envy of Mitchell Benson, assistant WOR program director. . . . In that film, incidentally, there's a classic billing; Johnny Scat Davis is billed as J. Scat Davis, no less. . . . But fancy!

Even fancier, however, is the St. Regis Hotel, which broke down the barriers—broke them to splinters, in fact—when it booked a colored band, Billy Hicks and his Sizzling Six, for its Maisonette Russe room. But, having given way to such commendable good sense, the hostelry is now trying to hide the fact in all its publicity releases. There's none of the swing or jitterbug stuff to attract the trade to Hicks, nor is there any reference to Harlem hot. And, to top it off, instead of using "sepias" or "Negro" or "colored" to describe the outfit, the hotel goes ultra-ultra all the way and says that Hicks has a "Nublian" band. . . . Pardon me, Duchest! It's the beer!

Helen Oakley, formerly publicist for Moe Gale and Joe Glaser, is back on the Stem after a summer spent in Canada. . . . John Lonergan, musical stager, who did the shows at the Met in Boston for 18 months, is also back in town. . . . The Renault Champagne Co. claims that with the World's Fair almost upon us the champagne industry should reach new heights. . . . Oh, Mr. Whalen! . . . Regis Joyce, touring with *Room Service*, spent two years in the fight ring and another two in the stoke holes of ocean freighters following his graduation from college. . . . So the guy has to turn around and get himself a tough job like acting. . . . Kenneth Lane, personnel director for the New Yorker and Belmont Plaza hotels here, reverses the process; he's a former actor. . . . And Dick Mockler, p. a. for the same pair of inns, confides that there are in the United States seven towns named Dorsey—and he's going to tie them all up in some way with the Tommy Dorsey opening at the New Yorker October 12. . . . The "request number" gag having worn a bit thin, Val Olman at the Belmont Plaza's Glass Hat now says, "We have had a 'legitimate request' for such and such a number." . . . Thus making everything legal. . . . Is the IQ of America going up? The Barker at the Honeymoon Lane Ballroom has changed his line of patter from indistinguishable gibberish to a clearly enunciated plea for "all intelligent men to step forward."

### Date With a Dream

CHICAGO, Oct. 8.—*Herald and Examiner*, tab daily, is running a series on how famous people combat insomnia. When James C. Petrillo, union music chief, was queried, he said: "For many years now before retiring at night I have had the habit of tuning in on a good musical program. This has a tendency to tone down my nerves and prepare me for a night of restful slumber."

## Examiner Restores KSFO Program Lists

SAN FRANCISCO, Oct. 8.—Radio logs have been restored to their customary completeness in *The Examiner* following a week's feud between morning daily and KSFO over too many European news broadcasts.

Listings of KSFO were restored without prejudice to either side, it was reported, both sources declaring their regret over inconveniences to readers and listeners because of disagreement.

## Det. Throwaways Sub On Listing Programs

DETROIT, Oct. 8.—Substitution for the radio columns recently dropped by Detroit newspapers has been found in the weekly neighborhood newspapers covering different sections of the city. Special column has been prepared by Radio Jake (W. A. Jacoby) and is now being used by 22 local newspapers in the city claiming 1,000,000 readers.

Column, styled "Radio Headlines," carries the byline of Radio Jake, who is with a leading radio store in town. Releases from the networks are used in the preparation of the column material, as well as stuff from CKLW, WXYZ and WJL. These three stations have been giving spot announcements telling listeners that the schedule may be found in the neighborhood sheets.

As the neighborhood sheets are straight give-aways, the move by the daily papers in dropping the radio columns has simply moved the columns into the free-circulation class, so that would-be listeners no longer even have to pay the price of the daily paper for their radio information.

## CBS Howls Over NBC Chi Promotion Piece

CHICAGO, Oct. 8.—Sales departments at NBC and CBS-WBBM are calling each other names over a promotion which NBC's WMAQ outlet sent out recently. Brochure in question was a die-cut loving cup titled "Awarded to WMAQ." Copy claimed 72 per cent more hours of sponsored network programs than the next ranking Chi station.

WBBM howled, informing its salesmen that WMAQ's argument was "fatuous," since NBC's Red net advertisers had to take WMAQ in Chi, having no choice. Went on to explain that those who did have a choice—local and national spot advertisers—placed 232 per cent more sponsored stuff on WBBM than on WMAQ. Both sets of figures are for the same week, WBBM says.

Second promotional piece had to do with food merchants, WMAQ printing that it had 230 per cent more victuals time than any other local outlet. WBBM bounced back on this one by claiming that of advertisers having a choice 662.5 per cent more was given WBBM.

## AFRA Files NLRB Kick Against KSFO

SAN FRANCISCO, Oct. 8.—American Federation of Radio Artists has filed complaint with the National Labor Relations Board against KSFO, Columbia outlet, charging unfair labor practices. Hearing is scheduled for early November unless agreement is reached before then.

## Two Firms Bidding On Property; NAB Has Over 50 Gs in Venture

WASHINGTON, Oct. 8.—Recent discussions among NAB board members have raised the question of whether the board has the right to approve the sale of the NAB Bureau of Copyrights. Question is whether the board can do it or whether the sale, if it is made, must instead be made subject to the approval of the NAB membership in convention. Altho there has been talk of a price in the neighborhood of \$50,000 offered by E. V. Brinkerhoff, it is understood that no written offer of any amount has been made.

WASHINGTON, Oct. 8.—Plans to sell the NAB transcription library were well under way this week as various factions of the association were engaged in skirmishes to determine its future life. Preliminary steps to ash-can the NAB collection of tax-free music were taken two weeks ago at a meeting between Neville Miller, NAB president; association counsel Sprague; C. Lloyd Egner, NBC Treasurer; C. O. Langlois and Ralph C. Wentworth, of Lang-Worth; M. E. Thompkins and E. V. Brinkerhoff, of Brinkerhoff Recording Co. Meeting grew a bit heated as Thompkins, music publishers' representative, charged that not all of the NAB library had been cleared of copyright. Deal did not materialize at this session, and negotiations were held over until executive committee of the NAB could meet to debate a step which may bring dissension to the association.

The NAB meeting medicine-balled the subject around. Ended by appointing a committee to determine between rival offers submitted by Brinkerhoff and Lang-Worth. Essence of both offers is said to be a complete removal of the

public domain music enterprise from the activities of the trade association.

First step, which may indicate a drift toward the Lang-Worth company, was taken this week as Edward J. Fitzgerald, NAB library director, was notified that the NAB would no longer be in the music field after November 1. Fitzgerald has been in charge of the bureau's work on programing and musical balance of NAB transcriptions, which were originally intended as a threat to ASCAP domination of radio's music. So far the NAB Bureau of Copyrights has interested a little more than 100 stations.

Brinkerhoff is zealous in his efforts to have the library so he can finish the job he started when he cut the first NAB disc. Opinion here sets his proposal down as somewhat sentimental even after admission that there may be a slim profit from the undertaking. He has been counseled against making such an offer, according to reports, but was insistent that he "wanted to do the job the way it was intended to be done." Original aims of the NAB Bureau of Copyrights were demanded by Brinkerhoff, and he maintains that his assumption of the contracts must be accompanied by a committee of broadcasters which would determine the policies under the new arrangement.

Problem is not easy. If it were a simple question of whether to remain (See SELLING NAB on page 57)

## WPEN Bars Socialist Gubernatorial Talk

PHILADELPHIA, Oct. 8.—Joseph Pirinzin, Socialist candidate for governor of Pennsylvania, was barred from WPEN Wednesday when he refused to delete certain passages from his speech. Pirinzin contended that under the federal regulations no station selling time to one party could refuse it to another and that political speeches were not subject to censorship. He threatened to complain to FCC.

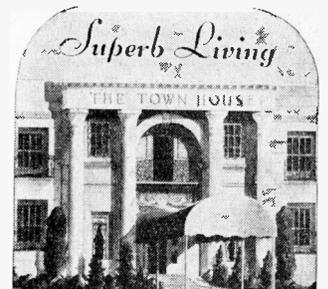
Arthur Simon, general manager of the station, said WPEN had no objections to giving time to the Socialist Labor Party, but he didn't believe that a political candidate was immune from having his manuscript scrutinized.

## NBC Shifts Personnel At Frisco Headquarters

SAN FRANCISCO, Oct. 8.—Personnel transfers at NBC headquarters here have Cameron Prud'homme, former production manager, as producer of dramatic programs; Robert Seal, program manager of WCOP, Columbus, O., as production manager.

Other changes shifted Cliff Anderson from program traffic to Hollywood, and Dorothy Hill from sales department to secretary to production manager. Resignation of Val Fleming, producer, was also announced. Fleming joins the Emil Brlsacher Advertising Agency.

ALLEN STOUT, of WHAS, Louisville, has taken over the chief sports announcer duties at WKRC, Cincinnati. Stout succeeds Bill Ware, who resigned October 5 to assume a sports assignment in St. Louis.



*Superb Living*  
THE TOWN HOUSE  
An address of prestige where the discriminating traveler may relax in an atmosphere of refinement. Under the same management as The Drake and The Blackstone in Chicago.  
A. S. Kirkeby, Managing Director  
**The Town House**  
On Wilshire in Los Angeles

**HOTEL RALEIGH**  
Where You Can Sleep Anytime—DAY OR NIGHT  
648 NO. DEARBORN ST., CHICAGO.  
Single Rooms, \$5.00—Double, \$7.00 per Week.  
Unit Headquarters. 5 minute walk to Loop.  
Theatrical Booking Agencies located in hotel.

**THEATRE EQUIPMENT NEW & USED**  
MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCREENS, SPHERA CHAIRS, SPOTLITES, STEREOSCOPES, FILM CABINETS, PORTABLE PROJECTORS, M. P. CAMERAS, GENERATOR SETS, RECTIFIERS, REFLECTING AND LAMP, REWINDING, VENTILATING FANS, CARBONS, FILM CURRENT, TICKETS, MAZDA LAMPS AND SUPPLIES. EVERYTHING FOR THE THEATRE.  
WRITE FOR FREE CATALOG "B"  
**MOVIE SUPPLY CO., Ltd.**  
1318 S. WABASH AVE., CHICAGO, ILL.

**STOCK TICKETS**  
ONE ROLL... \$50  
FIVE ROLLS... 2.50  
TEN ROLLS... 3.50  
FIFTY ROLLS... 15.00  
100 ROLLS... 29.00  
ROLLS 2,900 EACH.  
Double Coupons,  
Double Price.  
No C. O. D. Orders  
Size: Single Tick., 1x2"

We Give Special Attention To Foreign Trade.  
**TICKETS**  
Every Description.

WRITE US AND GET OUR ANSWER  
**TICKETS**  
Every Description.  
**THE TOLEDO TICKET CO., Toledo, O., U.S.A.**

**SPECIAL PRINTED**  
Roll or Machine.  
10,000... \$ 6.95  
30,000... 9.85  
50,000... 12.75  
100,000... 20.00  
1,000,000... 150.50  
Double Coupons,  
Double Price.

# Radio Survey of Beaumont, Texas

## EIGHT LOCAL PROGRAMS MAKE VERY STRONG SHOWING IN DAYTIME RADIO SURVEY OF BEAUMONT . . . USE OF RADIO SETS DURING DAY HIGHER THAN AVERAGE THRUOUT COUNTRY . . . PROGRAMS ON KPRC, HOUSTON, TOP LOCAL LIST

By JERRY FRANKEN

Statistics presented in this issue of The Billboard cover daytime listening in the Beaumont, Tex., area, following publication last week of data concerning nighttime listening in the same section. Beaumont was selected because of the importance today of Texas in the business field, the Lone Star State being a national business leader, with conditions better than in practically any other section. In the daytime program study, a leading development is that there are more than the average number of local programs showing up with strength comparable to the leading network features. Of the leading locals, three are hillbilly shows. Judging from Beaumont, Texas still likes its nasologists.

One of the strongest local shows is on KRIC's program with Gordon Gensch's Orchestra. This outfit appears to have important drawing power in Beaumont, since it showed up as a local leader in both the nighttime and daytime surveys. It also looks like one of KRIC's best bets. This station first went on the air about three and a half months ago, in July. During the day survey period Gensch was heard seven times, totaling 41 mentions by Beaumont listeners.

A very good showing in Beaumont's daytime reception was made by KPRC, Houston, NBC affiliate in that city. It is on this station the hillbillies made their stand, three out of four of KPRC's locals coming under this classification. Shows are all commercials, "Chuck Wagon Gang," "Crazy Crystals" and "Lightertrust Doughboys." Details on these and the other top local shows are given elsewhere on this page.

KRIC, in addition to the Gensch program, shapes up well in the daytime local end, with an organ program emanating from the Jefferson Theater, Beaumont pic house, and a sidewalk show with a twist sponsored by Royal

Crown Cola, soft drink. This vox popper makes a record of each participant during stint at the mike and then plays it subsequently during the broadcast.

KFDM, Beaumont station, reported two broadcasts in the leading group, one being in the nature of a special event—broadcasts from a marathon walking contest, now closed. Another strong KFDM attraction is the series

sponsored on the station by the Sabine Tabernacle, program being a religious series. Details on the KFDM and KRIC shows are on this page also.

### Top Web Shows

As is expected and inevitable, daytime serials take the rest of the limelight in the Beaumont daytime study. All the familiar stand-bys are there. Their respective rankings will be found

in the two-column chart in the radio department of this issue under the heading "Leading Programs in Beaumont."

In the sustaining chain program group, the leaders are also the familiar perennials. NBC's "Breakfast Club" takes the ace spot. "Club" has been a daytime leader in The Billboard surveys thruout. Other sustainers showing well are Major Bowes' Sunday mornings from the New York Capitol Theater and "Club Matinee," another NBCer.

Special events also were reported pulling good audiences, these including an address by President Roosevelt, one by W. Lee O'Daniel, the State Democratic Convention and the aforementioned walkathon.

### Day Listening Strong

Another major result of the Beaumont study, conducted for The Billboard by the Market Research Corp. of America, is that daytime listening in Beaumont hits not only an average higher than elsewhere in the country but higher than reported for the evening programs in Beaumont. Latter drew a figure of 45 per cent among the Beaumont residents queried, while the daytime percentage is just a fraction under 50 per cent. Accepted standard in daytime listening, according to research executives, is 35 per cent. There is nothing to lead to the belief that the week during which the survey was made, September 13 thru and including September 19, had any special attraction for Beaumont radio listeners. Possible exceptions might be (See RADIO SURVEY on opposite page)

## Leading Programs in Beaumont DAYTIME

### HOUR PROGRAMS

(Reported Heard Six Times Weekly)

Breakfast Club . . . . . N DK-28; KFDM-26 54

(Reported Heard Three Times Weekly)

National Farm and Home Hour . . . . . N DK-2; KFDM-5 7

(Reported Heard Once Weekly)

Major Bowes' Capitol Family . . . . . N KTRH-15 15

Magic Key of RCA . . . . . N DK-2; KFDM-8 10

### HALF-HOUR PROGRAMS

(Reported Heard Seven Times Weekly)

Gordon Gensch . . . . . L DK-3; KRIC-38 41

(Reported Heard Three Times Weekly)

Sabine Tabernacle . . . . . L KFDM-5 5

(Reported Heard Once Weekly)

W. Lee O'Daniels . . . . . L KRIC-9 9

Uncle Frank and Junior . . . . . L KPRC-7 7

### 20-MINUTE PROGRAMS

(Reported Heard Four Times Weekly)

Jefferson Theater . . . . . L DK-5; KRIC-7 12

### 15-MINUTE PROGRAMS

(Reported Heard Five Times Weekly)

Ma Perkins . . . . . N DK-3; KPRC-110 113

Pepper Young's Family . . . . . N DK-8; KPRC-81 89

Guiding Light . . . . . N DK-6; KPRC-67 73

Stella Dallas . . . . . N DK-5; KPRC-62 49

Woman in White . . . . . N DK-4; KPRC-45 46

Lightertrust Doughboys . . . . . L DK-5; KPRC-41 37

Judy and Jane . . . . . S DK-4; KPRC-34 38

Big Sister . . . . . N DK-14; KTRH-23 31

Mary Marlin . . . . . N DK-1; KPRC-30 31

Bewley's Chuck Wagon . . . . . L KPRC-22; DK-3 25

Aunt Jenny's Stories . . . . . N DK-4; KTRH-14 18

(Reported Heard Four Times Weekly)

Crazy Crystals . . . . . L DK-1; KPRC-18 19

Hilltop House . . . . . N DK-6; KTRH-8 14

Hymns of All Churches . . . . . S DK-1; KPRC-6 7

The Affairs of Anthony . . . . . N DK-1; KPRC-5 6

Scattergood Baines . . . . . N DK-1; KTRH-5 6

Vic and Sade . . . . . N DK-1; KTRH-5 6

Devotional . . . . . L KRIC-5 5

Myrt and Marge . . . . . N DK-5 5

(Reported Heard Three Times Weekly)

Kitty Keene . . . . . N DK-2; KPRC-12 14

Dan Harding's Wife . . . . . S DK-1; KPRC-7 8

Betty and Bob . . . . . N DK-1; KPRC-5 6

Club Matinee . . . . . N DK-1; KPRC-2; KFDM-3 6

(Reported Heard Twice Weekly)

Royal Crown Cola Super Snooper . . . . . L KRIC-5 5

Those Happy Gilmans . . . . . S DK-2; KPRC-3 5

### SPECIAL EVENTS PROGRAMS

Democratic Convention . . . . . L KRIC-19; KFDM-18 37

Baseball Game . . . . . L KFDM-5 5

President Roosevelt's Address . . . . . N KPRC-3; KRIC-2 5

The following programs received five or more mentions but did not have the time listed to specified by the listeners.

W. Lee O'Daniel . . . . . L KPRC-14; KFDM-1; DK-1 16

News . . . . . L KFDM-10 10

Walk-a-Show . . . . . L KFDM-5 5

## Day Listening Tops Nights in Beaumont Friday Heads List

An unusual result of the radio survey in Beaumont, Tex., was that more listeners reported using their radio sets during the day than at night. Day listening average was a fraction under 50 per cent, night figure being 45 per cent. Only three more listeners stated they had not used their radio, during the day they were called, than said they had. This would indicate that Beaumont radio during the day is a better buy than the average city of comparable size (60,000 pop.). The radio industry accepts a 35 per cent daytime listening percentage as the all-over average.

Daily figures follow:

Day	Listening	Not Listening	Total
Friday	98	95	193
Thursday	81	51	132
Tuesday	78	36	114
Sunday	73	94	167
Wednesday	69	34	103
Monday	68	108	176
Saturday	61	113	174
Totals	528	537	1,065

## Eight Local Shows Draw Strongly in Beaumont Survey

Several local programs, either on Beaumont stations or on KPRC, Houston, showed up in the survey of Beaumont's daytime listening habits with considerable strength. Programs indicate, among other things, some idea as to what listeners in that section of the country go for. Descriptions of the programs follow:

"Uncle Frank and Junior." KPRC. Sunday morning show, reading the Sunday morning comic sections. Sponsored by Stowers Furniture Co., on the air six years. Talent, Frank (Uncle Frank) Colby; his son, Frank Jr.; Betty Baldwin, Mrs. Cleo Stamm and John Paul Goodwin.

"Bewley's Chuck Wagon Gang." KPRC. Cowboy and hillbilly songs and hymns. Daily and Sunday. Sponsored by Bewley Mills of Fort Worth. On the air three and a half years. Talent, "Rose, Anna, Dad and Jim."

"Lightertrust Doughboys." KPRC. Hillbilly band, emcee. Sponsored by Burrus Mill and Elevator Co. On air four years, Monday thru Friday.

Crazy Crystals Program. Variety program, playing from Crazy Hotel, Mineral Wells, Tex. On the air daily, four years. Talent includes Jack Am-lung Orchestra; Conrady Brady, emcee; Sugar Cane and February, comics.

"Walk-a-Show," description of local walkathon. KFDM.

Sabine Tabernacle, religious series sponsored by Sabine Tabernacle. KFDM.

Jefferson Theater organ program, with Billy Kitts, organist. Sponsored by Gore & Wolf, cleaners. Started July 18, 1938. KRIC.

"Super Snooper," sponsored by Royal Crown Cola. Started July 18, featuring sidewalk interviews and playbacks of records of interviews. KRIC.

# DAYTIME PROGRAMS HEARD IN BEAUMONT, TEX.

FROM SEPTEMBER 13 TO SEPTEMBER 19

Hour Listening	Programs Heard	Program Origin	Station	Total No. Listening	Hour Listening	Programs Heard	Program Origin	Station	Total No. Listening
6:00-7:00	Rise and Shine	S	KRIC	2	12:00-12:30	Gordon Gensch Orchestra	L	KRIC	38
6:45-7:30	KTRH Musical Clock	L	KTRH	2	12:00-12:30	Gordon Gensch Orchestra	L	DK	3
6:45-8:15	KTRH Musical Clock	L	KTRH	2	12:00-12:30	Jefferson Organ	L	KRIC	1
7:00-8:00	Breakfast Club	N	KFDM	26	12:00-1:00	Magic Key of RCA	N	KFDM	9
7:00-8:00	Breakfast Club	N	KFDM	28	12:00-1:00	Magic Key of RCA	N	DK	2
7:30-7:45	The Sky Pilot	L	KPRC	1	12:00-2:45	National Golf Championship	N	DK	1
7:45-8:00	Devotional	L	KRIC	6	12:30-12:45	The Red Hawks	L	KPRC	1
8:00-8:15	Just Neighbors	N	KFDM	1	12:30-12:45	Light Crust Dough Boys	L	KPRC	41
8:00-8:15	Just Neighbors	N	DK	1	12:30-12:45	Light Crust Dough Boys	L	DK	5
8:00-8:30	Church of the Air	N	KTRH	1	12:45-1:00	Man on the Street	L	DK	1
8:00-8:30	Ebenezer Choir	L	KPRC	1	12:45-1:00	Crazy Crystals	L	KPRC	18
8:15-8:30	Myrt and Marge	N	KTRH	4	12:45-1:00	Crazy Crystals	L	DK	1
8:15-8:30	Myrt and Marge	N	DK	1	12:45-1:00	Hillbilly Flour Program	L	KPRC	1
8:30-8:45	Hilltop House	N	KTRH	8	1:00-1:05	News	L	KRIC	2
8:30-8:45	Hilltop House	N	DK	6	1:00-1:10	News	L	KRIC	1
8:30-9:00	Uncle Frank and Junior	L	KPRC	7	1:00-1:15	Mary Marlin	N	KPRC	30
8:30-9:00	W. Lee O'Daniel	L	KRIC	9	1:00-1:15	Mary Marlin	N	DK	1
8:45-9:00	Woman in White	N	KPRC	45	1:00-1:30	Playhouse Boys	L	KFDM	1
8:45-9:00	Woman in White	N	DK	4	1:00-2:00	Everybody's Music	N	KTRH	1
9:00-9:15	Dan Harding's Wife	S	KPRC	7	1:15-1:30	Ma Perkins	N	KPRC	110
9:00-9:15	Dan Harding's Wife	S	DK	1	1:15-1:30	Ma Perkins	N	DK	3
9:00-9:15	Bewley's Chuck Wagon	L	KPRC	8	1:30-1:45	R. C. Cola Super Snooper	L	KRIC	5
9:00-9:15	Fashions	L	KRIC	1	1:30-1:45	Pepper Young's Family	N	KPRC	81
9:00-10:00	President Roosevelt's Address	N	KPRC	3	1:30-1:45	Pepper Young's Family	N	DK	8
9:00-10:00	President Roosevelt's Address	N	KRIC	2	1:45-2:00	Guiding Light	N	KPRC	67
9:15-9:30	It Happened So Quick	S	KPRC	2	1:45-2:00	Guiding Light	N	DK	6
9:15-9:30	Scattergood Baines	N	KTRH	5	1:45-2:00	Ted Malone—Between the Book Ends	N	KFDM	2
9:15-9:30	Scattergood Baines	N	DK	1	2:00-2:15	Judy and Jane	S	KPRC	84
9:15-9:30	Grandma Travels	S	KPRC	1	2:00-2:15	Judy and Jane	S	DK	4
9:30-9:45	Big Sister	N	KTRH	23	2:00-2:30	Afternoon Devotional	L	KRIC	1
9:30-9:45	Big Sister	N	DK	14	2:00-2:30	Sabine Tabernacle	L	KFDM	6
9:30-10:30	Major Bowes' Capitol Family	N	KTRH	15	2:15-2:30	Stella Dallas	N	KPRC	62
9:45-10:00	Aunt Jenny's Stories	N	KTRH	14	2:15-2:30	Stella Dallas	N	DK	5
9:45-10:00	Aunt Jenny's Stories	N	DK	4	2:30-2:45	Club Matinee	N	KFDM	3
9:45-10:00	Kitty Keene	N	KPRC	12	2:30-2:45	Club Matinee	N	KPRC	2
9:45-10:00	Kitty Keene	N	DK	2	2:30-2:45	Club Matinee	N	DK	1
10:00-10:05	News	L	KRIC	4	2:30-2:45	Safety on the Road	L	KPRC	1
10:00-10:15	Those Happy Gilmans	S	KPRC	3	2:30-3:00	The World is Yours	L	KPRC	1
10:00-10:15	Those Happy Gilmans	S	DK	2	2:45-3:00	The Affairs of Anthony	N	KPRC	5
10:00-10:30	Southernaires	N	KFDM	3	2:45-3:00	The Affairs of Anthony	N	DK	1
10:10-10:30	Jefferson Theater	L	KRIC	7	3:00-3:15	There Was a Woman	N	KFDM	4
10:10-10:30	Jefferson Theater	L	DK	5	3:00-3:30	Texas Rangers	N	KTRH	9
10:15-10:30	Visting Nurse	L	KPRC	2	3:15-3:30	Don Winslow	S	KFDM	2
10:30-11:00	Salt Lake City Tabernacle Choir	N	KTRH	1	3:15-3:30	Don Winslow	S	DK	2
10:30-11:00	Radio City Music Hall	N	KFDM	2	4:00-4:15	Press Radio News	N	KTRH	1
10:30-11:00	Radio City Music Hall	N	DK	1	4:00-4:30	The Catholic Hour	N	KPRC	3
10:30-11:30	National Farm and Home Hour	N	KFDM	5	4:15-4:45	Family Worship Hour	L	KPRC	1
10:30-11:30	National Farm and Home Hour	N	DK	2	4:25-4:30	Press Radio News	N	KPRC	1
11:00-11:15	News	L	KPRC	9	4:30-5:00	Tune Wranglers	L	KRIC	1
11:00-11:15	The Goldbergs	N	KTRH	2	4:35-4:45	Blue Barron Orchestra	N	KFDM	1
11:00-11:30	Church of the Air	N	KTRH	2	DK	Hillbilly Band	L	WBAP	1
11:00-12:00	First Methodist Services	L	KXYZ	3	DK	News	L	KPRC	2
11:00-12:00	Flex Church Christ Scientist	L	KFDM	4	DK	News	L	KFDM	10
11:15-11:30	Bewley's Chuck Wagon	L	KPRC	22	DK	Sears-Roebuck	L	KPAC	4
11:15-11:30	Bewley's Chuck Wagon	L	DK	3	DK	W. Lee O'Daniel	L	DK	1
11:15-11:30	Vic and Sade	N	KTRH	5	DK	W. Lee O'Daniel	L	KFDM	1
11:15-11:30	Vic and Sade	N	DK	1	DK	W. Lee O'Daniel	L	KPRC	14
11:30-11:45	Texas Farm Program	L	KPRC	1	DK	News	L	DK	2
11:30-12:00	Hits of Yesterday	L	KTRH	1	DK	Talk From London	N	KPRC	2
11:45-12:00	Radio Gospel Fellowship	L	KTRH	1	DK	London Calling America	L	KMOX	1
11:45-12:00	Hymns of All Churches	S	KPRC	6	DK	Walkshaw	L	KFDM	5
11:45-12:00	Hymns of All Churches	S	DK	1	DK	Democratic Convention	L	KRIC	19
12:00-12:15	Betty and Bob	N	KPRC	5	DK	Democratic Convention	L	KFDM	18
12:00-12:15	Betty and Bob	N	DK	1	DK	Baseball Game	L	KFDM	15

## AFRA Insists on Fast Agency Deal

NEW YORK, Oct. 8.—According to authoritative sources, negotiations between American Federation of Radio Artists and American Association of Advertising Agencies are rapidly drawing to a head, with agreement on the commercial scale expected within a month. As reported in *The Billboard* recently, radio union has all its machinery in motion and will not be stalled off.

In the event of dillydallying on the part of the agencies, of which some 700 are involved thruout the country, it is quite possible that AFRA will call a general strike.

Firm attitude on the part of AFRA is understood to be enhanced by the fact that the agencies' negotiating committee has no direct power or carte blanche to John Hancock a commercial contract. Its position is advisory, and this—to-

### Dark Future

NEW YORK, Oct. 8.—Radio actress and producer walked into *The Billboard* office last week looking for help in getting a job. During the course of her conversation she stated she has program possibilities at NBC, CBS, WOR—MBS, WHN and WNEW and all look good.

Outside of this she has nothing to look forward to.

gether with the lack of centralized power in the agency field—has been a determining factor in crystallizing a staunch AFRA stand.

Opinion among a large body of AFRA execs is that agencies will, in the event they are given much time, prolong the negotiations until the season is well advanced. This would be a distinct drawback to AFRA membership morale.

Situation now confronting the radio union is that of co-ordinating price scales on the Coast, Chicago and New York, these being AFRA's and radio's key centers. Understood that the Chicago local has its data practically completed, and is marking time pending completion of details by other key locals.

## KQV, Pirates, Settle Pitt. Baseball Suit

PITTSBURGH, Oct. 8.—Damage suit for \$100,000 against KQV brought by Pittsburgh Baseball Co., General Mills, Socony-Vacuum and NBC for station's "pirating" of Pirate ball games, ended with out-of-court peace pact this week between counsel, when KQV consented to permanent injunction restraining it from broadcasting description of diamond frays and to withdraw an appeal from a preliminary ban.

Federal Judge Schoonmaker, who ruled several months ago in precedent-setting suit that ball games are property of club and not open to free broadcasting, signed the decree that also provided no damages be recovered by the co-plaintiffs.

## Thomas Quits WROK; Koessler Replaces

ROCKFORD, Ill., Oct. 8.—Walter Koessler this week became general manager of WROK here, succeeding Lloyd C. Thomas, resigned. Koessler was sales manager of WROK since March, 1937.

Thomas retains part ownership interest in the outlet. Quite active in the indie broadcasting field, Thomas is regarded as one of the top men in his field.

## RADIO SURVEY—

(Continued from opposite page)

the special events mentioned above, altho it does not appear that the number of listeners reporting hearing these programs would greatly affect this listening percentage.

The daytime portion of the survey was made on the basis of 1,059 completed telephone interviews with Beaumont families, of whom 528 reported listening to the radio before 5 p.m., 531 stating they had not listened. A chart showing daily listening figures is published in this issue.

Next week's issue of *The Billboard* will present data covering sponsor identification of Beaumont listeners' favorite programs.

Chester Clark, from WTAR, Norfolk, is a new addition to the WCAE, Pittsburgh, announcing staff, and Johnny Mitchell, organist, has been added to WCAE artists' staff.

## Material Protection Bureau

A Free Service for Readers

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

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

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

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

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

**"Texaco Star Theater"**

Reviewed Wednesday, 9:30-10:30 p.m. Style—Variety. Sponsor—Texas Co. Agency—Buchanan Co. Station—WABC (CBS network).

When in doubt, it's said in bridge, play aces. That's Texaco's policy on its new radio show; it would seem. Witness Adolphe Menjou, Ned Sparks, Bette Davis (guest on first), Charles Ruggles, Una Merkel, Kenny Baker, Jane Froman, David Broekman's Orchestra and Harry Simeone's chorus, with Bill Bacher high pricedly directing. And Max Reinhardt directing the dramatic interludes. James Wellington announced.

First show, other than the dramatic piece starring Miss Davis in a superb radio writing job by Arch Oboler, was a distinct disappointment. Humor was weak and old and the show was heavy-handed. Merkel-Ruggles combine resorted mainly to old and familiar vaudeville stuff, as, for instance, Ruggles' identity routine. Remember the old vaude stand-by, "Who's Watt?" Ned Sparks figured only in the commercials and helped brighten them up. It's about time radio give this dead panster more to do. Music is very good, Broekman's Orchestra is top form and the choral work effective. Orch especially good in *Great Day*. But considering that this is radio's most expensive show, its entertainment quotient is low, although the names will probably get plenty of listeners. One hurdle is that the show is up against the last half of the strongly entrenched Fred Allen session on the NBC Red.

Playing a difficult dual role, Bette Davis gave a stunning performance. Piece found her a girl driven to murder and eventual hanging by her vicious alter ego. Climax was really radio writing at its best. A triumph for both Reinhardt and Davis, it was even more of a triumph for Oboler. I think Oboler is radio's best three writers.

Menjou is all right as emcee, but lends nothing especially distinctive other than his name. Miss Merkel, a deft film player, seems to be that type comedienne who, when not seen, must have really strong comedy lines. As a matter of fact, this seems equally true of Ruggles, except he's not a comedienne.

Singing, from Miss Froman and Baker, kept pace with the high musical standard set by Broekman. After Baker's first number the applause seemed forced in typical Bacher style. Trade will recognize some Bacher touches, straight out of the corn bin. Example, the audience chatter. Example, the finish, with the various performers teaming up so the men can take the girls home and leave just a hint that maybe love's in the offing. This was a favorite *Showboat* bit Bacher used frequently.

Sales talks were given a lift thru using Sparks as a completely unimpressed individual, but the business of the man snoring was unpleasant. Surprise is that the delicate question of washrooms was mentioned. *Franken.*

**"Consumers' Quiz"**

Reviewed Tuesday, 12:45-1 p.m. Style—Quiz. Sponsor—R. H. Macy & Co. Agency—Young & Rubicam. Station—WOR.

Macy department store is using a twist on quizzes on its own station, WOR, having had the show on last season. Fred Uttl is emcee. Idea is to ask customers how to take care of things they may be buying, or have bought, and what to look for in merchandise they may be buying. Final word is given according to the store's "Bureau of Standards."

Typical questions include how to handle glass coffee makers or rubber gloves and the like. Any appeal show has is to the women, and judging from a male viewpoint even that doesn't seem very potent. Uttl does what he can to keep matters moving, but it's a gabby show and not aided by colorless hausfrau. *Franken.*

**"We, the People"**

Reviewed Tuesday, 9-9:30 p.m. Style—Talks. Sponsor—General Foods. Agency—Young & Rubicam. Station—WABC (CBS network).

People's opening program this year indicated its producers intend to maintain the policy of presenting divers items of broad human interest. Formula struck this reviewer as sure-fire if high presentation level is continued.

Line-up of people on opening show included Votja Benes, brother of the head

# Program Reviews

EST Unless Otherwise Indicated

man of Czechoslovakia; Edson Brewster, baseball expert; Slim and Slam, writers of *Flat Foot Floogie*; Dr. William M. Allen, pioneer in the use of insulin for diabetics, and others. Combination of topics touched upon ranged from items of immediate general interest down to specialized and novel subjects appealing to more limited audience classifications. The Floogie boys, for instance, who were there presumably to explain the meaning of the song's title, gave out with as nutty a collection of swingeo terms as was ever wafted over the air waves. They explained nothing at all, but put on a very entertaining act with a jitterbug delivery of their brainchild.

Gabriel Heatter conducted program in his usual fashion, with Harry Von Zell doing commercials and letting out a few teasers on next week's program.

*Ackerman.***"Red Grange Forecasts"**

Reviewed Thursday, 6-6:15 p.m. Style—Sports. Sponsor—Pure Oil Co. Station—WKRC (CBS network).

This 15-minute stanza, heard over 11 Columbia Broadcasting System stations in the Midwest, offers nothing startling to set it apart from the numerous similar programs which hit the air lanes with the start of the football season. It should, however, meet with success since it is spiced by the former football great, Red Grange.

Program contents itself with Grange's guesses as to which teams will win the following Saturday's gridiron jousts and an interview with a guest star. This one had Cecil Isbell, former Purdue University grid ace, whom Grange interviewed concerning the Indiana school's football chances in 1938 and the recent College All-Star-Washington Redskins game in Chicago. Grange has a high-pitched voice, pleasing enough, and crams the allotted time with good material and enunciation. Program's announcer rounds out session with a request for listeners to send in their football selections. Sponsor offers 101 prizes, including automobiles, radios and footballs to listeners selecting the most winners each week. *Doepler.*

**"Ford Rush and Tinkle Band"**

Reviewed Monday, 5:45-6 p.m. Style—Musical novelty. Agency—Rohrbaugh & Gibson. Sponsor—Wheatena. Station—WOR (MBS network).

Ford Rush's new show for Wheatena, slanted for the kiddies mostly but with a view toward grabbing adult listeners, has a strong element of novelty. This is the Toy Tinkle Band, made up of celeste, xylophone, vibraphone, saxophone and trumpet. Music is pleasant and of a type which might very well click with the youngsters.

Ford Rush conducts the show informally, lending an occasional vocal and delivering the commercials. Ford Rush Jr., vocalist, strums a guitar while toning—his delivery being in the low registers and rather unusual. Program has a give-away—kazooks for Wheatena box tops. *Ackerman.*

**Jack Benny**

Reviewed Sunday, 7-7:30 p.m. Style—Comedy, music. Sponsor—General Foods. Agency—Young & Rubicam. Station—WEAF (NBC Red network).

Jello series returns with Jack Benny, Mary Livingston, Kenny Baker, Don Wilson, Phil Harris and his orchestra, Benny's valet, the butter-inner stogie and the familiar Benny humor pattern.

Soeko as ever. *Franken.***Emily Post**

Reviewed Monday, 7:30-8 p.m. Style—Etiquette lessons on audience participation basis. Sponsor—George W. Luft Co. Agency—Cecil, Warwick & Legler. Station—WEAF (NBC Red network).

Ouch! If I hadn't heard it, I wouldn't believe it. A flumpling and floundering half hour. Confession is hereby made that this reviewer, with an ear already badly shattered by the new season and

the radio listening thereby imposed, couldn't take the full half hour of Tangee Ippstick's program on how to behave yourself and win friends. After 20 minutes some invisible but irresistible force reached out to the dial, which, fortunately, is not immovable.

Worst of it is that the program has enough potentialities to provide both a diverting and educational half hour. Idea is for Emily Post, etiquette expert, to propound questions and then ask the members of the audience to act out the situation involved. In other words, men and women from the assembled pass moochers are to give their versions of the right way to order in a restaurant, introduce old friend of wife to husband and what have you. Somebody must be told how to produce a radio show.

Ned Wever, rolling for Mrs. Post, is responsible for getting customers to act out the stuff, asking them their names and the like. Between the time lost in this chore and the general incoherence of the amateur actors' hemming and hawing, plus Mrs. Post's interpolations, it's a lot of waste talk. Of those problems asked, this reviewer frankly is in the dark as to just what was supposed to be right.

Show needs a script and tightening up, but plenty of it. It probably will be necessary, and certainly worth while, to drop the studio guests' acting and studio questioning after the problem has been acted out. Or else give 'em a script, based on the simple right and wrong of each procedure.

Lady volunteers are given Tangee compact and the men cigaret cases. *Franken.*

**"Hour of Charm"**

Reviewed Monday, 9-9:30 p.m. Style—Orchestra, talk. Sponsor—General Electric Co. Agency—Maxon, Inc. Station—WEAF (NBC Red network).

General Electric returns the program it has been sponsoring some time now, featuring Phil Spitalny and his all-female orchestra, with the additional feature of Dorothy Thompson's crisp and penetrating comments. Sales talks for this season concentrate on electric light bulbs as made by GE on the appeal of better light.

Spitalny's music is in his customary style. In other words, ornate music with plenty of schmaltz, well played by his femme ensemble. While not appealing to this reviewer, the Spitalny music apparently does draw the lady listeners. Miss Thompson, discussing the Czech affair, was excellent. *Franken.*

**"The Silver Theater"**

Reviewed Sunday, 6-6:30 p.m. Style—Dramatic. Sponsor—International Sterling Silver Co. Agency—Young & Rubicam. Station—WABC (CBS network).

If there were a medal or plaque or some such gadget awarded to deserving radio programs—*The Silver Theater* would be this reporter's nomination for it, simply on the basis of its announced way of working. A dramatic show, it wisely steers clear of bastardized and fantastically shortened versions of the successes of other entertainment media—abortions that can only bring discredit to both radio and the original plays—and confines itself to dramas written especially for its own field. "Stage and screen plays," says its announcement, "will not be dramatized because in cutting down these visual presentations to 30-minute broadcasts many of the choicest portions frequently must be eliminated." The sooner radio realizes the truth of this, the sooner will radio become a self-sufficient and adult entertainment medium.

As for the actual *Silver Theater* productions, they bear out the value of the theory if the first on the new series is any criterion. A story of a bridge engineer and a missionary's daughter in war-torn China, it is nothing exceptional from a literary standpoint; but—and this is the point—it is most emphatically effective on the air. That's more than can be said for radio versions of Pulitzer Prize plays and booby-prize films.

The engineer, trying to finish his bridge before the armies come, is bawled

out by the girl because he won't let her handful of refugees block the railroad line. And then when the bridge is finished a train rolls by filled with thousands of refugees from a threatened city; it's because of them the engineer has been so hard-boiled. And after the train gets across he blows up his beloved bridge to prevent the advance of the enemy. It's melodramatic and primitive, granted, but it has a definite kernel of an adult viewpoint and it's commendably entertaining and exciting—built to make full use of the possibilities of its own medium. It points the way to both intelligence and entertainment, two things that are, as a rule, woefully lacking in radio plays.

Bill Powell, of the films, was slated to play the lead in the starting broadcast, but his continued illness prevented him, and his place was taken by Fredric March. March did a fine job thru-out, and was ably supported by Lauren Tuttle, who was guilty of bad timing at the start but who settled down to offer an excellent performance. Conrad Nagel's direction likewise fumbled a bit at first, but quickly became hard-hitting and finely effective. Felix Mills was responsible for the appropriate incidental music.

Commercials, for Rogers silver, are a bit on the long side, but dignified and in keeping with the intelligence of the show. *Burr.*

**"Vox Pop"**

Reviewed Sunday, 9-9:30 p.m. Style—Vox pop. Sponsor—Penn Tobacco. Agency—Ruthrauff & Ryan. Station—WEAF (NBC-Red network).

One objectionable feature of this program is the technique whereby the commercials are foisted upon some of the gentlemen and ladies vox-popped. There are, in addition, too many commercials for comfort. While the constant reiteration of these plugs may have a cumulative effect, it is likely that the effect in many cases is an unpleasant one—particularly with an audience that has come to regard commercials as one of radio's necessary evils.

Mike for this program, the series' opener, was set up in Radio City. Wally Butterworth and Parks Johnson, who alternate in throwing the questions, are clever workers, Johnson having a good comely sense and Butterworth lending a brisk touch. Both are apt at getting the most out of the vox-poppers.

Topics hit upon were both timely and of human interest, with one round of questions devoted to baseball. Al Schacht, baseball clown, guested. *Ackerman.*

**"Professor Quiz"**

Reviewed Saturday, 8:30-9 p.m. Style—Quiz. Sponsor—Noxzema. Agency—Ruthrauff & Ryan. Station—WABC (CBS network).

Professor Quiz, the pioneer brain twister who used to pose them for Kelvinator and Nash, is now laying on the old oil for Noxzema. Sounds very convincing, too, doing one or two commercials himself. Professor is really Craig Earle.

Program was very much as usual, with five unrehearsed men and women drawing questions and winning money prizes. Between rounds names of those who submitted winning lists of questions are read, such lists bringing \$25—a very good mail gimmick. New sponsor also distributes a Noxzema Question Box via drug stores.

Question are clever and varied, calling for both factual answers and solutions based upon more involved thinking processes.

The Professor, of course, knows how to pace his program swiftly and will probably do a job for Noxzema as long as interest in quizzes continues.

Bob Trout announces, and well. *Ackerman.***"Paul Wing's Spelling Bee"**

Reviewed Sunday, 5:30-6 p.m. Style—Quiz. Sponsor—Energine. Agency—Stack-Goble. Station—WEAF (NBC-Red network).

Paul Wing's *Spelling Bee*, a simple elimination contest with two five-people teams opposing each other, is essentially no different from any other spelling match. Program caught, however, was of more than passing interest, owing to clever choice of contestants and Wing's amiable manner.

Line-up had editors versus their natural enemies, press agents—and the underdogs nearly put the skids under the

newspaper men. Naturally, picking contestants as inherently interesting as p. a.'s and editors hypes the *Bee* immensely—the natural audience reaction being one of inflated superiority. As good a method of corraling an audience as any.

In addition to regular spelling elimination, contest features a "verbal treasure chest" composed of 10 particularly tricky words. Contestants win from 5 cents to \$10 for correctly spelling these. Studio audience can also win \$1 prizes after the regular contest is thru.

Jimmy Powers, sports editor, and Dorothy Hass, p. a., were given wrist watches for first and second positions. Program is pleasant and easily followed. *Ackerman.*

**"Story Teller's House"**

Reviewed Thursday, 6-6:15 p.m. Style—Children's stories. Sustaining on WHN, New York.

Richard Blondell aptly described his *Story Teller's House* in an expository epilog to his account of *The Happy River*. He advocated for children's stories "pure and beautiful favorites" which were of "unself-conscious simplicity" and minus the sordid and the morbid. In delivery he adhered to these principles also. His manner is composed and his tone expressive and sincere, free from overacting.

A just complaint against the story teller, however, would be his entry on his own singing. Kids probably wouldn't mind missing his none-too-melodic offering, particularly if the omission or the shortening of the song added a minute or two to the story. Additional time is lopped off by a poetic reading, which on the show caught was nothing more than a direct bid for parental patronage rather than catering to the juvenile audience. Nevertheless, there is good reason for this program's having been endorsed by the Women's National Radio Committee. Until now, the program was cast over WOR. Now it faces Uncle Don. It has no worry. *Weiss.*

**"Jack Armstrong"**

Reviewed Wednesday, 5:30-5:45 p.m. Style—Adventure serial. Sponsor—General Mills. Agency—Blackett-Sample-Hummert. Station—WEAF (NBC-Red network).

This piece of hoke makes no bones about its intention. It's written by Talbot Mundy, writer par excellence of escapist yarns, and Jack Armstrong is true to type. Script, when caught, was made up of pirates, Arab dhow, sunken treasure and a couple of missing men. Place this situation in a setting such as Zanzibar—as Mundy does—and the sponsor is assured of a large, youthful audience. Commercial for Wheaties is fair enough. Program opens, however, with an aggravating rah-rah atmosphere during which the name, Jack Armstrong, is yelled three times. This might just as well be canned.

Script was given over to hints of dark intrigue rather than action. A good enough teaser, as is the final comment, "Anything can happen in Zanzibar." Blow me down. *Ackerman.*

**"Vocal Varieties"**

Reviewed Thursday, 7:15-8 p.m. Style—Musical. Sponsor—Lewis-Howe Co. Agency—H. W. Kasior & Son. Station—WEAF (NBC-Red network).

If the public still feels for the Crosby disciples, then the addition of Jerry Cooper to this 15 minutes of singing ensembles is a happy one for Tams. His presence keeps the *Varieties* closely knitted. For those who like an easy-going, retiring musical program, here is average diet. Its attraction is its conservativeness. *Weiss.*

**"Filmland Today"**

Reviewed Thursday, 9:25-9:35 a.m. Style—Comment. Sponsor—Sample Dress Shop. Station—WGR (Buffalo).

This program, which has Cliff Jones as commentator, is short and therefore all the more pleasant to the early morning listeners. Starts with a plug for the sponsor by working in some new fashion ideas from movieland and its stars. Then talks about social news and bits of gossip and chatter about Hollywood. Continuity is smooth. Plugs depart from the ordinary blah by being informative and meaty.

Program, with good mass appeal, especially to the housewife, is ushered on and off the air with transcribed music. Jones discusses special sale features and

prices. In telling about the location of store, its hours and service, he lends heart-touching sympathy to the neglected housewife who is stranded at home without her husband's car and gives her every available bus and street-car route known locally. For the working girls he has nothing but soothing talk in telling of the opportunity for them to shop evenings. Schedule is every week day morning at the same time. *Warner.*

**"Young Widder Brown"**

Reviewed Wednesday, 11:30-11:45 p.m. Style—Dramatic serial. Sponsor—Cal-Aspirin Corp. Agency—Blackett-Sample-Hummert. Station—WEAF (NBC-Red network).

*Widder Brown* is based on a very old but tested formula. It will be socko hoke for all females of dubious I. Q.'s—and this, in terms of the radio audience, will be a very large figure indeed.

*Widder Brown* is a personable female who is trying oh so very hard to support her two kids by running a bakery shop in her home. One gent, Herbert Temple, has a very heavy crush on the widder and tries to persuade her to get spliced. He's got dough. But a new male just moved into Simpsonville, and, according to all indications, he will upset Temple's apperant and marry the widder himself in good time. The widder talks with a blush when she sees this guy.

The dramatist personae are Florence Freeman, Alan Bunce, Bennett Killpack, Marilyn Erskine and Tommy Donnelly. *Ackerman.*

**"Musical Memory Contest"**

Reviewed Wednesday, 8:30-9 p.m. Style—Quiz. Sponsor—Royal Type-writer Co. Agency—Buchanan & Co., Inc. Station—WQXR, New York (Interstate Broadcasting Co.).

There's not enough variety in this musical memory quiz to keep it buoyed for the half hour it holds forth for Royal typewriters. A lackadaisical batch of contestants who taxed the ingenuity of the master of ceremonies, Irving Deakin, further circumscribed the range of interest in the show until it extended no further than the three winners.

As the title suggests, the text specializes in questions of a musical character, with the task of identifying musical compositions comprising too much of the program. Questions were elementary, but even so they seemed too steep for the group exposed to the inquiries the first night the show returned to the air as a weekly Wednesday night feature. Better luck in the pick of a participating audience might change the show's tone. Pitched against it on the networks are the Paul Whiteman and Tommy Dorsey attractions. *Weiss.*

**"Avalon Time"**

Reviewed Saturday, 7-7:30 p.m. Style—Musical. Sponsor—Brown & Williamson Tobacco Co. Agency—Russel M. Seeds Co. Station—WEAF (NBC-Red network).

Talent line-up on *Avalon Time*, aside from the Andrews Sisters, who guested, is fair enough. Commercials on the opener, tho, were fine—every one punching over very forcibly and without any attempt at subtlety.

Musically, program has Red Foley, singer of American songs, in the featured spot. Foley sings authentic folk stuff well and is backed by Phil Davis' Orchestra, which plays the show okeh. Neighbor Boys, hymn and spiritual singers, are par for this type of stuff. Kitty O'Neill, vaude comic, delivered a few good gags—her material being written by Latham Owens. A choral group is used to hype the musical numbers.

Andrews Sisters, guests, sang two tunes in crisp, smart style and were far and away the best act on the show. *Ackerman.*

**Festival of Music**

Reviewed Thursday, 8:30-9 p.m. Style—Music. Sustaining over KDKA (Pittsburgh).

In fashioning a salon music show to attract those of audience who may not prefer Vallee's mass appeal variety hour on opposish Red net, NBC Blue outlet has emerged with one of week's best periods from points of both entertainment and production.

Program features augmented studio orchestra conducted by Maurice Spitalny, at his best with semi-classics, setting a mood that should be liked by a class

**Air Briefs**

New York By PAUL ACKERMAN

**BENTON & BOWLES** recently parted company with six or seven employees, including Carl Bower and Royal Whitman. This brings the figure up to about 12 for B. & B. within the past six weeks. . . . Phillips Lord's Lie Detector show, which had been slated for Yankee Network, has been dropped by "common consent" of all concerned. . . . Robert Emmett Dolan will lead the band for the Kellogg variety show, scheduled by J. Walter Thompson for the middle of January or thereabouts. . . . Mary Parker, the gal in *House Wing*, was down to her last few dimes and set to go home when the job showed up. . . . Victor Little, scripter for *Her Honor, Nancy James*, just published his opus: *For Expectant Fathers*. . . . John U. Reber, of J. Walter Thompson, out on the Coast working on programs. . . . Bill McCaffrey ditto.

*Harry S. Goodman, radio producer, substituted as the Professor on his Ludwig Baumann program and now the sponsors won't let him off. Ludwig Baumann, incidentally, is spending \$1,000 (not fish) per week in newspaper tie-ups and has built a 400-seat theater to house the show. . . . Neil Hopkins writing Langlois & Wentworth's new live show, "Two*

*on a Shoestring."* . . . Betty James, girl vocalist, who was to have appeared on the last Eddie Cantor program, will be held off until October 17 in order to give her a better spot. . . . Frank Delano, with Young & Rubicam five years, transferred to the Hollywood office. Will be liaison between Coast and New York. . . . Mel Romson, scripter, turns comic and will write his own material as guest on Vallee program this month.

**DONALD PAYNE**, Young & Rubicam vice-president in charge of *Silver Theater*, to the Coast this week. . . . Ben Bernie, Ill. will be operated upon after his Sunday (9) broadcast and goes off for five weeks. . . . George H. Thornely now with Erwin, Wassy & Co. . . . Nan Wynn gets a new sustainer on CBS this Sunday (9), *Accent on Music*, with Walter Gross leading the orchestra. . . . Bill Von Zelli, of CRA, producing *Quite by Accident*. . . . Andre Kostelanetz and a 45-man orchestra auditioned "secretly" last week for unknown sponsors. Jimmy Melton and Genevieve Howe were on the show. . . . Patricia O'Connell, formerly with Joseph Katz agency and Blackett-Sample-Hummert, now a copywriter with Compton agency.

Chicago By HAROLD HUMPHREY

**LOCAL AFRA** is pulling its first hop Tuesday to raise funds for the treasury. . . . Gil Rodin, manager of the Crosby ork, assures the scandalmongers that rumors of Ray Baudic and Bob Zurke leaving the band are without basis. It all started, Gil says, because fame has touched the boys and the result has been offers from promoters to build their own bands and cash in, but the toolsters are content now. . . . Benny Goodman is back in town for a split week at the Aragon and Trianon dancsants. . . . And Buddy Rogers is packing his arm in a sling as a hang-over from that auto mishap a few days previous to his opening here at the College Inn. . . . George H. Inledon left his radio director's job at Ford, Browne & Mathews to join the William R. Harshie publicity office.

*There was a lot of hard feeling around here among the net outlets over the World's Series coverage. WGN's announcing of the fact that Quin Ryan and Bob Elson were the only local lads hitting the net didn't set well with WBBM officials, who*

*had been turned down by Judge Landis on getting an okeh for Charlie Grimm to do the games for WBBM, so a call was made to WGN asking it to change the word "chosen" to "permitted" when the announcement was made. WGN nixed this, however, and compromised with "selected." Then it was rumored that NBC had "jumped the gun" on releasing its baseball schedule, but a check-up revealed that someone had been misinformed, because NBC had Judge Landis' go-ahead signal before the dope went out. So, as Ring Lardner would have said, it turned out to be a real "World's Serious."*

**SOME trifles:** Marlin Hurt joined Eddie Guest's *It Can Be Done* show. . . . Jerry Doggett leaves this month for KFRO in Longview, Tex., where he will join the announcing staff. . . . WGN receptionist Barbara Beal sneaked off to Burlington, Ia., last Saturday and got married. . . . Three of Chl's five dailies are still without radio columns and it doesn't look as if anything were going to be done about it.

market. On for two vocal spots is Mary Martha Briney, plucked by station couple months ago from church choir, who reveals potentiality for future appearances. *Frank.*

**"Royal Crown Cola Revue"**

Reviewed Monday, 5:30-5:45 p.m. Style—News. Sponsor—Nehi Co. Station—WHB (Kansas City, Mo.).

Program presents straight news and sports chatter by two Kansas City newspaper men. Will be aired daily for an indefinite period, with Jack Grogan, youngest of the WHB announcing staff, serving to swell advantage as emcee.

Stars of the program are John Cameron Swayze and Parke Carroll, both with *The Journal-Post* as radio and sports editor, respectively. Currently featured on his own *Stranger Than Fiction* commercial on the same station each morning, Swayze is finding himself plenty busy these days with the two sponsored programs in addition to his two regular daily newscasts. Carroll, less experienced, shows up surprisingly well with his discussion of current headlines on the sports pages. Swayze starts the

15-minute offering with a brief resume of the day's events, turning it over to Carroll after Grogan has interrupted for a sponsor's plug. Carroll, in making his debut, added to his effectiveness by having as his guest Babe Ganzel, manager of the St. Paul club of the American Association, who delivered well with answers to Carroll's questions. Then Swayze returns for a quick close. Good possibilities here, but commersh announcements should be shaved. Grogan, Swayze and Carroll turn in good jobs all around. Program was placed direct with the station. *Dexter.*

**Free Plug**

**NEW YORK, Oct. 8.**—On Thursday night's *Good News* show, Frank Morgan got in a cuffo plug for Angostura Bitters, which Morgan's family owns. Dialog mentioned something about a small glass of beer and Morgan chimed in with "And a dash of Angostura Bitters." Morgan's family name is Wupperman.

**AMAZING OFFER TO RADIO, STAGE and SCREEN ARTISTS**

"HEAR Yourself As Others HEAR You"

We specialize in recordings taken off the air and at our Studios.

**A. A. RECORDING STUDIOS**

5343 Broadway, N. Y. C. Edgcombe 4-7600.

**\$ 2.00**

12 Inch Record

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

# Orchestra Routes

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

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

**A**  
Alberto, Don: (El Chico) NYC, nc.  
Alfredo, Don: (Cuban Casino) NYC, nc.  
Alston, Ovie: (Roseland) NYC, b.  
Almerico, Tony: (Club Plantation) New Orleans, nc.  
Andre, Russ: (Child's Rainbow Room) NYC, re.  
Angelo: (Bertolotti's) NYC, nc.  
Ash, Paul: (Roxly) NYC, t.  
Ayres, Mitchell: (Village Barn) NYC, nc.

**B**  
Barrie, Dick: (Statler) Cleveland, h.  
Bartal, Jeno: (Piccadilly) NYC, h.  
Basie, Count: (Famous Door) NYC, nc.  
Baum, Charles: (St. Regis) NYC, h.  
Benson, Ray: (Montparnasse) NYC, nc.  
Berger, Maxmillian: (Versailles) NYC, nc.  
Bestor, Don: (New Kenmore) Albany, N. Y., h.  
Biltmore Boys: (La Salle) Chi, h.  
Blaine, Jerry: (Park Central) NYC, h.  
Blake, Lou: (Atlanta-Biltmore) Atlanta, h.  
Bono, Americo: (Chez Ami) Buffalo, nc.  
Brandt, Eddie: (Neil Howe) Columbus, O., h.  
Braslow, Irving: (Jack Stamp's) Phila, nc.  
Brown, Les: (Edison) NYC, h.  
Burnside, Dave: (Ansley) Atlanta, Ga., h.

**C**  
Calloway, Cab: (Cotton Club) NYC, nc.  
Candido, Johnny: (Seven Seas) Los Angeles, nc.  
Caudullo, Harry: (New Penn) Pittsburgh, nc.  
Clinton, Larry: (International Casino) NYC, nc.  
Collins, Bernie: (Tutwiler) Birmingham, h.  
Coquelets: (Ausable Chasm) Ausable Chasm, N. Y., h.  
Corzan, Dapney: (Talley Ho) Albany, N. Y., cb.  
Crocker, Mel: (Auld) Washington, Pa., h.  
Cooper, Al: (Kit Kat Club) NYC, nc.  
Crosby, Bob: (Sachem's) Chi, h.  
Cummins, Bernie: (Bismarck) Chi, h.

**D**  
D'Angelo: (Club Frolics) Albany, N. Y., cb.  
Dalley, Frank: (Meadowbrook) Cedarbrook, N. J., nc.  
Davis, Eddie: (Larue's) NYC, re.  
Davis, Milton: (Hamilton) Washington, D. C., cb.  
Davis, Johnny: (Stanley) Pittsburgh, t.  
Daw, Freddie: (Town Casino Club) Miami Beach, Fla., nc.  
De La Rosa, Oscar: (La Conga) NYC, nc.  
DeLange, Eddie: (Club Bar) NYC, nc.  
DePaul, Hugo: (Colony Club) Chi, nc.  
DeVodi, Don: (Plaza) NYC, h.  
Dixon, Dick: (Gloria Palast) NYC, nc.  
Donahue, Al: (Rainbow Room) NYC, nc.  
Donath, Jeno: (Walton Roof) Phila, h.  
Dorsey, Tommy: (New Yorker) NYC, h.  
Douglas, Tommy: (Antlers) Kansas City, Mo., nc.  
Driscoll, Murray: (St. George) Brooklyn, h.  
Drummond, Jack: (Meeke's) Albany, N. Y., cb.  
Duchin, Eddy: (Plaza) NYC, h.  
Duerr, Dolph: (Green Derby) Cleveland, nc.  
Duranda, Eduardo: (La Conga) Hollywood, nc.

**E**  
Edwin, Earl: (Club Aztec) Milwaukee, nc.  
Eichler, Fran: (Nixon) Pittsburgh, nc.  
Ellington, Duke: (Palace) Cleveland, t.  
Elliott, Baron: (Riviera) Pittsburgh, nc.  
Ellis, Joe: (Queen Mary) NYC, re.  
Ellis, Seger: (Sul Jen) Galveston, nc.  
Engles, Charles: (Harry's New York Cabaret) Chi, nc.  
Engle, Freddy: (University Club) Albany, N. Y., nc.  
Ennis, Sinnay: (Mark Hopkins) San Francisco, h.  
Ernie, Val: (Versailles) NYC, nc.

**F**  
Farber, Bert: (Netherland Plaza) Cincinnati, h.  
Familton, Mickey: (Silver Lake Inn) Cleveland, N. J., re.  
Fields, Shep: (Beverly Wilshire) Beverly, Calif., h.  
Flo-Rito, Ted: (Topsy's) Southgate, Calif., nc.  
Fodor, Jerry: (Jacks) Toledo, O., nc.  
Fodor, Ernest: (Stork's Nest) Toledo, nc.  
Fomeen, Basil: (St. Moritz) NYC, h.  
Forman, Lou: (President) NYC, h.  
Frankie & Johnnie: (Sagamore) Rochester, N. Y., h.  
Frederick, Marvin: (St. Paul) St. Paul, h.  
Ferd, Don: (Stratford) Bridgeport, Conn., h.  
Fredric, Jan: (Boulevard Tavern) Elmhurst, L. I., nc.  
Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.  
Furst, Joe: (The Brook) Summit, N. J., re, cb.

**G**  
Gambel, Jack: (Lincoln Terrace) Pittsburgh, nc.  
Gasparre, Dick: (Ambassador) NYC, h.  
Gates, Mammie: (Royal Palm Club) Miami, nc.  
Gendron, Henri: (Cosmopolitan) Chi, nc.  
Gerard, Gerry: (Capitol City Club) Atlanta, cc.  
Gill, Joaquin: (Biltmore) Dayton, O., h.  
Goho, Billy: (Bedell House) Grand Island, N. Y., h.  
Golden, Nell: (De Witt Clinton) Albany, h.  
Gonzalez, Ralph: (St. Moritz) NYC, h.  
Gordon, Gray: (Syracuse) Syracuse, N. Y., h.  
Graff, Johnny: (Benny the Bum's) Phila, nc.  
Grant, Bob: (Troadero) Hollywood, nc.  
Gray, Antoine: (Bal Tabarin) NYC, nc.  
Gray, Glen: (Tower) Kansas City, Mo., t.  
Griffin, Jack: (Little Rathskeller) Phila, nc.

**H**  
Hall, George: (Clariage) Memphis, h.  
Hartigan, Dick: (Newman's) Saratoga Lake, N. Y., h.  
Hasson, Joe: (Continental Arms) Baltimore, nc.  
Haynes, Joe: (Club Palorama) Schenectady, nc.  
Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.  
Heller, Jackie: (Stevens) Chi, h.  
Herbeck, Ray: (Willows) Pittsburgh, nc.  
Herman, Woody: (Raymore) Boston, h.  
Hicks, Billy: (St. Regis) NYC, h.  
Himber, Richard: (Essex House) NYC, h.  
Hines, Earl: (Grand Terrace) Chi, nc.  
Hoagland, Claude: (Milwaukee Athletic Club) Milwaukee, cc.  
Holst, Ernie: (El Morocco) NYC, nc.

**H**  
Horton, Harry: (Le Mirage) NYC, nc.  
Howell, Ed: (Buena Vista) Biloxi, Miss., nc.  
Hudson, Dean: (Beverly Hills) Newport, Ky., cc.  
Hummel, Ray: (Shadowland), Wichita, Kan., b.  
Irish, Mace: (Chanticleer) Millburn, N. J., nc.  
**I**  
Jahns, Al: (Biltmore) Providence, h.  
Joy, Jimmy: (Muehlebach Grill) Kansas City, Mo., h.  
**K**  
Kain, Paul: (Rainbow Grill) NYC, nc.  
Kardos, Gene: (Hungaria) NYC, nc.  
Kaye, Sammy: (Commodore) NYC, h.  
Kemp, Hal: (Drake) Chi, h.  
Kendis, Sonny: (Stork Club) NYC, nc.  
King, Henry: (Fairmount) San Francisco, h.  
King, Wayne: (Cocoanut Grove) Los Angeles, nc.  
King's Jesters: (Clover Club) Hollywood, nc.  
Kinney, Ray: (Lexington) NYC, h.  
Kirby, John: (Onyx Club) NYC, nc.  
Kysner, Kay: (Pennsylvania) NYC, h.

**L**  
Lyman, Abe: (Chez Paree) Chi, nc.  
**M**  
McCarel, Red: (Arcadia Grill) Canton, O., re.  
McCoey, Clyde: (State) NYC, t.  
McCune, Will: (Bossert) Brooklyn, h.  
McFarlane, Frank: (Chateau Moderne) NYC, nc.  
McGrath, Garrick: (Yacht Club) Chi, nc.  
McIntire, Dick: (Hula Hut) Hollywood, nc.  
McKay, Coyle: (Jefferson Beach) Detroit, h.  
McRae Bros.: (Havana Casino) Buffalo, nc.  
McShann, Jan: (Continental) Kansas City, Mo., nc.  
Maleski, Bud: (Rio Del Mar) Los Angeles, cc.  
Manzanares, Jose: (Colony Club) Chi, nc.  
Manuel, Don: (It Club) Peoria, Ill., nc.  
Marsala, Joe: (Hickory House) NYC, nc.  
Martin, Lou: (Leon & Eddie's) NYC, nc.  
Martin, Freddy: (St. Francis) San Francisco, h.  
Master, Freddie: (Nut Club) NYC, nc.  
Maya: (Monte Carlo) NYC, nc.  
Mayehoff, Eddie: (Governor Clinton) NYC, h.  
Melvin, Jack: (Midnight Sun) NYC, nc.

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

**L**  
La Marr, Ayars: (Blue Moon) Tulsa, Okla., nc.  
LaMothe, Olive: (Paradise Grille) Hartford, Conn.  
LaPorte, Joe: (Old Roumanian) NYC, nc.  
Lake, Sol: (606 Club) Chi, nc.  
Landis, Marty: (21 Club) Phila, 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: (Orlando) Decatur, Ill., h.  
Lee, George: (Brookside) Kansas City, Mo., re.  
Light, Enoch: (Taft) NYC, h.  
Little, Little Jack: (Roosevelt) New Orleans, h.  
Lombardo, Guy: (Palmer House) Chi, h.  
Long, Johnny: (Bill Green's Casino) Pittsburgh, nc.  
Lopez, Vincent: (Casa Manana) NYC, nc.  
Los Gachos: (Club Gaucho) NYC, nc.  
Lucas, Clyde: (Statler) Boston, h.  
Lunceford, Jimmie: (Southland) Boston, nc.

**M**  
Mellen, Earle: (Coral Gables) Lansing, Mich., nc.  
Messer, Johnny: (Strand) NYC, t.  
Meyers, Vic: (Trianon) Seattle, Wash., b.  
Milekoff, Joe: (Evergreen Casino) Phila, ro.  
Miller, Glenn: (State) Boston, h.  
Miller, Walter: (Copley-Plaza) Boston, h.  
Minkler, Harold: (Murray's) Albany, N. Y., nc.  
Monchita: (Hollywood) NYC, nc.  
Mooney, Art: (Foster Hall) Detroit, h.  
Moore, Carl Deacon: (Danceland) Hammond, Ind., b.  
Morgan, Russ: (Paradise) NYC, nc.  
Morton, Gerry: (Warwick) NYC, h.  
Morton, Hughie: (Anchorage) Pittsburgh, nc.  
Moten, Bus: (White Horse) Kansas City, Mo., nc.

**N**  
Nagel, Harold: (Pierre) NYC, h.  
Neibauer, Eddie: (Paradise) Chi, h.  
Nelson, Ozzie: (Lyric) Indianapolis, t.

### Songs With Most Radio Plugs

# "Partners" No. 1 for the Second Week; "My Own" Up

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, October 6. 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.
Last Wk.	This Wk.				
1	1. Change Partners (F)	Berlin	36	17	
2	2. So Help Me	Remick	30	30	
3	3. Stop Beatin' 'Round the Mulberry Bush	Bregman	28	18	
4	3. At Long Last Love (M)	Chappell	28	12	
5	4. My Own (F)	Robbins	27	9	
6	5. I've Got a Pocketful of Dreams (F)	Santly-Joy	26	27	
7	6. I've Got a Date With a Dream (F)	Feist	24	13	
8	7. What Goes On Here? (F)	Paramount	23	12	
9	7. All Ashore	Shapiro, Bernstein	23	3	
10	8. Lambeth Walk	Mills	22	11	
11	9. Summer Souvenirs	Bregman	21	11	
12	10. Heart and Soul (F)	Famous	19	9	
13	10. Garden of the Moon (F)	Harms	19	8	
14	11. You Go to My Head	Remick	17	17	
15	11. Alexander's Ragtime Band (F)	ABC	17	14	
16	11. A-Tisket A-Tasket	Robbins	17	11	
17	12. If I Loved You More	Words and Music	16	15	
18	12. How Can We Be Wrong?	Crawford	16	15	
19	12. Small Fry (F)	Paramount	16	13	
20	12. You Never Know (M)	Chappell	16	6	
21	13. Love Doesn't Grow on Trees (F)	Paramount	15	6	
22	14. Don't Cross Your Fingers	Ager-Yellen	14	11	
23	14. Love Is Where You Find It (F)	Harms	14	9	
24	14. Who Blew Out the Flame?	Feist	14	9	
25	14. Why Doesn't Somebody Tell Me These Things?	Shapiro, Bernstein	14	8	
26	14. Bambina	Spieler	14	6	
27	15. I'm Gonna Lock My Heart	Shapiro, Bernstein	13	6	
28	15. Ya Got Me (M)	Lincoln	13	4	
29	15. Girl Friend of the Whirling Dervish (F)	Harms	13	3	
30	16. No Wonder	Crawford	12	8	
31	16. Monday Morning	Remick	12	7	
32	16. The Yam (F)	Berlin	12	7	
33	16. Teacher's Pet	Marks	12	2	
34	17. There's a Faraway Look in Your Eye	Tenny	11	4	
35	18. When I Go a-Dreamin'	Lincoln	10	6	
36	18. Ten Pins in the Sky		10	4	
37	18. Sixty Seconds Got Together		10	3	
38	18. Forget If You Can	Marks	10	2	

Nicola, Frank: (Log Cabin) Chandaken, N. Y., nc.  
Nielsen, Paul: (Moonlight Garden) Seginaw, Mich., nc.  
Niosi, Er: (Palais Royale) Toronto, Ont., nc.  
Noval, Frank: (Biltmore) NYC, h.

**O**  
O'Hara, Frank: (Greenwich Village Casino) NYC, nc.  
Olman, Val: (Belmont Plaza) NYC, h.  
Olson, George: (Waldorf-Astoria) NYC, h.  
Osborne, Will: (Glen Island Casino) New Rochelle, N. Y., h.  
Owens, Harry: (Baker) Dallas, h.

**P**  
Pablo, Don: (Palm Beach) Detroit, c.  
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.  
Panchita: (Versailles) NYC, nc.  
Panchito: (Central Park Casino) NYC, nc.  
Pantone, Mike: (Matt Loftus Inn) Albany, N. Y., cb.  
Patrick, Henry: (20th Century) Phila, nc.  
Pedro, Don: (Graemere) Chi, h.  
Pendarvis, Paul: (Palace) San Francisco, h.  
Perez, Chuy: (Club Zaza) Hollywood, nc.  
Perry, Roy: (Quont) Wilmington, Del., h.  
Pettl, Emile: (Savoy-Plaza) NYC, h.  
Peyton, Jimmy: (Plaza) Pittsburgh, re.  
Plummer, Russ: (Rendezvous Casino) Balboa, Calif., nc.  
Pooley, Bob: (Deshler Wallick) Columbus, O., h.

**Q**  
Powell, Eddie: (New Riverside) Spread Eagle, Wis., cc.  
Press, Jack Arnold: (Berkeley-Carteret) Asbury Park, N. J., h.  
Pryor, Roger: (Roosevelt) NYC, h.

**Q**  
Queens of Melody: (Chittendam) Columbus, O., h.

**R**  
Ramos, Ramon: (La Conga) NYC, nc.  
Redman, Don: (Savoy) NYC, b.  
Reyes, Chica: (Continental) Detroit, nc.  
Richards, Jimmie: (Merry-Go-Round) Dayton, O., nc.  
Rines, Joe: (St. Regis) NYC, h.  
Rio, Rita: (Paramount) Ft. Wayne, t.  
Robbins, Billy: (Coronado) Worcester, Mass., h.  
Rodriguez, Namo: (Riviera) NYC, nc.  
Rogers, Buddy: (Sherman) Chi, h.  
Roland, Don: (Utah) Salt Lake City, h.  
Rollini, Adrian: (Piccadilly) NYC, h.  
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.  
Ruland, Ralph: (Hi-Hat Club) Steubenville, O., nc.  
Russell, Buddy: (Community Coffee Shop) Binghamton, N. Y., c.

**S**  
Sabin, Paul: (Chez Paree) Omaha, nc.  
Sachs, Coleman: (Bankhead) Birmingham, h.  
San Miguel, Manuel: (Court of Two Sisters) New Orleans, c.  
Sapienza, George: (Silver Grill) Buffalo, nc.  
Schnekefritz: (Palace) Chi, t.  
Scoggin, Chick: (400 Club) Wichita, Kan., cc.  
Scott, Lee: (Club Bagdad) San Francisco, nc.  
Scott, Raymond: (Le Mirage) NYC, nc.  
Sears, Carl: (Child's Spanish Garden) NYC, re.  
Senators, Three: (Homestead) Hot Springs, Va., h.  
Shaw, Artie: (Chase) St. Louis, h.  
Silvers, Buddy: (Casa Grande Dude Ranch) Berwyn, Md., nc.  
Smith, Joseph C.: (La Rue) NYC, nc.  
Smith, Buster: (Andlers) Kansas City, nc.  
Smith, Paul: (Pickwick Club) Birmingham, Ala., b.  
Southern Gentlemen: (Music Box) Omaha, b.  
Spector, Irving: (Irving) Syracuse, nc.  
Spurr, Horton: (Gresham) Louisville, nc.  
Stabile, Dick: (Gibson Rathskeller) Cincinnati, h.  
Stanley, Red: (Hollywood) NYC, nc.  
Steel, Leonard: (FC Shely) Detroit, h.  
Stoney, George: (Coe 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.  
Stuy, Joseph: (Sir Francis Drake) San Francisco, h.  
Swanson, Billy: (Lowry) St. Paul, h.  
Sylvio, Don: (Bertolotti's) NYC, nc.

**T**  
Tatro, Bill: (Bridgeway) Springfield, Mass., h.  
Thompson, Grant: (Wellington) NYC, h.  
Thompson, Lang: (Muehlebach) Kansas City, Mo., nc.  
Three Commanders: (Catsina) Champaign, Ill., c.  
Three Shades of Blue: (Skyrocket Club) Chi, nc.  
Tito, Carl: (Troika) Washington, D. C., re.  
Tito & His Swingtet: (Lincoln) NYC, h.  
Tofte, Norman: (El Chico) Binghamton, N. Y., nc.  
Travers, Vincent: (International Casino) NYC, nc.  
Travers, Ted: (Old Vienna) Cincinnati, re.  
Tromber, Frank: (Adolphus) Dallas, h.  
Tye, Bill: (Roxly) Columbus, O., nc.

**V**  
Venuti, Joe: (Book-Cadillac) Detroit, h.  
Versailles, The: (Thomas Jefferson) Birmingham, Ala., h.  
Vincent, Carl: (Club Mayfair) Detroit, nc.  
Vouzen, Nick: (Coe Rouge) NYC, nc.

**W**  
Wallace, Roy: (Schmidt's) Indianapolis, re.  
Waller, Fats: (Yacht Club) NYC, nc.  
Ward, Dick: (Black Cat) NYC, nc.  
Wardlaw, Jack: (Jefferson) Columbia, S. C., h.  
Warren, Arthur: (Narragansett) Providence, R. I., h.  
Watkins, Waddy: (C. S. T. C.) Edmond, Okla.  
Watkins, Sammy: (Hollywood) Cleveland, h.  
Wayne, Penn: (Cafe Loyale) NYC, re.  
Webb, Chick: (Earle) Phila, t.  
Welk, Lawrence: (William Penn) Pittsburgh, h.  
Weems, Ted: (Palomar) Los Angeles, h.  
Weidon: (Armado's) NYC, nc.  
Wharton, Harry: (Village Barn) Phila, nc.  
Widmer, Bus: (Plamor) Cheyenne, Wyo., nc.  
Williams, Griff: (Victor Hugo) Beverly Hills, Calif., nc.  
Wilson, Sammy: (Coronado) St. Louis, h.

**Y**  
Yates, Billy: (El Tivoli) Dallas, nc.  
Young, Johnny: (Excelsior House) Snyder's Lake, N. Y., h.

# H'WOOD GLORY PAYS SCALE

## Gray Great at Fair With 40G in 8 Days

POMONA, Calif., Oct. 8.—Glen Gray upped grand-stand attendance for the last eight days of the Los Angeles County Fair to 40 per cent over previous seasons when the after-dark attraction was harness racing and midget auto races. Headlining a 12-act vaude bill, presented by fair promoters Bob Cannon and Jack Afferbaugh, the Casa Loma lads played to about 70,000 persons, netting a gross of almost \$40,000 for eight days. This was the first time variety entertainment had been offered, and fair officials plan to repeat these bills next year, cutting out the Horse Show, which this year fell flat in attendance the first nine fair days.

Casa Loma was booked in for the entire 17-day run of the fair by Barney McDevitt, of Rockwell-O'Keefe, at a \$15,000 figure for the stretch. Band playing during the afternoon harness races the first nine days, then doubling the night show for the remainder of the fair, which ended last Sunday (2). After the receipts were added up Cannon tried to sign Casa Loma for next year's fair, but the band wouldn't book itself so far in advance.

## Webster's Sock 27C On Four Terp Trips

KANSAS CITY, Mo., Oct. 8.—Ralph Webster, providing the dansipation at Will H. Wittig's Pla-Mor Ballroom at one matinee and three night terp sessions over the past week-end, grossed a satisfactory \$2,700, despite intensely warm weather, with about 7,000 dancers on all counts. Thursday night, with a socko \$1,100 take, was the best, with the Sabbath matinee, at \$800, close for the place position. Wittig peddled his tickets at 40 cents nightly, lowering the ante a nickel for the matinee. Webster's Band, a fave here, was booked thru the Frederick Bros. Music Corp.

Frankie Trombar comes in tonight for a solo. Wittig also has Herbie Kay for next Sunday and Gene Krupa on the October 29 slate. It will be Krupa's first appearance here. Lang Thompson replaced Jimmy Joy at Hotel Muehlebach last night, and the Casa Loma Band followed Horace Heidt into the Fox Tower Theater. Activity in the music field has been record shattering the last two months and indications are that it will continue, with ballroom men pitted against theaters in a battle to import big names for the public's consumption.

Locally business is good. More musicians are enjoying employment now than was the case a year or even three months ago. Trying to cash in on the unprecedented interest in music now are the longhairs, who have arranged a concert series beginning later this month, at which Helen Jepson, Mischa Elman, the Ballet Caravan, Tito Schipa and the piano team of Bartlett and Robertson will appear in quick succession. Karl Krueger is rehearsing his Kaycee Philharmonic for its opener in Music Hall late this month, and at least 20 niteries in addition to a half dozen small ballrooms are using flesh musicians rather than wax records to attract paying patronage. Literally the town is filled with music.

## CRA Band for Arcadia

PHILADELPHIA, Oct. 8. — MCA-CRA tiff over booking Arcadia-International has been settled with all parties concerned happy over the whole thing. Arthur H. Padula, nitery nabob, has an exclusive binder with Music Corp. for the bookings, but has been anxious for some time to bring in localite Jan Savitt, a CRA band. Xavier Cugat, current, is followed by Happy Felton, who returns to orkdom Monday (10) for a four-weeker. Savitt was originally set to open that day, but now that contractual obligations are strengthened out he definitely opens after Felton. Savitt continues as musical director for KYW, rounding up a new combo for the studio. Two offices split commish on the stand.

## Brotherly Love

CHICAGO, Oct. 8.—Blood is thicker than water even in show business, which is all the more amazing when the water takes the form of a \$10,000 salary check for a week's work.

Bing Crosby stops off here this week on his way back to the Coast after his Bermuda vacation and has agreed to do a couple of cuffo appearances at the Blackhawk Cafe with his brother, Bob, who is making the music there. And he's showing this fraternal spirit in the face of an offer from the Chez Paree, rival nitery, at the figure mentioned above.

Bob and Bing are also set to do some recordings for Decca, the first time they will have worked together on discs.

## Postal Offers Jived Wires to Jitterbugs

NEW YORK, Oct. 8.—Jitterbugs received official recognition from Postal Telegraph this week when the telegram company announced a new service of "jive wires" direct to hotel and ballroom band stands. Set up at the request of Tommy Dorsey, opening Tuesday (11) at the New Yorker Hotel, service furnishes free installation of telegraph facilities close to the hotel's Terrace Room podium.

New service, exclusive with Postal, is being made available to all hotel and ballroom bands with radio wires, with the cost of the equipment and installation borne by the company. For opening nights a flat rate of 35 cents for 15-word congratulatory wires to maestros is charged.

The idea is not strictly new, however, for the old Coon-Sanders Ork used a similar wrinkle for its Saturday mid-night "Knights of the Bath" broadcasts at the Blackhawk Cafe, Chicago, years ago. Band had a direct wire to the stand to receive requests.

## Artie Shaw Tops His Own Record at Chase Opening

ST. LOUIS, Oct. 8.—Artie Shaw broke the house record for his opening last Friday at Chase Hotel, no-cover spot here, and the following night, Saturday, topped his own new high mark. Preem workout saw 1,091 customers, and on the next eve 1,432 persons were clocked by curfew time.

Sydney Hartman, of the Chase, said the enthusiastic Shaw reception was very much out of the ordinary for these parts.

## Dozens of Names on B'way --- Or Why Pluggers Get Grayer

NEW YORK, Oct. 8.—Song pluggers are walking on their heels a little more heavily than usual these days, what with the fall season in local hotels and night spots being ushered in with a bang almost unprecedented in the history of night clubs. Hotel grillrooms, Broadway glamour spots, swank East Side bistros and various other places are opening in rapid-fire succession, with premieres sometimes two and three a night. And almost every second place comes up with a name band, which is fast giving this town the greatest array of leading maestros it has ever seen at one time. It's no wonder music men are getting gray in their frantic efforts to cover each and every spot.

By the end of October the line-up of prominent batoneers working here will read like Paul Whiteman's All-American swing band. Currently Sammy Kaye is pulling them into the Hotel Commodore, Kay Kyser is doing likewise for the Pennsylvania, Cab Calloway makes the music at the Cotton Club, Larry Clinton is the star among three bands at the International Casino, Eddy Duchin is back at his old stand, Hotel Plaza, and Russ Morgan headlines the Paradise

## Name Bands Selling Themselves At Scale Gripes Coast Bookers

Hollywood bites the biggies at expense of up-and-coming locals and Eastern bands—stand-by fee takes profit out of airshows—Harris buys into Bowl

HOLLYWOOD, Oct. 8.—Claiming that name bands who get the Hollywood fever and hang around town—playing for scale—are hurting chances for coming bands and Coast trips of Eastern bands was voiced here this week by local band bookers. Chief gripe seemed to be that spot operators do not hesitate to book name bands for scale, or a little above, instead of giving unknowns a chance, claiming that the only way a new ork can gain popularity is by air plugs from night spots. With big names holding down these jobs, there doesn't seem to be much opportunity for local combos to get the necessary breaks.

## Civic Terps Draw 4G on Three Solos

LOS ANGELES, Oct. 8.—Success of Glendale's rival Friday night dances in competition with Pasadena Civic Auditorium seemed assured this week, with 10,500 paid admissions clicking thru the turnstiles over a three-week period for a total gross of \$4,180.

First band in the new Civic spot was Ben Pollock, who played to 4,200 people and garnered around \$1,680 for the one-night stand. Gus Arnheim, in the following week, did around \$1,400, with 3,500 paid admissions. Arnheim used Vido Musso's Ork, featuring Musso as soloist. Last week featured Ken Baker, who did \$1,100 and played to 2,800 swing dancers.

With a two-bit ticket scale, Glendale figures it is well on the way toward being a healthy rival for Pasadena. When questioned as to whether the new spot had cut into Friday night crowds, Pasadena claimed it had felt no decline in biz.

## Halstead \$600 on Bargain Week-End; Tucker \$650 Oke

LINCOLN, Neb., Oct. 8.—Orrin Tucker got an oke \$650 at \$1 per dancer into the Turnpike Casino last Thursday, and Hank Halstead, on the two week-end nights, garnered \$600. R. H. Pauley, Casino manager, fighting the sharp drop in biz on recent Sunday nights, used Halstead to start a bargain hour policy which sees a price of 25 cents per person on the door from 8:30 to 9:30. Stunt worked well and gives Pauley a chance to compete with the town's two other ballrooms, Pla-Mor and King's, which are 25 cents straight.

LOS ANGELES, Oct. 8.—Phil Harris replaces Billy Mozet at Wilshire Bowl this week, with rumors being circulated that the maestro has bought a slice of the spot from K. L. Loeb, owner. From usually reliable sources it was learned that Harris had laid out some cash for a part of the Bowl. Fronting a local ork, Harris is reported to be getting \$1,000 per week for his band.

Rated by Local 47 as a Class B spot, the Bowl will evidently be upped into the A brackets as a result of the \$1 minimum and four-bit cover recently put on by the management. Nitery has always had straight \$1.50 minimum, but the cover charge will assertedly put the spot up a notch. Scale for the Bowl was around \$40 per man. With the spot going A rating, the union will probably ask a \$25 raise per man.

## French Frys and Dancin

JOHNSON CREEK, Wis., Oct. 8.—Music Box Ballroom here used spuds to advantage in building patronage for the Tuesday dance nights. Billing the terp session as a potato dance, Music Box crowded the floor with offer of free French fried potatoes to all comers. In addition, \$8 in cash and merchandise prizes were offered for those bringing in the largest potato. Dancing and French frys were to the tune of Johnny's Grenadiers.

Guy Lombardo returns to his old stamping ground, Roosevelt Hotel, November 10, and by that time those song pluggers who haven't already beaten their brains out against a wall may be able to relax a bit. But only if no hotels or cabarets are built in the meantime to accommodate the few remaining name bands left around.

## Hotel Test Case on Fed Admission Tax

COLUMBUS, O., Oct. 8.—Hearing of a test case instituted by the Deshler Hotel Co. to determine whether hotels and other business establishments which furnish orchestra and dancing places in conjunction with dining rooms are subject to admission tax will attract the attention of hotel owners throughout the country in the very near future.

The hotel seeks to recover \$6,056.70 and interest collected by Internal Revenue Collector Harry F. Busey as a penalty against the hotel for failing to collect tax admission.

Internal revenue laws provide that one and one-half cents must be paid as a tax on each 10 cents paid as admission to any roof garden, cabaret or similar place or entertainment.

The case will be tried before U. S. District Judge Mel G. Underwood. A similar case was decided against the government in Colorado in 1929, but attorneys for the government said that there were additional facts and that the case was never carried up on appeal.

## Eby's 20 Years in Orkdom

MIAMI, Fla., Oct. 8.—Jackson Avacado Eby, Roadside Rest maestro, is celebrating his 20th anniversary as a band pilot. He made his debut here in 1918 when, he claims, Biscayne Bay was a puddle and when Flagler street was a Seminole Indian bypath. Redskins and natives pointed him out as "that new-fangled muskier," and driving around in a super six he was considered some shucks. A tenor saxer, he played at one time for Paul Whiteman.



The **BILTMORE BOYS** and their ORCHESTRA  
Currently 25th Week  
LA SALLE HOTEL, Chicago.  
Mgt. CONSOLIDATED RADIO ARTISTS, INC.

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

Broadcasting Nightly **WLW-WSAI-NBC**  
Currently **BEVERLY HILLS COUNTRY CLUB**  
Newport, Ky. (Near Cincinnati)  
**DEAN HUDSON**  
and his **FLORIDA CLUBMEN**  
Personal Management  
GUS C. EDWARDS, First National Bank Bldg., Chicago, Ill.

# Orchestra Notes

By M. H. ORODENKER

### Stuff 'n' Such

**FERNAND GRAVET**, in spite of 70 days of portraying Johann Strauss in MGM's *The Great Waltz* flicker, still cannot even pretend to play the fiddle . . . the hand you will eventually see on the screen fingering the strings belong to another, and the actual violin music is supplied by yet another . . . we calls it music in three-part time with a vengeance . . . with **TOMMY DORSEY** at Hotel New Yorker, New York, tenor saxer **ARTHUR (SKEETS) HERFUOT** officially becomes a featured bandsman and gets billing along with Edythe Wright and Jack Leonard because of his comedy vocal capers . . . Tommy has added **WILLARD ROBINSON** to his arranging staff for those deep-river rhythms . . . there is a strong possibility that **LIONEL HAMPTON** will give a baton career the go-by and stick to the steady work **BENNY GOODMAN** can give him . . . and instead of Lionel debuting as a baton dandy at the Famous Door, New York, after **COUNT BASIE** bows out in January, stand will go to **RED NORVOMILDRED BAILEY**. . . **LOUIE ARMSTRONG** will take his band to movie-land in December for another flicker assignment.

### Gotham Gab

**AL DONAHUE**, Rainbow Room rhythm-pator, gets a crack at the Strand Theater stage starting November 4. . . **ANDREW SISTERS** return to the Paramount Theater for a third repeat this year . . . come in Christmas week with the **CASA LOMA** lads. . . **DON REDMAN** gets a holdover tucker until January 8 at Savoy Ballroom. . . **GASTON**, who heads the French Orchestra at his Monte Carlo cabaret, introduces a new species of the squeeze box, a bandonian . . . it's a double-toned accordion. . . **FRANK NOVAK** clicking at Hotel Biltmore results in a five-year binder for the band leader . . . contract calls for a seven-month stand each year to fill in during Horace Gold's touring. . . a testimonial dinner by **PAUL WHITEMAN** in Hartford, Conn., this week. . . Pops presented his trumpeter with a watch in honor of the fact that it was in Hartford that Goldie first met him and joined the band 20 years ago. . . **ERSKINE HAWKINS** is shopping around for a fem warbler.

### Cocktail Combos

THE big-little bands have really been aiming and hitting high in opening employment opportunities for themselves in the smart sipping salons . . . and here's a timely item from one cocktail combo that has gone on high in every true sense of the word. . . **JACK KURTZE**, whose Three Bollickers bow out of Hotel Bennett, Binghamton, N. Y., this week to make way for the Inkspots, has found a profitable double duty for his strollers . . . boys have been getting air time by giving musical inspiration for patrons taking the excursions offered by the Boeing Airline in Binghamton. . . **THE THREE STRINGS**, headed by Dick Gier, have put in six weeks at the Blue Mirror, Baltimore, and hold over for a similar stretch. . . **BUD WAPLES** and his Men of Melody start a season at the Marquette Hotel Cocktail Lounge, St. Louis. . . **ROYAL PALM BOYS** (Paddy and Joey) are at the New Willard Hotel, Toledo. . . **Dud Wright**, in taking charge of the new Windsor Room at Thomas Jefferson Hotel, Birmingham, brought in **BOB OPITZ's** Versatilians for the stroll-erizing. . . **THREE SENATORS** (Ed Shelley, Vic Richer, Bob Roberts), booked by Howard Lanin for the Homestead Hotel, Hot Springs, Va., for a six-weeker. . . **CONTINENTALS** returned to Jack Stultz's Game Cock Cafe, New York. . . **Chittenden Hotel**, Columbus, O., has the **QUEENS OF MELODY**. . . **THE TWO MARINOS** (Glenden and Wenning) open an indef stay at Onesto Hotel, Canton, O. . . **THE CAMPBELLS**, closing this week at Owensboro (Ky.) Hotel, jump to the It Cafe, Peoria . . . and in the same Illinois town **ARISTOCRATS OF RHYTHM** locate at Jefferson Hotel. . . **DEL MAR'S** Franciscans move into St. Nicholas Hotel, Decatur, Ill. . . **THE TWO B'S** open

this week at Vendome Hotel, Evansville, Ind.

### Culled From Every Corner

**LOU BLAKE** takes over the stand this week at Atlanta Biltmore Hotel. . . **PHIL HARRIS** opens this week at Wiltshire Bowl, Los Angeles. . . **BILLY ROBBINS**, formerly first trumpeter with Joe Reichman, has his own band at Coronado Hotel, Worcester, Mass. . . and **HERMAN KAPP**, former Roger Pryor drummer boy, joined the pit band set for Shubert Theater, Cincinnati. . . **PAUL NIELSON** starts the new season at Moonlight Gardens, Saginaw, Mich. . . **CHICK SCOGGIN** replaced Buddy Fisher at 400 Club, Wichita, Kan. . . **EARL (SISLEY) EDWIN** takes the stand at Club Aztec, Milwaukee. . . **HERBIE MAUL** lingers for a second year at Charles DeLuca's Silver Moon nitery, Pueblo, Colo. . . **BUS WIDMER** moves to Playmore nitery, Cheyenne, Wyo. . . **WALTER HAYDEN** bows out of Jungle Inn, Indianapolis.

### The Barnstorming Bands

In addition to the bumper crop of ballrooms in the Ohio territory, the theaters there are now becoming receptive to the traveling tootlers for solo stands . . . 10 to 12 dates are available in Warner Bros.' movie emporiums, **CRA RILEY** and **RITA RIO** . . . in addition to Henry Busse, the Texan towns will be getting Erskine Hawkins, Chick Webb and Fletcher Henderson. . . **JOE SANDERS** got the call for the Young Men's Democratic Association this week at Kankakee (Ill.) Armory. . . **ANSON WEEKS** proved so profitable last year that the young politicoes are trying the dance promotion again. . . **IZZY GROVE** is booking the club dances at Webster Hall in downtown New York . . . in advance has the Teddy Hill-Edgar Hayes music battle for November 5 and Charlie Barnett the week later. . . **BILLIE (CRA) SHAW** has added Kruger's Auditorium, Newark, N. J., to the books . . . has set **ANDY KIRK** for the 28th and **CHICK WEBB** for December 23. . . Webb also takes in the November 2 date at Cleveland's Trianon Ballroom. . . **JOHNNY HAMP** plays the Notre Dame prom, South Bend, Ind., on the 14th, and the following night at Bradley College, Peoria, Ill. . . **REGGIE CHILDS** is the Essex House attraction on the 19th at Irvington, N. J. . . **BARNEY RAPP** comes to Colonial Club, Evansville, Ind., on the 15th.

### Notes Off the Cuff

**EDDIE SOUTH** takes over the stand this week at the Three Deuces, Chicago's swing shrine, **ART TATUM** jumping to Clara Bow's It Cafe, Hollywood. . . **FREDDIE FISHER** and his Schnickelfritzers open November 4 for a four-weeker at St. Paul Hotel, St. Paul. . . **EDDIE VARZAS** extended until mid-November at Schroeder Hotel, Milwaukee. . . **FREDDIE ENGEL** locates at Peter Gerard's Best Ye Inn, Albany, N. Y. for an indef stay . . . following his Palomar stand, **TED WEEMS** opens November 3 at St. Francis Hotel, San Francisco. **FREDDY MARTIN** bowing out. . . **EDDIE CAMDEN**, closing this week at Crystal Terrace in Louisville's Henry Grady Hotel, heads for Chicago when the old Sebastian's Cotton Club at Culver City, Calif., lights up as the Casa Manana, the music master will be **FREDDIE BERRENS**. . . and so we send our cuffs to the cleaners.

## Wis. Locals Back AFM Pic Campaign

MILWAUKEE, Oct. 8.—The Wisconsin State Musicians' Association, at its semi-annual convention last Sunday at headquarters of the Milwaukee Musicians' Union, Local No. 8, endorsed the national campaign to restore orchestras in theaters by eliminating incidental music from motion picture presentations.

The organization of musician locals also adopted a new form of standard contract which clearly exempts orchestra leaders from obligations of employers, except conductors of name bands who hire their men on an annual basis. Revival of the State mill tax for fostering municipal bands, eliminated three years ago, was also urged at the convention.

All officers were re-elected as follows: Volmer Dahlstrand, head of the Milwaukee union, president; Walter Smith, Oshkosh, vice-president; E. J. Sartell, Janesville, secretary, and A. F. Vandenberg, Green Bay, treasurer. Speakers at the gathering included U. S. Senator F. Ryan Duffy, Fond du Lac, who attacked fee practices of ASCAP; Fred W. Birnbach, New York, international secretary, and William Hooper, New York, national investigator for the AFM in the Midwest. There was a record turnout for the gathering, 104 delegates from 28 locals in attendance.

## Karzas' Band Stands Set

CHICAGO, Oct. 8.—Andrew Karzas, Chi ballroom op, set a new list of names for his two emporiums, including Dick Jurgens for the Aragon, currently until November 27; Joe Sanders for the Trianon, opening October 14 for a month; Clyde McCoy also into that ballroom for a week beginning November 11, followed consecutively by Little Jack Little and Griff Williams.

**LIONEL RAND** and his **ORCHESTRA**  
Permanent Address  
300 W. 49th St.,  
New York City.

**BILLY SWANSON** and his **MUSIC**  
Currently **LOWRY HOTEL**  
St. Paul, Minn.  
Mgt. CONSOLIDATED RADIO ARTISTS.

**EDDIE PAUL** AND HIS ORCHESTRA  
Entire Summer Elberta Beach.  
Now opening 3rd Season  
Columbia Ballroom.  
FRANK NOSKO, Personal Mgr.  
Hotel Statler, Cleveland, O.

## BALLROOM & NIGHT CLUB OPERATORS

YOUR DANCERS DESERVE THE BEST

# Try SUNSET DANCE WAX

None could be finer regardless of price. Goes twice as far, costs half as much as ordinary wax. No dust, no gum, no grit. Contains everything good for hard or soft wood Dance Floors. Cleans as it polishes! Used exclusively in America's finest dance spots, including beautiful Trianon Ballroom, Cleveland, O.

5 LB. DRUM	32c	LB.
10 " "	30c	"
25 " "	28c	"
50 " "	25c	"

TRY AT LEAST 5 LB. OR SEND FOR FREE SAMPLE.  
Address  
**SUNSET DANCE WAX CO.**  
CARROLLTOWN, PA.

F. O. B. FACTORY

# The Reviewing Stand

Carlos Molina

(Reviewed at Aragon Ballroom, Chicago)

FOR an outfit dishing out Latin ditties, its stock in trade, the Carlos Molina set-up is right in the ol' groove. However, it is just not the kind of an ork for dansants like the Aragon, where admish-spenders come strictly to limber up their hoofs. In other words, as a background for winers and diners in swank niteries or hotels Molina's stuff is plenty mellow, but in a large ballroom that same stuff is lost in the shuffle.

Nevertheless, a true analysis of the band shows it to be in the Grade A class, and each of the lads forming the rather odd instrumentation (three sax, one brass, three rhythm, two violas and an accordion) come in on all the arrangements, blending a round and smooth type of music. If a listener is too intent on what's going on there is a monotony about it which is true of all Latin rhythms. A jitterbug may not detect, for instance, the intricate work of the accordion or one of the fiddles, because he is used to hearing a ride-man tear off a chunk of blaring improvising, but it's there just the same, and every one of the Molina boys is a good musician.

Appearance and showmanship with this ork are on the negative side, unless you want to credit Molina's frequent work on the maracas as a plus feature. Margaret Meyers, ork's vocalist, did very little but pound on the claves (bones), but what warbling she did was not particularly outstanding or enthusiastic. Ork's library aside from rumbas and tangos has a sprinkling of pop stuff, which is also capably handled but, of course, lacks the brass backing necessary for some of the choruses.

Humphrey.

## Frankie and Johnnie's Orch.

(Reviewed at Starlight Roof, Hotel Sagamore, Rochester, N. Y.)

CONSERVATIVE Rochester, which prides itself on patronizing only local talent, tossed pride out of the proverbial window when Frankie (Strange) and Johnny (Gilliland) brought their band up from the Southland. It's "music in the Southern style" these seven lads give out on their 17 instruments.

For the dinner sessions the music is soft and sweet. For the after-theater session, when the jitterbugs take over, the tempo gets hotter as the hours advance. And so does the crowd. Boys have boosted attendance during their 10-week stay here, bowing out this week because the hotel is remodeling the room.

Versatility is the word for this seven-man band, shifting from one instrument to another with as much ease as Frankie's trumpeting of the high C's. Johnny handles the sax and emcee parts, no one fronting the band. Mainstay is their vocal novelty and comedy numbers. Five of the boys are vocalists of no mean ability. Carry no gal chirper, but for this stand only localite Connie Gange was added for fairish returns.

Smith.

## Jimmy Joy

(Reviewed at Hotel Muehlebach, Kansas City, Mo.)

BACK in 1920, when he was a student at the University of Texas, Jimmy Joy organized a campus dance band. It put him thru school and has been clicking successfully ever since. Currently playing hotels and ballrooms in the Middle West, Joy's unit stacks up strongest from the danceability standpoint, tho its appearance and showmanship qualities rate but a slight notch lower.

Instrumentation includes four saxes, two trombones, two trumpets, guitar, piano, bass and drums. But an unusual feature about the set-up is the brass, which at times includes the trumpets and three trombones when Clarence

(Cub) Higgins lays aside his guitar to double on siphorn. Not a swing band, Jimmy nonetheless goes in heavy for solid rhythm of the type which invites a whirl on the dance floor. Nor will he allow schmaltz to creep into his arrangements, despite the limitations of the hotel room. By keeping his brass, reeds and traps subdued yet substantial he gets a style which has sock but which is lacking in blare, an elegant combination.

The band is easily identified, playing the "for me and my gal" bars of Joy's theme, *Shine On, Harvest Moon*, as an introduction to every offering. Nor does the practice become monotonous. Jimmy occasionally plays two clarinets at the same time. He's an ideal front man, courteous and genial, and his boxer's face and profile add just enough to make him appear plenty masculine for femme patrons. Also featured are Bonnie Parsons, gal chirper; Ken Nealy, Guy McComas, Vernon Baty and Cub Higgins. At intermission time a strolling trio is composed of Higgins, guitar; Nealy, accordion, and Henry Green, clarinet. It clicks with soft, listenable selections. As a good danceable and showmanly combination, Joy's is one which stands out.

Dexter.

## Roger Pryor

(Reviewed at Trionan Ballroom, Chicago)

BY garnering a rep in the movies, this baton-waver since organizing an ork some two years ago has been able to place himself in the name field and also further the name of Pryor in music circles. His father was Arthur Pryor, noted composer and band leader. Roger's aggregation, consisting of five brass, four reed and four rhythm, is essentially a show band and evidently not adaptable for dance spots, because when caught here it was a big disappointment to all and sundry.

One gets the impression that the lads are being held under wraps. Every once in a while they will cut loose on a few bars with real verve and quality, but it's all over in a second and the stuff slips into a lethargic groove which almost lulls steppers into a deep sleep.

Big fault is with the rhythm section, which is weak and leaves absolutely nothing for the other departments to hang onto. Another thing which more or less puts a damper on the proceedings is the intent way the members read their music. Ordinarily this might mean something, but with these lads it is done in a manner which appears as if they were picking out a particularly tough chorus during the rehearsal. Resulting product is some very fuzzy work on some very dull arrangements.

Proof that Pryor does not demand the utmost from his ork was shown at this spot when the Mutual radio wire was immediately took a new lease on life and just as quickly went back into its hole after the radio audience was cut off. Such tactics are bad taste and not good salesmanship.

Vocalist Lanie Truesdale is a cute number and her work is at least standard. Pryor goes heavy on the siph-orno solos, and Red Hodgson, trumpeter of *Music Goes 'Round* fame, does character song bits in the novelty numbers, of which there are plenty in the library. Most of the straight stuff is on the sweet side.

Humphrey.

## Orrin Tucker

(Reviewed at the Turnpike Casino, Lincoln, Neb.)

TUCKER is the exception among swing bands, interpreting the same rhythms on a basis enjoyable by the sweet as well as the brassy jamboree fans. He has a patented title for it, "conversational swing," the suggestion being that one can hear himself think when the orchestra is playing and can hear his partner talk.

Make-up of the band is two brass, two violins, four rhythms, three sax, six in the boys' glee club, two Bailey sisters, and Bonnie Baker, the soloist, who with Tucker make a company of 21. Glee club boys work often and have some excellent arrangements, from legit to clown. Joe Strassburger is the company's comedian, offering about three harum-scarum numbers during the evening, all good. One orchestra number done with lights is a fine novelty, each

## Sheet-Music Leaders

(For Week Ending October 8)

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

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

## Off the Records

By M. H. ORODENKER

### The Blues

LIONEL HAMPTON has refined the race blues, titled his cleffing commercially as *The Blues in Your Flat* and *The Blues in My Flat*, and with piano, drums and clarinet that makes for the BENNY GOODMAN QUARTET, gives Victor a raw classic. Raw in the sense that they fail to tell a story in their musical extemporization. Perhaps it's because the foursome have steeped their stuff entirely with killer-diller music. And while they go lowdown, it rings theatrical rather than true. However, it's a noble experiment on Goodman's part, and we are quite certain he was sincere. Hampton sings the latter side, sounding less obtrusive than when garbling the pops.

(See OFF THE RECORDS on page 68)

### MPPA Draws New Contract

NEW YORK, Oct. 8.—Music Publishers' Protective Association is actively concentrating on its attempt to effect a new standard royalty contract and thereby a reconciliation with Songwriters' Protective Association, with which it split upon abolition of the old standard contract form in June, 1937. Pubs have completed the terms of a new pact which will be submitted to SPA for approval. Walter Douglas, MPPA chairman, expects that certain revisions and insertions will be asked by the songwriters' group but hopes that a mutually satisfactory contract can be drawn.

### Pub Wins Song Sheet Suit

NEW YORK, Oct. 8.—Donaldson, Douglas & Gumble this week won their suit of \$1,250 and \$250 for counsel fees against U. S. Magazine Co. in Federal Court here. Firm had sued for an accounting of profits and an injunction against the sale of song sheets by the defendant.

instrument when coming in getting a different break in lighting.

Tucker sings several times, is one of the handsomest lads fronting bands around the country and has a super-sales personality. Equally radiant on his rostrum is Bonnie Baker, who is a properly dimpled cutie for whom singing is unnecessary to get her by. Baileys swing out in fancy style.

Band is smart and could click with any kind of an audience. It would be at home in any kind of spot—theaters, ballrooms, hotels, clubs. These will keep them busy enough so they won't have to play the asylums where most of the jitterkids are or are heading for.

Oldfield.

AL'S BALLROOM, Menasha, Wis., reopened last week, having been completely remodeled and redecorated. Alex and Myrtle Dombrowski operate the dansant, using local bands.

## Music Items

### Rainger, Robin Score New Film

BIT of moving around on the Tin Pan Alley front this week. Phil Kornheiser replaced Joe Gold as professional manager with Olman Music, Guy Lombardo's firm, Gold going over to Witmark. And Marlo Music moved in with Chappell as an economy measure, both concerns owned by Max and Louis Dreyfus. George Marlo, who guided the firm, went to Crawford. Lee Sims, of Sims and Bailey, setting up his own publishing house in New York.

Ralph Rainger and Leo Robin get another assignment at Paramount, this time the score for *Cafe Society*, Madeleine Carroll-Fred MacMurray-Shirley Ross starrer. Marlon Sunshine, of *Peanut Vendor* fame, gets a publication for her new one, *Brazilian Night*, from E. B. Marks.

Week of October 31 will be known as "Musical Week of Motion Pictures' Greatest Year," with music pubs and band leaders paying tribute to the movie industry and its part in the world of music. New and old pie tunes will be featured during the week. Idea is part of Hollywood's "Motion Pictures Are Your Best Entertainment" drive.

Clarence E. Sternberg, prexy of Music Friends' Service, Inc., was elected delegate to the Second Judicial Convention from Nassau County held this week in Brooklyn, N. Y. Lionel Belasco has been appointed head of the Latin-American department of the Clarence Williams Music Publishing Co.

### Marks Renews "Islands"

NEW YORK, Oct. 8.—Edward B. Marks Music retains the coveted renewals on selling agency and other rights to *Song of the Islands* and *King's Serenade*, by Charles E. King, writer and publisher of the songs. At least three other pubs were after the renewals, but William Wiernann, head of the Marks sales department, personally contacted King on his recent visit to Hawaii and secured the long-term renewals.

### Glen Island Folds Early

NEW YORK, Oct. 8.—Again Glen Island Casino at New Rochelle, N. Y., failed in its attempt to buck fall and winter winds and calls it a season Sunday (9). Spot had intended to remain open until New Year's Day, with Will Osborne booked to stay on the band stand until that date. But trouble with the waiters' union, according to the management, forced the shuttering. Poor business due to bad weather and the fact that the spot is essentially a summer rendezvous were also probable contributing factors. Osborne goes over to Frank Dailey's Meadowbrook Club, Cedarbrook, N. J., opening Friday (14). Dailey takes his band on a one-night and theater tour.

### ASCAP Surveys in South

NEW ORLEANS, Oct. 8.—A survey is about to be made by American Society of Composers, Authors and Publishers to check the amount of music of its members used in Louisiana in order to standardize the rates. Check-up is made by an ASCAP investigating committee of five, headed by R. J. Powers. Follows a similar survey being completed in Mississippi.

Attractive DANCE POSTERS AND CARDS. 3 and 4 COLOR.

Oh! Boy! There's Knockouts! Newest Orchestra Designs; Four Flashy Colors; 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 9 1/2 x 22 in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Speedy service. Engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Data Book and Price List.

CENTRAL SHOW PRINTING CO. MASON CITY, IA.

## For Additional Band Reviews

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

# New Plays on Broadway

## Reviewed by Eugene Burr

### HENRY MILLER'S

Beginning Wednesday Evening, Sept. 28, 1938  
**KISS THE BOYS GOODBYE**

A comedy by Clare Boothe. Directed by Antoinette Perry. Settings designed by John Roof, built by Vail Scenic Construction Co., and painted by Robert W. Bergman Studios. Press agent, Ned Armstrong. Stage manager, Paul Foley. Assistant stage manager, Wyman Holmes. Presented by Brock Pemberton.

Lloyd Lloyd ..... Millard Mitchell  
 Conductor ..... Wyman Holmes  
 Cindy Lou Bethany ..... Frank Claire  
 George ..... Ollie Burgoyne  
 Maimie ..... John Alexander  
 Madison Breed ..... Edwin Nicander  
 B. J. Wickfield ..... Leslie Rand  
 Horace Rand ..... Philip Ober  
 Herbert Z. Harner ..... Sheldon Leonard  
 "Top" Rumson ..... Hugh Marlowe  
 Myra Stanhope ..... Benay Venuta  
 Oscar ..... Lex Lindsay

ACT I—Scene 1: A Drawing Room on the Dixie Flyer. Saturday Morning. Scene 2: The Rand's Living Room, Westport, Conn. That Afternoon. ACT II—Scene 1: The Living Room Before Dinner. That Evening. Scene 2: The Same. After Dinner. ACT III—Scene 1: The Bathroom. Midnight. Scene 2: The Living Room. A Moment Later.

Clare Boothe, the acidulous young lady who performed a brilliantly bitter autopsy upon her own sex in *The Women* and made a success of it by convincing each woman in the audience that it was applicable to every other woman in the world, has come up with a new one which, under the title of *Kiss the Boys Goodbye*, was presented by Brock Pemberton last Wednesday night at Henry Miller's Theater. This time the lady allows the clean fables of her sparkling wrath to whip merrily about the feet of Hollywood, Southern belles and the self-conscious, self-constituted and decadent intellectuals who, in these degenerate days, hog feature-story headlines and are proudly mentioned each day by wistfully parvenue Broadway columnists.

This she does by the simple expedient of centering her story around what bids fair to be the 20th century counterpart of the quest of the Holy Grail—the search for Scarlett O'Hara. The name of the book in her play is *Kiss the Boys Goodbye*, and the name of its heroine is Velvet O'Tole; but there is no reasonable doubt as to identity. Nor is there reasonable doubt as to the identity of various incidental characters who infest the play. A round and smugly left-wing political columnist, for example, gets himself as neatly pilloried as an 18th century cutpurse. And there are plenty of others.

Herbert Z. Harner, the film producer (he's bound to be a success in pictures because there's a "Z" in his name), wants to get a perfect type of Southern womanhood to play the lead in his epic; and his director, who is in love with the Hollywood floozie who is leading professional contender for the part (professional, that is, even in her show business capacity), gets hold of a pretty daughter of the federate aristocracy who is a perfect acidulous satire upon her own type. He figures that the contrast will smooth the way for his light o' love.

The producer meets the pride of the South at a house party at the home of the editor of a leading smart men's magazine; and the girl's garrulous, nauseating Mason-Dixonism immediately puts her behind the nasty Northern eight-ball. But the pride-enters, lecherous, pompous, insulting and degenerate darlings of our nation's intellectuals finally grow so unbearable that she gets her Southern dander up—and in the resulting scene she shows such fiery possibilities that the producer signs her.

But he seeks to exercise the ancient Hollywood feudal right of the First Night, which producers seem to inherit from medieval barons—and gets himself shot in the arm for his pains. An unwelcome reporter appears on the scene; and the fine intelligences of the Upper Mental Class see the girl about to spread their painful peccadillos in the shriveling glare of newspaper. So she gets her contract after all—her Southern virginity as intact as it may possibly have been before she invaded the North—and she falls into the manly arms of a nice dumb little playboy who has been wait-

ing for her for an act and a half. No synopsis can do justice to the trenchant, biting, enveloping flame of the author's contempt, which indiscriminately licks the leprous bodies of all concerned. It makes for a mentally exhilarating satire, and it also makes for a large and welcome round of enthusiastic hilarity. The slightly menacing quality that underlies that hilarity is a hope for the future of the land.

Yet, despite its manifold good points—fine points, in fact—the play never quite reaches the heights of which it is capable. That is because (1) much of the dialog strains too hard after its smart effects, and in satirizing the phony and hard-pressed urbanity of the intellectuals also manages to satirize itself; (2) the action, which seeks to display to public view and laughter all the sore spots upon the pimpled bodies of the Fatted Calves, in so doing gets itself constantly cluttered up, with no clear plot-line showing thru until near the end of the play, and (3) there is no really definite and positive viewpoint. The Southern belle, for example, starts out as an impossible little fool and ends as something very close to a heroine.

The author's acid, like God's rain, falls on all alike and spatters over every member of the dramatic persona. As a result there is no one upon whom the audience's sympathy may wholeheartedly rest—no one, for example, like the Margalo Gillmore role in *The Women*—and the resultant emotional confusion definitely weakens the play.

And the direction of Antoinette Perry, which is in certain respects excellent, at other times fails to maintain the pace; and it allows the players to trample roughshod over each other's laughs, an altogether unfortunate proceeding.

None the less, the stuff is there; these are merely minor drawbacks that prevent an excellent evening from being even better; and they certainly fail to damn a commendable play.

As for the performing, it is individually excellent, with Philip Ober standing out as he offers by long odds the best performance of his career, and with grand work being done by practically all the others—Sheldon Leonard, John Alexander, Millard Mitchell, Frank Wilson, Edwin Nicander, Ollie Burgoyne, Hugh Marlowe and Benay Venuta. But the real performing news of the evening comes from the work of Helen Claire as the Southern belle. Miss Claire, faced with a tremendously difficult and dangerous part, avoids the yawning pitfalls of monotony and comes thru to offer a bravura performance that literally touches on almost every aspect of the acting art. She

gives an acidulous, perfect, always believable satire of the typical Southern belle; and, among other things, she also creates charm and sympathy when they are needed. It is one of the finest acting jobs in seasons; and this corner, which went into unshared raves over her years ago when she did a tiny part in *Girls in Uniform*, takes a perhaps justified personal pride in her triumph.

### MARTIN BECK

Beginning Monday Evening, October 3, 1938  
**VICTORIA REGINA**

(Return Engagement—Limited)

A play by Laurence Housman, starring Helen Hayes. Staged by Gilbert Miller. Settings and costumes designed by Rex Whistler. Scenery built by T. B. McDonald Construction Co., and painted by Trangle Scenic Studios. Press agent, Helen Deutsch. Stage manager, Tom Woods. Assistant stage manager, David Gray. Presented by Gilbert Miller.

A Footman ..... Raymond Johnson  
 Lord Conyngham ..... Wallace Wedecombe  
 Archbishop of Canterbury ..... Harry Plimmer  
 A Maid-servant ..... Augusta Roeland  
 Duchess of Kent ..... Babette Feist  
 Victoria ..... Helen Hayes  
 Lord Melbourne ..... Charles Francis  
 Prince Albert ..... Werner Bateman  
 Prince Ernest ..... Alexander Clark  
 Mr. Richards (Albert's Valet) ..... Albert From  
 Mr. Anson (Albert's Secretary) ..... Oswald Marshall  
 First Queen's Gentleman ..... Guy Monypenny  
 Royal Footman ..... William Bishop  
 A Court Usher ..... Edward Martyn  
 Lady Muriel ..... Pamela Henry-May  
 Lady Grace ..... Izzetta Jewel  
 Lady-in-Waiting ..... Blanche Moreland  
 Second Queen's Gentleman ..... Fotheringham Lyons  
 Mr. Oakley ..... James Bedford  
 Duchess of Sutherland ..... Eva Leonard-Boyne  
 Lady Jane ..... Kate Warriner  
 General Grey, the Queen's Secretary ..... Tom Woods

Third Queen's Gentleman ..... Edward Jones  
 Edward ..... James Gibson  
 Benjamin Disraeli (Earl of Beaconsfield) ..... Abraham Sofaer  
 A Footman ..... Robert Von Rigel  
 Sir Arthur Bigge ..... Herschel Martin  
 An Imperial Highness ..... Felix Brown  
 His Royal Highness ..... Tom Woods  
 Princess ..... Merle Borden  
 Second Princess ..... Edith Carey  
 Third Princess ..... Elsie Grant  
 Fourth Princess ..... Frances Hunt  
 Second Foreign Prince ..... George Denham  
 Third Foreign Prince ..... Ian Maple  
 Queen's Granddaughter ..... Shirley Polier  
 Queen's Grandson ..... Tom Woods  
 Queen's Attendant ..... Hilitous Gray

ACT I—Scene 1: The Six o'Clock Call. 1837. Entrance Hall of Kensington Palace. Scene 2: Suitable Suitors. 1838. A Sitting Room at Windsor Castle. Scene 3: Woman Proposes. 1839. The Same as Scene 2. Scene 4: Morning Glory. 1840. Prince Albert's Dressing Room at Windsor Castle. ACT II—Scene 1: A Good Lesson. 1842. Prince Albert's Writing Room at Buckingham Palace. Scene 2: Under Fire. 1842. A Room at Buckingham Palace, Overlooking the Park. Scene 3: The Rose and the Thorn. 1846. An Ante-chamber at Windsor Castle. Scene 4: Intervention. 1861. Prince Albert's Writing Room at Buckingham Palace. ACT III—Scene 1: The Queen, God Bless Her! 1877. A Garden Tent at Balmoral Castle. Scene 2: Happy and Glorious! 1897. Buckingham Palace.

What is probably the most popular play in America—Laurence Housman's *Victoria Regina*—returned to New York Monday night for a limited engagement at the Martin Beck, and reawakened this corner's amazement at its popularity. Despite the fact that Gilbert Miller's fine direction and lavish production (complete with gorgeous sets and costumes by Rex Whistler) do more to bring back the flavor of a bygone era than does Mr. Housman's play; despite the fact that Helen Hayes, as titular star, still ages with uncanny verisimilitude and performs with ability and tact; despite even the far-flung press-agency that was probably the chief single reason for the play's success, I still can't quite see why American audiences should flock in such overwhelming numbers to witness a pointless, stuffy and atrociously boring series of tableaux vivants, unimaginatively compiled from minor incidents in the life of a historical figure in whom we haven't even the slender excuse of national pride to explain our enthusiasm. *Victoria Regina*, aside from Mr. Miller's magnificent production and Miss Hayes' commendable acting, offered an unbearably boring session when it was first produced; it seems even more boring (if possible) now.

As I said in the original review, "It is an awkward, disconnected play, with its present effect contributed by Mr. Miller and his hired help. Mr. Housman takes few of the chances that might have been taken, confining his series of pictures to Victoria herself rather than to the many events that might have been used. Thus he devotes (with the exception of a first scene in which the queen is notified of

# From Out Front

By EUGENE BURR

An irate subscriber from Jamaica, whose name so far as I can make out is L. Johnpoll, has taken umbrage at the somewhat disparaging remarks I incautiously made concerning Mr. Hiram Sherman in my review of *Sing Out the News*. In view of Mr. Sherman's flat rendition of some of the choicest material in the revue I was churlish enough to suggest that he could with profit have been swapped for the diminutive Hal Sherman who, in *Hellzapoppin* on the next block, is convulsing his customers with material nowhere near so good as that in *Sing Out the News*. It was a rash comparison, for it allowed Mr. (or is it Miss?) Johnpoll to suggest that *The Billboard* would do well to swap me for one of those first-line gentlemen who write reviews for *The Times*, *The News* and *The Post*—or for "any level-headed, unprejudiced (sic) critic who knows what he sees."

In fairness to both Mr. Sherman and Mr. (or Miss) Johnpoll, I quote: "Hiram Sherman is a great comedian and certainly a full-fledged professional. He deserves to be the current antic idol of the intelligentsia of everyone. Besides all this he was perfectly natural and not 'graciously condescending.' You had better see the show again. This time with an open mind."

If Mr. (or Miss) Johnpoll insists that Mr. Sherman was ungraciously condescending I am willing to waive the point; but at the charge of being prejudiced against him I murmur in protest. His splendid work as Casca in *Julius Caesar* received special and highly laudatory comment in these columns, and he is included in the "Leading Players" section of *The Billboard Year Book of the New York Legitimate Stage* on the meager basis of two New York appearances, both for the Mercury Theater. That hardly indicates any unwarranted prejudice against him. As for seeing the show again, it would hardly do any good unless there were a change not in the oscitancy of my mind but in the quality of Mr. Sherman's performance.

Speaking of the *Year Book*, it was published last week, complete with the charts and statistics which, in their making, turn the Burr homestead into a place of horror during the summer. In this instance the heebie-jeebies may very possibly be communicated to those who read: for the results of the compilations are just as depressing as the labor of working them out. Quantitatively, almost every category dropped down to new lows during the season of 1937-'38: there was a total of just 110 productions, of which only 98 were dramatic (the first time this category has ever dropped below 100) and 12 musicals; and there were only 79 commercial premieres (69 dramatic and 10 musical) all season. That's hardly encouraging information for the drum-beaters of the American Theater Council; and no less lacking in comfort is the fact that during the season of 1937-'38 the total number of players dropped by more than 100, despite the fact that, unlike the previous issue, this one listed chorus people in musical comedies.

On the other hand, however, the percentage of dramatic success went up from 20 per cent to 23 per cent, a highly encouraging sign; and the average length of dramatic runs was raised from 75 performances to 79, gain of half a week per production. This is particularly hopeful when you consider that more shows than ever closed with runs of less than a week, thus pulling the average down. All signs, as the *Year Book* suggests, point to a smaller theater, but a better one.

As usual, the volume contains cast sheets, indices of all those connected with the stage, address listings and many other features—and if anyone thinks that this is an advertisement for the *Year Book*, they're right.

Speaking of *Hellzapoppin*, which we were briefly in connection with the case of Sherman vs. Sherman, it appears that it is developing into the surprise hit of the season. With Messrs. Olsen and Johnson and their equally looney cohorts erupting in stage boxes, aisles, lobbies and practically under seats, the customers are going into convulsions that can be heard as far north as *You Never Know*—where, in fact, they are often mistaken for local laughter and so serve to encourage the embattled players at the Winter Garden.

In any case, the Shubert office rushes up with a bulletin claiming that *Hellzapoppin* grossed \$19,000 on its first full week—which, at a \$3.30 top, is a pretty gross in any language. The news brings great comfort to this corner, which was mildly surprised to find, after writing its review, that the Messrs. Walter Winchell, of *The Mirror*, and Bob Rice, of *The Telegraph*, were about the only other commentators with guts enough to admit publicly that they laughed at the zany antics at the 46th Street. The \$19,000 gross confirms a suspicion that mere entertainment, even superlatively amusing and hilariously funny low comedy, is still a pretty dismal place if even the cash customers, growing self-conscious about their intelligence, were afraid to admit that mere entertainment can offer a completely satisfying evening in the theater.

her predecessor's death) his entire first two acts to brief interludes intended to illuminate Victoria's relationship with Prince Albert. It seems an ordinary enough love story, despite the played-up fact that one of its principals is a queen—and it is told in small and jerky interludes, each dealing with a subject of its own. In the last act Mr. Housman suddenly decides to cover some territory and skips thru 36 years in two inconclusive scenes."

In any case, the dull and disconnected recital of minor historical events returns from nation-wide tours and nation-wide acclaim much as it was before despite a large number of changes in the cast—only two of which, however, mean anything. It still rests squarely upon the capable shoulders of Miss Hayes, and she still gives it its only point of legitimate interest. It may be that the spontaneity and verve of three years ago are somewhat lacking, that some of her effects have descended by use to the status of stereotypes, that some of the later make-up is neither so careful nor so convincing as it was before; but these are condemnations of our asinine run-system rather than of Miss Hayes.

The chief cast change substitutes Werner Bateman for Vincent Price in the role of Prince Albert. Mr. Bateman, a fine actor, brings authority, dignity and effect to the part, turning in a far better job than that offered by Mr. Price three years ago. But in justice to the latter a distinction should be drawn; Mr. Bateman is a better actor than Mr. Price was three years ago, but he is probably no better than Mr. Price would be today.

The other chief change is in the role of Disraeli, formerly played—and played superlatively—by George Zucco. Abraham Sofaer is nowhere near so good; as a matter of fact, he does a hammy and ineffective job. But it hardly matters because, as everyone knows, Disraeli is just an early incarnation of George Arliss anyhow.

Among the other new players, Eva Leonard-Boyne and Kate Warriner stand out with unobtrusive and excellent performing in minor roles.

**HUDSON**

Beginning Friday Evening, September 30, 1938

**30 DAYS HATH SEPTEMBER**

A play by Irving Gaumont and Jack Sobell, featuring Allison Skipworth. Staged by Bertram Harrison. Scenery designed and executed by Jules Laurent Studios and constructed by Vail Scientific Construction Co. Press agent, Paul Vicom. Stage manager, Paul Leonard. Assistant stage manager, Earl J. Brisgal. Presented by Kirby Grant, Inc. Crandema Henry.....Allison Skipworth Robert Barnes.....Harry Antrim Ella (His Wife).....Leyla Tyler Edward (Their Son).....Gene Gericko Mathilda (the Maid).....Stella Johnston Mr. Seamon (a Legacy Broker).....Otis Sheridan Vera (Edward's Sweetheart).....Elizabeth Wilde Dr. Parson.....William Crimans Mrs. Johnstone (a Committee Woman).....Alice Fleming Mrs. Gleason (a Committee Woman).....Rose Flynn Mrs. Hartford (a Committee Woman).....Florence Wroom Jay Carter (an Eccentric Gambler).....Nat Burns Chic Collins (a Racketeer).....Willis Claire Punk (His Bodyguard).....David Evans Rork (a Detective).....Thomas Patrick Dillon Kane (a Detective).....Douglas McMullen Hospital Interne.....Earl J. Brisgal The Scene Is the Suburban Home of Robert Barnes.

ACT I—Scene 1: About Eight o'Clock in

the Evening, September 1. Scene 2: Twenty-Nine Days Later, on a Sunday Afternoon. ACT II—Scene 1: Two Weeks Later, on a Saturday Afternoon. Scene 2: That Night. ACT III—The Following Afternoon.

The only news from the Hudson Theater at the moment is that Allison Skipworth has at last returned from Hollywood. Of course *30 Days Hath September*, by Irving Gaumont and Jack Sobell, opened at the Hudson Friday night under the auspices of Kirby Grant, Inc., and the opening of a new play is always news; but still the only news from the Hudson Theater is that Miss Skipworth has at last returned from Hollywood.

*30 Days Hath September* has as much right to be called a play as the latest effusion of Eddie Guest has to be called poetry. A painfully dull and hopelessly naive chromo of the Leblang-counter school of playwrighting, it serves merely to bring back nostalgic but odorous memories of the theater of 15 years ago, when any flat cardboard concoction that was slapped together was called a play and served to insult customers for 10 or 12 weeks. Talkies, it was fondly hoped, had done away with all that; as a matter of fact they probably have—as Kirby Grant incorporated is due to find out to its corporate sorrow.

The whole thing is geared to a theater that provisionally passed away about a decade and a half ago—writing, direction and even acting. The story is one of those made-to-order things that starts with an "idea" and then uses warped slide-rules of comedy to carry it out. It's about a young lad who wants to marry but can't because his rich father won't give him a job. So Grandma gets him to sell to an inheritance broker the legacy he'll receive on his mother's death. The inheritance broker resells the legacy to a gambler and the gambler loses it to a racketeer who tells the family they can buy it back for four times the original price—or else he'll have to take steps to see that it immediately falls due. Grandma, needless to say, outwits him in a manner almost as destructive to credulity as the fact that the play was produced.

A rough idea of the writing can be had by glancing at the cast-sheet, which is the first cast-sheet in seasons that places informative tidbits after the names of the characters—"a legacy broker," "(a committee woman)," "(an eccentric gambler)" and the rest. Bertram Harrison's direction similarly uses broad strokes to simplify the weighty intricacies of the plot and, keeping strictly to the directorial stereotypes of the shovel-and-trowel era, offers staging as obvious as the intrinsic worthlessness of the script.

Miss Skipworth, despite her habitually gallant trouping, never manages to overcome the two and a half strikes that are against the production—and the rest of the cast enthusiastically follows the general trend. Most of the performances make one listen instinctively for the lap of river-water against the sides of the auditorium.

To complete the route, a real inheritance broker in the audience gave *The Billboard* information that even the play's legacy-selling details are completely cockeyed.

Thirty days hath September—and before the piece was over it seemed as tho I were spending all of them at the Hudson Theater.

**WINDSOR**

Beginning Wednesday Evening, October 5, 1938

**THE GOOD**

A play by Chester Erskin, featuring Frances Starr and Robert Keith. Staged by Chester Erskin. Settings designed by Donald Oenslager, built by T. B. McDonald Construction Co. and painted by Triang Studios. Press agent, Karl Bernstein. Stage manager, Archie Thompson. Presented by Norman and Irving Pincus.

Knucky (Archie) Payne.....John Raby Rose Dubrowski.....Florence Sundstrom Whitey.....Warren Bryan Francis Eldred.....Frances Starr Alice Witte.....Elyona Harvey Malcom Eldred.....Robert Keith Carabelle Witte.....Eleanor Pasner Rev. J. Luther Wendell.....Herbert Yost Israel Baruch.....Frederick Kaufman Howard Eldred.....Jarvis Rice Francis Duncan.....Eric Kalkhurst Norma Babcock.....Leona Powers Dr. Vincent Ten Broek.....Harry Bannister Eli Baruch.....Douglass Parkhurst ACT I—The Front Porch of the Eldred's Home. ACT II—A May Evening in a Small Up-State Town. ACT III—The Living Room of the Eldred's Home. Late the Next Afternoon. ACT IV—Same as Act I. The Following Afternoon.

One can visualize Chester Erskin, the director, sitting in the pale gray twilight of his post-boy-wonder period, gazing

long and earnestly at a monumental copy of Eugene O'Neill's *Mourning Becomes Electra*; and then, seizing his pen with a cry of mingled rage and determination, dashing off the play called *The Good*, which Norman and Irving Pincus presented at the Windsor Theater Wednesday night. Even in surface things—such as a first and last scene set before the mortico of the blasted House of Eldred—it offers definite evidence of an O'Neill fixation; but it never manages to be more than a pale carbon copy of a very minor O'Neill in the years of his pompous decadence. It never achieves the sickening fullness of the Master's insistent spading in the muck of psychological folderol, since it keeps its emotions and reactions on a level that is merely overblown, rather than self-consciously and mistakenly Freudian; and, while O'Neill's dialog of the period was fantastic, Erskin's is merely silly. But none the less the shadow of America's incompetent First Dramatist hangs over the Windsor like a pall.

The idea of the play—what little of it emerges in the welter of lush emotionalism—is good but commonplace; the blighting effects of the self-righteous upon both themselves and those around them. Harriet Eldred's father was a granite-hearted New England minister of the old school, and Harriet has a father-fixation. She models herself after him, steeling her heart against ruth and, with her decalogues and codes that take the place of honesty, blasting almost as many lives as he did. She never loved her husband, continuing to mourn the ghost of a lad whose indiscretion with another woman was turned (thru the efforts of Harriet and her father) into a source of ruin for half the dramatist personae. She does, however, dote upon her son. And it is the act of a belatedly just God to force her into the realization that that son is a homosexualist. Even that, however, falls to daunt her; she is still unbendingly righteous and revengeful to a neighboring youngster who is in trouble about some money he borrowed from a school fund, she is as coldly scornful as ever of the actors in long-past peccadillos and, despite her knowledge, she makes plans to guide her son into the paths of the ministry, where he can carry on the work of a jealous and avenging Jehovah.

In the end, thru the indirect force of her will, her husband is driven into an affair with a pretty little slut of a housemaid, the neighboring youngster commits suicide and her own son runs away to rejoin the deposed choir master who was his unnatural light o' love. It is all very unsavory, very heavy and, as Mr. Erskin has written it, painfully silly.

The high point of the dialog is reached when Harriet says grandly to her husband, "You have your harlot—I have my son!" You almost expect her to exit to the strains of *The Stars and Stripes Forever*.

It is, however, an actor's and director's script and probably gave the illusion of fat acting parts and a great deal of highly directable action. Mr. Erskin, eagerly seizing the chance he gave himself, overdreads it enthusiastically. Whatever effect the play might have had with quiet and sincere direction—and there are frequent moments that might have been excellent—is lost by the highfalutin' staging, so obviously pointed for maximum theatrical effect that the audience can never for an instant forget that it is watching a carefully prepared charade. Even Donald Oenslager's good-looking but somewhat overpowering sets contribute to this general impression.

There are, however, some excellent actors involved in the proceedings, notably Leona Powers and Robert Keith, fine troupers both, who rise above drama and direction to offer a brace of sincere and beautifully effective performances. John Raby, one of the finest young players on the American stage, does outstanding work in a character juvenile role; Harry Bannister and Eric Kalkhurst do solid, straightforward jobs, and a lass named Florence Sundstrom is not only extremely handsome but also commendably able as the housemaid, thus blending the requirements of those two

warring connoisseurs, Richard Watts Jr. and John Mason Brown.

On the other hand, many of the minor characters—Elyona Harvey, Eleanor Pasner, Herbert Yost, Frederick Kaufman and Douglass Parkhurst—are so obvious and stager that they seem to have wandered in from some still surviving province of nudville, and Jarvis Rice, making his Broadway debut as Harriet's son, fails to offer an excuse, much less a reason, for an appearance on the professional stage.

Frances Starr, as Harriet, is cursed with the worst role of the lot and acts it as tho she were surrounded by a costume.

You can make your own puns on the title.

**OUT-OF-TOWN OPENINGS**

**"Madame Capet"**

(Fox-Locust Theater)  
PHILADELPHIA

A drama adapted by George Middleton from the French of Marce le Maurette. Staged by Jose Ruben, settings by Watson Barratt, costumes by Helene Pons. Presented by Eddie Dowling.

Cast: Barbara Brown, Leslie King, Frederic Tozere, Harold Gould, Eva Le Gallienne, Alice John, Nelson Welch, Blanche Ring, Phyllis Holden, Carol Evans, William Post Jr., Helen Renee, Diana Donnerwirth, Merle Maddern, Staats Cotsworth, George Baxter, Mary Michael, Harvey Welch, Fred Rendulle, William Sanders, William Hackett, Suzanne Steel, Diane de Brett, Elizabeth Dewing, Le Roi Operti, Bram Nossen, George Coulouris, Marian Evenson, Louis Quince, Charita Bauer.

The great Le Gallienne turns what might have been just one of those things into a great historical play. Unfortunately, *Madame Capet* follows the Hollywoodesque film *Marie Antoinette* by a short week here, and it's a little too much of the ill-fated French queen all at once—but the legit lovers who found their way to the newly opened Fox-Locust Theater were amply rewarded by some real acting. The play suffers a bit in the translation from the French, some of the lines seeming too flowery when Anglicized, but the poignant drama behind Marie Antoinette's life is vividly portrayed.

The play opens on a beautiful scene in Marie Antoinette's boudoir, showing the headstrong "Austrian" much more interested in clothes than in the affairs of state. As the drama unfolds Marie becomes more serious, but the damage has already been done. Revolt is flaring up and down the land. She tries to economize and leave her old extravagant ways but loses all her friends who fawned on her. She tries to make friends with the populace, but they distrust her. Count Fersen, her lover, is forced to leave. Mirabeau, leader of the revolutionists, tries to save her with a compromise, but he too is deposed. The King is beheaded, her son is torn away from her, and in the big scene she goes on trial for her life before the People's Assembly. Perjured testimony, a vicious biased judge and jury sentence, her to the guillotine. The last scene shows her going up the stairs for the final rendezvous with death.

Next to Miss Le Gallienne's performance is the standout job done by George Coulouris as Mirabeau. Earle Mitchell does a grand bit as a Frenzh peasant; Blanche Ring, Helen Renee, Diana Donnerwirth, Charita Bauer and Warren Mills also do good bits of acting.

The critics almost to a man here were lavish in praise of Miss Le Gallienne and predict that with a little polishing up the play is destined to greatness on Broadway.  
St Shaltz.

**Alviene SCHOOL OF THE THEATRE**

(44th Year) 3-in-1 Course—Stage, Screen, Radio. Chorus—Drama, Dance, Opera. Each Department a School in Itself.  
GRADUATES—Una Merkel, Lee Tracy, Fred Astaire, Peggy Shannon, Etc.  
Specialists in discovering, developing and exploiting new Stage, Screen and Radio Talent.  
ALVIENE THEATRE & STUDENT STOCK CO., assuring New York appearances while learning, plus moving picture filming, voice recording and radio. (Separate Stage Children's Screen Acting Dept.) For Catalog apply Secretary, T. BELL, 66 W. 85th Street, New York.

**BROADWAY RUNS**  
Performances to October 8, Inclusive.

Dramatic	Opened	Perf.
Bachelor Born (Lyceum)	Jan. 25	297
Dame Nature (Booth)	Sept. 26	16
Devil Takes a Bride (Fort)	Oct. 7	3
Fabulous Invalid, The (Broadway)	Oct. 8	1
Good, The (Forsyth)	Oct. 5	6
Kiss the Boys Goodbye (Miller)	Sept. 28	14
Lightnin' (Golden)	Sept. 15	28
Missouri Legend (Empire)	Sept. 19	24
On Borrowed Time (Longacre)	Feb. 3	287
Our Town (Forsyth)	Feb. 4	285
Thirty Days Hath September (Hudson)	Sept. 30	11
Thru the Road (Forsyth)	Dec. 4	2040
Victoria Regina (return)	Oct. 3	8
(Beck)	Oct. 13	207
What a Life (Biltmore)	Dec. 14	36 774
You Can't Take It With You (Imperial)		
<b>Musical Comedy</b>		
Hellzapoppin (46th St.)	Sept. 22	20
I Married an Angel (Stuyvesant)	May 11	174
Sing Out the News (Music Box)	Sept. 24	17
You Never Know (Winter Garden)	Sept. 21	22

**AMERICAN ACADEMY OF DRAMATIC ARTS**  
FOUNDED IN 1884 BY FRANKLIN H. SARGENT  
THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.  
FALL TERM BEGINS OCTOBER 26.  
FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

# Hotel Field Now Big User of Acts, Cocktail Combos, Bands

(Continued from page 3)  
and also the DeWitt chain of seven (Ohio). Three DeWitt hotels usually book a ballroom team, specialty acts and a band, changing shows every two weeks. Hotels are the Hollenden, Cleveland; the Mayfair, Akron, and the Century, Columbus. Eddie Elkort, of the Chicago MCA office, is placing the talent.

Mannie Sacks, of the local office of MCA, books the acts for the Statler Chain, which is composed of the local Pennsylvania and the Statler hotels in Boston, Detroit, Buffalo, St. Louis and Cleveland. Bands for these hotels are booked by both New York and the Chicago MCA offices.

The Statler hotels use bands, vocalists, single dancers, ballroom teams, cocktail combos and occasional novelty acts. Russell Swann is touring the Statler chain now for MCA. Lester Cole's Midshipmen are touring the DeWitt hotels, placed thru MCA's Cleveland office. Now playing in Cleveland.

MCA also spots name bands into the Baker, Dallas, and the Rice, Houston.

Using hotels as a basis, MCA can keep a good act working around 35 weeks. Bands, which can play longer engagements, can be kept working in hotels indefinitely. Lloyd Huntley's Band, for example, played the Statler, Buffalo, a couple of seasons and is now in its third consecutive year at the Mt. Royal, Montreal.

The Albert Pick chain of 16 hotels in the Midwest uses cocktail bands and strollers a great deal. The Carling Dinkler group of eight hotels in the South uses some talent. The two Hull hotels in Hollywood use talent. The local Piccadilly Hotel is the only one of the seven Drier hotels in New York City using music (Adrian Rollini is current).

The Knott Hotels chain (33, in the East) has several hotels using music or talent, including the McAlpin, Shelton, Wellington and the Vanderbilt in this city and the De Witt Clinton, Albany; the Powers, Rochester, and the Pittsburgher, Pittsburgh. The United Hotels Co. of America, operating 15 hotels in this country and also the King Edward, Toronto, and the Condado, San Juan, uses music or talent in its Roosevelt here, the Bradford in Boston, the Robert Treat in Newark, the Ten Eyck in Al-

bany, the Seneca in Rochester and the Onandaga, Syracuse.

The Vernon G. Cardy group of four Canadian hotels includes the Mt. Royal, Montreal (booked thru MCA), and the General Brock, Niagara Falls, Ont., using talent. The Walter Schroeder Hotels of the Northwest (11) use music and talent in the Schroeder, Milwaukee, and a few other spots. The Edison and the Lincoln in New York City, both operated by the Kramers, use music and talent.

The Canadian Pacific Hotels chain of 15 hotels in the Northwest and Western Canada uses music in some of its hotels. The 32 Affiliated National Hotels chain of the South includes a few spots using music, as does the Hilton chain of eight in the West and South. Seymour Weiss' Roosevelt Hotel, New Orleans, is an indie hotel that usually picks up bands or talent touring the Hitz group.

A huge number of independent hotels throughout the country use small bands, strollers, singers and sometimes complete floor shows. The smaller hotels usually book thru local agents, although often the hotel managers will book direct, relying on acquaintanceship with entertainers and on mail from free lance bands and acts.

Generally, hotels prefer sweet bands and the more quiet type of entertainment on the theory the patrons who want rowdy entertainment will go to the night clubs and not the hotel spots. Salaries to talent and bands are usually fair, hotels emphasizing long engagements, shorter hours and comfortable, congenial working conditions rather than big money. Most hotels pay union scale or over to bands, preferring not to have labor trouble despite the fact that the hotel industry is still 90 per cent open shop.

Agencies are eager to land hotels, as hotels enable the agent to book far in advance. Hotel dates provide prestige to agents, too, and are a wedge for private entertainment jobs, etc.

Despite their conservatism, hotels have done a bit of adventuring in show presentation. The Hitz hotels, for example, have done more to popularize ice shows than night clubs and vaude theaters. Hotels have done much to build up name bands and dance fads, so that the hotel field has already developed a class of "hotel acts"—acts that fit into hotel atmosphere so nicely that they work hotels most of the season. Among these acts are Russell Swann, Mario and

## Gallant

CHICAGO, Oct. 8.—Jack Starr, acro dancer, changes his name for the current Drake Hotel engagement due to the similarity of Judy Starr's name featured with Hal Kemp's Band there. He is billed as Jack Starr.

## Bingo Crowds Out Floor Shows

FORT WORTH, Oct. 8.—The Ringside Club, scheduled to reopen in September with name bands and floor shows, reopened Saturday as a bingo palace. A counter seating 100 persons has been installed on the dance floor. The Ringside, operated by Tom Daly, has been the only spot in this city to feature floor shows. Fort Worth will have no night club shows this fall.

The only big-time night spot left near by now is the Show Boat, which features name orchestras but has never had floor shows. Red Nichols' Orchestra is current.

## Five New Spots For Philadelphia

PHILADELPHIA, Oct. 8.—Irvin Wolf's Rendezvous at the Hotel Senator opened last Thursday with a show headed by Alan Gale.

The Bellevue-Stratford Hotel's Burgundy Room opened a week ago with Clifford Hall and the Arthur Murray dancers.

Mex Behman's Latimer Club opened last Wednesday with Manny LaPorte's Orchestra and a girl show.

The Esquire Club opened last week with show headed by comic Jackie Miles and Harry Bohn's Orchestra.

The Hickory Club, on the site of the old Club Cadix, will be opened within the next few weeks by Gordon Lexton, local hotel owner. It's been shuttered for nearly a year.

CINCINNATI, Oct. 8.—The Billboard is in receipt of a telegram from Mrs. M. Masek, of Baltimore, asking that William Student, of the Sunshine Dog Act, contact his Baltimore relatives, as his brother John is seriously ill and not expected to live.

Florida, the De Marcos, Veloz and Yolanda, Gower and Jeanne, Bernhardt and Graham and Dwight Fiske.

# Maisie Featured for First Time And Learns a Lot About Lines

By PAUL DENIS

Dear Paul:

I HAVE wonderful news for you. I'm being featured! Of course, I'm the only act besides the line of girls, but, anyway, Nick is billing me in big type as "Maisie and Her Girle Girle Revue."

Nick says he'll try an out-and-out girl show and see how it goes. So instead of the usual six Flossie Girls and four acts he has brought in 14 Manny Muggsy Madonnas, with me as the only act. Muggsy produced the line and sold Nick on the idea that each girl was strictly high class and that they would cause a riot.

Well, no riot yet, but yesterday three of the girls got potted after the first show and Nick went around yelling, "How can we bill them as Madonnas when they're pickled?" But Muggsy said, "That's just the point. The customers will get a kick out of trying to get the Madonnas tipsy—and that will jump liquor sales."

ANYWAY, the girls are really good kids. One of them, Alice, is a real intellectual. She's familiar with all the new books, and even the customers are amazed. But Jane told me privately that Alice used to be salesgirl at a book counter and that she never read a book in her life. Katherine, who does the nude number, is a real home girl; she designs and sews her own G strings. Rose is the funniest. When she gets mad she always threatens to "go back to Mr. Williams." We finally found

out that Rose is an orphan and that the Dinky Hotel in New York is her "home." Mr. Williams is the hotel manager. Rose can't very well say she's going back to her father, so she says she's going back to Mr. Williams.

Right now the girls are all excited about Joe's Grease Pot, next door to the club. Joe used to feature an Actor's Breakfast all day. Now Joe has set 3 p.m. as limit for the special breakfast, and the girls are mad, since none of them get up before that time. Rose says we ought to picket Joe's. Katherine wants to call up the AFA. Jane suggests a sit-down strike in Joe's.

NICK is getting tired of the girl show. He says it's a novelty all right, but the girls are so noisy that even the musicians are complaining. The musicians, incidentally, are terrible. Somebody stole their library yesterday and the band had to play *Dinah* all night. But even when they have their paper all of their music sounds like *Tiger Rag*.

Nick says the girls complain too much. They want stockings for their *Can Can* number, but Nick won't pay Muggsy enough to enable him to buy stockings. The girls say a *Can Can* is not sexy enough without stockings. But Nick says, "What can be more sexy than nude legs?" Muggsy insists that "nude legs ain't art." But Nick refuses.

So, you see, Paul, a line of girls means a lot of trouble. I guess I'm lucky I'm not in a line any more. *Maisie*.

# Club Talent

## New York:

MILDRED FENTON, singer, and Sonny and Shirley Dahl, comedy dancers, opened Tuesday at the Yacht Club. . . . EDDY AND EDDY, ballroom team, are doing a tour of one nighters in the West. . . . JACK CORLEES and Maurice Palmer are at the Queen Mary Restaurant. . . . KARYL NORMAN is now appearing at Butler's Taproom.

GENE MARVEY, tenor, succeeded Eleanor Sheridan at the Raleigh Room of the Hotel Warwick. Miss Sheridan and her accompanist, Alan Jones, open at Le Ruban Bleu, East Side spot, Saturday. . . . LOLA KING and Her Ladies of Swing started an indefinite engagement at NTC's Midnight Sun.

BETTY MAE and Beverly Crane are doubling from *Hellszapoppin* into the Waldorf Hotel, set by MCA. Office also booked Aarons and Glanz, the ping-pongers, into the same hostelry. . . . JOHNNY AND GEORGE are skedded for a run at Maxim's following the 125th St. Apollo, beginning October 7. Booked by Will Weber. . . . MARY BURTON replaced Jerry Krueger at the Famous Door last week. . . . LINA BASQUETTE, currently at Leon and Eddie's, says she has a 19-year-old sister, MARJORIE BELL, now on the Coast doing picture work as a ballet dancer. Miss Bell is readying a repertoire with which she expects to crash Big Town's better niteries. . . .

PETE CLIFFORD, screwy comic at the Swing Club, will be doubling in a new musical, *Why Not Now?*, next month when the show opens. . . . RUSSELL DRACKEN, magician, is in his 16th week at the Whirling Top. . . . VERA FERN, dancer, now well rested after her recent fall at the Paradise, opened this week at the Mt. Royal Hotel, Montreal, her third return engagement.

## Chicago:

JOHN PAUL, comedy bartender, has moved from The Dome to The Spa. . . . BETTY GREY and Darlene O'Day are remaining in the new Bismarck Hotel show.

EDWARD ALLEN, emcee, has left for Virginia, Minn., on a fishing trip. . . . LOIS HARPER ends a five-week engagement at the Stevens this week and goes into the new Chez Paree show November 4. . . . DON JULIAN AND MARJORIE, closing a similar stay in that spot, moved to Peoria, Ill., to open the fall season in the Pere Marquette Hotel. . . . HELEN HONAN leaves for Australia November 9.

BILL STEIN, of MCA, reports that the London office is now booking the Grosvenor House, that city, exclusively. . . . BERT WHEELER comes into the Hi Hat Friday. . . . ROSE BOWL is now in Frankie Howard's hands. . . . CROWDED rooms were ordinary sights in Loop spots last week when conventioners and World's Series fans mobbed the town.

## Here and There:

RAUL AND RITA, ballroomers, are current at the Alms Hotel, Cincinnati, set by Jack Middleton, Cincy booker. . . . JERRY JEFFREY'S REVUE, after playing night clubs in the Deep South, are heading north to fill contracted dates. Line-up includes Sykes Williams, Vera Mason, Frances Kelly, Cleo Rudell, Mary Closson, and Jerry Jeffrey, emcee. . . . GEORGE JESSEL and Cross and Dunn get the headline call for Beverly Hills Country Club, Newport, Ky., beginning October 14. . . . WALLY TAYLOR'S Pall Mall Boys settled down in the Jefferson Davis Hotel, Montgomery, Ala., October 8 for an indefinite run, booked by MCA. . . . COLLETTE AND BARRY open the season at the Claridge Hotel, Memphis, October 27. . . . SHERR BROTHERS have been held for the new show, starring Helen Morgan, at the Rancho San Pablo, Oakland, Calif.

THE DUANOS plan to go to New York after their current stay at the Webster Hall Hotel, Detroit.

DOROTHY AND RELLA are still playing the Folies Bergere, Mexico City. . . . SYLVIA, FRANCES AND DRIGO are playing a two-week engagement at the Town Club, Boston.

EVELYN CHANDLER and Bruce Mapes, stars of the International Casino New York, ice show, have been booked in the Tropic Gardens, Westwood, Calif., for five weeks with options.

ONDREA AND MICHEL are in their 15th week at The Ranch, theater-cafe, near Seattle, Wash.

Number Ten 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.

## TOM J. MONTGOMERY

Advertising Manager

of

## THE STEVENS

Chicago, Ill.

Says:

"We make great use of *The Billboard* here at the Stevens in booking our floorshow acts for the Continental Room. We use it to keep abreast of new acts and novelties in the entertainment field and also carefully scrutinize the impartial reportings of our shows by *The Billboard* experts to ascertain the reaction these shows might have not only on the public but on professional judges as well. Anyone offering entertainment of any kind to the public should consider *The Billboard* as their Bible.

Night Club Reviews

# Fischer's New Revue at I. C. Is B'way's Outstanding Show

The year-old International Casino grabbed the spotlight again when it brought in Clifford C. Fischer's new revue Wednesday night. The revue, presented in two parts (one at dinner and one at supper), is typical Fischer extravaganza and lives up to his reputation for lavish, colorful, resplendent, saucy and pulchritudinous cabaret shows.

The show immediately becomes Broadway's outstanding night club show—and that, of course, means the nation's outstanding night club entertainment.

A cast of 107 and three bands are used and the reported \$150,000 production cost does not seem exaggerated much. The show is a revised version of Fischer's London Casino revue and it has all the elements of a sock cabaret show: girls, nudity, sight comedy, novelty, music. Whatever slow spots and technical bungling occurred on the hectic opening night will undoubtedly be straightened out. The sensational nude dance by Tito Valdez and Corinne, for example, is far too daring under a white light. Clad only in loin cloths, they go thru motions usually associated with mating rather than with dancing. The finish of the second part, too, should be more rousing. As it is, it is not a strong applause finish.

The routing of the show is good. Parade numbers, dances, nude bits and specialties are interspersed nicely so that the long show never becomes monotonous. Of the specialties, the Trio Shyretos, Eddie Rio, Les Cristiani, Grace and Nikko, Franklin D'Amore and Anita and Eileen O'Connor are outstanding. The Shyretos, two boys and a girl, do an applause-winning number on bicycles and tall unicycles. Really an unusually effective bike act. The Cristiani, five men and a girl, come thru with superb acrobatics—flips, leaps, teeterboard stunts, etc. Grace and Nikko sock across their ballroom dance satire, occasionally using motions that usually are censored, and also work in other scenes. Frank D'Amore, an American turn that has been playing Europe, show-stopped with balancing, lifts and fancy strong-arm stuff. Eileen O'Connor, a lovely fluff of a girl, captivated first-nighters with her sweet personality and ballet prancing.

Eddie Rio and Two Brothers, another American turn, were a welcome delight. Their mixture of new and old sight and talk comedy bits being thoroughly amusing. Their closing horse bit is swell. Bood and Bood, man and woman in painted clown outfits, providing a pleasant interlude. Carmen Torres, brunet soprano, won applause with an operatic aria, altho the Casino's acoustics can mutilate

any voice. Marian Manning, a shapely blond chanteuse, lends a gracious soprano voice to a couple of numbers.

Harold and Lola, mixed dance team that was in one of Fischer's French Casino shows, again impress with their serpent dance in which the girl glides thru adagio movements in surprising fashion. Emma and Henry, an Amazonian woman and a thin partner, offered grand satire on old-time acrobatic teams. Other principals are Alexis Kosloff, Ernie Dillon, George Bruay, de Cruz, Vera Nargo, Serban, Chase, Krels and Veronica.

The first show, *Plaisirs de Paris*, ran about an hour and a half and is better than the second show, *Montmartre a Minuit*, running around 40 minutes. In both shows M. Fischer displays imagination and superb taste in presenting his femmes. He has them gliding around in alluring and startling costumes (or lack of them), and he has them popping out of champagne bottles, tables, trap doors and hidden ceiling stairways in various stages of undress. Truly, under M. Fischer's gentle prodding, Europe's beauties show us where their heart is, revealing everything.

A spectacular oo-la-la show, it should lure the World's Fair crowd like no other attraction on Broadway.

The Fischer staff: Louis Lemarchand staged the show. Mme. Natalie Komarova did the choreography. George Komaroff provided the music. Jeanne Saunal, of Paris, executed the costumes from designs by Freddy Wittop. Scenery by Lavignac & Pellegry and Raymond Deshays, of Paris. Eddie Lewis is personal rep of Fischer here.

The Casino moguls: Louis Brecker, president; Joe Moss, v.-p.; George Olsen, secretary; Robert K. Christenberry, general manager; Ludwig Poertisch, resident manager; George Lottman, publicity.

Policy: Dinner, \$2.50 minimum (\$3 Saturday and holiday). Supper minimum, \$2.50 (\$3.50 Saturday and holiday).

Music: Larry Clinton and 13 men double between dance music in the Casino and the adjoining Streets of Paris (formerly the cocktail lounge). Their swing music was enjoyed enormously. Val Ernie and his five versatile musicians also double and, in addition, work in one of the closing scenes in the second revue. Vincent Travers and his 14 men handle the show accompaniment excellently and also dish out a few sets of dance music. *Paul Demis.*

## Cotton Club, New York

Herman Stark reopened his Cotton Club Thursday with the fifth edition of the *Cotton Club Parade*, and what was revealed lived up to the gala promise of the Kilg lights, emblazoning the building and the arriving notables.

Cab Calloway heads a long, sprawling and generally entertaining show in the typical Cotton Club tradition, with a production and score by J. Fred Coots and Benny Davis which should meet with approval from any but the most captious.

The accent, as always, is on dancing and more dancing. In the present instance some of it is outstanding, a lot of it only mediocre, but the pace is fast and that can cover up a lot. Out of the long roster of single, duo, trio and ensemble dance turns, the standouts were the Berry Brothers with as difficult and well-executed routines as can be seen anywhere in town. Not far behind, altho hardly as stimulating, were the Nicholas Brothers, with the palm going more to Harold's vocal clowning in a couple of production numbers than to the pair's hoofing.

It might seem that two such terp teams would be enough for any one spot, but not for the Cotton Club. More stepping—a great deal more—was forthcoming from Timmy and Freddie, who delivered nicely in the face of stiff competition; Jig Saw Jackson, whose torso tossings were quite something; Dynamic Hooker, whose frantic gyrations far outweighed his talent; and, of course, the large and capable chorus, a happy combination of looks and dancing ability. Also thrown in for good measure are the recent Harvest Moon Ball Lindy Hop winners, whose spirited spontaneity

has been a little dulled by a constant round of vaude dates.

On the vocal end, Mae Johnson does well with a torrid lyric about *Scarlett O'Hara From Lenox Avenue* and a conventional item labeled *Congo Congo*; June Richmond has her innings with *Hallelujah Brown* and *Madly in Love*, and the Danbridge Sisters fail to impress during several times at bat. Best bet in the song department is Sister Tharpe, allegedly one of Georgia's Holy Rollers, which isn't hard to believe after listening to that shouting. She's grand at it, however. Will Vodery's choir is a bit lost in the shuffle and handicapped also by bad costuming.

Finale has W. C. Handy making a brief appearance playing a trumpet chorus of his immortal *St. Louis Blues*, production based around a song called *Thank You, Mr. Handy*. Sentiment angle carries it to a successful conclusion. Other original songs are *Picketing the Old Plantation*, clever in conception but a little less so in the writing, and the annual dance craze (they hope), *The Boogie Woogie*. This one is downright bad.

Calloway works hard and does his usual excellent job, and so do his boys. It's a long, hard show to play, and they still come up smiling to deliver some socko dance music between performances, of which there are three nightly, each running an hour and 40 minutes.

Costumes, designed by Frances Felst and executed by Veronica, are good except in the one instance of the Vodery choir. Scarras' Ork is the relief crew, and all right.

Harry Sobol press agents with his usual aplomb, and Robert Collins is maitre d'hotel. *Daniel Richman.*

## Hi Hat, Chicago

The bookers sold the Falkenstein Brothers a bad bill of goods, judging by the two headlines of the current show. Both Wini Shaw and George Givot are out of place here, particularly on the heels of Joe E. Lewis, who mobbed them in for five weeks.

Givot, in for a reported \$750 per week, is no emcee and falls short as a night club comic. He should have thought twice before accepting such a job, as he has no solid act and little material between other specialties to keep the show on a smooth path. Customers here usually are in excessively gay moods and unless proper gags and songs are dished out their attention is hard to hold. Givot is doing the same turn he had during his pre-screen days, including the Harry Richman take-off and the old *Peoria* ditty.

Wini Shaw, reputedly getting a grand a week, is okeh in a more elaborate spot, particularly where a hotel room atmosphere prevails. But she is no match for a noisy audience, and her vocal work is not strong enough to combat such a disadvantage. No denying, however, that she makes a lovely appearance and when given half a chance soothes the listening ear with her torchy warbling. The arrangements by Sid Solomon, her pianist, are fancy.

Barbara McDonald is a bright light with some peppery tapping in the early part of the bill. A blond shapely package. The Six Pol-Mar Girls are held for another month, this time furnishing some moody calisthenics to Ravel's *Bolero* and a novel finale in which they turn dancing magicians.

Sid Lang's six-piece band still fronting the band stand, with Jimmy Cassidy at the piano during intermissions. Table singers include Josephine Byers, Mary Thorne, Pat Starr and Margaret Lawrence.

Minimum during the name shows remains \$1.50. Art Goldie handling the p. a. post. *Sam Honigberg.*

## Persian Room, Hotel Plaza, New York

Eddy Duchin and his band returned to this swank spot, an old stamping ground for the pianist-maestro, last

Tuesday for the fall and winter, bringing with him one genuinely entertaining attraction and one genuinely phony distraction. In the order named, the Hartmans and Sally Clark.

Taking the Clark matter first, this observer just refuses to believe that anybody could be that bad. It must have been an auricle illusion. The reports that filtered down from Boston, where the young lady made her debut, attesting to the atrocities she committed upon the ancient art of singing were models of understatement. Anybody has a right to be bad—John Roosevelt's sister-in-law abuses the privilege. She can't sing, she has no looks, she has no personality, she hasn't even plenty of nothing. She ground her way thru *After You're Gone* and *Small Fry* to receive the quickest brush-off witnessed in a night spot this year. Even the Plaza's socialite crowd, who might be expected to fawn upon someone of Miss Clark's pedigree, couldn't take it. The applause was so definitely on the emaciated side that even Miss Clark, with all her nerve, couldn't bring herself to do an encore. There is a kind Providence above.

And it wasn't a crowd that sat on its hands either. The dancing Hartmans proved that, for the ringsiders weren't satisfied even after three numbers and four encores. Not much more can be said in praise of these satirists of the dance and the art of magic at this late date; they are as talented and as clever as Miss Clark is not. Their routines and tricks are the height of subtle satire, and they are as entertaining a turn as can be found anywhere in show business today.

The Duchin piano, personality, smile and band are as personable as always and fit perfectly into the smart atmosphere of this spot. Don DeVodi is the relief band, supplying a nice contrast with a rumba and waltz-filled catalog. Whole entertainment roster, as in former years, is chosen to attract New York's 400, or what's left of it, which, of course, is the only reason for Miss Clark. But outside of her there's also plenty of entertainment value in the current line-up. *Daniel Richman.*

## Lookout House, Covington, Ky.

With its \$20,000 renovation program virtually completed, Jimmy Brink's Lookout House made its fall season debut last Friday night (7), a 15-minute broadcast over Station WSAI from the club's entrance ushering in the event, with Lou Holtz, current show's headliner; Jimmy Brink and club patrons supplying the ad lib continuity. With its new face, new interior improvements and additions that will meet with great favor with the club's sporty element and with its new policy of presenting the best floor show names available, the Lookout House takes its place with the leading night haunts in this section of the country. While the spot has had no



**The Great INDIAN FAKIR BLACAMAN**

Member of Animals. Presenting the greatest Variety-Music Hall Act in the world. Running time 1 hour. 50 Crocodiles, 30 Lions, 50 Snakes. For promotion: 145 different striking lithographs, 1,000 cuts, 3 complete wagon loads of material.

Permanent Address: **THE BILLBOARD** 1584 Broadway, New York.

**THIDA LOY**

Chinese Princess of the Dance Character & Interpretive Dance Creations.

ON TOUR—MEXICO.

Address all Mail Care of **JUDITH MERRILL,** State Hotel, Reno, Nev.

**CARL and LEONE BONNER**

Singing Stars

★ ★

HELD OVER

4th Week

CASINO

**COPACABANA**

Rio de Janeiro, S. A.

**ENRICA and NOVELLO**

Dance Favorites

Week of Oct. 6th

Opening Oct. 20th

**LOEW'S STATE, N. Y.** | **NETHERLAND PLAZA HOTEL**

Rockwell-O'Keefe, Inc. Cincinnati, Ohio

squawk on business in recent months, the new arrangements are bound to pull added patronage.

The season's initial offering, one of the soundest and most pretentious this reviewer ever has had the pleasure of gazing on at this spot, had the near-capacity crowd in a lather throout. Holtz registered with the force of a hurricane, and the rest of the turns ran not far behind. Don Arden turns a neat hand on the production and his 10 attractive and well-coached line girls are not mere fill-ins but an integral part of the show. Their novel routines and attractive wardrobe brought them sound applause and much favorable comment.

Lou Holtz handles the emcee role, sprinkling his hilarious Sam Lapidis and other stories at intervals throout the show. He proved a riot in each of his sessions. Had the audience begging for more and could have remained on deck indefinitely. Only letdown came when Holtz insisted upon introducing some new parody song lines. While not exactly gestanko, audience would much rather have listened to more stories.

Ruth Petty, a blond looker with a voice and keen sense of salesmanship, breezed to a near show-stop with her quality warbling. Broke her pop offerings with a neatly handled ballad and closed with a nifty version of *Alexander's Ragtime Band*. All of her efforts were handsomely rewarded.

Pritchard and Lord are not the pony type of ballroom team, but they handle themselves unusually well. Contribute a pair of above-the-average routines, the first a rumba and the second a symphony in ballet and rhythm, both of which show them off to telling returns individually and as a team. Bowed to a swell hand.

Johnny Lewis Ork makes its bow here with this show, replacing Billy Snider and his crew, who held forth here for many months. Limited rehearsals and the strain of the first show had the Lewis tooters a bit jittery on the show music, but they should overcome that with a few more performances under their belts.

Lookout House enjoys a good dinner trade, the exceptional \$1.50 and \$1.75 dinner values and good cuisine being the draw. Drinks are good and are marked in the fair-price brackets. George Rahe handles the publicity. Bill Sachs.

*Kathryn Kuhn, Inc.*  
Dressmakers  
8 West 56th St.  
New York City  
Circle 6-3868



**ENTERTAIN**  
**BE THE LIFE OF THE PARTY**  
Sing, play or recite. Hot, naughty, nice Nite Club Songs. A book of 10 snappy selections complete with words and music, \$1.00. Special offer—4 books (total of 40 different songs) complete for \$3.50. Order today for immediate shipment. **DAVIS MUSIC SERVICE**, 1587 Broadway, N. Y. C.

**WANTED AT ONCE**  
MUSICAL COMEDY AND TAB PEOPLE able to read lines, to present Shows in Night Clubs.  
**PETER J. IODICE**  
153 East Elizabeth St., Detroit, Mich.

**Joe Mall Amusement Offices**  
NOW BOOKING  
3 Full Weeks Theatres, 6 Full Weeks Night Clubs. Can use Novelty Acts, Dance Teams and good Singers. Write or Wire  
457 Hippodrome Bldg., Cleveland, O.

**WANTED QUICK HIGH CLASS MAGICIAN**  
With youth, appearance and personality. Presenting new and sensational illusions. For reliable unit, routed over leading Southern and Midwestern theatrical circuits. Must have own transportation. Can place A-1 Musicians, Line Girls doing Specialties and Sock Acts. State all first communication. Address  
**LINTON DeWOLFE**  
**SOUTHERN ATTRACTIONS, INC.**  
First National Bank Bldg., Charlotte, N. C.

**Cocoanut Grove, Los Angeles**

Wayne King opened here to capacity crowds in spite of usual biz lull at Yom Kippur. His hand got off to a nice start, with the hotel crowd evidently liking his music. All his stuff was in typical Wayne King style, with King himself doing some of the vocals. His opener was an arrangement of *Blue of the Night*.

The only performer he brought with him was Edna Sedgewick, femme looker, who does a couple of tap numbers. Miss Sedgewick made a nice appearance and got a good hand.

It might be called old home week at the Grove with the return of Harry Barris and Loyce Whiteman. This team held sway here in the days when Gus Arnheim held down the spot regularly. Barris works at the piano doing background business, while Miss Whiteman sings.

The team finished off with a medley of Barris tunes, and the crowd really went for their stuff. Barris and Miss Whiteman are old hands at this night club biz and know how to sell their songs.  
*Dean Owen.*

**Bowman Room, Hotel Biltmore, New York**

With the fall night life season coming into its own again, this room, in one of New York's fashionable hotels, has shaped its entertainment policy around Frank Novak's Band and his use of special numbers, plus several acts that make for a well-rounded bill.

Strength of the show is in the musical end, with a singing trio, dance team and violinist recruited from the ork's ranks filling in. Novak's new crew of 16 promises to do well in this spot; his style is on the sweet side and arrangements are pleasing.

Crawford and Caskey do five dance numbers, with their version of *Liebestraum* scoring the best. Act shows a good sense of timing despite the difficulty of this number. Except for the Astaire-Rogers imitation with masks both display neat personality and pack a good punch.

The Three Fashionettes (Claire Sherman, Joan Whitney and Eleanor Stephenson) fill in with the band and sing individually and collectively, but are not utilized enough in group singing. All okeh, too, on individual tunes. Orlo Thomas, violinist with the band, plays and sings gypsy tunes in good style.

Twice during the show entire company sings and plays in glee club style. *Juanita* is the strongest arrangement, but it requires more polish. Finale is also a glee club number, *Ah, Sweet Mystery of Life*, but the ork drowns out the fem voices, which dulls the proceedings a bit.

Food here is of high quality, with prices high but in line with the customers' pocketbooks. Paul is the host. Publicity for the room and hotel is being handled by K. A. Hopwood and Mary Calnan.  
*Sol Zatt.*

**La Conga, New York**

Stepped in the rituals of cafe society, La Conga made its fall bow to the upper strata Thursday night with a face lifting and a fresh coat of paint.

There is no entertainment, as such, except what comes from the band stand in the form of novelties by the two bands and the self-inspired clowning of the society jitterbugs.

Oscar De La Rosa and Ramon Ramos (Cuban) bands provide the music. Reviews of both bands appear in the music section of next week's issue of *The Billboard*. The nitery is under the joint management of Bobby Martyn and Connie Immerman.

Opening night carried a \$5 per head minimum, with the minimum thereafter reduced to half. Prices on the whole are generally steep, but within the price range of the spot's clientele.

Dorothy Ross handling the publicity.  
*Sol Zatt.*

**Crisis, New York**

With a new biography of Thomas Paine again centering attention on the American Revolutionary agitator who died in a Greenwich Village house a broken man, this little night club, in the remodeled home of Paine, takes on added interest.

An intimate club, it has Marie Dumont, owner and voluble host; brunet Julia Andre, contralto singer; Maureen, red-head palmist; Bill Colligan, popular pianist-singer entertainer; Billy Mack, ingratiating tenor, and Tedra Miller,

contralto. Miss Miller's very low contralto, skillfully delivered for pop tunes, is outstanding. She sings them slow and torchy, switching to rhythm style on the second chorus for pleasing variation. Also accompanies herself on the piano.

No cover, no minimum except week-ends, when there is a \$1 minimum.  
*Paul Denis.*

**Colosimo's, Chicago**

The current show is loaded with dancing and while not the best layout from a production standpoint, it is advantageous in a noisy Gay '90s atmosphere such as this. This was particularly true on night gaud when a throng of World's Series fans made merry.

Opening and closing line numbers are long but decorative. First, the eight dancing shapelles and four show gals are costumed in Russian briefs for some lively parading to native tunes and in the finale enacted the *Parade of the Flowers*, featuring Helen Holmes, attractive stripper in a digestible routine executed to waltz music. Bob Gilbert tops the opener with an exerting Russian foot step flash.

Fritzie Lure, tall brunet, is an above-average acro dancer, offering a well-constructed coquettish turn. Zang and Todd follow with a novelty acro routine that has many good tricks to recommend it and a brimful personality on the part of the girl.

Billie Mayshell, lively redhead, is an acceptable sobret with a teasing flashily costumed concoction that is pleasing to the eye. Olga Dane and her Swingsters sing modern versions of operatic tunes. Act goes better in a smaller room, since Miss Dane carries almost the entire act on her own shoulders. Has a fine contralto voice with a deep bass-soprano range.

Bob and Fleurette Gilbert didn't net much attention from the celebrating baseball crowd with their satire on Snow White and the Queen. Turn, on the whole, outlived the novelty stage and because it's mostly talk demands a more behaved audience for results.

Jackson, Stone and Reeve, held over from the last show, supply old-school-vein comedy. Jackson stands out with a bright personality that goes well here, and Stone is a capable assistant with a couple of impressive carbons of W. C. Fields and Harry Ritz. Act should be on the lookout for better gags.

Si Reeve handles the emcee post. Henri Gendron's Orchestra furnishes the music.  
*Sam Honigberg.*

**Kansas City Hotels Expand for Talent**

KANSAS CITY, Mo., Oct. 8.—Two of Kansas City's largest hotels this week began remodeling and refurbishing of grill rooms. The Muchlebach, top spot using name bands regularly, is completely rebuilding the lower floor grill, where Lang Thompson's Orchestra replaced Jimmy Joy Friday.

Hotel Phillips, across the street, will soon reopen its English Grill, a cocktail room and restaurant. Flesh will be used later, said Charles E. Phillips, bulder.

Antlers Club opened this week with Tommy Douglas' Band and floor shows, which will change weekly. Tootie's Club, which recently inaugurated shows after operating several years on a straight band policy, reports increased business. Tootie Clarkin is manager.

**Hotels, Cafes Resume in N. O.**

NEW ORLEANS, Oct. 8.—Roosevelt Hotel held formal opening of its Fountain Lounge this week. Spot replaces Fountain Terrace, open for cocktail and dancing. Sharkey and Rhythm Kings play.

Spanish Room of the Lamar at Houston opened yesterday with Charles St. Clair and ork. At Lake Charles Bat Gormley reopens Rainbow Garden with five-act floor show twice nightly, with Jack Jill's Kansasctians on band stand. Silver Slipper, Vieux Carre spot, has reopened under name of El Toro with nine-piece Mex ork.

Jung Hotel announces Tuiane Room will remain open, MCA booking, thruout winter, with Joe Reichman and ork replacing Art Kassel's crew. Saturday witnessed opening of Cedar Lane Club, Opelousas, with Ark Brault's Ork and floor show headed by the Three Dill Sisters and Tray and Malva. The night before saw the winter season start at the Fountain Room of the Washington-Youree, Shreveport. Manny Landers' Band is first of name orks booked for spot.

Up in the Delta Frank O'Neal has taken over management of the Wishbone Club and has installed a house ork. John Marchese has been named manager of the Old Absinthe House night club and announces its reopening this week-end. Eddie Barber, emcee, and Vincent Cass and ork in show.

**2 Big Niteries Opening in L. A.**

HOLLYWOOD, Oct. 8. — Two new mammoth niteries due to open soon gave an indication that a good winter is expected in the club business. Biggest spot was formerly Frank Sebastian's Cotton Club, Culver City, which has been dark several months. Place is being entirely redecorated and will open under the name of Casa Manana. It is reported that MCA is booking in a show of 100 entertainers, including Fred Berners' 35-piece ork.

Second spot had ground breaking this week on the Sunset Strip. Nitery will carry title of Earl Carroll Theater-Restaurant, seating 1,000 diners. Local talent will be featured, with Carroll picking a line of 60 girls. Pair of name orks will handle the music. Show will be staged on an 80-foot revolving stage. Opens Christmas night.

**Birmingham Clubs Doing All Right**

BIRMINGHAM, Oct. 8.—Night clubbing takes on new pep with booking of name bands and resumption of expanded floor shows by about a half dozen top spots. Thomas Jefferson's Windsor Room opened last week and Pickwick and Rex Clubs Saturday.

The Tutweller has been operating its Continental Room thruout the summer and has enjoyed one of its best "off season" periods. Coleman Sachs and band returned this past week-end to Bankhead's newly reopened Pirate's Cave.

**"Blessed With Grade A Vocal Powers"**  
plus a personality that fetches everyone, LARRY THORNTON is stupendously suitable for the Very Best Places . . . We feel pretty brilliant ourself on his account, for we started the drum in his praise long before his superabundant talents were realized by anyone else . . . After a chat with us, Benny Ginsburg extended Larry's first Mayfair engagement by a fortnite . . . That fortnite lasted nearly a year! . . . After which Larry returned for more marathon engagements . . . Wherever the aesthetic susceptibilities of the patrons are measurably above those of a turnip (and where the microphone doesn't sing banshee songs of its own, Larry is a smash—always!)—**CEO. C. MacKINNON**, the Wisdom Box, October 3, 1938. Boston Daily Record.

**LARRY THORNTON**

**DANCE HALLS!** **PROTECT YOUR PROFITS**  
Our Patented Dance Check fits through button-hole. Cannot be removed and passed to another without destroying. Guards your profits. Priced low, \$10.00 a thousand. Ass'd. colors, without printing. Samples on request. Order today. Made in U. S. A.

**LEHERT'S NON-TRANSFERABLE DANCE CHECK**  
**WESTERN BADGE & NOVELTY CO.,** 402 N. Exchange St., ST. PAUL, MINN.

*This does the Trick!*

**Dance at MARLOW'S PARK**

**Radio Plug for Cafe**

PHILADELPHIA, Oct. 8.—Arcadia-International is getting a daily plug over WPEN these days—and the total cost to the spot is a couple of lunches (about \$1.50).

The plug comes over Mabel Love's women's club program. It works this way:

Each day Mabel interviews a member of the club and winds up with, "Now let's go to lunch at the Arcadia-International." Miss Love picks her interviewees at random from the list of her listeners who write in. She bats them with: Perhaps you will be the next one interviewed and have lunch with me at the Arcadia.

**Vaudeville Notes**

NANCY HEALY, who gave up her role in the cast of *Sing Out the News* in Philadelphia, is playing the Stanley, Pittsburgh, this week and then goes into the Earle, Philly, October 21. . . . KING TUFFY, reputedly the world's first wire-walking lion, and his owners, Mr. and Mrs. Bob Matthews, are on their way to Europe after a successful season at the Steel Pier, Atlantic City. They open at the Cirque Rouen, Rouen, France. . . . DANNY WEBB, comic, dancer and singer, has been signed by Columbia for the lead in a short, *Behind the Eight Ball*.

GASTON PALMER has extended his stay on this side thru November, postponing his joining the ABC show in Paris. . . . AL TUCKER, formerly of Al Tucker and his Society Band, plays a week at the 125th St. Apollo, New York, opening October 14. . . . JOHNNY BALL has been appointed director of publicity for the Drake and Lyric theaters, Oil City, Pa., a post he held two years ago.

MAZEL-TOV TO JACK HARRIS, executive of the Skouras Circuit, on the birth of his daughter, and the same to you, uncle CHARLIE MOSKOWITZ. . . . WEAVER BROTHERS AND ELVIRY are finding the current cycle of hillbilly films right up their alley. They have just completed featured parts in Republic's *Down in Arkansas*. . . . EDNA MARIE WILSON is recuperating from her severe attack of laryngitis that forced her to cancel several dates in Kansas City, Mo.

LOUIS DE VUONO, of the Four Vespers, has left the act to go into another line of business with his father.

MAYNOR AND MIGNON, ballroom team, are at the Chez Maurice, Montreal, for three weeks. Set by MCA. . . . DAVE BINES is producing Ted Lewis' new unit which opens at the Earle, Philadelphia, October 14.

GYPSY ROSE LEE, heading a 35-people unit, opens October 19 at the Golden Gate, San Francisco. Supporting acts are Jack Durant, Jack Williams, the Lacey's, Paul Taylor Sextet and eight Larry Ceballos girls. William Morris agenting. Lou Epstein is unit manager and Het Manheim advance man. Unit asking 50 per cent of the gross from the first dollar. Plays Denver, Denver, and Tower, Kansas City, after Frisco. . . . THREE SAILORS opened Thursday at Fay's, Philadelphia. . . . SAM SHAN-NON'S Buster West-Lucille Page unit opens for RKO in Schenectady October 13. . . . LEE POSNER, producer of the recent colored show at the Cafe Afrique, New York, opens this week at the Folly, Brooklyn, with his colored unit.

WILKEY AND RAE have split. . . . SCHLEPPERMAN returns to the Coast after three weeks with Count Berni Vici's unit.

**Benson Books One-Days**

CHICAGO, Oct. 8.—George B. Anderson, indie operator, added two one-day flesh dates in the Illinois area to his Sunday at the St. Charles (Ill.) Theater. His De Kalb house will use vaude Saturdays starting today, and the Woodstock goes combo Sundays. John Benson here handles the bookings.

**Ohio Vaude Chain Signs**

ALLIANCE, O., Oct. 8.—A one-year contract, calling for the same wages as last year, has been signed with union stagehands and motion picture operators by Ray S. Wallace, managing director of Tri-Theaters, Inc., operating the Columbia, Morrison and Strand theaters here. A 10 per cent wage increase was granted operators and stagehands a year ago, according to Wallace.

**Agents, AFA in Booking Dispute**

NEW YORK, Oct. 8.—Barnett Gillman, local night club agent, accused the AFA of intervening in a squabble between himself and Harry Dell over booking the local Monte Carlo Club, claiming this interference caused cancellation of two acts he had booked into the club. The AFA denies it interfered, insisting "we are not intervening in any disputes between agents."

Gillman booked Norma Mitchell and Jack and Janet Miller into the Monte Carlo last week on the club's verbal okeh, issuing AFA standard contracts. The club canceled the acts by mail later and Gillman claims the club owners explained that they canceled because Jack Kramer, AFA business agent, told them they should give Dell, who had been booking the club, a two-week notice.

Kramer denies ordering the club to retain Dell for another two weeks and claims he only put in a good word for Dell and asked the club owners, "You wouldn't drop your agent without a notice, would you?"

Harry Calkins, AFA chief organizer, says he has notified the club that the AFA has no interest in agents' disputes.

Dell says he got the club back before Kramer phoned the club. Dell also says he complained to the License Department on the grounds that Gillman is not a licensed agent and that the License Department notified the club that it should book only thru a licensed office.

**Schreiber Vaude Gets Good Start**

DETROIT, Oct. 8.—Vaude for the Colonial Theater, ace house of the circuit of five just transferred by Jacob Schreiber to his nephew, Ray Schreiber, went into effect last week, with unexpectedly good patronage an immediate result. Fifi D'Orsay headlined, with Buddy Lester, Edison and Louise, Al Rome and Betty Wood and Mabel Fonda Trio.

Bebe Sherman opened last week as mistress of ceremonies for an indefinite engagement, marking another new departure for this house in a feminine emcee.

Shows booked by Sol Berns, who now has four and a half weeks of vaude in Michigan and Ontario on his books. Prospects are that three to four other Michigan theaters will shortly be added to his books.

**UA May Back Chi Oriental**

CHICAGO, Oct. 8.—Reports today had it that United Artists Corp. may back a local independent exhibitor in the reopening of the Oriental Theater October 21 with a combination policy. UA is interested in a first-run outlet for its entire product and has some 30 releases available this season.

Balaban & Katz, former Oriental operators, have been given an extension to negotiate for the house but could not come to terms due to the stiff rent demanded by the Thompson Estate, the building owner. Oriental has been closed since last May.

**Vaude for Nashville**

NASHVILLE, Oct. 10.—Vaude season at Princess Theater here will open Thursday with Blackstone, magician, in six-day run, Manager Russell Parham announces.

Princess policy will be flexible, with only name bands and acts to be booked when available for one-day up to week runs, depending on acts' other commitments.

**Books Montreal Vaude**

MONTREAL, Oct. 8.—Roy Cooper, local booker, is now spotting bills into the Fifth Avenue Theater here, operated by S. Dunning. Full week.

Cooper is also spotting name bands one night a month at the Ottawa Auditorium, Ottawa. The spot had Cab Calloway in August, Guy Lombardo last month and gets Paul Whiteman this month.

**Dissatisfied With Lottman?**

NEW YORK, Oct. 8.—George D. Lottman and Irving Lehrer have parted ways after a publicity partnership that only lasted three weeks. Lehrer claims he was virtually "paying for the privilege" of working with Lottman.

Lehrer, an alumnus of the Lottman office, became associated with Lottman on a partnership basis, with the office called Lottman-Lehrer. While Lehrer claims that he wasn't being compensated according to the agreement, the Lottman office claims there was a clash of temperament and policy.

Anyway, the way things stand now is that Lehrer is back at his old haunt in the Plymouth Hotel with his old partner, Seamon Jacobs, and the printer is wondering what to do with several thousand letterheads and envelopes with the Lottman-Lehrer insignia.

**Talent Agencies**

ELSIE COLE, Chicago, has moved into new quarters in the State-Lake Building, that city.

VICTOR J. CASTELLINI has joined the selling staff of the Co-Operative Orchestra Booking Association, Cincinnati.

AMERICAN ATTRACTIONS OFFICE, Detroit, will probably resume after the first of the year, says Jacob M. Gross, manager. The office became inactive following Gross' serious injury in an auto accident several months ago.

PETER J. IODICE, of Amusement Booking Service, Detroit, reports 13 weeks of night spots on the books, compared with 40 a year ago this time—but twice as many acts being employed each week on account of the trend toward bigger shows. Iodice has added three and a half weeks—the Frontenac Casino, Detroit; Palace Gardens, Lansing, going from three days to a full week; Trianon Ballroom, Alpena, and Bay City Bar, Bay City. Fred J. Ireland is joining Iodice's staff.

IRVING LEZAR, of MCA, New York, has set the Bobby Parks Band, Mildred Fenton and Lee Wiley into the new Yacht Club, New York. . . . BESS UHFELDER, New York, has put Diane Davis into the Trouville Room, New York. Also spotted several performers into new legit show.

JOE HILLER'S National Theatrical Exchange crashed Stanley Theater, Pittsburgh, again this week with Lou Brees's Band. Agency had previously booked Jan Savitt and Count Berni-Vici into house. Also handles acts for Nixon Restaurant and New Penn. Stanley bills are usually booked in New York.

**Names at Milwaukee Houses**

MILWAUKEE, Oct. 8.—Between Fox's Palace and E. J. Weisfeldt's Riverside local citizenry is being treated to a revival of flesh and name bands and is responding in good style. Recent Palace attractions included Horace Heidt and Tony Martin with their shows, while Veloz and Yolanda open this week, to be followed by Benny Goodman's aggregation. Phil Spitalny and his all-girl orchestra appear at the Riverside the week of October 21.

**Vaude in Spokane Area**

SPOKANE, Wash., Oct. 8.—Gillespie Circuit of five theaters, including those in Oreville, Okanagon and Brewster and the Orpheum here, are reporting good returns to a policy of breaking a double-feature program with occasional acts. Recent acts to play the circuit have been C. Schroeder's Flip and Pals, dog act; the Colorado Hillbillies, and the Morgan Family, Western singers.

**More Warner Phila Vaude**

PHILADELPHIA, Oct. 8.—Warner Brothers, who now have vaude two days a week, in five key naves, will shortly extend it to two more.

Those about to go to flesh are the Cross Keys and the Savola. Neither has vaudefilmed before. Houses which have been using live talent are the Alhambra, Allegheny, Frankford, Oxford and Kent.

**Vaude Grosses Hit New Peak**

NEW YORK.—Paramount's most sensational business week of the year was reported last week with the engagement of Tommy Dorsey and Connie Boswell on the stage and *If I Were King* on the screen, rolling up \$67,000. This is the third time this year Dorsey has played the Paramount. This gross has only been equaled once since the Paramount reverted to a stage-band policy. Show will be held for four weeks.

Radio City Music Hall, with a four-star picture, *Drums*, and the stage show headed by Harrison and Fisher, did \$89,000. The Ritz Brothers' *Straight, Place and Show* on the screen and Del Casino and the Lathrop Brothers on the stage accounted for \$44,000 at the Roxy. Second week of Jan Garber and Ethel Merman at the Strand with *Garden of the Moon* had a take of \$29,500. Loew's State did a poor \$16,000 with *Letter of Introduction* and Gus Van heading the stage bill.

PHILADELPHIA.—Wayne Morris and Johnny Davis' "Scat" Orchestra plus *Garden of the Moon* brought \$22,500 in the till at the Earle this week. Par for this house is \$18,000.

PITTSBURGH.—Kay Kyser cracked all-time high for Stanley in six-day showing last week, drawing more than 100,000 paid admissions without benefit of holiday trade for more than \$36,000 gross. Gate exceeded previous high of \$34,000 set by Folies Bergere revue several years ago, and \$32,000 set last February by variety bill headlined by Judy Garland. Kyser, who became Pittsburgh favorite while playing at William Penn Chatterbox three years ago, reportedly drew more money at Stanley and previous week's stage date in Philly than he had ever before earned in a year. Previous high band records were Fred Waring's of \$32,000, and Tony Martin's, \$26,000. Kyser supposedly drew \$14,000 on guarantee plus percentage deal at the Stanley.

LOS ANGELES.—Paramount, for the week ending September 28, had a take of \$22,000 with Jack Durant, Kenny Gardner and Rube Wolf and ork. *Sing, You Sinners* on the screen. Normal for the house is \$18,000.

CHICAGO.—Theater receipts were the best in weeks due to outside throngs attracted by the World's Series games and several national conventions. Attendance figures were boosted at nights, in particular. The Chicago, with Veloz and Yolanda topping the bill, grossed a healthy \$45,000, almost \$15,000 over the preceding week. *Four Daughters* on the screen was an able box-office assistant. Count Berni Vici's *Spices of 1939*, in the featured position at the Palace, garnered a good \$15,000 despite mid picture support. Preview of Deanna Durbin's *That Certain Age* closing night brought a few extra shekels. Vaude bill with Ada Brown and four other acts drew a nice \$10,300 at the State-Lake.

**Hammerstein Sets Stage Revivals and Sunday Vaude**

NEW YORK, Oct. 8.—Sunday variety shows, featuring radio bands and "names" of stage, screen and radio, will be inaugurated in the near future at the Queensboro Theater here, according to Ted Hammerstein, producer and operator of the house in its new policy. For the remainder of the week and also under the supervision of Hammerstein, legit revivals will occupy the boards. On Monday Grace George will enact the star role in W. Somerset Maugham's *The Circle*, to be followed a week later by Douglass Montgomery in *Night Must Fall*. Other Hollywood and Broadway stars are being lined up.

**Kroger Babb Joins Filmack**

CHICAGO, Oct. 8.—Kroger Babb, for a number of years advertising and publicity director for the Phil Chakeres Ohio theaters, with headquarters in Springfield, O., has left that post to become advertising director for the Filmack Trailer Co., this city.

**Young Revue Does Capacity**

NEW YORK, Pa., Oct. 8.—Ernie Young's *Folies Internationales*, booked for six days at State Fair here by Jayne Jarrell, of Pittsburgh, drew capacity crowds. Revue, with 100 persons in cast and crew, cost fair sponsors \$8,000.

(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. NY-New York City; Phila-Philadelphia; Chi-Chicago.

A. B. C. Trio (Paradise) NYC, nc. Aarons & Glanz (Waldorf-Astoria) NYC, h. Adrian, Iris (Leon & Eddie's) NYC, nc. Alee, Edna, & Co. (Stadium) Chi 13-Nov. 1. Allen, Stuart (Essex House) NYC, h. Allen, Roberta (McAlpin) NYC, h. Allen, Vivian (Arcola) Arcola, N. J., nc. Althoff, Charles (Riverdale) Milwaukee, t. Altman, Julian (Monte Carlo) NYC, nc. Anderson Sisters (Plantation) NYC, nc. Anson, Bill (Harry's New York Cabaret) Chi, nc. Anokita (Havana-Madrid) NYC, nc. Apollon, Dave (Casanova) NYC, nc. Arden, Dolly (Chez Paree) Chi, nc. Argen's, Donna, Artist Models (Lookout House) Covington, Ky., nc. Ash, Lou (Rancho San Pablo Club) Oakland, Calif., nc. Atkinson, Elmer (Omar's Dome) Los Angeles, nc. Attles, Joe (Plantation) NYC, nc. Austin, Gene, with Candy & Coco (Orph.) Memphis, t.

B. Balne, Pearl (Kit Kat) NYC, nc. Bak, Smiling Jerry (Red Mill) Bronx, New York, nc. Barrett, Sheila (Casa Manana) NYC, nc. Barson Sisters (Cavaller) NYC, nc. Basquette, Lina (Leon & Eddie's) NYC, nc. Bass, Fenu (Monte Carlo) NYC, nc. Bayne, Perelle (Kit Kat) NYC, nc. Beaucarre, Pierre (Monte Carlo) NYC, nc. Behan, Arthur (Gay Nineties) NYC, nc. Bell, Jimmy & Nora (Berkeley Carteret) Asbury Park, N. J., h. Bell & Grey (Gold Dollar Club) Jamestown, N. Y., nc. Bell's Hawaiian Follies (Tivoli) Hamilton, Ont., 8-14; (Francis) Montreal, Que., 15-18, t. Belmonte, Gloria (El Chico) NYC, nc. Belmont Balladeers (Glass Hat) NYC, nc. Bennett, Ethel (Old Rumanian) NYC, nc. Berk, Irving (Rumanian Village) NYC, nc. Bernard, Bert (Half Moon) NYC, nc. Bernhardt, Bobbie Jean (Auditorium) Tulsa, Okla. Berry Bros. (Cotton Club) NYC, nc. Bigelow & Lee (Chanticleer) Milburn, N. J., nc. Birse, Daria (Russian Kretchma) NYC, re. Bishop Bros. (Havana Casino) Buffalo, nc. Bishop, Gordon (Jim Otto's) Hollywood, Calif., nc. Blah, Francis (Roosevelt Tavern) Tulelake, Calif. Blanche, Jeanne (Mad Russian Cafe) Hollywood, Calif., nc. Blaine, Barbara (Rancho San Pablo) El Cerrito, Calif., nc. Blackstone, Nan (Club 17) Hollywood, nc. Blanchard, Jerry (18) NYC, nc. Bonis, Three (Roxy) NYC, t. Boswell, Connie (Paramount) NYC, t. Bourbon Ray (Rendezvous) Hollywood, nc. Bouvier, Yvonne (St. Moritz) NYC, h. Brand, Jules (Ambassador) NYC, h. Brown, Evans (Red Gables) Indianapolis, nc. Brown, Mary Jane (606 Club) Chi, nc. Browne, Jimmie (Commodore) NYC, h. Browne, Hank (Birmingham Fair) Birmingham, Ala. Bruce, Carol (Midnight Sun) NYC, nc. Bryant, Francis (Plantation) NYC, nc. Buck & Bubbles (Earle) Phila, t. Burton, Mary (Famous Door) NYC, nc. Byrnes, Jimmy & Jerre (Blackhawk) Chi, nc.

C. Calvin, Al & Margie (Gayety) Minneapolis 7-14, t. Campbell, Aaron & Carolyn (Il Club) Peoria, Ill., nc. Candido, Candy (Seven Seas) Hollywood, nc. Cappa Barra Ensemble (Strand) Brooklyn, t. Carville, Charles (Roxy) NYC, t. Carr, Billy (606 Club) Chi, nc. Carroll, Della (Paradise) NYC, re. Carroll & Gordon (885 Club) Chi, nc. Carroll, Marlon (Wivel) NYC, re. Carter & Schub (Jimmy Kelly's) NYC, nc. Carter & Bowle (Barney Gallant's) NYC, re. Carter, Joan (Swing) NYC, nc. Carter, Johnny (Tokay) NYC, nc. Carlos & Carlo (Havana-Madrid) NYC, nc. Carver, Zed (Lions' Barn) NYC, nc. Castillo, Enriqueta (El Gaucho) NYC, nc. Chase, Rhoda (Corso) NYC, nc. Chavez, Alfonso (Troadero) NYC, re. Clark, Sally (Flora) NYC, h. Claudet, Marguerite (Orlando) Decatur, Ill., h. Clifford, Pete (Swing) NYC, nc. Cobey, Lew (White) NYC, h. Cocco, Gabriel (Ambassador) NYC, h. Cochran, Eddie (Bagdad) San Francisco, nc. Cole, Jack (Radio City Rainbow Room) NYC, nc. Collette & Galle (Tiny's Hi-Hat) Oakland, Calif., nc. Collette, Joan (606 Club) Chi, nc. Colligan, Bill (Cristis) NYC, nc. Collins & Peterson (State) NYC, t. Collins, Frank (Jim Otto's) Hollywood, nc. Collier, Eddie (Esquire) Baltimore, nc. Comstock, Frances (One Fifth Ave.) NYC, h. Conchita (Leon & Eddie's) NYC, nc. Conklin & Thomas (Stanley) Pittsburgh, t. Conville, Frank (Strand) Brooklyn, t. Cook & Brown (Kit Kat) NYC, nc. Cook Jr., Joe (Esquire) Baltimore, nc. Cooper, Etsy (Kit Kat) NYC, nc. Coralli (Bublichki) Hollywood, nc. Cordova, Angelita (Troadero) NYC, re. Crane, Ford (Leon & Eddie's) NYC, nc. Crane Twins (Waldorf-Astoria) NYC, h. Crawford & Caskey (Biltmore) NYC, h. Cromwell, Ann (Club Cercle) Hollywood, Calif., nc. Crump, Pleasant (Glass Hat) NYC, nc. Cummings, Don (State-Lake) Chi, t. Curtiss & Clare (Riverview Inn) Reading, Pa.

D. Dendridge Sisters (Cotton Club) NYC, nc. Dane, Olga, Saxette (Colosimo's) Chi, nc. Daniels, Jean (Plantation) NYC, nc. Darle & Diane (Casanova) NYC, nc. Darrow, Chick (Village Nut) NYC, nc. Davko, Yasha (Russian Art) NYC, e. Davis, Bill (Jim Otto's) Hollywood, nc. Davis, Johnny, & Orch. (Stanley) Pittsburgh, t.

Day, Gloria (Paradise) NYC, nc. De Angelo & Porter (Casino De La Plaza) Havana, Cuba, nc. DeChant, Darlene (Havana Casino) Buffalo, nc. De Cruz (International) NYC, nc. De Flores, Felipe (Havana-Madrid) NYC, nc. De Zurik Sisters (State-Lake) Chi, t. DeRondo & Barry (Corso) NYC, nc. De Thury, Iona (Tokay) NYC, re. Dean, Blue (Century) Baltimore, t. Delahanty Sisters (Mac's) Germantown, O., nc. Dearing, Ruth (Yacht Club) Chi, nc. Diaz, Rafaelo (Armados) NYC, re. Dillon & Parlow (El Mido) Fallon, Calif., nc. Dimitri & Helen Virgil (El Gaucho) NYC, nc. Dion, Ias (Bertolotti's) NYC, nc. Donn, Berta (Gypsy Tavern) NYC, nc. Donahue, Walter (Village Barn) NYC, nc. Donnelly, Harry (Gay Nineties) NYC, nc. Dorita & Valero (El Chico) NYC, nc. Dorsey, Tommy, & Orch. (Paramount) NYC, t. Downey Sisters (Jim Otto's) Hollywood, nc. Dracken, Russell (Whirling Top) NYC, nc. Drank, Blue (Swing) NYC, nc. Drayton Sisters & Jack (Lyceum) St. Paul, t. Drew, Charlie (Lombardy Bar) NYC, re. Drew, 'Hotcha' (Kit Kat) NYC, nc. Drysdale, Grace (Riverside) Milwaukee, t. Duchin, Eddy (Flora) NYC, h. Duffy, Bobby (New Yorker) NYC, h.

E. Egbert, Marlon (Plantation) NYC, nc. Elaine & Barry (Drake) Chi, h. Elgins, Five (Pal.) Chi, t. Elin, Marita (Old Rumanian) NYC, re. Ellington, Duke, & Band (Pal.) Cleveland, t. Ellis, Kay (Jim Otto's) Hollywood, nc. Endor & Farrell (Clover) Hollywood, nc. Enrica & Novello (State) NYC, t. Evans, James, & Co. (Roxy) NYC, t.

F. Earns & Gordon (Esquire) Baltimore, nc. Farrell, Bill (Place Elegante) NYC, nc. Fashionettes, The (Biltmore) NYC, h. Faye, Frances (Casa Manana) NYC, nc.

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

Ferguson, Bobby (Gay Club) Omaha, nc. Fern, Pearl, & Co. (Meadville, Pa. Fields & Burns (Howard) Boston, t. Field, Jackie (Yacht Club) Chi, nc. Finnegan, Billy (Doelger's Inn) Rumson, N. J., nc. Fiske, Dwight (Savoy-Plaza) NYC, h. Fitzgerald, Ella (Earle) NYC, h. Fischer, Bruce (Ball) Hollywood, nc. Florence & Alvarez (Pal.) Chi, t. Florian, Jean (Chicago) Chi, t. Flowerion, Consuelo (Chateau Moderne) NYC, nc. Ford, May (Swing) NYC, nc. Foster, Gae, Girls (Earle) Washington, D. C., t. Francis, Charle (18) NYC, nc. Francis, Paul (LaSalle) Chi, h. Francis, Benita (Howard) Boston, t. Franklin, Cass (New Yorker) NYC, h. Frazer Sisters (Stanley) Pittsburgh, t. Friedricks, Charles (Midnight Sun) NYC, nc. Frisco, Joe (Seven Seas) Hollywood, nc.

G. Gainsworth, Marjorie (Paradise) NYC, nc. Gale, Judith (Fifth Ave.) NYC, h. Gallagher, Ruth (Rudd's Beach) Schenectady, N. Y., nc. Gialani, M. Marla (Park Central) NYC, h. Garr, Eddie (Capitol) Washington, D. C., t. Gavin, Margo (Club Minuet) Chi, nc. Gaynes, Lella (Club 18) NYC, nc. Gerrits, Paul (Casa Manana) NYC, nc. Gerrity, Julia (Maxim's) NYC, re. Giglio, Dem (The Year) Chi, re. Gilbert, Bob & Fleurette (Colosimo's) Chi, nc. Gilmore, Amelia (Wivel) NYC, re. Gilmore, Patricia (Chi) h. Glover & Lamas (Arcadia) Phila, re. Gonzales & Menen (McAlpin) NYC, h. Grace & Nikko (International) NYC, nc. Grauer, Bernie (Gay '90s) NYC, nc. Gray, Jack (Park Lane) NYC, h. Gray, Glen, & Casa Loma Band (Tower) Kansas City, Mo., t. Green, Al (Pioneer Nut) NYC, nc. Grey, Betty (Bismarck) Chi, h. Grey & Harlowe (69th St. Rathskeller) Phila. Cray & Harlowe (118) NYC, nc. Grogan, Willie (118) NYC, nc. Guerlaine, Annette (Queen Mary) NYC, re. Gueldne & Eva (Continental Arms) Baltimore, nc. Gulzar, Professor (New Yorker) NYC, h.

H. Haal, Vera (Dorchester) London, h. Haines, Tate & Simpson (Leon & Eddie's) NYC, nc. Hale, Chester, Girls (Dorchester) London, h. Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.

Handy, W. C. (Cotton Club) NYC, nc. Harrington, Pat (Club 18) NYC, nc. Harrison, Spike (Gay '90s) NYC, nc. Hartley, Elsie (Queen Mary) NYC, re. Hartmans, The (Flora) NYC, h. Hartsman, Mowry (Century) Baltimore, t. Heathen, Boyd (Pepper Pot) NYC, nc. Herbert, Grace & Charlie (Colony Club) Chi, nc. Herbert, Hugh, & Co. (State-Lake) Chi, t. Herrera, Sarita (Havana-Madrid) NYC, nc. Hilegarde (Colony) Chi, nc. Hill, Florence (Plantation) NYC, nc. Hilliard, Jack (Royale Frolics) Chi, nc. Hinton, Hot-Chat (Roosevelt Tavern) Tulelake, Calif., t. Hoctor & Shayne (Rancho San Pablo) El Cerrito, Calif., nc. Holland & Hart (Palmer House) Chi, h. Holmes, Helen (Colosimo's) Chi, nc. Holtz, Lou (Lookout House) Covington, Ky., nc. Hooten, Don (Beverly Hills) Newport, Ky., cc. Hopkins, Bob (Chez Ann) Buffalo, re. Hourckle, Johnny (Bal Tabarin) NYC, nc. Howard, Joseph (Bill's Gay '90s) NYC, nc. Howard, Jay (Wivel) NYC, re. Howard, Joe (Casa Manana) NYC, nc. Hovsradt, John (Radio City Rainbow Room) NYC, nc. Hubert, John (Fifth Ave.) NYC, h. Hudson, Ann (Corso) NYC, nc. Hutchison, Hal (Biltmore) NYC, h.

J. Jackson, Half Pint (Black Cat) NYC, nc. Jackson, Stone & Reeves (Colosimo's) Chi, nc. Jackson, Harry & Jumbo (Paradise) NYC, cb. Jackson, Jigsaw (Cotton Club) NYC, nc. Janet of France (Janet of France) NYC, re. Jarvis, Johnny (Fifth Ave.) NYC, h. Jazz, Dr. (Regal) Colombo, Ceylon, t. Jayne, Estelle (Fifth Ave.) NYC, h. Johnson, Mae (Cotton Club) NYC, nc. Joyce, Connie (Wivel) NYC, re. Jovita & Maravilla (El Chico) NYC, nc. Julian, Billy (Matteoni's) Stockton, Calif., nc.

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

K. Kahloah (Kit Kat) NYC, nc. Kalani, Kay (Hawaiian Paradise) Hollywood, nc. Kaimus, Bee (Royale Frolics) Chi, nc. Kapelova, Klavdia (Russian Kretchma) NYC, nc. Karavaeff, Simon (Russian Kretchma) NYC, re. Karason's, Maria, Musicals (Tavern Club) Steubenville, O., nc. Kay, Dolly (Pal.) Chi, t. Kaye, Danny (Dorchester) London, h. Kaye, Betty (Mad Russian Cafe) Hollywood, nc. Kelly, Paula (Rainbow Room) NYC, nc. Kemble, Letty (Bertolotti's) NYC, nc. Kemp, Hal (Drake) Chi, h. Kennedy, Billy (Center) El Paso, Tex., h. Kenny, Billy (Roxy) Columbus, O., nc. Kent, Beatrice (Dorchester) London, h. Kiddolders, Four (Century) Baltimore, t. Kirk, Jean (Esquire's) Baltimore, nc. Kirk, Joe (Hi-Hat) Chi, nc. Kordova, Natalia (El Gaucho) NYC, nc. Krueger, Jerry (Famous Door) NYC, nc. Kyser, Kay (Pennsylvania) NYC, h.

L. LaZellas, Aerial (Tabor) Denver, t. Lackore, Jimmie (Riverview Inn) Reading, Pa. Laru & Carl (Fisher) Decatur, Ill., 11-13, t. Lamb, Gil (Paramount) NYC, t. Lane, Mary (Jimmy Kelly's) NYC, nc. Lane, Eva (Continental Arms) Baltimore, re. Lathrop Bros. & Virginia Lee (Roxy) NYC, t. Lator, Terry (Beverly Hills) Newport, Ky., cc. Le Baron, Peggy (Coq Rouge) NYC, re. Le Baron, Karre, Trio (Royale Frolics) Chi, h. LeMaîtres, The (College Inn) Chi, nc. Lee, Bob (Wivel) NYC, re. Lee, Joe & Betty (Copa Cabana) Rio de Janeiro, h. Lee, Pinky (Riverside) Ft. Wayne, Ind., t. Lee & Lockman (Zernow's) Evansville, Ind., re. Leeds, Lois (Monte Carlo) NYC, nc. Lewis, Ann (Plantation) NYC, nc. Lewis, Hank (Matteoni's) Stockton, Calif., nc. Lewis, Joe E. (Beverly Hills) Newport, Ky., cc. Lewis, Ralph (Gatineau) Aylmer, Que., nc. Libuse, Frank (Casa Manana) NYC, nc. Lindy Hoppers (Earle) Phila, t. Little, Bernie (Green Villa Supper Club) Baltimore, nc. Long Jr., Nick (Dorchester) London, h. Long, Avon (Plantation) NYC, nc. Los Ranceros (Wivel) NYC, h. Loy, Thida (Gladstone) Casper, Wyo., h. Lucas, Nick (Paramount) Ft. Wayne, Ind., t.

Lyman & Driscoll (Nixon) Pittsburgh, G. Lynn, Bernice (Omar's Dome) Los Angeles, nc.

M. McCoy, Elena (Jimmy Kelly's) NYC, nc. McCoy, Celia (Omar's Dome) NYC, t. McCoy, Celia (Biltmore) Providence, h. McDaniels, Betty (Roxy) Columbus, O., nc. McDonald, Barbara (Hi-Hat) Chi, nc. McHale, Duke (Pal.) Chi, t. McMano & Stratford (Black) Chi, h. Makarenko, Daniel (Rainbow Inn) NYC, re. Mann, Marion (Blackhawk) Chi, nc. Manning, Marion (International) NYC, nc. Marget (Tokay) NYC, re. Marco, Vera (International) NYC, nc. Marina & Norina (Tokay) NYC, re. Marlines, Eight Singing (College Inn) Chi, nc. Marinos, Los (Troadero) NYC, nc. Marlowe, Peggy (Esquire) Baltimore, nc. Maryan & Michael (Radio City Rainbow Grill) NYC, nc. Marquises, Three (La Marquise) NYC, nc. Martin, Gloria (Jimmy Kelly's) NYC, nc. Martin, Tommy (Palmer House) Chi, h. Martin, Paul (Midnight Sun) NYC, nc. Mason, Philip (Plantation) NYC, nc. Massey, Louise, & Her Westerners (Chicago) Chi, t. Masters & Rollins (Paramount) Ft. Wayne, Ind., t. Maurice & Norva (Cubanola) Hollywood, Calif., nc. Maushet, Irene (18) NYC, nc. May, Bobby (Dorchester) London, h. McChale, Billie (Colosimo's) Chi, nc. Mayfield, Katherine (Le Mirage) NYC, nc. Mayo, Sheila (La Cava) NYC, re. Maxim & Odette (Havana Casino) Buffalo, nc. Meredith & "Snooter" (Leon & Eddie's) NYC, re. Messner, Johnny, & Orch. (Strand) NYC, t. Michon, Michel (Russian Kretchma) NYC, nc. Mildred & Maurice (Monte Carlo) NYC, nc. Miller, Beth (Rumanian Village) NYC, nc. Miller, Cathlyn (Royal Hawaiian) San Francisco, nc. Miravae, Inna (Bublichki) Hollywood, nc. Mitchell-Hedges, Dorothy (Village Nut) NYC, nc. Morgan, Russ (Paradise) NYC, nc. Monroe, Lucy (Earle) Washington, D. C., t. Monroe & Adams Sisters (State-Lake) Chi, t. Monti, Milli (Casanova) NYC, nc. Montes, Nena (Yumuri) NYC, nc. Montigle, Maria (Le Regis) NYC, re. Montoria, Maria (Midnight Sun) NYC, nc. Moody, Gertrude (Village Brewery) NYC, nc. Moreno, Consuelo (Cuban Casino) NYC, nc. Morgan, Helen (Rancho San Pablo Club) Oakland, Calif., nc. Morgan, Russ (Paradise) NYC, nc. Morris, Wayne (Earle) Phila, t. Morris, Chester (Stanley) Pittsburgh, t. Mulcaey, Jimmy & Mildred (Palmer House) Chi, h. Murray, Jam (Half Moon) NYC, nc.

N. Nadine & Charles (Geo. Washington) Jacksonville, Fla., h. Napua (Lexington) NYC, h. Natasha (Harry's New York Cabaret) Chi, nc. Nathane Bros. (Corso) NYC, nc. Nazarenko, Lasha (St. Regis) NYC, h. Nelson, Ozile, & Band (Lyric) Indianapolis, t. Neser, Al (Continental Arms) Baltimore, re. New York World's Fair Preview (Colonial) Dayton, O., t. Nerdahl, Chard (One Fifth Ave.) NYC, h. Nicholas Bros. (Cotton Club) NYC, nc. Niesen, George (Rainbow Club) Buffalo, nc. Nigey, Ruth (Radio City Rainbow Grill) NYC, nc. Nina (Monte Carlo) NYC, nc. Noble, Leighton, & Band (Edgewater Beach) Chi, h. Noel & Nolan (Paradise) NYC, cb. Noland, Nancy (Esquire) NYC, h. Norris, Harriet (Alabam') Chi, nc.

O. O'Connor, Eileen (International) NYC, nc. O'Day, Darlene (Bismarck) Chi, h. Orla, Nena (Old Rumanian) NYC, nc. Ortega, Eva (St. Regis) NYC, h. Ortega, Rosita (Havana-Madrid) NYC, nc. Ortiz, Joe (Club Cercle) Hollywood, Calif., nc. Osborne, Ruth (Swing) NYC, nc. Oxford Boys, Three (Chez Paree) Chi, nc. Page, Ann (Half Moon) NYC, nc. Palmer, Gaston (Earle) Washington, D. C., t. Parrajo & Dolores (Havana-Madrid) NYC, nc. Parker, Ray (Rancho San Pablo) El Cerrito, Calif., nc. Parks, Frances (Cat & Fiddle) Cincinnati, nc. Paris, Frank (Paradise) NYC, cb. Parraga, Graciela (Larue's) NYC, re. Payne, Johnny (Elysee) NYC, h. Payne, Frank (Chicago) Chi, t. Pepper, Mack (Rancho San Pablo) El Cerrito, Calif., nc. Peppers, Three (Kit Kat) NYC, nc. Petty, Ruth (Lookout House) Covington, Ky., nc. Plaza, Trini (Club Gaucho) NYC, nc. Plakova, Nastia (Russian Kretchma) NYC, nc. Pontee, Lowell (Biltmore) NYC, h. Prichard & Lord (Lookout House) Covington, Ky., nc. Pryor, Roger (Roosevelt) NYC, h.

Q. Queens of Hearts, Six (Edgewater Beach) Chi, h. R. Radio Ramblers (Royale Frolics) Chi, nc. Ralph, Wynne (Radio Franks) NYC, nc. Ramon & Lucinda (Cuban Casino) NYC, nc. Ramon & Holden (Moose Club) Johnstown, Pa., nc. Ramos, Bobby (Hawaiian Paradise) Hollywood, nc. Randolph, Amanda (Black Cat) NYC, nc. Ray, Iris (Pepper Pot) NYC, nc. Ray, Kay (Doelger's Inn) Rumson, N. J., nc. Raye, Diane (Midnight Sun) NYC, nc. Rave, Gil, Vic & Edith (Parker's) Sault Ste. Marie, Mich., nc. Rave, Val (Roosevelt Tavern) Tulelake, Calif., t. Reddy, Phil (Tokay) NYC, re. Reiter, Dezo (College Nut) Chi, nc. Reynolds, Jack (Village Nut Club) NYC, nc. Reynolds, Helen, Skaters (Lew's State) NYC 13-20, t.

(See ROUTES on page 58)

Strand, New York

(Reviewed Friday Evening, October 7)

It's the old, old story here this week—a bill which on paper didn't figure to be much, due to a lack of real marquee name attractions, but which actually turned out to possess twice the entertainment value of many a more imposing set-up. Chester Morris is the only drawing card, and his in-person value is not as potent as it might be on account of his recent infrequent appearances in B pictures.

But those customers he's able to pull in this week will be rewarded with a thoroughly enjoyable 50-minute show. Morris himself has a good act, a rarity for a film player on a p.-a. tour; Johnny Messner and his band supply excellent showmanship and swing; Mary Small has plenty to offer as a stage personality, and Ray and Trent contribute the best acrobatic routines we have seen on local boards all year.

Morris' opening spiel is very amusing in its acted-out description of what it would be like if the situation were reversed and instead of people coming to a theater to see a movie star, the movie star went to their homes to see them. Player uses the tried-and-true method of self-panning, and coupled with a likable personality, this sets him in a solid with the house. Second half of his stint was given over to his ability as a magician, with a couple of good tricks displayed. Accompanying patter helps considerably, too. Altogether a worthwhile job that should jump Morris' film box-office appeal.

Messner's clarinet, arrangements and band are better than all right on the musical portions. Johnny emceeds engagingly, and the boys show enough comedy to set them down as a Grade A stage crew. Song arrangements are standout also, especially in Jeanne D'Arcy's warbled *You Go to My Head*. On the strength of what it showed here, this outfit is deserving of a better fate than it has heretofore enjoyed.

Miss Small is socko in *Alexander's Ragtime Band*, *Small Fry*, and an operatic version of *Flat Foot Floogie*, a grand bit of imaginative clowning. Known almost exclusively to radio listeners, this also should be the start of bigger things for the erstwhile child singer.

Ray and Trent display no bulging biceps nor straining, sweaty chest contortions, and their acro turn is three times the better for it. They work easily, effortlessly and with a fine sense of humor, and really bring class to a type of act usually lacking that attribute.

Screen half is Kay Francis' *Secrets of an Actress* (Warners).  
Daniel Richman.

State-Lake, Chicago

(Reviewed Friday Afternoon, October 7)

A pleasing family bill all the way, topped by the likable Hugh Herbert, who is funny in person because he doesn't wander away from his screen character. In the next-to-closing spot he was greeted with a tremendous hand

Princess and Baby  
**YVONNE**  
"PSYCHIC WONDERS"  
A NEW BOX OFFICE SENSATION White DOC. M. IRVING  
4313 Roosevelt Blvd., Phila. Pa.

**BELL'S HAWAIIAN FOLLIES**  
Now Touring Canada.  
New England Dates Next.  
Mgt. Bob Hicks Page.  
314-21st Ave., Altoona, Pa.



**DON CUMMING**  
Now  
STATE-LAKE THEATER, Chicago.  
Rejoining Ozzie Nelson at  
Toledo, O., October 14.  
Mgt. BILL MILLER, N. Y.  
West—MAX TURNER

Vaudeville Reviews

and walked off with a favorable impression. While his material is old, it is of no consequence because of his amiable personality. With the assistance of Mrs. Herbert he does the familiar telegram sketch in which he winds up with no message and then closes with a few gags.

House line both opens and closes this time, making the initial appearance in a smooth tap routine and winding up the bill with a soft acrobatic offering. Stone and Barton, trained tap team, follow the first line effort with versions of old-time steps and a fast finale to classical music. Explanations of the partners' individual contributions would come off better in front of the audience rather than behind the wings as practiced during the opening show.

Lou Selden and Frank Ender net laughs with their drunk turn that is funny and strong due to a number of fine acrobatic tricks. An alligator crawl by one of the boys is an indelible highlight.

Don Cummings scored with a clever line of talk and rope-spinning feats. Makes a youthful and personable appearance and has a well-knit act. He can get by with his comedy alone and the mastery of the rope serves as that much added advantage.

The two DeZurik Sisters, rustic yodelers and freak-voiced singers, have an acceptable but little polished singing act. Out of the WLS barnyard shows, they are strictly radio entertainers. Work with a guitar and among their better impressions are take-offs of popular instruments.

On screen, Republic's *Army Girl*. Business better than average first show opening day.  
Sam Honigberg.

State, New York

(Reviewed Thursday Evening, October 6)

Entertaining enough but far below the standard of programs of the last month or two, this bill is co-headlined by the Clyde McCoy Band and the team of Sims and Bailey. All acts achieve a fair amount of success, enough to warrant their presence on any Broadway line-up, all except Collins and Petersen, and they are the most in evidence, emceeding the show.

Supposedly designed to supply the necessary comedy note in the bill, Collins and Petersen, alleged graduates of the burly fold, raise their brand of humor no higher than their customary level of broad gags and low hoke, and that does not prove enough to be allotted a place on this bill, let alone being signally honored to carry its comedy-emceeding duties.

Lamentably spotted immediately following the opening barrage by Collins and Petersen, the suave ballroomers Enrica and Novello find the audience somewhat stacked against them, but after a trio of their specialties, a waltz, bolero and tango, all performed with a characteristic unhurried grace, get off to a nice yet inadequate hand. Theirs is a neat, artistic offering, worthy of a better niche in the layout.

Sims and Bailey, great favorites at this house, get the first good rise out of the patrons with a smooth repertoire of selections, suiting to a T the small but soothing tones of Miss Bailey. Fetchingly gowned, she matches in gracious appearance the soft graciousness of her voice. A brace of pop tunes are followed by a novel arrangement of Gershwin's *Rhapsody in Blue* and *Summertime*, latter also affording hubby Lee Sims some pretty fancy ivory tickling.

Unusually strong novelty is that of Sylvester and Nephews, full-grown mentor and three midget assistants, in almost unbelievable strong-arm and acro stunts, highlighted by comedy snare drumming by one of the little fellows. Striking work of the very cute half pints is all performed with ease and finesse. A very punchy finish, with all four partaking in an acrobatic-musical walkoff, nearly cinched a show-stop. Strength of this act could easily have weathered the No. 2 spot given to Enrica and Novello for a general improvement in the entire line-up.

Clyde McCoy's inimitable wah-wah trumpeting and nice assistance by a couple of specialties chalked up as good a response as any of the many stage bands seen here. It's a clean and snappy outfit. The Three Bennet Sisters offer a harmony vocal bit, augmented by a cute demonstration of the *Lambeth Walk* and later come on for a good military tap routine. Wayne Gregg, featured

vocalist, a better looking carbon copy of Bing Crosby, demonstrates a very pleasing romantic baritone with a couple of ballads. "Tiny" Gorman is fairly successful as a fat boy comic and dancer.

On the screen, *I Am the Law*. House only fair for the last show.  
George Colson.

Palace, Chicago

(Reviewed Friday Afternoon, Oct. 7)

The pickings are ripe for vaude lovers here this week. RKO is playing Santa Claus by presenting six strong acts that consume about an hour and a half and as much entertainment as an old two-day bill. With an intermission it would have meant show-stopping honors for each, but in this uninterrupted fashion it is tough on the last couple of acts on the program.

The Six Marvels, girl roller skating sextet, whirl thru familiar tricks expertly and present them in a circus atmosphere. Dolly Kay, blues singer, pounds out several tunes dramatically. Did *Pocketful of Dreams*; *Music, Maestro*; *Home Town* and *Alexander's Ragtime Band*. A good and effective saleslady.

Bert Wheeler has a funny and spontaneous act. Moving along with the indifference and informality of a Jack Benny program, he scores with a laugh session involving his straight man (Hank Ladd) and Francetta Malloy, sexy songstress. Ladd makes a good showing as the theater's assistant manager instructed to introduce Wheeler, and the line of chatter is crowded with laughs.

Florence and Alvarez emote thru three passionate dance routines artistically, working with an abundance of grace and climaxing each turn with sock shoulder and arm tricks. Duke McHale, lively and likable tapster, is sandwiched in with a couple of intricate footwork designs.

The Stroud Twins, next-to-closing, are on too late for any impressive results. Their recent radio build-up, however, is of great help, for there'll be many of their fans at each show to greet them. Their brand of humor is unique and most of the times amusing. Their dancing is confined to one tap routine and for an encore do a hand balancing trick.

Freddie Fisher's comedy Schnickelfritz Band closes with loony versions of current favorites. It is loud and entertaining but undoubtedly would have been in a happier frame of mind in an earlier spot.

On Screen, RKO's *The Affairs of Anna-bel*. Second show opening day business was in its usual poor self.  
Sam Honigberg.

Tower, Kansas City

(Reviewed Friday Afternoon, October 7)

Manager Stanley Chambers appears to have another good bet this week in Glen Gray and the Casa Loma Orchestra, which often has played for Kaycee dancers but which, at long last, is making its bow as a theater attraction locally.

The show stacks up strong, with credit for the high points of the bill going to the men in the band. Gray is okeh as a wand wielder and emcee and also takes time to blow his alto sax on a sugary arrangement of *Stardust*. By using Murray McEachern, sliphorn artist, on sax, the band presents a spectacular seven-man reed section. Sonny Dunham, trumpeter, also proves versatile by doubling to form a trombone quartet. Later in the show he goes over elegantly with his oft-heard recorded version of *Memories of You*, which he takes apart on his trumpet. Kenny Sargent is pleasing with *So Help Me*, only pop hit of the moment on the bill, and *I Cried for You* as an encore. Sargent's pipes are of the pash type and he employs a grand mlke style to sell his wares. Had to beg off.

Jean Devlyn's Adorables, 12-girl line, are impressive with two routines. Costumes are neat as usual. Iris Wayne, blond dancer, went over with the crowd. She uses an acrobatic routine which emphasizes the flexibility of her pajama-clad body. But not so impressive were the Marcy Brothers and Beatrice, knock-about dancers. Stuff didn't seem to click because of antiquated material. Remainder of the bill is all Casa Loma, with Pee-Wee Hunt, Stan Dennis, Dunham, Grady Watts, Clarence Hutchenrider, Billy Rouch and Pat Davis, all members of the crew, taking the spotlight for solo work.

Pic, *Personal Secretary*, weak. Business brisk. Horace Heldt and his Brigadiers, playing the house last week, chalked up a strong but none the less disappointing \$16,800 in seven days. Orrin Tucker and band come in next Friday

**GIL LAMB**  
Now in Third Week  
Paramount Theater  
NEW YORK  
All material and special features of act registered with The Billboard Material Protection Bureau.  
Direction: NAT KALCHEIM  
William Morris Agency

**STONE & BARTON**  
OLD-TIME DANCE IMPRESSIONS  
THIS WEEK — STATE-LAKE THEATER, CHICAGO  
Direction — SAM ROBERTS

**R K O THEATRES**  
1270 Sixth Ave. Radio City, New York

for a crack at Benny Goodman's recent all-time record gross of \$22,000.  
Dave Dexter Jr.

**Palladium, London**

(Week of September 30)

The new "crazy show," devised and produced by George Black with assistance from Charles Henry, is succeeding straight vaude. Spectacular, this is tops in the several shows that Black has produced here. Novelty in ideas and good international talent helps the show to success.

The "crazy gang" (Nervo and Knox, Flanagan and Allan and Naughton and Gold) are much in evidence and, although their comedy is familiar, there are times

**Faux Pas**

LONDON, Oct. 8.—Tommy Trinder, English comedian, has been playing a summer resident season at Shanklin, seacoast resort. Near by is one of England's best known jails, Parkhurst Prison.

Trinder has appeared at the Sunday concerts at the jail with unflinching regularity and has become exceedingly popular with the inmates. Last Sunday he made his last appearance at such a function and the prison chaplain, in thanking him for his services, said, "I know you will all miss Tommy Trinder. He has been here so many times that he has almost become one of us."

when they show original ideas. On the whole their work is popular.

American entrants are Sue Ryan, Bob Dupont, Stuart Morgan Dancers and Ken Davidson and Hugh Forbie, the last two attractions being new to England. Sue Ryan, a versatile and compelling comedienne, impressionist and songstress, chalks up the hit of the evening. Highlight is a take-off of her mother, Lillian Russell, singing *Alexander's Ragtime Band*. Stuart Morgan Dancers have a thrilling adagio presentation that couldn't be beaten for thrills. Breathless badminton session by Davidson and Forbie, with Joe Tobin as commentator, rouses the entire audience. Bob Dupont is a corking comedy juggler with original ideas.

Other imported acts are the Tuscans, competent and daring fencers; Princess Kulelliu, Hawaiian singer and dancer, and Panica Luca, with an astonishing performance on the "Pipes of Pan."

Kitty Reidy and Jennie Gregson, English comedy girls; Marie Wilson, an attractive and clever trick cyclist; Manley and Austin, smart and funny acrobatic comedians, and the Sherman Fisher (See VAUDEVILLE REVIEWS page 61)

**Reviews of Units**  
"Hollywood Scandals"

(Reviewed Saturday Evening, October 1, at the Columbia, Alliance, O.)

Roscoe Ates has surrounded himself with capable entertainers in this new unit. It's replete with pleasant surprises, and Ates does not dominate the show, leaving this to a couple of excellent turns, a smooth stage band and an eight-gal line.

Bill opens with a snappy overture, with the girls on for the opening number, along with Billy and Ollie, who do a swell routine of college capers. These kids are plenty good and are outstanding.

Kewpie Georgie and Sandy Fields, stage vets, get a lot of laughs with their hokum and bow out after doing some nice old-time dance steps. The Great Maurice confines his repertoire to card manipulations and ball tricks. Billy and Ollie return for a fast Continental tap. Bert Herman, 280 pounds, gets in some good lines, then teams up with the kids to do one of the best comedy bits of the show. After singing *Remember Me*, he comes thru with a nice vocal tap.

Ates confines his 15 minutes to gags and stories, injecting much comedy stuttering. His foil is pretty Barbara Ray, who lends much to the turn. She sings and does a rhythm tap that is plenty good.

California Serenaders (six) are better than the average unit band. Production is credited to Vic Benns and Elsa Granger.

Screen offers *Meet the Girls* (Rep). House better than half for the second show.  
Rex McConnell.

**Just To Oblige**

LONDON, Oct. 8.—In the final week of a record three-week engagement at the Palladium the Three Diamond Brothers had backstage visitors—two hefty and tough-looking individuals who asked the boys if they minded showing them how they took a certain fall without sustaining injury.

Diamond Brothers, thinking that the visitors were in show business, demonstrated the particular fall. Then Hugh Diamond asked the two unknowns which act they were appearing with. Reply was "Oh, we're not on the stage. Me and my pal are all-in wrestlers and we think of trying that fall in our bout on Sunday."

**Casa Manana's**  
**New Varieties**  
**Another Socker**

NEW YORK, Oct. 10.—After six successful weeks with a sock variety show Billy Rose opened his seventh *Streamlined Varieties* bill at his Casa Manana last night and this bill, too, looks like a smash hit.

Using standard acts, Rose has woven them into a fast engrossing show that (See CASA MANANA'S on page 25)

**Kansas City Clubs**  
**Get Good Business**

KANSAS CITY, Mo., Oct. 8. — Local niterles are enjoying unusually brisk business.

Hotel Muehlebach, town's swankiest winter spot, is showing old Chaplin and Lloyd films twice nightly in connection with Jimmy Joy's Band. Patronage at the Muehlebach has jumped 20 per cent since Joy moved in, management reports. Other clubs around town, at least a dozen of which are using floor shows in addition to orchestras, also report good business.

Early-closing laws are still in effect but are not being rigidly enforced. Operators declare patronage on the whole to be at least 15 per cent better than during the summer.

**Youngstown Burly**  
**Gets Good Start**

YOUNGSTOWN, Oct. 8.—New faces and standard vaude acts distinguish the show labeled *High Life Girls*, which bowed in a (See YOUNGSTOWN BURLY on page 59)

**RAY KINNEY**  
and his  
**NATIVE HAWAIIAN ORCHESTRA**

NOW APPEARING

Nightly at the Hawaiian Room  
**HOTEL LEXINGTON**  
New York

also with his  
**ALOHA MAIDS**  
in the new musical hit  
"Hellzapoppin"

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

**ATTENTION SINGERS**

Exclusive and Original Lyric Arrangements for both Standard and Kismet Songs. Also Original Music if desired. Now arranging for a leading girls' trio and several of America's outstanding Ballad Singers.  
P. O. BOX 963, Memphis, Tenn.

FIRST TIME IN AMERICA

# Jean Florian

The Only Juggler Using an American Football in His Routines  
NOW PLAYING — CHICAGO THEATER, CHICAGO  
Direction: WM. MORRIS AGENCY, New York.

CAROLYN MARY JANE

# DEZURIK

The Yodeling Wonders of Radio, Station WLS, Chicago. Also known as the "Cackle Sisters" over 100 stations in the United States.  
THIS WEEK, STATE-LAKE THEATER, CHICAGO.

**CHARLES CARLILE**  
"The Silver Voice of Radio"  
Now thrilling patrons of  
**ROXY THEATER, New York, Week October 7.**  
Thanks to MICKEY ALDRICH | Personal Management JULES MEDNICK  
Belmont-Plaza Hotel, N. Y.

Sensational — Daring — Beautiful

# Six Skating Marvels

AMERICA'S FASTEST ALL-GIRL ROLLER SKATING ENSEMBLE  
THIS WEEK — RKO-PALACE THEATER, CHICAGO  
EAST—MAX TISHMAN, New York. | Permanent Address: RENNELAER, INDIANA.  
WEST—JACK KALCHEIM, Chicago.

## Night Club Management

By GEORGE COLSON

**A Gracious Gesture**  
A GRACIOUS gesture that is hard to forget is employed by Joe Schectel, host at the Swing Club, New York. A fresh gardenia to every feminine guest is his present, and if some regular lady patron stays away from his place because of illness he immediately dispatches a corsage of gardenias as his floral good-will ambassador.

**Montreal Cafes Pay Fine**  
MONTREAL cafe owners who open their spots Sunday afternoons are paying off government fines that range from \$7.50 to \$15. Sabbath law prohibits cafes to use entertainment until after midnight. However, as most floor shows are scheduled for 11 p.m., the nitery owner pays off the fine as a matter of routine.

The recent popularity of Sunday afternoon drinking and dancing gives an average take of \$400 to the spot, therefore the cafe proprietors are smiling to themselves and paying the fines.

**Sports Page Ads Profitable**  
MORE and more clubs are advertising on the newspaper sports pages. It has been found profitable to sandwich in enticing ads between ads for hockey games, football, bicycle races, jai-lai, etc.

**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, Backbits, 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, 15, 16, 17, 18 and 20 for \$4.50, with money-back guarantee.  
**Wm. McNALLY**  
81 East 125th Street, New York.

# SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.  
**SCHELL SCENIC STUDIO, Columbus, O.**

# STROBLITE

Luminous Colors That Glow in the Dark. Used on Costumes, Sceneries, Night-Club Decorations. Sensational Effects for Acts, Shows, Orchestras, Etc.  
**STROBLITE CO., Dept. 3-10, 88 W. 42 St., New York**

## WANTED

Female Impersonators to work in male clothes. Write or wire to  
**MEYER KOLKER, PICCADILLY CLUB**  
115 W. Fayette St., Baltimore, Md.

# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**J. ELDER BLACKLEDGE**, Indianapolis magician-lecturer, opened his new season at Niagara Falls, N. Y., October 4 after spending the summer at his Michigan cottage. He went from Niagara Falls to Buffalo. . . . **RENO MAGIC CIR- CLE**, Reno, Nev., is sponsoring Marquis the Magician for an appearance at Reno Auditorium October 17-18 with support of the local school system. . . . **MAX TERHUNE** and his sidekick, Elmer, adorned the front cover of the September 24 issue of *The Visitor in Milwaukee*, publication issued in interest of the traveler, during the pair's engagement at the Riverside Theater, that city. . . . **BILL N. MILLER** is handling the managerial reins for Pronk the Magician, working school club dates in and around Johnstown, N. Y. . . . **AL JEWELL**, manager of the Hiegal Theater, Ottawa, O., pencils that he opened the vaude season September 25 with the new Will Rock magic show. Rock pulled capacity biz and was forced to do an extra show, Jewell reports. . . . A GROUP of youthful magi, ranging from 5 to 18 years of age, did their stuff before an audience of 3,500 spectators Sunday afternoon, October 2, on the mall in Central Park, New York, in the third annual city-wide magic contest sponsored by the Recreation Bureau of the Department of Parks of New York City. Winners in the first group, children up to 12 years of age, were Ruth Dore, 11, daughter of a pro magician, and second, Priscilla Lukins, 6, daughter of Jerome Lukins, attorney and amateur magician. Other groups were also awarded prizes. Judges were Theodore Hardeen, Paul Duke, Harry E. Lester and William E. Williston. Peter Fan the Magic Man (Dr. Abraham Hurwitz) served as emcee. . . . **BEN R. BADLEY**, St. Louis magician, recently visited Max Terhune at Taylorville, Ill., where the latter filled an engagement. . . . **GLEN POPE**, Ade Duval and Tom and Betty Forrest recently played the Mound City, and John Lippy and Mardoni were arrivals in the Missouri metropolis last week. Joe Scott, Bill Warfield and Floretta and Boyette report lots of work around the Missouri town.

**CARL SHARPE**, card wiz, is back playing clubs around Detroit. He infers that things look bright around the Motor City and he hopes to stick in that territory for a spell. . . . **NATIONAL MAGIC CO.**, Chicago, opened its new magic studio Monday (10) with an informal eat and drink festival. . . .  
(See MAGIC on page 24)

# Burlesque

(Communications to New York Office)

**NEW YORK:**  
**DOROTHY DEE**, used in most of the talk scenes, is held over at the Star, Brooklyn. . . . **EDDIE (NUTS) KAPLAN**, following his all-summer stay on the Steel Pier, Atlantic City, is partnered with Connie Fanslau and Jack Ryan for a trio vaude act booked by Eddie Sherman. Opened at the Majestic, Paterson; thence to Loew's State, New York. . . . **MAX FIELDS**, comic, making a comeback after a long convalescent period, this time for a vaude act with Murray Dolin and Sylvia Simms. . . . **LONNY LEWIS** is also in vaude with Ann Borden and George Reynolds. . . . **ADRA COOPER**, dancer, and June Taylor replaced Lovey Lane, Barbara Doane and Ai-Ling Foo at the Galety October 7. Ai-Ling Foo entrained for the Casino, Toronto, and Barbara Doane moved to the Eltinge. . . . **DIANE REDBURN** is another Nat Morton find, also another redhead, here from the Coast and South America, and will soon appear in local houses as a new strip-tease principal.

**DIANE RAYE'S** option at NTG's Midnite Sun nitery was taken up for another four weeks, plus an option of six. Sponsored by Nat Morton. Also added another Wally Jackson dance routine to her terps repertoire. . . . **PEOPLE'S** reopened October 3, this time operated by Johnny Miccio, son of Tony, former boss. Opening cast included Jack Sobel, Harry Rose, Bob Rogers, Ben Hamilton, Marge Meredith, Dot Dabney and Duncan and Dodd, all booked by Tommy Levene. Charles Elbey, producer. Annette Ross and Sylvia LaVaux added the week following. . . . **MARCELLA PATTERSON**, of the Casino, Pittsburgh, writes about Ann Kelly returning to the front line at the National, Detroit, after six years of absence with Wilner and Minsky shows in New York. Ann celebrated a birthday September 8. . . . **MARGIE HART**, Peggy Reynolds and Ginger Britton replaced Georgia Sothern, Annette Ross and June Taylor at the Star, Brooklyn, October 7. Georgia Sothern shifted to the Columbia, Boston. . . . **HARRY STARKS**, former burly theater and show electrician, and wife, Billie, now retired and living in Crescent Lake, N. H.

**SALLY KEITH**, following her Leon and Eddie's stay, opened at the Columbia, Boston, September 30. Thence to the Star, Brooklyn, October 14. Booked by Dave Cohn. . . . **FRED DUROCHER**, for 12 years superintendent of the Grand, Hartford, now doing similar duties at the Jackson Theater, Jackson Heights, L. I. Sylvia Saunders (Mrs. Durocher), former chorine, is dancing in a Long Island nitery. . . . **TILLIE GRIFFIN**, just recovered from an operation, is convalescing at her home in Wichita Falls, Tex. . . . **BEVERLY CARR**, a busy producer these days, either aeroplaning or railroading to rehearse or round out the ensembles for all Hirst circuit shows.

... **REPORTS** here bring news of two recent deaths of oldtimers, Stella Morrissey, of the once renowned Morrissey Sisters, at her home in Jamaica, L. I., and Gertrude Hayes (Mrs. Barney Gerard) in Hollywood. . . . **HENRY LANGE JR.** typewrites a rave of Jimmie Lewis, "production tenor," who has migrated from burly to niteries.

**CHARLES (RED) MARSHALL** and Murray Leonard, of Marshall-Jean Carroll show on the Hirst circuit, have an offer from Curtis and Allen for a unit. . . . **SID HAIG**, dancer and spoon manipulator of the former vaude trio, Hayes, Haig and Howe, joined the Marshall show October 2. . . . **PEGGY ST. CLAIR**, sister of Connie St. Clair, former burly sobriety, is the featured dancer with the Marshall outfit. Peggy is new to burlesque from vaude and niteries. . . . **MILDRED WEITZEL**, from Detroit niteries and another newcomer to burly with ambitions to become a dancing-singing principal, doubles as milke crooner and in the front line of the Marshall personnel. . . . **KAY JOHNSON** is now at the Yacht Club, Chl. UNO.

**Chicago:**  
**JEAN MODE** held over at Harry's New York Bar here. . . . **MARNE**, Mae Brown, Billy Foster, Bert Marks and Danny Jacobs are at the Rialto this week. . . . **LEW DEVINE** will close with the Bobby Morris show in Toledo Thursday. . . . **GRAND**, Canton, O., returns to burlesque Friday, using Leipsic and Morgan, Neal Lang and Frances Roberts. . . . **GAYETY**, Milwaukee, bill, booked by Milton Schuster, includes Jack (Tiny) Fuller, Eddie Innes, Leonard Kramer, Billie Diamond, Kay Johnson, Fritzie Wick and Mickey O'Neil. . . . **HARRY HIRSH**, of Minneapolis, was in town to take in a World's Series game and in the meantime arranged for Maxine DeShon to open at his Gayety Theater for two weeks starting Friday. . . . **JEANNE WILLIAS** is at the Gayety this week, incidentally. . . . **JEAN LOUISE** joined Bog Furgason's show at the Rialto last week. . . . **MARY SUNDE** is back in town after playing a week at the Howard, Boston.

**From All Around:**  
**MILDRED HARRIS CHAPLIN** is added attraction this week at the Garrick, St. Louis, jumping there from the Gayety, Cincy. . . .

## Manages Pitts Burly

**PITTSBURGH**, Oct. 8.—Ed Shafer, of New York, in burlesque and vaude theater management for 30 years, has been named manager of George Jaffe's Casino here. Shafer came thru Issy Hirst, who reportedly now owns hunk of Jaffe's house, playing Hirst shows. Business for first week ran ahead of opening stanza in 1937.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**SUGAR-FOOT WILLIAMS**, now clowning with Downie Bros.' Circus under Chester (BoBo) Barnett, wonders what has become of Slim Vermont, Billy Doss; Jack Ault, his old dancing partner; Eddie Ewald, Emmett and Mobile Ben McAtee, Jack Bean, Morris Nelson and Skeet Mayo. While showing Florence, S. C., Williams says he had the pleasure of meeting his old boss, Lasses White, and celebrating the latter's birthday together with Mrs. White, Honey Wild, Chet Wilson and Slim Williams, who stayed over Monday and caught the Downie show.

**GEORGE R. GUY**, veteran minstrel manager, performer and dancer, with a record of 72 years in the field, celebrated his 83d birthday October 7. George is the oldest living member of the famous Guy Brothers. Arthur, the youngest of the set, resides in Chicago. Four of the brothers have passed on. George was proprietor and manager of the celebrated Guy Brothers' Minstrels. The two older brothers, George and William, appeared first as dancers in Hooley's Minstrels in Brooklyn, and later (1864) as song and dance boys. They tramped thru England, Ireland and Scotland and were reputed to be among the best double clog dancers in the business. George says he can still do his trick bone solo.

**AL TINT** is appearing this week at M. W. Pickens' Garrick, St. Louis vaude-burly house.

**MR. AND MRS. WALTER B. LEONARD** have returned to their home in Glens Falls, N. Y., after a vacation trip thru Ontario and Quebec.

**HARRY BARDELL**, juggler, formerly of Bardell and Otto on Vogel's Minstrels, played the Garrick Theater, St. Louis, week of September 30.

**JOE THAYER**, veteran minstrel trouper, has just concluded a five-week stretch with the Federal Theater troupe at the Majestic Theater, Boston.

**ALLIE BURDETTE**, for many years with the old Neil O'Brien Minstrels, visited his old sidekick, Prof. Walter Brown Leonard, at Glens Falls, N. Y., last week. Allie, who now resides in Brooklyn, is framing a small "Tom" show unit to play school auditoriums.

## Magicians Fete Morris

**NEW YORK**, Oct. 8.—What sounded like a press agent's stunt, but really wasn't, was carried off at the Strand opening night of the current Chester Morris-Johnny Messner stage show. Part of Morris' act is magic, and part of the audience the first night was made up of magicians—200 members of the Society of American Magicians.

Theater disclaimed credit for the turnout, stating that it was the SAM's own idea. After the performance the group feted the film actor at a dinner. During his act Morris mentioned the attendant prestidigitators, pointing out in particular Houdini's widow.

MISS  
DOROTHY DEE



One of the Season's Best  
Box-Office Attractions  
Personable Talker and Strip-  
Teaser De Luzé

NOW PLAYING ALL GREATER  
NEW YORK HOUSES

Direction: MILT SCHUSTER, West  
DAVE COHEN, East.

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

## Three Couples Remain In Olney, Ill., Walkie

**OLNEY, Ill.**, Oct. 8.—At this writing three couples—Peggy Lamont and Joe Gary, Ann and Pee Wee Pinker and Billie Appel and Jimmie Borke—remain in the walkathon being staged here. Show, sponsored by the American Legion, has passed the 1,000-hour mark. Billie Appel suffered a sprained ankle last Saturday night but was able to stay in the running. Sprint time was upped to 55 minutes Sunday evening, with all three couples coming thru. Staff includes Jack Freeman, emcee; Tom Gary, comedian, and Jimmie Passo and Billie Cain, judges. Show is being broadcast over Station WIZ.

**RUMORS REACHED** this desk a few weeks ago that Dale Thorpe was killed recently in an auto crash; also that Johnny Hughes passed away. We are still waiting on verification or denial of these rumors.

**PEGGY THOMAS** is operating a concession with the Mighty Sheesley Midway, carnival organization.

**INQUIRIES HAVE BEEN** received recently on Al Morgan, Maxine Mills, Larry Mathews, Johnnie Armbruster, Lou White, Al Gilbert, Charles Smalley, Pete Trimble, Wesley Bryan, Whitey Bogan, Artie White, Billy Cain, Jerry Frost, Tony Marsh, Johnny Cable, Lee Sullivan, Ruth Smith, Jean Collier, Bob Turner, Bill Fort, Al Smith, Dan Boone, Frankie Little, Jimmy Grable, Marge and Jack Berquist, Arthur Coleman and Wilma Bratton. Shoot in a line to the column, folks, and give us the lowdown on your activities.

"I HAVE JUST ENDED a long walk around four city blocks, which lasted 2,152 hours, and expect to start again soon in Decatur, Ill.," postals Frank Diskin from Terre Haute, Ind.

**AFTER FOUR** years' absence Pal Nelles, former contestant, is contemplating breaking back into the field.



DENISON'S Minstrels

ROLL 'EM IN  
THE AISLES

America's unrivalled selection of complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bonas, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

DENISON'S Plays and Entertainments are known everywhere. Established over 50 years. Send for Catalog.

T. S. DENISON & CO.  
203 N. Wabash Ave.  
Dept. 150, Chicago, Ill.

# Death Closes Rep Ripples Tolbert Show

**Sudden passing of Owner H. D. Hale brings on decision to end tour**

CLAYTON, Ala., Oct. 8.—Milt Tolbert Tent Show, Buddy Hale, manager, brings its season to an abrupt close tonight, due to the sudden passing of the show's owner, H. D. Hale, early this week at Dothan, Ala. Hale before his death requested that his son Buddy take the show into quarters in Dothan, altho the organization still had several more weeks to play.

Hale made the last visit to his show at Columbus, Ga., recently, the night Lassies White and Honey Wilds, featured with the show all summer, were leaving the troupe to return to the West Coast. Upon his return to his headquarters in Dothan Hale was stricken ill. He called in his son Buddy and told him he was going to die and asked him to bring in the show. Buddy was alone with his father when he died. The Tolbert show laid off Tuesday night out of respect to the deceased.

Dorothy Cannon fell off the stage Monday night, dislocating her hip. She was unable to finish the week.

With tonight the wind-up the gang will be heading to the four corners. Erwin and Lois Behmer will head for the night spots. With them goes Wiley Kilpatrick. Slim Williams is in a huddle with himself trying to choose which job to take. Tess Russell will take time out to build a trailer. Jimmy Rowe will return to his home in Montgomery, Ala., while Dorothy Cannon heads home to Phoenix, Ariz., for a visit with her mother and sister.

Red and Bea Jenks will join a unit show, and Jack Miller has been grooming his thumb for a trip to Oakland, Calif. Bill Miller jumps to Ohio and Chet Wilson to Dallas. Toby Eastmen opens with his own company at the Roxy Theater, Knoxville, next Monday and takes with him Bob and Gretchen Norris and the Lee Sisters, Betty and Kaye.

Further details of H. D. Hale's death appear in 'The Final Curtain in This Issue.'

## Heffner-Vinson Hi-Lites

HOMERVILLE, Ga., Oct. 8.—Week opened to a good start with two big days at Douglas, Ga. Homerville followed for one night, and plenty of flesh-hungry natives were on hand.

Cecil and Marie Christopher, who closed recently with the Bishop Show in Pennsylvania, caught our show here. Other visitors were John R. Van Arnam and General Agent Schuster of Richard Bros.' Circus.

The Fangoes are recovering as well as could be expected from the shock of thinking they had lost their grouch bag.

The writer was accused of being a sort of Charlie McCarthy when a townier asked Jim Heffner if the contortionist was a real man. Neil Schaffner, please note.

Cochran had the Rhythm Boys beating it out for local dance fans.

AL PITCAITHLEY.

**WINDOW CARDS**

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

**BOWER SHOW PRINT** MADE IN U.S.A. **FOWLER, IND.**

## THE FILM WEEKLY AUSTRALIA

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

### WANT QUICK

**ACTORS, MUSICIANS, BOSS CANVASMAN.**  
WANT General Biz. People who can do Specialties and Double Orchestra. No booze. Wire or Write **BILLY TOBY YOUNG, Manager,**  
**THE ORIGINAL TOBY'S COMEDIANS,**  
Welch, Okla.

ROY BUTLER and Alice Richey, now in their 22d week on the West Coast with their four-people General Electric unit, are spending some time in Hollywood with Joe and Leota Yule, father and stepmother of Mickey Rooney, juve picture star. . . . RAY (DIXIE) GAYLER is readying a small outfit at Ardmore, Okla., to play halls and schools in Oklahoma and Texas. . . . GEORGE G. FLUHRER and Mary Eleanor Welbon have closed with the stock burly at the Liberty Theater, Davenport, Ia., to join the Nolan Players in stock in Bloomington, Ill. Fluhrer did straight for 13 months with the Davenport aggregation. Miss Welbon is doing ingenues and second business with the Nolan organization. . . . LEROY FAMILY, ex-repertorians, are playing vaude and club dates in the Boston area. . . . JOSEPHINE BRYANT and daughter, Betty, of the Bryant Showboat, are confined at Good Samaritan Hospital, Cincinnati, as the result of their recent auto crash. Their injuries have proved more serious than at first believed. Betty is suffering with a fractured skull and Josephine has a fractured arm and other injuries. They will be confined in the hospital for more than a month and friends are urged to drop them a line.

TOBY NEVIUS, for rep comedian, the past two years with Station KVOO, Tulsa, Okla., has terminated his engagement there and is now with the new KXOX station in St. Louis. . . . LAURA AND BILLY GUTHRIE, of the Tilton-Guthrie Show, were spotted in Kansas City, Mo., last week, vacationing. . . . EDDIE AND MONA HART PLAYERS are scheduled to launch their winter merry-go-round in Nebraska this week. . . . JAMES TODD PLAYERS will open a new circle this week in Central Nebraska. . . . FRANK JONES, musician and actor with the Shankland Players the past summer, is vacationing with the homefolk in Arkansas. . . . JIMMY AND EDITH ERIXON were in Kansas City, Mo., last week en route to Nebraska spot, after closing with the Frank Smith Players. WALLACE BRUCE will have a rotary stock this fall and winter, after the close of the tent season, to play Kansas exclusively. ROBERSON PLAYERS have terminated their month's engagement at Galesburg, Ill. WANDA AND KENNY MAGOON so-journed briefly in Kansas City, Mo., last week en route to Tulsa, Okla., where they will visit relatives. . . . ETHAN ALLEN has joined the Kennedy Sisters Stock Co. in Texas. . . . COLLEY AND ROSALEA have closed their engagement with the Hila Morgan Players and will become associated with Robert La-They in the organization of a circle to play Texas. . . . EDDIE AND DIONE GARDNER, after closing with the Roberson Players, are visiting the homefolk in Topeka, Kan.

ALBERTO DE VINCI, Marion March and Jack Howe are recent additions to the Majestic Showboat cast. Howe is handling piano and callopie as well as parts. Peter Michaels, of the boat, postals that business continues good. . . . GEORGE B. HILL, late of the Majestic floating theater, was a visitor at the rep desk last Thursday (6), shortly after his arrival in Cincinnati from Louisville, where his wife, Helene, is still confined in the City Hospital. George plans to work around the Queen City until Helene is able to leave the nursing home. She's been there a month. . . . GEORGE W. (BLACKIE) BLACKBURN, with the Rosalie Nash Players in Michigan in the past summer, will again have his med unit in halls thru Ohio this fall and winter. . . . TOBY'S COMEDIANS, eight-people unit, under the management of Byron Gosh, last week opened on a six-town circle out of Morgantown, W. Va.

ALBERTO DE VINCI, Marion March and Jack Howe are recent additions to the Majestic Showboat cast. Howe is handling piano and callopie as well as parts. Peter Michaels, of the boat, postals that business continues good. . . . GEORGE B. HILL, late of the Majestic floating theater, was a visitor at the rep desk last Thursday (6), shortly after his arrival in Cincinnati from Louisville, where his wife, Helene, is still confined in the City Hospital. George plans to work around the Queen City until Helene is able to leave the nursing home. She's been there a month. . . . GEORGE W. (BLACKIE) BLACKBURN, with the Rosalie Nash Players in Michigan in the past summer, will again have his med unit in halls thru Ohio this fall and winter. . . . TOBY'S COMEDIANS, eight-people unit, under the management of Byron Gosh, last week opened on a six-town circle out of Morgantown, W. Va.

ALBERTO DE VINCI, Marion March and Jack Howe are recent additions to the Majestic Showboat cast. Howe is handling piano and callopie as well as parts. Peter Michaels, of the boat, postals that business continues good. . . . GEORGE B. HILL, late of the Majestic floating theater, was a visitor at the rep desk last Thursday (6), shortly after his arrival in Cincinnati from Louisville, where his wife, Helene, is still confined in the City Hospital. George plans to work around the Queen City until Helene is able to leave the nursing home. She's been there a month. . . . GEORGE W. (BLACKIE) BLACKBURN, with the Rosalie Nash Players in Michigan in the past summer, will again have his med unit in halls thru Ohio this fall and winter. . . . TOBY'S COMEDIANS, eight-people unit, under the management of Byron Gosh, last week opened on a six-town circle out of Morgantown, W. Va.

MR. AND MRS. DICK CASTLEMAN, who closed recently with the Otell Players in the Lone Star State, have signed with the Charles Whitechurch Players for the winter circle in Northern Missouri. . . . BILLY FORTNER PLAYERS, who put their canvas in the barn last week, will open soon on a circle in Southern Missouri. . . . CECIL KENYON and Margy Montgomery, after a season with the Nig Allen Players in Western Kansas, are so-journing at their home in Southern Missouri. . . . LARRY NOLAN PLAYERS report satisfactory business for their first trip around their Illinois merry-go-round. . . . HARRY

(IKE) EVANS, former rep and tab performer, is now manager of a radio station at Jamestown, N. D. . . . TED NORTH PLAYERS terminated their four-week engagement at Joplin, Mo., last week and moved into Wichita, Kan., where they will continue as long as the weather permits. . . . CODY THOMAS, who recently closed with the Justus-Romah Players in Nebraska, spent a few days in Kansas City, Mo., last week en route to Tulsa, Okla. . . . ROBERT LA-They is making arrangements to launch a circle in Southern territory, with Texarkana, Ark., as the base town. . . . HERBERT WALTERS' Comedians, after many weeks in their regular Kansas territory, invaded Oklahoma last week. They will continue to work as long as the weather permits showing under canvas. . . . HARRY AND AGNES CLARKE were spotted in Kansas City, Mo., last week after closing with a Southern show. They plan a circle for the fall and winter.

## Hugo Launches Week-Stand Rep

CLINTON, Okla., Oct. 8.—Hugo Players, under management of Harry Hugo, opened their winter season of week-stand repertoire in Oklahoma October 3. Heavy advertising and a good tie-up with the American Legion have netted the troupe good business to date, the management reports.

Company is featuring a three-act comedy-drama each evening with a musical presentation following the main performance at no extra charge. Blue Ridge Hillbillies and the Highhatters Orchestra are featured in the free concert.

Buddy Wilson handles the advance and publicity.

## Golden Rod Rounds Out First Year in St. Louis

ST. LOUIS, Oct. 8.—J. W. Menke's Golden Rod Showboat has just rounded out a year's operation at the foot of Locust street here. Business, according to the management, continues to hold at a fair level. Al Tint, yodeling mimic, was a visitor on the craft this week while playing an engagement in town.

In the Golden Rod cast are Harry Owens, director and heavies; Mary Gaylor, second business; Blanche Forbes, characters; Don Dixon, comedian; Mazie Dixon, leads; Harry Goldie, general business; Juanita Loretz, ingenue; E. S. Fletcher, characters; Mason Curry, leads; Little Jackie Fletcher, child parts; Paul Maddy, general business and piano, and Vic Faust, Swiss bell ringer.

## Justin Adams Was Author Of "Quincy Adams Sawyer"

Holliston, Mass.

Editor The Billboard:

Some time back in *The Billboard* someone asked who wrote the play *Quincy Adams Sawyer*. The novel *Quincy Adams Sawyer* was written by Charles F. Pligdin, and from this novel Justin Adams, well-known actor, playwright and manager of the '90s, adapted the play of the same name. Justin Adams wrote over 100 plays, including a splendid dramatization of *Peck's Bad Boy* which was played over the country for many seasons. Other Adams plays, written for repertoire and stock mostly, were *Daughter of the South*, *The Fatal Coin* and *The Lyndon Bank Robbery*. Most of the plays of the well-known repertoire company Bennett & Moulton were written by Adams. The play *Quincy Adams Sawyer* perhaps holds the record for repeat performances in New England territory. At one time five companies were on the road with the play in that section.

N. W. KENNEDY.

## Al S. Evans Is Honored

TAMPA, Fla., Oct. 8.—Al S. Evans, who for many years operated his own shows—Lyceum Comedy Co. and Toby's Comedians—under canvas and now a member of the Federal Theater Project here, was honored by members of the troupe with a surprise party in celebration of his 70th birthday during the company's children's matinee performance here last Saturday. Sunday *Tampa Tribune* carried a story of the event and a snap of Al parked behind a mammoth birthday cake and surrounded by a bevy of WPA chorus beauties.

## Boyes Units Set On Winter Circle

LINCOLN, Neb., Oct. 8.—Chick Boyes' No. 1 tent company, on location here since June, farewelled this week and headed out toward its mid-State circle, where it will winter.

Show came near equaling last year's business run and remained here about two weeks longer. The 1937 season was shorted by the infantile paralysis scare, which sorely clipped family trade everywhere.

The No. 2 Boyes troupe, which has been playing picnics and fairs, will go farther west and play Colorado and Nebraska towns on a two-week swing. The No. 1 troupe headquarters in Hebron, Neb.

## Loranger Launches Circle

JAMESTOWN, N. D., Oct. 8.—Nelson J. Loranger, veteran Midwest manager, who has been connected with William Balthazar and the Big Ole shows the past two seasons, has launched his own circle to play this territory, with Jamestown as the base town. Besides Manager Loranger, cast includes Bess Loranger, Denise, Slim and Chet Kaws, Oscar and Al Never, Jean and Carlos Harvey and Evelyn Wennerstrom.

## Griffin Show To Tour Mo.

ST. LOUIS, Oct. 8.—Griffin Family Show, Hal C. Griffin, manager, begins its season in halls and schools in Southwestern Missouri today. Troupe, presenting vaude and pictures, will play two-night stands. Dorothy Griffin is billed as "Patsy, the girl no lock or chain car hold"; Pearl LaBelle is musical director, and Bill Lennhardt is handling the advance.

## MAGIC

(Continued from page 23)

ZANDER AND CO., who put in the last 10 months working schools, clubs and conventions in the Lexington (Ky.) area, started out of there Monday (10) on a schoolhouse tour that will carry them thru the State. S. L. Haley is advancing. Zander was a visitor at the magic desk last Friday (7) while en route from Lexington to his home town of Sturgis, Mich., for a week-end visit. He says he's set in schools until the holidays. Haley plans to steer the turn towards the West Coast after the first of the year. . . . LINTON DE WOLFE, unit show producer and manager, is launching a combination magic and girle show to tour the South and Midwest. . . . GREEN THE MAGICIAN, after a five-month tour of Nova Scotia, Quebec and New Brunswick, has begun his annual two-month tour of Prince Edward Island. . . . LEWIS GERBER returned to Cincinnati last week after touring Michigan all summer with the R. H. Wade attraction. He plans to hit the road with a school show soon. . . . THOSE WHO APPEARED on the public shows at the New York State conclave of magicians held at Herkimer, N. Y., September 30 and October 1 were Norman Sehms, John F. Williamson, Robert Wood, J. R. McNair, Roy Dohs, Bud Spraker, Dan Shayne, Elmer Eckam, Lew Smith, Frank Tavar, Clyde Powell and Frank Ducrot. Al Baker was stricken ill with the gripe, and Frank Ducrot served as his proxy at the presentation of a leather memo book in which was inscribed, "Al Baker, Dean of New York State Magicians." Photos of Al were distributed to all registrants. . . . WHEN BILL NEFF moved into the Moose Temple, Johnstown, Pa., October 5 to show for the chain-store managers of the Western Pennsylvania district he found Al Page doing a magic turn for the Moose in another part of the temple.

ZANDER AND CO., who put in the last 10 months working schools, clubs and conventions in the Lexington (Ky.) area, started out of there Monday (10) on a schoolhouse tour that will carry them thru the State. S. L. Haley is advancing. Zander was a visitor at the magic desk last Friday (7) while en route from Lexington to his home town of Sturgis, Mich., for a week-end visit. He says he's set in schools until the holidays. Haley plans to steer the turn towards the West Coast after the first of the year. . . . LINTON DE WOLFE, unit show producer and manager, is launching a combination magic and girle show to tour the South and Midwest. . . . GREEN THE MAGICIAN, after a five-month tour of Nova Scotia, Quebec and New Brunswick, has begun his annual two-month tour of Prince Edward Island. . . . LEWIS GERBER returned to Cincinnati last week after touring Michigan all summer with the R. H. Wade attraction. He plans to hit the road with a school show soon. . . . THOSE WHO APPEARED on the public shows at the New York State conclave of magicians held at Herkimer, N. Y., September 30 and October 1 were Norman Sehms, John F. Williamson, Robert Wood, J. R. McNair, Roy Dohs, Bud Spraker, Dan Shayne, Elmer Eckam, Lew Smith, Frank Tavar, Clyde Powell and Frank Ducrot. Al Baker was stricken ill with the gripe, and Frank Ducrot served as his proxy at the presentation of a leather memo book in which was inscribed, "Al Baker, Dean of New York State Magicians." Photos of Al were distributed to all registrants. . . . WHEN BILL NEFF moved into the Moose Temple, Johnstown, Pa., October 5 to show for the chain-store managers of the Western Pennsylvania district he found Al Page doing a magic turn for the Moose in another part of the temple.

## Another Parking Lot

WORCESTER, Mass., Oct. 8.—Worcester Theater, built in 1869, scene of performances by scores of names, is to be razed. Announcement to this effect was made this week when the Mechanics National Bank acquired the property. The area is to be converted into a parking lot. House has been dark for many months.

# The Final Curtain

**BANFORD**—William, 71, concessioner at Lake Brady Park, near Ravenna, O., suddenly at his home there September 28. He had been in charge of the boats concessions at the park for a number of years. Survived by a sister. Services in Kent, O., and burial in Euclid Cemetery, Cleveland.

**BLOSSOM**—Dudley Stuart, 59, chairman of Great Lakes Exposition, Cleveland, in 1936-'37, in that city October 7. He was born in Cleveland and was a well-known philanthropist and industrialist in that city. He founded the Musical Arts Association and was an accomplished violinist. Survived by his widow; a son, Dudley S. Jr.; a daughter, Mrs. Benjamin P. Gale, and three brothers, all of Cleveland.

**BRANAN**—Earl E., klieg light technician with White City Shows, October 3, when the organization's light truck and office trailer, in which he was riding, plunged over Tahoe-Ukiah highway west of the Drum Canal, Bear Valley, Calif. Burial in Colfax, Calif., October 6.

**BROSIER**—Marshall, 48, vaudeville entertainer on the Orpheum Circuit for many years, September 29 in Milwaukee. Survived by a sister.

**COCCIA**—Aurelia, 70, former ballet master of the Metropolitan Opera House, September 30 in Englewood (N. J.) Hospital after a long illness. Coccia was born in Europe and came to this country with the Barnum & Bailey Circus. A few years later, with his wife, known professionally as Minnie Amata, he presented a number of dancing specialties in the production *The Slums of Paris*. He also assisted in the directing of a number of motion pictures. Survived by two daughters, Mrs. Jules Marcus and Yolanda Coccia.

**DIETERICH**—William V., 79, Milwaukee music master and instrument maker, October 1 at his home in that city. Dieterich organized boys' bands and operated a music school. Survived by his widow, two sons, a daughter, a brother and a sister.

**DRAYCOTT**—Wilfred, 90, veteran British actor who frequently toured the United States, in London October 1. Draycott, whose real name was Frederick William Drayson, made his first stage appearance when 28 in the production *Caste*, and in 1882 came to this country with Charles Wyndham and was seen in *Brighton, The Lancers, Fourteen Days* and other plays. He appeared again in 1912-16 in *The Impostor, The Attack, Liberty Hall, Seven Sisters and Under Cover*, one of the first of the World War plays.

**FELDKAMP**—Elmer, saxophonist and vocalist in Freddy Martin's Orchestra, in St. Luke's Hospital, San Francisco, September 26 of appendix complications. Body was shipped to his father, Frederick A. Feldkamp, Newark, N. J.

**GIORNI**—Aurelio, 43, composer, pianist and teacher, found dead from drowning in the Housatonic River, Pittsfield, Mass., after disappearing from his home September 29. Giorni taught at the Springfield Conservatory of Music, the New York College of Music, Smith College and other institutions.

**HALE**—H. D., 53, owner of the Milt Tolbert Tent Show, well known throughout the Southland, at his home in Dothan, Ala., Tuesday morning, October 4, following a three weeks' illness. He spent several days in a Dothan hospital, but his condition improved sufficiently to permit him to return to his home October 1. Pleurisy developed, however, and he sank rapidly. A native of Greenville, Tex., Hale entered show business 35 years ago. In 1917 he, with his brother-in-law, the late Milt Tolbert, organized the show bearing the latter's name. Upon the death of Tolbert in 1927 Hale assumed the management of the show until it left the road a few years later. He revived the Tolbert show in 1933 and headed it until the time of his death. He also operated a transfer business in Dothan. Funeral services October 5 at the Ward-Wilson Chapel, Dothan, with burial in City Cemetery there. Surviving are his widow; two daughters, Mrs. Henry Ferguson and Mary Hale, of Dothan; two sons, H. W. and Charles, of Dothan; two brothers, Hobart, of Selma, Ala., and Woford, of Fort Worth, Tex., and three sisters, Mrs. Bill McGary, of Greenville, Tex., and Mrs. Gay Ward and Mrs. C. A. Post, of Los Angeles.

**HAMILTON**—Elena May, 19, daughter of Frank and Celia Hamilton and juvenile member of the acrobatic team known as the Four Hamiltons, of pneumonia in Eufaula, Ala., October 1. She had been a member of the team since she was 29 months old. Survived by her parents and brother. Services in Eufaula and burial in Nashville, Tenn.

**JAMES**—Enoch P., 90, stepfather of Charles Grapewin, Hollywood character actor, at his home in Xenia, O., October 3 of a heart ailment. Services and burial in Xenia.

**KINSEY**—Mrs. Lulu, formerly with the Snapp Bros. Dodson, Dee Lang, Savage and Miller Bros.' shows, in New Orleans October 2. Survived by two daughters, Mrs. Henry King, of the Ralph Miller Shows, and Mrs. George Beeman Yancey, and two granddaughters, Margie and Ruth Yancey. Burial in Hattiesburg, Miss.

**KUNTZ**—Frank J., 60, performer with circuses and carnivals, October 1 in Cook County Hospital, Chicago. Burial in Winder Cemetery, Chicago.

**LENOX**—Howard, 79, former minstrel man and head of Round Lake Casino, Troy, N. Y., of a heart attack in that city September 29. Lenox, as a minstrel man, traveled with some of the outstanding companies of the 19th century, and for years produced an annual minstrel show in Round Lake.

**PADEZ**—Ladislav, 54, New Orleans musician, who played in various theaters of the country, in that city September 26. He had been retired since 1928. Survived by a sister in New Orleans.

**PATTERSON**—Lester, 51, recently associated with the Richard Bros.' Circus in Hartsville, S. C., September 22 of pneumonia following an operation for gastric ulcers. Patterson had spent 25 years in show business and had been with Hagenbeck-Wallace, Downie Bros., Walter L. Main, Christy Bros., Palmer Bros. and other circuses. Burial in Greenwood Cemetery, Indiana, Pa., September 25.

**PICKERING**—Sam W., in Elkhart, Ind., October 4. For over 20 years he managed the Oliver and Auditorium theaters in South Bend and later booked concert and operatic attractions. He suffered a stroke about five years ago and retired. Survived by his widow, Ann.

**RICHEY**—Floyd D., 49, for several years manager of the Ambassador Theater, Detroit, September 30 in Detroit Osteopathic Hospital. Survived by two sisters and a brother. Burial in Bay City, Mich.

**ROBERTS**—Charles Alvin, 19, of Rubin & Cherry Exposition, was electrocuted September 26 in Meridian, Miss., when he touched a live wire while dismantling one of the show's rides. Survived by his parents, three sisters and four brothers.

**SAITO**—Thomas, 37, for many years a co-operator of a Japanese auction house in the amusement section of Wildwood, N. J., October 5 of injuries sustained when attacked by an escaped lion, property of Joseph Dohish, motordrome owner.

**SETTI**—Gullo, 69, former chorus master of the Metropolitan Opera House for 27 years, in a hospital in Turin, Italy, October 2. Survived by his widow.

**SHEPARD**—Sidney, 50, dramatic director for the Chicago Park District at Pulaski Park in that city, after a lingering illness October 4 in Cook County Hospital, Chicago. Survived by his widow, residing in England. Services October 7 and burial in Elmwood Cemetery, Chicago.

**STEINMETZ**—S. S. (Steve), 65, former Summit County (O.) Agricultural Society official who did much to legalize horse racing in Ohio, at his home in Akron October 2 after several years' illness. For many years he was head of the speed committee of the Summit County Fair and later was one of the organizers and directors of the Short Ship Circuit and president of the circuit for several years. Steinmetz built the Northampton Race Track, north of Akron, and the Seminola track near Orlando, Fla. Survived by his widow, a daughter and son. Services in St. Vincent's Church, Akron, and burial in Canal Fulton, O.

**TENDER**—Peter, 50, in Elyria, O., of a heart attack October 1. Tender was a widely known theater operator in North-eastern Ohio and was the partner of John Pekras in the operation of theaters in Elyria and Lorain. Services and burial in Elyria.

**VALMONT**—Billie, well known in the repertoire field, in Colorado Springs, Colo., September 19. She had operated Billie's Cafe, Limon, Colo., since 1935. Survived by her mother, Mrs. A. L. Fairbrother, and a sister, Mrs. Pick Huston, known professionally as Jeanne Huston. Burial in Joplin, Mo., September 23.

**WHITE**—Earl, for the past three years chief electrician with Keystone Shows, instantly when he came in contact with a 2,300-volt live wire in show's transformer truck on the midway of Cherokee County Fair, Cherokee, N. C., September 26. Burial in Cumberland, Md. His widow, Mrs. Myrtle White, also a member of Keystone Shows, survives.

**WOODS**—Virginia, 23, burlesque and night club entertainer, in the Jackson Lake Hospital, Oakland, Calif., September 30 after an appendectomy. She had played night clubs in the Middle West during the past six years and at the time of her death was appearing at the Polles Theater, Los Angeles. Services and burial in St. Louis October 6. Survived by her husband, Nick Canopfrede, wrestler; her parents and three sisters.

## Marriages

**BLOODWORTH-FELLER**—Harry Bloodworth and Lucille Feller, niece of Thomas F. Whiteside and both members of the Whiteside Troupe, recently at Ferndale, Calif.

**BOWLES-O'NEILL**—A. M. Bowles, San Francisco division manager of Fox West Coast Theaters, and Peggy O'Neill, stage producer, in Reno October 1.

**BRIN-TIMKO**—Sam Brin, of Cleveland, for 15 years on the staff of Lincoln F. Dickey, exposition manager, and Olga Timko, of Cleveland, October 3 in Kansas City, Mo.

**CONNER-EDDY**—James Conner and Dolly Eddy, of Parker & Watts Circus, at Covington, Tenn., October 3.

**DUNLAP-GOULD**—George Dunlap, of Gruber's World's Exposition Shows, and Georgia Gould, of Valdosta, Ga., September 29 in Lexington, N. C.

**KNABEL-TEVLIN**—William F. Knabel, president of the Platteville (Wis.) Fair Association, and Mrs. Marie F. Tevlin in Dubuque, Ia., recently.

**LAUGHLAN-WILLER**—Harold L. Laughlan, of Byers Greater Shows, and Marguerite Willer, carnival worker, in Kansas City, Mo., recently.

## Coming Marriages

Eunice Mandel, daughter of Henry Mandel, stage manager at the Palace Theater, Chicago, and Jerry Miller, non-pro, November 27 in Chicago.

## Births

A daughter to Mr. and Mrs. Austin Grant in Detroit September 24. Father is newscaster on Station WWJ, that city.

A daughter to Mr. and Mrs. Joseph Goodman in Lying-In Hospital, New York, October 5.

A 10-pound son, Warren III, to Mr. and Mrs. Warren Bunts recently in Findlay, O. Father is the son of Mr. and Mrs. Warren J. Bunts, owners-managers of Crystal Exposition Shows.

## Divorces

Richard Tucker, stage and screen actor, from Erma Deen, actress, in Los Angeles September 14.

Norma Rogers Knight, circus performer, from Adrian Pat Knight, acrobat, in Macon, Ga., recently.

Mae Bower Ingraham, former Sennett bathing beauty, from Irving I. Ingraham in Los Angeles September 2.

Pearl Ringer Harvey, ride owner with the Johnny J. Jones Exposition, from William Harvey in Superior Court, Macon, Ga., recently.

Olga Fricker, Detroit dancing teacher, from Jack Seabridge, non-pro, in that city September 20.

Marie H. Davenport, equestrienne, granted an annulment from Roscoe H. Morell in Tuscaloosa, Ala., recently.

Ann Sheridan, film actress, from Edward Norris, actor, in Los Angeles October 5.

Matilde (Dody) Price from Garrett Price, theatrical producer, in San Francisco September 28.

Byrd Chasis, billed for a number of years as "the Girl With the Perfect Figure," recently from Louis Chasis, manager of Roman Pools, Miami, Fla.

## CASA MANANA'S

(Continued from page 22)

starts off right and mounts into a sock climax. The Biltmorettes, three young girls, start the bill by show-stopping with unusual acrobatic routines. George Givot follows with his usual funny Greek dialect and then settles down to a nice job of emceeing. Frances Faye pounds the piano and sings-shouts her way thru hot rhythm numbers, winning an encore. Paul Gerrits ingratiates himself thoroughly with his dry humor and fancy roller skating. Sheila Barrett amused the patrons with her acid-spraying satires.

Mildred Law, dancer, and Betty Hutton, singer, were introduced as "the finds of the month," with Miss Hutton tying the show into knots with her novelty jittery sing-shouting. This blond kid's personality and display of vitality won the audience completely. Miss Law was not as fortunate, uncooking good but not outstanding tap dancing. Lanny Ross pleased mightily with his tenor singing of favorite tunes and gave way to Frank Libuse, who puled up a spectacular show-stop with his hoke. A vaude veteran, he killed them here. Got good assists from a brunet straight woman and a boy foil.

The bill is closed with a *Broadway Hall of Fame* number staged by John Murray Anderson and Billy Rose. Harry Carroll played some of his hits at the piano. Plumpish Yvette Rugel show-stopped with her singing. Irving Conn played his Yes, *We Have No Bananas* hit. Lester Allen show-stopped with his comic singing and eccentric hoofing. Little Ann Pennington rang a sentimental show-stop with her dancing and leg display. Joe Howard tore the house down with his singing and cake walk, bringing the show to a rousing climax. Vincent Lopez and orchestra do a grand job, accompanying the show and supplying the dance music.

Rose again proves that vaudeville is not dead, not even dying. And even if it is dead, he's making a lot of money attending its funeral. *Paul Dent.*

## Offers Made on Ft. Worth Show

FORT WORTH, Tex., Oct. 8. — Only one concern interested in producing shows at Casa Manana has submitted written proposals for a show next year, according to William Monnig, president of the Casa Manana Association, local corporation. Lew Wasserman, who was in charge of the Casa Manana Varieties of 1938 for Music Corp. of America, flew here last week to present the MCA bid, which calls for local underwriting fund of about \$7,500 a week for next year's show.

Morris L. Swartzberg, attorney, who is representing the William Morris Agency locally, also offered a proposal for next year. The directors have asked Swartzberg for a written offer from the Morris agency. The Morris office is asking no local guarantee.

The directors hope to sign a contract by November 1, according to Monnig. MCA probably has the inside track for next year.

The city of Fort Worth, which owns Casa Manana, may allow local backers or the company that signs to produce the show, to pay expenses, mostly watchmen's salaries, on the building until show opening June 30 if the contract is signed within the next month. The city has paid these expenses before, as well as allowing rent-free use of Casa Manana this summer by the local show group.

## Riviera, Pittsburgh, Opens

PITTSBURGH, Oct. 8.—Riviera Club, formerly Bland's and before that Sanders Inn, has opened with Baron Elliott's Orchestra. Spot was one time city's chief hot spot and was brought back into limelight somewhat last year by Frank Bland, of Playhouse Grill, who inaugurated open-air movies and outdoor stage melderdrummer in attempts to get place out of red. New policy hopes that Elliott, one of district's best known and best paid bands, will draw trade back.

## Montreal House Adds Vaude

MONTREAL, Oct. 8.—Midway Theater, for the past two years a straight film house, added vaude last week. Three acts with a line of five girls. Julian Savard's Ork will be in the pit. Shows thru the George de Lorme agency.





**NEW YORK, Oct. 8.**—Date for the National Showmen's Association's first banquet and ball having been changed again, for the second time to be exact, the association's apparent difficulty in arranging a proper time for its big benefit party has in no way affected general plans for what is designed to be one of the most successful fund-raising ventures in the history of showdom. It has always been hard for a young organization to launch a successful venture of this kind, more so in New York and especially in NSA's case, considering the very disastrous outdoor season being experienced thruout the nation.

The November 17 affair at the Hotel Commodore (that's the latest and final date) is almost certain to be one of the most colorful events conducted by outdoor show people and as such is destined for financial victory. With Chairman Lew Dufour setting the pace, local leaders are throwing themselves wholeheartedly into the drive with the express purpose of establishing it on a sound basis this year. A successful launching means definite success in the future and NSA is leaving no stone unturned to reach that end. In 1939, provided this year's event goes over the top, the benefit should be, using show parlance, a natural, what with the World's Fair in town and parades for conventions of the NAAPPB and American Recreational Equipment Association to be moved temporarily from Chicago to New York City.

For months various departments within the World's Fair have been struggling with one of its most difficult problems—selection of an entertainment attraction to dominate the still-unnamed amusement zone. Names of leading theatrical producers have come on the horizon at various times, as well as prominent operators in the outdoor show field. But the months have rolled by and still Section "T," site of the show that will guarantee pulling power at the end of the midway, remains unlet. Apparently responsibility for the project has finally been placed in the hands of the proper and most logical fair department—concessions. Altho this corner's guess can be no better than half a dozen other outsiders hereabouts, we come forth with the "rash" prediction that within a week or so "T" will have been turned over to an outdoor firm. Speed is the necessity at this late date in the fair's construction, and the concession department knows it full well.

Reports are out that a large percentage of display space in fair-constructed exhibit buildings is yet to be purchased. As part of a heated campaign to interest smaller business interests in the fair as an advertising medium, President Grover Whalen spent this week in Chicago. Big business has responded well to the fair's beckoning millions, but apparently not so the smaller prospect. . . . Witnesses at a special preview last week of the fair's fireworks display are enthusiastic in their approval of the pyrotechnic pageantry set for the run of the fair.

Fair officials are not too pleased with the result of *The New York World Telegram's* recent contest for an amusement zone title. "The Loop" was victorious selection. . . . George P. Smith Jr., concession department, is regretful that he failed to submit "Fairway." . . . S. W. Gumpertz, in town this week following close of Million-Dollar Pier in A. C. With George A. Hamid, he is negotiating for a spot in Frank W. Darling's Children's World concession. . . . Norman Yule, representing Victoria Falls show; Fred Markey, Cy Bond and Herb Smeck, Dodge operators at the fair, and Emmett C. McConnell, who will have the South Sea Island Village, were among those at the grounds this week.

Earl Lindsey, of Cole Bros.' Circus interests, around town for a few days. . . . What's this about a winter circus out of Rochester, Ind., this season? . . . Vernon Reaver back on the Stern from Hagenbeck-Wallace and Howard Y. Bary expected this way shortly. . . . If Barnes-Sells-Floto remains open until Novem-

ber 27, which is the latest report, it will be the longest season in years for a major Ringling show. Unit is set to close in Sarasota and winter there.

Charles Samuels, who formerly publicized Coney Island as part of his Brooklyn Borough Gas Co. duties, is back with that company. He's been in Hollywood two years. . . . Bert Nevins, who handles promotion details for the Brothers Rosenthal in Palisades (N. J.) Park, is already working up a "Mrs. America" contest for the park next season. Attempted locally last season, the idea met with distinct success and next year's will be national in scope. . . . Leonard Traube, George A. Hamid praise agent, back at his desk in 1930 after a summer at Hamid's A. C. pier and an early-fall period at Trenton Fair. . . . L. C. (Ted) Miller, p. a. with Cetlin & Wilson Shows, assumes a similar position with the Frank Wirth booking office on November 1.

## Hartmann's Broadcast

**PICKETING** on outdoor shows, first circuses and now carnivals, is getting to be quite a serious problem. There is no doubt about its being costly, sometimes to the employer but generally to the union involved.

The main question is how the picketing is done. The practice itself should not find objection from fair-minded employers, nor from a public that understands, but it's the methods used in picketing that spell either success or failure for a union.

Picketing is the only weapon left for a union that has failed in all other efforts to settle wage and hour disputes, but it must be justified or there will be nothing gained from the standpoint of public sympathy, without which, especially in the case of outdoor shows, a union's efforts are hopeless.

By justified picketing we mean where a strike actually exists on shows against which the union's activities are directed and where at least some employees participate in the picket line with "outsiders" or members of other unions. If there is no strike on a show and non-members are recruited to do picket duty, it doesn't take long for the public to learn this, and instead of gaining its sympathy, the reaction is just the opposite for the union. The sooner a union realizes this the sooner will it begin to save considerable money now wasted and get a stronger foothold.

Already Oklahoma and a few other States have laws forbidding picketing, and now Los Angeles has passed an ordinance regulating the practice. Unless "unfair" picketing (unfair to the employers in this case) is stopped we wouldn't be surprised to see other cities adopt ordinances similar to if not identical with the one in Los Angeles.

Editorializing on this question of picketing, *Editor and Publisher*, in its issue of September 24, had the following to say:

"Los Angeles hasn't the reputation of partiality to organized labor. Let that be considered extreme understatement, let us say that the City of the Angels has been generally hostile to organized labor and all its works, including strikes and picketing. Conceding that, we can't find fault with the Los Angeles ordinance passed this week regulating picketing practice. The major provisions, as reported by the Associated Press, are:

- "1. Pickets must be employees of the firm against which the strike is directed.
- "2. They may be used only when there is a bona fide dispute.
- "3. They are limited to one per entrance, or a maximum of two, and must remain 25 feet apart.
- "4. Coercion, intimidation, the follow-

ing home of workers and the use of abusive language are prohibited.

"This knocks the backbone out of the mass picketing. It knocks out professional picketers, paid a pro diem wage by a striking organization. It reduces the risk of violence. It prevents the interruption of operations by imported strong-arms. It prevents strikers from imposing their will by force upon employees who do not share their program. It should reduce the cost of strikes, both to unions and employers, and, most important, it should push the strike farther back in the union arsenal.

"The majority of strikes in the past two years have been hastily called, because the callers believed they could win quickly by throwing a heavy picket line of sympathetic strong-arms around the plant, force complete suspension and coerce employers by the force of non-strikers and public opinion. In these tactics the unions have been imitating the employer tactics they have strongly and rightly condemned. The public has been the major sufferer, and in Los Angeles the public seems to have acted for once in its own interests."

**DISTRICT ATTORNEY** John L. Cushman took considerable life out of the midway of the Great Allentown Fair, Allentown, Pa., this year when he carried out his threat and had all games that were not considered strictly skill closed. Bingo was also under the ban.

Contrast this situation with that at the Reading Fair, Reading, Pa. At Reading while bingo was closed early in the week, it was permitted to reopen on Wednesday afternoon for the remainder of the week after the court and the district attorney decided the game was okeh when played exclusively for merchandise.

As a matter of fact, all games conducted with merchandise were permitted but none on which money was offered, which was at it should be on a fairgrounds.

And there was a far happier feeling on the part of the public at Reading than at Allentown, an eyewitness tells us.

## Notes From the Crossroads

By NAT GREEN

**WE ARE** grateful to the numerous correspondents who have written us commenting upon a recent *Crossroads* item on the ills of the circus. It makes us feel we are on the right track when men who have spent years in the circus business so fully indorse the sentiments expressed in the aforementioned item. Fred Bailey Hutchinson writes:

"Permit me to congratulate you on your 'Crossroads' article in the last issue of *The Billboard*. Such articles should help the circus business materially. In my opinion short-sightedness, poor management and bad judgment have done more to injure the circus business than anything else."

Another veteran circus man, known and respected thruout the industry, says: "I read your article in last week's issue and you are dead right. It is not the circus business itself as much as it is a few short-sighted, unbusinesslike men who have put the circus where it is today. The circus will come back, but there will have to be many changes to put it where it belongs."

These communications could be multiplied, but space will not permit. We hope and believe that the coming season will bring a revision of circus policies that will place the circus business on a substantial basis. The glamour may be temporarily gone, but with common sense prevailing it can and will be revived.

That automatic neon electric timing

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

## Biographies

# The Billboard

44th YEAR  
Founded by W. H. DONALDSON  
The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation  
Published Every Week  
By The Billboard Publishing Company  
R. S. LITTLEFORD Sr., President.  
E. W. EVANS, Secretary-Treasurer & General Manager.

A. C. HARTMANN, Editor  
Outdoor Depts., 26 Opera Place, Cincinnati, O.  
E. E. SUGARMAN, Editor  
Indoor Depts., 1564 Broadway, New York, N. Y.  
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.  
Phone, Main 5306. Cable Address—"Billboy", Cincinnati, O.

**BRANCH OFFICES:** NEW YORK—"8th Floor Palace Theater Bldg., 1564 Broadway. Phone, MEadison 3-1618, 3-1617, 3-1618. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 6480. ST. LOUIS—300 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lampart Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Bert Ross, care "The Performer," 15 Goring Cross Road, London, W. O. 2. SYDNEY, AUSTRALIA—E. J. Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Serbie.

**SUBSCRIPTION RATES, PAYABLE IN ADVANCE**—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers who request a change of address should give former as well as present address.

**DISPLAY ADVERTISING**—Fifty Cents per Agate Line, Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday.

No telegraphed advertisement accepted unless publication is in telegram or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. 50. OCTOBER 15, 1938. No. 42

clock in the Stadium, which assures contestants and spectators accurate time on all events, has caused more talk in rodeo circles than any other innovation in years. . . . Art Concello, premier aerialist, is temporarily laying off because of a bad arm. . . . He drove into Chicago from Dallas last week in time to catch the first game of the World Series. . . . J. J. McCaffery, back from Birmingham, J. Louis and points south, was another showman who watched the Yankees trounce the Cubs Wednesday. . . . Toby Wells, in charge of Performers' Club quarters, has had the rehearsal halls busy these last two weeks, with revues, units and bands galore readying for the road. . . . Everett Johnson and his band put in several days rehearsing here before departing to play the Madison Square Garden rodeo. . . . There's plenty of showmanship in the fifty 12-page advertising booklet put out by Frank Stuart (Himself), "reflectorized" bulletin board man of Oklahoma City. . . . Real class, Judge Stuart! . . . L. Clifton Kelley, carnival general agent, back in Chl. . . . D. M. (Doc) Broadwell and wife dropped in on the Windy City for a brief visit. . . . George Felbar, of Rochester, N. Y., having noticed the inquiry about the poem *Hey Rube* in this column, writes that it's to be found in the book *Ways of the Circus*, by George Conklin. . . . Mickey McDonald, clown with H-W, back in Chl after a hectic season. . . . Edna Curtis has finished her fair season in the West and after a brief stay at her home in Westmont left for Denver to visit her late husband's father.

Louis Meltus, who got the circus fever and bought most of the Seils-Sterling Circus, put on a show last week for underprivileged children and drew a capacity audience—free. Putting on the show was a laudable gesture. But "circus" was a misnomer. Only circus atmosphere was furnished by Mr. and Mrs. Fred Leonard, who happened to be in Chicago and volunteered their services, and a menagerie. Show in the main consisted of a hillbilly singer, tap dancer, juggler, kid singing team and a wrestling match, but the kids had their fill of peanuts and pop and were happy. With the feed bills coming in for three lions, two elephants, a dozen head of ring stock and a miscellaneous assortment of animals, Meltus' circus fever probably had subsided. Bill and Al Lindeman, former owners of the circus, were in to see the show and opined that if business conditions improve "too much" by next spring they're liable to troupe again.

John P. Mullen and A. R. Corey, of the Iowa State Fair, were in for the World Series games.

## Big Business for Fernandi in Mexico; Manuel King Featured; Trainer Has Battle With Cats

ST. LOUIS, Oct. 8.—The Gran Circo Fernandi, which opened in Mexico City July 30, has, according to the officials, gone over big. For the first two months of the tour the show has averaged 9,600 people a day. The show gives matinee and evening performances during the week days and four on Saturdays and Sundays. The splendid attendance records have been established in the face of much rain the first two months.

Manuel King and his group of lions are the featured attraction and the boy animal trainer is scoring. Newspapers have been profuse in praise of King, and he has been such a drawing card that he was given a six months' contract, which will carry him along with the show until late in February. Originally he was booked for a short period.

On September 14 8 of the 13 lions became unruly during the evening performance and the boy was compelled to battle the cats for about 15 minutes before he got all of them placed in their respective places. One of the animals was killed and two torn up so badly that they were compelled to lay off for several weeks. King received some bad scratches and was slightly bruised, but the sad part was that the chair with which he kept his animals at bay was smashed beyond repair. A search was made for a light chair, but

it so happened that the particular kitchen style of chair was not available there and it was necessary to wire to winter quarters of W. A. (Snake) King at Brownsville, Tex., for one. While it was only 75 cents, it cost over \$20 to ship it to Mexico City.

## 15-Car H-W Show Seems Impossible; Cookhouse Closed

LOS ANGELES, Oct. 8.—There seems to be no doubt that the Hagenbeck-Wallace Circus has come to a definite finish. The 15-car show which Manager Howard Y. Bary stated would be organized following the forced closing at Riverside, from present appearances, has no chance to go out. The train is still on a siding near Baldwin Park, with some of the stranded troupers sleeping there. Workmen of the show at the Al G. Barnes quarters were fed on shortened rations until last Saturday, when late in the day Bary ordered the cookhouse closed. The story goes that he then gave workmen, performers and others who happened to be around \$2 each.

Many absolved the Baker-Lockwood Co. from any blame for the show's closing, they stating that the show would have gone on had Bary lived up to agreements between himself and representatives of the tent company.

There seems to have been no need for the people's getting into such a sad plight, for had the big benefit planned for October 2 in Hollywood been held several thousand dollars would have been raised and distributed. Contrary to reports, Bary was in favor of the benefit and produced a photostatic copy of an agreement drawn up to prove this. He also produced a photostatic copy of an acknowledgment of receipt of \$50 from Mel Smith to be used for expenses in exploitation of the benefit performance.

It has been learned that Bary sent three advance trucks, carry 32 people, east.

Billy Crowson, wire walker, who was seriously injured while with the show in Hollywood and is now at the Los Angeles General Hospital, has received no financial aid from the manager, according to the hospital office. Crowson was especially mentioned as one of those to be helped thru the benefit performance. Several of the young girls of the show are at the Welfare Home, and on checking there information was that they would be sent to their homes.

The baggage and ring stock, owned by the Wabash Valley Bank and Trust Co., of Peru, Ind., has been turned out to pasture. The Ringling-owned equipment and animals, leased by Bary, are at Baldwin Park quarters. Ralph Clawson, representative of the Ringling interests, would not give any information



LIBERTY ACT, one of the features of Barney Bros.' Circus, presented by Peggy Waddell, who also rides menage.

## Long Season For Barnes

Final performances at Sarasota, Fla., November 27—will winter there

SARASOTA, Fla., Oct. 8.—The Al G. Barnes and Sells-Floto Circus will close its season here with two performances November 27. This was announced at the Ringling-Barnum quarters Tuesday.

Immediately following the last performance, the first major circus to play here in several years, the show will go into winter quarters at Sarasota.

More than 800 members of the personnel, trained and menagerie animals and all equipment and stock will be brought to quarters.

## Robbins Bros. To Close At Hopkinsville Oct. 25

CHICAGO, Oct. 8.—Floyd King, general agent of Robbins Bros.' Circus, was in Chicago a couple of days this week making railroad contracts. Show is set to close at Hopkinsville, Ky., October 25 and will go into winter quarters at Rochester, Ind.

King states that show is going along playing to fair business.

as to disposition of the property. He has been given a lot of credit for putting out considerable of his own money in helping out in the crisis.

George Davis, steward, left for Peru, Ind., also Mr. and Mrs. Nick Carter. Mr. and Mrs. George Singleton are at Baldwin Park. Workmen are slowly drifting away.



CLYDE BEATTY and wife, wild animal trainers with Robbins Bros.' Circus, being interviewed by Program Director Charlie Crutchfield at Station WBT in Charlotte, N. C., when the show was in that city. Excellent human-interest matter filled the period, 10 to 10:15 a.m., the Beattys relating thrilling anecdotes and admitting they were more frightened of the mike than of their animals.

## Yarmouth Show Breaks Record

Closes 12-week season at Hippodrome—5 circuses for Wathon for Christmas

LONDON, Sept. 28.—The 14th annual summer resident circus closed a 12 weeks' season at the Hippodrome, Great Yarmouth, last week. Show, solely booked by Stanley W. Wathon, broke all records there. Wathon is now lining up talent for his British resident circuses for Christmastide in London, Liverpool, Manchester, Glasgow and Edinburgh. He has already obtained some fine international novelties.

There is a possibility that the Colleano Family may commence an annual touring circus in England next year. At present Maurice Colleano, with brothers, George and Bonar, and sisters, Toria and Rubye, are heading their own vaude unit, *Tops Everything*. Show, presented by Charles Tucker, is breaking records at the leading English vaude houses.

Mills' summer tenting circus is playing a tour of Scotland. Reports good business with one-day stands.

Tower Circus, Blackpool, still playing to capacity business, closes October 22. Show is booked by Wathon and is the outstanding entertainment at England's "Coney Island plus Atlantic City," as Blackpool is often termed.

Chapman's circuses, one playing the Northern territory and the other the Southern territory, are doing well.

Another popular circus, altho much smaller, is Pladers', confining its activities to Northern and Midland England and often visiting small towns where a circus has not been seen for years.

## Ringling-AFA Parley To Discuss Labor Problems

NEW YORK, Oct. 8.—Committees from the American Federation of Actors and the Ringling-Barnum circus corporation will meet next week in Houston to discuss their labor problems, the local AFA office revealed today. Details are not known here except that the union will be represented by Ralph Whitehead, who already is in Houston attending the American Federation of Labor convention, and Dan Hurley, AFA organizer, who has been in Detroit.

The Al G. Barnes and Sells-Floto Combined Circus, Ringling owned and operated, plays Houston October 10, 11 and 12, and it is expected the circus company's president, John Ringling North, will be joined by other officers in the negotiations while the show is in town. Robert Ringling is understood to be en route to the Texas city over the weekend. Mrs. Charles Ringling and Mrs. Aubrey Ringling, two major stockholders, are at their homes in Sarasota, Fla., and Montana, respectively.

CINCINNATI, Oct. 8.—When queried by wire today at Corpus Christi, Tex., about the parley John Ringling North said he had no statement to make.

## Cole Registers Schedule of Debts

SOUTH BEND, Ind., Oct. 8.—Cole Bros.-Clyde Beatty Circus, Inc., of Rochester, Ind., filed consent to a judgment in bankruptcy and registered its schedule of debts with the federal clerk in South Bend.

The circus declared a total of \$418,338 in debt without a single asset, having transferred its property to the Associates Investment Co. to satisfy a mortgage of \$40,000. The largest single item in the schedule is \$319,324 for unsecured claims, which is followed by \$54,885 due in wages to performers and workers for the past season.

## Parker & Watts Ark. Biz Good; Haag Opposition

MILAN, Tenn., Oct. 8.—After three weeks in Arkansas the Parker & Watts Circus is now in Tennessee. Business was surprisingly good considering five circuses, two minstrel and various other shows were in the State.

Many visitors have been on the show the past two weeks. In Malvern, Ark., there were many members from Russell Bros.' Circus, including Mr. and Mrs. Claude Webb and Justus Edwards. Benne Fowler, general agent of Haag Bros. Circus; James Beach, of Downie Bros., and several members of the Hot Springs circus colony also were on hand.

In West Memphis, Ark., many folks were over from Memphis, Tenn., to visit Mr. and Mrs. Ira Watts. They were Ralph C. Miller, miniature circus builder; Mr. and Mrs. Trezavant Collier, Tom Collier, Mr. and Mrs. Ray Gammon, Mr. and Mrs. Grover Hopkins, Mr. and Mrs. Lawrence Bond, Miss E. Marble, Mr. and Mrs. Tom Desmukes, Mrs. Daisy Desmukes, G. Diemeyer, Mr. and Mrs. Gus Lake, Mr. and Mrs. Lee Browder; Mr. and Mrs. Nick Melroy, the superintendent of the Memphis Overland Zoo; Billie Russell and son, J. W. and Mrs. Any Wimmer.

In Stuttgart had Chubby and Harriett Gullfoyle and Robert and Bessie Conrad. The Gullfoyles were on their way to Chicago. Chubby says he had a good year.

The show had opposition with Haag Bros.' Circus in Marianna and Stuttgart, Ark. Haag Bros.' show was one day in Stuttgart and two days ahead in Marianna. In Marianna the entire company of the Silas Green show was over from Helena. The folks were guests of Mr. Watts, who gave them reserved seats. They attended the afternoon performance.

In West Memphis Jim Tarver, Texas giant, spent the afternoon. He has a plantation at Turrell, north of West Memphis, and says that he has a big cotton crop. States that he might be back with the white tops next year. Many other visitors have been overlooked, as the writer, Thomas (Skinny) Dawson, was away several days.

The parade is helping to get people to the lot. Marty Gotes and family were visitors at Covington, Tenn., also John Maley, father of Arnold Maley, with Robbins Bros.' Circus.

A big surprise for everyone on the show was the wedding of James Conner and Dolly Eddy at Covington, Tenn.

# Will the Circus Live?

By W. U. MONTGOMERY

WILL the circus cease to exist? Is it to be cast into the scrap heap, its long and glorious years of establishment to become only a memory? Has young America, the boys and girls of today, been inoculated with an anti-circus germ such as to cause it to turn from its glamorous appeal? Is the old, still ever-new circus to be put away under glass cover and labeled, "An antiquity that for loyalty of its personnel and unalloyed cheer it brought, the world has never known its like?"

After reviewing its history, much of which I have fortunately been privileged to observe, my answer to these and all other queries of like nature is emphatically NO.

Admittedly this has been a most disastrous season. Storms, excessive cold and heat, strikes, a nation-wide depression, and in one major instance interference of such nature as to cause a catastrophe by forcing the show's return to quarters and the self-enforced dismissal of its more than a thousand employees.

Regardless of all this, circuses are not going out of business, for acts of Providence are liable at all times and have ever readjusted themselves; the depression will pass and money again flow freely, while those who would deny the boys and girls, aged 7 to 70, the joy of circus day will see the light and turn aside from their effort to wreck the one institution that for near a century and half has brought sunshine to the more or less drab lives of countless millions of men, women and children.

Just as it differs from every other form of entertainment and business.

It presents a barrier that in my humble opinion never can permit its regimentation within the ranks of labor unions other than pertain to artists, musicians and billers. The "why and wherefore" can readily be explained by any seasoned circus man. I speak in behalf of no individual circus owner, but of the institution as a whole, for to me it has ever held a cheering influence; in my youth it was the crowning joy of joys; when I grew up the many years spent in its service were ones of real happiness, and now that I have stepped aside that a younger man may take my place I am richly compensated by the pleasurable memory of wide and varied experience, not the least being the echoing laughter of children as their ebullience gave expression at the antics of the clowns.

I hold no brief against unionization of workers. On the contrary, I favor it where and whenever it is practical to install, but after long years of contact and knowledge of circus operation I feel most certain that the rank and file of "mill-run" workmen under union dominance can never be made to fit into the mechanics of the systematized fast-moving circus. The chief asset of any worker to his employer is loyalty, and it is this quality in circus folk that has made it possible for the circus to survive and gain its present prominence. With heavily loaded wagons hub-deep in mud, rain falling in torrents, 40 horses tugging away, bulls pushing; owners, executives and in many instances star per-

formers wading, wet and bespattered, lending every possible aid that the next day's stand be not blown, there is presented a factual picture of which there may be others of diversified nature during a season's tour that tries the souls of men, and where any regulations dictated over the top of a mahogany desk in New York or elsewhere can be made to protect the workers without loss and distress to the men whose money and foresight have created a whole season's work—a loss that may force the show's closing and subsequent unemployment of the workers themselves—I fail to see. The manager of a circus must be the sole director of its affairs. He must and will be fair, as a matter of good business if for no other reason, in both the treatment and compensation to his employees, for it is these two that go a long way toward breeding loyalty, without which no circus could long survive. Not all persons working in the same capacity are of the same value. This is one of life's axioms. True worth has seldom failed to receive its just reward. In time of stress there is no time for kid-glove, round-table discussion, but action—quick action at that—guided by a cool, collected and ever-resourceful brain is demanded. Those who would put the circus on a prescribed course must have gained their "noga" (circus knowledge) out of the same book that tells how acrobats and kinkers use fishworm oil to keep supple.

Back in the '80s I heard well-meaning folks say: "All circuses are alike; see one, see all. It won't be long until they play out." Since then they increased in (See WILL THE CIRCUS on page 46)



## With the Circus Fans

By THE RINGMASTER

President: MELVIN P. HINDRETH, 716 Evans Bldg., Washington, D. C.  
 Secretary: W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.  
 (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenedel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Oct. 8.—A meeting of the Alfredo Codona Tent, of San Antonio, Tex., was held September 28 at Tankersley's, with Past National President Senator Harry Hertzberg presiding. The guests included Ben Austin, Dan Odum; Ed Collins, manager of the Majestic Theater, and Jack Charlam, advertising manager of that theater. Austin and Odum gave interesting talks relating their experiences in the circus business. Congressman Maury Maverick and William McIntosh, editor of *The Light*, also spoke. The following members were present: A. M. Biedenharn, H. L. Bridgeman, Porter Loring, Walter Loughridge, Paul McSween, C. W. Miller, H. N. Pardue, P. J. Scaperlanda, Tom Scaperlanda, Dr. W. M. Wolf Jr., Pompeo Coppini, Park Street and William O'Donnell. The Fans entertained the staff and performers of the Barnes show October 6-7 with the usual tamale and beer party.

Arthur Hopper was in San Antonio recently in the interest of Barnes show. He was entertained at dinner by Harry Hertzberg at his home. Other guests included Dan Odum, and Pasco and Tom Scaperlanda, Fans. Hopper and Odum looked over some of the rare items in Hertzberg's circus collection.

When advertising cars No. 1 and No. 2 of the Barnes show were in San Antonio recently Pasco and Tom Scaperlanda called on Car Managers J. Brassel of car No. 1 and Mickey Coughlin of car No. 2, offering them any assistance that could be given by the Alfredo Codona Tent.

### Buckingham's Experiences

In a letter from National Secretary W. M. Buckingham, Norwich, Conn., he said, in part: "We have had some experience. Flood conditions were so severe that I had Mrs. Buckingham come up to see them, thinking it perfectly safe for her to do so, as she could see from high ground. She had just returned to the garage where she had parked her car when the wind swept in and marooned her and three friends

in this building. I was trying to locate her by phone, but the wires were down and it was several hours before I found where they were. We were unable to reach our home in Gales Ferry until 4:30 the following day, as the road was blocked with fallen trees, telephone poles, wires and buildings. We finally got there by going by the way of New London. Our village was a wreck, mostly fallen trees and poles, but my personal loss was only two trees down in our backyard. My cookhouse stayed on the lot and came thru with one hole and the rope around the edge of the canvas ripped off on two sides. The top of one table went into the yard of my next-door neighbor."

F. E. Loxley, Cranston, R. I., writes: "I attended the Eastern States Exposition at Springfield, Mass., and nearly lost my life getting home from the fair due to the hurricane and floods in New England on September 21. When I arrived home found that the tidal wave had nearly cleared me out. I live on Narragansett Bay."

Furt L. Wilson, ambassador of good will for the CFA, left Chicago the first week in October on his long jaunt to the Southwest. Trip will keep him away from home till Christmas. He expects to see the Barnes show again along the way.

The Joplin (Mo.) CFA under Paul Van Pool will organize the Merle Evans Tent December 1. When Barnes-Sells-Photo showed Joplin September 8 he entertained a number of performers at his home.

## Fine Biz for WPA At S. Ozone Park

SOUTH OZONE PARK, N. Y., Oct. 8.—The WPA Federal Theater Project's circus closed its week-end run here October 1 to excellent business. Big houses every night, with Saturday matinee the big winner, it being the biggest house in two years.

Visitors included Charles Paterno, director of employment for Federal Project No. 1. He is on the staff of Paul Edwards, local administrator for professional projects.

M. H. Allen, who has the Liberty horses, is breaking several new routines for the winter season, reports Wendell J. Goodwin.

## Johnson Tells Tall One About Won, Horse & Upp

Robert P. Johnson, of Concord, N. H., who started the Circus Fans Association along with Marshall King, Karl K. Knecht and Stanley Dawson, sends a clipping of a piece which he had appear in a newspaper in which he says the recent hurricane in his State was nothing compared with what he encountered while tramping in Vermont. His story should interest all circus troupers who have been out in a big wind. Headed *The Show Must Go On*, it follows:

"A gentleman from Kansas tells me that our hurricane was nothing to brag about. Out there they call it a 'fresh breeze.' When they have a real hurricane in Kansas the wind blows the iron horseshoes off every mule in the State.

"But I have seen some wind myself. In the summer of 1898 I was traveling with a circus known as the Won, Horse & Upp Combined Hippodrome and Menagerie. We struck a cyclone and high water in Northern Vermont. The Winooski River was halfway up on the reserved seats. Well, sir, did it blow?

"At the very first crack the tent went up in the air like a homing pigeon, and we never saw it again, except a piece that was picked up in the Gulf of Mexico. Our Side Show suffered the worst. The bearded lady had her false whiskers and mustache blown off, including her spare set. We sent out our trained seal to search the river and he found her stuff in the Winooski four miles from the circus lot.

"There was a woman on the show who called herself the Woman With the Elastic Skin. She could stretch it like rubber. Well the wind got under her skin and stretched it out and blew her up until she was as big as a baby elephant. So we used her for a fat lady, as the show had no fat woman with it that season.

"We had a tame spotted leopard with the show; he had 365 spots, but the wind took half of them off and blew the rest of his spots out straight, so they were like long stripes, and we then advertised him as the Royal Bengal Striped Tiger.

"The tattooed man lost three pictures blown off his chest—a British battleship, a cross and crown and a South Boston girl named Mazie. The wind got behind his back and took his best picture, which was just between his shoulder blades—it was a landscape which

**SHOW and TRAILER TENTS CANOPIES**  
**Fulton Bag & Cotton Mills**  
 Manufacturers Since 1870  
 ATLANTA ST. LOUIS DALLAS  
 MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY, MO.

**CIRCUS FANS**  
 Would you be interested in real bona-fide Snapshots of a Big Circus, printed from the negatives, not off a printing press, mounted in an attractive Album? Everyday Circus Life, from morn to night, Performers, Horses, Elephants and other Animals, interesting snaps of various Places and Scenery along the Route, etc. Send a post card with your name and address for circular which fully describes this beautiful Album.  
**JESS WALTON**  
 2701a Armand Pl., St. Louis, Mo.

**TENTS-BANNERS**  
 50 GOOD USED CONCESSION TENTS.  
 CHARLIE DRIVER—BERNIE MENDELSON  
**O. HENRY TENT & AWNING CO.**  
 4611 North Clark Street, Chicago, Ill.

**WANTED**  
 Banner Man who can work without heat, also good Press Agent with car. Salary sure. Work twelve months a year. Wire **EDDIE CLUXTON**, Hotel Clayton, Sacramento, Calif. Pay your wires.

**BARNEY BROS. CIRCUS Wants**  
 Good Strong Cornet Player. Other Musicians wire or write Henry Blank, Frivilege People, Fitchmen. Out all winter. Those wanting winter's work and appreciate good treatment and cook house, let us hear from you.  
 Address: General Delivery, Ladonia, Tex.

**FOR SALE**  
 Side Show—Tents, banners, animals. 20x70 tent wall and poles, \$150.00. Eight Banners, 6x10, \$3.00 each. Lame Peccary, \$25.00; giant male Hyndrayus Baboon, \$75.00; Soldier light plant, \$125.00; no junk. Side Show can be booked here or taken away. Some other privileges open. **BRISOM, SILVER BROS., CIRCUS, Gasburg, Va.**

he claimed was a bird's-eye view of Sydney.

"Our dancing girls were just about to hang out their week's wash when the cyclone struck. They lost every stitch, but the evening performance went on just the same.

"That night when we got under way for the next town the flood had dug out such crooked channels in the roads that the wagon drivers could not follow them. So we sent our big 40-foot snake on ahead to guide the wagons around the sharp curves and crooked places.

"The snake brought us thru all right until we were nearly at our next stand, when we found all bridges out and the Winooski roaring ahead. We had a fellow with the show called Ajax the Great who did the Human Cannon Ball act, where he is shot out of a cannon. So we set up the cannon and put Ajax inside with a clothesline in his mouth and shot him across the river. With the line he easily pulled the show over and the great Won, Horse & Upp Circus played that night to a capacity house."

**W. E. Sugden Back Home**  
 DETROIT, Oct. 8.—W. E. Sugden, who was on the advance of the Hagenbeck-Wallace Circus, returned to his home in Bancroft, Mich., this week after suffering slight injuries in the Southern Pacific wreck near Niland, Calif. He attributes his escape to the fact that he had the lucky berth—No. 13—in the wreck and states he will always ask for 13 hereafter.

**Hickey Bound for L. A.**  
 CHICAGO, Oct. 8.—Robert E. Hickey, publicity director for the Chicago Stadium, left today for Houston, Tex. From there he goes to Los Angeles to pave the way for the opening of Sonja Henie on November 1. Hickey will handle publicity for the Henie tour.

# Under the Marquee

By CIRCUS SOLLY

**FROM REPORTS** circuses are finding business good in Southern territory.

WALTER L. MAIN spoke at the Kiwanis Club at Geneva, O., last week.

LET THERE be harmony around your show, otherwise there will be plenty of grief.

TROUPERS, keep Solly informed of your activities during the fall and winter months.

LeROY, magician, and Rae Terrill, dancer, joined Barney Bros.' Circus at Gatesville, Tex.

R. M. HARVEY was a Chicago visitor last week and left for a brief visit in his home town in Iowa.

BLACKIE BOWMAN, elephant man, is back in Emporia, Kan., where he will remain during the winter months.

In circus lingo "cats" are lions, tigers, leopards and jaguars. In jiggerbug lingo "cats" are swing musicians.

WHEN ROBBINS BROS.' Circus was at Charlotte, N. C., Hoot Gibson had Caroline Moore, of York, S. C., as his guest.

GEORGE (SPIVENS) WILLIAMS passed thru Cincinnati October 5 en route to Lakeland, Fla., where he was to join Robbins Bros.' Circus.

NO, SIR, BROTHER, the circus is not on the wane. The big tops will be with us for many and many a year. The circus is splendid entertainment.

RAYMOND DUKE, clown cop, closed his fair season at Roann, Ind., October 1 and will open the middle of October

with an indoor circus for the winter. The Gretonas, high wire, and the Solts, double traps, also were at Roann. Duke attended Downie Bros.' Circus at Salisbury and Statesville, N. C., and visited with Johnny Bossler, Micky O'Brien and the Cress troupe. Reports nice crowds at both spots.

JOE LEWIS, clown cop, closed with Robbins Bros.' Circus at St. Petersburg, Fla., to join Bob Morton on indoor dates. Will open at Toronto, Can.

AERIAL SKYROCKETS, consisting of Caroline Hodgkin and her two brothers, visited Doc Decker, of Sikeston, Mo., while playing the Southeast Missouri Jubilee.

C. A. (DUD) LAWRENCE, who recently closed as general agent of the Hagenbeck-Wallace Circus, stopped over in Chicago on his way to his home in Elgin, Ill.

IRA M. WATTS reports that business has been exceptionally good for Parker & Watts Circus with exception of West Memphis, Ark. A football game in Memphis, Tenn., hurt biz there.

FRANK GILLEY, who had a good season with Frank Campbell's Concession Co., is resting in Chicago before leaving for New Orleans with Campbell. Will then go to the West Coast. Campbell gave a fish dinner at Winona, Minn., for all his boys.

AL MARTIN, veteran circus man, is resting, somewhat unwillingly, in Chicago. Al, who is like a fish out of water when not working, says he would rather be wading around on a muddy job than reclining in one of the Hotel Sherman's easy chairs.

KING, a 735-pound lion owned by Charles Sparks, of Downie Bros.' Circus, died at Sylacauga, Ala., October 4 of old age and complications. The lion, formerly owned by the Duke of Windsor, was presented to Sparks by the Duke in Manitoba, Can., in 1921.

ROY BLAKE writes from Hot Springs, Ark., that his hotel is filled with showfolk and he renewed acquaintances with troupers he had not seen in years—Joe and Monroe Eule, Bill Poole, Joe Reynolds, Mrs. Andy Kelley, A. J. Beard, E. E. Williams, George Cotton, James Clark, Bill Woods, George Thompson, H. V. Moore, J. D. Ramsey and wife, Mr. and Mrs. Charles Fultz, R. Thornton, R. M. Baldwin, Bert Malone, Joyce Ray and wife, Fred Myers, Morris and Harry Miller and Howard Dawson.

## Dressing Room Gossip

DOWNIE BROS.—Entering Alabama we find just as much sunshine as was afforded us in Georgia and cool nights. Aloa the Alligator Boy states that he will be married soon. Myrna Carsey just received a Rock python snake measuring eight feet in length from Frank Buck and has given it the name of Prince. Myrna offers a splendid lecture on snakes. Coming from the cookhouse I raised the sidewall and found myself face to face with a large lion. Got quite a thrill, but later discovered the lion was motionless and its spirit had gone to its heavenly jungles. Mrs. Charles Sparks has returned from a hurried visit to Macon. "Smiling" Bill Morgan occasionally discusses the old minstrel days. It was a pleasant surprise for all when Gene and Eddie Allen drove on the lot and spent two days with us. They are on vacation and will visit their folks.

Billy Landers, 7, is spending a few days with his parents. While making the Sunday jump to Sylacauga, Ala., Mrs. Barnett and I drove into Talladega for the first time in 11 years and visited Rev. J. M. Thomas, who performed our wedding ceremony in October, 1927. Dorothy Park was surprised by a visit. Her mother, brother and two friends motored from Illinois and spent a few days on the show. Turk McBee, manager of the Bijou Theater, Greenville, S. C., was the guest of Sugarfoot Williams. Mr. and Mrs. Charles Berry caught the show in Montgomery, Ala.

Berry was a former equestrian director with this show. They renewed acquaintances with Walter and Flora Guice, Mr. and Mrs. Sparks, Charles Katz and others. I see Gwen Carsey coming with my copy of *The Billboard*, so must stop until next week.

CHESTER (BOBO) BARNETT.

ROBBINS BROS.—J. H. McFarlan took sick last week and was away from show a few days. It was the first time he has missed a performance in 17 years. During his absence the program was capably handled by Capt. John Smith. My co-gossiper, Cliff Downing, was called away suddenly on account of his mother's illness.

Kay Brown rejoined at Charleston, S. C., looking very fit after that bad buster she took early in the season. Hoot Gibson and Billy Hammond are suffering from burning feet. It must be the hot sand down here or something. Clyde Beatty and Kinko are fishing every day between shows. Kinko says they catch all kinds. How about a little evidence, Kinko? One will be enough. Will have to hand the prize to Prince Paul for being the best dresser on the show. He looks like a walking fashion plate.

Checkers seem to be the rage in the dressing room. It's hard to say who is the champion here, but I think it rests between Kark Larkin and Bobby Behee. A bouquet to Al Dean for the way he runs the pie car and the food he serves, also to all department heads for the splendid way they are moving the show and getting the parade out on time every day, rain or shine.

FREDDIE FREEMAN.

## Detroit's Olympia Rodeo Starts Well

DETROIT, Oct. 8.—Championship Rodeo, which opened September 30 in the Olympia here for a 10-day run, enjoyed a steady patronage build-up during the first half of the engagement. About 129 contestants are participating. Extra entertainment features in the way of special acts, as well as entire style of presentation, is on a much more elaborate scale than Detroit has ever seen at a rodeo before. General staff includes Louis J. Giffels, Olympia general manager; W. E. (Candy) Hammer, arena director; Clyde Miller, assistant director; Fred H. Kressman, arena secretary and official timer; Jonas deArmond, Bob Askin and Barton Carter, judges; Roy Strause, superintendent of stock; James Hazen, announcer; Bob Hickey and Allen Lester, publicity; Sam J. Levy, booking representative, and Francis Kromar, organist. Top money for bronk riding, calf roping and steer wrestling was \$60 for each day's events, with top money in the wild cow milking, steer riding and bareback bronk riding up to \$40 daily. Among the top-hands participating are Milt Moe, Kid Hugo, Herschel Ross, Shorty Ricker, N. Bill McMackin, Joe Strauss, Red Reilly and Lonnie Rooney. Several cowboys received injuries from spills Sunday afternoon in the bronk-riding event. Homer Pettigrew sustained a lacerated hand; Frank Finley, a fractured knee; Odell Betsill, head injuries, and Lonnie Rooney, sprained knee. Horses were furnished by Clyde Miller.

second. Wild Cow Milking—Dick Truitt, Forrest Andrews, Joe Welch.

## The Corral

By ROWDY WADDY

THE 13TH ANNUAL World's Championship Rodeo opened October 7 at Madison Square Garden, New York, for an engagement that will take it thru October 30. For details of opening see elsewhere in this issue.

TEXAS ANN MIX and her Covered Wagon Boys, who played in Maine and along the Canadian border this summer to fair business, are heading southward, and will play dates between Albany, N. Y., and Ohio while en route.

VISITORS to Russell Bros.' Circus and Buck Steele during the show's tour of Oklahoma included Jack Hoxie, Dixie Star, Ruth Mix, Johnny Agee, John A. Guthrie, Dr. Ernest Ball and Vernon Pratt. Buck Steele has been with Russell Bros. since late in July.

BUCK NELSON, Tommy Cropper, Kenneth, Doris and Geneva Boen, who have been playing Ohio fairs with Gatewood's Flying X Rodeo, visited *The Billboard* Cincinnati office last week while en route to Campbellsville (Ky.) Fair and Speed Meet from the Hamilton (O.) Fair.

PERFORMERS at the recent rodeo in connection with the Merrick County Fair, Central City, Neb., included Billy Bishop, Al Hurchert, Vic and Doc Blackstone, Glen Bowen, Billy Wakefield and Earl Stoker, clown. Pete Larson furnished the stock and Jack Bowen was arena director. Results: Steer Wrestling—Vic Blackstone, Billy Wakefield, Jack Bowen. Calf Roping—Glen Bowen, Vic Blackstone, Jack Bowen.

TEN-GALLON hats and brilliant shirts were seen in profusion on Randolph street in Chicago this week as scores of cowboys and cowgirls awaited opening of the Stadium Rodeo on October 13. Donald MacLeod, Stadium manager, has everything in readiness and the city and surrounding country has been well billed. Allen Lester arrived from Detroit Saturday to handle publicity for the rodeo.

FINAL MONEY winners at State Fair Championship Rodeo, Oklahoma City, September 24-30: Bronk Riding—Eddie Curtis, Cliff Helm; Andy Curtis and Leo Murray split third and fourth. Steer Riding—Hughie Long; Gerald Roberts and Hubert Sandal split second and third. Calf Roping—Royce Sewatt, Buck Goodspeed, Dick Truitt. Bulldogging—Joe Welch and Gene Ross split first and

REQUEST to Moose Jaw, Sask., city council for permission to hold an indoor rodeo in that city upon payment of a license of 5 per cent of the total gate receipts with a minimum of \$25 and a maximum of \$50 plus amusement tax, was turned down by the city fathers. Recommendation of the commissioner was to allow the rodeo to take place upon payment of a \$100 cash license fee plus amusement tax. He pointed out the usual license for this sort of entertainment is \$100 each day. The recommendation was approved.

PLANS for the six-day rodeo which got under way in Little Rock, Ark., October 8, in connection with the State Live-stock shows there, call for two matinees and six night performances. Contracted performers include Alice Sisty, Don Wilcox, Vivian White and Junior Eskew. Rodeo staff includes T. E. Robertson, manager and producer; Eddie Curtis, arena director; Huey Long and Lynn Beutler, assistant arena directors, and Harry Williams, live-stock superintendent. Event, which is sponsored by Arkansas State Live Stock Show Association, is being conducted under Rodeo Association of America rules. Sponsoring committee includes T. H. Barton, president; Raymond C. Higgins, secretary, and W. H. Williams, treasurer.

NEW ATTENDANCE RECORD was set at the Eighth Annual Rodeo at Huntsville, Tex., Sunday (2), when 22,500 witnessed the first of four October Sunday performances. Special features included Jack, trained horse, and Grey Buck, educated horse. Show was supervised by O. J. S. Ellingson, prison manager. Albert Moore, recreational director, was rodeo director; Roy Dillon, announcer. Judges were Reece B. Lockett, Guinn Lewis, Ralph Wolf and E. H. (Blackie) Johnson. Events were aired over WFAA, Dallas, with Harold Hough at the mike. Jimmie Pullen was injured when thrown from his mount in a wild horse race. Jesse Bradley was thrown by a wild bull in a contest won by Harold White. About 2,000 inmates attended. Results: Calf Belling—Will Hodge, Negro; Alexander Tip Hill. Goat Roping—Slim Hodge. Wild Cow Milking—Guy McCully and Alexander Tip Hill. Bronk Riding—Mack Monroe.

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

15 Years Ago

(From The Billboard Dated  
October 13, 1923)

Ringling-Barnum circus had a blank in Omaha September 28 when a down-pour came just at show time and virtually flooded the entire city, leaving water four feet deep in spots on the lot and in the streets. . . . South Carolina's new tax law, which went into effect May 1, was so exorbitant that it was expected to drive all circuses out of the State. The tax provided for payment by amusement enterprises of 1 cent on each 10 cents or fraction thereof. . . . Ed Norwood, press representative of Ringling-Barnum circus, sailed October 2 with his wife for Europe.

W. H. Quinnett Hendricks, veteran circus man, was connected with the Lyric Theater, Wooster, O. . . . Honest Bill Circus showed in Shelbyville, Mo., the first circus to play there in 15 years. . . . Fred G. Barker was manager of John Robinson Circus advertising car. No. 3 with crew of E. C. Reed, David Towels, J. C. Brown, Robert Sands, Bob Harris, E. C. Wright and William Gramberry. . . . Ringling-Barnum missed its scheduled showing at Kansas City September 30 because of the effective protest put up by the ministerial alliance of that city. . . . John Davenport, brother of Orrin and Stickney Davenport, famous riders, was working at the quarters of the American Circus Corp., Peru, Ind.

Dolly Dixon joined Prince Elmer's side show with the Atkinson Circus. . . . W. C. Gallagher closed with Christy Bros.' Circus and went to New Orleans, where he became connected with the McQueen billposting plant. . . . Sig Boghongi, eccentric riding midget marvel from Ringling-Barnum circus, joined Wirth's Circus, and May Wirth, equestrienne, joined Ringling-Barnum. . . . Charles Hoyt, for a number of years downtown ticket sales manager with Sells-Floto Circus, was connected with the Famous Players-Lasky Corp., Detroit. . . . Mrs. Gertrude Brodie was confined to the Altoona (Pa.) Hospital after an operation. . . . Harry G. Wilson bought "Emperor Jigs," the big chimp, from L. B. Backenstoe, of the Sells-Floto Circus.

# MORE GATE COUNTS GO UP

## Okla. State Near Record

Mark of 290,438 is close to peak of 1929—grandstand show big puller

OKLAHOMA CITY, Oct. 8.—Oklahoma State Fair, September 24-October 1, topped all attendance records except that of 1929, with 290,438, compared to last year's 281,031. Perfect weather brought out all-time record crowds of 20,711 on Monday, 64,052 on Tuesday and 71,586 on Friday. Officials said paid admission figures would be given in the annual financial statement on October 31, but that profits will be smaller this year, despite record crowds, because no city appropriation for premiums was included in the budget. Nearly \$20,000 was appropriated last year.

Barnes-Carruthers' grandstand show revue, *Belles of Liberty*, was the fair's best entertainment selling point. Newspapers previewed it from Topeka and plugged it with generous raves and stands were packed nightly except on the final Saturday. On Monday, Wednesday and Friday nights seats were placed on the race track. Grandstand seats 10,000 and Ralph T. Hemphill, fair secretary-manager, estimated attendance on the three big nights as between 12,500 and (See OKLA. STATE on page 35)

## Toll Is Heavy As Rain Visits Virginia State

RICHMOND, Va., Oct. 8.—Beneath smiling skies, turnstiles clicked merrily for four days at Virginia State Fair here on September 26-October 1, and Secretary-Manager Charles A. Somma had visions of a new attendance record. Then came Friday and rain, which washed out all chances of running up a peak admission figure. The downpour closed all midway shows and stopped grandstand acts; only exhibits remained open.

There was good business on Saturday but the damage had been done. When Manager Somma calculated the week's paid admissions he found a total of 188,236 compared with 223,793 in 1937. There was a 25-cent gate. On Friday a net ago 46,168 were recorded. On this wet Friday that figure slumped to 8,072. (See TOLL IS HEAVY on page 35)

## Streets of the World Set For San Francisco Expo

SAN FRANCISCO, Oct. 8.—For the fun zone of the 1939 Golden Gate Exposition Streets of the World has been contracted by B. D. Russell, its managing director, who said attraction would feature eight foreign quarters. With a two-bit admission charge, he said he would sign a series of name acts and bands. Russell's contract with the expo guarantees him no competition in the form of other foreign villages outside of the extensive concession planned by local Chinese.

Construction is slated to get under way shortly. Location will be next to the huge Hollywood show promoted by Joe Brown. Definitely set are Latin American, South Seas, Asiatic, Italian and French villages, with others to be named soon.

Establishment of a general service agency to assist participants in the fair has been announced, with Robert Robb, former assistant director of fair publicity, in charge. Signed for Treasure Island so far are 56 hot-dog and sandwich stands and 75 kiosks for serving ice cream, soft drinks, peanuts, pop corn and chewing gum. Chief Director Harris Comick said some big surprises in the cafe line are yet to come.

## Jubilee in Dallas Has Talent Array

DALLAS, Oct. 8.—Texas State Fair's Golden Jubilee, October 8-23, opened today with the largest array of entertainment and midway attractions in its 50 years of existence. "It looks like a big year for the Golden Jubilee of Texas State Fair. We anticipate 1,250,000 visitors. Exhibit halls are better filled than they were for Texas Centennial or Pan-American Expositions, which occupied the grounds during the past two years. We also have the greatest agricultural show in our history," said President Otto Herold.

About 150 organizations have had special (See JUBILEE IN on page 35)

## Nebraska Reports Profit

LINCOLN, Neb., Oct. 8.—After payment of expenses for Nebraska State Fair here on September 4-9 profit of \$4,998 was shown. Revenue from speed department was \$30,519 and included pari-mutuels, \$28,355; scorecards, \$1,474, and entries, \$690. Legislature appropriated \$10,000 for maintenance, fair adding \$16,601. Holders of \$250,000 grandstand debentures were paid \$15,000 in interest.

## Public Bans Banned

LEAMINGTON, Ont., Oct. 8.—Leamington District Fair, September 26-October 1, found one of its main features banned when an edict was issued against a public wedding. So the bridal couple were married on the grounds privately when P. M. DeWan, provincial minister of agriculture, who disapproved of a public ceremony, threatened to withdraw the \$500 grant by the government of Ontario to the fair if it were carried thru. The newlyweds were introduced to the public after the ceremony as a substitute.

## Fair Notables and Showmen Visit Chicago During Week

CHICAGO, Oct. 8.—Chicago was host to a number of prominent fair men this week. Elwood A. Hughes, managing director of Canadian National Exhibition, Toronto, came in to see the World Series games. Grover Whalen, head of the New York World's Fair, was in for the same purpose and to do a bit of ballying for the fair.

Lincoln G. Dickey, having completed (See FAIR NOTABLES on page 35)

## Pomona Has Boost of 4%

Los Angeles annual draws 673,375—big act bill is changed last eight days

POMONA, Calif., Oct. 8.—With an attendance gain of about 4 per cent over 1937, Los Angeles County Fair here on September 16-October 2 was declared by officials the most successful in its 17-year history. Total attendance was given at 673,375 by Roy Driscoll, publicity director. Weather was good except for excessive heat on the first three days and one night of light rain.

A new high was hung up by pari-mutuels, the handle having totaled \$1,000,670 for 14 days, there being no betting on Sunday harness racing. Due to availability of better horses, racing was of higher quality than formerly, and several track records were broken in harness races. Exhibits were more varied, nearly every State having a display, as well as Argentina and other South American countries and Mexico. Exhibit awards were increased.

The gala Festejo Moderno, staged on the last eight nights in front of the grandstand, was a big spec with more (See POMONA HAS on page 35)

## Buchanan Is Head Of New Fla. Body

TAMPA, Fla., Oct. 8.—Managers and other officials of smaller Florida Fairs organized Florida Association of Fairs and Festivals in the Chamber of Commerce Auditorium here on September 30. George D. Buchanan, manager of Florida Tomato Festival, Ruskin, was elected president, and C. P. Heuck, secretary-manager of Southwest Florida Fair, Fort Myers, secretary.

Exchange of ideas and improvement of the events are aims of the organization. Initial meeting took up the problem of passes but came to no decision.

Members agreed that thru co-operation better midway attractions and more concessions might be made available by making it worth while for them to play in the territory represented. There was also discussion of license taxes, which are heavy but may be remitted on authority of the State comptroller. President Buchanan will issue a call for the next meeting.

## Hillsdale Has Increases In Crowds and Receipts

HILLSDALE, Mich., Oct. 8.—Attendance at Hillsdale County Fair, September 25-October 1, was estimated at 130,000 by Secretary Harry B. Kelley, an increase of 5,000 over last year, and receipts were considerably more, than in 1937. Floyd E. and Harvey Gooding united their shows to provide the largest midway ever on the grounds, the midway having been moved to a new double lane adjoining the grove. Rides grossed about as much as last year and midway patronage was helped by free admissions on Sunday and Monday, free Children's Day on Tuesday and free day for veterans on Saturday.

Grandstand, half of which is new this year, played to 40,000 as compared to 30,000 last year. Grandstand show was the Gertrude Avery *Diamond Revue*, managed by Phil Hanna and booked by Barnes-Carruthers, and included Gates and Clare, Udell Triplets; Jackie Lane, emcee, and Everett Johnson Band. Brown, the clown, was booked independently. Displays were put on by Illinois Fireworks Co.

Crowds were drawn by the trotting program, with 149 horses entered and 115 starting, the department was in charge of Andy Adams. Secretary Kelley used newspaper advertising more extensively (See HILLSDALE HAS on page 35)



GROVER A. WHALEN, president of the New York World's Fair, and Miss Idena Powell affix their signatures to papers which will bring to the 1939 exposition Col. M. W. Billingsley's group of Hopi Indians, familiar figures on some of America's midways and exposition grounds. The show will be titled *Kiva* and will be a concession within the fair's amusement sector. Miss Powell and Billingsley, both authorities on Indian lore, will be associated in the fair venture. Billingsley stands behind the contract signers while two of his Indians look on.

## Knoxville, Cramped by Building Loss, Boosts Gate and Receipts

KNOXVILLE, Tenn., Oct. 8.—Tennessee Valley Agricultural and Industrial Fair here on September 26-October 1, handicapped by recent loss of its main building, turned in an estimated 175,000 attendance, 10 per cent above last year's official figure. Secretary Hugh D. Faust said receipts were up \$5,000. Weather was about the same as last year's, with a little rain on two days, but not enough to hurt crowds much.

Plans are drawn for a new main building to cost \$110,000 and to be ready for 1939, housing agriculture, machinery and business exhibits. Additional live-stock shelters, costing about \$10,000, also are in President M. Jacob's plans. Main building will be of modern architecture and fireproof. Two of Chilhowee Park's 25-year-old wooden buildings have been destroyed by fire recently.

Estimated crowds: Monday, 8,000; Tuesday (city schools), 32,000; Wednesday (Governor's Day), 22,000; Thursday (East Tennessee Day), 25,000; Friday (rural school holiday in 16 neighboring counties), 60,000; Saturday, 30,000. A major change in daily program was

scheduling fireworks earlier. Displays by Ohio Fireworks Co. were set off at 7:30, just before grandstand show, giving those in the stands a good view and not frightening horses in the tanbark ring.

Ernie Young's *Folies Internationales* drew crowds of more than 35,000, with thousands of others seeing twice-daily shows from the hillside where the main building had stood. The press called it Young's best show of his several years here. Acts included "Treasure Chest," girls in precious-stones costume number; Jay and Lou Selzer, heading novelty ski act; Three St. Johns, balancing; Three Girtin Girls, bike comedienne; Four Reddingtons, aerialists; Four-of-Us Quartet, instrumental and vocal; Professor Lambert, clown xylophonist; Dick and Leota Nash, comics; Ray and Roy Weyburn, gymnasts and novelty dancers, and "Fun on the Range," musical comedy and shooting act.

Premiums of \$4,000 were distributed to horse show entries from New York to Florida. The shows were held on three (See KNOXVILLE CRAMPED page 35)

**AMERICA SELECTS—by preference!**  
 CRASH DUNIGAN, U. S. A.  
 We believe the most appreciated act with patronage appeal is the

## "FOUR O' HEARTS"

those high sensational thrillers—starring the daring "mid-aerialists" who flirt with death—and laugh  
 (Signed) MR. AND MRS. AMERICAN PUBLIC.  
 For Bookings—Write **CHARLES L. SASSE**, International Circus Agent, 300 West 49th Street, New York City.  
**AYE LAD—ACTION PACKED!—THRILL ACT!**  
 Permanent Address, 194 North Street, New Britain, Conn. **CRASH DUNIGAN.**

## JAYDEE THE GREAT

THE OLD APE MAN

**AMAZING TRAPEZE NOVELTY**

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 Ape." Contortion and balancing work defies description. Finishing with complete dislocation of shoulders while in a contortion posture. Thrills—Sensations—Comedy! Open for Late and Southern Fairs. Write or wire.  
**JERRY D. MARTIN**, care The Billboard, Cincinnati, O.



Week of  
 Oct. 15,  
 Benton,  
 Ark.

## NOW BOOKING

A FEW MORE GRAND STAND ACTS FOR  
**GREENVILLE COUNTY FAIR**  
 Greenville, S. C., October 24 to 29.  
 Send Literature and Best Price in First Letter.  
**C. A. HERLONG**, Secy., Greer, S. C.

# Victoria Falls, South Sea Island Village and Merrie England Will Be Part of New York World's Fair

NEW YORK, Oct. 8.—Three major concessions reached the signature stage this week at the World's Fair, two of them signed and sealed and the third expected to be closed within a day or two. Victoria Falls, by the government of Southern Rhodesia, and South Sea Island Village officially became part of the fair, while Schless Construction Co.'s Merrie England Village is in hands of the executive board and virtually set for inclusion in the 1939 amusement zone.

Victoria Falls will be a combination government exhibit and amusement concession and is under direct supervision of that colony's governing body. A tremendous success this year at the Glasgow Exhibition in Scotland, a large model of the famous river drop will be on an even greater scale in New York. Invented by Norman Yule, the colony's commissioner for the World's Fair exhibit, the falls will be nearly 40 feet high and will use 60,000 gallons of water a minute.

Yule, commenting on his show, says

that he is "putting a four-minute cycle of scenic changes into it to change from dawn to midnight and occasionally throw in a tropic thunderstorm." Publicity will take the form of ads, articles and lectures during the winter in clubs and schools. Admission will be 25 cents for adults, 15 cents for children and special rates for organized parties.

**Lagoon Rides Planned**  
 Emmett C. McConnell, veteran expo concessioner, heads a group operating the South Sea Island Village that was signed. Interested with McConnell in the venture are Howard Barry, New York City, and Thomas R. Gardner, *New York State Medical Journal*.

Project will include a 500-seat restaurant, featuring entertainment; a theater accommodating 1,000 with free stage shows, and boat rides on the lagoon lake in the evening. Site is on edge of the lagoon, with expansive view of fireworks displays, etc. Majority of entertainment will be obtained from Hawaii and other southern islands, although it is expected some will be recruited from this country. Already 120 Hawaiians have been signed, including 10 (See **VICTORIA FALLS** on opposite page)

# Fair Grounds Bloomsburg In New Tops

**LOUDONVILLE, O.—O. K. Address**, secretary of Loudonville Free Fair here on October 3-8 booked seven rides of F. E. Gooding and among free acts the Los Aeros Troupe and Wild Bill Kuhn, aerialists; Bud Clark, balloon ascensions and parachute jumps; Pleasant Hill Billies and Wang Doodle Band.

**ALBUQUERQUE, N. M.—C. F. Zeiger's** United Shows, with 15 rides, 18 shows and 60 concessions, are on New Mexico State Fair midway here, reported W. W. Barns. Over 300 race horses were entered. J. L. McCown, formerly with the Wortham Shows, is racing superintendent. Leon H. Harms is secretary-manager and Will E. Haines is field representative.

**RANDOLPH, O.—Ideal weather** and average attendance contributed to the success of two-day Randolph Fair ending here on October 1. Exhibit space was well filled. R. H. Gooding's Ell Wheel and Kiddle Ride were on the midway, along with concessions. C. A. Klein furnished grand-stand show, including Trumbull County Fadettes, girl band; Carmen and Crowley, comedy acrobats; Barney Arensen, tight wire; Virginia Strook, aerialist; Patsy Arnold and Joe Richards.

**WOOSTER, O.—Altho rain curtailed** attendance, Wayne County Fair here on September 12-16 had receipts of \$34,008, enough to pay expenses, make improvements and have a balance of \$2,263, said Secretary Walter J. Buss. Improvements made on the grounds the past year cost about \$8,000, Buss said. Total expenditures were \$31,745. Receipts last year were \$39,344.

**DOVER, O.—Subsidies given by State** and county governments will enable Tuscarawas County Fair here to about break even this year, officials said. Fair was rained out on two of the three days. Paid admissions on final day, 6,500, aided the fair, said C. V. Shepher, treasurer. County paid \$2,000 and the State gave \$800.

**FREDERICTON, N. B.—An interesting** article in the August number of *The (See FAIR GROUNDS on opposite page)*

## CSRA Schedule Augmented

**DAYTON, O., Oct. 8.—Extension** of Central States Racing Association-sanctioned auto races for 1939 is indicated with many applications for fall fair dates next season. The governing body plans to enlarge the scope of operations. Already in the 1939 schedule is every fair that was host to the association's drivers the past season. Numerous Nebraska and Kansas fairs are said to have requested places on next year's schedule. A general increase in activity thruout Illinois is reported. The 39 dates this year will be augmented to more than 100 in 1939, according to race officials.

## Gates and take of grand stand largest—concession censorship praised

**BLOOMSBURG, Pa., Oct. 8.—Bloomsburg** Fair, September 26-October 1, established new records, paid admissions being reported at 95,463, compared with 90,095 in 1937. The mark for admissions and grand-stand receipts of \$28,000 was largest in history of the fair. Estimated total attendance was about 160,000, according to directors. Weather was fair with the exception of short shower on Tuesday. Children's Days on Tuesday and Friday, with kids free, brought attendance of 43,500. It was called the most successful of all Bloomsburg fairs. Exhibits were as numerous as in past years, the featured flower exhibit being exceptionally beautiful. All stock exhibits were of high class. More than \$20,000 was spent for improvements this year, including painting of all buildings, new band stand at the main building and complete new race track fencing. Trotting, pacing and running races were held on Tuesday, Wednesday, Thursday and Friday. Lucky Teter and his Hell Drivers appeared Friday afternoon. Auto races were held on Saturday. George Ventre and the Stinson Band played for concerts, grand-stand revue and acts.

Grand-stand attractions, furnished by George A. Hamid, Inc., included Olympic Girls, iron-jaw; Olga Petroff, high pole; Dr. Ostermaler's Horses; Tip Top Girls, novelty acrobats; Woolford's Dachs-hunds; Victoria Troupe, bicyclists; Flying Otaris, double casting act. *The Revue of Tomorrow* was presented in five parts, featuring the Gae Foster Girls, Orsola Arelli, prima donna; Frank Mazzone and company, adagio, and Three Stooges. Elaine Dowling was emcee and Harry Tanner general announcer. Harry Kalis was musical director for the revue.

Other musical features of the fair were Elsie Robbins Cole in organ concerts in front of the grand stand before regular programs, high-school bands in daily concerts in the new band stand at the main building and on Friday five school bands entertained. Displays were presented for the first time in 10 years by American Fireworks Co.

Strates Shows, on the midway for the second year, presented an excellent appearance, with 20 shows and 19 rides. Concessions were for the third year under supervision of J. F. Murphy as censor for the fair, and, as usual, no complaints were heard, bingo and strictly merchandise wheels being operated. Carl Flickentime, manager of concessions, praised the strict supervision of Mr. Murphy, declaring that it paid to keep the midway and concessions clean and that only a censor familiar with different concessions can do so. Among visiting fair officials were President Samuel S. Lewis, York Fair, and President Samuel B. Russell, Lewistown.

## Grand-Stand Shows

**ACTS at New Mexico State Fair**, Albuquerque, are Jack Schaller's Four Queens of the Air, Billie Geyer and Troupe and 18 acts booked thru Matlock.

**BINK'S Circus Attractions** and Leo Demers were among free acts at Marinette County Fair, Wausaukee, Wis., on September 9-11.

**WHITESIDE TROUPE**, booked by Eddie Burke Attractions, closed a successful fair season at Booneville, Calif., on October 9, returning to San Francisco, where they will open in vaude the first week of (**GRAND-STAND SHOWS** opposite page)

## THE STRATOSPHERE MAN

World's Highest Aerial Act. Finishing With a 500-Ft. Slide for Life.

Available for Fairs, Parks, Celebrations.

Late Southern Dates Wanted.

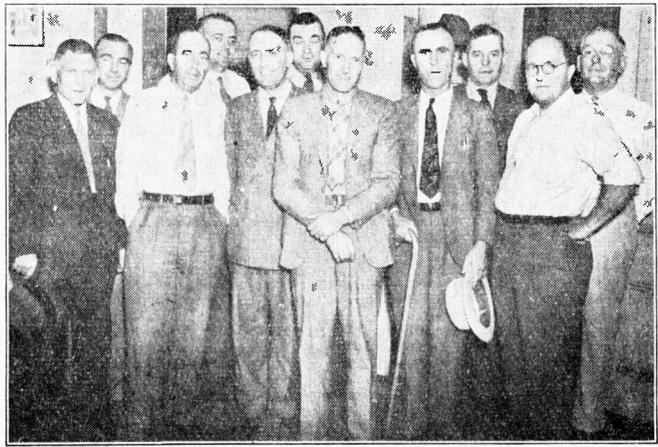
Address Care of The Billboard, Cincinnati, O.



**WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"**

A Column About Bingo in the **WHOLESALE MERCHANDISE Department**

**THIS WEEK and EVERY WEEK**



**PROMINENT WISCONSIN FAIR MEN** pause to be "mugged" at the 1938 Dodge County Fair, Beaver Dam. Rear row, left to right: B. Barwig, Wisconsin Valley Fair and Exposition, Wausau; Harry Beckner, Beaver Dam; "Sleepy" Bill Klaus, secretary of Brown County Fair, Green Bay-De Pere; George Hickey, Beaver Dam; R. B. Gifford, Green County Fair, Monroe. Front row, left to right: Bert E. Walters, secretary at Wausau; J. F. Malone, secretary at Beaver Dam; A. W. Kalbus, associate manager Wisconsin State Fair; Forrest Knapp, Beaver Dam; Dr. D. R. Edwards, Fox Lake; Elmer Frederick, Beaver Dam.

**WANTED FOR 1938 FAIR SEASON**

HIGH ACTS AND STANDARD NOVELTY ACTS.

If You Want a Long Season Make Your Salary Low.

Send Permanent Address,  
**SIDNEY BELMONT**  
 Fullerton Building, St. Louis, Mo.

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

INCREASED business is reported for Art Rogers' roller rink at Capitol Beach, Lincoln, Neb., there being much interest in club skating. He is said to be scouting for a downtown location, as open-air operation probably will not be possible after November 1.

R. D. WILLIAMS, manager of Lake Park, near Alliance, O., said the park dance pavilion has been converted into a roller rink with sessions nightly and Saturday and Sunday afternoons. With the razing by fire of Trianon Roller Rink, operated several years by Art Mallory in Alliance, O., the district is reported without a rink other than the new Lake Park spot.

J. C. BOWERS, for the past seven years concessioner at Lake Conrary Park, St. Joseph, Mo., and prior to that connected with Luna Park Rink, Houston, opened a 60 by 80-foot rink with Richardson skates in Stanberry, Mo., on October 1.

A ROLLER RINK operating in Sebring, O., first there in several years, is known as the Legion Rink, sponsored by the American Legion Post. Sessions are held Thursday and Saturday nights and Saturday and Sunday afternoons. Most of the equipment is new, it is said.

VENETIAN Roller Rink, Miami, Fla., has had good business since opening in June, having had to enlarge three weeks after opening. Admission at daily matinees is 25 cents and night sessions are 35 cents. Spectators are charged 10 cents. Before school opened average attendance at matinees was 150 and night sessions drew about 200. Matinees now skate about 50 and nights run the same. Eugene R. Jones, operator and former Lake Placid skater, attributes success of the rink to newspaper advertising and nightly special events, including speed and fancy skating, door prizes and spot skates (prizes awarded couples on certain spots when the whistle blows). A cup will be awarded winner of a mile race, scheduled for late October.

THREE WHIRLING B's, Buddy, Betty and Bob, recently visited Butler Roller Rink, Allentown, Pa., and Riverside Rink, Springfield, Mass.

JOHNNY JONES, formerly of the Three Aces, vaude skating turn, reports that he has been confined in the Will Rogers Memorial Hospital, Saranac Lake, N. Y., for the past six months and expects to remain there for about a year longer.

WITH THE recent opening of Armory Roller Rink, Chicago, when 1,285 attended, Mr. and Mrs. Fred E. Leiser began their fourth year as proprietors, reports Bill Henning, in his third year as skateroom manager. Joe Laury, floor manager, has a crew of nine. Sessions are held nightly except Tuesdays and Fridays. Halloween party on October 29 will feature races and prize awards.

CITY COUNCIL in Canton, O., has approved an ordinance providing that roller rinks in the city may operate between 9 a. m. and 11 p. m. and must remain closed from 11 p. m. until 9 a. m.



**RICHARDSON BALL BEARING SKATE CO.**  
Established 1884.  
3312-3318 Ravenswood Ave., Chicago, Ill.  
**The Best Skate Today**

**Tramill Self-Locking Sectional Floors**  
can and are being used in buildings as well as under tents. Send 10 cents for information on our sectional floors and special rink tents. They are getting the money everywhere. Have built portable floors over 25 years.  
**TRAMILL PORTABLE SKATING RINK CO.**  
3900 East 15th Street, Kansas City, Mo.

During June, July, August and September skating will be prohibited on Sundays on the ground that noise would be heard thru open windows. A fine of not less than \$5 or more than \$50 is provided for violation of the ordinance, which affects Land o' Dance and Dalton rinks within the city but not Meyers Lake Park Rink, situated in Meyers Lake village.

AFTER a fair summer Burt and W. P. (Buddy) Bacon closed Butler (Pa.) Roller-drome September 16, and September 17 opened Bacon Roller-drome, Clairton, Pa., to big crowds. Rink has a new floor, indirect lighting and air conditioning. Business has been good, especially Saturday and Sunday nights, with Sunday matinees also big. Hockey is featured on Wednesdays, and on Thursday, high-school night, students are admitted for 25 cents. Friday is special feature night. Children's matinees are held on Saturdays.

GORDON R. WOOLLEY, manager of Woolley's Roller Rink, Salt Lake City, reports that business so far this season is best in history. Dr. Whytock, 74 years old and former nationally known ice figure skater, has taken to the rollers and teaches figure skating daily to a large class in the rink. Exhibition trio, Ray Herzog, Gus Harris and Helen Dahl, have added some figures to their routine and are appearing in schools and churches to advertise the rink.

DETROIT Fancy Skating Club, Arena Gardens Roller Rink, will stage an International Amateur Roller Skating Revue on November 8 when the Lidstones, British amateur figure-skating champions, will be feature attraction at the rink. Champions from Manitoba, Can., will also be seen. Robert D. Martin will produce the revue, assisted by Johnny Adams, Walter Stokosa and Virginia Mount. A feature will be the Three Treas, William Maloney, Shirley Hill and Robert Paul. There will also be a Polka number, bringing the advanced ballet into a new routine.

## Germans Retain Titles

By CYRIL BEASTALL

DERBY, Eng.—Second European championships in roller figure and pair skating were staged in Manchester (Eng.) Ice Palace on September 16 and 17. The rink now operates with ice during winter and is a roller rink in summer.

Fritz Handel, Nurnberg, Germany, and Lydia Wahl, Munich, Germany, who won the respective figure-skating, titles at the first international championship of its kind at Stuttgart, Germany, in 1937, proved themselves the greatest skaters in the world, finishing first again. Karl Waldeck, Dortmund, Germany, ran Handel extremely close and there was little to choose between these two Germans. Jimmy Lidstone, Britain's premier exponent of roller figures, came third again, while Billy Watson, Leeds, Eng., was fourth, a surprise result. Sheila Westcott was best of the British girls, fifth, while Joan Lidstone was off form and finished eleventh and last in her class. Jenny Mosler, Frankfurt, Germany, came second among the ladies, while Fraulein Zuluger, Dortmund, and Liselotte Roth, Nurnberg, took third and fourth places for Germany.

In the pairs two German couples were quite outstanding and much superior to any of the other competitors. Karl Waldeck and Fraulein Lauer beat the title holders, Bruno Walter and Liselotte Roth, Nurnberg, for first place. Third came the Richardsons, Leicester, Eng., who narrowly beat the British dance champions, Frank Burrows and Mary May. Summing up the events, it is very obvious that the Germans still have the world's finest exponents of the art of roller skating.

Americans will have the opportunity of seeing some of Europe's greatest fancy skaters in action when Jim and Joan Lidstone arrive in the United States, and, altho they could not show to their usual advantage in competition against the leading German pairs, the British couple are truly great dance skaters. Make no mistake, they are class.

## FAIR GROUNDS

(Continued from opposite page)

Maritime Advocate about the inception and growth of Frederickton Exhibition is by Fred H. Phillips, publicity director of the annual fair. Titled "An Exhibition Is Born," he writes fully of preparations for the amusement program, mentioning Joe Hughes, of George A. Hamid, Inc.; Ben Williams, proprietor of the Ben Wil-

lams Shows, and the names of numerous stellar acts which have appeared at the exhibition.

SHERIDAN, Ark.—Royal Midway Shows were featured at the 1938 Franklin County Fair, Benton, Ill., most successful in history of the association, receipts for gate and grand stand far exceeding those of previous years, reports J. (Bill) Carner, general agent. Grand stand was sold out on each of the three nights. Show also played fairs in Anna, Pinkneyville, Carmi, Ashley and Golconda, Ill., to good business.

MARSHALL, Tex.—With a horse show Saturday night drawing 40,000, 15th annual Central East Texas Fair closed on October 1 with a new attendance record of over 100,000, and the event was called a success by Knox Lee, president. Previous single-day record was on the third day, when 35,000 Negroes attended. Midway and all concessions reported the best year here in a decade.

CARROLLTON, O.—After a discouraging first two days, annual four-day Carroll County Fair ending here on October 1 attracted big crowds on final two days and from all indications will gross as much as last year, one of the best financially in history. Weather was ideal. C. L. (Jack) Raun's Circus and Red Devil Drivers drew as grand-stand attraction, crowds overflowing on final night into the infield. On the midway were four shows, concessions and four F. E. Gooding rides.

DELAWARE, O.—Construction of a plant for reorganized Delaware County Fair held here recently under canvas on 60-acre grounds will start soon as a result of approval by county voters of a \$75,000 bond issue and assurance of a \$60,250 PWA grant. Erection of exhibition halls, junior fair building, swimming pool, grand stand, race track and stable facilities is planned. Sponsors interested city residents in the issue by including the pool project.

## GRAND-STAND SHOWS

(Continued from opposite page)

November. Marta Tonga recently left Hagenbeck-Wallace Circus to join the act, replacing Martha Foulk. Marion Whiteside, daughter of Thomas F. Whiteside, left the act at Monterey, Calif., for Wichita, Kan., where she will attend school.

AT CATAWBA County Fair, Hickory, N. C., October 4-8, were George A. Hamid acts, *Continental Revue*; Harry Fischer, comedy bicyclist, and Eric the Great. Smith's Superba Band furnished special music and there were auto races on Saturday.

FRANK STANLEY, wintering in Painted Post, N. Y., reports his races and acts had a successful season, playing fairs in Owego, Ithaca, Hamburg, Fonda, Hemlock, Waterloo, Vernon and Palmyra, N. Y., among them some repeat dates.

IN ADDITION to horse racing and AAA-auto races, these George A. Hamid acts were at Cleveland County Fair, Shelby, N. C., September 26-October 1; Thomas, Begar and King; Maurice and Vincent;

## WARNING RINK MEN

Pay No Money to Anyone Claiming To Be Our Representative. Send All Remittances Direct to Our Office.

**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St., Chicago.

Helen Reynolds Skaters, Scott's Educated Mules, Jumbo, Aerial DeTros, Demnati Troupe, the Harlequins, *Revelations of 1938*, revue, Rudy Caffey, emcee. There were concerts and acts were cued by Smith's Superba Band.

PLAYING Auburn (Ind.) Street Fair on October 4-8 were Aerial Batters, high act; Steiner Trio, comedy bars; Aerial Christensens, trapeze, and Blondin-Bellmans Troupe, high wire.

ACTS at Tulsa (Okla.) State Fair, September 17-24, included Gregg, human cannon ball, with the State Fair Shows, and grand-stand show with Happy Harrison's dogs, ponies, monkey, and mule, Dynamite, Peerless Potters, Betty Reed, Four Robeys, and Royal Whirlwinds, skaters, booked thru Ernie Young, reports T. A. Cronin.

## VICTORIA FALLS

(Continued from opposite page)

fire walkers, Charles W. Wilson, Honolulu, is conducting elimination contests thruout those islands for prospective amateur talent.

Schless Construction Co.'s Merrie England Village reached final stage of negotiation and is expected to be signed over the week-end. Details have not been released, tho it is understood the project will include several types of British entertainment features. Usual night club, theater and midway attractions are expected within the parent concession. J. T. Schless, Chicago, heads the firm operating this venture.

## Pyro Preview Held

Stage Relief Fund will take over a part of the fairgrounds on October 16 for an all-day carnival and garden party, followed by an indoor show for one of the fund's big benefits. Dwight Deere Wiman, Vincent Minnell and Leon Leonidoff are responsible for directing the night show, and John Hay Whitney is chairman of the general committee sponsoring the event.

Under direction of the board of design, a select group of fair officials and guests witnessed the first preview of the fireworks display last week on the fairgrounds. Using tremendous powder charges with novel color barrages, etc., synchronized with a water fountain display, spectators came away astounded at what the public will see in Flushing next year. No fireworks company has been awarded a contract to produce the nightly shows. It is expected that the fair will supervise that end of entertainment itself. On the foreign exhibit front this week Canada and China came thru with official announcements of participation.

**"CHICAGO" Roller Skates Are Reliable**

They Will Make More Money For You Than Any Other Make of Skates—TRY THEM.

**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St., CHICAGO

**1939 ROL-O-WAYS IN PRODUCTION**

The new CHALLENGERS are off the production line — improved in design — better shoes — beautiful new finish — they're really swanky. RINK OWNERS—Write today for new interesting prices.

**ROLL-AWAY SKATE CO.**  
12435 Euclid Ave., Cleveland, O.

# L. I. PLAN LAUNCHED

## Officials Hear Beach Project

Three ocean-front resorts at initial cost of millions idea sponsored by Moses

FAR ROCKAWAY, L. I., Oct. 8.—Park Commissioner Robert Moses' announced intentions of sponsoring a program calling for the creation of three ocean-front resorts patterned after Jones Beach at a cost that calls for the expenditure of more than \$15,500,000 initially, provided plenty of food for conversation on the Island.

The bulk of Commissioner Moses' plan would be concentrated largely around Fire Island, where the recent hurricane's work was most damaging. The step, however, would be interwoven in a scheme to stretch a highway 43 miles in length from Jones Beach to Southampton.

In reciting his plans to more than 100 Long Island officials at Bethpage Park, Moses found a virtual unanimous acceptance from all. He would have the cost of the project defrayed by the collection of tolls at bridges and other junctures.

## Zoo Animals Face Eviction

LOS ANGELES, Oct. 8.—Sheriff's notice to W. J. Richards, manager of Zoo Park here, that a \$4,125 rent bill would have to be paid by October 10 or animals would be evicted is the latest misfortune to befall the zoo since flood water carried away cages and part of the movie jungle last spring. At that time the zoo pulled thru when city officials stepped in, securing donations and making arrangements to settle a \$75,000 debt for \$25,000. However, citizens failed to contribute recently. Anna May, movie elephant, formerly earned \$50 a day, enough to keep the zoo solvent, but film calls have been few recently.

## Auto Show for Hamid Pier

ATLANTIC CITY, Oct. 8.—Atlantic City Automobile Show will be held on November 8-12 on Hamid's Million-Dollar Pier. This announcement was made following signing of a lease on October 6 which made possible the return of the show to its old stamping grounds. For many years it was held at the pier, but during recent years went to the Auditorium and to other piers. Edison Mathis, president of the Auto Trades Association, sponsor, said he would immediately start a campaign to make this the largest ever held.

## Rumor Brings Reward Offer

YOUNGSTOWN, O., Oct. 8.—Management of Idora Park here suffered much embarrassment thru circulation of a rumor that a patron the past summer had been bitten by a snake while on a riding device and died from the effects, Charles N. Deibel has revealed. Park, thru the local press, offered a reward of \$500 to anyone who can submit proof that anybody ever died of snake bite at Idora and that \$50,000 was paid *The Vindicator* for suppressing the story.

## Wis. City To Lease Parks

EDGERTON, Wis., Oct. 8.—Common council here has passed an ordinance permitting the board of park commissioners to lease the various local parks to private individuals or corporations for the purpose of giving entertainment to the public at an admission fee.

## Two Operating at Capitol

LINCOLN, Neb., Oct. 8.—Two features at Capitol Beach are remaining open, King's ballroom and Art Rogers' roller rink. King's is doing slightly better than the same time a year ago, and Rogers, with sudden interest of stores and clubs in skating, has started to do excellent fall business.



MUCH INTEREST AMONG OPERATORS was shown in the Rocket ride at the 1938 Canadian National Exhibition, Toronto, where its big seating capacity and popularity with the public brought a gross of \$5,055 in the first 12 days it operated. The ride was conceived in Germany and Charles E. Miller, well-known Chicago ride operator, purchased United States rights on it and has applied for patents on it in this country. The ride was built for Mr. Miller by the Allan Herschell Co., which holds exclusive manufacturing rights on the device. Photo taken in Toronto.

## Conventions Nil for Walk

A. C. amusement patronage off in post-season—operators headed south

ATLANTIC CITY, Oct. 8.—The fall season has settled fast with the Boardwalk starting to take on winter appearance. Most of the small places are closed and operators headed south. Doc Couney supervised boarding up of his baby incubators for winter last week and announced he would be back next summer. He is one of the fixtures of the Boardwalk. Roller skating at Hamid's Million-Dollar Pier continues to draw young folks and Operator Murray Rosenblatt announces he is set for the winter. The convention season, from standpoint of Boardwalk patronage, has been a flop. A few more gatherings are listed but none of the amusement element is paying them much heed. Steel Pier is continuing week-day pictures and Sunday vaude, which will be its winter policy, according to present plans. Manager Samuel W. Gumpertz of the Hamid Pier is on his way for a well-deserved vacation. The pier will continue net hauls until November. Sid Lubin, who worked the old-time movies on the pier, is doing a series of party dates.

Alex Bartha, of Steel Pier, will find his time taken up with radio dates. Abbott and Costello, who starred in Frank Elliott's Minstrels, are back on the Kate Smith radio hour and may be seen here personally if a plan for bringing the

## Chimp Kidnaper Rescues Baby and Causes Problem

NEW ORLEANS, Oct. 8.—After police and zoo attendants worked three days to rescue a baby chimpanzee in Audubon Park Zoo from Luizette, female chimp "kidnaper," an attache of the Society for the Prevention of Cruelty to Animals finally tied Luizette's arms and removed the week-old baby.

After the snatching from an adjacent cage of the little chimp from its mother, Coco, by Luizette, as Pete, the father, was attempting to crush the baby, attendants had a serious problem because Luizette drank all the milk put into her cage. She recently lost a baby and attendants figure she must have found relief in stealing Coco's offspring. With the life of the baby hanging in the balance for want of food, attendants called on other zoos for help but no solution fitted the case. A baby specialist called could do nothing. Luizette sat in a corner rocking the baby but not offering nourishment.

"The baby will not be returned to its mother, but is in the hospital under careful nursing," Frank Neelis, zoo superintendent, said. "Pete, the father, attacked the chimp soon after its birth (See CHIMP KIDNAPER opposite page)

hour here materializes. Mall Dodson's midget cars are running week-ends at the Auditorium and will do so until the hockey season starts. The war talk had him bothered because his hockey players are mostly Canadians and he felt there would be restrictions put on their playing in event of war. Now he is getting ready a bang-up publicity campaign. Atlantic County Fair had a successful year, according to General Manager A. G. Vautrin, who said next season will see numerous changes.

## Concessioner Killed by Escaped Motordrome Lion at Wildwood

WILDWOOD, N. J., Oct. 8.—This amusement center was in a panic for more than two hours on October 5 until an escaped lion was shot by patrolmen after injuring several people, one fatally. Thomas Saito, 37, co-operator of a Japanese auction house on the Boardwalk here, was attacked by the beast and killed as he was entering his automobile. The lion dragged Saito for more than a block under the piling of the Boardwalk.

Lion, property of Joseph Dobish, veteran motordrome operator here and at Coney Island, N. Y., was 7 years old and named Tuffy. During the 1938 season the animal rode in a motorcycle side car as a featured attraction of the drome. Show had been closed since Labor Day, and Dobish quartered the animal in a building for the winter.

Dobish was arrested on a charge of manslaughter and released under \$5,000 bond pending action of a grand jury.

## Kids Demand Minie Railroad—or Else

WOODSTOCK, N. B., Can., Oct. 8.—Demand for a miniature steam railway, said to have been the only one in the Northeast, led to recent re-establishment of the ride in Island Park in St. John River here after a lapse of one season. Failure to operate the device is credited with having greatly reduced the lure of the park to children. Park draws from Maine and Canada and has bridges to both banks for traffic.

Albert Wort, who established the scenic ride skirting the mile-long island some years ago, built locomotives, passenger cars, track, stations, bridges and water towers. In the winter of 1937-'38 he sold all equipment to an English amusement park and had expected to abandon the venture forever.

However, appeals for the ride became so great that he decided to build two more locomotives, cars and scenic effects. Wort is operator-conductor on one train and plans to operate the ride until late October.

## American Recreational Equipment Association

By R. S. UZZELL

The enormity of the September 21 hurricane damage to amusement parks is just now becoming accurately realized. Three parks in the storm area are just about completely demolished. Danny Bauer's Acushnet Park, New Bedford, Mass.; Rocky Point, Providence, and Neville Bayley's Roton Point, South Norwalk, Conn., are blanked out. Bayley says he is not likely to rebuild.

Barney Williams' Pine Island Park, Manchester, N. H., is practically "gone with the wind." Crescent Park, Providence; Highland Park, near Brockton, Mass.; Capitol Park, Hartford, and Savin Rock, West Haven, Conn., are severely punished and will require much new capital for rebuilding.

Remember, all of the men in this disaster had the same season all of us have experienced and then got this staggering blow at the end of a season already bad enough. Harold Gilmore writes that he is bringing some pictures of the wrecked properties in the environs of Providence.

Fortunately, Otto Wells at Ocean View, Norfolk, Va., who usually gets the brunt of a tropical storm just before it has spent its force or goes off to sea, escaped this storm. None more than he can sympathize with those who have suffered this major disaster.

## New Outlook Seen

The Gulf Stream has been gradually shifting away from Europe and closer to the States. English winters are becoming more severe and ours more mild. This nearer approach of that great ocean current also shifts the winds and the course of storms. It behooves us all to add wind insurance to our fire policies. The cost will be large now but well justified. Some storm insurance money now would be a boon to all of those who were hit so hard. Those who operate in winter, such as dancing and eating places, will hardly be ready for opening of late fall schedule. Danny Bauer had a very large and well-equipped dine-and-dance place that operated thruout the year. Several places at Savin Rock were also running thru winter.

Now that we have a more peaceful atmosphere in which to work and plan, a new spirit of optimism is rising. Helpful beyond measure is this new calm to New York and San Francisco expositions. Barring any other unforeseen disasters, the New York fair can well count on the largest attendance of any fair for all time. Lloyds will have to lower its odds on this exposition or lose some money. Perhaps it will quote even money now. Fortunately, the storm damage to the fair is negligible and the work goes steadily on.

The new outlook will boost our annual meeting in Chicago. Already substantial progress had been made by our hard-working secretary, Al Hodge, but now he can take on renewed courage. Many who said they would not attend this year are reversing themselves and planning a trip to our yearly conclave. (See RECREATIONAL opposite page)

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Smoke Clouds

Many indoor swim pools prohibit smoking, which is a bad idea. Men and women go swimming, especially indoors, for the express purpose of relaxing, and a major portion of relaxation is smoking. Take that away from a swim patron and you may take that patron away from your pool. I realize that smoking always proves "an awful pain in the neck" to the pool operator. To the outdoor pool man it leads to cigaret butts being strewn around his beach and often results in patrons getting soles of their feet burnt by some inconsiderate bathers. With the indoor pool owner the same condition exists except that it is even more pronounced because butts seem to have a habit of congregating in gutters of tanks, making anything but a pretty picture. What to do about it, then?

Tanks, both indoors as well as the open-air variety, should sell cigarets thru vending machines, the most sanitary way. A great deal of the mess caused by smoking can usually be traced to pool operators themselves, who fail to supply enough ash boxes. A great many of these should be placed in all sections of a plunge and one doesn't have to be afraid of spoiling his pool decorative scheme, because there are some mighty pretty ash receptacles available.

Another important angle is to intelligently advise swimmers to be careful of ashes, cigaret butts and cigar stubs. Do not scare them with too many "Don't" signs, for that only creates bad will. It would be better to follow the suggestion made by St. George indoor pool, Brooklyn, N. Y., which a few years ago inaugurated a system of illustrating its "Don't" signs with a series of comic drawings. In other words, tell 'em not to throw butts around, but tell it with clever, amusing posters instead of blunt commands. You'll get your point across more effectively and won't offend a soul. Smoking is not the problem. It's the way it is permitted.

## Permanent Hurricane

Recent hurricane which swept up the Eastern seaboard not only did a lot of damage to amusement parks and pools, but what will probably be considered the worst damage by New York City pool men is that city officials are considering building new municipal and State beach areas on sites hit by the storm. Park Commissioner Robert Moses, who supervised Jones Beach, L. I.; Orchard Beach, Bronx, and other swim projects, is proposing construction of a 43-mile beach front from Fire Island Inlet to Southampton, L. I. Plan calls for beaches similar to Jones Beach to be erected in that section which was hit hardest by the hurricane of September 21. To be sure, the proposal is not new. Seems authorities in those environs had the idea in mind for many years but nothing ever came of it except some campaign promises every election. And so commercial pool and beach operators in that section stopped worrying. But so much rehabilitation must be done that it is felt a new municipal beach will emerge from the ruins. However, whether actual pools will be constructed along the beach front or whether beach facilities will be supplied exclusively cannot be determined at this time.

## Typorraits

Phil Smith, energetic manager of Palisades (N. J.) Amusement Park pool, conducts a successful private business during winter and is considered one of the strongest political bigwigs in Northern New Jersey. Works an average of 14 to 16 hours every day during summer supervising the big park natatorium. Has been with the park over 15 years and used to manage the dance hall. Is father of a handsome boy who worked as a relief life guard for his dad last summer. Seldom eats at home in summer because he's "too busy" but makes up for it by eating two dinners nightly during winter months. Thinks his wife the best cook any pool man ever had. Doesn't believe in staging swim races, for he feels persons go to a pool to swim and claims they don't want to be bothered by watching contests.

## Dots and Dashes

Something like 200 high divers have submitted proposals to officials of the New York World's Fair to date.

Two New York outdoor tanks, Van Cortlandt Olympia, Bronx, and Wal-Cliffe on Long Island, concentrating on roller skating in fall and winter and both report a great many summer swimmers are going in for skating.—Bert Mencher flying to Florida this week to look over his Floridian tank in Miami before opening it for the winter season.—Cunard Line officials say that the pool on the new Queen Elizabeth, which will be the world's largest ship when completed, is the last word in ocean-liner aquatics. . . . And if there's any particular pool man who you would like "typographed" by this column send in his name.

## RECREATIONAL

(Continued from opposite page)  
There is every reason to expect a larger attendance than last year.

### O'Malley Stays on Job

Herbert F. O'Malley, of Playland, Rye, N. Y., has his fire and storm damage to consider just at the time when he expected to be free to work on rounding up details of our program for Chicago. While most park managers knock off for a much-needed rest after closing summer operations, he will stay on the job and redouble his efforts.

Harry C. Baker is not so well. He has been forced to stay at home and relax to let the machine repair itself. He has already put in more time at it than he really wants to do but physician's orders must be obeyed. Harry had some damage in Highland Park, Acushnet Park and Pleasure Beach, Bridgeport, Conn.

## CHIMP KIDNAPER

(Continued from opposite page)  
and apparently wanted it out of the way. Luizette at least saved it from instant death. Between 10,000 and 15,000 people came daily to see developments during the rescue attempts and even bigger crowds after the rescue.

## OKLA. STATE

(Continued from page 31)  
14,000. Thearle-Duffield Fireworks Co. provided displays for the nightly finale. Flash Williams' crash drivers were booked for Thrill Day performances Wednesday and Saturday afternoons. Jack Granere, "Admiral Throtbottom," aerial clown, played on the same programs. Saturday afternoon, despite smallest gate attendance of the eight days, the grand stand was nearly filled. Auto races were held Monday and Saturday afternoons and rodeo on all other afternoons. Rodeo is always a good draw in Oklahoma, but auto races had two good days. Cervone's Band, with the Barnes-Carruthers show, played afternoon and night shows and acts from the show worked during afternoons.

Despite large crowds, officials of Beckmann & Gerety Shows on the midway reported business considerably less than that of last year. Concessions, however, had a good play, said C. G. Baker, fair superintendent of privileges. Press was generous with space, considering the war scare which was timed with the fair. Flash Williams, Granere, M. H. Barnes and H. D. Hartwick, who had the snake show on the midway, were given special features and art in the dailies. Don Kellogg, publicity man with Beckmann & Gerety, got more space for the shows than the midway has been able to get here for some time. Bo Belcher, new publicity man for the fair, also did well by his bosses. Horse show on three nights drew fair attendance. Live-stock entries were largest in fair history here and there were more booths and exhibits than ever before on the grounds.

## KNOXVILLE, CRAMPED

(Continued from page 31)  
nights, with last year's experimental matinee abandoned in favor of an all-day draft horse show which Chairman Charles J. Brown said drew twice as many as the matinee had. All premiums totaled almost \$40,000, President Jacob said. They went to 3,600 exhibitors, an increase of about 200. The fair employed 200 persons, as against 125 last year. "I would estimate total receipts at about \$70,000, excluding midway concessions," Mr. Jacob said. "That compares with \$65,000 last year and \$50,000 in 1936. We will have a directors' meeting in about three weeks for final action on some building plans."

Exhibitors were hampered for space and facilities. The main building which burned was replaced by a small one-story frame building. Community and county agricultural booths were improved by having to build their own



"One Ride or a Complete Park."

display settings. There was more originality than in former years. A centrally located well-equipped hospital on the grounds was a new feature.

Hennies Bros.' Shows, new on the midway this year, brought 18 rides and 15 shows, an unprecedented number here, and found the show cramped in the allotted midway space. Midway business was hurt some because rain came on both city and rural school days, but receipts were said to be on par with last year's and crowds appeared larger.

## POMONA HAS

(Continued from page 31)  
than 150 in the cast. Free acts were changed for the last eight days, except Con Colleano, wire act; the Danwills, teeterboard, and Skippy, chimpanzee, which were held over. Others on the last-half bill were Olympic Troupe, high bars; William and Joe Mandell, trampolines; Biltmorettes, girl acrobats; Three Namedills, high perch; Shorty Flemm, clown; Joe Thomas Saxotette, five-man instrumental novelty act; Joe and Pete Michon; Correoito Trio, pedestal skating act; Three Dal Rays, equilibrists and acro adagio; Hudson Palmer Metzger, new routine dance numbers; Valadons, acrobatics; Glen Gray and Casa Loma Orchestra with Peg Wee Hunt; Kenny Sargent and Sonny Durham.

The best gate, 84,555, was on Sunday, September 25. Closing Sunday had 60,153. The notable \$1,000,000 stock parade on the final day had several new features, and stock from all parts of the country made the best showing in the fair's history, said Fair Manager C. B. (Jack) Aflerbaugh. Parade was headed by Sheriff Gene Biscalluz and his Sheriff's Posse and Long Beach Mounted Police. The usual elaborate fireworks display was given. Manager Aflerbaugh and E. C. Middleton, of the executive board, said the 50 acres recently added to the plant would be used advantageously in a building plan during the coming year.

## JUBILEE IN

(Continued from page 31)  
cial days set aside, 19 special observances being scheduled for October 15. Outstanding events the first week will be: Opening day, Texas Press Day and Future Farmers of America Day; October 10, Woodmen of the World Day; October 11, Showmen's League of America Day, with a special midnight benefit show in the Auditorium; October 14, Texas Good Roads Day; October 15, W. Lee O'Daniel Day and Texas Natural Resources Day. Amusements include Auditorium show, Jubilee Polites, October 8-16, under management of Mike H. Barnes. Hollywood Revue will play the Auditorium on October 17-23. Izzy Cervone's Band provides music for the Auditorium show; Midway attractions are Hennies Bros. Shows; Tyrolean Alps, former Black Forest of Texas Centennial, presents specialty acts with the Three Mad Musicians headlining first week's show. Dancing takes over the former ice-skating rink of Black Forest, George Hesserberger's Bavarian Orchestra providing music. W. Rowley and Morris Harris manage the Tyrolean Alps' catering and shows. Free attractions include the Aerial Ballet, presented several times daily on grounds by Kinzo and Kartz, high-pole artists. Executive staff for the Jubilee Exposition includes President Herold; Roy Ruppard, secretary; Paul Jones, publicity. Other fair officials are Hugo Schoelkopf, first vice-president; T. M. Cullum, second vice-president, and Fred Florence, treasurer.

## UZZELL SCOOTA-BOATS

6 YEARS OF SUCCESSFUL OPERATION. The New Major Standard Ride for Proven PERMANENT PROFITS. Receipts of Four or Five of the Smaller Novelty Rides. Equal or Increasing Receipts Each Year. Electric or Gasoline Models. Appeals to All Classes As Does No Other Ride and Holds That Appeal Year After Year. STEER! BUMP!! DODGE!!

**R. S. UZZELL CORP.**  
130 West 42nd Street, New York City.  
THE LEADER IN USED RIDES.  
Largest Exporter of Amusement Rides and Equipment.

## TOLL IS HEAVY

(Continued from page 31)  
A fair and warm Saturday, however, rounded out a fairly successful week. Mr. Somma said. Max Levine's candy-apple stand was destroyed by fire on Friday. World of Mirth Shows reported business good. All exhibit space was filled and extra stalls were built to accommodate unusually large displays of live stock. Exhibits included a display by the commission of fisheries of Virginia, while unusual interest was manifested in an airplane exhibit.

Acts booked thru George A. Hamid, Inc., repeatedly filled the 5,000-seat grand stand. A balloon ascension put on by the Allen Family proved particularly popular, featuring a triple parachute drop. Acts were featured by the Roxeyettes and included Stephani Sisters, the Albanis, Pallenberg's Bears, Emilos Royal Doberman Pinschers, Silver Johnson's Funny Ford, Billy Ritchey's Water Circus, White Brothers and Francis Trio, topped by fireworks. Lucky Teter and his Hell Drivers put on thrillers at Tuesday and Thursday matinees. On Saturday Ted Horne, of California, set a new world's auto record on the half-mile dirt track; time, 25.5 seconds.

Officers of Virginia State Fair Association include the governor of Virginia and mayor of Richmond as directors; T. Gilbert Wood, president; C. H. Ratcliffe, vice-president; Charles A. Somma, secretary and general manager, and Clarence T. Riddick, treasurer and assistant general manager.

## FAIR NOTABLES

(Continued from page 31)  
his work with Kansas City Jubilests, stopped over on his way to Cleveland and New York. With him were his assistant, Peg Willin Humphrey; Mr. and Mrs. Frank D. Shean and Sam Brin and his bride, all of whom are headed eastward. Brin and his bride, who were married on Monday, were tendered a wedding party before leaving Kansas City.

J. W. (Patty) Conklin came in late in the week and he and Lincoln Dickey plan to make an extended auto tour.

## HILLSDALE HAS

(Continued from page 31)  
tensively, placing 30-inch ads in 50 newspapers a week before the fair and using the same insert for heralds. Among visitors were Mr. and Mrs. Harvey Walcott, Ottawa-Kent Fair, Mame; W. H. Watt, Michigan State Fair, Detroit; Lawrence O'Neal, department of agriculture, and A. C. Carton, Michigan chief of fairs. Hillsdale Fair Association re-elected Frank Carter, president; J. R. Post, treasurer, and Harry B. Kelley, secretary, all of Hillsdale, and 24 directors were renamed.

AFTER a successful season of fairs and celebrations in Michigan, Indiana and Ohio C. L. (Jack) Raumb's Circus and Red Devil Drivers went to the barn in Troy, O., at close of Putnam County Fair, Ottawa, O., on October 4-8.

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES  
PARKS-RESORTS SPORTLANDS-CARNIVALS  
CATALOGUE FREE  
W. F. MANGELS CO. CONEY ISLAND, N.Y.

**Auto-SKOOTER-Water SHOWMEN**  
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.  
**LUSSE BROS., INC.,**  
410 SKOOTER 2809 N. Fairhill St., Phila., Pa., U. S. A.  
LUSSE BROS., LTD., Central House, 45 Kingway, London W. C. 2, England. WATER SKOOTER.

# NSA BALL MOVED UP

## Date of Banquet Set for Nov. 17

Change follows requests of numerous members — all other plans remain intact

NEW YORK, Oct. 8.—National Showmen's Association changed the date of its first annual banquet and benefit ball this week from November 23 to November 17. Change was prompted by requests from numerous members who planned to be out of town that week, Thanksgiving being on November 24. Lew Dufour, chairman of the banquet committee, announced that, altho date of the banquet has been moved up a week, other details remain intact, including the Hotel Commodore location, cost of tickets, etc.

At a meeting of the executive banquet committee this week details of the drive to promote the affair were discussed with committee chairmen and an intensive drive to sell tickets will get under way immediately. Thomas Brady, chairman of the guest committee, outlined plans for the dais, which will include prominent personalities in all walks of life.

Leonard Traube was appointed chairman of a committee to promote and direct a two-day public forum in connection with the November 17 party. Meeting will consist of open discussions of problems facing outdoor show business, with prominent leaders in each field leading discussions from the rostrum. A tour of the World's Fair previous to the banquet, open house at the Palace (See NSA BALL on page 46)

## Pacific Whaling In 10th Season; Has Three Units

FORT WORTH, Tex., Oct. 8.—With three units now on the road, the Pacific Whaling Co., headed by M. C. Hutton and Harold L. Anfenger, celebrated its 10th year in the business this week. No. 1 show, headed by Macon E. Willis, completed a profitable week in Washington, while the No. 2 unit, under supervision of Anfenger, with H. L. Waltrip in advance, swung into California after a tour of the Northwest. Third show, which recently hit the road, is under management of H. L. Ingraham, with Roy B. Jones doing contracting.

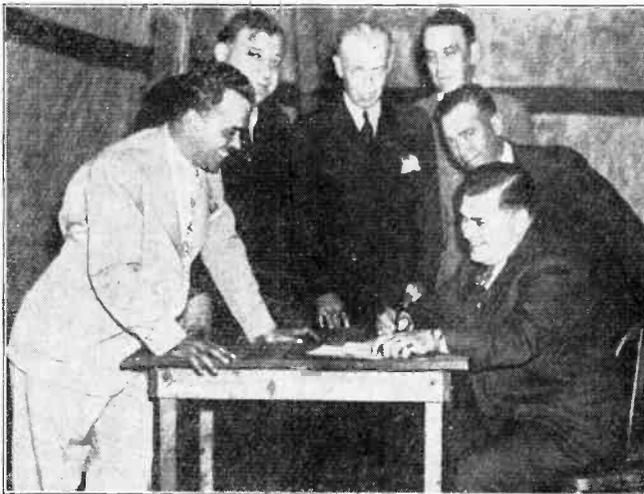
No. 3 unit, now playing one-day stands in Texas, closed a winning week at Tulsa, Okla., October 1 under *The Tulsa Tribune* auspices. Walter Hale recently joined as publicity director.

Company presents museum-type shows on railroad cars which are spotted on downtown locations. Hutton at present is supervising construction of still another unit and states that he intends to keep all shows operating the year round. During their association Hutton has done the routing and managed other aspects of the advance, while Anfenger has been concerned with the production end.

## F. W. Warner Is Robbed Of \$500 in Paris, Tenn.

PARIS, Tenn., Oct. 8.—F. W. Warner, operator of a Mickey Mouse game with John R. Ward Shows at Nancy Hall Jubilee here on September 28-30, reported a \$500 theft during his stay. According to story told police, Warner went into a local bank to get some silver exchanged for paper money. He put bills totaling \$500 in a small box and laid it on a counter at the bank. After a brief conversation he left and went to the post office, but upon arrival there he discovered the money was gone.

Warner issued a John Doe warrant for the arrest of a suspected person. Police questioned the man and released him. Officers are still searching for the money.



PICTURED HERE WITH OFFICIALS of the National Showmen's Association is Harold G. Hoffman, former governor of New Jersey, as he joined the organization at New Jersey State Fair in Trenton on September 29. From left to right are George A. Hamid, president of NSA and the fair; William J. Block, Hamilton Producing Co.; Col. J. Fred Margerum, prominent New Jerseyite and one of the fair's chief supporters (he also joined NSA); John W. Wilson and Izzy Cetlin, whose carnival was on the midway, and Ex-Governor Hoffman.

## Dodsons Plan For Two Units

Shows to be organized so they can be brought together for bigger dates

HUNTINGTON, W. Va., Oct. 8.—Dodson World's Fair Shows moved into new winter quarters here last week after a season "which has been nothing to brag about," reported C. Guy Dodson. Organization contemplates making many changes before hitting the road next spring, chief among which will be a new show to be known as Dodson World's Fair Shows No. 2.

Show is to be so lined up that when playing big fairs and large cities the two units may be brought together. M. G. (See DODSONS PLAN on page 46)

## Crafts L. A. Fair Stand On Par With '37; Rides Up 17%

POMONA, Calif., Oct. 8.—Owner Orville N. Crafts and Manager Roy E. Ludington of Crafts' 20 Big Shows, on the midway at the 17-day Los Angeles County Fair ending here on October 2, said business was highly satisfactory, gross for 18 rides being 17 per cent above last year's mark and show receipts staying on a par with the previous season.

Concessions were in greater number than formerly, altho grosses were not as large as last year. Ham and bacon, coffee and grocery concessions did top business, as did Rob Olsen's poultry store and Plain Dave Morris' Charley McCarthy store. Avalon Girl Revue, Society Circus, Kanthe's Athletic Show

(See CRAFTS L. A. on page 46)



MANY WERE THE VISITORS who enjoyed the hospitality of the Cetlin & Wilson Shows when it played New Jersey State Fair, Trenton, two weeks ago. Snapped here are a few present on World's Fair Day when officials of the New York expo inspected the fair and midway. Standing, left to right, are George P. Smith Jr., of the New York World's Fair; Cliff Wilson, who will have the Live Monster Show at the 1939 exposition in Flushing; Izzy Cetlin, co-operator of the carnival; Charles Cohen, prominent concessioner, who has several enterprises with C. & W. this season, and Harry Dunkel, C. & W. general agent. Seated: Vincent Coletti, of the World's Fair; Lew Dufour, who will have *Strange As It Seems* at the World's Fair, with partner, Joe Rogers; Roger Littleford Jr., of *The Billboard*, New York, and Doc Hamilton, C. & W. legal adjuster.

## Night Marauder Hurts Show Child

KNOXVILLE, Oct. 8.—Richard Miles, Hennies Bros.' Show pianist; Mrs. Miles and their 9-year-old son, Richard, won't soon forget their Knoxville stand at Tennessee Valley A. and I. Fair last week.

Asleep in their car on a railway siding, the Mileses were awakened by Roland's screams and found him partly out the window, one leg in a marauder's grasp. They grabbed him and held on until a friend ran outside with a knife.

Police captured a Negro, who went to the workhouse for 50 days on a criminal trespass charge. Roland's leg was bruised and cut on the window sill.

## 2d World of Mirth NSA Benefit Adds \$200 to Club Fund

RICHMOND, Va., Oct. 8.—Second National Showmen's Association Benefit sponsored by World of Mirth Shows was held on September 28 in the Swing Club here. Despite poor local attendance due to rain all day Friday almost \$200 was realized from the event. Max Linderman, vice-president, thanked all in attendance for helping a worthy cause.

Joe Casper was emcee, with Creole Vanities Band supplying the music. Showfolk participating included Tommy Reno, dancer; Pearl Walker, tap dancer; Bernie Kriesel, trumpet solo; Shirley Parker, blues singer; Helen Monesco, specialty dance, and Jean LaRue, blues singer, all of Art Gordon's Swing Club; Creole Swingsters; Madie Kelley, blues singer; Chick Underwood, tap dancer, and the Creole Kids, dancers, all from Creole Vanities.

Miracles of 1939 were represented by Jean Walker doing a hula and Scotty McNeill and Tommy presenting a ventriloquist act. Tommy McCarthy sang several songs and represented the Snow White Show. Harry Greene, assisted by Frank Hill and Earl Walsh, pitched candy to help swell night's receipts.

## Marks Shows Click At Charlotte Fair

CHARLOTTE, N. C., Oct. 8.—John H. Marks Shows, furnishing midway attractions at Charlotte Agricultural Fair here October 3-8, got off to a good start Monday and Tuesday, Children's Day, when the pleasure trail did land-office business, reports Walter D. Nealand, of the shows' staff.

Visitors during the first part of the week included Mayor Ben Douglas and party, Fitzal Brown, Bob Edwards, Harvey Wilson and Bill Keyes, of Johnny J. Jones Exposition; Herman and Naomi Bantly and Harry E. Wilson, of Bantly Shows; Sam Lawrence, of Lawrence Shows, and Johnny Bullock, of Bullock Shows.

## Live Wires Kill Two Employees

MURPHY, N. C., Oct. 8.—Earl White, for the past three years chief electrician with the Keystone Shows, was killed instantly at Cherokee County Fair here on September 26, when he accidentally came in contact with a 2,300-volt live wire in the show's transformer truck on the midway. White was connecting show lights when he touched the wire.

MERIDIAN, Miss., Oct. 8.—Charles Alvin Roberts, 19-year-old employee of Rubin & Cherry Exposition, was accidentally electrocuted here on September 26. Roberts, who joined the organization during its engagement here, is believed to have lifted a cable, which had become charged, while assisting in dismantling one of the rides.

## H. Gooding on Last Lap

DETROIT, Oct. 8.—Harvey Gooding Shows went into final engagements of the season, moving from Hillsdale (Mich.) County Fair into home territory in Ohio. They are now appearing at Reynoldsburg (O.) Street Fair.

A NOTICE OF IMPORTANCE  
TO  
**ALL FAIRS**  
AND TO THE  
ENTIRE OUTDOOR  
AMUSEMENT INDUSTRY

*Announcing*  
A  
**CONSOLIDATION**  
OF  
THREE MAJOR  
THE  
EXPOSITIONS

**ROYAL AMERICAN SHOWS**  
**BECKMANN & GERETY SHOWS**  
**RUBIN & CHERRY EXPOSITION**

THROUGH THE FORMATION OF  
**AMUSEMENT CORPORATION**  
OF  
**AMERICA**

TEMPORARY EXECUTIVE OFFICES  
**HOTEL SHERMAN, CHICAGO**

—EXECUTIVE DIRECTORS—

**C. J. McCAFFERY**  
General Manager

**CURTIS J. VELARE**  
Vice-President

**FRED BECKMANN**  
Chairman  
Board of Directors  
**CARL J. SEDLMAYR**, President  
**B. S. GERETY**, Secretary  
**ELMER C. VELARE**, Treasurer

**RUBIN GRUBERG**  
Vice-President

**ANNA GRUBERG**  
Vice-President

**MOTIVES**

After studied deliberation, extending over a period of years, the executives of the three largest railroad expositions in America, Royal American Shows, Beckmann & Gerety Shows and Rubin & Cherry Exposition, have concluded that they can best serve the constantly growing leading Fairs, as well as their own interests, by an amalgamation of superlative ideas, ideals and strength. Their conviction that this decision will bring far-reaching, beneficial results to their respective organizations, as well as to all Fairs and the outdoor show world generally, has been the motive behind this consolidation and the formation of the Amusement Corporation of America, which will henceforth own and control these three major traveling expositions. Each one of the three shows will continue to operate under their own present identity and management, but all will be jointly owned, controlled and supervised by the Amusement Corporation of America, with executive headquarters in Chicago, Ill.

**OBJECTIVES**

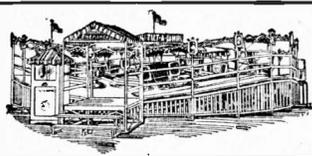
There are many important advantages and objectives to be accomplished by this merger which, it is believed, will materially improve the standard of midway attractions which the several units of Amusement Corporation of America will be enabled to supply to the outstanding Fairs of the United States and Canada and to high grade sponsoring organizations throughout this continent. Among these benefits are: Quantity purchasing power with resultant economies; departmental specialization permitting the employment of highest calibre of showmen, producers, entertainers, artists, designers and craftsmen; collective interchange of ideas for progressive development and introduction of new modern innovations; efficient coordination of operations; elimination of confliction in routing; economies in railroad transportation; ability to discriminately select the finest available talent chosen from all sources throughout the world; combat proposed malicious legislation and encourage constructive regulation. Other benefits will undoubtedly accrue that will contribute to the successful development of this organization and to the outdoor amusement industry as a whole. The accumulative result will be that these shows will employ an even higher standard of personnel and provide finer quality of outdoor entertainment than ever possible heretofore.

**SHOWMEN OF HIGH CALIBRE DESIROUS OF AFFILIATING WITH ONE OF THESE ORGANIZATIONS ARE CORDIALLY INVITED TO CORRESPOND WITH THE EXECUTIVE OFFICES OR DIRECT WITH SHOWS**

**ALL NEW MONEY-GETTING RIDES**

**RO-LO** — FUNHOUSE AND RIDE COMBINED. A big money earner—a gorgeous flash—loads on one wagon—quick to erect—now operating on Royal American. Coleman Bros., Gooding Greater, Happyland, Sol's Liberty, Joyland, others. **KIDDIE AUTO RIDES**—Over 180 sold—shown everywhere say "The Biggest profit from the smallest investment." New modernistic design more attractive than ever. **STREAMLINED PORTABLE CARROUELS**, All Sizes, Complete Information on Request.

**ALLAN HERSHELL CO., INC., North Tonawanda, N. Y.**



Invest in the Time-Tested  
**TILT-A-WHIRL**  
Flashy --- Reliable --- Money Getter  
For Particulars, Price and Terms Write  
**SELLNER MFG. CO., Inc., Faribault, Minn.**

**UNITED STATES TENT**

**S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.**

OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."

701 North Sangamon Street (Phone: Haymarket 0444), Chicago, Ill.

**BOOMERANG**

Providing Thrills on Many Midways

ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA

**Boomerang Mfg. Corp.**

HARRY WITT, Sales Mgr. BROOKLYN, N. Y.

Capacity  
Gross  
Repeats

Send for  
Illustrated  
Circular

**EXTRA  
1939 TENTS**

Let us help you work out new designs and frame ups for next season.

**BUY EARLY & SAVE LOTS**

Write—Wire—Phone

**BAKER - LOCKWOOD**  
17th and Central KANSAS CITY, MO.  
America's Big Tent House  
Eastern Representative, A. E. Campfield  
152 W. 42d St., New York City, N. Y.

**USED TENTS**

For CONCESSIONS AND SHOWS  
Good Condition.

Priced Right for Quick Sales.

**CAMPBELL TENT & AWNING CO.**  
MONROE AT THIRD, SPRINGFIELD, ILL.

**TRUCKS**

AUTOMOBILES — MOTORIZE YOUR SHOW.

Write

**CHARLIE T. GOSS**  
With STANDARD CHEVROLET CO.,  
EAST ST. LOUIS, ILL.

**LORDS PRAYER  
PENNY MACHINES**  
AMAZING NEW MACHINE  
Engraves FUNNY Designs on pennies (HOT STUFF). Makes people laugh—keeps the crowd roaring, coins money for you. Write for literature. HURRY.  
RAY MFG. CO., Chicago, Ill.  
2250 Clybourn, Chicago, Ill.

**BURDICK'S**

**All Texas Shows Want**

For Lagrange, Tex., Fair, Week Oct. 12 to 14; Caldwell, Tex., Maiden Fair, Oct. 22 to 29.

Place Independent Shows with own transportation, 25 per cent. Come on, Place Concessions of all kinds. Can use Ride Help. Have for sale Rebuilt 30-Passenger Parker Two-A-Breast Carrousel, \$800. Can be seen in operation with show.

FOR SALE—Kiddle Auto Ride, 10-Car, complete with small L. Roll Engine, \$100. Kiddle Aeroplan Ride, seats 8, with Electric Motor, complete, \$100. Kiddle Cylinder Novo Ride Engine, with Clutch and Power Transmission. Looks like ELL Unit, \$100. 15x30 Conn Game, Pin Hinge Frame, Display Counters, seats, awnings all around, ready to set up and operate, \$150. Dunbar Popcorn Wagon, Double Popper, with 1929 Ford Coupe, Both for \$100. 12 Parker Merry-Go-Round Horses, Jeweled type, \$150; International 6-Horse Gas Engine, exactly like new, \$75. **ELLMAN SHOWS**, 2239 56th Street, Milwaukee, Wis.

**Hennies Go Big  
At T. V. A. and I.**

**Huge midway spec presented at Knoxville — crowds, receipts up**

KNOXVILLE, Oct. 8.—Hennies Bros.' Shows brought Tennessee Valley A. and I. Fair here September 26-October 1 one of biggest midway spectacles Knoxville has seen. Besides drawing biggest crowds and perhaps biggest receipts of any T. V. A. and I. Fair midway, Hennies Bros. was credited with another record as being the first carnival ever to be set up when fair gates opened. Fifteen shows and 18 rides were set up on Chilhowee Park's small carnival lot, crowding in the show's four Ferris Wheels and giving a still brighter appearance than the four 60-foot neon towers normally would.

Frank Buck Jungle Show got front-page press notices when the Humane Society took itself into a dilemma in Magistrate's Court over feeding live chickens to python. Snake men pointed out that the python would eat nothing presented dead and a compromise was reached late in the week, allowing the snake to eat in private and boosting show's crowds by the publicity. Motordrome also made front pages when Miles Ryle, lion handler, went to General Hospital with scratches and explained: "When the cats get mad and I get mad we mix up, and that's what happened." A motorcycle rider fell on the lions the next day and was treated at the fair hospital.

American Federation of Actors had the midway picketed at front gate of the fair, outside the grounds. Jack Mills, of the union's Chicago office, said he intended following the show from town to town because of alleged refusal to bargain. Hennies Bros. made no statement here, but fair officials said they understood midways were organized as to skilled trades.

**Motor City, Ziegler Shows  
Day and Date It in Detroit**

DETROIT, Oct. 8.—Carnival season here moved rapidly to a close this week, with but one organization, the Charles

Ziegler Shows, still on location. Two of the principal shows, World of Pleasure and Motor City, went into quarters a week ago.

Unusual day and date competition characterized the last stand by two shows here. Motor City Shows were at Woodward and Endicott avenues, under American Legion auspices, when the Ziegler Shows moved in two blocks away at John R and Baltimore avenues, under Daughters of America auspices. Both shows played together for four days, when the Motor City engagement ended, and the show went into quarters.

Ziegler's second unit at Island Lake closed on Labor Day, but the carnival unit has been on the road under management of Mrs. Ziegler. They played last week at Lawton and Davison avenues under Military Order of Cootie auspices, and moved to Woodward Wilson and Waverly this week for Detroit Naval Post of the VFW, their final stand.

Last week's stand was marked by good crowds but poor business.

**Conklin Shows in Quarters;  
Head Optimistic Over 1939**

HAMILTON, Ont., Oct. 8.—Since work of putting the Conklin Shows in winter quarters at Branford, Ont., was completed on October 5, J. W. (Patty) Conklin, president, is now working on his activities for 1939. He states that the shows' fair dates following the London (Ont.) engagement did not turn out as well as anticipated and that since the war scare is over he has every reason to feel optimistic and that conditions will be much improved.

Conklin and Elwood A. Hughes, general manager of the Canadian National Exhibition, will leave next week on an extended good-will trip to visit a number of major carnivals.

**MSA Prepping for Winter;  
Life Membership for Stone**

DETROIT, Oct. 8.—Attention of local carnival men turned this week to the Michigan Showmen's Association, which has just spent \$1,000 on re-equipping its clubrooms, according to President Margolies. Bingo will be a regular weekly feature.

Hymie Stone, house committee chairman, has been presented with a gold-card life membership for obtaining 50 new members in a membership drive. Recent visitors included Ide Adams, and Joe Palma, who closed with Conklin's Shows recently.

**Crystal Expo To Winter  
In Crystal Springs, Fla.**

STATESVILLE, N. C., Oct. 8.—W. J. Bunts, owner-manager of Crystal Exposition Shows, which concluded an engagement at Iredell County Fair here on October 1, has completed arrangements to again place the organization in winter quarters at Crystal Springs, Fla., it was learned this week.

Workmen there are preparing quarters for the shows' arrival within the next few weeks.

**Zeiger Planning Mammoth  
Midnight Frolic for PCSA**

ALBUQUERQUE, N. M., Oct. 8.—C. F. Zeiger, manager of Zeiger United Shows and president of Pacific Coast Showmen's Association, is planning a mammoth midnight frolic to be held on the last day of the show's engagement at New Mexico State Fair here.

Proceeds accrued from the event, which will be held in front of the grand stand, will be turned over to PCSA's cemetery, sick and relief funds.

**J. H. Hewlett's Puppets  
Open Well in New Orleans**

NEW ORLEANS, Oct. 8.—John Henry Hewlett's collections of mechanical puppets which opened here last Saturday at Musee Mecanique attracted about 50,000 during the first week.

Museum presents scores of automata, many over 200 years old, and has been getting good play in local papers.

**Okla. State Fair  
Good for B. & G.**

OKLAHOMA CITY, Oct. 8.—Favored with ideal weather for duration of the engagement, Beckmann & Gerety Shows furnished the midway attractions at Oklahoma State Fair here, September 24-October 1, to satisfactory business, according to Don Kellogg, of the shows' publicity staff.

Altho fair started on Saturday, the shows were unable to get on the grounds until Sunday. Sunday, however, drew well, and Monday, Children's Day, the crowds kept rides and shows busy all day.

Manager Maurice W. Jencks and Treasurer Hall Smith, Kansas Free Fair, Topeka, visited and were guests of Fair Secretary Ralph T. Hemphill, Fred Beckmann and Barney Gerety.

**Ballyhoo Bros.' Circulating Expo.  
A Century of Profit Show**

By STARR DeBELLE

Mackintosh, Scotland.  
Week ended October 1, 1938.

Dear Mixer:  
Ballyhoo Bros.' Gold Leaf Special roared out of Moscow, traveling northwest to Leningrad, where Ballyhoo Bros.' fleet of some 50 freighters and ocean liners were docked, waiting for the shows' arrival. In almost less time than it takes to write it the cars were loaded on the freighters and each member of the shows' personnel was reclined on decks or in staterooms of the liners. The fleet was soon in the Baltic Sea, bound for Scotland. The trip was uneventful, but our employees enjoyed the cruise and the stopover at Skagen, Denmark, before entering the North Sea.

Arriving in Mackintosh, Scotland, late Tuesday night, unloading of the boats was held up until daylight on Wednesday. Before the day was over each attraction was up and ready to greet the thousands that failed to show up. Not knowing Scotland, the bosses made a mistake in advertising a paid gate. At 10 p.m. the high free acts were witnessed by some 50,000 people who stood on a high bank behind the lot, nature furnishing a Scotch grand stand for the native sons and daughters.

What fooled the bosses were the thousands who flocked to the boats and train to watch the unloading as well as to see the animals free. On Thursday the newspapers demanded enough passes to take care of all members of the press and their relatives, as well as the relatives of their relatives, these clans dating back hundreds of years. Forty grain

bags loaded with passes were delivered to the newspaper offices, altho they were not good on the front gate.

On Friday the city declared a gala holiday, as everyone in town was related to one another. Some 150,000 people arrived at the gate to be informed that the passes were good only inside. This created a riot and the surging masses pushed thru to enjoy a free show from the front to the back. Undaunted, the bosses instructed the electrician to pull the switch until the matter could be straightened out. It was then decided that a service charge on all passes would be collected. Again the Scotch in the Scotch showed up via the sidewalk route. Again the light switch was pulled to keep the natives in the dark until a new idea could be worked out. It was then decided to raise the service charge on each pass from 5 pence to a shilling but to let 'em sneak under the sidewalk for 3 pence. This worked out very well and the show enjoyed the best day of the season.

As no passes were good on Saturday unless stamped "special," the office worked overtime preparing them for the night. Then a special kiddies' penny matinee was given for school children only. Again the Scotch fooled the show by wearing kilts and getting the shows and rides at the reduced rate. Saturday night the midway again recognized the special passes that paid a 3-pence sneak-in service charge. The free acts and fireworks were called off and the show loaded out, America bound.

MAJOR PRIVILEGE.

## Red River to Barn; Biz Is Satisfactory

CHILLIWACK, B. C., Oct. 8.—Red River Shows, owned and operated by Tom Baker and John Mattel, ended its season at Fraser Valley Exhibition here to ideal weather and good business, reports Ted Zibrick, general agent. During the 20-week season the organization traveled more than 5,000 miles, covering territory in Ontario, Manitoba, Saskatchewan, Alberta and British Columbia.

It also provided midway attractions for the Class B circuit of fairs in British Columbia at Kamloops, Armstrong and Chilliwack. Despite rainy spells at the start and a two-week session during August, business as a whole was up to expectations.

Equipment will be stored in a building tendered shows' management at conclusion of the event here by exhibition directors. Members of the shows, almost all of whom are residents of Winnipeg, have returned to their homes. Plans are being formulated for a better route for next season.



## Heart of America Showmen's Club

Reid Hotel

Ladies' Auxiliary

Mrs. Myrtle Duncan, president, called the annual meeting of the board of directors this week. Mrs. C. W. Parker, chairman, came down from Leavenworth with her daughter, Lucille Hemminger.

Matter of obtaining a clubroom was taken up and a proposition from the men's club presented. Men's club has a room available that the ladies could use, so it was taken under advisement and result will be announced soon. Mrs. Mary Dauphinee returned to her home from a local hospital this week. Phil Little, who had concessions at the Tulsa Fair, sent in the following applications: Jessie Carroll, Vonnie Lee, Matilda Irene Waldrop, Bobby Ellen Kline and Marjorie Marion Cunningham. The club welcomed them to membership.

Club's regular meetings will begin the first Friday in November and President Duncan looks for a good crowd on opening night.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 8.—Preparations are under way for completion of the details referred to in a recent column in connection with the association's fifth annual meeting, which will be held, in accordance with custom, at Hotel Sherman, Chicago.

In connection with these matters we are being assisted by Associate Counsel Richard S. Kaplan, of Gary, Ind., who is of much help to us in working out various details of the meeting. At present it is our intention to issue a daily bulletin containing interesting subject matter to association members and others interested, and we believe the coming annual meeting will not only be an occasion for marking the fifth year of the association's existence, but a landmark in useful activity and productivity to our membership.

In this connection, it is essential that we know at as early a date as possible, those of our membership who plan to attend so that we may make necessary preparations for meeting halls, printed material, etc. We would appreciate it greatly if members would notify us as soon as possible as to their intentions in the matter.

The railroad transportation situation, heretofore discussed, continues to attract public attention, altho at this writing there is no particular change of circumstances to report. We shall watch the situation in the interests of our members who use this form of carrier for transporting their shows, and will, in accordance with our past plan, report developments in this field from time to time.

## Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 8.—President J. C. McCaffery presided at the interesting and well-attended meeting, which opened the fall and winter sessions. Seated with him were Second Vice-President Frank P. Duffield, Treasurer A. L. Rossman, Secretary Joe Streiblich and Past President Sam J. Levy. Chaplain Charles G. Driver invoked the divine blessing and all stood in silent prayer in memory of brothers who passed on since the last meeting, including Joe Tilley, Sam Dollinger, Charles F. Dozen, Sidney Rothman and Theodore Schlemmer. Treasurer Rossman gave a comprehensive report of club finances, showing a full list of receipts and disbursements during the summer. Applications presented for ballot and elected to membership were Frank W. Braden, F. W. Burrows, Joseph A. Rowan, Charles D. Owen Jr., John Kettle, M. E. Shoemaker, Jack Hewett, Fred Costello, C. B. Perkinson, Thomas A. Wolfe, Robert H. Morton, Ward (Flash) Williams, William M. Young, C. Charles Guariglia, Alonzo Carrejo, Clinton Burke and Maurice Hanauer.

Chair announced that the flag pole donated by Brother M. H. Barnes now stands in Showmen's Rest. Entertainment committee is planning many social activities for the season. Brother S. T. Jessop was appointed badges and registration chairman for the December meeting. Assisting him are Nell Webb, Sam Solomon, James Strates, George C. Olsen, George W. Johnson, M. J. Doolan, Walter F. Driver, Charles H. Hall, Louis Claver, Neman Eisman, Lou Leonard, John Lorman, Sam Gluskin, Jack Benjamin, Sam Bloom, Leo Berrington and Jimmy Morrissey. Committee in charge of annual memorial service on November 27 includes M. J. Doolan, chairman; Charles G. Driver, E. Courtemanche and George W. Johnson.

Chairman Sam J. Levy announced the first reservations for the 26th annual banquet and ball came from Brother Phil H. Travis for one table for Tennessee State Fair and from *The Billboard* for three tables. Sam is working hard to have this year's affair equal if not exceed that of 1937. Nominating committee, which will name the regular ticket of officers for 1939, includes H. A. Lehrter, M. J. Doolan, George W. Johnson, Morris Haft, James Campbell, L. C. Kelley and Max B. Brantman.

Brother Elwood A. Hughes mailed an interesting letter with remittance of \$712.80 as club's share of the benefit held by the Canadian National Exhibition. Brother Mel H. Vaught writes: "We held a benefit and here is check covering same." President McCaffery and committee are highly pleased with this fine co-operation. Chairman Carl J. Sedlmayr and Fred Beckmann are elated with response to Showmen's Home Fund. This week found remittances from Oscar Bloom, William Claire and Phil H. Travis. Brother Jack Wilson advises that Sol's Liberty Shows held a benefit at Keokuk, Ia., and will repeat with another before season closes. Brother Donald S. MacLeod sent an invitation for members to be guests of the Chicago Stadium at the rodeo on October 17 or 18. Boys returning from Canada are Ozy Breger, Paul Oleksy, John Saladin, J. J. Custock, Alex Lobban, Whitey Woods, Al Kaufman and Ben Fields. Fields, Custock and Lobban left, but others will remain here. Billy Axelrod in town on a visit called at the rooms. Welcome guests at the meeting were A. B. Corey, secretary Iowa State Fair; Lincoln G. Dickey, Sam C. Brin and Frank D. Shean. Accompanying them to Chicago en route home from Kansas City were Mrs. F. D. Shean, Mrs. Sam C. Brin and Peg Willen Humphrey. L. C. Kelley returned to town and will now be among regulars at the rooms. Sunny Bernet left for Atlanta to aid the Rubin & Cherry benefit and then to Dallas to assist at the affair to be held by the Texas State Fair and Hennies Bros.' Shows. Clint Burke and J. Foote visited. Louis Schlossburg, recently recovered from illness, also was present.

Dues were received from Sam C. Brin, Marty Connolly, Phil H. Travis, E. W. Weaver, W. A. Tratsch, George A. Hamid, Robert E. Hickey, Harry J. Talley, William J. Bloch, Joe Abrams, Harry Russell, Dave Russell, Charles Joye, Charles Imburgio, Chickie Miller, Louis Schlossburg, Julius Wagner, Fred F. Donnelly, E. Courtemanche, Edw. A. Brems, William J. Goutermont, Clarence Church, Edw. J. Young, Jack D. Maxwell, L. J. Thebault, George H. Lauerman, Donald S. MacLeod, F. M. Shankie, Charles McDougall, Joseph L. Priveau, Harry Mazey, Harry Sigal, J. Foote, Ozy Breger, Harry A. Manley, Ollie E. Bradley, Clemens F. Schmitz, Sid Hoey, H. A. Lehrter and William Hetlich.

Ralph Anderson sent in his 1938 pledge to Showmen's Home Fund. Sam Feinberg is handling his duties as league steward on Beckmann & Gerety Shows in fine style, co-operating 100 per cent. Better make plans now for the big meeting November 28-30.

## NOTICE NOTICE

HOUSTON COUNTY AGRICULTURAL FAIR  
DOTHAN, ALABAMA, WEEK OF OCTOBER 24TH  
WEST'S WORLD'S WONDER SHOWS  
HAVE EXCLUSIVE CONTRACT FOR THIS FAIR.  
L. J. LUNSFORD, Pres.

Concessions All Open for This Fair and All Our Others. Starting at Monroe, N. C., Week Oct. 10. Through Georgia, Alabama and Florida. Will book X on Frozen Custard. Address:  
**FRANK WEST**  
This Week, Monroe, N. C.; Week Oct. 17, Greenwood, S. C.; Week Oct. 24, Dothan, Ala.

## BANTLY'S ALL AMERICAN SHOWS

At MARLBORO COUNTY FAIR, Bennettsville, S. C.

6 DAYS AND NIGHTS, 3—OCTOBER 17-22.  
CAN PLACE Concessions of all kinds. We have the exclusive Midway.  
ROUTE: Lee County Fair, Bishopville, S. C., October 24-29; Georgetown Annual Legion Celebration, Georgetown, S. C., October 29-November 6. All address this week, Charlotte, N. C.

## WANTED FREAKS--WONDERS--CURIOSITIES

Working Acts of every kind and character. Can use Spanish and Colored Revues. Splendid opportunity for Menial Act. Wanted, Dancing Girls for Annex. Museum opens Saturday, Oct. 15.

**HARRY METZ WORLD MUSEUM**

108 MARKET ST. PATERSON, N. J.

## Showmen's League of America



165 W. Madison St., Chicago

**SHOWMEN'S HOME FUND**  
Previously Acknowledged ..... \$16,100.00  
Received This Week ..... 600.00  
CARL J. SEDLMAYR, General Chairman Drive for Funds.

WRITE FOR PLEDGE CARD.  
**A Home for Aged and Infirm Showmen**

Showmen's Home Trustees  
**FRED BECKMANN** — Chairman  
M. H. BARNES — Treasurer  
E. W. EVANS — Secretary  
J. W. Conklin W. R. Hirsch  
M. J. Doolan Max Linderman  
Max Goodman E. Lawrence Phillips  
Rubin Gruberg Carl Sedlmayr  
Harry W. Hennies Elmer C. Velare

Worthy of Your Co-Operation

## FEATHERWEIGHT BINGO SHEETS

Size 5 1/2 x 8. Very large numbers. Packed 3,000 to the Carton, Weight 13 lbs. Numbered from 1 to 3,000. Printed on white and 6 additional colors. Serial number in red. Sold in blocks of 4,000, 1,500, 2,000, 3,000.  
**PRICES: Minimum Quantity 1000.**

Postage Extra.

Loose Sheets (not in Pads), per 1,000 . . \$1.25  
Numbered Pads of 25 Each, per 1,000 . . . . .  
Sheets . . . . . 1.50  
Largest Sheet on the market. Immediate delivery. Samples free.

**J. M. SIMMONS & CO.**

19 W. JACKSON BLVD. Chicago, Ill.

## FUNLAND SHOWS

WANT NOW and 1939. Drome, Ride-O, Arcade, Scales, Fishpond, Pitch-Til-U-Win and Stock Wheels (all exclusive), Girls for Revue, (Geek) and Trombone, Tuba, Trumpet, Sax, Comic, and 3 Girls for MINSTREL SHOW. Come on. Villa Rica, Ga. Fair, this week; Jackson, Ga. Fair, next week; 5 more to follow.

## Great Southern Shows

WANTS for all winter South, Legitimate Merchandise Concessions. No racket. Privilege \$15.00. Grand Shows with equipment, 25 per cent. Prattville, Ala. Merchants' Free Fair this week. A. H. MURPHY, Mgr.

cessful. First Vice-President Irene Burke was hostess.

Nell Allen won first honors, with Florence Parker second. Grace Goss was unable to attend, as she and her husband, Charles T. Goss, had Mr. and Mrs. Curtis Velare, of the Royal American Shows, as house guests. Mrs. Velare has been seriously ill, but is improved, altho she will be confined for about three more weeks. The Velares came to East St. Louis, Ill., from Nashville, Tenn., in order that Mrs. Velare could be treated by Dr. C. E. Hill.

## Notice

Members of the Ladies' Auxiliary of the Showmen's League of America: In the future kindly address all mail for the Ladies' Auxiliary, SLA, in care of Showmen's League of America Clubrooms, 165 West Madison street, Chicago.

New members include Mrs. Dorothy Olga Hugo, assistant to Captain Hugo; Vivian Miller, of Beckmann & Gerety Shows; Katie Mary Reeves, of Hennies Bros.' Shows, and Exceel Baldwin, of Dodson Bros.' Shows.

Relief committee reported all well with exception of Mrs. Charles Driver recuperating at home. Thursday, October 13, a social will be held, with Mrs. Robert H. Miller as hostess. Please attend to your dues, they are past due.

## Missouri Show Women's Club

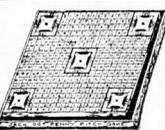
ST. LOUIS, Oct. 8.—Club's card party on Thursday, September 29, in clubrooms at Maryland Hotel here was suc-

## The "Old Reliable"

The No. 12 BIG ELI Wheel needs a space only 31 feet square clear to a height of 50 feet. What other large rides of equal earning capacity, easily insured and profit-paying ability takes up such a small amount of space? For a big net profit on small ground area, buy a No. 12 BIG ELI Wheel.



**ELI BRIDGE COMPANY**  
Builders of Dependable Products.  
800 Case Avenue, JACKSONVILLE, ILL.



### PENNY PITCH GAMES

Size 48x48", Price \$20.00.  
Size 48x48" with 4 Jack Pots, \$30.00.  
Size 48x48", with 5 Jack Pots, \$40.00.

**PARK SPECIAL WHEELS**  
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24 and 30 number Wheels. Price \$12.00

**BINGO GAMES**  
75-Player Complete \$5.00  
100-Player Complete \$7.25

**SEND FOR CATALOGUE.**  
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Cans, etc.  
**SLACK MFG. CO.**  
124-126 W. Lake St., Chicago, Ill.

# Midway Confab

By THE MIXER

Communications to 25-27 Opera Place, Cincinnati, O.

**STILL no sausage trees in Florida.**

L. CLIFTON KELLEY, general agent temporarily without portfolio, nevertheless appears to be quite busy in Chicago.

HAROLD L. LAUGHLAN, for the past seven years, associated with John E. Howard, is now on Byers Greater Shows.

PAT DELANEY, formerly with Fairly & Little Shows, now has his girl revue on Reynolds & Wells United Shows.

**POVERTY is the root of most midway evils.**

HARLAN E. HARRIS, after closing with White City Shows in Fallon, Nev., left for Idaho, where he will winter.

**SPEAKING OF ATTRACTIONS**, several showmen we know would do well to look up the word in the dictionary.

TWO hash-slingers, a talker and a bass drum never did make an All-Girl Revue—not even a hop-scotching one.

**BUT sweet-potato pie never makes up for a down-yonder bloomer.**

WHEN you rent that winter p.-o. box it might be a good idea to leave your address with the telegraph companies.

IF THE SHOW moves in baggage cars it is NOT a railroad show. Most fair secretaries know the difference.

FIRST fall meeting of the Showmen's League of America last Thursday night had a good attendance, auguring well for the new season.

**MANAGEMENT of any organization is NOT a one-man affair.** Trusted lieutenants are needed in every department.

GERALDINE GERALD closed with Sims Greater Shows at Welling, Ont., Can., October 1 and returned to her home in Glens Falls, N. Y., for a rest.

ALLEN ALLEN is with J. T. Hutchens' Modern Museum on the J. R. Ward Shows and will remain there until the close of the season.

MRS. BETTY MILLER, several years with Cetlin & Wilson Shows, is in Salvation Army Hospital, Charleston, W. Va., with typhoid fever.

**SOON "At Liberty" ads will increase and "Help Wanted" ads will be fewer.** What are you going to do when the show closes?

LEE McDANIEL cards that he has taken over the front of the Minstrel Show on Dixie Model Shows and is getting his share of the lucre.

ROY BLAKE writes from Hot Springs, Ark.: "Miller Bros.' Shows presented a pleasing midway here. They reported satisfactory business."

still harder if the elements are against you.—Oscar, the Ham.

A. J. (SAILOR) YANK, better known as the Iron Man of the Navy, cards from Buffalo that he has concluded his outdoor season and will look in Erie, Pa., for a while as well as Buffalo for a later date.

MR. AND MRS. J. DAVIS, after closing with White City Shows in Fallon, Nev., left for Venice, Calif., where they will operate a concession on the pier there.

LEO G. ASKEW, staff officer of Oklahoma National Guards, Muskogee, Okla., was the guest of Ted and Marlo LeFors when White City Shows played Nevada State Fair, Fallon, Nev.

**ARRIVAL of a show train is as big a sensation to town folks as the midway itself.** Thousands of midway fans rush to the depot to see it appear in any city. Then why not make the train's arrival a presentable sight, worth coming to witness?

When Reynolds & Wells United Shows played Lamar, Mo., recently members of the organization held memorial services there for the late Dillon (Peanuts) Hurt, former cookhouse operator.

MR. AND MRS. RED DUNNE, of White City Shows, held a housewarming in their new house trailer, entertaining a score of guests during the organization's engagement in Fallon, Nev., recently.

**DURING HILDERBRAND'S** United Shows' engagement in Redmond, Ore., recently Owner O. H. Hilderbrand was confined to his housecar with a stomach disorder.

**BECAUSE a game is worked for a nickel or a dime does not mean that it is always on the up and up.** Family-heirloom stock on shelves does not make a concession legitimate, regardless of how small the playing game may be. Patrons should be able to win and give the operator a profit on his merchandise.

MRS. STANLEY HURKLEY closed with Gruberg's World's Exposition Shows at the conclusion of the organization's engagement in Lexington, N. C., and left for her home in Birmingham.

MAE-JOE ARNOLD, who worked the annex for Alfredo on F. H. Bee Shows, closed with that organization and with George Ryan is booked on the J. J. Page Shows for the remainder of the season.

TOM AITON closed with Tom Terrill's and Ernest Marohl's County Fair Shows and has signed with J. J. Steblar's World of Fun Shows as general agent for the remainder of the season.

**EVERY man or woman must handle his or her carnival department without interference from other department heads.** Handling a department well is enough to keep anyone busy. Those continually interfering do so to boost themselves in the eyes of their employers and to cover up their own deficiencies.

J. E. (SHANTY) MAHONEY letters from New Orleans asking that anyone knowing the whereabouts of Mrs. George Yancey inform her that her mother died on October 2 in New Orleans.

MR. AND MRS. EARL COFFMAN closed with J. J. Page Exposition Shows in Rome, Ga., and left for home in Greenville, Tenn., where Earl will take medical treatment.

DUG AND LOLA COUDEN, with their musical box act, have joined the Marine Hippodrome, Washington, D. C., for remainder of the season. They closed a successful date at Oklahoma State Fair recently.

## So He Wouldn't Talk

TRENTON, N. J., Oct. 8.—Members of the Cetlin & Wilson Shows think one of the funniest episodes of the season was created here last week by 6-year-old Jimmy Miller, son of Mr. and Mrs. Bert Miller, while the organization was at New Jersey State Fair. Jimmy was apparently lost for a day, only to be discovered in the police station on the grounds being entertained by police with ice cream and candy while they were trying to learn his identity. When asked why he wouldn't tell who he was, he replied: "I wanna be a policeman." Mrs. Opal Miller tied a tag on his back with name and address on the following day so there would be no repetition.

## ASTRO FORECASTS AND ANALYSES

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00  
Analysis, 3-p., with Blue Cover, Each . . . . . .05  
Analysis, 8-p., with White Cover, Each . . . . . .15  
Forecast and Analysis, 8-p., Fancy Covers, Ea. . . . . .05  
Samples of the 4 Readings, Four for 25c.  
No. 1, 34-Page, Gold and Silver Covers, Each . . . . .30  
Wall Charts, Heavy Paper, Size 28x34, Each 1.00  
Gazing Crystals, Ouija Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Polishing, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound, Samples, 25c.  
**PACK of 79 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc., 35c.  
**ZODIAC FORTUNE CARDS,** Fine Set of 30 Cards, 35c.  
**MENTAL TELEPATHY,** Booklet, 21 Pages, Each, 25c.  
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

**SMITHS & CO.**  
19 West Jackson Blvd., CHICAGO  
Instant delivery. Send for Wholesale Prices.

## The NEW KIDDIE AIRPLANE SWING



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.  
**SMITH & SMITH, Springfield, Erie Co., N. Y.**

## BUDDHA PAPERS—SUPPLIES

1938-'39 ASTRO DAILY, HOURLY FORECASTS  
Buddha Papers, 1-47 and 48-page Readings, Zodiac Display Charts, Horoscopes in 11 styles. Apparatus for Blind Readers, Mental Magic, Spirit Effects, Mill Camps, Books, Graphology Charts.  
148 Page Illustrated Catalog Ready.  
Most comprehensive line of Apparatus and Supplies in the World. Catalog 30c. None free.

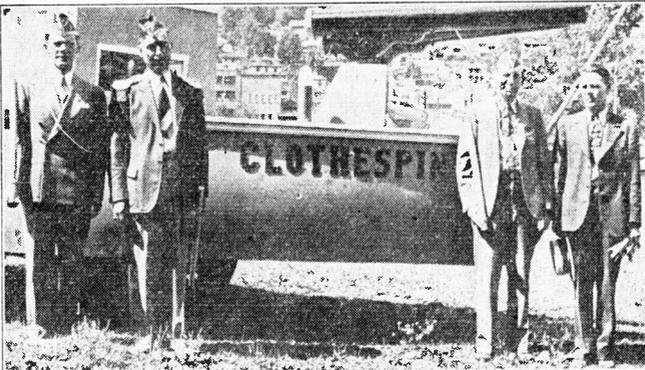
**NELSON ENTERPRISES**  
198 E. Third St., Columbus, O.

**SECOND-HAND SHOW PROPERTY FOR SALE.**  
\$35.00 Acme Portable Projector, 35 mm. and trunk for shipping.

\$50.00 Long-Eakins Crispette Outfit with recipe.  
\$75.00 Genuine Chinese Jinnikisha with rubber tires. Great prop.  
Up-to-Date Electric Candy Floss Mach. Sell cheap. Fascinator. Guess-Your-Weight Scales. Sell cheap.  
**WE BUY ALL KINDS CARNIVAL MERCHANDISE!** HAY-GASH, Write or Wire. **WELLS GUN-RIBBON SHOP,** 20 S. Second St., Philadelphia, Pa.

## FOR SALE

**PARKER TWO-ABREAST MERRY-GO-ROUND,** N.Y. Top. Ride rebuilt. Price, \$750.00; Auto Ride, \$300.00; Devil's Dip, \$450.00; Jones Miniature Train, \$350.00.  
J. R. ROBERTS,  
7 N. Clegern, Oklahoma City, Okla.



IT'S ADMIRAL JOHN H. MARKS NOW. Photo was snapped just after John H. Marks, owner of the carnival bearing his name, was awarded a commission as admiral in Cherry River Navy at the annual Spud and Splinter Festival, Richmond, Va., during week of August 22. In the group, left to right, are Admiral Buxton; Admiral Marks, in official uniform, cocked hat, epaulets and clothespin sword; Sir James Croxton Pearse, M. P., CRN, of London, principal speaker at admirals' banquet, and Admiral Lee F. Reese, commandant of Cherry River Navy and chairman of the festival. In the background is the battleship "Clothespin," flagship of the navy.

**HOWZABOUT** waiting till the sun goes down before opening some girly shows on kids' day at fairs?

**GREAT Pinhead Shows** are growing rapidly. There are now more than 40 dogs with it.

YOU ain't ever really trouped until you've been hit with Charlie Sheesley's cane.—Lizzie Schmidt.

ALLEN (Mystery of Life) has the Freak Odditorium on Groves Greater Shows and not Allene Allen as was reported in this pillar in a recent issue.

L. H. CARR, with his mystery show, joined Cumberland Valley Shows during the organization's engagement at Fayetteville, Ga., recently.

**RIDE FENCES** make great wash-lines for the ride boys' laundry—Wally (Shift) Transmission, foreman of the Tumble Bug.

MRS. IKE ROSE, who concluded a Midwestern engagement with the rose Migdets, stopped off for a brief stay in Chicago before going to New York.

OWEN COTTRELL and Jack Hope, after closing with the Harris Shows, headed for Ironton, O., where they will winter.

"I ANSWERED one of those 'Salary No Object' ads," said Cousin Peleg, "and after joining I found out that it never was an object, as they never paid salaries."

"WE HAVE nothing to worry about now. I was just down to the cemetery and read all the epitaphs on the tombstones of the departed showmen, and every one of them went to heaven."—Cousin Peleg.

WONDER if Joseph Haworth Sr., has been in Hendersonville, N. C., lately. Joe has on several occasions adjusted some serious difficulties without a word of thanks from those directly concerned.

RED FLARE SEZ he believes it would be better if some show owners would concentrate their spending on paint instead of putting out so much dough for fancy invitations.

WALTER MILLER, who closed with the Conklin Shows recently, cards that he will winter in Los Angeles with the Pacific Coast Showmen's Association as headquarters.

PLEASANT DREAMS: It's mighty hard to get necessary rest stretched out on heavy oak-decking on flat cars after all-night labor of tearing down and loading a show. And

**BUCKING BALLYS** is an expensive way to make enemies. Two shows that insist upon tearing up the orderly routine of a midway to satisfy personal grudges are a detriment. No one ever wins, and even if one fracas is won a night's work has been lost by the "winner" as well as plenty lost in patronage by others close by.

**JAMES ANDERSON**, who has closed his ninth season as swing foreman with the F. H. Bee Shows, pens from Mt. Vernon, Ky., that he will be laid up there for a few days due to a burned hand.

**EDDIE ANDERSON**, son of Mr. and Mrs. Art Anderson, concessioners on Hilderbrand's United Shows, returned to the organization at Redmond, Ore., after undergoing an operation in a Lewiston, Ida., hospital.

**CHARLES AND PENNY MAESHALL**, who are appearing with the Four Aces, a Jack Schaller Attraction on Ideal Exposition Shows, will return to Los Angeles at the close of their North Carolina and Virginia fair dates.

**IT HAS** been proved that a fake-el-orium or gaggy-badgy show does better at large fairs or in big cities. Any squawks that ring out from the floating masses can be termed disappearing beefs. In smaller communities one person tells another. In the city you meet them only once and then a new crowd arrives.—Col. Patch.

"I JUST played one of those much-advertised 'bona fide fairs,'" said Bartholomew, the side-walling philosopher. "The show furnished the midway and the fair board furnished an old-style water pump and two wooden outhouses."

**ADOLPH KAUS** and party from Kaus Exposition Shows, and Walter McCannless, former manager of the Salisbury Fair, and party were the guests of Max Gruberg during Gruberg's World's Exposition Shows stand in Lexington, N. C.

**IF SOME** show letters were printed exactly as sent in many managers would go on the warpath after reading them. That not only goes for some press agents' letters but for those sent in by some managers as well.

**BRIGHT LIGHTS** are essential on any midway. Many a bad location has been overcome by making it the bright spot of the entire lot. Modernistic lighting effects are so in demand that many carnival managers have ceased advertising their attractions so heavily and are now publicizing their well-lighted midways.

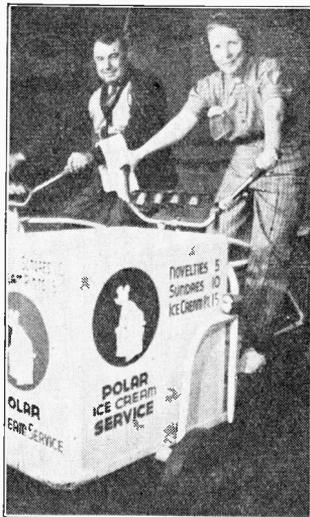
**Sell the Show—Not The Admission Price**

Pricing of different midway attractions is a subject much discussed by carnival showmen. Some operators of small midway shows declare it impossible to get more than a nickel admission when long banner-line shows and large stage shows that bally with bands and many people work for a dime. "It is hard to entice patrons to a smaller show for the same price," said one.

"If a 25-cent show is sold for a quarter and a 15-cent show is sold at that price, then a 10-cent show can be sold for a dime," said another. "To try to break even, we operators with a big overhead must get what we can," argued another. "If we don't put them in, at any price, then our inside pitches and annex will suffer. We can't depend on the front alone to support my show," remarked another.

Whether right or wrong, surely both sides of the story cannot be used as proof either way. All attractions should have equal opportunity to make money. A show should be sold the same as merchandise—sold at its value. Amusement being a showman's stock in trade, why give it away? Many operators open on Monday at a reduced price without trying to get a higher one. And if they do not come in on the first bally, the panic is on.

Showmen should realize that opening night is usually sight-seeing night. Many a small show gets a dime because it has what the public wants. Many attractions are not sold on merit; the 5-cent sign is featured and not the performance. How about selling the features and not the cheap admission?



**ROY E. LUDINGTON**, general manager of Crafts 20 Big Shows, and Mrs. Ludington are pictured here on an ice cream vendor's bike at San Diego, Calif., where they toured the midway several times on a mirth-provoking ride, ringing vendor's bells and selling lollipops to ticket sellers and ride boys galore. Photo furnished by George Bryant.

**BOB ST. CLAIR**, who closed his eighth season as legal adjuster for Broadway Shows of America in Newport, Ky., recently, is now visiting his mother and sister, whom he hasn't seen in 16 years, in his home town. Coeur d'Alene, Ida.

**MRS. HARRY ROEBUCK** has recovered sufficiently to leave Good Samaritan Hospital, Cincinnati, where she was confined for a few days last week with a heart attack. She is at the home of a sister-in-law.

**AMONG** the more imposing sights of the present season, a veritable visual feast, and lending grace, decorum and dignity in his periodic perambulations of the Jones midway, is William Carleton Fleming. H'ya, Bill!

**ALL** old showmen's superstitions are gradually passing. Very few still believe in witchcraft and hunt for the jinx on the lot when it rains on the big day. No longer is there much dread of yellow paint, eating peanuts, dogwood stakes, etc. The only time to be superstitious about a grassy lot is on turnaround night; that is, if the lot is still grassy.—Mrs. Upshaw.

**DICK COLLINS** writes from Lexington, N. C.: "Since the European war crises is seemingly settled, I'll probably sail for Europe, where I'll join my folks. Had a pleasant season with the best of good fellows, Max Gruberg. Show had a bunch of real showfolk."

**PAUL PAULINE LA PAGE** pens from Hillsdale, Mich.: "Closed the season with Art Converse's side show on American Exposition Shows to fair business despite adverse weather and business conditions. Will winter in Baltimore and play night clubs there."

**HARRY E. HUNTING** and wife card from Ruthford, Tenn.: "Have our Chairplane with J. Harry Six Shows, making the fourth show this season for us. They all seem to be just about getting by. Whatever became of the Great Superior Shows?"

**WHERE** there are many shows and rides to be located on either a small or a large lot, it is impossible for the locator to give each attraction first in-on-the-right-side location. Often what appears to be a bad spot turns out good and apparently swell locations turn out to be bad. Midway crowds are like the tides; no one can control them—not even the locator.

**ROBERT SORENSON** letters from Somerset, Ky.: "Just closed my stand of independent dates with my girl show in Kentucky, Indiana and Ohio. Business was good this season. Have just purchased a ride and we're heading for South Carolina tobacco markets."

**FLYING COVETS**, free act, under di-

rection of Captain Leary, formerly with Ringling-Barnum circus, have been contracted for the 1939 season by Funland Shows, reports Ted C. Taylor. J. L. Johns, with his kiddie ride, also has joined the organization.

**SLIM LESCHMAN**, lot manager of Buckeye State Shows, writes from Veterans' Hospital, Memphis: "I'm getting along okeh and not short-winded as I formerly was. Stomach is okeh and legs about normal. They still give me medicine for my ticker, but this is a swell place to be."

**A TROUPER** had just married a town gal and wanted to educate her to some lingo to convince the rest of the company that she was smart from the word go. He gave her goose-Latin studies day and night. Her first try-out was in the cookhouse when she gave a waiter her order this way, "Ing-bray me a bowl of oop-soup and an up-cup of offy-coffee." The waiter, also new, looked startled and said, "Speak English, please." She retorted, "Smarten up, kid. Do you think I want these suckers sitting next to me to know what I'm eating?"

**M. G. WHARTON**, who closed the season at Luna Lake Park, Danville, Va., recently, is now on the advance of Welsman Amusement Co. Mrs. Helen Wharton has a juke and grab stand and Marlan Wharton the ball game. They report that business has been good when weather permits.

**LOUIS E. (ROBA) COLLINS** and wife write from Piedmont, Mo.: "Have our restaurant all set here after closing with Broadway Shows of America at Newport, Ky. We received good treatment from the organization, but business was poor the last three weeks due to cold and rain."

**BIG AL ROSS**, who closed the season with Jolly Jallet Shows, letters that he, his brother, Duke Wilson, and Slim Olsen will play indoor spots in Minnesota with their concessions this winter. He adds that Mrs. Olsen's bingo game enjoyed good play all season and that he is building a new monkey race track.

**WHEN** World of Mirth Shows played Richmond, Va., recently Mr. and Mrs. Charley Kidder celebrated their ninth wedding anniversary with a party in her son's trailer. Kidder is chief carpenter for the organization, while Mrs. Kidder manages Miracles of 1939 and Creation shows. Mrs. Kidder's son, Gilman Brown, manages Honky Tonk.

**WHILE** Johnny J. Jones Exposition was playing Shelby, N. C., recently, Dr. Timothy Needham, staff physician, entertained the governor of the State and party with a breakfast in the show's privilege car. Needham's guests included Governor Clyde Hoey, Mr. and Mrs. Frank Hoey; Wade, Elenor and Play Hoey; Clayton Morgan, Mr. and Mrs. Evans, and Dr. D. H. Thompson, resident physician.

**TWO FORMER** carnival press agents are now under the banner of the Pacific

Whaling Co., which operates three railroad-car units, reports Walter Hale. Roy B. Jones, who earlier in the year planted superlatives for the Dodson World's Fair Shows, is now contracting lights and licenses for the Mammoth Marine Hippodrome Show, while Hale, late of the Beckmann & Gerety Shows, continues to outstare city editors.

**WHEN** the late Pop McFarland managed a side show on a circus a talker applied for a job. He was told there was no vacancy. Being a very persistent chap and loud in self

**EVANS**  
**MONEY MAKERS**  
 Make your Concession the LIVE SPOT!  
 Rely on EVANS' 45 Years' Experience  
 for the Latest and Best  
 Amusement Equipment.

**PADDLE WHEELS**  
 OF ALL KINDS \$7.50  
 Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway.  
**UP FREE CATALOG**  
**H. C. EVANS & CO.**  
 1520-30 W. Adams St., CHICAGO

**WANT MORE REVENUE**  
 for  
**YOUR ORGANIZATION?**  
 Read  
**"BINGO BUSINESS"**  
 A Column About Bingo in the  
**WHOLESALE MERCHANDISE**  
 Department  
**THIS WEEK and EVERY WEEK**

**WANTED NOVELTY ACTS**  
 And All Kinds of Performers and Attractions Suitable for a Curio Hall.  
**WANT TO HEAR FROM GIRL SHOW, ORIENTAL DANCERS, HAWAIIAN ENTERTAINERS, ETC.**  
 Can Use Talkers. State Salary and All Details in First Letter.  
 Address  
**LITTLE OLD NEW YORK**  
 (Under Management of Dan Cristie)  
 120 East 14th Street  
 New York City

**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.

praise, McFarland told him to get up on the bally-stage and do his stuff. First five minutes of his opening went like this: "Folks, we ain't got a carnival side show. We ain't got any fakes or humbugs. We ain't got anything dead, stuffed or mummified. We ain't got anything preserved in bottles. We ain't got anything immoral, etc. Pop stood it as long as he could, then walked over, slapping the bally-stage with his cane, and shouted, "Dammit, never mind what we ain't got inside; tell 'em what we have got."

H. J. YOUNG, of Young's Wonder Shows, now in Illinois after playing several fair dates, writes that he lost a side-show top and all his personal effects recently when someone raided his office wagon and truck while it was parked along a highway during a breakdown. Young states that when the show's mechanic returned to the office wagon he found the lock broken and his property gone.

RECENT FAIR at Carrollton, O., turned out to be a sort of home-coming for Johnny Enright, who has been making the event with his novelties and in the interest of F. E. Gooding Amusement Co. for more than a decade. Enright's trailer was the nightly meeting place for many of his friends, included among whom were Jack Nedrow, Maynard (Doc) Mast, Larry Larimore, and Rex McConnell, *The Billboard* correspondent in Canton, O.

A CARNIVAL press agent holds one of the most unappreciated positions on the lot. Regardless of what many individual showmen's presentations are, they expect daily showings of art in local newspapers. With 30 to 40 attractions on a midway, all must be given an even break by placing some art in advance and some while playing, taking their turns as they come. It is only once in a lifetime that 40 or a few less pictures can be placed in two weeks. Many showmen do not have cuts or mats and do not think the investment worth while. Yet they want pictures. Then, again, some shows are unmentionable and their exploitation would be of no value to an organization.

SHOWFOLK frequently discover latent talents in the most unexpected ways. Recently a radio station asked the Goodman Wonder Shows advance to have someone come to the studio and make a 10-minute talk. Only agent available was Joseph A. Rowan. Entering the studio alone he ad libbed for 10 minutes without hesitation. When he concluded station's owner called up and asked the name of the announcer. When told, he remarked: "Rowan has one of the best radio voices I've ever heard."

NOTES from the midway at Bloomsburg (Pa.) Fair, September 26-October 1—James E. Strates, head of the Strates Shows, had the usual season's complaint, plenty of rain and mud, but he had carried on and presented a fine aggregation.

H. E. Dixon, who had a French-fried potato concession nicely framed and doing a good business, spent the summer in a park and will go to Miami for the winter. . . . H. W. Jones, who had a big bingo stand, well stocked and doing business, had five out this season with various shows and reported a fair season. . . . Fred J. Thomas, with side show, penny arcade and kiddie ride, reported plenty of water and mud this season. . . . Al Bert, with a nicely set-up corn game, was not any too enthusiastic about the season, but hoped for better returns before close of the season. . . . It is said that most people have hobbies. Prof. George J. Kelly, a teacher in Bloomsburg schools, had a trained wild-animal show booked at the fair. It was nicely framed, inside and outside. Prof. Kelly presents acts in an arena, using lion, leopard, puma and lynx. Cages are on small wagons. Besides the animals he uses in acts, he has some exhibition animals in cages.

**Trunk Murder? Naw, Just Patterson's Calf**

DETROIT, Oct. 8.—Harry E. Patterson lost his two-headed exhibit calf this week, but found it again. He had it in a trunk on his truck and it fell off near the outskirts of Detroit.

A surprised Detroitter who found it called police and all the excitement of a trunk-murder mystery in the making followed until the trunk was opened. Patterson later claimed the calf, which is a stuffed one he exhibited at fairs and carnivals. He has had it in the family 32 years.



Palace Theater Building, New York.

NEW YORK, Oct. 8.—Date of benefit banquet has been changed to November 17 at the Commodore Hotel here.

At the special meeting of the benefit banquet committee in clubrooms October 3 the following members attended: Lew Dufour, chairman; Sam Rothstein, vice-chairman; Jack Lichter, Charlie Lawrence, Johnny Kline, Bert Nevins, Leonard Traube, Joe H. Hughes, Dr. Julius Cohen, Dr. Lewenski, Elias E. Sugarman, Roger Littleford Jr., David Solti, Herman Blemenfeld, Arthur Hill, Harry Schwartz, Ike Weinberg, Nat Weinberg, Andre Dumont, Thomas Brady, Orest Devany, George Bernert, William White, Morris Finkelstein, Doc Willard Foster, Joe McKee, Al McKee, Doc Morris, Harry Fankel, Charles Holtz, Jack Owens and John M. Liddy.

It was decided that a change of benefit banquet date would be of advantage to most of our members. With this in mind, the committee had the manager of the Commodore Hotel change the date to November 17.

Chairman Lou Dufour says: "I am devoting a lot of my time knowing the necessity of having a successful showmen's organization in the East that will co-operate in every way with the various showmen's organizations thruout the country. We have but little time now that the banquet date has been set forward. So I am asking all NSA members and my friends to lose no time in getting behind this banquet and help make it the outstanding showmen's event ever held in New York. Sell benefit tickets; get advertisements for our souvenir book. Do your bit."

Members holding tickets dated November 23, please return them and new tickets will be forwarded. If members have sold tickets, please advise purchaser of the change of date to November 17.

Art Lewis writes to reserve some good tables for him in the center of the ballroom.

Congratulations from the officers and brother members to the following on their birthday anniversaries: R. Jackson, October 14; Plato Guimes, October 15; and Jerry Peshkin, October 19.

Among the prominent showmen who have enrolled as members since last listing is Frank Wirth.

Sam Rothstein announces the house committee held its first meeting of the season this week. It is preparing clubhouse rules for the opening of the season.

Furnishing committee is busy completing clubroom furnishings and hopes to have rooms completely furnished within the next two weeks. Lunch counter is now open, and Harry Schwartz is on the job serving the best at the lowest prices. Remember the change in

banquet date to November 17, 1938. Hotel Commodore, New York.

**Ladies' Auxiliary**

Thru a last-minute change in publishing deadlines last week's contribution to this column was unavoidably omitted.

Chief auxiliary activity of late centers around the two big benefit drives staged at the Allentown and Trenton fairs recently. Via George Hamid's personal car, President Dorothy Packtman, Magnolia Hamid, Sherry Mopper and Secretary Anita Goldie attended the Allentown affair from New York.

As reported previously, benefit was successful, auxiliary having no small hand in its direction. Mrs. Bess Hamid obtained application of Mrs. Ralph Hankinson and sold several award books. Mrs. Fannie Lindermann reported the filing of applications for Flora Rushman, Donna Wamby, Jean Allen and Isabel Manz, and Jolly Gertrude Carns, on World of Mirth Shows, donated \$5 to the benefit fund.

Anita Goldie "missed the Trenton affair by an elevator," she says, but other members, including the Hamid office staff, Leah Greenspoon, etc., made a good showing. Miss Packtman presented Mrs. Hamid with floral tribute in recognition of her unswerving loyalty and intense work in the organization.

Edna Lasures is due orchids for her sale of no less than \$25 in award books.

All members are urged to submit money for award tickets to Miss Goldie by October 15. Tickets otherwise unaccounted for are to be charged against respective members.



Zeldman & Pollie Exposition Shows were playing North Carolina fairs to remunerative results. . . . Altho handicapped by unfavorable conditions, Con T. Kennedy Shows came thru with flying colors at Oklahoma State Fair, Oklahoma City. . . . Charles F. Watmuif was visiting friends in Chicago after closing as general agent of Great Patterson Shows. . . . Having trouped their small outdoor amusement organization since early spring over their old route in Florida, Mr. and Mrs. Fred Paul stored in Tarpon Springs, Fla., for a few months' rest. . . . Edward (Eddie) Owens, of the executive staff of Johnny J. Jones Exposition, and Mrs. Owens spent several days visiting friends in Cincinnati before rejoining the show at Chattanooga.

Tom Davenport, returned to Chicago after closing his athletic attraction on Dykman & Joyce Shows. . . . H. L. Nelson, better known as Little Horse Nelson, closed with Great White Way Shows at Newcomerstown, O., and left immediately for New York and engaged passage to South America to fulfill a 12-week contract to exhibit his four small horses. . . . Washington County Fair, Fayetteville, Ark., proved a winner for C. R. Leggett Shows. . . . S. W. Brundage Shows wound up its tour of Illinois with satis-

**Pacific Coast Showmen's Assn**

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Oct. 8.—Monday night's meeting attracted 78 members. Officials present were First Vice-President Harry Hargraves, who presided, and H. C. Rawlings, secretary. Usual business procedure was followed, with reading and approval of minutes, and bills were ordered paid.

Communications: Claude Barie lettered and inclosed a large check covering dues collected. Others writing were William Pleher, Charles Albright, Clyde Gooding, of Foley & Burk Shows, and Al Onken, of Conklin's Shows.

New members: Elias Daniel Barnett, credited to Claude Barie; Fred Stewart, Robert B. Booker, James M. Brown, James N. Heller, Johnny M. Hicks, Edward J. Lahey, Charles Mitten, Clarence C. Rhinehart, William C. Summers, Fred A. Thumberg, Leo S. Maslier and Harold N. Hendrickson, credited to Claude Barie and George Coe; Joe L. Matney, Carl O. Jeffries, William Fisk, Rudolph E. Jacobi and William Meyers, credited to Joe Glacy and Billie Williams; Danny La Marr, Charles W. Edwards and Ed Hellwig, credited to Joe Glacy and Charles J. Walpert; Mike Skvier and S. E. Simpson, credited to Joe Glacy; Edward M. McFerran, credited to Joe Glacy and E. O. Douglass; Roy A. Hodges, credited to Joe Glacy and George French; Ted Newcombe, credited to Harry Hargraves.

Report from stewards of the membership drive on shows was gratifying. Harry Hargraves urged the necessity for greater effort so that this year will show a substantial gain over 1937. Weekly award went to Harry Fink and Charles Gammon won a ticket to the annual banquet and ball for the third successive time. Brother Johnny Branson was introduced as the guest of the evening and received an ovation. Branson in past years has been the donor of the \$100 prize in the membership drive. He's donating the same amount this year. J. Ed Brown, convalescing from a recent illness, attended and made a brief talk. Then Joe Glacy was introduced and received a big hand. He has done an outstanding job in obtaining new members. Claude Barie received a hand for his letter and inclosure. Pat Armstrong made his first appearance in several months and received a huge welcome. Carl Foreman and Ed Walsh made their usual short talks.

Preceding the regular meeting there was a board of governors' meeting. Important matters for betterment of the organization were discussed and a few of them decided upon. Sincere interest shown by the board of governors is one of the reasons all eligibles should join a showmen's organization. Usual winter entertainments will get under way soon.

factory business in Virden. . . . Mrs. E. A. Nanlaza, who had the native Hawaiian show with Bernard Greater Shows, returned to Chicago with her company after closing with the Bernard organization in Kingston, Ont.

Bennie Smith changed his mind about going to South America and was visiting friends in New York. . . . Mrs. Roy Crum was released from an Atlanta hospital where she underwent an operation on her ankles. . . . Jolly Nellie, fat girl, had her show on the Foley & Burk Shows clicking. . . . Frank Bergen had his sea-

(See 15 YEARS AGO on page 46)



BILLY B. MACK, familiarly known as "Bozo" to members of the Royal American Shows, this season is rounding out his seventh as head of the organization's sound and recording department. Previous to his association with Royal American he was in various lines of amusement, including burlesque, vaudeville, movies and night clubs. Billy is also well known as a photographer. Photo furnished by Francis F. Healy.



**FIRST ANNUAL BANQUET and BALL**  
NOVEMBER 17  
**HOTEL COMMODORE**  
NEW YORK CITY  
TICKETS NOW ON SALE

**White City**  
(Motorized)

Fallon, Nev. Six days ended September 25. Location, city streets. Auspices, Nevada State Fair. Business, fair. Weather, hot. Pay gate, 10 cents.

First Nevada State Fair in seven years did not come up to expectation due to the fact the show did not have any afternoon play. Reno Day drew the largest crowd, but it returned home right after the horse show. Lucille King's advertising campaign went over the top. Marlo and LeFors and May Collier, free attractions, were popular. Showfolk made daily trips into Reno. Martin Glabb was confined to bed and finally transferred to a Sacramento, Calif., hospital. Mrs. C. F. Corey also was confined for four days with illness due to heavy dust storms encountered during the Elko, Nev., engagement. Frank Forrest again went to town and departed a winner from the casinos. General Agent Arthur Hockwald is in San Francisco. May Collier's new wardrobes are popular. Hilderbrand Rats sent White City Rats a unique letter extending their good wishes and acceptance to attend the banquet to be held in Los Angeles in November. Letter bore the signatures of O. H. Hilderbrand, E. W. Coe, Betty Coe, Leone and Claude Barie, Hazel Fisher, Verna Seeborg and Fern Chaney. Ming Toi was a feature attraction at local night club during week. Lloyd Hole purchased a new car. Mr. and Mrs. Willard Holt celebrated their ninth wedding anniversary. Mr. and Mrs. William Buell's photo gallery had fair business. Pat Patterson was a featured attraction at the local athletic arena and won the decision against a local contender. Jean Casper still holds the record for being the fastest ball game queen on the midway. With his bank roll safely tucked away for the winter, Pa Slover is living the life of Riley puttering around with his popcorn stand. New show trucks were one of the features of the parade here. Among the show fishermen who returned with limited catches were Howard Tydings, Joe White, Earl Gold and Ted LeFors. Max (Mulligan) Kaplan's concession did fair here.

WALTON DE PELLATON.

**Cumberland Valley**

(Railroad and trucks)

Fayetteville, Ga. Week ended October 1. County Fair. Weather, ideal. Business, fair.

This was shows' first week in Georgia and weather was ideal, but business was only fair. Town is small and there were almost as many people on the show as there are in this town. Long jump from Manchester, Tenn., was made in good time, and everything was ready to run Monday night. Tiger Mills and Kid Bailey are holding their own with the Al show. Jimmy Shipman has replaced Taft Webb on the Ferris Wheel. Loop-the-Loop is topping the rides. A number of folks are planning to attend the Georgia State Fair, Atlanta. Dr. Myers joined here with two conceptions. Joe LaBelle returned from Wartrace, Tenn., where he was on business regarding his chicken farm.

JOSEPH HICKS.

**Midwest**

(Motorized)

Hugo, Colo. September 20-24. Fair. Weather, good. Business, good at night. Show jumped in here from Dunning, Neb., 412 miles distant, and everything was ready Tuesday night, two days before the fair opened. Date was not as good as anticipated. Show was on a lot uptown and the fair and rodeo on a lot 2 1/2 miles from town. Good crowds turned out at night, and all on the midway enjoyed good business. Mr. and Mrs. Bruce Duffy joined here with their pop corn, peanut and candy apple trailer. Mr. and Mrs. N. E. Davis and the writer and family spent Wednesday in Boulder, Colo., as guests of Mrs. Daniels' sister, Mrs. George Livingston.

W. T. DANIELS.

**Bright Light**

Iron Gate, Va. Week ended October 1. Weather, rain. Business, fair.

Show opened here Monday to large crowds but few spenders due to the fact that Fridays and Saturdays are pay days here. Marty Smith joined this week with his Circus Side Show and Athletic Arena. Paul Brothers joined with their Merry-Go-Round. Earl Lenard joined with Kiddie Seaplane and Ferris Wheel. Moe Jackson has constructed a special midway entrance to display his banners.

FLOYD SHEAKS.

**Full-Date Carnival Show Letters**

As Reported by News Representatives for the Shows

**Funland**

Lawrenceville, Ga. Week ended October 1. Quinnett County Fair. Weather, fair. Business, very good.

We hope the remaining Georgia Fairs are as good as this, our first one. Jimmy Shipman, foreman on wheel, left here to accept a position in Ohio. Mrs. Krause, sister of the late Benny Krause, joined with her frozen custard. W. M. Tucker is en route with three rides from Bushnell, Ill., to Dallas, Ga., our next fair. Manager Ben F. Tosh having belated painting and repairing done now for shows' trek to Florida.

TED C. TAYLOR.

**Reynolds & Wells**

Lamar, Mo. Week ended October 1. Location, around the square. Weather, good. Auspices, Chamber of Commerce. Business, fair.

Having finished their Minnesota and Iowa fair dates, shows are heading south for their Arkansas fair dates. Lamar being the only date played in Missouri this fall. Buck McClanahan's Roll-o-Plane is going over big. Purchasers of new trailers include Mrs. M. E. Reynolds, Tex Baker, Blackie Miller, Mrs. Ruth Wells, Happy Hooper and Buck McClanahan, who also purchased new trucks and trailers to transport his Roll-o-Plane. New Ten-in-One side show is

Springfield, Tenn., 38 were still with it at closing. Several who left during the season returned before closing. Staff remained intact thruout the season.

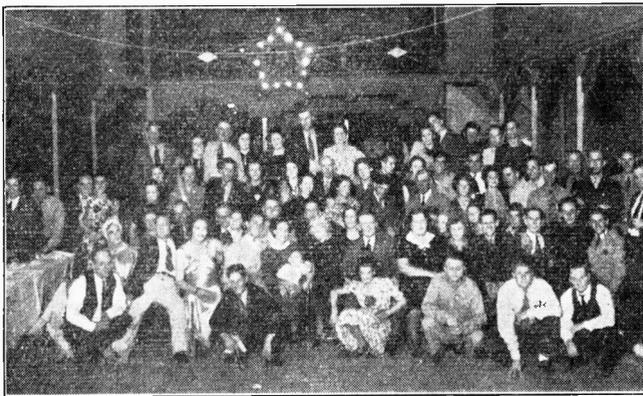
WILLIAM R. HICKS.

**Wallace Bros.**

(Baggage cars and trucks)

Tylertown, Miss. Five days ended October 1. Wallhall County Fair. Auspices, American Legion. Weather, hot and clear except rain Wednesday. Attendance, heavy. Business, fair. Free gate.

This was the second consecutive year shows furnished the midway here. Being the only town in the county, it was puzzling to understand where the crowds came from, but come they did and brought little spending money with them. Sponsors brought in many outside attractions, including several bands and free acts, but the public was unable to properly support the engagement. Move from West Point, Miss., was another long one and resulted in first major accident of season when Loop-o-Plane truck turned over near Macon and demolished its truck. Lightning Jones, driver, escaped with only minor injuries. Mr. and Mrs. Duffy, with two stands, joined here. Glenn Osborne left to rejoin West Bros.' Shows. Junior Tillotson returned to school at New Orleans. Manager Farrow and William



HERE'S THE HAPPY GROUP of members of the Mutual Benefit Club and personnel of J. L. Landes Shows which tendered J. L. Landes, manager and owner of the shows, a party at Club Lido in celebration of his birthday anniversary during the organization's recent engagement at Abilene (Kan.) Fair. A special dinner and floor show, under direction of Harry Pink and George Hood, were features, with dancing the main diversion. Mr. Landes was presented with two huge birthday cakes, which he directed be cut up so that all members of the show could partake of them, and a large electric star which bordered a picture of Landes. Other features were the souvenirs, including leather wallets for men and roll-top cigaret cases for women, selected by Mabel Knauff, Earl Knauff, chairman of the club's entertainment and finance committee, handled arrangements. Carter Buton won first prize in a dance contest. Photo by E. D. Knauff.

topping the shows. L. H. Baldwin joined this week with cookhouse. E. Reynolds and wife and daughter, Mrs. H. Wells, are visiting in Topeka, Kan. Almost everyone on the show is making plans for the winter. Shows' second fire of the season occurred here when two of Buck McClanahan's concessions caught fire from a short circuit, causing a \$500 loss. Recent visitors included Harry Rogers, of Rogers Tent and Awning Co., and Ben Roodhouse, of Eli Bridge Co. Show continues to have a free gate despite size of midway. From a business standpoint, season has been spotty.

W. J. LINDSAY.

**F. H. Bee**

Dickson, Tenn. Fair. Weather, ideal. Business, excellent.

This was the show's last date of the season. Everyone went away happy, as business was good for all. This date was one of the best of the season. Rides did capacity all week, with concessions enjoying their best week of the season. After a season of 24 weeks, which saw the organization cover 2,100 miles, all members departed for their different destinations as soon as the show was put away in winter quarters here. Of the 160 who opened with the show at

Avery were on the sick list here with heavy colds. Amelia Wallace is still hors de combat with broken ankle sustained in a fall at Knoxville, Ia. Visitors: L. H. Davis and Secretary O. C. Weeks and party, of Franklin County Fair, Meadville.

WALTER B. FOX.

**Hilderbrand's**

(Motorized)

Redmond, Ore. Four days ending October 1. Deschutes County Fair. Weather, good. Business, good.

With the community and all officials working with Owner O. H. Hilderbrand and Manager E. W. Coe, this date proved a banner spot. Midway was packed every day, with shows, rides and concessions getting big play. Ed Lehay's cookhouse again encountered motor trouble on the 400-mile run here. Truck did not arrive until late Wednesday afternoon, but it was up and fed 'em on time. Bud Cross' bingo topped concessions. Royal T. Stender joined office staff here, coming from Los Angeles. Mrs. Bob Booker returned to Grants Pass, Ore., for a visit with her mother and father but will return to show in Berkeley. Manager E. W. Coe is called the 24-hour man on show. Betty Coe again handled the fair gate with assist-

ance of C. C. Rhinehart and Bert Warren. Gene Knowles' pony ride enjoyed its biggest week of season, as did Fred Thumberg's Putt Putt ride. Johnnie and Billie Hicks had town plastered with fountain pens. Leone Barie received a pair of Indian moccasins from Chief No Rain and Princess White Face, who were appearing here at fair. Visitors included Hazel, Ambrose, Bobby, Pop and Mom Mack, and Jim and Ann P. Donnell, better known as the English Macks, and George Smith. Everett and Belle Mitchell, of Mystic Temple, planning a winter show. Jack Baird left to open vaudeville and night club engagements. Ralph Balcom, Johnnie Cardwell, Rubie Miller, Mac McQuillan, Sammy Epple and Al Johnson picked a few good and a great many bad horses here. Toots Epple is on the sick list. May Stewart, a feature of Mystic Temple, is popular. Al Bird is looking forward to visiting his father in Colusa, Calif. Sig Saasted joined here with his long-range shooting gallery. Billie Ritchie and Mel Rennick, dancers in French Casino, are rehearsing a new night club act. Don Harmon's Nudist Colony appeared here in a new front. George Morgan and Pierre Ouellette are expected back with show soon.

CLAUDE A. BARIE.

**Johnny J. Jones**

(Railroad)

Shelby, N. C. Week ended October 1. Cleveland County Fair. Business, very good. Weather, rained out Thursday.

With four days of ideal weather, the Cleveland County Fair, billed as a five-day event, gave the show a gratifying gross. Friday and Saturday were exceptionally big days. Even with Thursday lost due to rain, week as a whole was up to expectations. Building program laid out by management is still going on, with more new wagons being turned out and additional equipment being built. Mrs. Carl J. Lauther returned to the show after attending last rites for her mother, Mrs. Fleda Olson, who passed away while they were playing in Louisville. Many beautiful floral offerings were sent to Mrs. Olson's home at Millers Tavern, Va., from the many trouper that not only mourned her death but showed their respect for the mother of the well-known show woman. Mrs. Hody Jones and son, Johnny J. Jones Jr., left for Orlando, Fla., where he will resume his studies. Iris Stewart has taken over the dining car. Charles Noller's Olga Show is giving some of the larger shows a close race on money grosses. Mrs. A. C. Lockett, en route

**3000 BINGO**

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put 25 in the following sets and send for: 35 cards, \$6.25; 50 cards, \$8; 75 cards, \$6.50; 100 cards, \$10; 150 cards \$12.50; 200 cards, \$16; 250 cards, \$21; 300 cards, \$20; Remaining cards sold \$5.00 per 100

Set of 20 Lightweight Bingo Cards, \$1.00.

**3000 KENO**

Made in 30 sets or 100 cards each. Played in 8 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 6x7.

**THIN BINGO CARDS**

Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class. . . . . \$12.50 Lappards, white cards, 8 3/4 x 14. Per C. . . . . 1.50 Stamping Bingo Cards on same, Extra, per C. . . . . 1.50 Bingo Card Markers, in strips, 25.00 for 1.50 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

**J. M. SIMMONS & CO.**

19 W. Jackson Blvd. Chicago

**MAKE \$50.00 A DAY ON CANDY FLOSS**

More and more people are buying our Candy Floss Machines, the best in the world—make the best, the Original Only. Guaranteed. The biggest money-maker known. For Service—Satisfaction—Dependence, send us your order. Write TODAY, ELECTRIC CANDY FLOSS MACHINE CO. 202 12th Ave., S., Nashville, Tenn.

**WHY STORE YOUR OLD RIDES AND SHOW EQUIPMENT?**

SELL IT TO RALPH R. MILLER BATOON ROUGE, LA. (Largest Buyer of Second-Hand Rides and Distressed Show Property in the United States.)

from Los Angeles to her home in Ettrick, Va., stopped off for a week's visit with her son, Ralph Lockett, show's secretary. With only a few more weeks until the band plays *Home, Sweet Home*, personnel is preparing for winter vocations.  
STARR DeBELLE.

**Crowley's**

*McKinney, Tex. Week ended October 1. Location, fairgrounds. Auspices, Colim County Fair Association. Free gate. Weather, ideal. Business, fair.*

Informal opening Monday night. Opened Tuesday afternoon to weak business. Tuesday night was good. Thereafter the afternoon business was poor except Saturday afternoon, which was below par. Wednesday, Thursday and Friday nights business increased, but Saturday night was the only profitable night. Memorial services were held here for D. Goodin. Clyde Davis is now operating Miss America show. Leota, his wife, was popular at downtown clubs. Professor LeRoy, magician and ventriloquist; Princess Red Wing, Kiddo Rusk and Doc Waddell appeared at Rotary and Lions' clubs. Major Bill Miller has front of Thrilldrome. Fairgrounds were too small for the midway. Five shows and two rides were left on train. Captain Webb, high diver, has recovered from his recent accident. Kenneth Blake, fire diver, joined. *The Daily Courier-Gazette* was liberal with space and its carrier boys were entertained on midway, as were the young women employees. Visitors: Col. Don C. Hall and wife, Happy George Ireland, Alice Miller, Dutch and Bonnie Smith, Ella (Mother) Goltz, the Buhls, Billy and



**JOLLY JOSEPHINE** is known in Australia as Mexican Rose and is a popular attraction with Greenhugh & Jackson Shows. She was reported top money-getter at the Sydney Royal Show. Here she is putting on a few extra stones (weight). She expects to remain in Australia two years.

Laura Eyre, Col. C. H. Baltzell, Mrs. William Irwin, Father Hubert, John Buckingham, Oscar and Hazel Bibler, Billy Greenbaum, Rev. Frederick D. King, LaBlanche Shaw, DeEtte Foster and George M. Aylstock.

GEORGE WEBB.

**World's Exposition**

*Lexington, N. C. Week ended October 1. Fair. Weather, fair except Thursday, rained out. Business, poor.*

Organization south in search of money spots, but so far it has not found any and this date was no different. Good attendance prevailed but spending was poor. Tuesday, Children's Day, brought a lot of people to the grounds, but receipts were small. Same condition existed Friday, when there was another free gate for children, but shows and rides did little business. Saturday drew a good night crowd, but poor business resulted. Some concessions did well, however, including the bingo game. Fitzl Brown's mouse games did okeh, as did his cookhouse, Norman Wolf's French Casino topped shows, with Charlie Gramlich's Wall of Death a close second. Hall of Science also had its innings. Local papers were liberal. Secretary Dave Leonard co-operated splendidly. George A. Hamid's free attractions, including Four Laddies and Three Sensational Flyers, were popular. Jimmie Raftery ran the midway to everybody's satisfaction, and Max Kane his department with ability. Visitors included G. Snelling, of World of Mirth Shows; William Ghick, of Ideal Exposition Shows, and Dr. Fleming and family. New Octopus ride arrived here. Elsie Wolf handled local press efficiently. Pancakes Hewett left for her home. Mrs. Morris Stokes and son, Arthur, left to join her husband. Jockey Watson returned to the Frolics from a business trip home. Verne Soules was with us again this week.

DICK COLLINS.

**Crystal Exposition**

*Statesville, N. C. Week ended October 1. Iredeell County Fair. Weather, fair. Business, good.*

Much credit and admiration expressed from office and showfolks for valiant way ride boys worked to get show up and ready by noon Monday after the 220-mile jump here from Seiverville, Tenn. Train had not been spotted until 8:30 a.m. Monday. Shows, rides, free acts, exhibits were all ready and enthusiastically received and patronized by the biggest Monday opening ever witnessed by office and writer. Wilson's Hell Drivers, featuring Dare-Devil Jimmie Smith, was the added one-day attraction Monday. Regular five free acts, four of which are part of shows' line-up, were popular. Aside from being rained out Thursday, weather and business was gratifying to all. Shows, rides and concessions enjoyed a banner Saturday business. Mr. Hadley and George Neel and their staff of fair officers co-operated splendidly. Strange as it may seem for a single pit show, Jack Perry's Happy Marie Rose, fat girl, topped the midway all week except Saturday, with Alice, Alligator Girl, a close second. Other high scorers were Doc Carlo's Life and Reptile Show, Indian Joe's Athletic Arena and, strangely enough, Dark Town Strutters' Minstrels, already a strongly augmented organization of sepians musicians and entertainers, didn't fare so well despite the recent addition of comedian Fats Hayden, his wife and son and Billy Arnte. This show, usually topping the midway, had one of those freakish off weeks. Dashington's Dog, Cat and Monkey Circus joined here, giving show a line-up of five free acts. Leonard Ross, of side show, left here. Visitors included Dr. Kennington and R. B. Funderburk, officials of the Chesterfield County Fair, Pageland, S. C.

H. NELLA.

**Keystone**

(Motorized and baggage trucks)

*Murphy, N. C. Week ended October 1. Auspices, Cherokee County Fair Association. Weather, fair and cool. Business, good.*

Jump in here from Gainesville, Ga., made in record time. Gloom was cast over the show in the death of Earl White, chief electrician, Monday night here. Fair association and showfolk gave every assistance to help make his widow's loss bearable. This was the second straight year for the show here and business was above average. Fires and shows did well. Organization has many friends here.

BOB CRUVER.

**Marks**

*Fayetteville, N. C. Week ended October 1. Cumberland County Fair. Auspices, Junior Chamber of Commerce. Weather, variable, rain Thursday and Friday. Business, good.*

This date produced good revenue for shows' augmented midway, but heavy rains on Thursday, fair's big day in past years, and intermittent showers on Friday, Colored Day, brought receipts down to a par with those of 1937. Good weather the first part of the week drew large attendance which resulted in light matinee but good night business. Visitors included Bly, the Rice Writer, who had a concession on the midway; Macon E. (Buddy) Willis, general agent Pacific Whaling Co.; Jimmy Raftery, of Gruber's World's Exposition Shows; Ernie Dugan, wrestling promoter; H. L. (Count) Harrington, formerly of Johnny J. Jones Exposition, and Squire Matthew Riley, general agent Endy Bros.' Shows. Max H. Glynn, who had the cookhouse early in the season, returned here. Mrs. Glynn presides at cash register.

WALTER D. NEALAND.

**Strates**

(Railroad)

*Bloomsburg, Pa. Week ended October 1. Fair. Weather, ideal. Business, good.* All attendance records were broken at this fair and as a result show had one of its best midway grosses of the season. This was the second week of the season that show has not been visited by rain. Tuesday, Children's Day, the grounds were almost packed to capacity by 9 a.m. with thousands of children patronizing every ride and show. Business and weather continued ideal all week, with Thursday and Friday the big days. Fair officials gave wonderful co-operation. Secretary Harry Coriell, Superintendent Carl Fleckenstine and his able assistant, Ray Diefenbacher, were on the job at

all times. A National Showmen's Association benefit was given in the new Vantiles top Tuesday midnight, with George A. Hamid furnishing all entertainment from his grand-stand revue. He made a capable emcee and good sum was realized for the N. S. A.  
BEN H. VOORHEIS.

**W. C. Kaus**

*Bedford, Va. Week ended October 1. Business, fair. Weather, bad.*

Everything up and ready on Monday, but fair didn't start until Tuesday, giving everyone a chance to rest. Tuesday noon the fair opened, but attendance was light until evening, when a good crowd came out and spent a little. Wednesday, Children's Day, drew thousands of kiddies. From then on the midway was packed and rides did capacity business. Octopus led, but Ferris Wheel was close behind. Everyone on midway did well. Helen Owens' bingo reported good results. W. C. Kaus reported that business in general was very good. Because rain spoiled Friday play Saturday was added to make week complete by the fair association. Once again officials did all they could to make the event a success.  
DOT GORGRANT.

**Roland**

*Ahoskie, N. C. Week ended October 1. Fair. Weather, fair. Business, fair.*

Move from Windsor was made on scheduled time and everything was in readiness for Monday's opening. Wednesday school children were on the grounds at 10 a.m. and all rides did fair. Rain marred Friday and Saturday nights' business. General Manager Norris Roland away on a business trip. Captain Cushing and Marjorie Bailey were popular. Farley's sound truck made daily trips to near-by towns. Whitey Davis joined here to take up his duties as Ferris Wheel foreman and *The Billboard* agent and mail man.  
WHITEY DAVIS.

**Cetlin & Wilson**

*Trenton, N. J. Week ended October 1. New Jersey State Fair. Weather, fair except Friday, rain and cold. Business, good.*

With only a short run from Woodstown, N. J., everything was up and doing business on Sunday. Concessioners reported good business. Visitors included Harry Smith, manager of concessions at New York World's Fair; Lou Dufour, Cliff Wilson; Roger Littleford, of *The Billboard*; Charles Swoyer, secretary Reading (Pa.) Fair, and his wife and son; Sam Gumpertz, and Will Davis, secretary Rutland Fair. Paradise Revue topped shows, Duke Jeannette's Circus Side Show second and Leo Carrell's Monkey Show third. Scooter was top money ride, with Ridee-O second and Octopus third. This was show's last fair date in the North and it jumped into North Carolina. Show regretted to hear of death of C. S. Parnell, secretary of North Carolina State Fair Association and Mebane (N. C.) Fair.  
L. C. MILLER.

**Ideal**

(Motorized)

*Burlington, N. C. Week ended October 1. Fair. Weather, good.*

Business was slow Monday but improved each day. Friday and Saturday the big days, making this a successful date. Tobacco crops were good and prices are high and everybody had money. A large crowd of colored people attended. Mr. and Mrs. Hodges attended the funeral of Charles Parnell, secretary of North Carolina and Six-County fairs. His wife was seriously injured but is recovering. Large floral tributes were received from nearly all the carnivals now working in North Carolina. The Hodges made a flying trip to their home town, Salisbury, on business.  
M. LASKY.

**Buckeye State**

(Motorized)

*Unit 1. Monticello, Miss. Week ended October 1. Lawrence County Fair. Weather, warm, one night lost thru rain. Location, fairgrounds, edge of town. Business, good.*

*Unit 2. Drew, Miss. Week ended October 1. Sunflower County Fair. Location, edge of town. Weather, good. Business, good.*

In order to fill commitments this week shows had to split into two units, Manager Joe Galler taking No. 1 unit to Lawrence County Fair, Monticello,

**SOUTH SEA ISLAND VILLAGE**  
—at the—  
**New York World's Fair of 1939**  
Concessions (and Acts) for the South Sea Island Village are now being considered.  
All proposals should be submitted in writing.  
SOUTH SEA ISLAND VILLAGE, Inc.  
33 W. 42d St., New York, N. Y.

**FOR SALE, Motordrome**  
Fully equipped, cheap for cash. Can be seen in operation. Address  
**T. J. APPLE**  
Barfield Show, Dublin, Ga., Week of October 10.  
**TILLEY SHOWS**  
NOW BOOKING FOR 1939.  
Concessions all open except Corn Game and Long Range Gallery. Cook House open for reliable party with own equipment. Guarantee Privilege in Tickets. Mechanical Show, Testa write. Side Show open. John T. Hutcheless, have proposition for you. Will book any worthwhile Attraction, with or without own outfit. Address Ladd, Ill.

**NOW BOOKING FOR**  
**NEW YORK WORLD'S FAIR**  
**ODDITIES, FREAKS and NOVELTY ACTS**  
for  
**John Hix "Strange As It Seems" Show**  
Address  
**DUFOR and ROGERS**  
P. O. Box 88, Forest Hills, Long Island, N. Y.

# A Lifetime Record of Your Social Security Number

**FREE!**



**FREE!**

**Your Name and Number Individually Engraved on an Etched Bronze Plate**

## Compliments The Billboard

By special arrangement we offer this permanent bronze Social Security Plate engraved with your name and number. We want EVERY reader to have the protection this PERMANENT Social Security identification record affords.

## SOCIAL SECURITY PLATE COUPON

This coupon entitles you to your own permanent bronze Social Security Plate, engraved with your name and number, when mailed to The Billboard, 25 Opera Place, Cincinnati, O., with 10c to cover postage and handling costs. CA

Name .....

Address .....

City ..... State .....

Social Security Number .....

## Here's All You Need To Do!

1. Clip the special coupon.
2. PRINT your name, address and Social Security number and mail with 10c to cover postage and handling.
3. Your own etched bronze plate will be mailed to you immediately, postage charges prepaid.
4. This offer subject to withdrawal without notice, so clip your coupon and mail it NOW.

while General Agent Gentsch took No. 2 unit to the Sunflower County Fair, Drew. Both reported large crowds and good business. Bill Brown joined here with his diggers. Visitors included Highway Commissioners S. T. Roebuck, F. L. Linker and H. J. Patterson, Highway Director E. D. Kenna, Judges Harvey McGehee and Virgil A. Griffith, U. S. Congressman W. M. Colmer; Editor T. M. Hederman, *The Jackson Clarion-Ledger*; Editor Fred Sullens, *The Jackson Daily News*; Jack Dale, Associated Press; Willard Griffin, med show pitchman, and Doc King, Manager Joe Galler; Russell Cooper, electrician, and Charles Savage went to Jackson on business. Joe Galler, Mr. and Mrs. Fred Rainey, Imogene Rainey and Ted Johnson, press agent, visited friends on Wallace Bros.' Shows at Tybertown. Special credit for event's success goes to Mrs. C. E. Gibson, fair secretary, and Joe Dale, publisher of *The Lawrence County Times*. TED JOHNSON.

### J. F. Sparks

Whitwell, Tenn. Week ended October 1. Auspices, PTA. Weather, good. Business, fair. Show made the long jump here from Albany, Ky., and managed to open on time Monday night. Tilt-a-Whirl came into its own again this week and topped rides. Zoma and Girl shows ran a dead heat for top show honors. Sponsors cooperated in every way. Nearly all the slowfolk made shopping tours to Chattanooga. Mrs. J. F. Sparks visited her son, Jesse, at Cookeville, Tenn., where he is attending Junior Military Academy. Mrs. J. A. Sparks returned here from a visit to Missouri. This was shows' last still date. TOM SPARKS.

### Dixie Model

Whitakers, N. C. Five days ended October 1. Firemen's Fair. Weather, mostly rain, two days fair. Business, satisfactory. Show opened here Tuesday in the rain after making the 350-mile jump across the State. Cold and rains continued thru the week except Thursday and Saturday. Merchants supported this maiden fair well and met Thursday night and voted to make it an annual

event. Public wedding of a local couple was postponed until the last day due to rain. Promotion was conducted by Agent Kelly and Pete Holland. Committee cooperated well. Visits were exchanged with members of Lawrence, Buck, Rowland and Lewis shows, all playing adjacent territory. Bruce McLaughlin and Jimmie Russell, assistant, enjoyed good business with diggers. Veteran Lark Lane and wife visited and renewed old acquaintances. Jack McDonald came to take over inside of Athletic Show, with Lee McDaniels on front. Ted Bemis took charge of Chairplane, with his wife on tickets. George H. Cramer, of Spillman Engineering Co., and A. T. Dize, of Dize Tent and Awning Co., also visited. CHRIS M. SMITH.

### Zimdars (Motorized)

Athens, Ala. Limestone County Fair. Week ended September 24. Business, fair. Attendance fell off after Monday night's opening, but midway showed to a good crowd Friday, the last day of the fair. Tilt-a-Whirl and Octopus topped rides. Ten-in-One and Minstrel Show vied for top money among shows. Secretary Legg offered good co-operation. Salem Bedonie, pitchman, joined here, as did Frank Self with three concessions. Limestone County Colored Fair. Week ended October 1. After playing still for the first three days of the second week in Athens, the Colored Fair opened and showed to more people than the white. Rex Cole presented his free act here. Cole was formerly with Newton Bros.' Circus. A dance was held every night. Saturday was the big day, with rides in the spotlight. Merry-Go-Round topped rides, with Ferris Wheel second. Minstrel Show had its biggest Saturday of the season. BUDDY MUNN.

### Endy Bros.

Goldsboro, N. C. Week ended October 1. Wayne County Fair. Weather, two days' rain. Business, good when clear. This was show's third year to play this fair and business was far above average except for two days' rain on Wednesday and Thursday, which cut receipts materially. Walter C. Denmark,

fair secretary, gave good co-operation. Saturday was the big day. Jack Huber joined Professor Kuntz's new Ten-in-One show here. Lolo and four others were added to Minstrel Show. Hank Lambert is on sick list. Texas Briggs joined and took charge of new Boomerang, which topped the rides here. New Roll-a-Plane did well. Speedy Merrill, of Motordrome fame, is recuperating from his recent illness. Great Wilno, cannon act, continues to draw. Great Wolandi, high wire, joined for the remainder of the season. Matthew J. Riley returned from Florida after getting everything set in Funland Park, Miami, where the show will winter. Eddie Hollinger, auditor, is in charge of wagon during the absence of Ralph N. Endy, who is handling the No. 2 unit. Joe Decker's new cookhouse is popular. GLEN IRETON.

### Southern States

(Baggage cars and trucks)

Sylvester, Ga. Week ended October 1. Sylvester County Fair. Weather, rain first four days. Business, good last two days.

After four days of steady rain weather cleared and business was extra good Children's Day and Friday and Saturday nights. Merry-Go-Round, Monkey Circus and Ten-in-One joined here. TIGHE HALE.

### World of Mirth

(Railroad)

Richmond, Va. Virginia State Fair. Week ended October 1. Weather, cold and rain. Business, fair.

Cold weather for the week, together with loss of Friday due to rain, hurt shows' grosses here. Shows made jump from Allentown to Richmond and were set up in plenty of time Monday. Kiddies' Day, which was the best of the shows have had in several seasons. Rides took seven of the first 10 positions in the weekly box-office ratings, with T. W. Kelley's Odditorium, Earl Purtle's Liondrome and Art Gordon's Swing Club heading the shows. A candy-apple stand owned by Max Levine burned Tuesday afternoon. Stand was worked by Helen and Charley Phenix, both of whom escaped with minor injuries. L. Harvey Cann, general representative, risked

severe burns when he rushed into the flaming stand to rescue Mrs. Max Linderman's dog, Boots, who was trapped in the flames. Raymond Lee, secretary of the Minnesota State Fair, was General Manager Max Linderman's guest Tuesday. JIM McHUGH.

### L. J. Heth

(Motorized and baggage cars)

Marietta, Ga. September 28-October 1. Cobb County Fair. Weather, good. Business, good.

Friday, Children's Day, was one of the largest days of the season, with all attractions doing well. Visitors included Rocco Aleo; Mr. and Mrs. T. L. Dedrick, of Funland Shows; Roy Carey, of J. J. Page Shows; Mr. and Mrs. Art Johnson, secretary Sumter County Fair Association, Americus, Ga., and T. H. McCurley, president of Milton (Fla.) Fair Association. Mr. and Mrs. J. W. Giffin were busy entertaining Mrs. Giffin's sisters, Mrs. Pearl Mitchell and Ann Gaddy. Joe Sparks and Mrs. L. J. Heth also were busy entertaining visitors. LESTER PARRISH.

### J. J. Page

Rome, Ga. Week ended September 24. Floyd County Fair. Weather, fair. Business, good.

This was shows' first stop in Georgia and everything and everybody had a good week. Tuesday business picked up and from then on each succeeding night recorded bigger grosses. Three outstanding days went on record, two school days and Saturday, when they came and stayed late. J. L. Storey, secretary, and the various committees have done an admirable job with the fair. Committees, organizations and individuals co-operated splendidly. Station WRGA aired proceedings four times daily. Messrs. Quarles and Patton made these broadcasts possible. Ferris Wheel topped the rides, with Tilt-a-Whirl and Merry-Go-Round close behind. Hollywood Revue, Minstrel and Ten-in-One shows led the shows. J. J. Page was busy renewing old friendships here. Jerry Kohn, of Fulton Bag and Cotton Co., visited here, as did Ellis Winton, of

Cumberland Valley Shows, and Mr. and Mrs. Albert Littlejohn.

*Newnan, Ga. Week ended October 1. Auspices, American Legion. Location, heart of town. Weather, fair. Business, good.*

Inability to get exhibits commensurate for the Coweta County Fair caused cancellation of the fair and a date for the American Legion was effected. Record crowds turned out. Saturday was the big day. G. C. Polk, Legion commander, lent every assistance. An exorbitant license was exacted, but customers filled that gap. Chris Jernigan handled the spot in efficient manner. Many folks made trips to near-by Atlanta and the various theaters had good play. Mrs. J. J. Page was on the sick list here and made three trips to Atlanta for medical treatment. Cool nights are raising havoc with rides. R. E. SAVAGE.

**Goodman Wonder**

*Corinth, Miss. Week ended October 1. Fair. Weather, fair. Business, good.*

Two weeks in this section has demonstrated there are ample future greats to take care of the country when the present generation is gone. First Children's Day here was such a success, a second was declared on Saturday, last day of the fair. Both days the kiddies turned out in droves and had full run of the midway. Having routed the shows into winter quarters at Little Rock, Ark., General Agent L. C. Kelley returned to Corinth and closed the season. He left for his home in Chicago. For more than four weeks shows have enjoyed good weather, plenty of sunshine and no chilly nights to speak of. BEVERLY WHITE.

**Siebrand Bros.**

(Trucks)

*Needles, Calif. September 29-October 1. Ten-cent gate. Weather, fine. Business, good.*

Shows, rides and concessions did fair here. Charlie Holloway joined band here. He came from Kansas City. Pete Siebrand Jr. left to attend school in Phoenix, Ariz. Side show and three girl shows seem to be getting their share of dough. SLIM AUSTIN.

**Kaus**

(Baggage Cars)

*Asheboro, N. C. Week ended October 1. Auspices, Randolph County Fair Association. Weather, two days' rain. Business, fair.*

Fair opened on Children's Day, Tuesday, to swell midway crowd, but spending was light. Wednesday night it rained and continued off and on until Friday noon. It also was cool and people who did come out kept moving. Friday and Saturday nights produced good crowds and spending was better. Millie Lawring of Chez Paree, returned from a visit home. Her brothers, Robert and Garland, accompanied her. Willie Lavine suffered an attack from an old illness and was forced to spend two days in bed. Harold Lucas has added a sound system with a victrola to his Kiddie ride. Mrs. Jimmie Jamison joined here with her dart store. Her husband's high-diving act was one of the grandstand attractions. Mac Marekres joined here with duck pond. Visitors included J. P. Moon, secretary Newberry (S. C.) Fair; C. A. Herlong, secretary Greenville (S. C.) Fair, and Hicks Corey, of Greenville (N. C.) Fair. LESTER KERN.

**Ginger Ray To Enter Night Club Field After RA Dates**

PENSACOLA, Fla., Oct. 8.—A three-year contract has been signed by 17-year-

**Capitol City Shows**

WANTS Chair-o-Plane, Cophouse, Bingo, Stock Concessions. Shows of all kinds. Out all winter. Cotton Ellis come on. PHIL ROCCO, Fulton, Miss., this week.

**ART LEWIS SHOWS**

TARBORO, N. C., FAIR, OCTOBER 17-22.

ROXBORO, N. C., FAIR, OCTOBER 24-29.

CONCESSIONS—Wheels, Grand Stores, Grab and Juice. Long season with Florida dates to follow. FOR SALE—Bug House, new banners and mirrors. Address, this week, ART LEWIS, Mgr., Beaufort, N. C., Fair.

old Mary Edith Lorow, known professionally as Ginger Ray, to appear in night clubs beginning on November 15. Miss Lorow will also be given a screen test.

She left the Royal American Shows, where she is a singer and dancer on the Bowery show produced by her sister, Raynell, at conclusion of the Birmingham engagement and went to Chicago for a week to have costumes made by Lester and to have photographs taken by Bloom to be used in publicity.

Returning to the show in Jackson for Mississippi State Fair she will continue with the Royal American for remainder of the season. Her first engagement will be at the Roosevelt Hotel, New Orleans. Arrangements are for her to go to Miami later and to Havana, then to New York and the West Coast.

Miss Lorow is youngest of the family on the Royal American. Her brother, Cortes, has the Look Show, where her mother and father are employed. She has been featured in the show of Raynell.

**Cold Hurts Dodson's Last Date; Barn in Huntington**

HUNTINGTON, W. Va., Oct. 8.—Cold weather here has kept Dodson's World's Fair Shows' business down to a minimum this week, according to Harry C. Thomas, press representative. Show closed the season tonight and immediately went in winter quarters here. Patients of the local Veterans' Hospital were entertained in the hospital auditorium Tuesday afternoon. Program included the Dodson Barn, under direction of Charles Clark; Renee Snow, Mae Britt, Ed Hayes, Little George Harmon and Foots Houston. Showfolks gave the following destinations as the shows closed:

Vernon Korhn, Jack Brick's Four Apollos, Edmundo and Vittorio Zacchini and families will go to Tampa, Fla. Melvin Dodson Jr., Mr. and Mrs. Charles Clark, C. L. Brickett, Nippy, band mascot, and Dewitt Hudson will join Art Lewis Shows. Assistant Manager Bert Minor headed for Los Angeles. Ray Cramer, side-show manager, will head for Miami, but almost all side-show performers will join Bunts Shows under management of Slim Webb. Charles LeRoy, official announcer, will head for Boston. Pete Richards, who had the "ex" on groceries here, and Lee and his wife will play several Southern fairs before going to New York for the winter.

Jack and Frances Paige also will winter in New York. Mr. and Mrs. B. B. Brundage hit the trail for Glendale, Calif. Mr. and Mrs. Jerry Champlion went to Lake Wells, Fla., and Key West, Fla., is Howard Piercy's objective. Cy Holday and Sal Spreight have not decided where they will winter. Mr. and Mrs. Edward Bruer returned to Fort Worth, Tex. Doc J. A. McNeice, of Hager Motordrome, and Louise Hudson, of Posing Show, will go to St. Louis, as will Dave Foster. Mr. and Mrs. Eddie Davis will play some Southern fairs with their cookhouse.

Lucille Dodson and Mrs. Clarence Sherman headed for Miami. Olive Hager and Dudley Lewis, of Hager Motordrome, went to Knoxville, Tenn. George Wagner went to Phoenix, Ariz., and Charles M. Ruley to his home in Jonesboro, Ind.

Dolly and Phyllis Snow, of Posing Show, went to Akron, and Larry Redwell, of the same show, to Chicago. Band boys hit the following roads: Owen Boggs to Ft. Wayne, Ind.; Rudy Hoff to Cleveland; H. McKenzie to Turtle Lake, Wis.; Al Sharville to East St. Louis, Ill., and Roy Landstrom to Kalamazoo, Mich. Those remaining here are John Hoffman, Mr. and Mrs. Henry McCaulley and Happy Belisle. Arthur E. Dodson American Legion Post No. 784, traveling Legion post, received some swell publicity in Clarksburg (W. Va.) papers when show played there last week.

**Crowds Big on RAS Midway At Fair in Pensacola, Fla.**

PENSACOLA, Fla., Oct. 8.—A new high-attendance record for Interstate Fair of Pensacola was set during the engagement of the Royal American Shows. Weather was perfect on opening day, Monday, and crowds were larger each succeeding night.

Kids' Day as usual was an outstanding success, with 10,000 on grounds between noon and 5 p.m. A holiday was arranged for children of city and county schools. About 50 friends of Mrs. Frances LaVier, wife of Forrest (Curly) LaVier, of the Bowery Show, attended a stork shower in her honor Thursday noon at the San Carlos Hotel, following luncheon many beautiful gifts were presented Mrs. LaVier. Affair was arranged by girls from the Bowery and French Casino shows of Raynell.

**DODSONS PLAN**

(Continued from page 36)

Dodson will handle one unit, with C. Guy Dodson in charge of the other. Commenting on the season, C. Guy Dodson said the show had lost 12 Saturday nights and 41 days due to rain. Shows' staff as well as free acts and band have remained the same as at the opening of season.

Vittorio Zacchini and Four Apollos, high act, did not miss a single performance during the season, when weather permitted. Ray Cramer, in charge of the Side Show, was one of the most successful individuals on the midway, with Olive Hager and her Motordrome next in line.

Jack Paige, who handled Gay Paree, kept that show intact all season, with Frances Paige's Posing Show also getting its share. Bert Minor, assistant manager of the show, handled his work in capable manner, as did Vernon Korhn, secretary-auditor.

**CRAFTS L. A.**

(Continued from page 36)

and John R. Ward's Monsters Alive Show were big winners.

Elmer Hamscom, legal adjuster and chief electrician, was complimented on his novel midway lighting effects. A feature on the midway was the new air-conditioned office wagon equipped with awnings and mounted on a 33-foot chassis. Wagon is in suite style with three compartments. Roy Ludington's Prolle Room is equipped with seats for 20 and has a built-in cocktail bar. Among guests entertained in the wagon on closing day were Mr. and Mrs. S. L. Cronin; Joe Wilson, National Orange Show; Al Painter, Hollywood Roller-drome, and Joe Glacy, West Coast Amusement Co.

**NSA BALL**

(Continued from page 36)

Theater clubrooms and other features are being planned to entertain members and their guests.

Members of the executive body attending the meeting included Lew Dufour, chairman of the banquet committee; George A. Hamid, president of the organization; Arthur Hill, secretary; Max Hofmann, counsel; Roger Littleford, assistant treasurer, and Herman Blumenfeld, Elias Sugarman, Thomas Brady, Joseph McKee, Arthur Campfield, Leonard Traube, Joe Hughes, Johnny Kline, Bert Nevins, and John Liddy, executive secretary.

**15 YEARS AGO**

(Continued from page 42)

son's biggest day on Richmond Day at Virginia State Fair with his side show on Greater Sheesley Shows' midway. . . . John Francis Shows obtained a swell plum when they landed the big Petroleum Exposition at Tulsa, Okla. . . . Hazel Shaw was taking things easy in St. Louis preparatory to the opening of a string of bazaars in and around the Mound City. . . . F. H. Nelson, former press agent, took a position with The St. Louis Times.

**WILL THE CIRCUS**

(Continued from page 29)

size, attained the seeming superlative in presentation and exhibits and all but had the ticket wagon wrecked as an amusement-hungry populace rushed in mad endeavor to gain admittance. The misfortunes of the present season are to predicate on which to base its future. It is presented for the approval of the masses, and the mass demand as heard daily on the street, in homes, clubs,

broadcast by news press reaching to all urban centers and farthestmost hinterland is: IT MUST GO ON.

Beginning with Washington, nearly all our Presidents have been its patrons. Both sage and hardy son of toil find in its rhythmic action an exhilarating magnet that extracts brain fog and places in its stead colorful scenes that rejuvenate mind and body. That man's mental faculties maintain an equilibrium in this fast-moving age the necessity of entertainment will steadily enlarge, and the circus purveyor need have no fear of a suppressed or demoralized market for his offering. Keeping it up to the same high standard of excellency as presented by the outstanding leaders will be the main essential. There will be no return to the circus with its one ring, clown or lone elephant. In the days of their popularity the public mind was attuned to their meager requirement and environment. The new America was evolving out of its primitive stage, and with its unfolding came a multiplicity of improvement and betterment. The circus traveled with the new order. Ricketts with his diminutive company shone brilliantly in the latter years of the 18th century. Soon others took up the toga of their less pretentious predecessor and with embellishment and augmented retinue established it on greater heights than ever before. Today young men are seriously engaged familiarizing themselves with the curriculum of actual experience in the savdust and spangle world. Others as yet unheard of will forge to the front and direct the managerial helm with such effectiveness as to surpass all previous effort and attainment. Men have always been provided for every emergency.

Those who see in the ever-increasing employment of circus acts at fairs, celebrations and like occasions, along with widespread establishment of public zoos, a withdrawal of popular interest in the touring circus and menagerie are forgetful of the fact that none of these enterprises, commendable tho they be, possess the lure of the tented menagerie and accompanying big top, appealing as they do to all classes regardless of race or color, civilized or savage. From toiling youth to octogenarian, all find beneath their magic fold a harmony of interest that prevails nowhere else.

The rumble of heavy wagons; excitement of four, six and eight-horse strings as they pull onto the lot; rattat-thud as staubs are forced into the ground; creek of blocks as peaks of tents are hoisted to their mooring atop of center poles; clatter of jacks, stringers and seat planks, all moving with clocklike precision, later supplanted by the cries of vendors and roll of drum as an aerialist makes a perilous leap; the hurly-burly pandemonium as clowns gallivant around the track, while from out the menagerie comes the trumpeting of elephant mingled with roar of jungle beast. Sounds, the very essence of the institution responsible for their creation, fascinating in a measure that so long as life remains knows no relinquishment.

No finer commendation of the circus was ever spoken than when John Haskell, a clown of wagon-show days in the '60s and early '70s, later engaging as an evangelistic worker, said: "The circus is a perambulating flower garden with its riotous color of red, blue, green, purple, whose beauty is further heightened by clown white, symbolical of its never having indulged in indecent joke, risque suggestion of situation such as would bring the blush of shame to cheek of maid or matron."

Will the circus live? There is every reason why it will and no premise of an argument why it will not.

Unless men grow sordid, pessimistic and pernicious in their views; unless there be a national ban placed on people's legitimate freedom, thereby creating a reign of Bolshevism and terror, which every sane person knows will never happen here, will the circus live and continue on its annual pilgrimage dispensing pink lemonade, peanuts and happiness to its great army of enthusiastic supporters until time when the grand cataclysm of the earth's disintegration resounds with the cataphony of thunderous bombardment as bursting stars and blazing fragments go hissing into uncharted stratosphere and man shall not be in his last days, THEN AND NOT UNTIL will the shadow of eternal glory in its greater magnificence overcast the spangled splendor and relegate into oblivion the circus and its attendant enchantment.

## Newcombe Contracts El Paso Shrine Show

EL PASO, Tex., Oct. 8.—Verne Newcombe has signed to produce the 1938 annual El Maída Shrine Circus here. It has been a midwinter event and was staged by Pollak Bros. Circus for three years.

Circus will be shifted from Liberty Hall to a big top and will include acts from several traveling shows, Newcombe said. He plans a midway, riding devices, shows and concessions as added attractions this year.

## Kolacky Day Is Successful

MONTGOMERY, Minn., Oct. 8.—With Frisk Greater Shows on the midway and free acts, including Ray Johnson, dancer and acrobat; Michelson and Lee, comedy jugglers; Don White, magician; Charles Bruggi, novelty musical act; balancing Arnolds; Six Varsity Girls; Junior Troubadours and Tom and Dick, musical turns, and Lew Fine, comedian and emcee, National Kolacky Day Celebration, here on September 24 and 25 was successful, reports Frank J. Pexa, publicity chairman. Joseph T. Rynda was general chairman. Other features were band concerts, dancing, a parade and Kolacky Queen Coronation and prize award. Event was advertised with posters and window cards.

## Badger Festival Pulls Well

BARRON, Wis., Oct. 8.—Despite adverse weather, good crowds attended the annual Fall Festival sponsored by the Civic Club here on September 15-17 to wind up a series of six monthly community programs. Zude Jones was manager. William Bazinet Shows were on the midway, and free acts were Bink's Circus Attractions with Leo Demers and Gus Jansley, high act. Premiums were awarded for farm exhibits. On the committee were A. H. Melloh, J. C. Buckman and J. P. Maloney.

## Lucas, O., Planning Annual

LUCAS, O., Oct. 8.—Sponsored by merchants, first Street Fair in years here on September 21-24 ended successfully and committee plans an annual, said George Marlow, director. On the midway were Roy Gooding's Eli Wheel, Chairplane, Merry-Go-Round and kiddie ride; Larry Larimore's five stores; Vaughn Black, pop corn, and Keller's grab stand. Free acts were Jewell, magician; Marlow, contortionist, and Milo the Mystic.

## Tenn. Jubilee Will Repeat

PARIS, Tenn., Oct. 8.—Nancy Hall Jubilee sponsored by Young Business Men's Club here on September 28-30 was successful and committee plans to repeat the event next year, reports S. E. Horobetz. John R. Ward Shows, with 5 rides, 16 concessions and a free act, Maggie Murphy, chimp, were on the midway. Francis Craig's Orchestra played the coronation ball. There were five parades, country products, needle work, flower and horse shows, football game and skeet shoot. Jewell Cowboys and Trousdale Brothers furnished music for street dancing.

**WANT MORE REVENUE**  
for  
**YOUR ORGANIZATION?**  
Read  
**"BINGO BUSINESS"**  
A Column About Bingo in the  
**WHOLESALE MERCHANDISE**  
Department  
**THIS WEEK and EVERY WEEK**

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## El Paso Fall Festival Success Means New Site and Expansion

EL PASO, Tex., Oct. 8.—Third Annual Fall Harvest Festival here on September 29-October 2 had record crowds, and officials are planning a new location and expansion for 1939. Sponsored by the Chamber of Commerce Retail Division, the event netted nearly \$6,000 and featured General Manager Verne Newcombe's midway, which he said was "very profitable." Ralph Forsythe, whose rides were on the midway, said he would have added more attractions had he anticipated the good business.

Newcombe's staff included Ray Stoecker, secretary; Jay Rosenberg, press; Gabe Floto, lot superintendent; M. A. (Boston) McLaughlin, superintendent of concessions; Verne Haver and Al Layton, stock men; Hank Carlton, chief decorator; Joe Patterson, construction foreman; Jimmy Albright, electrician. Rosenberg has also been signed for the annual Shrine Circus and Southwestern Sun Carnival, which Newcombe will manage. Dave Price was general chairman; Dan T. White Jr., superintendent of exhibits, and Maude Exum, superintendent of entries.

Forsythe and Bill Smith, his secretary, handled the rides, which included: Merry-Go-Round, Brownie Jones; Ferris Wheel, Bill Jackson; Octopus, Harry Browning, and elephant ride, George Shaw.

Concessioners included Mr. and Mrs. Harold Roberts, photos; Mrs. Jimmy Albright, balloon dart; Cecil Clayton, string game; George Evans, grocery wheel; Harry Mumford, cane pitch; Jimmy McLellan, Harry Claypool, pitch; Tony Castello, guess-your-age; Bill Fernandez, J. B. Buehler, milk bottles; Mrs. J. B. Buehler, country store; William Beaumont, candy floss, pop corn; Mr. and Mrs. H. H.

Smith, candy floss; Jimmy Foy, Joe Bar-boglio, tub pitch; Cecelia Kelly, Mickey Mouse; Dale McMurry, ham and bacon wheel; Harold Smith, blanket wheel; Joe Regetti, aluminum wheel; Ray Stoecker, owner, and Joe Maple, Frank Harrington, Jimmy Nichols, bingo; Mary Hartwell, ring-a-duck; Bill Watkins, jewelry; Joe Bale, pressure machine; Obert Williams, handwriting analysis; Mabel Clark, lavender; Mrs. Joe Gould, cigaret shooting gallery; Mrs. Billy Devlin, bowling alley; Henry Feldman, fishpond; Bill Owen, Dick Weaver, George Gale, nail driving; Moe Ginsburg, candy apples; Harry Billford, wheel; Hal Hartford, bumper; Leo Kaster, Joe Steln, blower. Boston McLaughlin, assisted by Mrs. Joe Brice and Harry Bennock, had novelties. Officials complimented Newcombe on cleanliness of the midway.

Miss Southwest and Miss El Paso, selected in beauty and popularity contests, will get free five-day trips to New York City by plane. Three contests included Baby Tarzan, Baby Clark Gable and baby bathing beauty revue. A public wedding was featured. Merchants who distributed votes in a Miss El Paso contest were well pleased by increased business.

On the stage in Liberty Hall, where exhibits were displayed, a floor show from Tivoli Cafe, Juarez, Mex., had Jimmy Oakes as emcee, an orchestra under Dayton Payne, and Mazie Martin's Syncopators with Miss Martin, Johnnie McElhannon, Lorena Dinwiddie, Minnie Lee Buchanan, Bess Dinwiddie, Lucille Simons, Johnnie Warren, Marjorie Saxton, Mazie Powell, Mildred Howard, Thelma Barling, Ruth Person, Sue Redmond, Marjorie White and Byrd Fraser.

On the stage in Liberty Hall, where exhibits were displayed, a floor show from Tivoli Cafe, Juarez, Mex., had Jimmy Oakes as emcee, an orchestra under Dayton Payne, and Mazie Martin's Syncopators with Miss Martin, Johnnie McElhannon, Lorena Dinwiddie, Minnie Lee Buchanan, Bess Dinwiddie, Lucille Simons, Johnnie Warren, Marjorie Saxton, Mazie Powell, Mildred Howard, Thelma Barling, Ruth Person, Sue Redmond, Marjorie White and Byrd Fraser.

FEATURED attractions which drew about 30,000 at dedication of a new bridge across Neches River, Port Arthur, Tex., on September 7 and 8 were a rodeo sponsored by Jack Hyde; J. Ogden Smith, high diver, and fireworks, said J. C. Watkins.

CHERVINO'S ride and concessions were featured at the seventh annual Cherokee (Kan.) Home-Coming Celebration, sponsored by the Boosters' Club on September 8-10, said J. B. Forsyth. There were boxing matches, prize contests, dancing and a parade. Event was advertised by booster trips and a program in which advertising was sold.

BINK'S Circus Attractions and Leo Demers were booked as free acts at Denver (Ind.) Fall Festival on October 5-8.

COMMITTEE in charge of Hollans-burg (O.) Centennial Celebration on October 7-9 booked Seccatum Park Rides, reports R. A. Jolly, in charge of concessions. T. I. Davis, secretary, scheduled farm and colt shows, band concerts, street dancing, parades and contests.

LINDSEY (O.) Home-Coming Celebration, sponsored by business men and schools on October 7 and 8, booked Seccatum Park Rides.

NEMROD Grotto Circus, Norwich, Conn., has been postponed by the committee and Frank Wirth, director, due to damage done to power lines by hurricane.

ANNUAL, four-day Salem (O.) Fall Festival ending on October 1 and sponsored by the American Legion Post and merchants was favored by weather and crowds. On the midway were R. H. Wade's five rides and some of Larry

## Attractions Varied For Wichita's Fete

WICHITA, Kan., Oct. 8.—Five-day Harvest Festival, sponsored by Chamber of Commerce and business men and ending here on October 1, had a variety of attractions and practically carried itself, said R. D. Bounous. About 250,000 tickets, good for everything except two attractions, were distributed thru merchants.

Major features were Barnes-Carruthers' Soaring High revue, booked by Nat D. Rodgers, B.-C. special events director, on a percentage basis for six nights in the Forum, and Herbie Kay's Orchestra which drew big pay crowds and was augmented by a floor show by Peggy White and her Texas Rockets.

Eight exhibits were each required to spend \$200 for entertainment and booked Gaby Brothers, jugglers; Vantine and Casan, escape act; Norma Ballard, organist; A-Jeeb, mechanical checker player, and radio acts. There were matinee performances of Abie's Irish Rose by Wichita Little Theater and concessions.

Larimore's stores. Prize parade on Saturday drew over 5,000.

COMMUNITY Enterprises will direct first annual Coolidge (Ariz.) Cotton Festival, sponsored by the American Legion Post and featuring Siebrand Bros.' Shows and industrial exhibits. Advance ticket sale is being conducted thru a popularity contest.

CHAMBER OF COMMERCE, Ashland, O., will sponsor a one-night celebration featuring free acts, band concerts and contests.

SPONSORED by Retail Merchants' Association, a three-day Fall Festival will be held in Ada, O., featuring industrial, commercial and agricultural displays, band concerts, contests, free acts and concessions. H. J. Sousley is president.

## WANTED ACTS

for  
**NATIONAL HOME SHOW**  
Week of November 15.  
Address REAL ESTATE BOARD,  
Edwin N. Williams, Director, Suite  
1010, Ward Hotel, Ft. Smith, Ark.

## WANTED MAJOR CARNIVAL

For WAR VETERANS' ARMISTICE CELEBRATION  
NOVEMBER 7-12, WACO, TEX.  
Will Book Revue for Coliseum.  
Write, Wire, Phone  
W. S. FOSTER, 421 1/2 Austin St., Waco,  
Tex. Phone 1773.

## CARNIVAL WANTED

Cotton Picking Season. Soon as possible.  
BOX 135, Hartman, Ark.

## Wanted Clean Concessions

For Independent Midway at  
**ARKANSAS LIVESTOCK SHOW & EXPOSITION**  
NOVEMBER 8-9-10-11-12-13.  
Estimated attendance 150,000. Give full particulars first letter. Address all communications to  
RAYMOND J. HIGGINS, Secy.  
Arkansas Livestock Show Association, 622 Pyramid Bldg., Little Rock, Ark.

## WANTED, Telephone Advertising and Ticket Salesmen for Shrine Show

Beaumont and Port Arthur. Address  
**SHRINE SHOW HEADQUARTERS,**  
Beaumont Hotel, Beaumont, Tex.

ADVERTISE IN THE BILLBOARD —  
YOU'LL BE SATISFIED WITH RESULTS

## H-M Circus Is Contracted For Cleveland

PHILADELPHIA, Oct. 8.—Contract between Hamid-Morton Circus Co. and Al Sutphin, managing director of Cleveland Arena, has been signed for production of an indoor circus this fall, it was announced here by Bob Morton.

The arena circus will be sponsored by the Cleveland body of the American Federation of Women's Clubs, 17,000 members; Veterans of Foreign Wars Post, 5,000 members, and Cleveland Junior Chamber of Commerce, Morton said.

The entire circus company is to be moved intact from Toronto to Cleveland, he advised, and declared he considered this one of the biggest contracts ever negotiated by the circus organization. Fall engagements, he said, will be in most of the key cities of the East.

## Shorts

ATTENDANCE at recent fifth annual Lodi (Calif.) Grape and Wine Festival, sponsored by business men, was over 100,000, 25 per cent greater than last year's, said W. T. Jessup. West Coast Amusement Co. was featured, and there was a parade, pageant, street dancing and fireworks. On the committee were Jack Carter, "Rusty" Squires, Police Chief Jackson and William Islap.

FIFTH ANNUAL two-day Lisbon (O.) Fall Festival, sponsored by the Chamber of Commerce, will feature a midway, and there will be prizes for farm products and contests.

PLANS FOR a four-day Covered Wagon Days Celebration in San Bernardino, Calif., sponsored by a corporation backed by civic leaders, call for car-

# Classified Advertisements

## COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

**FORMS CLOSE (in Cincinnati) THURSDAY**  
FOR THE FOLLOWING WEEK'S ISSUE.

## AT LIBERTY

5c WORD (First Line Large Black Type)  
10c WORD (First Line and Name Black Type)  
1c WORD (Small Type)  
Figure Total of Words at One Rate Only  
No. of Lines Less Than 25c.  
CASH WITH COPY.

## ACTS, SONGS AND PARODIES

**ACTS, MONOLOGUES, RADIO SKITS**—Written to order. Guaranteed sure-fire material. Established writer. **SCHILD**, 1170 S. Scoville, Oak Park, Ill.

**ORCHESTRATIONS** — WE SHIP PROMPTLY. Our prices are the lowest. Write for full bulletin. **SONG SHOP**, 36 E. Fifth, Cincinnati, Ohio. oc22

## AGENTS AND DISTRIBUTORS WANTED

**A-1 MONEYMAKER—EUROPEAN SENSATION.** Headless Woman Illusion. Startling window display. Complete show feature or ballyhoo. **UNIVERSAL**, 3238 S. State, Chicago.

**AGENTS—LITTLE BEAUTY SOCIAL SECURITY** Plates. Looks like million. Two sample plates 25c postpaid. **ROUTI**, 221 Frost, Rochester, N. Y. oc22

**AGENTS—BRANDED LINE, QUALITY 5c** Cigars, \$2.75 per 100, postpaid. Remittance with order. **NATIONAL CIGAR**, 151 Fifth Ave., New York. x

**AGENTS—300% PROFIT SELLING GOLD LEAF** Letters for store windows. Free samples. **METALLIC CO.**, 439 North Clark, Chicago. x

**ATTENTION, SUBSCRIPTION SALESPERSON**—If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago. x

**BE YOUR OWN BOSS—OPERATE USED-NEW** Clothing. Business from store, home, auto. Up to 30% profit. Everything furnished. Catalog free. **PORNTONY**, 566-B Roosevelt, Chicago. oc29x

**CARTOON BOOKLETS, \$3.00 HUNDRED**—Large assortment Photos, Books and Novelties. \$1.00. Samples 25c. **ROSENBERG**, 220 5th Ave., New York City. oc22

**CARTOON BOOKS - PHOTOS—ASSORTMENT** \$1.00. Sample and price list 25c. Price list for stamp. **WICKESSER**, 28 Worcester St., Boston, Mass.

**CHRISTMAS CARDS—CAN YOU SELL QUALITY?** America's finest assortment. Big profits. Write for samples. **ROBINSON CARDS**, 411, Orange, Clinton, Mass. x

**CHRISTMAS BOXES—21 HIGH-CLASS FOLDERS.** Sample box, 25c; 5 boxes, \$1.00. 100-Piece Package Tags, Seals, Stamps, 15c. Humorous Postcards, Christmas, New Years, Flappers, Views, Birthdays, 20 samples, catalog, 10c; 100, 40c. **ARTFORM CO.**, 1710 Undercliff Ave., New York City.

**CHRISTMAS CARDS—SELL 50 ASSORTED** Folders, name imprinted, \$1.00. Cost you 50c. Sample free. No investment. **DUNBAR**, New Brunswick, N. J.

**EXPERIENCED PAPERMAN WANTED—RURAL** work exclusively. Attractive Club National Magazines. Very liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. nol2x

**LORD'S PRAYER, TEN COMMANDMENTS** on a Penny—Carded. Sells on sight; \$4.50 gross. Samples 50c dozen. **PERKINS**, 1104 Lawrence, Chicago.

**NEW ITEM—SELLS ON SIGHT TO EVERYBODY.** \$1500 daily easily earned. Free particulars. Sample 10c stamps. **MARQUEZ-BAE**, Apartado 1176, Mexico City, Mex. oc29x

**NEW DISCOVERY OF ANCIENT SECRET**—Cream Perfume. Sells on sight. Big profits. **PERSIAN PERFUME COMPANY**, 1231 Olive, Desk 9, St. Louis. x

**PERFUMED CROSSES—NEW, FAST CHRISTMAS** Sellers. Also Perfumed Christmas Cards. Sensation. Particulars free. **MISSION CO.**, 2328W Pico, Los Angeles, Calif. nol26x

**PITCHMENT DEMONSTRATORS!—FAST 10c** Seller! Napko makes a gallon of fluid that cleans everything. Attractive 2-color packages low as 1c. Sample, details, 10c. **CEE-TEE COMPANY**, 1079 Madison, Brooklyn, N. Y. oc15

**SELL BY MAIL—FORMULAS, BOOKS, PICTURES, NOVELTIES, SIGNS, BARGAINS!** Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. tfrx

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. nol2x

**107 WAYS TO MAKE MONEY IN HOME OR** office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. oc29x

## ANIMALS, BIRDS AND PETS

**ALLIGATOR SHOWS—ALL SIZES, 7 FT., 5 FT.,** 4 Ft., four 18 inch; all for \$25.00. **ROSS ALLEN**, Silver Springs, Fla. oc15

**ALLIGATORS AND SNAKES—10 LARGE HARM-** less Assorted Snakes for Show, \$10.00. Price list. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala, Fla. oc29

**ANIMALS, SNAKES, IGUANAS, GILA MON-** sters, Monkeys, Parrots, Parrakeets and Macaws for Pets and Shows. Lists free. **SNAKE KING**, Brownsville, Tex. nol2

**BEAUTIFULLY MOUNTED ELK HEADS, \$20.00** Each. Open mouth Bear Head, \$8.00. Bear-skin Rugs, \$8.00 to \$15.00. **STRANGE'S TAXIDERM**, Clarkston, Wash. oc22x

**PLENTY SNAKES—ARMADILLOS, ALLIGA-** tors, Chameleons, Monkeys, Prairie Dogs, Coaimundis, Peccaries, Kinkajous, Guinea Pigs, Rats, Mice, Parrots, Parrakeets, Guinea Baboons, Agoutis. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. oc29

**WANT TO BUY—TWO TRAINED BEARS OR** Seals. Must have good routine ad. **BILL SCOTT**, 256 W. 75th St., New York.

## BOOKS, CARTOONS, INSTRUCTIONS, PLANS

**CARTOON BOOKS, PHOTOS—ASSORTMENT,** \$1.00. Sample and price list 25c. Price list for stamp. **WICKESSER**, 28 Worcester St., Boston, Mass.

**VENTRILLOQUISM—LEARN QUICKLY. EARN** big money as entertainer. Send stamp for particulars. **PROF. KINGSLEY**, 1142 West 7th St., Erie, Pa.

**YOU CAN ENTERTAIN WITH TRICK CHALK** Stunts—Laugh Producing Program, \$1.00. Illustrated catalog 10c. **BALDA ART SERVICE**, Oshkosh, Wis. oc22x

## BUSINESS OPPORTUNITIES

**GET BIG MAILS—SAMPLES GALORE. YOUR** name listed in Mid-States Mail Trade Directory. Copy sent you, 10c. 500,000 items wholesale, directory free. **EAGLE**, 414 W. 65th, Chicago. x

**OVER 2,000 WAYS TO MAKE MONEY—ILL-** ustrated booklet and "New Money Makers" Magazine 10c. **MARVIN STUDIOS**, 205 S. Dearborn, Chicago.

**PITCHMENT SOLICITORS!—MAKE EXTRA** money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

**POSITIVE INDEPENDENCE—120 MASTER** Business Money-Making Ideas; \$50.00 worth of unusual secrets for \$1.00. Satisfaction guaranteed. **WITSON'S**, Edinville, Ky.

**\$3.75-THERE'S GOLD IN THESE HERE CITIES—\$** I've discovered a most sensational Candy Product that can be made cheaply, yet sells for up to 60c per lb. (1) Requires no cooking; (2) Materials cheap, yet pure; (3) Easy to make. Complete formula for making with selling instructions, etc., \$7.50. **ROWLAND CROSDALE**, 45 Wyoming Ave., Ardmore, Pa. x

## 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-1 BARGAINS—DERBY DAY CONSOLES,** \$37.00 each; Bally Reserves, \$29.50 each; All Star, Photo Finish, Daily Races, Challenger, Red Sall, Phantom, Latonia, Hialeah, Flicker, \$9.50 each; AksarBen, \$65.00; Klondikes, \$125.00 each; Bally Arcade, Palm Springs, \$62.00 each; Boo Hoo, Sensation, Ball Fan and Blue Blazer, \$7.00 each. 1/3 deposit with order. **LAKE CITY NOVELTY CO.**, 3104 St. Clair Ave., Cleveland, O. x

**AIRWAYS, SKI HI, HARE 'N HOUND, \$16.50** each, Football, \$8.00; Dux, \$10.00; Buckley Puritans, \$7.00. **JACK MCKINNON**, 1610S. W. First St., Miami, Fla.

**AT LAST REAL BARGAINS—MILLS POST** Time, five each; Mills 1-2-3, thirty each; Sportsman De Luxe, ten each, and Foto Finish, thirty each. Many other bargains. **SQUARE AMUSEMENT CO.**, Poughkeepsie, N. Y. oc15x

**ATTENTION—WANT TO BUY ROTARY MER-** chandisers. Give serial numbers, lowest cash price. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla. oc15

**CONSOLE BARGAINS—TANFORAN, DOMI-** nette, \$39.00; Bally Bells, Rosemonts, DeLuxe Bells, \$25.00 each; Dominoe, Fast Track, Late Series Rays Tracks, \$35.00; Keeney Dark Horse, \$45.00; Paces Races, \$65.00; Exhibit 7-Coin Head Races, \$55.00; Gottlieb 9-Coin Head Derby Day, \$75.00; Evans By-A-Blade, \$75.00; Grey Head Track Times, Long Champs, \$75.00; Red Head Track Times, \$95.00; 1938 Jennings Pick-Ems, \$85.00; 1938 Kentucky Clubs, \$125.00. Half deposit. **CLEVELAND COIN**, 2336-8 Prospect, Cleveland, O.

**FOR BARGAINS IN USED SLOT MACHINES** and Console Tables write **A. R. KISER**, 1217 N. Brevard, Charlotte, N. C. oc15x

**FOR SALE—ROCK-O-BALL ALLEYS WITH** Triple Scoring Device, Seniors and Juniors, \$50.00. **BULLION**, Station "O", Box 118, New York. nol5

**FOR SALE—TWO SUPERIOR GOLF BALL** Vending Machines, 25c play, excellent condition, \$50.00 each. **KALAMAZOO COIN MACHINE**, 826 Mills, Kalamazoo, Mich.

**GOODBODY'S BARGAIN LIST IS WAITING** for you. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. nol5

**LITTLE NUT CANDY VENDORS—VENDS** anything. Adjustable three pound size, slightly used, \$1.95; ten for \$17.95. **ADRIAN THOMPSON**, Tusculuma, Ala.

**LOW-BOY SCALES—ONE WHITE ROCK-OLA,** \$29.00; 3 Green Pace Aristos, \$35.00 each. Half deposit. **CLEVELAND COIN**, 2336-8 Prospect, Cleveland, O.

**PAGES RACES, TRACK TIMES—WE BUY AND** sell parts for Paces Races. **CHARLES PITTLE**, New Bedford, Mass. oc29

**PEERLESS, JUMBO, \$7.50; ALAMO, LEATHER** Necks, Red Salls, Sunshine Baseball, Parlay \$9.00; Heavyweight, Carom, Royal Races, Flickers, Paces, Chas, Hi-De-Ho, Hialeah, \$12.50. Counter Games: Mills Sc Dial, \$16.50; Hold and Draw, Half Mile, \$6.00; Daval Derby, \$8.00. **THE ATLAS**, Wells, Minn.

**REEL SPOT, REEL RACES, REEL DICE, REEL 21,** Hit Tat Toe, \$4.50 each; Palm Spring, \$57.50; Swing, \$29.50; Snappy, \$29.50; Fiesta, \$37.50; Nags, \$39.50; Bambino, \$35.00; Fleet, \$57.50; Reserves, \$35.00; Track Time Ticket, \$125.00; Slant Top, Vanak Slot, Derby Day Consoles, \$65.00; 9-Ft. Rola Scores, \$35.00; Keeney Bowlette, 14 ft., \$29.50; Genco Bank Roll, \$39.50; Hoops, \$19.50; Hi Ball, \$49.50; Penny Pak, \$7.50; Zephyr, \$9.50; Sparks, \$25.00; Smoke Reels, \$17.50; 120 Cigarette Machines, \$19.50; Slot Machines, \$10.00; C. T., \$35.00 and \$45.00; Double Jack, \$25.00; Escalator, \$35.00; Arlington, \$29.50; World Series, \$11.00; Bumper, Home Stretch, Turf Kings, Auto Derby, \$7.50. Send in name of machine and price you want to pay. We'll get it for you. U-Need-A-Pak Cigarette Venders, \$17.50; 5-Games, Corretta, \$7.20. **LEHIGH GYALTY CO.**, 2d and Green Sts., Philadelphia, Pa.

**SACRIFICE—75 BOWLING GAMES, IN A-1** shape. Rockaballs, Bowlettes, Bally Rolls, Rola Scores, Magic Rolls, Bumper Bowling, Wur-litzer Skee Balls. **GRAND NATIONAL**, 2300 Armitage, Chicago, Ill. nol5

**USED PHONOGRAPHS—1935, '36 AND '37** Models, \$25.00 and up. Write for price list. **KANSAS NOVELTY COMPANY**, 555 W. Douglas, Wichita, Kan. nol5

**WANT PHONOGRAPHS—ADVISE QUANTITY,** model. Pay cash. Also have large variety Pin Games. Write for price list. **CANADIAN AMUSEMENT MACHINE EXCHANGE**, 3353 Lasalle Blvd., Verdun, P. Q., Canada. nol9x

**WANT TO BUY—USED FAIRGROUNDS, SPORT** Pages, Breakneck, Mills Flasher, Keeney Free Races, AksarBen Free Games and all the late type Novelty Games. Write. **MARKEPP COMPANY**, Cleveland, O.

**WANTED—TO EXCHANGE 1938 PHONO-** graphs for Liberty Bells and Track Odds. Must be check separators. **BOB PIERCE**, 7109 Seventh Ave., Kenosha, Wis.

**WANTED—TRACK ODDS WITH REMOTE CON-** trol. Will exchange late model Pin Tables. **GEORGE REESE**, 2305 Melrose St., Rockford, Ill.

**WANTED TO BUY—COUNTER MACHINES,** Slots, Late Model Novelty Games and Pin Tables. **GRAND NATIONAL**, 2300 Armitage, Chicago, Ill. nol5x

**WILL PAY \$200.00 EACH FOR BUCKLEY** Multiple Head Track Odds. Wire collect. **MARCUS REINER**, 3820 W. 6th St., Ft. Worth, Tex.

**WURLITZER SKEE BALL, \$45.00; SILVER** King, \$40.00; 1c Nut or Gum Machines, \$2.50; Charms, 10 Gross, \$6.50. **EASTERN**, 350 Mulberry, Newark, N. J.

**WURLITZER 616s AND 716s, \$130.00; P-12s** and 312s, \$59.00; 412s, \$65.00 each. Half deposit. **CLEVELAND COIN**, 2336-8 Prospect, Cleveland, O.

**3/8" BALL GUM FACTORY FRESH, 11c BOX;** Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. oc22x

**4 LINCOLN JR. SCALES, \$18.50; 15 PACIFIC** Gum Merchants, \$7.00; 25 1c Crown Merchandisers, \$10.00. **L. R. PORTER**, Alexandria, Ind.

**2 POPMATIC, \$125.00 EACH; COLUMBIA** Bell, used one day, \$49.50; 6 Gottlieb Triple Kings, like new, \$11.00 each; 2 Silver Kings, like new, \$4.50 each; 1 Snacks, \$9.00; Gottlieb Jubilee, \$2.00; Mills Bell Boy, \$5.00. **EXETER NOVELTY CO.**, Exeter, N. H.

**6 JENNINGS CHIEFS, NICKEL PLAY, \$35.00;** Matched Set 5c, 10c, 25c. Calle Commanders, \$100.00 for set of 3. Half deposit. **CLEVELAND COIN**, 2336-8 Prospect, Cleveland, O.

**100 DIFFERENT KIND VENDING MACHINES—** Always something new. Write for our low price list. **RAKE**, 5438 Woodland Ave., Philadelphia, Pa. oc15x

## COSTUMES, UNIFORMS, WARDROBE

**ASSORTED BUNDLES—ODDS AND ENDS, \$1.00.** Costumes, Evening Gowns, Shoes, Bally Capes, Hulas, Bargains. **CONLEY**, 310 W. 47th, New York, N. Y.

**ORCHESTRA COATS, JACKETS, \$2.00; TUX-** edos, Chorus Wardrobe, Beautiful Cyke, \$25.00; Minstrel Suits, Clowns, Cellophane Hulas, Bus. **WALLACE**, 2416 N. Halsted, Chicago.

**SILK AND OPERA HATS—UNIFORMS, OR-** chestra Coats, Tuxedos, Dress Suits, Character Suits, Boots. **SOKOLOFF**, 3138 Broadway, Chicago.

**USED COSTUMES—CHORUS, PRINCIPALS,** dollar up; Uniforms, Tuxedos, Dress Suits. No catalogue. **LOUIS GUTTENBERG'S SONS**, 9 W. 18th, New York. nol2

## FORMULAS

**EVERY MOTORIST NEEDS AUTO ANTI-** Freeze—Easily made for approximately 20c gallon. Sell \$1.50 gallon. Get ready now. Formula \$1.00. **THOMAS SALES**, Box 656, Detroit, Mich. oc22

**EXPERT ANALYSIS, RESEARCH, INDUSTRIAL** Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tfrx

**FORMULAS—LATEST MONEY MAKERS.** Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORT**, 4042 N. Keeler, Chicago.

## FOR SALE—SECOND-HAND GOODS

**CORN POPPERS—GASOLINE PORTABLES, ALL-** Electric, Long-Eaking Rotary, Kettles, Carnation Equipment, Burners, Tanks, Repairs. **NORTHSIDE CO.**, 1528 19th, Des Moines, Ia. nol9x

**LARGE PORTABLE SKATING FLOOR—NOW** using. **LEONARD J. SHOLES**, South Coventry, Conn. x

**POPCORN MACHINES—CRISPETTE, CARMEL-** crisp, Cheezekist, French Toast, Potato Chip Machines. **LONG-EAKINS CO.**, 1976 High St., Springfield, O. dex3

**ROLLER SKATES—220 PAIR OF HENLEY** Skates, Red Fiber Wheels, good condition. For sale cheap. **J. W. SHAFER**, Benson, Minn.

**WHY BUY "LORD'S PRAYER" PENNIES?** Will sell my excellent machine cheap. Write **GUS HAPPEL**, P. O. Box 171, Quincy, Ill.

## FOR SALE—SECOND-HAND SHOW PROPERTY

**A-1 HEADLESS WOMAN ILLUSION—ALSO** Unicorn Show, Girl in Fishbowl Two-Headed Baby, Crime Shows. **UNIVERSAL**, 3238 S. State, Chicago.

**BLEACHER SEATS—2,000 FOR SALE OR RENT.** In good condition, made by Universal. **WM. ISETTS**, Kenosha, Wis.

**CANNON FOR SALE—OWING TO THE DEATH** of my husband I have for sale Cannon mounted on Studebaker Truck and all equipment in A-1 shape. Act known as "Human Bullet." **MRS. W. O. PARENT**, Greenville, O.

**KIDDIE RIDES—ZEPPELIN CIRCLE SWING** and Ferris Wheel. Perfect condition. Separate \$250.00, both \$400.00. **FREDERICKS**, Box 153, Montrose, N. Y. oc22

**8-CAR WHIP—GOOD CONDITION. OPERATED** all season. Set up for inspection. \$400.00 for quick sale. **BOX 5964**, Indianapolis, Ind. oc22

HELP WANTED

FEMALE IMPERSONATORS WANTED—CAN place Singers and Dancers. Write M. F. BARRETT, Dude Ranch, Berwyn, Md.

OPPORTUNITY FOR ADVANCE MAN WITH Auto. WALTERS' "HUMANETTES," River Edge, N. J.

WANTED—TWO GOOD TALKERS WITH TALKING experience for front of Burlesque and Vaudeville Theater. State all in first letter. GEORGE YOUNG, Roxy Theater, Cleveland, O.

WANTED—MED PERFORMERS IN ALL LINES. Change two weeks. State salary and what you do. Winter's engagement to right people. DOC HARLAN AND KIRBY, No-Dak Co., 2000 E. 52d St., Indianapolis, Ind.

WANTED—AGENT FOR BEST WESTERN STAGE Unit on Tour. Frank Ketrrow and others write MACK LUNSFORD, Durand, Wis., Oct. 12; Hutchinson, Minn., 13-14; Menomonie, Wis., 15.

WANTED—DRAMATIC TEAMS. ALL Winter's work. Must have living trailers. Auditoriums. THOS. F. WIEDEMANN, Pape, Miss.

WANTED—PERFORMERS, MEDICINE SHOW. Join immediately. Entire winter Georgia. Two-week stands. Salary positive. Name your lowest. Explain what you do. SAGWAN MEDICINE CO., Augusta, Ga.

WANTED—ALL AROUND MED. TEAM TO join October 17. Must have own trailer. Tell all. GEO. W. BLACKBURN, Harveysburg, O.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic. Spirit Effects, Horoscopes, Buddha and 1939 forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 148 illustrated page catalogue, 30c. NELSON ENTERPRISES, 198 South Third, Columbus, O.

ATTENTION, MAGICIANS—NEW EFFECTS ON Magic and Illusions. Send 20c for price list. GENOVES, General Post Office Box 217, New York.

CARD ILLUSION (CLASS), 25c; 4 MAGIC Dice, 35c. Free catalogue. Wholesale to agents, pitchmen. WELLS NOVELTIES, 154 N. Wells, Chicago.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City.

MAGICAL CARDS, TRICK DICE, INKS, DAUBS, Books, Jokes and Novelties. Write immediately for free literature. VINE, HILL & CO., Box 35, Dept. BB, Swanton, O.

PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquial Figures, Punch and Judy and Marionettes. PINKY, 1261 N. Wells, Chicago, Ill. Illustrated folder free. oc29

VENTRILLOQUIAL FIGURES—24-PAGE ILLUSTRATED Catalog, 10c. FRANK MARSHALL, 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists. no12

MISCELLANEOUS

TOURIST CAMP—MIAMI, FLA. WILSON'S Camp, N. W. 27th Ave. and 59th St. Fifteen minutes to city or beach. Lights, laundry, hot showers. Trailers \$2.00 weekly; \$7.00 monthly. Cabins.

M. P. ACCESSORIES & FILMS

BRAND NEW EXPLOITATION PICTURE—NEW Prints, Trailers, Lobby Display and Advertising. Proven money getter. Act now. BOX C-656, Billboard, Cincinnati.

AT LIBERTY ACROBATS

COMEDY BAR PERFORMER —CHAS. DeVARO, 30 N. Delaware St., Indianapolis, Ind.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT — 20 years' experience. Can route and book any attraction anywhere in the United States or Canada. Close contractor. Salary, reliable. BOX 335, Billboard, Chicago.

AT LIBERTY—A-1 Booking or Contracting Agent with car. Can join at once. T. O. BLOWN, 15046 Roby St., Harvey, Ill.

AT LIBERTY BANDS AND ORCHESTRAS

NOTICE, DANCE PROMOTERS—Twelve-Piece Orchestra now on tour. Write for open dates and pictures of orchestra. PAT DORAN, 1802 Staunton Ave., N. W., Roanoke, Va.

Show Family Album



MEMBERS of Endy Shows, all Elks, snapped season of 1919 in front of the show office at Linden, N. J. At the right, seated, is William Alden, now a restaurant proprietor in Luzerne, Pa. At the left is Harry N. (Pop) Endy, show owner and father of Ralph N. and David B. Endy, at the left and right, respectively, in the second row, and who now operate Endy Bros. Shows. Others in the second row, left to right, are Eddie Alden, Advance Agent Ray Cooper, George Gilbert, Jack Silver and Dewey Kufman. In the back row are Jerry Gerard, Herbert Missimer, Adolph Humes, Chuck Conners and Dick Harrison. Harry N. Endy and Cooper are dead.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

FEATURES—COLORED CARTOONS, SERIALS. Travelogs, Comedies, low as \$2.00. Free list. Latest sound on film. 35MM. BOX 422, Cincinnati, O.

FOR SALE—POWERS 6-B, PERFECT CONDITION; Devry, fair condition; new 500 Watt Bulb; 2 Sets Rewinders; Splicer, 2 new 1,000 Watt Bulbs; 2-Week's Show of Westerns, Gangsters and Comedies. All silents. A-1 condition. First \$95.00 takes all. H. T. MEANOR, Tunas, Mo. oc15x

MOVIE ROAD SHOW BARGAINS — 35MM. Sound Portable, complete limited quantities DeVry, Weber and Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From \$189.50 up. Special bulletin. Also 16MM. Sound Projectors. CONSOLIDATED THEATER SUPPLY CORP., 1600-B Broadway, New York, N. Y. oc15x

NEW, NOVEL "BARCAINGRAM"—RIGHT OFF press. 1,500 Movie Specials; Sound, Silent, 8, 16, 35MM. Used, new Film Cameras, Projectors, Screens, Accessories, Rental Library. We trade, rent, buy, sell. MCGULL'S, 59 W. 48th, New York. oc15x

PASSION PLAY—LIKE NEW, TALKING 35MM. Trailer, plenty advertising. Eskimo Perils, fine for schools, like new. ELLIS SHOW, Barton City, Mich. oc29x

WESTERNS, SERIALS, ROADSHOWS, TALKIES. Silents for sale or rent. Buy Silents. Projectors for sale. LONE STAR FILM COMPANY, Dallas, Tex.

2 QUITE STRAIGHT FEED PROJECTORS—SEMI-portables, 1,000 Watt, precocus equipped; 8 Features, 5 Two-Reel Comedies, perfect condition; \$85.00 takes all. FRANK O. BYLUND, 136 Barrett Ave., Jamestown, N. Y.

35 MIL. SOUND ON FILM—WESTERNS, ACTIONS, Drama, Sex, Gangsters. List. APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. oc29

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 4-FOR-A-DIME OPERATORS. New Eastman made Super-Speed Direct Positive Paper, 2 1/2 times faster than regular direct positive paper. Wire order now. Send for free catalog of complete line of money-makers. MARKS & FULLER, Inc., Dept. BC-11, Rochester, N. Y. oc29x

REGULAR \$275.00 STRIP PHOTO OUTFIT — Makes 4 for dime, also 3 for quarter size photos, \$125.00 complete. HASSAN, Box 971, Parkersburg, W. Va. oc15

ALL 4 FOR 10c OPERATORS—SURE WE HAVE the new Superseed Paper; also full length Cameras. Write for reduced prices on Machines and Supplies. WABASH PHOTO SUPPLY, Terre Haute, Ind. oc15

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. oc15x

SEND FOR NEW PHOTOGRAPHIC "BARCAINGRAM" before buying elsewhere. 1,500 live specials. MCGULL'S, 59 W. 48th, New York.

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Dresses, etc. Sales equipment free. Experience unnecessary. Write NIMROD, 4922-A, Lincoln, Chicago. oc29x

SELL BUSINESS CARDS, \$1.50 THOUSAND—Business Stationery, Xmas Cards, Calendars, Book Matches, Advertising Tape, Paper Towels, Pencils, Salesbooks, Rubber Stamps, Tags, Menu Covers. Free sales portfolio. 35% commission daily. Money making specials. WILLENS, 2130 Gladys, Dept. BQ, Chicago. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sidewalk Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIOS, 3544 North Halsted, Chicago. no5

ANYTHING IN PICTORIAL—OIL DYE SCENERY, Banners, Modern design. STUDIO OF DON LUTTON, 627 Prospect Ave., Kansas City, Mo. oc22

BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, Inc., 1236 S. Halsted St., Chicago, Ill. oc22

TENTS—SECOND-HAND

SIDEWALK BARGAINS — 7.68 OZ. DRILL, hand roped, clean, white, good as new, 7 ft. high, \$18.00; 5 ft. high, \$21.00 per 100 ft. long. Concession Tent bargains. KERR COMPANY, 1954 Grand Ave., Chicago. oc22

THEATRICAL PRINTING

NIFTY PRINTING FOR ORCHESTRAS, Musicians—Unique designs in Letterheads, Envelopes, Advertising Cards. Low prices. BEARD PRINTERY, 5493 Lake Park, Chicago.

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

200 (14x22) 6-PLY WINDOW CARDS, \$6.00. Your copy, 35 words. Date changes, 25c each. DOC ANGEL, Ex-Trouper, Leavittsburg, Ohio.

WANTED TO BUY

CASH REGISTERS—NATIONAL, REMINGTON. Any condition. Write lowest price, serial numbers, color. CARVEL, Central Ave., Hartsdale, N. Y.

CHAIRPLANE—IN GOOD CONDITION, FOR cash. State lowest price and where can be seen. FREDERICKS, Box 153, Montrose, N. Y. oc22

WANTED—BUCKLEY DELUXE DIGGERS AND Buckley Track Odds. Specify serial numbers. W. W. SWART, 509 Pearl St., Michigan City, Ind.

WANTED—TRACK ODDS, SERIAL OVER 9000. Will pay cash. No trades. R. MANNING, Sontag Hotel, Evansville, Ind.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY AFTER OCTOBER 31—WOULD like to join show or carnival going South or to California. Would consider anything. DONALD COOK, 60 New Park Ave., Lynn, Mass.

AT LIBERTY—Indians from Oklahoma. Family of nine, seven of which perform. Do many different kinds of Indian dances and songs and many other Indian performances. Have very beautiful, flashy costumes, etc. Available for circuses, indoor circuses, fairs. Address, starting full particulars, in first to CHIEF SUGAR BROWN, care Billboard, Cincinnati, O.

AT LIBERTY COLORED PEOPLE

TOGO NIGERIA — The great colored sensational Afro-American dance sensation. Creator of nine, seven of which perform. Do many different kinds of Indian dances and songs and many other Indian performances. Have very beautiful, flashy costumes, etc. Available for circuses, indoor circuses, fairs. Address, starting full particulars, in first to CHIEF SUGAR BROWN, care Billboard, Cincinnati, O.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

BUD DAVIS ORCHESTRA — SEVEN PIECES. Can augment. Now available. Attention, hotels, night clubs and units. All modern wardrobe and equipment. Have bus and trailer. Go anywhere. Write or wire BUD DAVIS, Milner Hotel, Louisville, Ky.

RECOGNIZED FIVE-PIECE ENTERTAINING Band—Distinctively styled. Special arrangements. Beautiful set-up. Featuring NBC vocalist. Available short notice. BOX CH-45, Billboard, Woods Bldg., Chicago.

AT LIBERTY — Six-Piece Hillbilly String Band, available for theatre, night clubs and radio. (Go anywhere. Attention, reliable booking agents. Write JAMES I. COLLIER, 134 Goodman St., Charlottesville, Va. oc22

EXCEPTIONAL Fine Five-Piece Entertaining Orchestra. Flashy frocks, changes in uniforms, novelties, large library. Men double on not less than three instruments, featuring the electric steel guitar. Organized over two years and can furnish the finest references on request from you. Just finishing an eight weeks' engagement at the Gold Nugget Club in Canon City, Colo. Will consider all offers. RUSS STINE, Hotel Canon, Canon City, Colo.

JACKIE BROWN—King of Swing Trumpet and His Jazz Session. Six men. Available for clubs, one nighters. His, go anywhere. Bookers write, wire, teleable. JACKIE BROWN, Box 393, Amery, Wis. oc22

CECIL KRISTAL'S ORCHESTRA—The band you all know about. Available November 15. 108 Montgomery St., Montgomery, Ala. no5

JAY GROBEY AND HIS ORCHESTRA — Nine pieces, featuring sweet, legato style dance music, vocals and novelties. Available for hotels, resorts, ballrooms, etc. Reliable managers and bookers write JAY GROBEY, 258 Fenton St., Buffalo, N. Y. oc13

THE DRIFTERS—Present "Sophisticated Rhythm From the Range," a copyrighted feature for radio, recording and stage with original songs and comedy written by Ramblin' Red Ross, the Slap-Happy Oklahoman, an original and novel combination that draws plenty mail and gate receipts. The hottest act in America, playing any kind of music with original arrangements. Bass, guitar, fiddle, accordion, washboards, drums, steel guitar, singing trio, duo and soloists. Costumes, transportation, P. A. system. Co anywhere. Will consider location in Florida or California with radio spot for winter. Don't miss us, we don't. Attention, agents and bookers. Write or wire RED ROSS, General Delivery, Trenton, N. J.

THREE CHANGES—Versatile Strrolling Entertaining Dance Combination, now playing the newest and most unique cocktail lounge and grill in the West. Available November 1 for limited engagement. For detailed information, photos and publicity contact JACK M. KURTZE, Hotel Bennett, Binghamton, N. Y.



Lamont, Mr. Jean
Lancaster, Geo. A.
Lancaster, Frank
Lancaster, James
Lancaster, Robinson

Shilphey, Omar
Shilphey, S. A.
Shilphey, Tom
Shilphey, Dick & Harry

Thomas, David
Thomas, George
Thomas, Leo O.
Thomas, Louis
Thomas, Roy

MAIL ON HAND AT
CHICAGO OFFICE
404 Woods Bldg.,
82 West Randolph St.
Women
Allan, Louise K.
Alter, Marie

McLaughlin, P. J.
McLaughlin, Bill
McLaughlin, Boston

Shilphey, Dick & Harry
Shilphey, Tom
Shilphey, Dick & Harry

Thomas, David
Thomas, George
Thomas, Leo O.

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway.
Parcel Post
Romano, Freddie, 1 1/2c

MAIL ON HAND AT

Levy, Irving
Levy, L. E.
Levy, Samuel
Levy, Traveling Show

MAIL ON HAND AT

Shilphey, Dick & Harry
Shilphey, Tom
Shilphey, Dick & Harry

MAIL ON HAND AT

Williams, A. H.
Williams, F. H.
Williams, F. H.
Williams, F. H.

MAIL ON HAND AT

ST. LOUIS OFFICE
300 Arcade Bldg.
Parcel Post
Reynolds, E. 15c
Women
Babson, Mrs.

MAIL ON HAND AT

McLaughlin, P. J.
McLaughlin, Bill
McLaughlin, Boston
Shilphey, Dick & Harry
Shilphey, Tom
Shilphey, Dick & Harry
Thomas, David
Thomas, George
Thomas, Leo O.
Thomas, Louis
Thomas, Roy
Williams, A. H.
Williams, F. H.
Williams, F. H.
Williams, F. H.
MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway.
Parcel Post
Romano, Freddie, 1 1/2c
Women
Anderson, Florence
Andrews, Noelia
Aronson, Mildred
Aronson, Rose
Aronson, Helen
Aronson, Lela
Aronson, Lela
Aronson, Lela
Aronson, Lela

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

## New-Style Clocks Scoring With Ops

CHICAGO, Oct. 8.—While clocks and timepieces of one kind or another have been popular with salesboard and bingo ops as well as concessioners for some time, the new-style pendulum clocks are reported to have given the industry a healthy shot in the arm in recent weeks.

Not since the lapel watch and the rotary clock were hits of the business years ago has any number of the timepiece variety caught the fancy of the public as much as the new pendulum clocks, according to reports. Salesboard ops in particular are enthusiastic over the way these creations have stimulated play. The response which these clocks are said to be receiving from ops is an indication that the average player feels that there is always room for one more timepiece in the home and that he is willing to play for it if it is something out of the ordinary.

The appearance of these clocks on the market has somewhat alleviated the acute shortage of new items. The popularity they are enjoying is proof that ops are keeping their weather-eyes open for anything new that has profit-making potentialities. Firms that are able to bring forth other numbers packed with appeal can't miss cashing in, according to reports.

## Stocking Up on Cold Weather Items

NEW YORK, Oct. 8.—The chill in the air these days seems to have aroused many pitchmen who intend to work anti-freeze preparations, windshield defrosters and similar items.

Several new preparations and gadgets are on the market. Among them is an item which fits on the overflow pipe of the radiator and prevents evaporation of anti-freeze preparations. Makers of this item say that when something happens to the cooling system the gadget automatically opens, permitting water to run out thru the pipe.

Interest in cold weather items which can be used by motorists is expected to speed up soon, for many demonstrators have indicated that they intend having a supply on hand so that they can go into action the first time Jack Frost pushes the mercury below the freezing point.

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

We ran into another stamp deal the other day called Movie Trading Stamps. As the name implies, it is a neighborhood retail store-theater promotion and may be of interest to some who are partial to such deals.

A 7 by 4-inch trading card is issued to the consumer, either by the shop or movie house, and this card tells the complete story. It carries the name of the theater prominently displayed, as well as printed matter which reads: "GO TO THE MOVIES FREE. Ask for Movie Trading Stamps in all stores you patronize. One stamp is given with each 10-cent purchase. Paste them in the squares below. When the card is full present it to the cashier of the theater listed below.

"Thirty-six stamps are required for each 5-cent admission. Stamps may be used for full or partial admission at any performance for adults or children."

(See DEALS on page 57)

## 325 Firms Busy Turning Out Items for World's Fair

Companies plan numbers in giftware—souvenirs and novelties will be available in all ranges—W. F. announces catalog and display room

NEW YORK, Oct. 8.—Judging by the number of firms which have already been granted licenses by the World's Fair Licensing Bureau to manufacture items bearing the World's Fair insignia, there is no doubting the fact that the fair is destined to be the greatest stimulant to novelty and souvenir markets since the Chicago Century of Progress. To date some 325 firms manufacturing everything from rabbit foot charms to sterling silver spoons have been granted licenses. Several internationally known concerns are set to market products bearing trylon

and perisphere insignia. Among them are American Can Co., National Silver Co., International Silver Co.; Oneida, Ltd.; Tiffany & Co., Owens-Illinois Glass Co., Doubleday-Doran and New Haven Clock. Among firms well known in the novelty and souvenir fields that have been granted licenses are H. Fishlove & Co., Acme Metal Novelty Co., J. E. Brewer, Arrow Novelty, Amco Emblem Co., Golf-Club Novelty Co., Philip Fortin, Micro-Lite, Charles Brand and Aerolux Light Co.

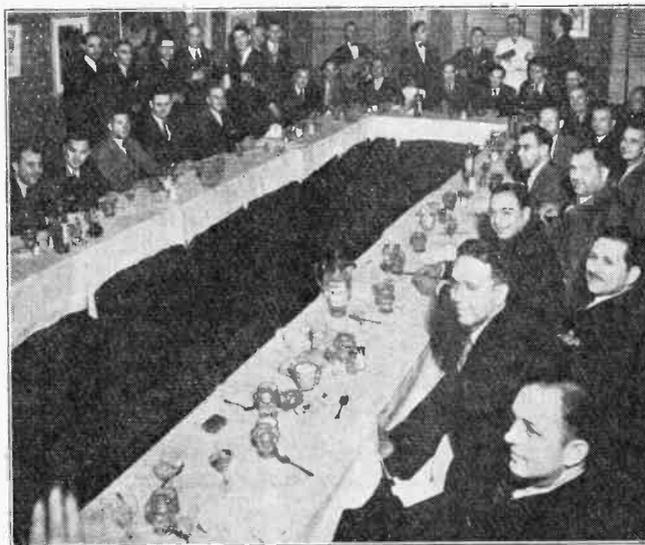
Of especial interest is the number of firms planning to market items aimed to attract souve buyers in higher price ranges. Some 47 firms have indicated that they plan to market numbers belonging in the giftware class. These include such items as sterling silverware, vases, chinaware, tapestries, wrist watches, clocks, glassware, luggage, vanity cases, compacts, cigaret cases, lighters, lamps, trays, cocktail shaker

sets, plaques, pipes and tobacco jars, book-ends and bridge sets. New York department stores will undoubtedly feature a good many of these better class numbers to interest the vast number of fairgoers expected to throng their stores.

The majority of licensees are firms turning out souvenirs of the novelty type. Some 27 firms have had various novelty jewelry items approved. These include rings, pins, brooches, bracelets, necklaces, clips, buckles and hair ornaments. Eight firms are licensed to produce woodenware novelties, while 15 will turn out wallets, key cases and other leather novelties.

Postcards were the biggest selling item at the Chicago expo, and 11 firms are now busy turning out postcards, view folders and similar items for the New York fair. While the majority of firms

(See 325 FIRMS on page 57)



CELEBRATING the arrival of the year's biggest salmon from the Pacific Northwest, V. Hamilton, well known in the radio industry thruout the United States, tendered a banquet to Chicago bigwigs among radio engineers and purchasing agents. Suez Maitre d'Hotel Ricardo cooked, served and entertained in a private room of his Rush street beancery. His string ensemble with gestures increased everybody's appetite no end.

Those present and shown in the picture are: Seated, left to right: J. Jacone, Sears, Roebuck & Co.; A. R. McLellan; R. Jones and L. Crawford, Radio Products Co.; H. W. Blakeslee, Zenith Radio Corp.; R. Dooley, Radio Products Co.; R. Yoder, Galvin Mfg. Co.; W. E. Kemper, National Union; W. Addison and H. Reineman, Hammond Instrument Co.; Joe and John Erwood, The Webster Co.; J. E. Carlson and R. Nielson, Universal Stamping Co.; E. Bradshaw, Wells Gardner & Co.; A. Shoup, Universal Stamping Co.; L. Hubbard, J. Clark and D. Hayworth, Wells Gardner & Co.; H. Krissman, Howard Radio Co.; H. A. Hutchins, Western Adm. Agency; G. W. Borkland, Hawley Products; J. E. Ruder, Wells Gardner & Co. Standing, left to right: R. Beckware and A. Mydill, Galvin Mfg. Co.; K. Hassell and W. Hurltiene, Zenith Radio Corp.; V. Hamilton, Hamilton Associated Industries; P. E. Wiggan, Sears, Roebuck & Co.; G. Gustafson, Zenith Radio Corp.

## Gains in Bingo Popularity Seen As Season Opens

PHILADELPHIA, Oct. 8.—There's no denying the rapid strides in popularity made by bingo since the close of last year's indoor season. There is evidence everywhere that people want to play, whether it's at a bingo hall, indoor festival, church bazaar or fraternal function. Officials of such events, with a weather-eye on the ever-present mortgage on clubrooms or auditorium and aware of the needs for funds for charity, are apparently bent on giving it to them in a big way.

Church bigwigs and others who formerly turned up their noses at bingo, having acquired in recent months a first-hand lesson in what the game can do for depleted treasuries, already have games going or are hastening to get them under way for a full season's run.

Even among organizations which in the past have been fully conscious of the game's possibilities there is broadened interest. During the first few weeks of the indoor season a trend toward expanded bingo operations is manifesting itself. Many bingo games are 50 to 100 per cent larger in size than last season. Thus bingo is greatly enhancing its position as a major channel for distribution of merchandise at social events sponsored by churches, fraternities, lodges and clubs.

Early-season favorites with bingo crowds seem to be household accessory articles, such as cake savers, ornamental lamps, trays, electric clocks, minor electrical appliances, luncheon and beverage sets and cameras. For double or triple-winning awards such items as radio sets, silver or chinaware, coffee or occasional tables, floor lamps, easy chairs, electric shavers, fur coats and the like are favorites.

## BINGO BUSINESS

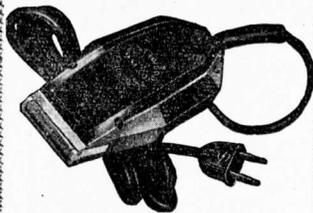
By JOHN CARY

WHEN NEWSPAPER AND MAGAZINE writers mentioned bingo in their stories and used it for background and color, it was more or less expected. But when national advertisers use the game as the theme of their copy, that is something! First of this type of advertisement to appear—and clever at that—is one of Ivory Soap. Advertisement is of the cartoon-story type and is headed "The Young Married Set at the Bingo Party." Cartoon shows a young man and wife enthusiastically playing bingo, the wife making bingo and winning a set of dishes. This is the type of publicity which helps spread the popularity of the game and is furthermore proof of the game's popularity.

A GOOD WAY FOR ANY OPERATOR to test the crowd-getting quality of his merchandise is to ask himself this question: "Are there items on display which I would play for myself?" If the answer is "no," you have found the cause of a lot of trouble which can be remedied. Do you feature the latest items; merchandise with flash, yet having definite utility value? Do you allow dust to detract from the beauty of your merchandise? Do you have a broad enough range of awards to interest all types of players? These and a few more questions will enable you to analyze the merits of your display, for after all, it is hardly fair to expect people to play for prizes which you yourself wouldn't care

(See BINGO BUSINESS on page 57)

### Big Profit For You In This Electric Shaver



**The Fleetwood \$1.25 Each**  
No. B83J349

Double-Edged Shaving Head. Self-Sharpener, Self-Cleaning. Just plug into 110-volt A. C. Current and it starts itself. Long-life motor. Guaranteed for 1 year. Streamlined black bakelite case.

BE SURE TO INCLUDE SHIPPING CHARGES.

Wire Your Orders Now!

We Have a Full Line of Beacon Blankets for Immediate Delivery.

**N. SHURE CO.**  
200 W. Adams St.  
CHICAGO

### FUR COATS

SECURE THE BEST — PAY LESS

Form-Fitting, Swagger and Princess Styles in all sizes. Your choice of:  
Sealines Beaverettes  
Lapins Persians  
Coneys Broadtails  
Caraculs Pony  
Marminks Mendoza  
Kid Paw Beavers  
and all other Fur Coats, Capes and Scarfs.  
Act immediately to get full particulars on these sensational Fur Bargains. Write today for price list and complete details without obligation. We manufacture Fur Coats exclusively, which enables us to give you greater value for your money.



**S. ANGELL & CO.** 238 West 27th St., New York City, N. Y. MANUFACTURING FURRIERS.



### PACKARD LECTRO SHAVER

Lots of 6, Each . . . \$4.50

SAMPLE, EACH \$5.00

The Electric Shaver with a national reputation. Round cutting edge for all types of beards. ORDER TODAY.

**ROHDE-SPENCER CO.**  
223-225 W. Madison St., Chicago.

### "HOT - COMIC - SPICY"

XMAS CARDS—20 different to this assortment printed in flashy colors.  
P. C. Size — OUR SPECIAL — \$2.50 Per 1000  
SEND 25c for 20 Samples . . . and Catalogue of Fast Sellers at special prices.  
T. R. PAYNE, 25 Cardinal Place, New York.

ADVANCE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## 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.

### Bluebeard Stroppler

A new-type stroppler which the makers state will enable one to get 40 to 50 perfect shaves from any standard blade is the Bluebeard Stroppler, marketed by Beardcot Corp. Built of heavy-gauge steel, the firm states that the stroppler is made in such a way that the blade slips into position for stropping between four rollers covered with specially prepared stropping leather that hones both edges at the same time. A safety clutch handle turns only one way, eliminating the possibility of any backward movement which might harm the blade or cut the leather. Number should lend itself to flash demonstrations. It is said. Firm reports that the item is offered on a money-back guarantee.

### Joke Beer

Joke Beer is the latest novelty featured by Goldfarb Novelty Co. Item consists of an imitation glass of beer that closely resembles the real article, it is said. It comes in two sizes, four and eight-ounce glasses. While imitation beer has appeared on the market before, the present item is a great improvement over any previous effort, and jobbers throughout the country are enthusiastic about its possibilities, according to reports.

### Spongo Toothbrush

A new-type toothbrush having no bristles is Spongo, manufactured by Sani-Sponge Toothbrush Co. Item consists of a square of sponge rubber which fits into the toothbrush handle in the same position as bristles in an ordinary brush. Spongo is said to conform to the curvature of the teeth and to create an alternate pressure and vacuum that effectively cleanses crevices. Firm maintains that its product has many advantages over brushes of the bristle type in that the sponge head is discarded after use, thus eliminating the danger of infection from bacteria and germs which are ever-present on bristles. Item is said to be good for demonstrators looking for a number to work from the health angle.

### Self-Shaking Dust Mop

A built-in shaking device that operates with thumb and finger is featured in the new dust mop made by Dan Day Sales Co. Item is said to free the housewife of the laborious task of beating the mop out of windows or on back porch railings by shaking the swab free of dirt into dust pan, on paper or into toilet bowl. The rapid pace at which this mop is reported to be moving is attributed by the makers to the fact that it retails at the price of ordinary mops and is an ace  
(See POPULAR ITEMS on page 57)

### Beautiful FUR COATS

FREE CATALOGUE

of the smartest fall models in Coats, Scarfs and Capes. All furs, styles, sizes in the only line for repeat business. A typical H. M. J. example for top values. Pileed Seal, Dyed Coney FUR COAT (Swagger or Fitted Style), all sizes. Terms: 1/4 Deposit, Balance C. O. D. Same day deliveries \$9.00



Genuine FUR RUGS ABOUT 2 1/2 x 3 Ft. In white, brown or gray. Big Flash. \$5 seller in all Dept. Stores. Closeout Price 1/4 Deposit, Balance C. O. D.  
**H. M. J. FUR CO**  
150 West 28th Street, N. Y. C.

## BIG 1939 HOLIDAY GIFT DEAL

All Large, Good Quality Gift Items Mounted on Heavy Attractively Decorated Display Board.



We guarantee this to be the FASTEST SELLING DEAL ever offered at such a low price. Deal Takes in \$4.00—Only 12 Punches—Each Punch Receives Choice of Gifts. All High Grade Gift Items—6 Different Assortments. SAMPLE DEAL, \$2.50. 50 DEAL LOTS, \$2.25. 100 DEAL LOTS, \$2.00. Terms: Half cash with order, balance C. O. D. Exclusive sales rights offered in some localities.

**MIDWEST MERCHANDISE CO.**  
10TH & BROADWAY. KANSAS CITY, MO.

## "RO-TRAY"

### Sensational New 3-Purpose Cigarette Server!

A revolutionary NEW smokers' accessory. Never before offered! Everybody that sees it wants one. Sells on sight. 3-Purpose Cigarette Server, Container, Ash Tray. Amazing . . . "Turn the Top . . . See a Cigarette Pop!" The hundreds of orders we've already received prove that here is a powerful premium item with plenty of flash and appeal. Very low-priced. Wire or write for prices and complete details NOW!

**EVANS NOVELTY CO., 946 Diversey Blvd., Chicago**

## ENGRAVERS JEWELRY

IMMEDIATE DELIVERY  
ALL HIGHLY POLISHED, GOLD PLATED, CARDED AND CELLOPHANED. BIGGEST ASSORTMENT IN THE COUNTRY. WILL NOT BE UNDERSOLD. QUALITY AND FINISH GUARANTEED. SEND FOR FREE CATALOG. **ALFAB MFG. CO.** SECOND & FILBERT STS., PHILADELPHIA, PA. 25% Deposit With Order, Balance C. O. D.

<p><b>WHITE PEARL PEN &amp; PENCIL COMBINATION AND MIDGET KNIFE DEAL With Push Card.</b></p> <ul style="list-style-type: none"> <li>NEW REFLECTOR STUDENT DESK LAMP—Exceptional Value, Each Only 95¢</li> <li>Premiums, Sales Boards, Electric Clocks, Perfumes, Notions, Lotions, Blades, Soap, Extracts, Carded Goods, Sideline Merchandise.</li> <li>Wagonmen, Pilchmen, Home, Office Canvasers and Premium Workers, Get Free Catalog Listing Money-Making Items.</li> </ul> <p><b>CHAMPION SPECIALTY CO.</b></p>	<p>Genuine <b>PIPES</b> Briar Assorted Shapes and Sizes . . . 12 to Display Card. \$1.50 Per Card . . . \$1.50 25% Dep. on C.O.D.s.</p>
--	---

## ELGIN & WALTHAM \$2.75

RENEWED GUARANTEED Wrist Watches Wholesale Jeweler Since 1914. Lots of 3  
We Offer You Wonderful Values At Record-Breaking Prices. No extra charge for Sample Watch, 7 Jewels and Chrome Cases. Ea. \$2.25  
25% Deposit, Balance C. O. D. New Case, New Leather Strap.  
**LOUIS PERLOFF,** 729 Walnut St., Philadelphia, Pa.



**SPECIAL This Month Only**  
ELGIN - ILLINOIS - HAMPTON WATCHES—7 Jewels, Like 12 Size. In New Yellow and Chrome Cases. Ea. \$2.25  
WRIST WATCHES—ELGIN & WALTHAM, 3-0 Size, in Yellow Tornado Case with Strap, ea. \$3.25  
Special Prices for Quantity Users, 25% Deposit, Balance C. O. D. Sample 50c Extra. Send for Catalog, 173 Canal Street, New York, N. Y.

**N. SEIDMAN**

## LATEST STYLE FUR COATS

Genuine Fur Coats, all types, all sizes, P.C'd Seal. Swagger or Semi-Fitted Models. Finest quality. A-1 workmanship. Excellent prices for bingo and salesboard operators. Rush your orders today for immediate delivery. Lowest prices in fur history. Balance C. O. D. Send for New Illustrated Catalog Showing Coats We Sell You.  
**M. SEIDEL & SON**  
243 W. 30th St., New York, N. Y.

## FUR COATS

Latest Styles. Lowest Prices. Best Quality. Write for Free Price List.  
**CHAS. BRAND, 208 West 26th Street, New York.**

# What is your guess?

## HOW MUCH IS THIS CATALOG WORTH?

In actual cost of printing, paper and postage, this catalog is not worth a lot of money. But it may be worth hundreds of dollars to YOU if you send for it and take advantage of the many remarkable values it offers in standard **NATIONALLY KNOWN** merchandise at **LOWEST PRICES**. In addition to the new 1939 line of **SILVER RADIOS** (which in itself is the hottest thing in radios right now), there are many other lines of merchandise for operators, dealers and premium users.

### SEND FOR IT NOW!

This new 1939 catalog is just off the press. Drop us a line and we'll be glad to shoot you a copy by return mail. You'll be just as enthusiastic about it as we are.

### SILVER MFG. CO., Inc.

2868 Elston Ave. . . . Dept. B-32 . . . Chicago, Ill.

- RADIOS
  - CLOCKS
  - WATCHES
  - ELEC. APPLIANCES
  - CAMERAS
  - BICYCLES
- and dozens of other money-making items

### PORTABLE TYPEWRITERS



First Time at These Low Prices \$9.35 In Case

The Bantam is a product of the great Remington factory. Has basic construction of high-price machines. Writes all capitals, no numbers. Three-row keyboard in standard set-up. An educational machine and entirely practical. Complete in attractive carrying case. Guaranteed. Order No. B27H25. Each \$9.35. The Cadet Portable, also a Remington product, is a de luxe portable with standard four-row keyboard. Prints both capital and small letters. Has type aligner, paper aligner, ribbon reverse. Instructor booklet. Modern design. Complete in carrying case. Order No. B27H27. Each \$15.75. Lots of 2 or more. Each \$14.59. Remington Bantam adding machine. Ideal for portable office work. Weighs only 10 lbs. and takes up less space than a letterhead. Adds 6 columns. Efficient, speedy, accurate, compact. Order No. B27H26. Each \$37.13.

WRITE — WIRE TODAY. 25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 383, or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

### JOSEPH HAGN CO.

Wholesalers and Importers Since 1811. 217-225 W. Madison St., Chicago, Ill.

## YOU CAN MAKE BIG MONEY SELLING ROYAL ELECTRIC DRY SHAVERS

★ ONE OPERATOR SOLD 6000 IN 8 MONTHS WITH AN AVERAGE PROFIT OF \$1.00 TO \$2.00 PER UNIT



SPECIAL \$1.00 LOW PRICE EACH IN DOZEN LOTS

FACTORY DIRECT-TO-YOU F. O. B. CHICAGO, ILL. Factory Guarantee for 1 Year

Think what you could do in your territory. This A.C. Electric Shaver has never been advertised to Retail Dealers. The field is wide open. Thousands of satisfied users. MAIL \$1.25 TODAY for Sample—postage prepaid. Only financially responsible Operators who can do volume business will be considered. ACT AT ONCE before this liberal offer is withdrawn.

DUR-A-BIL PRODUCTS CO. 11614 FRONT ST., CHICAGO, ILL.

## SPECIAL INTRO-DUCTORY DEAL ON STAMPEDE BLADES

1 Card STAMPEDE D.E. 20/5/10c	Retail Value \$2.00	ALL FOR 85c	1 Card STAMPEDE S.E. 20/5/10c	Retail Value \$2.00	ALL FOR 95c
1 Card Purity Aspirins 25/6/5c	1.25		1 Card Purity Aspirins 25/6/5c	1.25	

### SPECIAL GET ACQUAINTED OFFER

SERVICE BLADES, 20/5's at \$2.25 per 1000. ALL ORDERS FILLED PROMPTLY. 25% Cash Deposit — Balance C. O. D. — Rated Accounts Sold Open. Sample Deals Sent Prepaid for \$1.00 Each.

M. B. SINGERMAN, 520 CLARK AVE., ST. LOUIS, MO.

# IF WE OWNED THIS PAPER THIS AD WOULD BE ON THE FULL FRONT PAGE

TO INFORM YOU OF OUR BINGO SUPPLIES. WE CARRY THE MOST COMPLETE LINE OF 8,000 ITEMS ESPECIALLY SUITABLE FOR BINGO PARTIES, CARNIVAL AFFAIRS, ETC.

WRITE FOR CATALOG—PLEASE STATE YOUR BUSINESS.

## WISCONSIN DELUXE CORPORATION 1902 NORTH THIRD STREET, MILWAUKEE WISCONSIN

Featuring As Always The Newest NOVELTIES & CONCESSION MERCHANDISE

- Beacon Blankets
- Glassware
- Celluloid Dolls
- Canes — Whips
- Chromium Goods
- Electrical Appliances
- Stuffed Animals
- Luggage
- Balloons
- Charms and Slum

Big Stocks! No Delays!

Send for Your Free Copy Of Our NEW 1938 GENERAL CATALOG. "Everything That's New At Lowest Prices!"

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

### Carnival Novelties

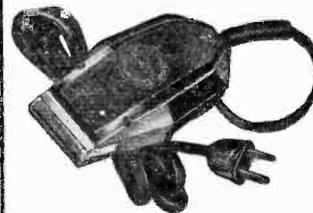
New Stock — Just Arrived

BB1 Men's Toy Wrist Watches, 1 in box	Gro. \$3.75	BB6 High Hat Fur Monks, 8 in.	Gro. \$6.75
BB2 Gillette Style Blue Blades	Per 1000 3.00	BB7 Puggy Wiggy, Compo, 5 1/2 in. Doz.	1.25
BB3 Flying Birds, Outside Whistle	Gro. 1.85	BB8 Cell Doll, 7 in., with Plume Dress	Gro. 8.50
BB4 Flying Birds, Inside Whistle	Gro. 2.35	BB9 Swagzer Sticks, 36 in.	Gro. 5.50
BB5 High Hat Fur Monks, 6 1/2 in.	Gro. 3.50	BB10 China Head Swagzer Sticks	Gro. 6.75
		BB11 Jap Clig. Cases	Gro. 4.50
		BB12 Reach Bouncer Balls	Dot. 1.15
		BB13 Carnival Print Balloons, No. 8	Gro. 2.35
		BB14 Spiral Balloons, 45 in.	Gro. 3.50

1938 CATALOG NOW READY. WRITE FOR YOUR COPY. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

**LEVIN BROS.** TERRE HAUTE, IND.

### FLEETWOOD



ELECTRIC DRY SHAVERS. 110 Volt—A. C. Current. Guaranteed. Special Price in Quantities. Only \$1.25 EACH. 25% Deposit, Balance C. O. D. SEND FOR 1938 CATALOGUE.

### BENGOR PRODUCTS CO. 878 BROADWAY, NEW YORK, N. Y.

### LUCKY RABBIT'S FOOT CELLULOID FOOTBALL BADGES

1 1/4" Button With Real LUCKY RABBIT'S FOOT Attached. 250 \$13.75 500 \$25.00

LA SALLE No. 650

\$45.00 Prompt Service PHILADELPHIA BADGE CO. 942 Market St., Philadelphia, Pa. (Since 1900)

### GENUINE LEATHER CASES

For Social Security Plates. Only \$3.50 per hundred in assorted colors. Send 10c in stamps or coin for two samples. B & G Mfg. Co., Box 154, Gary, Ind.

### ELGIN & WALTHAM

RENEWED & GUARANTEED SMALL SIZE POCKET WATCHES \$2.95 EACH

7 Jewels, New Yellow Cases. 25% Deposit, Balance C.O.D. Never undersold.

WHY PAY MORE? Send for Free Catalog.

**LOU MALTZ**, 339 S. 8th St., PHILA., PA. WHOLESALE JEWELER SINCE 1812.

### PANDA or Honey Bears

Salesboard Operators and Distributors Take Notice. \$2.25 each 30 in. tall, each in Cellophane. Long pile fine quality plush. Most realistic. Also other good items. Write today. 25% with Order, Balance C. O. D. PERSIA MFG. CO. 416 N. Sangamon St., Chicago.

### FUR COATS

Here's a typical example: Pe'd Seal, dyed Coney, genuine FUR COAT, Swagzer or Fitted Style. All sizes. Tremendous bargain at... EVERY POCKET WATCH PER 100 \$3.00 Great bet for salesboard and bingo ops. Send for Free Price List. ROERLING FUR SHOP 118 W. 27 St., New York, N. Y.

### 5000 ELGIN & WALTHAM WRIST AND POCKET WATCHES RECONDITIONED LIKE NEW

FREE WALDEMER CHAIN WITH EVERY POCKET WATCH Write for Our 60-Day Special Catalogue. **NORMAN ROSEN** Wholesale Jeweler, PHILADELPHIA, PA. 801 SANSON ST.

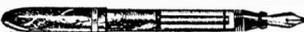
### BINGO GAMES

MADE IN SETS OF 100 TO 1000 CARDS. ALL DIFFERENT. NO TWO ALIKE. PRINTED ON HEAVY EIGHT-PLY STOCK IN TWO COLORS. Complete with Call Sheet and Calling Numbers. PER 100 \$3.00 Cash With Order — No C. O. D. **GEORGE W. BRINK & SON** 1454 Gratiot Ave., Dept. B, Detroit, Mich. (Over Thirty Years in Business)

**THEY'RE NEW** | **SPRING-O-MATIC PLUNGER VAC.** | **THEY SELL**  
**PENS • PENCILS • COMBOS**  
**JOHN F. SULLIVAN**  
 45B Broadway, NEW YORK CITY.

**ELGIN & WALTHAM**  
**WRIST WATCHES \$2.95**  
 In New Cases,

Send for Circular, showing the Biggest Bargains in Wrist Watches and unredeemed Diamonds in the country.  
**H. SPARBER & CO.**  
 108 North 7th Street, St. Louis, Mo.

**UNDERWOOD**  
  
**PLUNGERS—Special \$18.00 PER GRO**  
**PENS • PENCILS • COMBOS**  
 Buy Direct From Manufacturer.  
**GRODIN PEN CO.,** 693 Broadway, New York City.

**CHEWING GUM 22¢ BOX**  
  
 RETAILS FOR \$1.00.  
 Each box holds 20 Collophane 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Buy our distributor—get started! Send 50c for sample box (prepaid). **GREAT FIELD FOR AGENTS**. Write **AMERICAN CHEWING PRODUCTS CORP.**, 4th and Mt. Pleasant Aves., Newark, N. J.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

**SOUTHERN PEN CO.**  
 Manufacturers Since 1918.  
**16 N. Union St., Dept. B, Petersburg, Va.**  
 Send \$1.00 for Samples. Prompt Shipments.

**DREXEL**  
  
**BLADES**  
 Buy Direct From the Manufacturers.  
 20 Million DREXELS Sold in 1937.  
 50 Million Will Be Sold in 1938.  
 Send 10c for Samples.  
**REGENT MFG. CO.**  
 134 W. 32d Street, NEW YORK CITY.

**YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE**  
 Write us your needs.  
**ARGO PEN-PENCIL CO., Inc.**  
 220 Broadway, NEW YORK CITY.

**Every \$1.00 Gets you \$5.00**  
 Yes, it's real profit. Goodrich Home Workers always have dough, and when you sell products like these are the money. Buy the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distributors, write for low prices. Best season ahead. Sample 10c.  
**GOODRICH**  
 1500 West Madison, Chicago.  
 Dept. BG-10.

If you are looking for a Full Line of Good Cheap Fountain Pens, have a look at "88ers" Best. All sizes, 2 Samples 50c. **BRAND NEW PITCH PKG.** Fancy Colors, All Complete. **GRO.**, \$24.00 — **SAMPLE PKG.**, 25c.

  
**JAS. KELLEY**, The Fountain Pen King,  
 487 B'way, N. Y.; **OHIOGAC**, 180 W. Adams St.

**FREE HEALTH SHOWING PEOPLE WAY TO BETTER HEALTH**  
**BOOK DEAL**  
 Marvelous new **FLORADEX FOOD-MEDICINE** pays agents phenomenal profits. Aids nature in cleansing intestinal walls and overcoming constipation—the factor behind most human ills. Beats pills, mineral waters, salts, cathartics, purgatives. Backed by legal guarantee. Smashing premium deals. Steady repeat business. Your round earnings. Profits begin at once. Send name for all facts. Sells \$1.00 Package.  
**FLORADEX CO., Dept. 910-B P. O. Box 973, Columbus, O.**

**SOCIAL SECURITY PLATES**  
 Size 3 1/2 x 2  
 100 Plates, \$6.00  
 1000 Plates, \$5.00  
 100 Cases, 4.00  
 Sample Plate 10c;  
 with Name and Number, 25c.  
 Send for Circular.  
**HART MFG. CO.**, 311 Degraw Street, Brooklyn, N. Y.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**BOB STOVER** . . . pencils from Eloise, Mich., that he is anxious to read pipes from George (Doc) Sloan, of med show fame.

**EDDIE DELOY** . . . letters from Clarksburg, Va., that he has just closed a pleasant and profitable 22-week season with the By Gosh agent show there. Eddie says he will migrate to the sunny South and adds that he saw some of the boys working with Dodson's Shows to good takes but as a whole business was off.

**WHATSOEVER BECAME** . . . of Skippy Davis, the sharpener worker?

**WE KNOW OF** no poorer business man than the fellow who will offer the proprietor of a likely-looking spot inducements to cancel another's contract.

**BOB POSEY** . . . tells from Battle Creek, Mich., that he is getting ready to make the southward trek to the Louisiana canebrakes and would like to read pipes from Al Decker, Jack Currant, Andy W. Kramer, Prof. Les Kane and George (Soldier) Barry. He adds that almost all of the boys have left that neck of the woods.

**"CLOSED THE FAIR SEASON** . . . at Montevideo, Minn.," wigwags Donald E. Crabb from Rochester, N. Y. "Worked Willmar three days and then Montgomery, and they were red ones, with everyone there getting his share of folding dough. Also worked a store in St. Cloud, Minn., and found the town good. Customers are hard to convince, but they spend when sold. Just purchased a car and find it's much better than the trains and busses. This is the fifth time I've been in Rochester in the last three months and I'm doing well enough with peelers and graters. Will remain here another week before heading for Mason City. Have been expecting to see Clarence Smith somewhere in this country all summer. Whatever became of Doc and Connie Murray, Curly Friedrickson and George Hess? Pipe in."

**FAMOUS LAST WORDS:** "Of all the pitches in the world there are none like mine."

**JAMES BEASLEY** . . . is still telling it to the natives out Rochester, N. Y., way.

**SOL ADDIS** . . . pens from New York that Ike and Mike have opened a store on 43d street and Eighth avenue, which is a hot spot. "Pitches," Sol adds, "are running high and there's a good opening for some live-wire pitchman. Pitch boys are welcome here."

**MR. AND MRS. ANDREWS** . . . who closed a successful season with Bob and Pat Dexter's med show recently, have purchased a new car and are en route from Boonville, Mo., to Texas, where they will winter.

**TRIPOD OPININGS:** Wonder how many of the boys in the game use the following as a slogan: "We're all in the same business and must have a congenial feeling toward each other."

**WHILE WORKING** . . . the Eastern State Fair, Springfield, Mass., Lionel Hirsch, his son and Maurie Lloyd were lucky to escape with their lives when the cyclone, which swept the New England States recently, hit the building they were working in. They lost about \$700 in goods and equipment.

**SIGHTED JAMMING** . . . at the recent Allentown (Pa.) Fair were Harry Perkins, Joe Lesser and Abe Sriskey. All are reported to have obtained some folding dough. Among the top money-getting peeler demonstrators at the fair were Barney Welner and Harry Prall. Event was reported as being off 65 per cent from last year, however.

**MORRIS KAHNTROFF** . . . fogs thru from Dallas that he was jamming at the Great Stoneboro Fair, Stoneboro, Pa., recently instead of work-

ing peelers, as was reported in a recent issue. "I'm still jamming to good business," the affable Morris continues, "but have a group of girls handling some Nat K. Morris products for me in department stores. I'm working with Ben B. Gross, who joined me from Philadelphia."

**HUSTLER'S TIPS:** Now's the time to grab a good-sized stock of novelties, including pen-nants, footballs, bunting and college colors, and head for the many football stadiums thru-out the country. They are all good Saturday spots and you should find little difficulty in working them.

**AMONG THE BOYS** . . . getting top money at the New Jersey State Fair, Trenton, were Al Morris and Ed Williams, with fruit knives; Fred Scovell, Al Welsman, Professor McCormick and Dolly McCormick, juicers, and Ben Tease, pens.

**MAX B. GOLDEN** . . . is still clicking with peelers and specializing in the glass fruit knives. He opens in McCrory's, Miami, Fla., soon.

**JACK FAY** . . . of peeler fame, worked glass fruit knives and graters at the Reading (Pa.) Fair to good business, according to reports emanating from that neck of the woods.

**LET'S HAVE MORE** of those news notes from the boys working demonstrations in chain and department stores.

**SAILOR WIGGS** . . . pencils from Mobile, Ala., that he would like to read pipes from Big Al Ross.

**GUS LAWSON** . . . closed his glass knife demonstration and peeler spot in Old Orchard, Me., to good business recently.

**LIONEL HIRSCH** . . . who is reported to have had his biggest season in years at Ocean City, N. J., with glass fruit knives, will open his old spot in St. Petersburg, Fla., for the winter.

**DID YOU EVER** stop to realize that there are many rural sections of the country that do not see a pitchman all summer? They are good spots, too. One of the boys recently piped in that he had traveled off the railroad for 300 miles, made about 100 towns and all to good business. He also stated that he never was refused a license and added that he had met only one pitchman on the trip.

**JOE HESS** . . . is reported to be clicking with pens, working the East.

**MAC WEINER** . . . is really going to town with fruit knives in Macy's, New York, according to word from the Big City.

**DOC H. J. CLAYTON** . . . tells from Bulpitt, Ill.: "Merger between Chief Silver Fox and myself has proved successful to date. Have cut the show to four people and are going in halls. Personnel consists of Chief Silver Fox, Ruth Swan, Rusty Woodward and yours truly."

**WITH COLD WEATHER** in the offing it's about time for the various locals of the hot stove and radiator leagues to assemble at their respective hangouts to engage in their pipe fests. Let's have some of the chatter.

**DICK WOLFSON** . . . is reported to be working the glass knives in Gimbel's Department Store, New York, to good results.

**SEYMORE POPEL** . . . is clicking to good takes with the grapefruit corers and fruit separators at the fair in Reading, Pa.

**BIG AL ROSS** . . . blasts from Meadville, Pa.: "Still in Pennsylvania territory and doing fine. Jolly Jallet Shows closed their season here, and I'm leaving for Minnesota on a 1,000-mile trip. Slim Olsen will open up a new pitch item in surrounding



## OAK-HYTEX BALLOONS

Special Prints For All Occasions

Oak's stock balloons offer timely items for all holidays. Be prepared with these popular balloons and cash in on every event.

Sold by Leading Jobbers.

The **OAK RUBBER CO. RAVENNA, O.**

**New Catalog**  
 Showing Fast-Selling Newest Items in Whitestone and Cameo Rings, Lockets, Crosses, Signet Rings and Jewelry for Engraving. Send \$2.00 for Samples.  
**OLYMPIC NOVELTY COMPANY**  
 307 5th Ave., NEW YORK

## SOCIAL SECURITY Machines and Plates

Superior portable machine, stamping names, numbers on S.S. plates. No skill required. Wgt., 14 lbs. <b>\$65</b>	Hand Stamping Outfit, patented, plate holder, spacer. <b>\$19.95</b>
24 - Gauge Nonhollow Brass Social Security Plates, polished front, back. Ea. <b>5c</b>	1,000 Lots, \$45.
Salesmen, Agents, Operators write for Special Introductory Deal. Complete samples, details 10c. Terms: 25% cash deposit with order. Bal. C. O. D., F. O. B., N. Y. C.	Double Fold, Metal Edge Leather Cases. . . . . <b>3c</b>
	Leatherette Cover. . . . . <b>1 1/2c</b>

**SOCIAL IDENTIFICATION CO.**  
 1560 BROADWAY NEW YORK CITY

**PER GROSS \$18**  
**BETTER PLUNGERS**  
 3 Assorted Samples Postpaid 50c  
**ASS'D PEN, Mrs., 187 Lafayette, N. Y. C.**

## ELGIN — WALTHAM & HAMPDEN WATCHES \$1.75 UP

In New Chromium Cases, all sizes, Satisfaction guaranteed or money refunded.  
**5 USED RUNNING POCKET AND WRIST WATCHES**  
 American and Swiss. Our Assortment at the Special Price of . . . . . **\$7.50**  
**B. LOWE** Room 1208, Kesner Bldg., Chicago, Ill.

## SPICY COMIC XMAS CARDS

Hot, peppery, laughable designs in flashy colors. **20 NEW DESIGNS**. Fast 10c sellers. Eye-opening profits. Start filling your pocket-book for Xmas. No excuse for being broke. **100, \$2.50; 500, \$10.00; 1,000, \$18.00.** Retail sellers. No junk. Envelopes with each card. **20 Samples \$1.00.** None free.

**COMIC SHOP**, Philadelphia, Pa.  
 2463-F Kensington Ave.

## MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.  
**GENERAL PRODUCTS LABORATORIES**  
 Manufacturing Pharmacists  
 137 E. Spring St., Columbus, Ohio.

## Veterans Wake Up!

Note removal to larger quarters. Old-timers are back in line selling our Veterans' Joke Books, Magazines—2c to 5c. Sell 10c to 25c. Other reasonable features. Holiday Flashers, Patriotic Calendars, Welcome Cards, etc. 2c to 5c. Send 10c for Samples. **VETERANS' SERVICE MAGAZINE**, 189 Duane St., New York City.

**A New Deal!**  
**ELECTRIC RAZORS!**  
 to Retail for \$1.98  
 An opportunity! Repeat razor sales all over the country at the sensationally low price of \$1.98.  
 Write for details today.



**NEW ENGRAVING PINS**  
 Over a hundred new engraving numbers—Pins, Lockets, Crosses, etc. a 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.

**OUR SLOGAN FOR OVER 22 YEARS**  
 WE ARE "NEVER UNDERGOLD"  
 ... has given us a tremendous following ... NOW ... We challenge every Buyer ... so make us prove it.  
 See competitor's catalogs ... Send us the orders with their prices and in every instance we guarantee you Better Values.  
 Our line consists of Razor Blades, Toilettes, Side-Line Merchandise, Notions, Novelties, Gifts, Salesboards and Deals.  
**UNIVERSAL WHOLESALERS** Customers Note ... Through special arrangement all orders for **UNIVERSAL WHOLESALERS** shipped by us.  
 Deposit of 25% with all C. O. D. orders. Send All ORDERS to NEW YORK ONLY.  
**MILLS SALES CO.**  
 Our Only Mailing Address ... OF NEW YORK INC.  
 901 BROADWAY, New York, N. Y.  
 WORLD'S LOWEST PRICED WHOLESALERS

**SOCIAL SECURITY SENSATIONAL NEWS!!**  
 Everyone Can Buy A Machine CASH or TIME PAYMENT  
 PRICE LESS THAN **\$50.00**  
 PORTABLE—Finest Low-Priced Machine on the Market. Economical—each character removable. Fast operation. THE GREATEST PROFIT OPPORTUNITY EVER OFFERED.  
 24 Gm. Rich Low, Gold Effect, Highly Polished SOCIAL SECURITY PLATES, 3-7/16" x 2 1/2"  
 \$5.00 Per Hundred  
 \$45.00 Per Thousand  
 WALLETS—Two Pockets, Metal Corners, 3.50 per hundred  
 Engraving Needles ... 10.00  
 Hand Die Sets ... 4.75  
 On Cash Terms—1/3 Down, Balance C. O. D.  
 F. O. B. New York.  
 Salesmen, Agents, Operators, write for samples.  
**SOCIAL NAME PLATE CO.**  
 259 BROADWAY, NEW YORK CITY.

**ELGIN & WALTHAM**  
**REBUILT and WRIST WATCHES**  
 GUARANTEED  
 O Size, 7 Jewel, New Chron. Case ... \$2.95  
 O Size, 15 Jewel, New Chron. Case ... \$3.95  
 Yellow Case 20c Extra.  
**ELGIN, WALTHAM POCKET WATCHES**  
 Like 12 Size, 7 Jewel, New Chron. Case ... \$2.50  
 Like 12 Size, 15 Jewel, New Chron. Case ... \$2.95  
 Yellow Case 20c Extra.  
 25% Deposit, Balance C. O. D.  
**LEO PEVNER,** 58 Wabash Ave., CHICAGO.

**FUR COATS**  
**\$11.50**  
 Guaranteed Non-rip Genuine Fur Coats. \$2.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. Retail flash for salesboards, bingo operators, agents, salesmen or storekeepers. Other Coats from \$9.00.  
**WAYNE FUR CO.**  
 8761 Linwood Ave., Detroit.

**ELGIN & WALTHAM**  
**REBUILT WATCHES**  
**\$1.75**  
 7 Jewel, 18 Size, in 8. H. Engraved Cases, 41. Send for Price List. Money Back If Not Satisfied! CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.

towns soon. Duke Wilson, my brother, is doing okeh. Will make this town my headquarters for the winter. Would like to read pipes from Kid Carrigan and the gang."

**SALEM BEDONIE** ... of jam fame, has joined Zimdars Greater Shows, now playing Alabama territory.

**BOB ROCHE** ... continues to click in the pitch store on State street, Chicago, according to word drifting into the pipes desk from the Windy City.

AS A FEATURE of the Pipes Department of the Christmas Number of The Billboard we contemplate publishing the experiences of pitchmen, demonstrators, novelty salesmen, medicine showmen, agents or street men in overcoming obstacles in selling in their travels. There are no doubt many of you boys who have faced troubles of various sorts in your work and found ways and means of overcoming them. We would appreciate your jotting down such experiences and letting us have them as soon as possible. Address Bill Baker, 25-27 Opera Place, Cincinnati, O.

**CHARLEY COURTEAUX** ... and George Haney continue to click with the graters at one of downtown Cincinnati's best pitch spots.

**WHERE AT WHAT'S DOIN', Tommy Burns Jr. and George Hess?**

**ARE YOU** ... still tellin' it to 'em around Chicago town, Art Nelsen?

IT SEEMS THAT everyone has his or her own idea about things, and wouldn't this world be a terrible place in which to live if they didn't? Hence you'll oftentimes notice contradictory pipes in the same issue.

**BUTLER COUNTY FAIR** ... at Hamilton, O., is reported to have been a good spot last few days and at night. Who of you worked it?

**SAY, TOM S'GOURNEY** ... are you still in retirement? Pipe in now and then.

**IT'S ABOUT TIME** ... for someone to begin claiming the muligan stew championship, isn't it?

**THINGS WE NEVER HEAR:** We need direct selling in this town. The only way we can get it is to welcome pitchmen instead of continually fighting them.

**WHAT DO YOU** ... boys and girls have in mind for the winter? Christmas trade is always a big help for specialty workers, but what are they and the remainder of you going to do the other months?

**JIM THE JAMMER SEZ:** If you gotta wisecrack and use pig latin do it among your own element. Remember everyone you meet isn't a rummy and besides it doesn't help your sales any.

**YES, SIR! FELLOWS** ... can always use pipes. But make 'em brief, snappy and to the point.

**JERRY THE JERK** says if med show owners will continue to give clean, wholesome performances and handle meritorious items they won't have to worry about not being welcomed back to any town they play.

**HAVE YOU** ... gandered the Letter List this issue? Better look now, there may be mail advertised for you there.

**WE HOPE IT'LL** ... be oranges this year instead of snowballs.

SEEMS THAT some fellows will never learn that the art of pitching or conducting a med show is an honorable and legitimate business.

**HARRISON McCASKEY** ... writes from Tidioute, Pa., that he came across an oldtimer there in the person of Dock Mansfield, of med fame. He says Dock has a cafe and is doing well. His wife still pitches. McCaskey says he had good business in Tidioute but will trek south in the near future.

**MEMORIES:** Remember when Wilfred Reid was working Canadian territory? Reid, it seems, was working the Montreal section and attempted some force pitching. To try out a tip of about 100 people, he yelled: "Here y'are! three watches for \$1!"—one well-dressed fellow said he would like to make a purchase but was short 85 cents.

**Pitchdom Five Years Ago**

"It's cotton-picking time here and business is great," was the word from Charlie in Georgia. C. W. Meadows, Rector the Pencil Man, was planning to spend the winter at home in Detroit instead of highballing thru the country in his trailer home. L. R. Elliot, of Elliot Show Co., closed his tent show of 12 people and stored at his headquarters at Moorhead, Minn. Johnny McLane, along with Harry Weber, was in Coffeyville, Kan., awaiting the opening of the Pioneer Celebration there. Doubling on paper with Fred X. Williams at the Sparta (Ill.) Fair were R. E. (Bob) Hawkins and Walter Cuthburn. E. T. (Doc) Allen was clicking in Illinois. Doc Marshall's Sunny South Show closed its season at Alexandria, Va. Pitch contingent making the fair in Hughesville, Pa., included Jack David, herbs; Chief Blackhawk, soap and oil; Mary Ragan, books; Bob Reader, oil; Arizona Jack Campbell, oil, and Princess Lightmoon, med. Hoot McFarland was corraling some folding dough working Ohio territory. Doc R. E. Lewis, owner, and Happy O'Curran, manager of Lewis' Big Fun Show, were making the rounds at a Century of Progress, Chicago. Mrs. Ida Chase, wife of Hymie Chase, well-known pitchman, died September 28 in Englewood Hospital, Chicago. W. S. Ruffing was finding business conditions around Albany, N. Y., just fair. Silk-lit Harry Downing was back home in Denver for a brief vacation. Doc Nye was working water flowers at shops in Louisville after clicking with them at the World's Fair, Chicago. Dude Murphy was garnering some folding money with his soap demonstration at McCrory's, Louisville. Sam Small, known to all pitchmen in the Midwest, died at Salinas, Kan. Subscriptionists working the Great Falls (Mont.) Fair included Harry Tenney, P. J. Murphy, Carl Van Wentt, James Wilson, Rex Powell, Curly Gates, Ed Baxter, Blacky Foster, Earl Ryan, Jack Early and Dad MacDonald. Mack-Murray Players closed their tent season at Green Acres, O., and immediately began their winter tour at West Alexander, O., at the Savoy Theater. That's all.

BE KIND TO dumb humans, but don't encourage them to remain dumb.

**A. L. CLARK** ... pipes from North Little Rock, Ark.: "Just returned from a trip east, where I bought merchandise to open my new place here. Have 10,000 square feet of floor space, so if any of the boys flunk we can take them in. Worked Morrilton, Ark., recently and the reader was \$25 per day. Had plenty of business and plenty of heat from local merchants. This section is only good for one day a week if it doesn't rain on Saturday. Went over to Pineville, Mo., where 20th Century-Fox is making the picture Jesse James. Believe me, if everybody worked as hard at his job as Henry King, director of the picture, there wouldn't be any relief. He is one of the finest gentlemen I ever met. I worked a day in the picture selling red lemonade. During my spiel one of the local extras went for the spiel and bought a 10-cent size. Of course, it was only prop lemonade but he seemed to relish it. So I still say I am the best pitchman in the U. S. A."

THE MOST successful people in the world are the ones who don't have time to knock others.

**R. J. ATKINS** of the Atkins Medicine Co., is in Western Iowa working towns that he has been in several times before and getting his share of money. He reports crops only fair but says roads are good and that crowds are big each night. He will go to Hot Springs, Ark., for the winter.

**Events for 2 Weeks**

- (Oct. 10-15)  
 ALA.—McKenzie. Community Fair, 14-15.  
 CALIF.—Ocala. Harvest Festival, 6-19. Pittsburg. Celebration, 14-16. San Francisco. Food Show, 8-15. Santa Ana. Dog Show, 15. Victorville. Rodeo, 14-16.  
 COLO.—Center. Potato Show & Fair, 13-15. ILL.—Barry. Fall Festival, 13-15. Chicago. Rodeo at Stadium, 13-30.

- IND.—Fowler. Corn Festival, 10-15. KAN.—Alva. Homecoming, 13-15. ME.—Portland. Dog Show, 15. MD.—Annapolis. Dog Show, 16. MICH.—Detroit. Dog Show, 16. MO.—Paris. Legion Fall Festival, 10-15. NEB.—Omaha. Air Show, 15-16. N. Y.—New York. Poultry Expo., 14-13. New York. Rodeo at Madison Sq. Garden, 7-30. Staten Island. Dog Show, 16. O.—Bradford. Pumpkin Show & Homecoming, 11-15. Columbus. Natl. Dairy Show, 8-15. Nelsonville. Fall Festival, 10-15. Pottery. Fair & Northwest Territory Celebration, 11-15. Lisbon. Fall Festival, 14-15. Ridgeway. Homecoming, 11-15. Minster. Street Celebration, 11-15.

**SPORTS FREE**  
**1938 Wholesale Catalog**  
 Has 260 pages of stock-wide prices, 6,000 salesmen's specialties; new creations; new selling plans; outstanding values — at rock-bottom prices. This catalog is Free. Send for a copy today.



**BARGAIN SPECIALS**

No.	Item.	Gross.
C211	Wash Ties	\$4.50
7p 15"	Reproduction Pearl Necklaces	2.25
T622	Quality Face Powder	2.25
N284	Clip Combs	2.95
N310	Men's Quality Black Pocket Comb	2.25
V89	Assorted Charms	.55
Small Camera	2 1/2" lens	3.95
Army & Navy Needle Book		1.09
N145	Chinese 8" Sewing Basket, Doz.	.69
A101	Star Razor Blade, Each	1.17
H8	Trix D. E. Blades, 1,000	2.95
H564	Smooth Salling S. E. Blades, 100	.50

**SPORTS CO.**  
 10-38 Erie St., LeCenter, Minn.

**GILT FOOTBALL BADGE**  
 No. 60 — Consists of 50 lines (1 1/2 in.) Celluloid ribbon attached to Two-Piece Ribbon and Miniature Gilt Football.  
 Made to order with any two color combination of College or High School colors.  
**Per 100-\$3.50**  
 Shipped five days after order is received. Send 50% deposit.  
 Write for complete illustrated price list.  
**GOLDFARB NOVELTY CO.**  
 20 West 23d Street, New York City.



**Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!**  
 Big earnings for ambitious men and women in new unexplored field with famous nationally advertised Hoover line of smart exclusive uniforms for restaurants, fountain, hotels, taverns, stores, offices, etc. Not house-to-house. No experience—no money needed to get into this new, big-income business. Mail postcard for literature, actual samples and money-making equipment—sent FREE.  
**HOOVER, 251 W. 19th St., Dept. JH-15, New York**



**CHRISTMAS CARDS**  
 We are offering an assortment of Christmas Cards and Envelopes. They are attractive and modern in design. They come 24 in a box to sell for \$1.00. To prove the tremendous money making possibilities of these cards we are offering a sample box of 24 Christmas Cards and Envelopes for 25c. Wholesale price 6 boxes for \$1.00. Order with \$3.00. Shipping made same day received. Send cash, stamps or money order.  
**MAJESTIC NOVELTY CO.,** Dept. B.B., 246 Fifth Ave., New York City.

**RED HOT SPICY XMAS CARDS**  
 Over 200 different Cards, Folders and Novelties in stock. Prices from \$2.00 per 1,000 and up. Send 25c for Samples and Spec. Catalog.  
**SQUIR LAPEL SCOTTY, Doz.** 400  
**SQUIR MAGNIFYING GLASS, Doz.** 900  
**SQUIR LAPEL BABY, Doz.** 600  
 Running and Tumbling MECH, MOUSE, Doz. \$3.00  
 Mech. BOOBY MONSTER, Doz. \$1.50  
**HOW TO RAISE A DOG, New Book Item, Doz.** 1.35  
**THE HOPE CHEST (Standing Frank), Doz.** 1.65  
**REBACK HIGGINS GLASSES, Ass't. Doz.** .80  
**BAREBACK WHISKEY SIZE GLASSES, Doz.** .85  
**BETTY BUBBLES (wiggles and how), Doz.** .70  
**NEW CONIC FOLDERS, 30 Winks, Per 100.** .50  
**NEW FUNNY DIPLOMAS, 50 Kinds, Per 100.** 1.50  
**4-Page HOROSCOPES, 8x11, Per 1000.** 3.00  
**NEW COMPLETE CATALOGUE ready soon.** Send 25c for \$1.00. Order with \$3.00.  
**WE WILL SEND YOU 50 Samples of Best Sellers and Catalogues for \$2.00.**  
**SELLING BIG BUBBLES!** A Harmless Funny Game, 20 Pkgs. to Box, Per Box ... 60c  
**"U GOTTA GO" GUM, 6 in Env., Doz. Env., 60c**  
**MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.**



- PA.—Bloomsburg. Auto Races, 15.
- Brownsville. Victory Week Mardi Gras, 8-15.
- Philadelphia. Food Show, 12-23.
- S. D.—Madison. Eastern Day, 13.
- Sioux Falls. Viking Day, 14-15.
- TEX.—Dallas. Dog Show, 15-16.
- Hallettsville. Anniversary Celebration, 14-15.
- VA.—Fort Myer. Dog Show, 15.
- Roanoke. Dog Show, 13.
- (Oct. 17-22)
- ILL.—Chicago. Rodeo, 13-30.
- KAN.—Oswatimie. Celebration, 20-22.
- Wellington. Merchants' Trade Show, 18-22.
- MASS.—Pittsfield. Grotto Circus, 17-22.
- MICH.—Fennville. Fruit & Flower Show, 20-21.
- Poultac. Homecoming, 22-23.
- Reed City. Horse Day & Plowing Contest, 22.
- MISS.—Jackson. 75 Years of Progress, 17-21.
- N. C.—Enfield. Cotton & Peanut Festival, 17-22.
- N. Y.—Buffalo. Dog Show, 23.
- New York. Rodeo at Madison Square Garden, 7-30.
- O.—Bryan. Horse Show, 17-20.
- PA.—Philadelphia. Food Show, 13-23.
- Pittsburgh. Dog Show, 21-22.
- S. D.—Mitchell. Blue & White Day, 22.
- Vermillion. Dakota Day, 22.
- TEX.—Ft. Worth. Dog Show, 18-19.

supply houses and all those aiming to cash in on the money-making possibilities of novelties and souvenirs at the coming World's Fair will have a wide variety of styles, designs and types of items to choose from. They'll be available in all price ranges and in any quantity.

Officials of the fair have announced that an official catalog of World's Fair licensees and their products will be available to all buyers of merchandise about November 1. A display room in which samples of licensed products will be shown is also being completed in the Administration Building on the fairgrounds. This room will shortly be open to the public, it was announced.

**POPULAR ITEMS**

(Continued from page 53)

destructor for fast sales. The company states that it makes deliveries, so that no stock carrying or financing is required.

**Handy Hat Holder**

A handy gadget needed in cars and homes is the men and women's hat holder, marketed thru demonstrators and agents by Nordendale Manufacturing Co. Made of a hinged loop of gun-metal finish, it holds the hat securely against car ceiling, back of seat or door panel. In addition to car owners and homes a big market exists among schools, restaurants, check-rooms and hotels for quantity sales, it is said. Comes in attractive display box at a price to trade that allows a pleasant profit, manufacturer claims.

**DEALS**

(Continued from page 52)

The deal is issued by American Theater Service.

Ed Graham writes from Newark: "I used the Sales Stimulator Globe Pendulum Clock for over a year, but gave it up about six months ago. Am now using a special Gilbert, nonelectric, with temperature and humidity indicators, also watches. Did pretty fair around Boston during August and first half of September, but not so good in Connecticut.

"Will you address and mail the inclosed card to the manufacturer of the Electric Pendulum Clock, as I want to get a new item soon. Plan to work Newark, Philadelphia, Pittsburgh, Washington and the South."

Operators partial to candy deals would do well to look into three new deals issued by Delight Sweets, Inc. The first distributes 42 boxes, one large box of assorted chocolates and seven jars of assorted filled candy on a 300-hole 5-cent straight salesboard with a \$15 take. The second distributes 36 boxes of chocolates on a 35-hole salescard, 1 to 39 cents, with a \$12 take. The last distributes 24 boxes of chocolates on a 24-hole salescard, 1 to 39 cents, with \$8 take. All are geared for fast action and should click.

Murray Weitz Infos that in addition to the Roto-Shaver his deal offers the purchaser, the choice of one of four other items. The other items are an A. C.-D. C. portable radio, a timepact (combination watch and compact), an automatic musical cigar server holding 36 cigarettes and a Superstar three-slice automatic toaster. Murray claims that because of this five-way choice his deal is turning over faster than would be the case if only one item were offered.

**HAPPY LANDING.**

**BINGO BUSINESS**

(Continued from page 52)

to have around your home. Give it some thought.

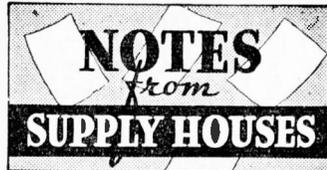
LAST WEEK we carried the story of E. S. Lowe's new special game idea, Treasure Chest. Since that time Lowe tells us that a number of churches and organizations have purchased the special Treasure Chest game cards and have tried out the idea. Response in all cases was enthusiastic and Lowe looks for the idea to sweep the country.

**325 FIRMS**

(Continued from page 52)

are making some items of a souvenir novelty nature, some 25 of those licensed so far will specialize in such items. They include manufacturers of such items as lucky charms, ash trays, balloons, the clips, watch fobs, letter openers, paper weights, book marks, fans, needle books, banks, toys, lapel pins and buttons, knives, scarfs, handkerchiefs, pillow tops, hats and rings.

From the galaxy of numbers announced it is certain that souve workers,



Silver Mfg. Co. reports the addition of several lines in its new catalog. Besides a complete line of radios, officials report that the 1939 catalog offers many other lines of standard brand merchandise, such as clocks, watches, toasters, luggage and gift and novelty items. With the addition of these lines, the firm states it is in a position to give complete service to wants of its customers.

United Potteries Co. reports that it is entering the salescard field with a complete lining of pottery suitable for prize and promotion uses. Numbers consist of matched kitchen sets, water sets, drip coffee sets, old-fashioned bean pots and mixing bowl sets. Firm reports that it can furnish special sets or individual items to fit any price requirement.

National Cigar Sales Co., direct factory agent, reports that it is now offering a branded line of good quality 5-cent cigars to out-of-town sales agents, distributors and wagon jobbers and that its line is going over big with the retail trade.

**SUGAR'S DOMINO**

(Continued from page 4)

us and a new wave of healthy activity in the flesh business is an about-face on the part of the stage unions and a very slight pick-up in general industrial activity. The actor is already conscious of the change that has taken place. He is ready to do his share if the others who stand to profit as much will pitch in.

**AFA LINES**

(Continued from page 3)

here are Ed Smith's Clover Club and Otto Roth's Blackhawk Cafe. According to Guy Magley, local AFA rep, the organizers are meeting with marked success, and altho there are holdouts among some of the leading night clubs, they are expected to enter the AFA fold this fall.

Chez Patee, leading cafe in these environs, is still dickerer, refusing to sign principally due to the ban on benefit



**Bigger and Better!**  
INTERNATIONALLY FAMOUS  
**Zito's DOG ETCHINGS**

**The FASTEST-SELLING 'HOTTEST' SENSATION OF THE YEAR!**

Agents everywhere are making BIG MONEY with these CLEVER AND HILARIOUSLY-FUNNY Zito Dog Etchings that are taking the country by storm. All you do is show these pictures and THEY SELL THEMSELVES—no sales talk, no bother, no sales resistance! 12 different subjects—none funnier than the other! Full size, 9 inches by 12 inches, ready for framing.

SEND ONLY 50c AT ONCE FOR SAMPLE SET AND SELLING PROPOSITION!  
**P. BROOKS CO.**  
19 West 34th Street New York City

**BINGO JOBBERS!!**

Be Ready To Fill Orders on

**TREASURE CHEST**

the New Bingo Special Game Sensation  
Here is the Biggest Special Game Idea Since the Beginning of Bingo.  
**GUARANTEED TO INCREASE THE SALE OF SPECIAL GAME CARDS and INCREASE ATTENDANCE AT BINGO PARTIES**

**FREE** Pamphlet, describing in complete detail how "Treasure Chest" special game is played is offered you absolutely free. Write for your copy of this pamphlet and confidential prices on "Treasure Chest" Special Game Cards today!

HAVE YOU RECEIVED YOUR FREE COPY OF "THE BLOTTER"? "THE BLOTTER" is the only newspaper devoted exclusively to Bingo and other Fund-Raising Ideas. Your customers are regular readers of "The Blotter". If you haven't seen it yet, write today for the latest issue. WRITE IMMEDIATELY TO LEARN OUR SENSATIONAL FREE PUBLICITY OFFER TO ALL JOBBERS.

**E. S. LOWE COMPANY, INC.,** 698 Sixth Ave., NEW YORK, N. Y.

performances. Magley is working with both Harry Richman, AFA vice-pres, who is the featured attraction at the Chez, and Joe Jacobson and Mike Fritzel, the spot's operators, and plans to get more results next week. It is reported that the AFA may ask Jimmy Durante, a member of the union, not to come in for his November 4 opening if the spot isn't lined up by then.

CHICAGO, Oct. 8.—Sherman Hotel has been an AFA holdout principally due to its policy of using acts for both the College Inn and for private affairs staged in that hotel. Spot is worried that the performers' union would insist on separate contracts for acts, thus preventing the management from doubling talent in various rooms.

Hotel ops have under consideration a plan to continue to sign acts for a number of shows, even if it means a greater expense to them, and distribute those shows around the hotel as needed, altho most of them will be in the advertised dining room.

PITTSBURGH, Oct. 8.—New officers elected by local branch of American Federation of Actors, under revised representation set-up, includes Zoise Reeder, secretary; Gene Gossnell, recording secretary; Howard Eisner, treasurer, and a board of directors including Margaret Reeder, Gertrude Howell, Gertrude Patti, Robert Beech, William Cover and Louise Fisher. George LaRay remains as AFA field agent.

Board meets weekly under present plan, is still working to convert members of local Entertainers' Federation of America to AFA fold.

**SELLING NAB**

(Continued from page 5)

in or to get out of a business there would be no indecision. However, it is a political question so far as the trade is concerned, one which involves independents as opposed to networks and broadcasters as opposed to ASCAP. At a recent meeting of the independent station owners in New York a formal resolution was passed which expressed the hope that the NAB Bureau of Copy-rights would be maintained as an NAB

activity. Coming so soon after this resolution any sale would be bound to have repercussions.

Fact is that small independents do not contribute to the NAB financially in such a way that expensive operations can be maintained for their benefit. Out of the present subscription lists of the NAB library the big majority is made up of network affiliates who really "pay the association freight."

At the last NAB convention a report on its wax library said that about \$50,000 had been spent so far. This went for actual diskng, making arrangements and sales expenses. Convention left to the NAB Board the question of further expenditures. Between \$4,000 and \$5,000 has since been spent.

**CHI IS HUNGRY**

(Continued from page 3)

Auditorium, The Women returning for a fortnight on the 6th and George M. Cohan in *I'd Rather Be Right* following, the 21st, for three weeks. The Erlanger also will reopen for the season in November, the Lunts coming Thanksgiving week with both *Amphitryon 38* and *The Sea Gull*.

Great Northern, lone Federal Theater downtown stronghold, shows the modernized version of *The Mikado*. Future FT promises include the premiere of Emmet Leaver's *Ex-President* and Charlotte Chorpennig's *Rip Van Winkle*.

**FTP Evacuating Loop**

CHICAGO, Oct. 8.—Federal Theater here may pack up its Loop holdings soon and move out to the neighbors where, it is presumed, a better patronage awaits it. Experience taught the WPA bigwigs that the lower classes make up a majority of their audiences but the lower classes can't stand the expense of a downtown trip.

FT gave up the Princess last year, bids good-by to the Blackstone tonight and is scheduled to let go of its remaining Loop house, the Great Northern, once a deal for a neigh house or two is consummated.

**LETTER LIST**

(Continued from page 51)

- Norsk, Andrew
- Osval, Abe N.
- Padden, Edward
- Park, Robert N.
- Parker, C. W.
- Payne, Jim
- Pike, Bill
- Pinkerton, Pat
- Ried, James
- Roma, Prof.
- Ronbeck, Wm.
- Rennings, Y. D.
- Russel, Douglas
- Scott, C. B.
- Scott, Harry

- Souler, George B.
- Sigrist, Joe
- Skidmore, A. L.
- Smallwood, Bruce
- Smith, Roy
- Stuyler, I. E.
- Stanley, Jack
- Stanley, Paul
- Stanley, Teddie
- Stephens, William
- J. (Bill)
- Stern, Dewey
- Stewart, Eddie
- Stone, C. George
- Stowell, Norman
- Suzanne, George
- Sword, J. F. Ace
- Taylor, Gus W.
- Thompson, William
- CanDyne, J. M.
- Wagner, W. J.
- Wallstrom, Roy G.
- Walsh, Tom
- Weston, J. W.
- Wiley, Chas
- Williams, Orval
- Williams, Magon E.
- Wood, J. L.
- Wray, James
- Wylie, George
- Yagin, E. L.
- Youngs, Ernie

**Send FOR YOUR COPY of**

**CONTINENTAL CATALOG**

**Plenty of BEACON BLANKETS**

**CORN GAME ITEMS**

**NOVELTIES**

Shipments made same day as orders are received.

**Continental PREMIUM MART**  
322 N. 3rd St. MILWAUKEE, WIS.

**ROUTES**

(Continued from page 20)

Richman, Harry (Chez Paree) Chi, nc.  
 Rickson, George (Chateau Moderne) NYC, nc.  
 Rio, Rita, & Band (Paramount) Ft. Wayne, Ind., t.  
 Roberson, Orlando (Kit Kat) NYC, nc.  
 Roberts, Mary (Gay Minstrel) NYC, nc.  
 Roberts & Fey (New Yorker) NYC, h.  
 Roberts, Dorothy (Omar's Dome) Los Angeles, nc.  
 Robbins, Archie (Mad Russian Cafe) Hollywood, nc.  
 Robinson, Florence & Bob (Beverly Hills) Newport, Ky., cc.  
 Rock, Mildred (Harry's New York Cabaret) Chi, nc.  
 Rolling Cloud, Chief, Dog Town Follies: Lovington, Ill., 11-20.  
 Romona (Cavaller) NYC, nc.  
 Rose, Harry (Queens Terrace) Long Island, N. Y., nc.  
 Rosello, Jack (Monte Carlo) NYC, nc.  
 Ross, Geraldine (Midnight Sun) NYC, nc.  
 Ross, Lanny (Casc Manana) NYC, nc.  
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.  
 Royce, Ann & Jimmie (Half Moon) NYC, nc.  
 Rubin, Tamara & Baro (Nixon's) Phila, c.  
 Rush, Ann (18) NYC, nc.  
 Russel, Redda (Roxly) Columbus, O., nc.  
 Russell, Mabel (Swing) NYC, nc.  
 Ruiz, Maclovia (Blackhawk) Chi, nc.  
 Ruy & Marcea (Jimmy Kelly's) NYC, nc.  
 Ryan, Tommy (Commodore) NYC, h.  
 Ryck & Kaye (Saks) Detroit, nc.  
 Ryers, Frankie (18) NYC, nc.

Woolsey, Ben & Wanda (Casa Del Ray) Santa Cruz Beach, Calif., h.  
 Worth, Jessica (Le Mirage) NYC, nc.  
 Wynn, Nan (Belmont-Plaza) NYC, h.

Yacht Club Boys (Versailles) NYC, nc.  
 Zang & Todd (Colosimo's) Chicago, nc.  
 Zorita (Wonder Bar) Cincinnati, nc.

**FAIR GRAND-STAND ATTRACTIONS**

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

Aces, Two: Raleigh, N. C.; Greensboro 17-22.  
 Basile's, Joe, Band: Frederick, Md.; (Hamid & Morton Show) Philadelphia, Pa., 18-22.  
 Beno, Ben: Louisville, Miss., 14-17.  
 Billett Troupe: Brownsville, Pa.  
 Calvert, Great: Towson, Md.; Hagerstown 18-22.  
 Doss, Frank, Animals: Florence, S. C.  
 Jayde, Great: Benton, Ark.  
 La Tona Troupe: Hopkinsville, Ky., 20-22.  
 Lankford's Concert Band: Tifton, Ga.; Blakely 17-24.  
 Morris, Will, & Bobby: Petersburg, Va.  
 Rayalots, The: Portage, Wis.  
 Smith's Band: Sallsbury, N. C.; Greensboro 17-22.  
 Steiner Trio: Ahoskie, N. C., 11-14.  
 Unicus Troupe: Elberton, Ga.  
 Wagner's Band: Petersburg, Va.; Emporia 17-22.  
 Watkins Animals: Dublin, Ga.  
 Webb, Capt. George: Conroe, Tex.  
 Wolandi: Washington, N. C.; Lancaster, S. C., 17-22.

**DRAMATIC AND MUSICAL**

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

Abe Lincoln in Illinois: (Ford) Baltimore 10-12.  
 Bankhead, Tallulah: (Selwyn) Chi.  
 Barymore, Ethel: (Plymouth) Boston.  
 Blossom Time: (Nixon) Pittsburgh.  
 Candida: (Billmore) Los Angeles.  
 Clear All Wires: (Shubert) New Haven, Conn., 13-15.  
 Golden Boy: (Cass) Detroit.  
 Knickerbocker Holiday: (National) Washington, D. C.  
 Lawrence, Gertrude: (Harris) Chi.  
 La Gailienne, Eva: (Locust St.) Phila.  
 Lunt & Fontanne: (Colonial) Boston.  
 Pins & Needles: (Davidson) Milwaukee.  
 Shadow & Substance: (Royal Alexandra) Toronto, Can.  
 Soliloquy: (Curran) San Francisco.  
 What a Life: (Whitour) Boston.  
 Women, The: (Shera) Erie, Pa., 12; (Colonial) Akron, O., 13; (Park) Youngstown 14-15.  
 You Can't Take It With You: (Hanna) Cleveland.

**REPERTOIRE**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Blythe Players: Warren Center, Pa., 10-15.  
 Sader's Own Co.: Roscoe, Tex., 15.

**CARNIVAL**

Anderson-Srader: Winfield, Kan.  
 Atlantic Coastal: Lake View, S. C.; Fairmont, N. C., 17-22.  
 Bantly's All-American: (Fair) Charlotte, N. C.; (Fair) Bennettsville, S. C., 17-22.  
 Baird's Cosmopolitan: (Fair) Dublin, Ga.; (Fair) Easton 17-22.  
 Barker: (Fair) East Prairie, Mo.  
 Baysinger, Al: Rector, Ark.  
 Beckmann & Gerety: Port Arthur, Tex., 10-12.  
 Blue Ribbon: Enterprise, Ala.  
 Bockus, C. L.: St. George, S. C.  
 Bortz: Bernie, Mo.  
 Brown Novelty: (Fair) Fort Gaines, Ga.  
 Buck, O. W.: Woodan, N. C.  
 Buckeye State: (Fair) Yazoo City, Miss.; (Fair) Hattiesburg 17-22.  
 Bullock Am. Co.: Chesterfield, S. C.; Bamberg 17-22.  
 Burdick's All-Texas: (Fair) Lagrange, Tex., 12-16.  
 Burke, Harry: (Fair) Marksville, La.; (Fair) Abbeville 17-22.  
 Byers & Beach: Lepanto, Ark.  
 Byers Greater: Caraway, Ark.  
 Campbell's United: (Fair) Saluda, S. C.; Elberton, Ga., 17-22.  
 Capitol City: Fulton, Miss.  
 Celebration: Barry, Ill.  
 Chas. J. Woodman: (Fair) Sallsbury, N. C.; (Fair) Greensboro 17-22.  
 Colley, J. J.: (Fair) Chelsea, Okla.  
 Cotton Belt: Widener, Ark.  
 Crescent Am. Co.: (Fair) Central, S. C.; (Fair) Fort 17-22.  
 Crowley's United: Conroe, Tex.  
 Crystal Expo.: (Fair) Camden, S. C.; (Fair) Pageland 17-22.  
 Cumberland Valley: (Fair) Carrollton, Ga.; (Fair) La Fayette 17-22.  
 Dixie Model: (Fair) Jacksonville, N. C.; (Fair) Plymouth 17-22.  
 Dyer's: (Fair) Aberdeen, Miss.; (Fair) New Albany 17-22.  
 Elite: (Fair) Kingman, Kan.  
 Endy Bros.: Washington, N. C.  
 Evangeline: Welsh, La.  
 Fairly & Little: Mexico, Mo.; Pittsburg, Kan., 17-22.  
 Fidler's United: Camden, Ark.; Stamps 17-22.  
 Fleming, Mad Cody: (Fair) Cumming, Ga.; (Fair) Warrenton 17-22.  
 Florida Expo.: North, S. C.  
 Fulton: (Fair) Villa Rica, Ga.; (Fair) Jackson 18-22.  
 General Am.: (Fair) Bowie, Tex.  
 Gibbs, W. A.: Galena, Kan.  
 Gold Medal: Scottsburg, Ind.  
 Gold State: East, Calif.  
 Goodman Wonder: Little Rock, Ark.; season ends.

**Southern States Shows WANT**

One Show strong enough to feature. Also few more Stock Concessions and Minstrel People in all lines, to join immediately.

JOHN B. DAVIS, Manager,  
SOUTHERN STATES SHOWS, Tifton, Ga., This Week.

**WANTED for Upper Marlboro, Va., Fair**

OCTOBER 13, 14, 15, Day and Night.

One new ride, Free Acts, Shows with own outfits. Legitimate Concessions of all kinds. Address

CONCESSION MANAGER,  
Care Marlboro, Va., Fair.

**Wanted ARABIA SHRINE CIRCUS**

HOUSTON, TEX., NOVEMBER 21-26.

Skating Bears, Seal Act, Side Show and Midway Attractions. No Grift!

REV. J. W. E. AIREY, Dir., P. O. Box 7135.

**C.W. NAIL SHOWS WANT**

Shows with own outfits; Stock Concessions that put out stock. Farmerville, La., Union Parish Fair, this week; Ruston, La., Lincoln Parish Fair to follow.

**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.

**WANT Buckeye State Shows**

Cookhouse to join on wire. Wrestler to take full charge Athletic Show. Musicians for Minstrel. Concessions that work for 10 cents. This week, Yazoo Negro Fair, Yazoo City; week October 17, Forest County Fair; week October 24, American Legion Fair on the streets, downtown. All Mississippi. All wires as per route.

**JOE GALLER, MGR.**

**Cumberland Valley Shows**

Wants for Carrollton, La Fayette, Summerville, Ga. Pairs—Organized Minstrel Show with Band. Salary and percentage. Or any other Show capable of getting money. All Legitimate Concessions open. Address all wires and mail this week to

**ELLIS WINTON, Mgr., Carrollton, Ga.**

**WINTER CARNIVAL MANAGERS**

We have a 10-K.W. Light Plant, also Concessions, available for a Winter Show after the closing of our Show in a few weeks. Address

**HUGHY BROTHERS' SHOWS, La Center, Ky.**  
Have Twelve Merry-Go-Round Horses for Sale.

**Wanted At Once**

Shows of merit. Cook House and all Concessions. Dancers for Girl Show. Entertainers for Plant Show. Both Office Shows. Fair Hill Thanksgiving. All address **SAM LAWRENCE SHOWS, Conway, S. C.**, this week; Kingstree, S. C., follows.

**READING'S SHOWS**

Need Stock Concessions. Henderson, Tenn. White Fair and Brownville, Tenn. Colored Fair this week; Decaturville, Tenn. Fair around the square next week. All mail W. J. WILLIAMS, Mgr., Henderson, Tenn., this week.

**GREENVILLE COUNTY COLORED FAIR**

Greenville, S. C., next week, commencing Oct. 18. What have you? Write, write

**BARNEY TASSELL SHOW UNIT**  
The show without depression or recession. This week, Brookneal, Va.

Siebrand Bros.: Prescott, Ariz.  
 Six, J. Harry: Scotts Hill, Tenn.  
 Smith Bros.: Mountain Park, Okla.  
 Smith Greater Atlantic: Reidsville, N. C.  
 Sol's Liberty: Kennett, Mo., 11-16; season closes  
 Southern States: Tifton, Ga.; Blakely 17-22.  
 Southland: Paragould, Ark.  
 Sparks, J. P.: (Fair) Center, Ala.  
 Spencer, C. L.: (Fair) Natchitoches, La.  
 State Fair: Midland, Tex.  
 Strates: (Fair) Danville, Va.; (Fair) Gas-tonia, N. C., 17-22.  
 Sunset Am. Co.: (Fair) Paris, Mo.  
 Tassel, Barney: Brookneal, Va.  
 Terrill & Marohl: Cartersville, Ga.  
 Texas Longhorn: (Fair) San Augustine, Tex.  
 Texas Kid: De Leon, Tex.  
 Tybee Attractions: Lambert, Ga.  
 Valley: (Fair) Hallettsville, Tex.  
 Wade, W. G.: Fowler, Ind.  
 Wallace Bros.: (Fair) Winona, Miss.; (State Negro Fair) Jackson 17-22.  
 Ward, John R.: (Fair) Donaldsonville, La.  
 Wehrley Attrs.: Edinburg Ind.  
 West Bros.: (Fair) Greenville, Miss.; (Fair) Greenwood 17-22.  
 West Coast Am. Co.: Menlo Park, Calif., 18-22.  
 West World's Wonder: (Fair) Monroe, N. C.; (Fair) Greenwood, S. C., 17-22.  
 West, W. E., Motorized: Coffeyville, Kan.  
 Western State: Monahans, Tex.  
 Weyls Am. Carnival: Gibson, Ga., 13-17.  
 White City: Flourburg, Ga., 11-16.  
 Winters Attrs.: Henderson, N. C.  
 Wolf's Am. Co.: Iva, S. C.; Royston, Ga., 17-22.  
 World of Fun: Westminster, S. C.  
 World of Myth: Sartabur, S. C.  
 Zeiger, C. F., United: (State Fair) Albuquerque, N. M., 10-16.  
 Zindars Greater: (Colored Fair) Decatur, Ala.; (Fair) Tusculumbia 17-22.

**CIRCUS AND WILD WEST**

Barnes, Al G., & Sells-Photo: Houston, Tex., 10-12; Beaumont 13; Lafayette, La., 14; New Orleans 15.  
 Downie Bros.: Yazoo City, Miss., 11; Green-wood 12; Greenville 13; Cleveland 14; Clarkdale 15; Jonesboro, Ark., 17.  
 Kelley, Al G., & Miller Bros.: Stringtown, Okla., 11; Okta 12; Caddo 13; Achille 14; Collet 15.  
 Polack Bros.: Rochester, Minn., 14-20.  
 Robbins Bros.: Atlanta, Ga., 17-18.  
 WFA: Springfield Gardens, L. I., N. Y., 11-15.

**MISCELLANEOUS**

Arthur, Magician: Leesburg, Ala., 12-13; Liv-ington 14-15.  
 Baldwin & Bristol: (Hofbrau Night Club) Lawrence, Mass., 10-15.  
 Becker, Magician: Little Rock, Ark., 10-15; Pine Bluff 17-22.  
 Euro Ball: Bologna, Ga., 12; Canton 13; Acworth 14-15; Jasper 17.  
 Campbell, Loring, Magician: Roanoke, Va., 12; Bedford 13; Lynchburg 14; Galax 15; Mar-tingville 17; Danville 18; Farmville 19; Portsmouth 20; Smithfield 21.  
 Covard, Linden, Magician: Guineville, Ga., 13-15.  
 Daniel, B. A., Magician: Eau Claire, Wis., 13-14; Menominee 15; Whitehall 16; Richland Center 17-18.  
 De Cleo, Magician: Continental, O., 10-15; Holgate 16-22.  
 Delmar, Hypnotist, Escape: (Rox) Salt Lake City, Utah, 8-14; (Rox) Brigham City 15-17; (Grand) Fresh, Ida., 18-19.  
 Green, Magician: Summerside, P. E. I., Can., 10-15; Charlottetown 17-22.  
 Hubbard, Paul, & Co., Magicians: (Public Schools) Dayton, O., 10-15.  
 Kelly, Bernice, Circus Revue: Winston-Sem., N. C., 11-15; Alexander City, Ala., 16-22.  
 Long, Leon, Magician: Selma, Ala., 10-12; Uniontown 13-15; Meridian, Miss., 17-20.  
 Malloy, J. R., Circus unit: Canton, O., 10-15.  
 Matquis, M. G., Circus: (City, Nev.), 12; Grass Valley, Calif., 13-14; Reno, Nev., 10-13.  
 Magrum, C. Thomas: Attica, N. Y., 13-14; Niagara Falls 15-19.  
 McCall Bros. Show: Shackelford, Mo., 10-15.  
 McNally's Variety Show: Haskell, N. J., 10-15.  
 Miller, Al H., Show: Smithville, Ga., 10-15.  
 Morris, Chet, Show: (Pringle) Harrison, Ga., 10-15.  
 Princess Edna Show: Memphis, Tex., 10-15.  
 Ricton's Indoor Dog Circus: Princeton, Ga., 12; Athens 13; Whitehall 14; Winterville 15.  
 Slout's, L. Verne, Theater Workshop: Mont-gomery, Pa., 12; Clarke Summit 13; New-gundland 14; Matamoras 17; Mauch Chunk 18; Landisville 19; Nesquehoning 20; Mt. Carmel 21.  
 Wright Motorized Show: McKenney, Va., 10-15.

**YOUNGSTOWN BURLY—**

(Continued from page 22)

new burlesque season at the Local Princess Theater. It's a big, more pretentious en-tertainment than has been offered at this house in recent seasons. Show is well presented, wardrobe is better than the average, and opening bill was well re-ceived. No mention made of strippers, but gals do some peeling which lends some spice. Strippers are Stella Miller, Teresita, Cynthia and May O'Dell. Sammy Weston and "Monkey" Kirkland are re-sponsible for most of the comedy, some new and some not so new. They do sev-eral funny blackouts and specialties.

Straight men, both vocalists, are Ernie Rich and Jimmy West. Rich is in charge of production numbers and ensembles, with Frances Lewis as assistant.

Vaude turns enliven the show and will go far toward popularizing this form of entertainment, which has had tough studding here in recent years. Variety turns include Joe Franklin and his pals (trained dogs), Four Hardin Boys, who sing in the Mills Bros.' fashion, and Lu Beau and Lewis, novelty rope manipu-lators.

Three shows daily, with usual midnight ramble, Saturdays. Program changes every Monday and Friday. Biz fair opening week.

Joe Mace's Orchestra and a crew of union stagehands are employed.

Rez McConnell.

**K. C.'s Wobbly Start With 'Pins & Needles'**

KANSAS CITY, Mo., Oct. 8.—Kansas City's 1938-'39 legit season got off to a wobbly start last week-end when the gross on four performances of *Pins and Needles* amounted to a weak \$3,900 at the Music Hall of the Municipal Auditorium. The temperature hit 93 degrees two of the days, however, which sent thousands of Kansas Citizens to the base-ball park for the final series of the season. George L. Goldman, director of the auditorium, is in charge of all legit productions here this year, assisted by James H. Nixon on the promotional end. Slow start included a Saturday matinee which grossed only \$700, probably a new afternoon low here. Several other productions are being considered for dates before Christmas, Nixon said, altho the biggest attractions will not be im-ported until January and February. Last year's legit season in Music Hall, under the direction of Goldman and Nixon, was the most profitable in history.

**Theater Is Biz Index**

PHILADELPHIA, Oct. 8.—Theater at-tendance is the index of economic health of a city, Joseph Bernhard, general manager of Warner Brothers, told the Philadelphia Real Estate Board. Citing the bad attendance at local theaters, Bernhard warned that Philadelphia would become a suburb of New York unless business men and civic officials "bestir themselves" and promote the at-tractions of the city.

**Detroit FTP's Poor Start**

DETROIT, Oct. 8.—The Federal Theater's first production in its own house in two seasons, *One-Third of a Nation*, got off to a poor start, with only about 500 people in the house. The theater has been dark so long that it apparently will have to rebuild patronage all over again. The play will be held for a month's run.

**FTP-ers in New Quarters**

CINCINNATI, Oct. 8.—Local Federal Theater group opens its new headquar-ters, The Playbox, Monday with a pro-duction of *Macbeth*, with several New York FTP-ers in title roles. The new quarters, which have a seating capacity of 200 and a stage 27 feet by 22 feet, take the place of the local FTP group's former showplace, Emery Auditorium, which has been taken over by Station WLW for its radio presentations.

**More Vaude Shorts**

NEW YORK, Oct. 8.—Auguring well for the general upturn in the outlook for vaude is the report that for the year 1938-'39 there is a decided in-crease in the number of shorts to be made of a musical-vaudeville nature. September commitments for this year total 116 as against 89 for a year ago.



**BIG STOCK BEACON BLANKETS**  
**NEWEST PATTERNS**  
 Exclusive Items for Bottom Shelf of Corn Games, Gassy Candy at Factory Prices.  
 Plaster Dolls and Ganes at Reduced Prices.  
 THE NEWEST IN MECHANICAL TOYS.  
 COMPLETE LINE OF PREMIUMS FOR SALESBORAD OPERATORS.  
 Write Today for Our New 150-Page Catalog. Please state your business.  
**PREMIUM SUPPLY CORP.**  
**3139 OLIVE ST., ST. LOUIS, MO.**

**ROBERSONVILLE FAIR AND TOBACCO FESTIVAL**  
 ROBERSONVILLE, N. C., OCTOBER 17-22.  
**ROLAND SHOWS**  
 Wants Five or Ten-in-One, Kiddie Ride and Concessions of all kinds. Out until December. All address N. P. ROLAND, Kinston, N. C., this week.

**WANTED FOR ENFIELD, N. C., FAIR AND PEANUT FESTIVAL**  
 OCTOBER 17TH TO 22D.  
 Gaming Concessions of all kinds, Eating and Drink Stands. This is one of the biggest doings in this section and people come from all over the State. Big Free Acts and Fire-works Display. All rides are booked. No shows wanted. Wire J. P. MONIHAN, Mgr.

**HENRY COUNTY FAIR**  
 MARTINSVILLE, VA., OCTOBER 17 TO 22.  
 Want Shows with own outfits, Octopus, Ridee-O, Loop-o-Plane, Kiddie Ridee, Legitimate Concessions of all kinds. No exclusives except Corn Game.  
**ERIC B. HYDE SHOWS**  
 THOMASVILLE, N. C., WEEK OCTOBER 11.

**LEW HENRY SHOWS & CLYDE UNITED SHOWS COMBINED**  
 Want for the Following Fairs—Suffolk, Va., Colored Fair, Week October 18, and Loris, S. C., White Fair, Week of October 24: Shows with or without outfits and Concessions of all kinds except Bingo. Address LEW HENRY or GEORGE SMITH, Ashokie, N. C., This Week.

**"Different" Fails To Impress Chi**

CHICAGO, Oct. 8.—*I Am Different*, sophisticated hodgepodge on love and marriage as seen thru the eyes of a sex book authoress (Tallulah Bankhead) who preaches one form and practices another, is at the Selwyn for a three-week run. It is light and frivolous for about an act or so and then sinks into depths of artificial drama and remains there until the abrupt end. Thanks to some smartly worded lines and breezy performances by the star and several of her cohorts, the play is bearable but hardly on equal footing with the cast, crafty direction and the three impressive settings.

Miss Bankhead strives valiantly to do a noble job and that she manages to look natural most of the way is to her credit. It is a thankless role, however, particularly in its later stages. John Emery holds up his unsympathetic char-acter well. Glenn Anders is singularly impressive as Miss Bankhead's loyal mate, making many of his lines stand out. Others prominently spotted and acquitting themselves satisfactorily in-clude the veteran Fritz Scherr, Ara Gerad and Hala Linda.

Sam Honigberg.

**Grand, Evansville, to Vaude**

CHICAGO, Oct. 8.—Oscar Pine, owner of the Grand, Evansville, Ind., will try out flesh this season, opening Tuesday with a three-day engagement of Art Kassel's Orchestra and three acts. Music Corp. of America will book. Joe Wallace will emcee the initial bill.

**Detroit Race Field Nil**

DETROIT, Oct. 8.—New depression low in colored entertainment is indicated by the almost total cessation of activity by Ted Sanford's Colored Musicians' Booking and Service Bureau, only active local booking agency in the field. Agency has abandoned booking of acts at present, handling practically only bands. However, there aren't many bands avail-able for booking at any price, said San-ford, inasmuch as most of them are now on the WPA in one way or another.

**SOUTHLAND SHOWS WANT**

Two Wheel Agents, Grocery and Ham. Can place good Grind Store Agents. All concessions open. Can use experienced Ride Men. Long season South. Will book one more show. Address Paragould, Ark., this week.

**FOR SALE**

One Eli No. 10, Eli power, all new seats, covers, crates, cables rebrushed; electric star, 150 lights; one Parker Little Beauty 22-foot Carousel, 500 lights, Letrol style; 125 Wurlitzer Organ, A-1 shape; one Traver Chair-o-Plane with Eli power, 36 seats, A-1 shape; 12-kilowatt transformer on small compact trailer, pole, high-line cutouts, two 200 ampere switches, pass city inspection. For sum of \$4,000 or piecemeal same. Reference.

**HENKE ATTRactions, INC.**  
 2316 W. State St., Second Ward Bank, Mil-waukee, Wis.

**Welcome Showman**

Register and meet old friends at Showman's Headquarters  
**MACK'S BAR & GRILL**  
 733 N. Miami Ave. Phone 22755. Miami, Fla.

**Neil House Opens Season**

COLUMBUS, O., Oct. 8.—New Cen-tury Room at the Neil House here made its bow last week with an opening bill including the Rhythm Boys Orchestra, Loyanne and Renard, Bernard and Stevens and Sammy Walsh as emcee. Two floor shows nightly with a complete show at Saturday luncheon, an innova-tion here.

**Columbus Week-End Acts**

COLUMBUS, O., Oct. 8.—Main Theater here has resumed its vaude-film policy, popular last season. House is using six and eight standard acts Saturdays. Buddie Grant is current emcee.

**WEST BROS.' SHOWS WANT**  
 Concessions of all kinds for Greenville, Green-wood, Vicksburg and McComb, All Mississippi. Out till Christmas. Address Greenville, Miss., this week.

**Wanted Carnival**

Celebration October 25 thru 29. Contact JOHN SULLIVAN, Coal Hill, Arkansas.

**Senath, Mo., This Week**

Marmaduke, Ark., Next, and Booking Till Christmas, **BARLOW'S SHOWS**  
 CAN PLACE legitimate concessions, Loop-o-Plane, Palmistry, Corn Game, Custard Seals, Fleas, Penny Arcade Outfits. Open for Shows, Useful Carnival People.

# N. Y. World's Fair Amusement Zone Over Twice Size of Chi's; Officially Titled "The Loop"

NEW YORK, Oct. 8.—The New York World's Fair released figures today revealing that when completed its amusement zone will be nearly two and one-half times as large as Chicago's in 1933-'34. The figures made public by Grover Whalen, president, disclose that concessionaires have already taken all but 600,000 square feet of the 3,000,000 available. Whalen reported that actual sales to date already were ahead of the grand total of sales at A Century of Progress.

The New York amusement zone embraces 260-odd acres of land, including Lagoon Lake, and "will be able to handle more than 300,000 persons at one time without congestion." Main thoroughfare, the two-mile long "midway," has officially been named "The Loop," according to Whalen's report.

Building space in the area totals

2,908,529 square feet. Some of this amount has been reserved by the fair corporation for its own buildings and operations. Of the remaining 2,408,340 square feet 1,235,030 has been placed under final contract. Contracts are in process for concessions occupying 243,130 square feet, while negotiations under way involve 287,560 square feet. Area classified as still unsold totals 592,620 square feet.

Mr. Whalen said that work already has been begun on several projects in the amusement area (Flying Turns, Dodgem and Children's World) and that a majority of them will be under way by November 1. Fair schedules call for completion of all projects by March 31 so that a full month will be left prior to the opening on April 30 for previews, training of personnel, etc.

## 10,000 WELCOME—

(Continued from page 3)

urdays and Sundays and Columbus Day as usual. Advance sale has been exceptionally promising considering the lull that has hit Garden attractions in recent months. Management is again fairly liberal with paper, altho not to compare with the Ringling-Barnum circus when it is in town.

Stock seems on a par with other years and number of falls and bumps administered opening night indicated that the 188 contesting boys and girls are in for a tough time of it. Stock, assembled under the direction of Clement, president of the operating corporation, arrived from Texas Monday night and again is quartered in the Garden basement.

### Many Top Hands in Line-Up

Mostly veteran names appear in the 185-odd contestant list, besides a few who have been here for two or three years, and some making their first appearance under Garden lights. On the whole, it is apparent New York got more than its share of prominent top hands, despite competition from other rodeos in session at Detroit and Chicago at almost the same time. Lure here, of course, is the amount of prize money, the boys and girls competing for what is said to be the largest jackpot in rodeo history.

No less than \$43,800 has been set aside by the management, and with the entry fee thrown in for the second straight year about \$60,000 will be distributed to winners. Col. John Reed Kilpatrick, Garden president, will also tribute tournament winners with the usual elaborately outfitted saddles, etc., as a mark of World's Champion.

Colburn again is directing the arena, with Harry Knight assisting. Fred Alford is arena secretary and Al Frazin is back on mike duty. Frank Moore, as usual, represents the Garden, and Ted Deglin supervises publicity, with Tex O'Reilly and Fog Horn Clancy assisting. Judges include Earl Thode, of Casa Grande, Ariz.; Floyd Gale, Morris, Okla., and Hub Whiteman, of Clarksville, Tex. Timekeepers include Tad Lucas, former champion all-round cowgirl, from Fort Worth, and Charles M. Ertz, Cappy Lane and L. C. Crovat, of New York.

Eight competitive events are on the bill nightly, including bareback bronk riding, saddle bronk riding, steer wrestling, bulldogging, calf roping, wild cow milking, cowgirls' bronk riding and wild horse race. In the final event opening night one horse dropped dead after nearly tearing the arena apart as his team attempted to saddle him.

### Specialty Acts Popular

Between events, while the nine chutes are being loaded and the participants are preparing for the next contest, the usual specialty acts are offered. All have been here before—some many times. Oklahoma cowboys play mounted basket ball against a Texas delegation nightly (time of game has been cut to 10 minutes this year); Johnny Jordan sends a mixed group thru an intricate quadrille on horseback, and Everett Johnson's cowhand band handles the music duties thruout. Ray Whitley and his singers entertain before the opening parade and intersperse Johnson's offerings with vocal renditions in conjunction with the Ranch Boys, popular radio trio.

Hardy Murphy and his high-school horse, Buck, are back again with their now ancient tragedies of the range; the McLoughlin Boys, who never seem to grow up, score heavily with their rope routines, as do their older and more experienced contemporaries, Junior Eskew, Chester Evers and Verne Goodrich. Ted Allen pitches horseshoes like the champ he is; Billy Kean has sufficiently recovered from an accident to jump his horse over a car Roman-standing style, and Jasbo Fulkerson and Jimmy Nesbit, who are nearer dare-devils than clowns, risk their necks with the Brahma steers to the utter delight of the fans. Altho all these acts have been here before, they score solidly in every instance and seem to have been accepted as a sort of highly entertaining tradition by New York rodeogoes. Show is about as good as it has ever been here, all things considered. It moves rapidly for a rodeo, and once the "bugs" are cleared out will stand up against anything Colonel Johnson ever did.

### Atmosphere Aids Gate

The Times Square district is again full of the West—with shop windows full of displays of the range, etc., and broad-brimmed hats, sombreros, tower-

ing above the crowded streets. The hands mingle everywhere along the stem and play no small part in the process of selling the rodeo to the townspeople. Colburn and Knight led a group of contestants, together with Johnson's Band and a musical group from Joe Basille's stable, thru the streets opening day in a brilliant mounted parade. Contingent received the well-wishes of Mayor La Guardia on City Hall steps, was photographed with New York's first citizen, and then wended its way back to the Garden. Severe in the issuing of parade licenses lately, city saw its way clear in the rodeo instance by considering it a strictly competitive sporting event.

## BARNES-SELLS-FLOTO—

(Continued from page 3)

always" tie-up with the local dealer. The matinee house was about half capacity with a slightly better turnout for the night performance. The program went on without a hitch, with Gibson making two big-top bows and an appearance in the concert.

Officials on the lot told *The Billboard* representative that the Florida business had been "pretty good" but looked for better business as it went on south.

In Orlando and in Tampa Jess Adkins held conferences with city and civic officials on the possibility of obtaining winter quarters.

William J. Lester, father of Allen Lester, was on the lot at Lakeland and helped out, while Roy Dean handled the press back on the show.

Within a radius of 50 miles from Lakeland, which is to the south and east takes in the Tampa territory too. *The Billboard* correspondent within the last few days has seen an unusually large number of Robbins poster stands, but the Sells-Floato stands outnumber those of the smaller show two to one—with the green and yellow "waits" topping every stand.

In several instances a careful check showed overpadding—and that caused a holler at Lakeland.

In the radio blasts, usually around noon of show day, Beatty is asked the stock questions, "What was your greatest experience?" and "Which is the hardest animal to train?" along with a dozen others out of the radio man's book.

### Much Interest in Gorilla

A check on the Lakeland and Orlando dates indicated to observers in those two towns that the "wait" posters didn't do the Robbins show any good. There is a lot of interest here in the gorilla Gargantua because of his antics last winter in reportedly injuring John North and taking a few pokes at photographer Al BURGERT, of Tampa, all of which got a big play in the State papers.

Lester's work out ahead of the show indicates that he knew how to get the publicity breaks. Papers like *The Sentinel-Star* at Orlando and *The Ledger-Star Telegram* at Lakeland, usually hard for a press agent to crack, gave him oodles of space—day-before stories, unloading stories and the like. In Lakeland Dan Sanborn, of the *Ledger-Star Telegram* staff, worked the parade and the show lot with his news and candid cameras, and a page layout in the paper is scheduled for tomorrow (Sunday).

ATLANTA, Oct. 8.—Robbins Bros.' Circus will appear on the Highland avenue showgrounds here for two days, October 17 and 18. Advance car arrived Tuesday, one day late. Crew made a wonderful banner showing on the former site of the Terminal Hotel. Show jumps here from Valdosta, then moves to Rome.

Barnes-Sells-Floato Circus will be here November 7 and 8. This means Atlanta will get four days of circus performances, the first time in many years that two circuses have been here in the fall.

## WANTED CHAMBER OF COMMERCE, FOSTORIA, OHIO

On Main Street in the Heart of City—OCTOBER 26, 27, 28, 29, 31.

SHOWS, RIDES, CONCESSIONS—STOCK WHEELS ONLY.

Billed for 35 miles, 50,000 to draw from. All factories working.

25 BANDS, PARADES, CONTESTS.

First time on the streets. Chamber of Commerce Committees all active.

All wires and mail to W. A. KERR, care Chamber of Commerce, Fostoria, O.

## LITTLEJOHN FAIR CIRCUIT

Booking Shows and Rides for Twenty Per Cent.

Can place legitimate Concessions. Cook House open. Covington County Fair, Andalusia, Ala., this week, commencing Tuesday night; Crenshaw County Fair, Luverne, Ala., October 18 to 22.

## GREENSBORO FAIR

GREENSBORO, N. C., WEEK OCTOBER 17

With Rocky Mount and Mebane to follow. Want legitimate Game Concessions of all kinds, and Eating and Drinking Stands all open. Address, this week, Salisbury, N. C., Fair.

### CETLIN & WILSON SHOWS

WANTED FOR THE

## TRI-PARISH FAIR

EUNICE, LOUISIANA — STARTING WEDNESDAY, OCT. 19, TO SUNDAY, OCT. 23.

Shows and Concessions, Cook Houses, Photo, Ball Games, Grind Stocks. Concessions of all kinds. No Flat joints or percentage. Jeff Davis Parish Fair, Jennings, La.; Crowley, Franklin, Morgan City to follow. All wires: RALPH R. MILLER, Franklinton, La., Fair, This Week.

## W. C. KAUS SHOWS, Inc.

WANT FOR UNION, S. C., FAIR

Eating and Drink Stands, Popcorn, Floss, Candy Apples, Novelties, Scales, Palmistry, Diggers, Arcade, Bowling Alley, Jingle Board, Penny Pitches, any legitimate Grind Store. Any Walk-Thru or Pit Show; also Rides. Address communications:

W. C. KAUS, Winston-Salem, N. C.

## WANT SHOWS OF ALL KINDS

Also Loop-o-Plane, Kiddly Rides, Concessions of all kinds, Custard, Cook House, Bingo, Orangeburg Colored Fair, October 10 to 15; Laurens White Fair, October 17; Gaffney White Fair, October 24; all in South Carolina. McOlion, Mechanic; Chas. Siegrist, wire. Want Ferris Wheel Foreman. This week's address

### HELLER'S ACME SHOWS

ORANGEBURG, S. C.

## GREENVILLE, N. C., FAIR

### PITT COUNTY FAIR, WEEK OCT. 17

CAN PLACE legitimate Concessions of all kind except Bingo and Lead Gallery. Eat and Drink Stands, SHOWS: Midgets, Athletic, and money-earning Single Pit Attractions. Prefer Shows with own outfits. Experienced Help on all Rides. Ike Wallace wants Second Man for Ferris Wheel. All address

### KAUS EXPOSITION SHOWS, Inc.

Chase City, Va. (Fair), This Week.

## GEORGIA STATE FAIR

### Macon, Oct. 17-22

Independent Midway Space open for Legitimate Concessions. No money game.

E. ROSS JORDAN, Mgr.  
Box 739, Macon, Ga.

# I Dead, 9 Hurt In White City Trailer Crash

GRASS VALLEY, Calif., Oct. 8.—Earl Branan, employee of White City Shows, was instantly killed and nine other members of the organization were injured, several seriously, October 3, when the light truck and office trailer in which they were riding slipped over the Tahoe-Ukiah highway at the treacherous descending grade section which leads to the Bear Valley "bottleneck" connection just west of the Drum Canal.

The injured, all of whom were removed to the Placer County and Highland hospitals, in Auburn, included Mr. and Mrs. Ray Schweinhart, Harry Mize, John Van Orman, Al Rye, George A. Barnes, J. Donald Hurt, Claude Renner and Charles Creekmore. All have been released, however, with only two, John Van Orman and Mrs. Schweinhart, remaining under care of physicians.

The truck in which Branan and Renner were riding and the trailer office containing eight persons were smashed to pieces as the equipment rolled over the embankment, uprooted one tree and crashed into several more. Walton de Peillon, shows' secretary-treasurer, estimated the loss will run into thousands of dollars as all of his and Mr. and Mrs. C. F. Corey's personal effects were lost. An electric refrigerator was crushed together like an accordion, steel filing cabinets resembled twisted paper and only a few odds and ends were salvaged. Shows' klieg lighting system and sound system were destroyed. Despite the accident, however, show opened on time here Tuesday afternoon (4).

Funeral services for Branan, under direction of Mrs. C. F. Corey, show's president, were held in Colfax, Calif., October 6, with the personnel of the show in attendance.

## Spartanburg Fair To Have New Site for 1939 Annual

SPARTANBURG, S. C., Oct. 8.—T. W. Woodworth, president of Spartanburg County Fair Association, announced negotiations have been completed for a new fair site near Liberty School community, two miles northeast of Spartanburg. He said, however, that the expansion program will not affect the 31st annual Spartanburg County Fair next week.

Mr. Woodworth, also mayor of Spartanburg, said tentative plans call for construction of one of the most modern plants in the South on the new location, a mile race track, grand stand of about 10,000 capacity, a number of exhibit buildings and a fence inclosing about 40 acres. No construction is contemplated until next spring. The fair association purchased 131.3 acres from Brian Floyd for a reported consideration of \$9,191.

Officers of the association are Mayor Woodworth, president; Howard W. McCravy, vice-president; John P. Fielder, secretary; D. C. Todd, treasurer.

## Lindemans Open Wis. Club

SHEBOYGAN, Wis., Oct. 8.—Pete, Al and Orval Lindeman, former owners of the Lindeman Circus, have opened the City Club here, with entertainment by Arthur McHeller, band leader of the Seths-Sterling Circus.

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

## VAUDEVILLE REVIEWS—

(Continued from page 22)  
Girls are among the home talent scoring well.

Best scenes are *Grecian Idyll*, *Study in Porcelain*, *Hawaiian Sunbathing* and *Sports*.

Whole show, an admixture of all that is best in vaude plus production, is dandy entertainment. Bert Ross.

## Scala, Berlin

(Month of September)

Charlie Rivel, veteran clown, heads this month's program. Berlin people could laugh again after an intermission of some time at the great clown.

Management arranged a festival program around Charlie Rivel. Besides his standard numbers, such as *Charlie on the Trapeze*, *Parody of an Opera* and the *Building of a Bridge*, all features had that certain jubilee stamp, he is master of mimic expression. Charlie no longer works with his brothers, but his new partners are just as good.

In the program are also Willy Reichert, radio favorite, who is a true humorist; Paul Kirkland, an astonishing equilibrist, and two dancers, Berinoff and Angeline. Also Ivory and his billiards, Helmut Kruger, and the Six Glorias.

Dietrich Schulz.

## Morey May Reopen Miami

MIAMI, Oct. 8.—Johnny Morey, present front man at the Deck Bar, may soon take another whirl at the 41 Club, located in the swanky North Miami Beach area.

Last year the club was reopened in July with an eye to building up a year-round prestige, but was beset by many difficulties, the chief being the battle for the season liquor license. By the middle of the season, February, it was forced to fold.

## New Miami Club

MIAMI, Oct. 8.—Newest beach spot is Life, intimate bar on Fifth street.

Operated by Guy H. Schwartz, former marathon director, it offers a three-act show made up of Julie Barton, blond vocalist, with a fair to middlin' rating; Sonny Fleming, a nice-looking and accomplished string picker and singer; and Cecil Carbonnel, fiddler and squeeze boxer.

## Bonick Band for Miami

BOSTON, Oct. 8.—Lewis Bonick Ork, a Jack Marshard unit, opens the Dempsey-Vanderbilt Hotel, Miami Beach, November 20. Bonick has been at the Club Mayfair here this season.

Benny Gains, boniface of the Club Mayfair, is now in partnership with Jack Dempsey at the Dempsey-Vanderbilt.

## Dr. Brandt to Hollywood

CHICAGO, Oct. 10.—Dr. Arthur Brandt, Viennese producer, has been engaged to handle the first ice show at the outdoor Westwood Palace in Hollywood, opening November 11. Brandt Sisters, who recently closed a 20-week season at the Sherman Hotel, will be featured, and line-up will include a 36-girl ballet and symphony orchestra. In for a guarantee of 10 weeks with options.

## Show for Rock Island

ROCK ISLAND, Ill., Oct. 8.—Jacob Hoffman will try out an entertainment policy in his Fort Armstrong Hotel here starting tonight, using two acts and a band with a weekly change of floor bills. Bookings are handled by Consolidated Radio Artists of Chicago and first show has Garton and Bennett and Jeanne Walker.

## Units for Cedarhurst

CEDARHURST, N. Y., Oct. 8.—B. S. Moss will install unit shows in the Central Theater here in addition to pictures.

## Very Embarrassing

CHICAGO, Oct. 8.—An act here received a letter from his agent in which the agent writes: "Why don't you answer my letters? It's financially embarrassing."

## Barron's Barnstorm Tour

NEW YORK, Oct. 8.—Blue Barron closing at the Hotel Edison here after a nine-month stay and begins a lengthy one-night and theater tour. Dates already set by Billy Shaw, of the CRA office here, are Sunnybrook Ballroom, Pottstown, Pa., October 8; Hamilton Park, Waterbury, Conn., October 9; Lakewood Park, Pottsville, Pa., 10; Masonic Temple, Scranton, Pa., 11; Sunset Park, Williamsport, Pa., 12; RKO theaters, Akron and Youngstown, October 14 to 20; Virginia Military Institute, Lexington, Va., 21 and 22; Tantilla Gardens, Richmond, Va., October 25; University of North Carolina, 28 and 29; Hippodrome, Baltimore, November 4 to 10; Menora Temple, Brooklyn, November 11, and the Cy Shribman ballroom circuit in New England, November 18 to 26.

## Birmingham Brightens Up

BIRMINGHAM, Oct. 8.—Night life takes a new lease as sweet music augments the soft lights for local gadabouts. E. E. Gambill reopened the Pirate Room at Bankhead Hotel, with Coleman Sachs making the music. The Tutwiler Hotel has been running all summer with Bernie Collins, fall season gets under way late this month when R. Burt Orndorff brings in Dave Burnside for the Continental Room. Walker Mattison has returned Paul Smith for a second season at his Pickwick night club, and Dud Wright has Bob Opitz's Versatilians for the new Windsor Room at Thomas Jefferson Hotel. Oliver Naylor has been making the music all summer at the Rex Terrace and moves into the large double ballroom, Rex Club.

## Baker Preems Swing Set

LOS ANGELES, Oct. 8.—Surprise of the week was statement that Ken Baker, local baton wielder who subbed for Casa Loma at Palomar Ballroom before opening of Ted Weems, did biggest single week biz since the first of the year. Two weeks after Labor Day, always a slump, was handled plenty in the black by Baker. Due to local following of this ork, management of new Swing Set, located in old Warner's Sunset boulevard studio, has billed Baker for week-end dancing.

## Lund Manages Tacoma Cent

TACOMA, Wash., Oct. 8.—After many years operation of Oakes Ballroom on Lake Stellacoom, Myrtle Lund has taken over the management of Century Ballroom here. One of the most capable dance promoters in the Northwest territory, Miss Lund plans a name band policy for the Century, playing single and double night stands. Phil Harris teed off and follow-uppers include Frank Trombar and Glen Gray.

## Loew Takes Criterion

NEW YORK, Oct. 8.—Loew's, Inc., will soon take over the Criterion Theater, Broadway indie picture house, on a 50-50 deal under an agreement worked out between Loew's and B. S. Moss. While no change in policy has been announced, there has been previous talk that the house would add a stage-show policy.

## Schroeder Opens Season

MILWAUKEE, Oct. 8.—Hotel Schroeder inaugurated floor shows in its Empire Room September 30 with Eddie Vazros and ork. Bill includes Ting Pin Soo, Ruth and Billy Ambrose, Jose Bethencourt, Lucio, Garcia, Jane Willard, the Six Gold Coasters and the Francis Allis Dancers.

## Mills Bros. Open Memphis

MEMPHIS, Oct. 8.—With a four-day special booking of the Mills Brothers, operator of the Orpheum Theater reopened for the fall season last week. Supporting them in the initial all-colored bill were Tiny Bradshaw and Harlem Swing Band, Mae Arthur and Matthews and Mack. *Tenth Avenue Kid* on screen. House has been closed since last April.

## Smaller Combos for Det. But Locals Get the Call

DETROIT, Oct. 8.—Tendency of niteries to use small bands has become virtually a rush order for Jack Ferentz, local musicians' union business agent. Local has placed within the past few weeks more than a dozen bands, ranging up to six or seven footlers per combo, in spots that have been without music for at least the summer spell. Economy trend, in calling for small bands, has also hit the larger spots, which are cutting down on the size of bands formerly used. However, Ferentz also points out that local employment opportunities have been enhanced by better local bands getting the call over traveling names. Typical is the policy of Webster Hall, formerly a traveling stand, which now has localite Art Mooney.

## Fredericks Add Ohio Spot

TOLEDO, Oct. 8.—Opening this month of a new dining room at Commodore Perry Hotel will find Frederick Bros. Music Corp. taking over the account, long on CRA books. Dick Hotcha Gardner set for the debut. Other openings in the State include Jimmy Richards, teeing off this week at Lantz's Merry-Go-Round, Dayton; while in Steubenville Ray Menking takes over the stand at Casa Loma Gardens and Ralph (Slim) Ruland, former Sammy Kaye trombonist, preems Charlie Taylor's new Hi Hat Club. Eddy Downen, now under management of Orchestra Music Service, Cleveland, is back home in Painesville after fling at one-night time. From Sandusky comes word that Doc Napka is readying a band for a return to orkdom. Napka was felled by illness some 10 years ago. Was then known as Doc Rogers.

## Del-Ray Grabs Auto Shows

DETROIT, Oct. 8.—Cream of the booking business for entertainment at automobile shows and sales meetings here is going to the Del-Ray Orchestras and Attractions office. Three of the biggest dates have gone to a combined 27-piece band headed jointly by Del Delbridge and Ray Gorrell, former talking the more serious numbers, later alternating on swing. Group played the Chevrolet sales meeting and the Oldsmobile show and October 10 week are set for the Cadillac show.

## Totem Pole Resumes Terps

AUBURNDALE, Mass., Oct. 8.—Totem Pole Ballroom resumed its Friday and Saturday dance policy last night, with Billy Brooks on the stand, after a temporary shutdown due to the recent hurricane. Emergency electric lines have been set up. It is the first time in the history of Totem Pole that it has had an interrupted schedule of dancing. According to Manager Bill Johnston, the fall week-ends have been well attended by the college crowd.

## Hofmann Leaves Curtis

PHILADELPHIA, Oct. 8.—Josef Hofmann, concert pianist, resigned as director of the Curtis Institute of Music this week, stating that altho he regretted leaving the post he has held for the past 12 years, his directorial duties interfered with too many of his other musical interests. Hofmann will probably devote more of his time now to writing the musical score for a pantomime he conceived several years ago and also to making records.

## New St. Louis Clubs

ST. LOUIS, Oct. 8.—Tom Burke's Stables opened Thursday on the site of Burke's Summer Garden, which was closed last month. Harry Winn's Orchestra and local acts furnish the entertainment. The Silver Shield Club, which recently opened, is featuring Al Prack and orchestra, Jimmy Meade, Bob Anderson, Duke Lucas, Dolly Buettner and Newbold and Fels.

## Museum-Night Club To Open

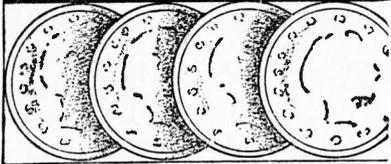
NEW YORK, Oct. 8.—Dan Cristaphano, operator of the 14th Street Museum and Arcade for many years and who last year introduced a night club on the same location, will open a "cabaret using curio-hall entertainers." Spot is expected to debut in about two weeks in combination museum-night club motif. Details are in process of negotiation.

# WANTED FOR FAIRS

Bladen County Fair, Bladenboro, N. C., next week on streets, then Chadrick County Fair; Moncks Corner, S. C.; government money spot. St. George Fair, Summerville County Fair and Armistice Celebrations. All concessions open. Will sell Bingo exclusive. Show to feature, Clyde Howey come on. No racket. Wire this week, Clio, S. C.

JACK C. ROBERTS BETTER SHOWS

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.

## LABOR

The coin-operated machine industry has learned that it does not have much of a voice in influencing public opinion. In meeting its legislative and public relations problems it will have to cultivate the good will of special groups that have an organized voice and vote.

Among these groups with important influences are retail locations, who perhaps profit more than anyone else from the operation of many types of coin machines; retail liquor locations that have found phonographs, vending machines and even amusement games a welcome adjunct to their business; charitable and fraternal groups that have faced the increasing difficulty of financing their important work, and so on.

The coin machine industry must also befriend and appeal to liberal and progressive opinion in all cases regardless of party.

Liberal sentiment is found today more in the ranks of labor than in the middle class or higher groups of our national life. Hence, it pays to cultivate the friendship of labor if any business expects to need the favor of liberal votes. The Gallup polls have clearly shown that labor is the section of our population which may be depended upon to vote for liquor; 77 per cent of the unemployed would vote for liquor, the poll indicated. While a smaller and smaller percentage of people favor liquor as you climb the scale.

The coin machine industry, once its case is clear, could expect the same liberal favors from labor that are bestowed upon liquor. In fact, labor would deeply resent the paternalistic attitude of the upper classes who hold that the poor man should not be allowed to squander his small coins on games of amusement.

Homer Capehart admirably expressed the idea for the music division by saying that "the poor man has the right to enjoy good music with his beer or his sandwich."

I have suggested that the entire coin machine industry should make this sentiment the watchword of the industry. It is a wonderful summary of the value of the automatic phonograph that the phonograph makes available the best of music to patrons of the humblest tavern or sandwich counter. But the sentiment also applies to all divisions of the trade.

The vending machine has been useful in bringing candy and nuts to workmen in factories and plants at a penny or nickel. Newer machines are even making milk available to him. Workmen appreciate the availability of these tidbits once their attention is called to it.

The workingman will defend his right to the diversion of amusement games once he recognizes the paternalism that tries to keep him from it. It is the paternalism of the upper classes which has put many laws on the statute books on the theory that the workingman must be protected in his morals. This accounts for legalized pari-mutuels in many States where pinball games may be forbidden. Racing is supposed to be the sport of the upper classes (alho the workingman makes his bets), but pinball games must not be allowed because they take nickels from the poor. Labor will deeply resent such

foolishness once their attention is called to it. The same people who try to keep the workingman away from pinball games also try to keep him from having his glass of beer.

Thus it can be seen that the coin machine industry should be broad and sincere in its sympathy with labor. The coin machine industry should try to understand the problems of labor. It calls for a broad study of the many things that are happening in the business world today.

As an example of modern sympathy and understanding of the problems of labor the speech of William Allen White at the International Management Conference in Washington stands out prominently. This important speech was delivered while the European war crisis had the front pages of the newspapers and hence did not get the attention it deserved. Mr. White is so well known as a Republican that he cannot be accused of preaching a New Deal sermon.

The entire speech should be read and studied, but the following may be taken as a quotable example: "Let me begin by telling you both, laborer and capitalist, that you have got us consumer citizens in a pretty sad mess. Every time we consumers think of what one of you has done we are dead sore at each of you until we begin to think of what the other has done.

"Let me start on capital, the employer. Not that he is more to blame than labor. But he is more responsible. He enjoys more freedom. He could have done better. Employers have wasted 20 years since the end of the World War. In those 20 years a little intelligent self-interest, a little foresight—not much—would have solved equitably the problems that are now pressing upon us, problems that have been adjusted in haste and in the emergency of calamity."

Mr. White is getting down to bedrock when he fixes responsibility first upon the man with the money, upon management, upon the man at the top. The common sense of man and the laws of God both agree that it is his duty to move in the right direction first.

But the history to which Mr. White points indicates that every step toward better working conditions for labor has been gained at the price of bitter fights, antagonism and bloodshed. One would expect such a record in Japan or some barbarian state, but not in America. Yet the history of the United States is filled with disgrace after disgrace in which labor has been opposed by wealth and power and organization. It is no wonder today that most labor groups have to carry on their fight by racket methods.

The recent reports of labor conditions in England and in Sweden indicate that business men there simply do not hold the antagonistic attitude toward labor that is held in this country. And if our country is ever to make real progress business must drop its antagonism to labor FIRST. Because as Mr. White says, it is the responsibility of capital to move first.

As the nation moves toward a more enlightened time, the coin machine trade needs the support of labor and can get it by holding enlightened views toward labor.

# Meeting on Legislation

### Pennsy operators' meeting in Philly will be host to public officials

PHILADELPHIA, Oct. 8.—Legislation to benefit the coin machine industry will be stressed at the first State-wide convention of the Pennsylvania Association of Coin Machine Operators to be held at the Majestic Hotel on October 19.

Members of the State Senate, city magistrates and leading lawyers will be invited to the dinner and business meeting. Lemuel Braddock Schofield and Bernard R. Cohn, counsel for the association, will be principal speakers. The meeting will be open to everyone interested in the coin machine business, whether members or non-members.

More than 300 members from all sections of the State are expected to attend. The main agenda will be laws to reduce the license fee from its present tax of \$21.50 per machine. The Philadelphia Association of Coin Machine Operators will be host to the men of the industry. Maurice Mitnick is president.

## San Francisco

SAN FRANCISCO, Oct. 8.—Art Brant, popular colman on the Pacific Coast, has joined the ranks of Wolf Sales Co. His return to the bay area is enthusiastically welcomed by local operators.

The return of Brant marks one step in the reorganization of the business by owner Wolf Reiwitz. Space has been enlarged to include three offices, one for the shipping department, one as the mechanical division and the third as the business offices. The original space will serve exclusively for displays. Austin Bennet has been named head of the shipping department, with Clarke Aylesworth and Bert Johnson in charge of shops. Sylvia Hipschman is the new secretary. Joseph Ziff has been named traveling representative.

Mr. Reiwitz declared that the reorganization was necessary to keep pace with his rapidly growing business.

They're still telling the one on Charley Fey when he played the practical joke on one of his mechanics. One day he handed a supposedly loaded cigar to a man. After several incidents wherein the man had approached Fey and had been hurried away Fey noticed he had smoked it all the way down. Fey decided he'd been cheated. Next morning as he was aboard an electric street car a report rang out and pieces of tobacco darkened the sky for blocks. The motorman was all for throwing Fey off the car. A hasty explanation saved the day. Not even that cured him tho.

Heine Grusemeyer, of Advance Automatic, is hobbling around on crutches with a cast on his foot as the result of his latest and worst automobile accident. The Grusemeyer spirit is not easily downed, however, for a month in the Banning Hospital has set him back on his feet, albeit a bit uncertainly.

The Golden Gate Novelty Co. was purchased recently by Al Arinos, of the O. K. Novelty Sales Co. Al plans to carry the same line of games and equipment as the past owner. He will retain Ed Heinle as bookkeeper.

Einar Wilslev's most popular model of the month in the candy and nut machine line is the Viking Triplet, which is no great surprise, since it is a machine which he designed and manufactured himself. Operators tell him, he says, that the semi-circular heavily polished aluminum stand is just the thing to put in front of the cash register. It has the added advantage of a slug ejector which operators say is a godsend. Wilslev has also brought out a double model which he has named Viking Twins. He became distributor in California this month for Peerless Products Co. and Pan Confection, of Chicago.

Morris Pollard seems to be cleaning up, for he has moved his headquarters

from O'Farrell street to Golden Gate in a nice new office building.

Harry Brown was pounding on the portals of the jobbers the first of the week demanding more new games. He says Sacramento business is very good.

"The crane business couldn't be sweeter," says Leo Gerckens, president of the local crane association, and he gives all the credit to operators who are in his group.

Roll 'Em is one of Charlie Fey's counter games to be brought out this month by Exhibit. This is a two-play dice game, with the feature of being able to hold the dice for the second play in order to build up a hand.

The only woman jobber on the Coast is the distinction earned by Anno Mandel. She opened her salesboard and novelty offices on Golden Gate avenue recently. Miss Mandel is not making a shot in the dark, for she has been in this branch of the business for 10 years. Maybe it's the woman's touch, or maybe Miss Mandel has a flair for the dramatic, but the operators like her light spacious display rooms.

When Eddie Fey expands his business interests he does it in a big way. For the past few years he has owned a jobbing house, Western Automatic; the Penny Arcade in Playland; the Coney Island of San Francisco. This month he opened Sportland next to the Cliff House. Snappy late-model machines and chrome chairs attract an easy-spending tourist trade, according to Fey. He has capitalized on the location by installing a variety of photo, souvenir and coin-embossing machines which appeal to the out-of-towners. Need for space to house his increasing business has forced him to seek larger quarters. New showrooms and shop at 1278-80 Mission have been opened. He plans on keeping an office on Golden Gate avenue for the convenience of his old customers.

Percy Oreck, owner of Melton Vending, has temporarily given up his operating in exchange for a much-needed vacation. His crew of operators carry on in his absence.

From beneath excelsior and paper cartons Frank De Sasse announced that he is about to open his new jobbing house on Golden Gate avenue the middle of the month. Not entirely a stranger to these parts, Frank plans on calling his business the U. S. National Sales.

## Begin Making Golf Practice Device

DETROIT, Oct. 8.—A new type of amusement machine that also serves a very practical purpose for golf fans is being completed by the firm Automatic Golf, Inc. This is a device that allows the player to tee off from the machine itself, reproducing actual tee conditions.

Teeing practice, one of the most important things for a golfer, has been made easy by the new machine, which has a rubber matting surface. There is a hole in this thru which a ball is brought up by the mechanism controlled by the coin chute. As produced at present, the number of balls delivered for each coin may be varied by the operator.

A sample installation has been made in a practice court adjoining the headquarters of the company at 11077 Grand avenue, and the player drives his golf balls into a receiving green, as in a typical golf drive practice court. The mechanism, of course, is set low on the ground, with separate coin box attachment.

Company is headed by Henry Schmid Jr. and Dick Wing. The new machine is being produced in some quantities at present and will be ready for national distribution by next spring, Mr. Schmid said.

## Jersey Jobbers Will Over Bingo, Says Robbins

BROOKLYN, Oct. 8.—"Jobbers are usually not interested in handling a game unless they have had a call for it," says Dave Robbins, of D. Robbins & Co. "This is no doubt due to past experi-

# 4 GOOD REASONS WHY OPERATORS ARE MAKING TOP MONEY

# 4 GOOD REASONS WHY THE KEENEY FACTORY IS SO BUSY

Another Volume Run (BY POPULAR DEMAND)

## WINNING TICKET

Keeney's proven 1 ball payout table  
From 1 to 6 coins multiple play

Lowest Priced Keeney "FREE REPLAY AWARD" GAME

## HIT NUMBER

5 ball, single coin. 9 possible \$119  
winners on each 5 ball play.

From 1 to 3 Winners on Each Play!

## TRIPLE ENTRY

9 coin, 3 dial console game. Pays on played number coming on any dial.

The Greatest Console Ever Built (1938 Model)

## TRACK TIME

Now in its 36th production run. 7 coin, 3 dials  
The game that will always be a top money-maker

★

# J. H. KEENEY & CO. NOT INC.

*"The House that Jack Built"*

**2001 CALUMET AVENUE - - CHICAGO, ILL.**

## AT THESE LOW PRICES..

YOU CAN'T GO WRONG ON YOUR FALL AND WINTER OPERATING REQUIREMENTS!!

- NOVELTY GAMES:** Stoner's Zetas, \$55.00; Airways, \$22.50; Genco Double Track and Bally Reserves, \$35.00; Mars, Bally Rockets, Reelsters, Sensation, Ohio Derby, and Dux, \$14.50.
- AUTOMATICS:** Mills Flashers, Mills One, Two, Three with latest Improvements, \$55.00; Gottlieb's Multiple Races, Bally Fairgrounds, Bally Entetes and Rock-Ola Across the Board, your choice, \$55.00; Preakness and Arlingtons, \$29.50; Turf Champs, \$22.50; Golden Wheels, \$19.50.
- SLOT MACHINES:** Grootchen Columbus, \$29.50; Large quantity of 1937 Paca All-Star Comets, mystery payouts, without odd awards, 1c, 5c, 10c and 25c Play, at \$29.50 each; refinished, look like new, at \$32.50; Jennings Chiefs, 5c, 10c, 25c and 50c play, at \$32.50; 5c, 10c and 25c play Mills Cherry and Melon Balls, perfect condition, \$52.50; two Jennings Triplexes, floor samples, never been on location, \$30.00; 1938 Model Deluxe Comets, used one week, colors red, blue and green, at \$37.50; two Pacas Races, serials over 4,000, one 20 to 1 odds, one 30 to 1 odds, brown cabinets, perfect condition, \$175.00 each.
- COUNTER GAMES:** Sparks, \$19.50; Deuces Wild, Lucky Packs, Grootchen Zephyrs and Trio Packs Cigarette Machines, used only two weeks, \$9.50; Penny Packs, Centapacks and Reel Spots, \$7.50.
- Write for our Complete List. Wire one-third deposit. Orders filled in rotation and shipped subject to your inspection.
- AUTOMATIC SALES CO., 227 SECOND AVE., NORTH, NASHVILLE, TENNESSEE**

**PREMIUM DISPLAY PADS FOR SALES BOARD DEALS**

<b>CRUSHED PULSH.</b> (Colors: Red and Blue.)	Each	<b>METALLIC PAPER.</b> (Colors: Red, Blue and Gold.)	Each
Size 16 W. x 18 H. ....	\$0.75	Size 16 W. x 18 H. ....	\$0.45
Size 18 W. x 20 H. ....	.90	Size 18 W. x 20 H. ....	.65
Size 20 W. x 24 H. ....	1.10	Size 20 W. x 24 H. ....	.85

**PADS MADE TO ORDER, ACCORDING TO YOUR OWN SPECIFICATIONS.**

Tailor-Made Display Pads — Sturdily Constructed — One-Piece Easel — Will not Warp — Withstands Rough Handling.. Write for Literature. 1516 MARKET ST., ST. LOUIS, MO.

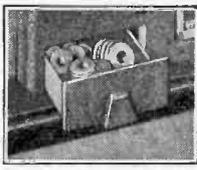
ences with flops upon which they lost money after having been loaded with a quantity of bad games by a high-pressure manufacturer or distributor.

"When the bingo counter skill game was first offered to the jobbers of New Jersey they refused to order because they had not had any calls for them," Robbins continues. "A live New Jersey operator then decided that he would take a chance and bought 25 Bingos. Then the fun began. Nearly every Newark jobber, as soon as he heard what the Bingo games were doing on location, began ordering them. Today there are more than 300 Bingo games in New Jersey and more of them are being shipped every day to Newark jobbers."

**A Magic Key for your Territory**  
**COLUMBIA CIGARETTE BELL**



WITH CASH DRAWER PAYOUT OR CONCEALED REAR PAYOUT.  
 Wonderful opportunity for financially responsible operators to open new territories with these discreet looking Columbias. Fully automatic Payout, completely sluggingproof.  
 Already thousands on locations. Sold on exclusive territory basis to bona-fide operators only. Write for full details.



**GROETCHEN TOOL COMPANY**  
 130 N. UNION ST., CHICAGO

**Patents and Inventions**

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Inventor's name—Leif Gosta Hellesen, Stockholm, Sweden.

Claim 1—Amusement apparatus comprising a bowl, a closable entrance into said bowl to allow persons to reach the interior thereof, driving means for turning said bowl about a vertical axis, at least one gallery for spectators arranged adjacent the upper part of the bowl, and means for allowing spectators to look into the bowl, said means simultaneously serving to prevent persons within the bowl from seeing the spectators.

Patent No. 2,128,988.  
 Pertaining to Game Board.  
 Application, April 2, 1937.  
 Issued September 6, 1938.  
 Number of claims, 3.

Inventor's name—John Russell Christian, Martinez, Calif.

Claim 1—A game board comprising a disk of material having a circular channel in a surface thereof, there being a circular groove in the bottom of said channel, a chart of sheet material removably disposed in and substantially filling said groove, means secured to said disk for retaining said chart in said groove and for dividing said chart into a plurality of defined sections, said means terminating short of the outer periphery of said channel to provide an unobstructed passageway along said outer periphery of the channel along which an indicator capable of entering said defined chart sections may be moved.

Patent No. 2,129,512.  
 Pertaining to Apparatus for Separating Genuine and Spurious Coins.  
 Application, August 17, 1936.  
 Issued September 6, 1938.  
 Number of claims, 5.

Inventors' names—Fred E. A. Wallin, Chicago; Kurt T. Johnson, Palatine, and Carl G. Johnson, Chicago, Ill.  
 Assigned to Marshall Seeburg, Chicago, Ill.

Claim 1—In an apparatus for separating genuine and spurious coins, a coin carriage adapted to receive a coin, a heated contact on said carriage adapted to establish a thermo-couple with the coin, a handle for rotating said carriage into coin-releasing position, a coin diverter for controlling the disposition of the released coin, means including electromagnetic devices controlled by said thermo-couple for actuating said diverter, an electrical device for producing a moving field, means for inserting a coin in said field, and a switch for controlling the supply of energy to said device adapted to be closed by said handle.

Patent No. 2,129,185.  
 Pertaining to Dispensing Machine.  
 Application, March 7, 1934.  
 Issued September 6, 1938.  
 Number of claims, 9.

Inventor's name—Allan O. Simmons, Chicago, Ill.  
 Assigned to Simmons Coin Machine Co., Inc., Chicago, Ill.

Claim 1—In a vending machine, a hollow base having a lug on one of its walls, said lug having a screw seat therein, said screw seat being adapted to receive one end of a suitable locking element, said base being open at its top and bottom, the bottom opening being bordered in part by vertical lower extremities of the walls of the base, the remaining part being bordered by a lip formed by an inwardly extending lower extremity of the wall, a plate adapted to cover the bottom opening of the base, said plate having at a portion of its border a raised lip to co-engage with the lip of the base, the remainder of the border being provided with an upstanding wall offset from its edge, said upstanding wall being adapted to fit flush with the inner surface of the vertical extremities of the wall of the base, a container adapted to sit on the top opening of said base and being fastened thereto by means not accessible from the space inclosed by said container.

Patent No. 2,129,611.  
 Pertaining to Phonograph.  
 Application, May 14, 1931.  
 Issued September 6, 1938.  
 Number of claims, 19.

Inventor's name—George A. White, Philadelphia, Pa.  
 Assigned to Lloyd H. Smith, New York, N. Y.

Claim 7—A phonograph including a pin arranged at an angle to the vertical with its free end uppermost, a turntable for supporting a plurality of records arranged in a stack for rotation about the axis of the pin, means yieldingly urging the turntable towards the free end of the pin, a member engaging the topmost record and co-operating with the turntable to clamp the stack of records, means for holding the turntable from upward movement, means for raising the member while the turntable is so held to release the topmost record for movement from the stack, and means for lifting the topmost record relatively to the next record to clear the pin, said last-named means including a member reacting between the two uppermost records, and a feeler member engageable with the top of the topmost record for guiding said reacting member between the records.

Patent No. 2,129,470.  
 Pertaining to Amusement Apparatus.  
 Application, March 10, 1937.  
 Issued September 6, 1938.  
 Number of claims, 6.

Patent No. 2,129,612.  
 Pertaining to Phonograph.  
 Application, July 14, 1934.  
 Issued September 6, 1938.  
 Number of Claims, 7.

Inventor's name—George A. White, Philadelphia, Pa.  
 Assigned to Lloyd H. Smith, Houston, Tex.

Claim 3—A phonograph including a pin arranged with its free end uppermost, a turntable maintained at a fixed height for supporting a plurality of records arranged in a stack for rotation about the axis of the pin, means for raising the topmost record relatively to the next record to clear the pin, said last named means including a member penetrating between the two uppermost records and turning about an axis extending in the direction of its penetrating movement, and means for effecting said turning movement by the continued penetrating movement of the member.

**Turkey Goose Duck or Chicken**  
 For the No. Over by  
 3-2 WIPPO



**MAKE BIG MONEY**  
 From Now Until Christmas Selling  
**JUMBO TURKEY BOARDS**  
 A Real Flash that Readily Sells at \$1.00 Each  
 150 Holes. No Numbers Over 15c  
**BRINGS \$21.45 AND SELLS**  
 1 Turkey, 1 Goose, 1 Duck and 2 Chickens  
 PRICE \$3.00 per Doz. \$20.00 per 100  
 Sample, \$1.00  
 Remittance With Order or 50% on C. O. D.  
**ARTHUR WOOD & CO.**  
 219 Market St., St. Louis, Mo.

**NO REASONABLE OFFER REFUSED**

**SLOTS.**  
 25c MILLS FUTURITIES.  
 25c MILLS SKYSCRAPERS.  
 25c MILLS GOLD AWARDS.  
 5c MILLS ESCALATOR DOUBLE J. P.  
 1c JENNINGS DUKES, S. J. P.

**NOVELTY GAMES.**  
 BALLY RESERVES EXHIBIT CONEY  
 BALLY FLEETS ISLANDS  
 BALLY SKIPPERS EXHIBIT BOBS  
 GENCO SKY HIGHS STONER'S RACES  
 GENCO HITS STONER'S TURF  
 (Free Games) CHAMPS  
 GENCO GAY TIMES

**SUPERIOR PENNY PACKS.**  
 MASTER NO. 77 VENDERS.  
 MASTER NO. 77 PENNY PLAY.  
 HIGHEST GRADE CHARMS. Gross Lots.  
 1/3 Deposit, Balance C. O. D.  
**MARIETTA SERVICE CO.**  
 MARIETTA, O.

**Swing Games Tops, Says Gensburg**

CHICAGO, Oct. 8.—"While swing music in ballroom, cabaret and on the radio continues to set the nation's toes a-tapping, the swing theme in other fields is making history on the profit side of the ledger," says Dave Gensburg, official of Genco, Inc.

"The pin-game field is no exception," he stated. "Aware of the influence this modern music is having on the way we amuse ourselves, we took advantage of it by producing two games that swing right into line and into immediate location and player favor. In the swing theme of Jitterbug and Ragtime, we made a direct appeal to the amusement-seekers whose minds and playing habits were preconditioned by the rhythms of well-known orchestras. The appeal was answered as we had planned, with heavy play and consequently large profits for operators.

"Jitterbug, a five-ball novelty game in a standard and a jackpot model, features an extra-ball idea which permits the player to reach a higher score when a certain number of points are made. Ragtime, with the same features as Jitterbug, is a free-play game built into a de luxe-type cabinet," he concluded.

**RECONDITIONED SLOTS**  
 THOROUGHLY RECONDITIONED, BUFFED AND REPAINTED LIKE NEW.

Shipped on MONEY BACK Guarantee.

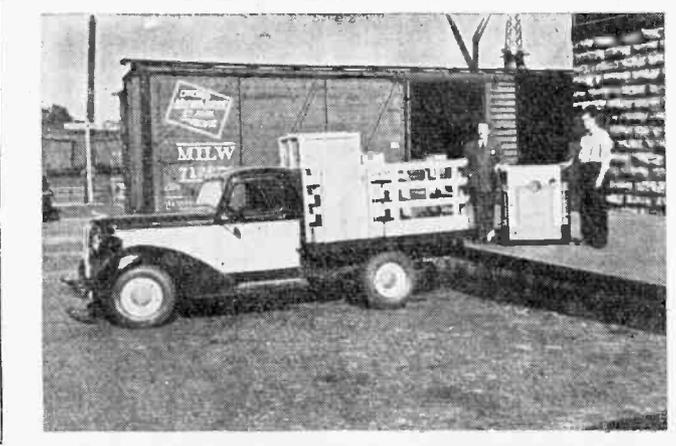
MILLS BLUE FRONTS, with Gold Award, Nickels, Dimes, Quarters... \$39.50  
 JENNINGS CHIEFS, Nickels, Dimes, Quarters, Serials Over 125000... 34.50  
 Serials Under 125000... 29.50  
 JENNINGS CHIEFS, Half Dollar Play, Late Serials... 44.50  
 MILLS BLUE FRONTS, Half Dollar Play... 49.50  
 MILLS GOLDEN BELLS, Nickel Play... 29.50  
 MILLS SKYSCRAPERS, Pennies, Nickels, Dimes... 19.75  
 MILLS EXTRAORDINARY, Dimes... 29.50  
 JENNINGS VICTORIAS, Half Dollar... 19.95  
 WATLING ROL-A-TOPS, Dimes, Quarters... 24.50  
 CAILLE COMMANDERS, Pennies, Dimes, Quarters... 32.50  
 CAILLE CADETS, Pennies, Dimes, Quarters... 49.95  
 MILLS DEWEY, Nickel... 59.50  
 CAILLE NEW CENTURY, Nickel... 59.50  
 TERMS: F. O. B. Valdosta. 1/3 Deposit With Order, Balance C. O. D., subject to prior sale.  
 Write for List of Other Equipment.

**SOUTHERN NOVELTY COMPANY**  
 VALDOSTA, GA.

**WILL BUY TRACK ODDS AND LONG ODDS**

KENTUCKY CLUBS... \$125.00  
 RED HEADS... 100.00  
 MILLS FLASHER... 50.00  
 EXHIBIT 7-COIN CLUB... 50.00  
 RAYS TRACK... 40.00  
 TAN FORANS AND BALLY'S TURF... 35.00  
 SPECIAL ROSEMONTS... 22.50  
 FOTO FINISH... 19.50  
 CLASSICS, GARDOMS, PAMGO TOUT, BROADWAY ANGEL AND BALLY RAMBLERS... 10.00

**BEST NOVELTY CO.**  
 1047 St. Clair Ave., Cleveland, Ohio.



ARCHIE LA BEAU, well-known St. Paul distributor, sends Kenny Glenn and a new delivery truck to pick up a load of Jennings Multiple Racers off the freight car. Phil Burgeson, Jennings' factory distributor, is on the left.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

**LOOK**  
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# LIKE NEW

Rails, Playing Fields, Cabinets Refinished and Cleaned, Every Game Looks Like New. Completely Overhauled. Run Like New.

## CONSOLES

Dominoes, 1938 Model	\$139.50
Parlay Races, Jennings	134.50
Pickem, Jennings	134.50
Track Time	89.50
Paces Races, No. 1940	89.00
Dominoes, 1937 Model	74.50
Rolletto Jr., 1937 Model	74.50
Flasher	59.50
Thorced, Western	59.50
Exhibit Races	54.50
Favorite	49.50
Saddle Clubs	39.50
De Luxe Bells	27.50
Coronation	27.50

## PIN GAMES

Floor Samples	
Zeta	\$80.00
Derby Champ	59.50
Stoner Champ	59.50
AK-Sar-Ban	59.50
Big Race	59.50
Across the Board	54.00
Horseshoe, Gottlieb	40.00
Arlington	39.00
Bally Reserve	29.50
Daily Dozen	
Peakness	

DERBY DAY	With Clock	1950
SPEED KING		
COLLEGE FOOTBALL		
PAMCO RACES		
BALLY MULTIPLE		
TURF CHAMP		
BLUEBIRD		

CHALLENGER	15 <sup>00</sup>
BELMONT	
RACING FORM	
GRAND PRIZE	
SWEET 21	
DERBY DAY, Blue Cabinet	

AIR DERBY	10 <sup>00</sup>
FOTO FINISH	
CAROM	
GOLDEN WHEEL	
ALL STARS	
PAMCO TOUT	
PREVIEW	
HEAVYWEIGHT	
SNAPPY	

BUMP-A-LITE	7 <sup>50</sup>
PADDOCK	
SPRING TIME	
MAZUMA	
ROYAL RACES	
SPOTLITE	
DAILY RACES	
CLASSIC	

## NATIONAL SCALE COMPANY

1415 Wash. Ave., So. Minneapolis, Minn.  
1/3 Deposit. Br. 4033.

# Plenty Raves for Peachy--Chi Coin

(New Game)

CHICAGO, Oct. 8.—"Distributors from all over the country are raving about Peachy," report officials of the Chicago Coin Machine Mfg. Co. "From George Panser in New York, Hy Rothstein in Philadelphia and Atlas Novelty officials in Pittsburgh and Chicago come reports that the game is going over well."

They report, "George Panser wired from New York, 'It's harvest time in earnest. The crop of Peachys means plenty of cash in the box for my customers if I'm any judge of games. Your new novelty game is different and bound to click everywhere. Put me down for the limit on shipments. Already sold way ahead on the strength of sample.'"

"Hy Rothstein, head of Banner Novelty Co., said, 'In the operator's geography Georgia is no longer the outstanding peach producing State. Rather they are substituting Illinois and Chicago Coin as the leaders whose newest release, Peachy, is truly a peach of a game. My customers in Philly are hard-boiled and very selective in choosing their machines. Peachy is a success, I know, because they're buying it.'"

"Eddie and Morrie Ginsburg, of Atlas Novelty, like it too," said the Chi Coin officials. "They said, 'It's a game worth getting behind on the basis of our personal service policy. When we find a game that seems a natural money-maker we lose no time and spare no effort to tell our customers about it. Peachy is just that kind of a machine.'"

"Said Eddie Ross, 'I'm making it one of the reasons for my coming trip thru the Middle West.'"

"It seems evident," said the Chi Coin officials in conclusion, "that they, and the operators they represent, see Peachy as a game that will mean figures on the profit side of the ledger for fall and winter business. They all seem agreeable to this as much as they are agreeable to Peachy."

# Art Nagel Visits Windy City Firms

CHICAGO, Oct. 8.—Art Nagel, head man of Avon Novelty Co., Cleveland, was in Chicago recently visiting all the factories and placing sizable orders with a majority of them. The indication is that a very satisfactory year can be expected in Cleveland.

Mrs. Nagel accompanied Nagel, having in mind a little rest and relaxation. Shortly before leaving Cleveland for the Windy City they were hosts to a large group of persons at a party given in honor of their son Freddie. Practically all the prominent coin machine personalities of Cleveland and adjoining vicinity attended and reports are that they had a very enjoyable time.

## Detroit

DETROIT, Oct. 8.—Harry Stahl has been busy buying more Wurlitzers for his route, operated under the name of the Stahl Specialty Co.

Wayne County Music Operators' Association now has official headquarters at 628 Penobscot Building, the office of Max M. Marston, who is secretary and treasurer of the organization.

Wladyslaw and John Zullinski, operating a route in Detroit suburbs, were the latest addition to the ranks of music merchants. Their choice is Mills phonographs.

Henze Machine and Tool Co., manufacturer of the Trading Post, is making plans for national distribution of its venter. Active distribution will

# Pennsylvania Association Meeting

Pennsylvania Amusement Machine Operators' Association has announced a State-wide meeting to be held at the Hotel Majestic, Philadelphia, October 19, 1938.

Officials of the organization suggest that it will be "one of the most important meetings for amusement machine operators to be held in the State." The Philadelphia Automatic Amusement Association, with about 100 members, will act as host and invites all amusement machine operators of the State and others in the business to attend a dinner at 6 p.m. in the Hotel Majestic. The business session of the State organization will follow the dinner. Communications and reservations may be addressed to Harry H. Wexelblatt, corresponding secretary, 913 Franklin Trust Building, Philadelphia, Pa.

# ATLAS "GOLD MEDAL" SPECIALS

SPECIAL BRAND NEW — ORIGINAL CRATES  
Exhibit Bronco (1-Ball pay table) - - \$32.50  
Exhibit Playball (15-Ball legal game) - 39.50

## CONSOLES

Kentucky Club (1938)	\$149.50	Ray's Track	\$ 79.50
Skill Time (1938)	179.50	Exhibit Silver Bells (7 Coin)	59.50
Track Time (Red Head)	134.50	Exhibit Races (7 Coin)	59.50
Bally Teaser	98.50	Saratoga (Slant Top)	47.50
Jennings Liberty Bell or Derby Day (Latest Model)	79.50	Tanforan (Slant Top)	49.50
Galloping Dominoes	94.50	Western Dawey, Jr.	52.50
Saddle Club	79.50	Pamco Dominoe	39.50
Dark Horse (7 Coin Selective)	49.50	Pamco Deluxe Bell	47.50
Evans Skillo (1938 Model)	134.50	Pamco Rosemont	47.50
Bally Favorite	59.50	Gottlieb Derby Console (9 Coin)	69.50
Western Fast Track	38.50	Evans Rolletto, Jr.	84.50
Paces Races (Walnut Cabinet)	159.50	Evans Rolletto	39.50

## PAY TABLES

Fairgrounds	\$69.50	Gottlieb Derby Day (With Clock)	\$27.50
AK-Sar-Ben Multiple	84.50	Gottlieb Football	27.50
Mills Big Race	59.50	Gottlieb Wheel Kick	27.50
Bally Entry	39.50	Golden Speed (Ticket)	24.50
Quinnella (7 Coin)	74.50	Classic	19.50
Gottlieb Multiple Races	37.50	Carom (Ticket)	19.50
Quinnella (Ticket)	69.50	Mills 1-2-3 (Latest Model Reversed Reel)	79.50
Arlington	32.50	Turf Champ	24.50
Peakness	32.50	Heavyweight	17.50
Arlington (Ticket)	36.50		

## NOVELTY GAMES

Genco Gay Time	\$29.50	Bally Reserve	\$39.50
Bally Airway	29.50	Ricochet	11.50
Miss America	21.50	Boo Hoo	14.50
Stoner Races	21.50	Snappy	32.50
Track Meet	19.50	Turf Queen	27.50
Cadet (Reserve Feature)	47.50		

## COUNTER GAMES

Ginger (50 Play)	\$19.50	Sum Fun (Brand New)	\$ 8.50
High Stakes	8.50	Daval Gum Vender (Fruit Reels)	
Groetchen 21	8.50	(Brand New)	10.50
Daval Bell Slides	9.50	Reel Gripper	8.50
Daily Races, Jr.	12.50		

## PHONOGRAPHS

Rock-Ola Rhythm Master (16 Records)	\$92.50	Wurlitzer 412	\$84.50
Rock-Ola Regular (12 Records)	59.50	Mills Du Luxe Dancemaster	62.50
		Mills Dancemaster	27.50

Atlas Personal Service guarantees you mechanically perfect reconditioned machines. Write for our New Bulletin listing complete line of Paytables, Novelty Games, Counter Games, Slots and Phonographs.

# ATLAS NOVELTY COMPANY

2200 N. Western Ave. CHICAGO, ILL. 1901 Fifth Ave. PITTSBURGH, PA.  
Cable Address "ATNOVCO"

# WANTED 200 USED PHONOGRAPHS

Of all makes, in trade on new Seeburg Phonographs. Highest trade-in allowances offered. Get in touch at once with our nearest office.

## SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. 2nd, Louisville, Ky. 312 W. 7th, Cincinnati, O. 620 Massachusetts, Indianapolis, Ind.

# Winning Ticket In New Production

CHICAGO, Oct. 8.—"Winning Ticket in name and winning ticket in performance. That's the way I would characterize our new multiple play payout table being put thru another production run in response to operators' demand," commented J. H. Keeney.

"Winning Ticket has proved to be high in player favor and net earnings since its first release several months ago," said the head of Keeney & Co. "With the return of players to indoor locations the demand for a greater number of these games occurred. Naturally we were glad to put thru another production run when the demand became so great that it was necessary to produce another large bunch of these games."

"Winning Ticket is a large, console type cabinet game featuring handicap play principles and 1-ball play. One to six coins may be played."

# 300,000 Amusement Games in Britain

WASHINGTON, Oct. 8.—The amusement arcade is one of the leading businesses in the cities of the United Kingdom, according to a report from the office of the American Commercial Attache at London to the Department of Commerce.

"About six years ago pin tables, which were developed from the simple game of mechanical bagatelle, became popular," stated the report. "At present the newest tables are amazingly complicated and a popular machine may become obsolete within a few months. Numerous coin-operated amusement machines are being installed on piers at seaside resorts, in cafes and other public places, the report stated."

"It is estimated by the Amusement Caterers' Association that there are now about 300,000 of these machines throughout the country with complicated mechanisms, batteries, switchboards and converters."

**A Penny in any pocket**  
any pocket with a pack.  
SHOOT'S ACTUAL PENNIES  
The only SKILL counter cigarette machine.  
Positive Checkup ON PAYOUTS All winning pennies Legal everywhere.  
SEPARATE CASH BOX No Appearances No Tabbing Adjustable PERCENTAGE  
BIG CAPACITY  
ONLY 1875 each (with 100¢ deposit)  
World's EASIEST counter game  
WIRED YOUR ORDER TODAY!

## BARGAINS

1 WORLD SERIES, Serial 1322	\$100.00
10 PALM SPRINGS	50.00
14 MULTI FREE RACES (Keeney)	90.00
14 FREE RACES (Keeney)	75.00
6 1938 BALLY AIRWAYS	22.50
6 1938 BALLY ROCKETS	15.00

SOUTHERN AMUSEMENT CO.  
619 Monroe, Memphis, Tenn.

Brilliant, Palmer Music Co., Fred Gardella and Edward Grohowski.

Rohr Sales Co., one of the city's larger distributors, bought venders from the Coan Stetteland Co. this week.

## Fall Shows List Several Ditties Of Hit Caliber

By DANIEL RICHMAN

NEW YCRK, Oct. 8.—New fall shows have opened in two New York cabaret-restaurants which several times a season stage floor shows boasting original music scores. Two spots are the Cotton Club and the Paradise, out of whose previous productions have come numerous song hits in the past. This fall both shows contain scores that seem to have a few ditties that may eventually become big numbers.

The Cotton Club contributes *Madly in Love* and *The Boogie Woogie*, and each appears to have what it takes to become a hit. *Madly* is a good commercial love ballad with all the elements that make for success, and *The Boogie Woogie* is a dance tune designed as a follow-up to other songs of its type that have come out of this night club to turn into national fads, namely, *Truckin', Doin' the Suzi-Q*, etc. If it half lives up to its noble ancestry operators had better start getting it now.

Out of the Paradise revue comes *I Can't Say It Too Many Times*, *Blue Moonlight* and *The Jitteroo*. The story is the same here, with the *Moonlight* number shaping up as the one with the best chances for popularity of the three. None of the songs has really started as yet, but it probably won't be long before they do. Watch out for them.

Two tunes from the newest edition of the University of Pennsylvania's Mask and Wig Club Revue look good for future favor. One especially, *Ya Got Me*, is starting off nicely, with a lot of radio plugs last week on the right programs to push it along to popularity. It's a good, swingy, lilting number and has an excellent chance to amount to something. The second song worth consideration is *When I Go a-Dreamin'*, a very likely looking prospect. Another week or two will prove whether they'll be definitely necessary for the machines or not, but from present indications this department believes that they will be.

Altho *Tu-Li Tulip Time* is pretty well on its way out by this time, there is one recording of it that should still be in the machines; that is, the reverse of the particular disc. This is the Andrews Sisters' waxing of *Sha Sha*, on the other side of *Time*, and many operators have reported that it is proving extremely popular with the patrons. Like anything the Andrews girls do, it makes great listening, and those operators who have not discovered its possibilities as yet might do well to try it out.

Another novelty that should be given a trial is the Bing Crosby-Johnny Mercer version of Gallagher and Shean with up-to-date swing lyrics. This is on the other side of *Small Fry*, another great phono number.

## Sheet-Music Leaders

(For Week Ending October 8)

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

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



## Modernize Phonos, Says Rock-Ola

CHICAGO, Oct. 8.—"In offering a new light-up grille for the 1938 Rhythm King phonograph the Rock-Ola factory has made another advance in its modernization program for music operators," announced an officer of Rock-Ola.

I. F. Webb, phonograph division sales manager, stated, "Early in the year we realized that many progressive operators were interested in modernizing their phonographs. The trend was toward more light and color. Customers appreciate plenty of 'music drama' just as they like plenty of pep in their visual dance bands. Hence operators who had earlier model phonographs were eager to modernize the machines and give the customers the latest in phonograph. We have therefore produced such parts and items as the operators desire, the portable light-up grilles, a perfected slug-proof coin chute which is interchangeable with the old style chute, etc.

"In order to co-operate to the fullest extent David C. Rockola, president of the firm, established prices on these items slightly above factory cost so that operators interested in modernization could proceed at the smallest possible expense. It is our belief that a factory should retain just as much interest in equip-

ment sold in the past as in equipment being sold today."

## Oklahoma City

OKLAHOMA CITY, Oct. 8.—Non-automatic games are making the money for the Oklahoma ops now. Airways, by Bally, is going over big, with some operators reporting that they have two of the tables in some locations. Stoner's Zeta also getting plenty of play. State jobbers report that three new numbers, Bally's Thunder Bolt, Stoner's Ritz, and Triple Play, by Genco, are selling fast.

Sooner Novelty Co. and Boyle Novelty Co. have organized bowling teams and are members of a league. The teams will bowl about 90 games during the season.

Probably one of the youngest mechanics in the business is Fred Pringle, who is a junior student at Central High School. He divides his time between his classes and a local coin machine establishment, a veteran of three years' experience.

Jim Boyle, who believes in giving credit where credit is due, has his own system for keeping his route men up on their toes all the time. Boyle gives (See OKLAHOMA CITY on page 68)

## Portraits of Record Artists

MILDRED BAILEY

This is the fourth in a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

In last week's issue of *The Billboard* this space was devoted to Red Norvo, and this week these lines will be given over to a lady who has contributed more than a little to the success of the red-headed maestro and whose name is closely associated with his professionally and matrimonially—Mildred Bailey.

Mildred, who has had added to her name the sobriquet of "Rockin' Chair" because of her grand interpretation of the song of that name which by now is practically her exclusive property, first saw the light of day in Spokane, Wash., and received her early musical training at St. Joseph's Academy, where she earned a degree. Her first job was in a music store in Seattle demonstrating songs, but fortunately her talent wasn't left to die a natural death in such surroundings.

Her brother is Al Rinker, one of the three original Rhythm Boys with Paul Whiteman, and that connection led to her association for many years with the Whiteman organization as a featured vocalist. During this time Miss Bailey toured the length and breadth of the land with the great PW, making recordings and air appearances in addition to all the theater and hotel work undertaken by the band.

Mildred finally branched out on her own as a soloist, making personal appearances as a single act and waxing phonograph records by herself until 1935, when she met Red Norvo at the Famous Door, well-known New York niter. Norvo was appearing with a small band and meeting with such success that he decided to form a more imposing combination. In the meantime a romance between Miss Bailey and the Famous Door maestro had blossomed into marriage, and it was only natural that the singer should turn her talent toward the building of a greater Norvo band.

She became therefore her husband's featured vocalist and since that time has shared equal billing with him as the "Mr. and Mrs. of Swing." Engagements for the pair and their orchestra have been numerous the past couple of years, with Jack Dempsey's Restaurant, the Hotel Commodore, the Paramount Theater, the Pennsylvania Hotel (all in New York), the Syracuse Hotel in the city of that name and Chicago's Blackhawk Restaurant outstanding in a long list of lucrative dates.

Miss Bailey's favorite type of song is the Negro spiritual, and Willard Robison is one of her favorite composers. Hoagy Carmichael, writer of *Lazybones*, is also high in her esteem as a songsmith, but the melody she prefers above all others is Vincent Youmans' *More Than You Know*.

## Modern Vending Praised on Ads

NEW YORK, Oct. 8.—Modern Vending Co. reports: "We were unusually happy this week due to the many fine letters we have received praising our advertising series now appearing.

"The ads which carry the message to music merchants regarding the power of a good name are illustrated to bring home this point. They have been carefully arranged by the firm in collaboration with an advertising agency and have won praise from everyone."

Nat. Cohn and Irv Sommer stated: "We certainly wanted to take this opportunity to thank the many music merchants who have written and phoned us to compliment us on our advertisements. In our belief these ads are for the general betterment of the music merchants. It was with this thought in mind that we arranged this series."

Harry Rosen, of the firm, stated: "This is one time when we can safely state that we have brought home an unusually valuable factor to the music merchants. We feel that if they will follow our ad- (See MODERN VENDING on page 68)

## Record Buying Guide

An analysis of current popular songs from the standpoint of their value to phonograph operators. Tabulation is based upon radio performances and sheet-music sales during the past week of each song listed. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered.

### Going Strong—Keep Them Around

**CHANGE PARTNERS.** Its combined status as a sheet seller and No. 1 radio song makes this a definite must for operators.

**SO HELP ME.** This ballad is not far behind in public favor. Second most played tune on the air and third strongest selling song over the counter this week. It should have been in the machines some time ago, but its performance the last seven days demands it.

**I'VE GOT A POCKETFUL OF DREAMS.** Still one of the nation's leading hits. It's being played, whistled and sung everywhere and the phonos should be no exception.

**I'VE GOT A DATE WITH A DREAM.** Similarity of title with *Pocketful* hasn't hurt this one much, contrary to opinion in music publishing circles. Its position among current songs necessitates a place under the needles.

**ALEXANDER'S RAGTIME BAND.** Continuing to amaze the music world with its strength as a popular number so many years after its initial vogue. The picture, of course, is responsible, and be sure the song is around when the movie plays the local theater.

**SMALL FRY.** General release of the Bing Crosby film is boosting this one higher. Only recording to have is Crosby's, not only because he's linked with the song, but because the disc repeats the lyrics he sings in the picture.

### Coming Up—Better Stock Them

**AT LONG LAST LOVE.** The only potential hit of its type—that is, a musical comedy song—to appear so far this season. Climbing steadily on the radio and starting to sell.

**ALL ASHORE.** This held on to its seventh position on the most played list this week and is pretty certain to go much higher. It's done very well for itself in the short two weeks it's been out.

**MY OWN.** Jumped from the 13th to the 4th most popular air tune in a week and is definitely the type of ballad to reach the top. Deanna Durbin sings it in *That Certain Age*, which will help plenty.

**HEART AND SOUL.** In a quiet way this has come up out of nowhere to merit attention. It looks good for future popularity.

**WHILE A CIGARET WAS BURNING.** The trade expects to see this Nick Kenny number debut next week on the most played list in a spot not far from the top, if not in the No. 1 position itself. Kenny did it for *Cathedral in the Pines*, and he looks set to repeat. You will be needing this one soon.

**YA GOT ME.** From the University of Pennsylvania's Mask and Wig Club show, this is beginning to attract band leaders and the public alike. Watch out for it.

### Going Down—Not Worth Pushing

YOU GO TO MY HEAD  
MUSIC, MAESTRO, PLEASE  
I'M GONNA LOCK MY HEART  
NOW IT CAN BE TOLD  
BAMBINA  
I LET A SONG GO OUT OF MY HEART

# We Doubled The Take

By Babe Kaufman

President Babe Kaufman Co., New York, as Told to Maynard Reuter

*Editor's Note: Here is a story by an operator for operators. Briefly it recounts how the Babe Kaufman Music Co. took over a route of 106 music machines and in six weeks' time boosted the net take per machine from \$2 to \$4 and \$5. It is more than a success story, for Mrs. Kaufman sets up guideposts for all operators to follow on the road to greater profits.*

How many times during the course of a year do you bump up against the operator who is perpetually longing for the "good old days"? You know the type. He's the one who complains that the music business is going to the dogs. To hear him talk, the recording companies haven't turned out a good tune since *Sugar Blues*. He never knows what tunes to buy because he's so busy belly-aching that he hasn't time to find out what kind of music the patrons of his locations want to hear and who they want to play it. He lives in the memories of yesterday and only emerges from his shell to try to chisel a good spot from another op because he hasn't the "get-up-and-git" to develop one on his own hook.

I suppose there isn't an operator who has been in this game for three years or more who doesn't long for the "good old days." Well do I remember when I entered the music machine business some four years ago. Those were the days when you could place machines simply by calling tavern owners on the phone. Many times we placed 15 and more machines a day as a result of telephone solicitations. An \$8-a-week net take per machine was just average, and we took the first \$5 and split 50-50 over that with no trouble at all.

While we all get a kick out of looking back on those "good old days," the operator who is making money today is the one who realizes the day of easy profits are over. Don't misunderstand me—there's still plenty of money to be made in this business. The only difference is that competition makes it a bit tougher to get. The operator who is making the most out of his route today is the one who is ever conscious that he is a music merchant and uses practical business methods in the management of his route.

There is no secret about the fact that many ops today are not getting the most out of their routes. Lack of system in servicing machines, a haphazard selection of records, a disregard for the necessity of selling the value of the machine to the location owner, etc., all cut into the number of nickels in the cash box at the end of the week.

### Good Management Pays

Now some of you may think that this is fine sermonizing on my part. You'd be right, too, if I didn't have the facts to back up my statements. It was just a few months ago, however, that I had the opportunity to prove my theories. It all began when the Babe Kaufman Music Co. took over a route of 106 music machines in Eastern New Jersey. Taverns comprised the bulk of the locations and the machines were all Wurlitzer 616s and 616-A's. The first week the collector went around to these spots he took the amazing sum of \$206—less than \$2 a machine—out of the cash boxes. Today every one of them is averaging between \$4 and \$6 a week.

How was it done? Not with the aid of mirrors or strings, I assure you. It simply is an example of what the combination of good management, a well-trained personnel, a judicious choice of records and the right type of equipment will do.

### How Not To Operate a Route

Our first step after buying out this route was to make the round of the locations. This trip was a real object lesson in how not to run a phonograph music business. We discovered that over half the locks on the coin boxes were broken. As a result location owners were having a fine time playing the

### Meet the Babe

It was the casual remark of a friend that whetted Babe Kaufman's interest in the coin machine business some seven years ago. In an industry totally devoid of the feminine touch, she quickly rose to a place of prominence as "America's Only Woman Jobber." It was at the Coin Machine Show in 1931 that she startled the industry by walking away with the distributorship for Bally's Airway and then went on to write more history by selling 1,500 machines above her quota. Since then she has represented J. H. Keeney & Co. and several other leading manufacturers.

Four years ago while attending the Eastern convention at Utica she took an interest in the automatic phonograph Wurlitzer had on display. Again she went into action and signed up as a distributor for the firm. The first 60 days she sold 800 of the first Wurlitzer model—the P-12. To learn first-hand the phono business, she bought 200 machines of her own and in a short time forsook the jobbing business to give all her time and energies to operating.

Today the Babe Kaufman Music Co. is a thriving concern employing 15 service men and collectors, using 12 trucks. As one of the largest Wurlitzer operators in the East, she has 750 phonos on location, the oldest of which she says is a Wurlitzer 616. Realizing the profit potentialities of the cigaret vending machine business, she entered that field a year and a half ago and now has 350 machines on location.

There is no denying her business acumen and her ability to seize opportunities as they arise. Right now she's eyeing the candy vending business and reports as soon as there is a good 5-cent selective candy vender on the market she'll be on the band wagon. Her goal is to increase her operating activities to a point where she'll have 2,500 pieces bearing the Babe Kaufman company decal. Those who know her and have followed her meteoric rise in the coin machine industry have no doubts that she'll make it—and then some.

machine for nothing. They'd simply drop a coin in the chute and then pick it out of the coin box. Some of the machines had locks on one or more of the coin chutes. Instead of fixing a bent slide or adjusting the mechanism the op had taken the easy way out and put a padlock on it. The beauty of the cabinet was lost under a thick blanket of dust and dirt. Burned-out bulbs hadn't been replaced, the needles were cheap and worn down, mechanisms needed oiling and greasing—in short, every machine needed a thoro overhauling and cleaning.

But the biggest surprise was the records on these machines. It was a wonder that the machines ever took in a nickel, for the latest disc they could boast were ones we had tossed out months before. It seems that it had been the policy of the operator to buy records once a month. When some numbers were going well he'd delay his purchases another two weeks. You can get a good idea of what kind of discs they were when you realize we spent more than \$75 for records the first week.

Upon talking to the collector who had handled this route we discovered that he had been paid \$25 a week for the



Babe Kaufman



THE POWER OF A GOOD NAME!

HERE IS INSURANCE AGAINST ANY DEPRESSION . . . A MIGHTY AND EFFECTIVE FORCE Surer AND GREATER PROFITS DEMONSTRATED BY THE GREATEST NAME IN MUSIC HISTORY . . .

# WURLITZER

. . . AND THERE IS NO BETTER NAME AMONG DISTRIBUTORS THAN . . .

## MODERN VENDING COMPANY

656 BROADWAY, NEW YORK  
822 FIFTH ST., MIAMI BEACH



handling of the complete route of 106 machines. No wonder he didn't take a personal interest in his job! We immediately put him on a commission basis and his lowest salary to date has been \$57, while he has made as high as \$80 during a good week. We gave him a snappy uniform, showed him how the rest of the men in our organization work, and today he is a loyal booster of our company.

### Systematizing the Route

Our next step was to lay out this route systematically. Since we have found out that it does not pay to overload a service man with too many calls, we figure 80 locations make a route. This means that our men make 16 calls a day—a half hour for each call—for five days, and Saturday they have free to make good-will calls, deliver special request records, do their moving and look for new locations. Accordingly we turned 26 of the locations over to another service man.

The first week the collector went out on this route we sent a mechanic along with him; and together they put each machine in first-class shape. There was nothing radically wrong with the machines. None were more than a year old. They simply had been suffering from lack of proper care. After the men had greased and oiled the machines, put new locks on the coin boxes that needed them, repaired broken coin chutes, replaced burned-out bulbs, installed new needles and cleaned and polished the cabinets they put an assortment of the newest and best records in each machine.

Since we had taken a miserable \$209 out of the machines the first week, we felt our labors were somewhat rewarded when this total jumped to better than \$3 a machine at the end of the third week. We were not satisfied with this take, however, for we knew that the locations were good for more money than that. It didn't take us long to discover that one reason the take wasn't larger was that location owners had got out of the habit of shooting their own nickels into their machine.

### Our Next Step

This meant we had to start from

THE GREATEST ACHIEVEMENT IN MUSIC HISTORY

# THE WALCO

GENUINE PHONOGRAPH *Sapphire* NEEDLE

Flawless uniformity GUARANTEED! Every note filtered through a GENUINE Sapphire! Cut, ground and polished by diamond cutters! "The Greatest Achievement in Music History!"



WALCO DISTRIBUTORS  
250 WEST 54th ST., NEW YORK  
ALL PHONES: CIRCLE 7-1381

scratch and resell these men on the vital importance of music to the success of their business. Our job now was to be real music merchants. Consequently we lost no time in pointing out to these erring location owners that without music a tavern is dead. People come in for one drink and go out in search of a livelier spot. Where there's music these same people will tarry a while and order two or three drinks instead of the one they'd have purchased if there had been no music. We drove home the necessity of the location owner putting his own

**\$3.00 Average Weekly Return** ON \$6.75 INVESTMENT

As Reported by Eastern Operators With

**SHYVERS NEW STREAMLINED BAR AND WALL BOXES**

Regardless of your past opinion or experience with antiquated out-of-date wall boxes, these new Boxes will make you money. Original Steel Armored Cable manufactured for us and tested to pass Underwriters Laboratories at 660 volts, is furnished by us, enabling quick foolproof installations. We know the music business and how to get money from music machines without extra service calls.

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS." People still like to sit down and people still have a few minutes to spend while waiting to be served. Open your eyes. See that change laying on that bar or table. How easy for a person to reach up and put it in a beautiful, attractive box. Will operate every known phonograph.

Open new locations where space forces the machine to be placed on the back bar or even in the basement. Secure added revenue from private rooms and establishments having two or three sections with STREAMLINE BOXES AND EXTRA SPEAKERS.

NATIONALLY PRICED

STREAMLINE WALL BOX, \$6.75; STREAMLINE BAR BOX, \$7.50.

CABLE, 5c PER FOOT. INSTRUMENT CASTING, 35c. "T" JOINT BOXES, 45c.

**SHYVERS MANUFACTURING COMPANY**  
2315 West Huron Street Chicago, Illinois

PHONE: Armitage 0896.

24-Hour Service. Express Orders Receive Preference.

**PRICES SLASHED!**  
**WURLITZER \$139.50 ea.**

-616-

(SINGLE MACHINE, \$149.50)

618A ..... \$189.50  
P12 ..... 69.50  
716 ..... 139.50  
ROCK-OLA, Late 1936 Model ..... 69.50

USED CIGARETTE MACHINES.  
ROWE ARISTOCRAT (8 Columns) ..... \$22.50  
STEWART & McGUIRE ..... 27.50  
(8 Columns)  
NATIONAL 1937-9-30 ..... \$74.50

**BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.**

**EXPERIENCED MUSIC MEN**  
*Insist on*  
**PERMO POINT**

More Than 2000 Perfect Plays!

Only PERMO POINT is standard equipment on ALL new phonos. It is recommended and sold by all record distributors, cashiers' check or money order. Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

It's All in the Patented Elliptical Point!

**PERMO PRODUCTS CORP.**

Metallurgists—Manufacturers  
6415 RAVENSWOOD AVE. CHICAGO, ILLINOIS

**WURLITZER PHONOGRAPHS**

FOR SALE: 200 Model 412 Wurlitzer Phonographs, \$74.50 Each; Lots of 5 or More, \$69.50 Each. Terms, 1/3 with Order, Cashier's Check or Money Order, Balance Sight Draft Bill of Lading attached. Instruments in A-1 shape mechanically and in appearance. ROCKY MOUNTAIN POPMATIC CO., 575 Milwaukee St., Denver, Colo.

money into the machine to provide music for his patrons. We got down to brass tacks and showed them that by showing a few quarters into the machine—half of which they'd eventually get back—they could keep a crowd of say six or seven people at their bars for a half hour or more, during which time they might consume just one added round of drinks. Supposing these people bought two rounds, the owner would make a net of \$2 on his investment, figuring a standard profit on his drinks.

**The Results**

The fruits of our selling job became evident at the end of the seventh week when the machines began to average \$4 to \$5 each. As the patrons of these locations learn that the best in recorded music is available at these spots we expect our take to keep on increasing. No, we haven't hit our peak yet. It will take another six months of steady plugging to bring this route up to maximum earning power, but the hardest job of all has been done. The route is back

on its feet and earning its own way. The returns from five spots has been sufficient to warrant our installing brand-new machines. Right now we're laying plans to put new ones in a few more.

As I pointed out in the beginning, our success in rebuilding the earning power of this route was not due to any unusual or high-powered magic. It simply is the result of applying the principles of good business to the operation of music machines. It would be interesting to learn how many routes are earning only half of what they should as a result of mismanagement.

Our success in transforming this route of 108 machines into a profitable operation has proved to us the wisdom of keeping our machines in tiptop shape and stocking them with the best records available. Instead of wasting our time reminiscing about the "good old days" we spend it checking up on ourselves—making sure we're doing everything possible to keep our machines up to top earning power. Yes, this business is a good business, but we operators have to run our business as such if we are to get the most out of it. The automatic phonograph industry offers every one of us the opportunity to make money—how much depends solely on how we go about getting it.

**OKLAHOMA CITY**

(Continued from page 66)

weekly prizes to the route men showing the greatest average increase in collections. During the past year he has given away everything from shoes to watches and radios. His company now has 24 full-time employees at its Oklahoma City house and five in Tulsa, besides several part-time workers. Two new route men have been added during the week.

C. J. Nelson, Guthrie operator, recently built a beautiful 12-room home. Nelson, who operates all types of equipment, reports business better than can be usually expected this early in the season.

Jack Coyle, well-known operator, is expanding his business by purchasing a number of new Rock-Ola phonographs.

One of the prominent exhibitors at the annual Oklahoma State Fair will be the Miller Novelty Co., which is busy now arranging a nice display of all types of coin machines.

The Ciga-Rola put out by Jennings seems about to "revolutionize" the busi-

**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**

- SKINNAY ENNIS** Victor 26047  
The Girl Friend of the Whirling Dervish (the waxworks were kinda late in getting this Oriental jitterbug song from Garden of the Moon flicker. But Ennis' version will find 'em making a big play for it. His band is going big guns out on the West Coast, but with an air commercial under his belt and still remembered for his association with Hal Kemp, Ennis is box office for your phono. Plattermate is the title song from the same screen show and is plenty smooth).
- LARRY CLINTON** Decca 26046  
Heart and Soul (a swell song from the forthcoming A Song Was Born flicker and mostly the swell singing of Bea Wain. Coupled with one of Clinton's hop-skip-and-jumpers, Dodging the Dean).
- ERSKINE HAWKINS** Bluebird 7810  
I'm Madly in Love With You and Miss Hallelujah Brown (two of the better songs from the new Cotton Club show that opened on Broadway this week. Former is a sweet strain, while Miss Brown is in the hallelujah register. And Hawkins' torrid trumpeting is a topper for both sides).
- RUSS MORGAN** Decca 2009  
Lambeth Walk (this English dance is beginning to catch on with the common people and Morgan's music is plenty inspiring for walking the Lambeth way. Plattermate, Why Doesn't Somebody Tell Me These Things?, is on the danceable side and the song plenty listenable).
- TED WEEMS** Decca 2020  
Juliana and Heartaches (the Ted Weems fans are many and these two oldies will rally 'em 'round your phono. There's plenty of novelty wordage for keep 'em attentive to Juliana, while Heartaches gets a right rhythmic rumba setting).

**SWING MUSIC**

- BOB CROSBY'S BOBCATS** Decca 2011  
Palestena (it's the old Lena, is the Queen lullaby beat out in wild rhythms by the star Crosby footlers. Plattermate is more of a musical study with greater appeal to musicians, Slow Mood).
- CHICK WEBB** Decca 2021  
Wacky Dust and Spinnin' the Web (the solid swingo of Webb in a slower tempo but just as torrid. Ella Fitzgerald licks a wacky vocal for the Wacky ditty, while the Spinnin' is instrumental).
- BENNY GOODMAN QUARTET** Victor 26044  
The Blues in Your Flat and The Blues in My Flat (the Goodman foursome play two original versions of the blues composed by Lionel Hampton. The titles are solely to help you on the selling. It's the race blues and low down to the love level. The first side is instrumental, while Hampton sings it in My Flat).

**VOCAL**

- ANDREWS SISTERS** Decca 2016  
Love Is Where You Find It and When a Prince of a Fella Meets a Cinderella (there's nothing particularly exciting about either of these two sides. But the Andrews gals are hot these days and their la-de-das on these sides will do until the real thing comes along again).

ness in this State and a great deal of interest is being shown in this game that awards cigars in place of money. State jobbers say.

Harold Miller reports an enjoyable week-end visit as the guest of Ben Hutchins, of the Lawton Novelty Co., at his cabin near Mount Scott. The Lawton outfit, which operates all types of machines, reports an excellent run of business in the five counties in which it operates.

Roger Whitfield, of Ardmore, was purchasing equipment from Oklahoma City houses during the past week.

Kenneth Weston, from Altus, reports that excellent crops in his section of the State have put plenty of money into circulation and thus he anticipates a boom in his phonograph business. Weston is also proprietor of the Weston Hotel.

**MODERN VENDING**

(Continued from page 66)

vice in this matter they will receive the most benefit from the use of so great a name as Wurlitzer in their general business transactions."

**OFF THE RECORDS**

(Continued from page 13)

LARRY CLINTON has cut some commendable disks for the same label, Heart and Soul, Dodging the Dean, Summer

Souvenirs and Zig Zag. The pop stuff is sturdy stuff for fox-trotting as are his original stomperos, tho the latter lacks in originality. Zig Zag is the conventional overemphasis on a lick while the Dodge disk sounds too much like Berlin's Blue Skies with a distorted middle strain to be anything but that. Also on Victor, we find a total lack of sincerity in what are hailed as the original compositions of RALPH GORDON, who uses a slap-together combo of star instrumentalists to read his scoring. His Twelve o'Clock in Solopoli religiously follows the Clinton-Hudson pattern for stomperos while the plattermate, Arabian Nightmare, is just that when you stop to consider that it's nothing more than a feeble attempt to swing out on Caucasian Sketches, a classical classic.

In face of all this apparent musical thievery, we can't help but wonder why the modern music masters continue to give the standards the go-by. Rather, we find the assignment going to the out-and-out commercial band of WILLIE FARMER on Bluebird for Wilbur Sweatman's Sugar Babe and Down Home Rag (Boyd Senter and Walter Melrose). On Decca, BOB CROSBY'S BOBCATS have a jam-fest with the oldie Palestena coupled with Eddie Miller's Slow Mood, the composer-tenor saxer blowing his horn in a blues mood. CHICK WEBB also yields to the lowdown, but with just as much lift as ever, for an original Spinnin' the Webb and with la Fitzgerald, the wacky Wacky Dust pop. The ANDREWS SISTERS sneak in a tin-and-see OFF THE RECORD on page 79,

## Viking Offers New Bulk Candy Line

SAN FRANCISCO, Oct. 8.—Viking Specialty Co. has added the Pan confection line of candy specialties for bulk vending machines, according to Einar Wilslev, of the firm. The Pan items for bulk venders constitute one of the most complete lines of such candies in the country, he says, and the firm, located in Chicago, is foremost in its development of new ideas for bulk vender operators.

The Viking firm here was established in 1929 and is well known in the coin machine distributing field. Several manufacturers who have visited this city have said that the firm has probably the largest plant and largest stock of merchandise of any vending machine supply firm in the country.

Viking moved into its own three-story building about three years ago, where it has about 10,000 square feet of floor space and a well-organized plant for taking care of business. The firm has always specialized in vending machine equipment and supplies, and a recent inventory showed about \$50,000 worth of merchandise. This enables the firm to make prompt deliveries, the management stated.

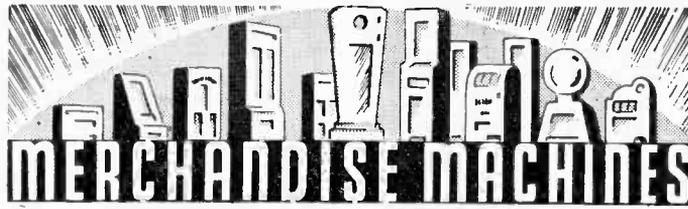
"Practically all orders are shipped on the day received," Wilslev stated. "We serve a large territory and give complete coverage of all the Western States. San Francisco is a prominent distributing point and we can give good service to any operator in this whole area."

## Robbins Markets An Apple Stand

BROOKLYN, Oct. 8.—D. Robbins & Co. report: "We are again making our display stand for apples. The stand requires a counter space only eight inches square and has five columns, each column holding five cellophane-wrapped apples. The stand revolves so that one or more columns are always in view."

"An attractive sign is furnished with each display stand. The sign fits in a frame on top of the stand. Reports are that many of the stands sell from 50 to 100 apples weekly."

"The stands are easy to place in cigar stores, billiard parlors, drug stores, hotel lobbies, office buildings, etc. A large number of the stands can be operated at a surprisingly small investment," the report concluded.



## New De Luxe Mint Vender Announced

CLEVELAND, O., Oct. 8.—"The De Luxe Mint Vender is manufactured by the A. W. Wilson Co., Hollywood, Calif., and distributed by the Sherman Kelly Co., Cleveland, O.," stated Sherman Kelly. "This new machine has met with instant approval from both operator and location owner. For the operator it means a new field, yet the market for the mints has already been created thru sales from boxes and containers on the counters of many locations. The profit is also gratifying to the operator because of the special price made to operators on the mints."

"A tie-up with all eating places has been worked out on this vender that acts as a business stimulator for the location and increases the sale of mints for the operator."

"Over 2,000 of the machines were sold from photographs of a hand-made model before the perfected machines started to come off the assembly lines. Immediate delivery is now being made."

## Ops Compliment Schaeff on Vender

CHICAGO, Oct. 8.—H. M. Schaeff, president of the Victor Vending Corp., reports he has received scores of letters from operators everywhere complimenting him on the splendid performance of his bulk vender, Topper.

Schaeff reports that they tell him that Topper is the most practical bulk merchandiser ever designed. He quotes one operator as saying, "The 16 advantageous features found in Topper make it a trouble-free full-time performer."

## Drug Supermarket To Open in Florida

(Location Story)

TAMPA, Fla., Oct. 8.—Rapidly growing supermarkets are the latest news thru-out the grocery merchandising world. Now come reports of a supermarket drug store to be opened in Tampa by the Madison Drug Co., which plans to develop a chain thruout Florida. Neces-



SOUTH AFRICAN COINMEN, Louis Galaun and William League, get light lunch from Bally Mfg. Co.'s new streamlined Hot-Vender pop-corn machine.

sarily they have dispensed with the self-service plan used in grocery supers because of the character of the goods merchandised. It is the observation of coinmen that here would be an ideal spot for the use of coin-operated equipment.

The store will feature nationally advertised brands of a wide variety of lines, including toys, hardware, notions, toilet goods, stationery, electrical appliances, dry goods and novelties.

Mr. Berkeley, manager, said that while some existing drug stores in California have expanded into supers, he believed that this is the first instance in which a new store has been set up along these lines.

The development will be watched with interest in the retail field, merchandise men said, because it may provide new light on two trends already well established. One is the fact that grocery supermarkets have been spreading into the fields of dry goods, novelties and other lines of variety merchandise. The other is the heavy use of promotion merchandise by drug chains in the last few months.

## Hart Announces New Charm Line

NEWARK, N. J., Oct. 8.—Frank Hart, of Eastern Machine Exchange, is offering an entirely new line of charms for bulk vending machines. He reports: "This is without a doubt the finest assortment of quality charms that we have ever featured. No lead and no junk. Every one is different and every one is relished by the customer."

"We are now able to offer at a low price these new charms, assuring operators that they are going to get big steady business for their venders."

"Ops from all over the country are arranging to get regular shipments of this new line. They will find it to be the greatest hit we have yet introduced," Hart concluded.

## Chicago Candy Jobbers Meet on Resale Prices

CHICAGO, Oct. 8.—Members of the Illinois Wholesale Confectioners' Association and the Chicago Wholesale Confectioners' Association conferred October 3 at the Hotel Sherman. They studied plans for combined enforcement of fair trade practices. Jack Downs, secretary-treasurer of the Chicago group, said a program to enforce minimum resale prices as applying to candy jobbers and retailers would be drawn.



# SPUDS

## Now \$6<sup>25</sup>

PER THOUSAND

Spud is the top quality, original and correctly mentholated cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. *Cork or Plain.*

The Axton-Fisher Tobacco Company  
Louisville, Ky.



**MODEL "E" SEL-MOR**

**\$6<sup>25</sup> SAMPLE**  
(CHEAPER IN QUANTITIES)

**GUARANTEED FOR 5 YEARS!**

The Automatic Toy, BALL GUM and Candy Shop that brings **BIGGER PROFIT.** (Specify whether BALL GUM or Candy Machine.)

**GREAT STATES MFG. CO.**  
DEPT. E • 1601-09 E. 39TH ST. • KANSAS CITY, MO.

### PROVEN Money Makers!

Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants, Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep Rev, collect your profits daily. Handsome, compact Tom Thumb sets in where ordinary venders are shut out. Magic "selector." Yale Tumbler locks. Adjustable—you set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today.  
FIELDING MFG. CO., Dept. 42, Jackson, Mich.

**THE 2 in 1 VENDOR**

"AMERICA'S MOST PRACTICAL BULK MERCHANDISER"

Over 5,000 Now In Operation!  
Vends All Bulk Nuts and Candies, Including Pistachios, Ball Gum, Charms, Etc. Write Today for New LGW Prices.

**D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.**

**EASTERN CHARMS** 10 GROSS \$6<sup>50</sup>  
TO BOX ONLY...

350 MULBERRY ST. NEWARK, N. J.

SAMPLE GROSS - 70c  
1/3 With Order, Balance C. O. D., F. O. B. Newark.

**1c PEANUT! HERSHEY! GUM VENDORS!**

LOWEST PRICES IN AMERICA! Operate or Sell!  
Salesmanager, P. O. Box 285, Minneapolis, Minnesota.

**TOPPER Goes to Town**  
WORLD'S FASTEST SELLING VENDER.

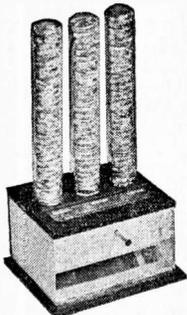
TOPPER Vends Everything. See Your Jobber at Once for Complete Details and LOW PRICES, or Write **VICTOR VENDING CORP.**  
4203 FULLERTON AVENUE, CHICAGO.

## 1939 1c NATURAL BRAND NEW SENSATIONAL DELUXE MINT VENDOR

DISPENSING 3 DELICIOUS CHOCOLATE  
AND CRYSTAL AFTER-DINNER MINTS

- IT'S NEW
- NO COMPETITION
- EVERY 1c SALE MEANS 100% PROFIT.
- THOUSANDS "VIRGIN" LOCATIONS.

**KNOCKOUT TIE-UP WITH ALL CAFES  
ASSURES "HOT" MONEY LOCATIONS**



A CLEAN UP—YEAR ROUND OPERATION  
NOTHING LIKE IT.

**SOLD TO OPERATORS ONLY**  
WITH SPECIAL PRICE ON MINTS.

**SAMPLE \$15.00. LOTS (10) \$13.95**  
160 MINTS FREE WITH EACH VENDOR.

**\$\$\$ HERE WE COME \$\$\$**  
RUSH

**YOUR ORDER**

**NOW**

**SHERMAN KELLY CO.**  
DISTRIBUTORS,

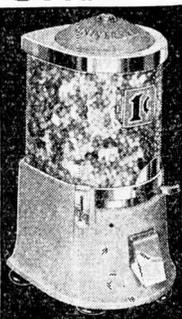
310 Hippodrome Bldg., Cleveland, O.

## PEANUT & GUM VENDING MACHINES

New, Direct From Factory

Only **\$2.40** and up  
Over 60,000 Sold

**UNIVERSAL**



Designed to provide operators with maximum service and sales appeal at a **LOW PRICE**. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

**\$6.95**

Special Introductory Offer

1 Universal  
10 lb. candy,  
1 gr. toys.

All for **\$8.95**

1/3 Deposit With Order, Balance C. O. D.  
Send for circular and easy terms.  
Order Now  
Factory Distributor

**TORR** 2047A-SO. 68  
PHILA., PA.

## Penny King Expanding

DETROIT, Oct. 8.—Penny King System, manufacturer and operator of coin machines, reports business much better in the last month, thru C. Ray Laster, who is general manager of the company. The organization last year took over an extensive new operating territory in Cleveland, as well as the territory covered around Detroit, and has been busy placing this new addition upon a sound operating basis.

More extensive distribution of the company's own machine, the Penny King model, is planned for the near future.

# cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

We are sorry to inform readers of this column that the article by A. Bernard Goldstone scheduled to appear in this week's issue will not appear until next week. This article will deal with methods operators of cigarette vending machines can use to determine their actual costs. The value of this article is obvious for it will set up guidelines for ops to follow in order to find out just how much they must take in from a machine to make the location worth while operating. Watch for this interesting article next week.

It's mighty difficult to keep up with Le Roy Stein, manager of the CMA of New Jersey, these days. A whirlwind trip in the interests of the Interstate Association this past week found him visiting leading cigarette ops in Peekskill, Poughkeepsie, Newburgh, Kingston, Middletown, Monticello, Albany, Troy, Utica and Syracuse. Stein reports all his contacts with ops in these cities found them interested in becoming a part of the Interstate group. All of the men realize the need for such an organization and expressed their willingness to co-operate with him in making the organization a success. Ops in each town will shortly appoint a delegate to the third organization meeting of the Interstate Association that will be held some time before the end of the year. Stein reports operator groups in Pennsylvania, New Jersey, Connecticut, Massachusetts and parts of New York have already appointed delegates with full power to represent their respective associations.

According to present plans, attempts will be made to form Interstate Associations thruout the country as soon as the Interstate group begins functioning in the East. With the formation of other Interstate groups, efforts will be made to bring all the groups under the National Association banner, which at present is in a dormant state.

Operators who are interested in joining the Interstate Association should address their applications to Le Roy Stein, 60 Park place, Newark, N. J. At the present time there is no initiation fee and no dues.

Matthew Forbes, manager of the New York CMA, has announced that the New York group will play host to New Jersey Association at its regular meeting scheduled for Thursday, October 27. Members of both groups are reported to be looking forward to the get-together. Speakers of the evening will be President Samuel Malkin of the New Jersey group, Charles W. Stange and Manager Le Roy Stein. The New York boys are looking forward to President Martin Berger's being back with them in time to conduct the meeting.

Cigarette withdrawals for the month of August show a 5.26 per cent rise over last year figures. Total show 15,891,586,977 cigarettes withdrawn during the month—a gain of 793,749,577 over August gains boosts the totals for the eight months above the billion mark for an approximate 1 per cent gain over the same period for last year. . . . These gains in cigarette consumption are regarded by Wall Street experts as responsible for the increased interest in Philip Morris, American Tobacco and other tobacco stocks.

The wonders wrought by science will never cease. Three Toronto researchers are reported to have perfected a process whereby fruit tree prunings and the branches cut from trees used in newspaper production can be used to turn out a high-grade cigarette paper. Maybe some day we'll be smoking fags with a cherry or apple flavor. . . . Construction is reported to be steadily going ahead on the \$2,000,000 plant of the Ecusta Paper Co. plant in Raleigh, N. C. Plant will be devoted exclusively to the manufacture of cigarette paper. Since North Carolina manufacturers of cigarettes turn out 66 per cent of all the billions made in the United States, they are expected to be the leading customers of the firm. Practically all of the paper used for cigs is now imported. Associated in the Ecusta Corp. are interests connected with two leading French firms whose paper is largely used in this country.

Many of the New York lads are wondering what Bill Peek is going to do now that the golf season is about over. . . . It's "Skipper Yolen" now. Yes, Sam Yolen bought himself a 28-foot yacht and the CMA boys are all set to initiate it this coming week-end on a fishing trip. . . . Will Golden, former manager of the New York CMA, paid a hurried visit to the city last week. Golden has a host of friends among the cigarette ops here. Incidentally, Golden is the owner of the industry in that his home is the nation. He has his furniture stored in New York and Chicago, his family in Cleveland and his car in Los Angeles. He really needs a plane to commute. . . . The Zito pictures cartoons popularized by Harry Pincus as inserts in the packages vend from his machines are now selling in New York stores at 50 cents for a set of 45 pics. Pincus reports he has received many requests from big ops in other parts of the country for his naughty-but-nice cartoons.

Charles Fleishmann, manager of the coin machine division of the Baltimore Salesbook Co., pointed out to the members of the CMA of New Jersey at their recent meeting the value of using uniform contracts in signing up locations. "In the cigarette vending machine industry most ops now use a contract form which the location owner is asked to sign," Fleishmann stated. "These contract forms vary and are worded differently, altho they are supposed to imply the same obligations. Some operators make an agreement which may not be exactly in accordance with the regular stipulations that are considered proper. In some cases in order to persuade a location to sign a contract the solicitor may minimize the fact that this contract, which the location has signed, is a bona fide legal agreement which both parties must adhere to until it expires. It is not just a receipt for a machine. It is not an order for a machine to be installed and serviced as long as he is so generous to allow the operator to keep it there. It is not and should not be a one-way contract wherein the operator is at the mercy of the location and must accept all the losses, all the responsibilities and all the headaches for fear of losing the location.

"Ops should have a uniform triplicate contract book, so worded by a competent attorney that it would be legal and binding to both parties. The original could be sent to the association and filed for future reference. The duplicate should be filed by the operator and the third copy would be turned over to the location owner. The advantage of such a plan would be:

1. The location would recognize the seriousness of a signed contract and it would be the duty of the operator to emphasize its validity.
2. The location would be obligated to the operator for the duration of the contract at a definite percentage which could be printed on the copy. He would also be expected to exercise reasonable care and be responsible for the machine while on his premises.
3. Every operator would respect the legality of the contract and refrain from interfering with another operator's location.
4. Thru the association's possession of a copy every member could easily learn if an account were under contract. The association could also immediately determine the priority rights to a new location.
5. If a copy must be sent to the association, all members would be morally bound to adhere to the established ethics, agreed percentages and accepted principles, which may be revised or improved by majority consent.
6. This practice will considerably strengthen the power of the association, and the stronger your association the fewer the units which remain outside to undermine industry standards.

## Right and Wrong In Operating

BOSTON, Oct. 8.—David S. Bond, president of the Trimount Coin Machine Co., Somerville and Boston, manufacturer of Snacks vending machine, comes forth with a sermon that should prove easy absorption for the reader.

He says, "There's a right and a wrong to everything. In the vending machine business, for example, there are many things which must be done in the right way at the right time, else business suffers. It may make only a difference of a few cents here and there, and the amount may be so little as to attract no attention, but soon it begins to count up. At the end of the year pennies that might have been added to each collection by using right judgment may make the difference between running a business successfully or making it a failure.

"I have always stressed the value of using good judgment in the vending machine business. It is of great importance that all the aspects of the business be considered, even to the smallest detail. Appearance, service, insurance, handling of charms, attitude and relations with location owners—every factor of the business must be studied and worked out by the operator who wants to get ahead.

"For instance, there is a distinct art in dressing vending machines with charms. Merchandise should be the background for the charms, which should stand out clearly and in contrast to the color of the candy or nuts. No two charms should be the same; variety is always of great value. All figures should be vertical, thus filling more space in the display and showing to best advantage.

"They should have the appearance of 'careless' display, but this artistic carelessness requires much thought on the part of the operator. Make your entire display harmonious and attractive and many of those extra pennies and nickels will soon be yours.

"Another case where right and wrong must be considered is that of insurance. Make sure that your machines are placed in safe locations—away from fire and theft hazards. Try to keep away from locations where street brawls and fights may result in injury to your machine. Vending machines may be accompanied by an insurance policy against fire and theft, but it is far wiser from the business standpoint to eliminate and prevent rather than to make amends after the damage has been done. Protect yourself beforehand by keeping your machine in the safest possible locations.

"Proper care of machines is another profitable economy. Like any piece of equipment in which moving parts are involved, lubrication plays an important part in the mechanical operation of vending machines. A little oil, mixed with graphite, often will protect the moving parts of a machine for a lengthy period. Remember, it is far better to give a few minutes of time to the care of a machine while it is in good condition than to suffer the loss of income while it is being repaired.

"Location co-operation is another important subject. If you want your operating to be a business be businesslike. Collections should always be made in the presence of the owner. The location should be paid in pennies and an extra supply of pennies should be left. Offer the location owner your services at any time—tell him where you can be reached in the event the machine needs servicing. Don't walk into the location with a dirty shirt, no tie and three days' growth of beard. Wear white gloves when handling merchandise. Keep as clean and neat as possible, and you and your men will do much to inspire confidence and co-operation on the part of the owner and the public.

"All these things and more constitute the difference between right and wrong. Attention to the small details will result in better profits. Neglect will mean the loss of those extra pennies. Remember, do the right thing at the right time."

**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

**A NEW WINNER**  
*Legal Everywhere in U. S. A.*  
 Be the first in your territory and clean up with this new smash hit that pays out with amazing speed. Pick your Tie and pay what's under seal. 1c to 25c. No higher. Everybody plays. Comes packed 12 beautiful assorted new patterns silk tailor-made ties in box. Deal Takes in \$2.50. 1 Sample Deal prepaid, \$1.35. 6 or more Deals, \$1.25 Each. Write today.  
**S & K SALES, Inc.**  
 Dept. B,  
 100 N. Broadway, St. Louis, Mo.

# Challenges Jersey Ban

Suit in federal court to test constitutionality of State ban

PHILADELPHIA, Oct. 8.—Theodore K. Marks, Camden, N. J., has filed suit in U. S. District Court challenging the constitutionality of the State ban against pinball machines.

The ban was issued by former State Supreme Court Justice Lloyd, who declared that "any machine that could be used for gambling" was illegal.

Marks asked the Federal Court to enjoin Mayor George E. Brunner and the chief of police from confiscating any of his machines and returning machines seized.

Marks declared that all his machines were dependent entirely upon skill and judgment of the player, and no slugs or money or articles of any kind were delivered to the player.

Pinball men from all over the country are watching this case, as it would be the first time the Federal Court would rule on this question.

# Kansas Citizens Dislike Cig Tax

KANSAS CITY, Mo., Oct. 8.—Kansas City citizens are grumbling over the recently leveled impost on cigarettes. The new tax, two cents on each package, has worked hardships on small shop owners who depended on cigarettes as sales leaders, according to reports.

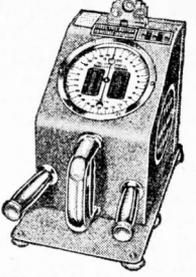
Kansas City newspapers are making

much of the fact that citizens are, as a whole, unfavorable towards the impost. Each edition finds much space devoted to abuses caused by the tax. One report is that smokers are finding it worth while to go outside the city to buy their cigarettes. Others are smoking cigars and pipes.

# Cubs, Yanks and World Series Tops

CHICAGO, Oct. 8.—"If ever baseball was king," said Jack Nelson, vice-president of Rock-Ola, "it was this week when the Cubs and Yankees declared war on each other for the world championship. Speaking of baseball, it's not hard to see why Rock-Ola's World Series baseball machine is so popular season after season. If you could have seen the cheering, enthusiastic crowds that surrounded Chicago's heroes as they got off the train from St. Louis and their triumphal march up Michigan boulevard you'd say, without a doubt, 'Baseball is the nation's sport.'"

"Reports from operators show that taverns, restaurants, hotels, night clubs, etc., have done a land-office business this past week. Radios in every location hold the customers, reluctant to leave until the game was over. World Series machines in these locations have almost been mobbed by the excited listeners who couldn't resist playing a few nickels to watch the robot players on the machine while they listened. You know, of course, that Rock-Ola's World Series is a skill game and many of the people are able to occasionally outsmart the robot players. That's what makes any baseball game interesting. The robot players on Rock-Ola's machine are just as unpredictable as any good big league team, and that's why customers come back to the ball parks season after season and why the players keep interested in Rock-Ola's baseball game long after the average game begins to pall."



**GOTTLIEB'S DUO GRIP TESTER**  
**TRADE STIMULATOR PLUS**  
**3-WAY STRENGTH TESTER**  
**Sample \$24.50**  
 OPERATORS AND JOBBERS WRITE FOR YOUR PRICE ON

# DEUCES WILD & LUCKY PACK

**LOOK**  
 Operators: Write for our special trade-in allowance and cash discount on Rock-Ola's, Monarch, Windsor and Ambassador.

**PACES RACES, BRAND NEW, IN ORIGINAL CRATES.**

**10 PACES RACES, CASH PAY, \$275.00**

**5c PLAY**

**4 PACES RACES, CHECK SEP., 300.00**

**5c PLAY**

Paces Races Slightly Used and Offered Subject to Prior Sale

6 Paces Races, 5c play check sep.

Serials 5370-5385-5395-5348, 5341

1 Paces Races check sep., 5c play, No. 5719

3 Paces Races, 5c play check sep., Nos. 3347-3354-3398

2 Paces Races, 5c cash pay, Nos. 4250, 3838

3 Paces Races, 5c play, cash pay, Nos. 1410-1500-1959

1 Paces Races, 25c play, cash pay, No. 5088

1 Paces Races, 25c play, cash pay, No. 3764

Ray's Tracks

2 Ray's Tracks, cash and ticket models, 5c play, Serials over 4600, Each \$ 70.00

1 Ray's Track, 5c play, cash sep., No. 4545

2 1938 Keeney Skill Time, perfect, 175.00

1 Rock-Ola World's Series, like new, 120.00

2 Galloping Dominos, slightly used, Each 75.00

Pin Games Slightly Used and Like New, 5-Ball Novelty

2 Bally Zephyr \$20.00

2 Bull's-Eye 22.50

1 Tournament 15.00

1 Happy Days 6.50

2 Bally Arcade

45.00

1 Double Track

30.00

Coin Slot Machines, Slightly Used

4 Watling Wonder Venders, 5c play, Nos. L372-4323-7608-70487

\$22.00

3 Watling Twin Jackpot, 5c play, Nos. 750878-133735-750894

20.00

3 Watling Cherry Ball 5c play skill boxes, No. 89307-89315-89374, New.

50.00

2 Watling 5c play, Rock-Ola gold award, Nos. 70540-65096

25.00

7 Mills Melon Jackpot Venders, 5c play, mico checks and skill control, like new, Serials from 42700 to 43000

72.50

4 Mills O. T. Nos. 17953, 17949, 17977, 17981

\$35.00

2 Mills 5c play, 1c play, Nos. 400935-400934

30.00

1 Mills Red Front, 10c play, No. 41405

30.00

2 Mills Blue Fronts, 10c play, No. 400938-367036

37.50

1 Mills Red Front, 10c play, No. 378244

37.50

1 Mills 25c play, Blue Front, No. 378399

37.50

1 Mills 50c play, Blue Front, No. 381384

30.00

2 Jennings 25c play, Bells, No. 11874

27.50

1 Jennings 50c play, Bell, rose color, No. 125197

30.00

1 Caille, 7-shot 5c play, complete with stand, No. 41405

50.00

1 Caille 25c Red Front

37.50

Phonographs Slightly Used

3 Wurlitzer 518, perfect, \$125.00

3 Gabel Charms 70.00

4 Rock-Ola Regular No. 2 55.00

1 Wurlitzer P. 2 59.50

1 Wurlitzer 412 80.00

The above machines are offered subject to prior sale. These prices are effective October 15, 1938. Write for price on all of the new hits which have been released by the respective manufacturer. Write and ask us to put you on our mailing list. All orders must be accompanied by 173 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.

# SLOT PRICES SLASHED

FIVE CENT PLAY.

- 54 Melon Bells .....\$47.50
- 38 Cherry Bells ..... 42.50
- 180 Mills Blue Fronts, Single Jack. . 30.00
- 250 Mills Blue Fronts, Double Jack. . 27.50
- 20 Jennings Silver Chiefs. Used three Months ..... 49.50
- 90 Jennings Blue Chiefs, Serial Nos. Above 120,000 ..... 22.50
- 20 Pace Comet Consoles, 1938, Used Three Months ..... 49.50

ONE CENT PLAY.

- 15 Pace All-Stars, Triple Baked Enamel, Used Three Months .....\$40.00
- 10 Pace All-Star Comets, 1937. .... 20.00
- 15 Pace Comets ..... 15.00
- 1 Watling Roi-A-Top ..... 15.00
- 1 Mills Roman Head ..... 15.00

1/3 Deposit With Order, Certified Check or Money Order.

**MT. ROYAL NOVELTY, Inc.**  
 306 E. Baltimore St., Baltimore, Md.

# MORE BUSINESS with GAM Tips and Tallies

Increase the Action Appeal and Play Interest for your customers, at the same time adding to your Money-Making Capacity. GAM Merchandise Styles are Real Profit Payers during all seasons. Let us tell you more about how GAM Tickets will help you to Greater Profits!

**MAIL COUPON TODAY**  
 GAM SALES COMPANY,  
 1319-21 So. Adams St.,  
 Peoria, Illinois.

Please send complete details and information on your latest Ticket Cards and Books in the style I have checked.

- TIP BOOKS. ....
- JACK POT TIPS. ....
- FOOTBALL TALLIES. ....
- STOVE LEAGUE TALLIES. ....
- CARD-O-FUN GAMES. ....
- BARREL OF FUN GAMES. ....

Name .....

Address .....

City .....

State .....

**SLOTS** **MILLS** **JENNINGS** **PACE** **WATLING** **SLOTS**

at

**GIVE AWAY PRICES**

**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.

# Article on Candy Sales Problems Indicates Field for Bar Venders

NEW YORK, Oct. 8.—The feature article in the current October number of *Printer's Ink* is an interesting essay on candy bars. With the rising tide of interest in candy-bar vending machines many ideas applicable to the vending field will be found in the article.

For example, there are many sales problems in the candy-bar field: "Nobody, in fact, neither the jobber nor the retailer, will sell the candy bar. The most the manufacturer can hope for is good display, and to get it is an unending struggle."

It is this effort to get good display that promises to lead to the modern streamlined candy-bar vending machine as a means to get good display and also to perform convenience sales!

Some important facts about the candy trade are given as a background for sales suggestions in the article.

"There are about 800,000 retailers who sell nickel goods, and there are 19 types of wholesalers distributing them. Of the

wholesalers those in the food industry do two-thirds of the candy distributing, while tobacco and candy jobbers do 12 per cent and drug wholesalers do 4 per cent. . . . In this sales struggle the manufacturer has some 900 competitors if you subtract from government figures the 'manufacturer-retailers.' Nine hundred manufacturer-competitors, that is, but among them they are bringing out an estimated 3,500 candy bars as well as miscellaneous candy mints and nickel packaged goods. The aim of all of them is to crowd into the narrow space by the cash register."

"Only four sales out of 10 are premeditated."

"The executive of one prominent company estimates that the preliminary work of getting the bar ready to be sold to the trade costs \$5,000."

No mention of vending machines in the entire article, but it is perhaps one of the best suggestions of the possibilities in candy-bar vending machines written in many years.



TWO PROMINENT MINNEAPOLIS distributors, Harold Lieberman, of Twin City Novelty Co. (left), and Ted Bush, of Acme Novelty Co., place their stamp of approval on Jennings new console, Multiple Racer, as they try it out before Phil Burgeson.

# America's Gum Bill \$100,000,000 in 1937

WASHINGTON, Oct. 8.—The Commerce Department reported recently that Americans consumed about 86,000,000 pounds of chewing gum during 1937 or about 100 sticks for every man, woman and child in the country. Gum chewed last year has a retail value of more than \$100,000,000, the department said in a special 11-page report on the great American custom.

# Here are the HIT GAMES of TODAY!!

"There have been times in our business history when we were proud of the hit games we had on our floor. But, at no time previously have we been able to feature as many simultaneous hits as we are showing today! Every game listed here is a HIT game! They are all location-tested winners! Write or wire today—BUY WITH CONFIDENCE—AND BUY RIGHT."



Chicoin's

## PEACHY

Exhibit's

## REGATTA

Daval's

## ODD BALL TALLY

Keeney's

## HIT NUMBER MULTI-FREE RACES

# 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.

## Art Nagel Adopts New Cable Address

CHICAGO, Oct. 8.—Art Nagel, of Avon Novelty Co., Cleveland, was a trade visitor in Chicago this week and explained that the expansion of his firm could be seen in the application for a cable address, the code word "Avon" having been assigned to it. The firm expects a growing export business, he said.

Nagel stated that he had placed an order for a carload of the Regatta games made by Exhibit Supply Co. while he was here in the city. He spoke in high praise of the game and that in his opinion it would have a long run.

Conditions in Cleveland, he said, were dependent upon the result of a pending test case which would probably be decided soon.

## Movie Machine in Chi News Columns

CHICAGO, Oct. 8.—A juicy story of coin-operated movie machines and the pictures to be seen in them filled nearly a column in one of Chicago's newspapers this week.

The reason for so much space is all a part of the political civil war in Chicago and Illinois. Opposition newspapers play up coin machine affairs to embarrass certain politicians. During the 1938 convention in Chicago a penny peanut machine scandal was given the fanfare here "for political purposes."

The movie machines now in the limelight are a battery of about 17 machines made by Charlie Timroth for his private operations. He has machines in Chicago and in St. Louis. The local machines are in a penny arcade on South State street. Nude pictures, the newspaper story says, is the reason for the squawk against the machines.

## United Program On Liquor Control

CHICAGO, Oct. 8.—Arthur S. Smith, chairman of the Illinois Liquor Control Commission, has recently been appointed chairman of a policy committee set up by the liquor administrators of all the States which license liquor locations.

Mr. Smith stated that within a short time the committee will be ready to release a program, national in scope, which will deal with the various problems of liquor locations such as taverns. It is a program of co-operation by the industry itself, he said, to remove many of the minor offenses which bring about public criticism and agitation against liquor locations.

## NACOMM Promises Spectacular Show

CHICAGO, Oct. 8.—A galaxy of entertainment features guaranteed to make it the fun peak of the year are being scheduled for the NACOMM annual Coin Machine Show to be held in the Stevens Hotel, Chicago, December 12-15.

Spectacular events for every day of the show are being prepared by the show committee and the publicity committee of the National Association of Coin-Operated Machine Manufacturers, whose members are also working together to make "the annual banquet a climax that will shake the rafters of the world's largest hotel."

The show will be a de luxe combination of business and pleasure, they state. "It will prove to the 10,000 coin machine operators, distributors and jobbers who attend that the old copy-book adage about business and pleasure not mixing is entirely obsolete. Beauty contests, sales ideas, night club celebrities, location catchers, radio acts and business stimulators will be pulled out of the hat in rapid succession.

"Coin machines, supplies, parts and accessories will be conveniently displayed in the Stevens Hotel's 32,000-square-foot air-conditioned exhibition hall. Ingenious devices and novel ideas to help operators give light and color, real coin-catching punch, to their business will be featured. And a few effective new ideas that can be used day in and day out will go far toward making heavy work for collectors.

"Eighty per cent of the 150 exhibit

# - EXHIBIT HAS -

## ANOTHER GREAT GAME

# 'REGATTA'

(5 BALL NOVELTY)

SEE IT AT YOUR JOBBER or write

### EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

McCALL NOVELTY CO.

McCALL'S SPECIALS IN GUARANTEED USED EQUIPMENT

Bally Booster	\$ 6.00	Home Stretch	10.50	Miss America	\$22.50
Beamlight 1937	22.50	Home Hit	29.50	Neck 'n' Neck	5.00
Easter Up	6.00	Hold 'Em	5.00	Replay	5.00
Bally Bumper	5.00	Happy Run	5.00	Sensation of 1937	10.50
Exhibit Basket	14.50	Happy Days	5.00	Ricochet	22.50
Caravel	12.50	Long Beach	5.00	Stoner's Races	6.00
Chicago Derby	14.50	Madcap	9.50	Stoner's	6.00
Dux (Chicago Coin)	5.00	Mercury	5.00	Stoner's Ball Fan	17.50
Electric Scoreboard	5.00			Stoner's Vogue	17.50
Excel				Turf Kings	17.50
Bally Skill Field, like new	\$85.00				
Ray's Track	82.50				
Shoot-a-Lite	\$29.50				

\$95.00  
\$95.00

CONSOLES

RIFLE RANGES

WE BUY, SELL AND EXCHANGE.

Cable Address: "McCallco." Phone: Jefferson 1644.

Send for Our Latest Price List.

ST. LOUIS 3147 LOCUST ST. MO.

USED RECONDITIONED NOVELTY GAMES.					
Airway	\$25.00	Three Stars	\$12.00	Forward March	\$16.50
Home Stretch	12.50	Chicago Express	12.50	Gaytime	39.50
Auto Derby	12.50	War Admiral	18.50	Rose Bowl	18.50
Bally Booster	12.50	Bobs	16.60	El Toro	15.50
Hare & Hound (Sr.)	27.50	Silver Flash	24.50	Recorder	29.50
Hare & Hound (Jr.)	16.50	Tournament	11.50	Lightning	55.00
Bally Baskets	59.50	Long Beach	19.50	New Rocket	35.00
Speed	18.50	Track Meet	18.50	Snappy	32.50
Sixes Ball	33.50	Dux	18.50	Turf Queen	32.50
Miniature Pool Table (Excel)	29.50	Sluggo	21.50	Zephyr	32.50
Exhibit Hi Ball	27.50	Cargo	32.50	Batter Up	12.50
SKI-HI	12.50	Genoa Football	19.50	Exhibit Baseball	59.50
Mercury	12.50	Exhibit Basket	17.50		

TERMS: 1/3 Deposit With Order, Balance C. O. D.  
DOMESTIC NOVELTY CO., 202 G Street, N. W., Washington, D. C.

## THE ONLY DEAL OF THIS KIND IN THE EAST

World's Champ

Sensational Winner

NO. 10

EVERY PRIZE KNOWNLY VALUABLE

EVERY PRIZE A REAL VALUE

FREE

70 NAMES

70 PRIZES

BIG VALUES

At 10c a Sale, the Cabinet brings in \$7.00. Last name pulled receives a Very Special Prize.

TRADING POST

(Same Type Deal as Above.)

130 NAMES

130 PRIZES

Brings in \$13.00

Remit 25% Deposit — Balance C. O. D.

JEDRO Company

134 W. 32nd St., New York City

BRINGS \$7.00—Costs You \$2.75

Every Player becomes a Fight Fan. Locations are unlimited—legal everywhere. The Cabinet's Flash and Color makes it a real Attention Getter that pulls the play. The Player gets a real kick.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## ANOTHER TWO HITS

<p><b>SNOW WHITE</b></p> <p>2100 Holes</p> <p>Tip Tickets</p> <p>127 Winners</p> <p>Takes in \$105.00</p> <p>Average Payout - 54.35</p> <p>PROFIT - \$50.65</p> <p>PRICE - \$ 4.60</p>	<p><b>BALLOT BOX</b></p> <p>720 Holes</p> <p>Tip Tickets</p> <p>Takes in - \$36.00</p> <p>Payout - 19.44</p> <p>PROFIT - \$16.56</p> <p>PRICE - \$ 2.20</p>
--	---

GLOBE PRINTING CO.

1023 Race St., PHILADELPHIA, PA.

## BINGO GOES TO TOWN!

LEGAL EVERYWHERE!

STEADY MONEY MAKER

\$3.00 TO \$5.00 WEEKLY PROFIT

MECHANICALLY PERFECT

Only \$1750

Terms: 1/3 With Order, Balance C. O. D.

"LIVE" DISTRIBUTORS WANTED

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

# WERTS AGAIN LEADS WITH RO-WO-BO JUNIOR

## THE NEW 1260 and 720 TICKET RED-WHITE and BLUE JAR GAME AVAILABLE WITH and WITHOUT CARD



We've had hundreds of requests for these new small sizes and now have them ready for delivery.

**DON'T BE DECEIVED DEMAND THE GENUINE RED-WHITE and BLUE, ORIGINATED AND MANUFACTURED EXCLUSIVELY BY WERTS**

**SAMPLE PRICES WITH JACK POT CARD**

1260 Tickets ..... \$4.87  
720 Tickets ..... \$3.22

**WITHOUT CARD**

1260 Tickets ..... \$3.85  
720 Tickets ..... 2.22  
Jars and Holders 20c Each Extra.

**SOMETIMES YOU CAN BUY CHEAPER BUT YOU NEVER CAN BUY BETTER.**

**1260 TICKETS**  
Takes In. .... \$63.00  
Jar Pays. .... 50.00  
Profit ..... \$13.00

**720 TICKETS**  
Takes In. .... \$36.00  
Jar Pays. .... 29.00  
Profit ..... \$ 7.00

**WERTS NOVELTY CO., Inc. DEPT. BB 10-A**



**1260 TICKETS**  
Takes In. .... \$63.00  
Jar Pays. .... \$29.00  
Card Avg. .... 12.75  
Total Pay ..... 41.75  
Avg. .... \$21.25  
Profit Avg. .... \$38.00

**720 TICKETS**  
Takes In. .... \$36.00  
Jar Pays. .... \$16.00  
Card Avg. .... 8.50  
Total Pay ..... 24.50  
Avg. .... \$11.50  
Profit Avg. .... \$11.50

**MUNCIE, IND.**

## Fort Worth

FT. WORTH, Tex., Oct. 8.—Jack Maloney, head of the Panther Novelty Co., who has been ill for some weeks, is able to be back on the job again. While sick Jack supervised his business from his bed in the hospital and at home.

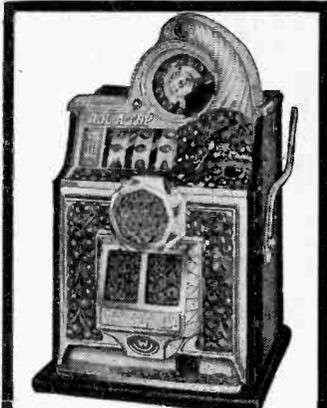
Ft. Worth ops are alert to location service. They claim that no city can boast of better automatic machine service men than Ft. Worth locations receive. There are two all-night service operating firms in the city that keep their downtown offices open all night.

Reports are to the effect that a local phonograph operators' association is about to be formed with a membership of eight or ten operators.

Complaint is being registered by music operators to the effect that a phonograph firm is allowing its State representative to sell locations in Ft. Worth. A number of spots have already been sold phonographs. According to reports, this firm first puts the "pressure" on the operators in a threatening attempt to force them to buy its music machine. When the operators refuse to buy they immediately sell the location.

G. S. Davis and Glenn Hearne are active phono ops of this city. They cater to taverns and cafes and both men keep a nice string of machines going and render locations excellent service.

A number of Ft. Worth operators will make the trip to Chicago in December to visit the Stevens Hotel show. Others plan to attend the January show, which will be held at the Sherman Hotel.



## DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

**Built for 1c-5c-10c-25c Play Made Only By**

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.  
Cable address "WATLINGIFE," Chicago.

## Punchette



## IMMEDIATE DELIVERY

The Sensational Ticket Counter Game. New and different. Straight 5c play. Last four coins played are visible. Selective hole punch. Uses roll of one thousand (1,000) tickets. Pays out from 10c to \$2.50. Cheatproof and trouble free.

**RUSH ORDER TODAY FOR PROMPT DELIVERY ..... \$7.95**

**AUTOMATIC AMUSEMENT CO.**  
628 Madison Ave., Memphis, Tenn.

<b>WANTED TO BUY</b>	Dominoes ..... \$19.50	<b>COUNTER GAMES.</b>
Sport Page	Club House ..... 42.50	Reel Spots ..... \$15.50
Fairgrounds	<b>PAYOUT TABLES.</b>	Big Game Hunter ..... 8.50
Track Odds	Flashers ..... \$49.50	Superior Cigarette Machines ..... 7.50
Mills 1-2-3	Parnco Races, 7 Coln Head ..... 29.50	Peanut Machines ..... 2.50
<b>CONSOLES FOR SALE.</b>	Fairgrounds ..... 65.00	<b>MUSIC BOXES.</b>
1938 Kentucky Clubs ..... \$139.50	High Card ..... 15.00	1938 Rock-Ola ..... \$ 60.00
1938 Track Times or Skill Times ..... 160.00	Derby Day ..... 15.00	1937 Rock-Ola, Imp. Trial 20 ..... 150.00
1937 Track Times ..... 89.50	Turf Champs ..... 19.50	<b>NOVELTY TABLES.</b>
Derby Days ..... 35.50	Preview ..... 12.50	Bally Reserves ..... \$ 29.50
Liberty Bells ..... 39.50	Conco Smash ..... 12.50	Rock-Ola World Series ..... 125.00
Rosemonts ..... 25.00	Mills 1-2-3 ..... 75.00	Chicago Derby ..... 20.00
Dark Horse ..... 44.50	College Football ..... 15.00	We Buy, Sell, and Exchange.
Ray's Tracks, Late Serial ..... 45.00	Breakneck ..... 25.00	
	Photo Finish ..... 17.50	

**CLEVELAND - CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.**

## STONER'S RITZ BETTER THAN MADCAP! IMMEDIATE DELIVERY!

<b>GUARANTEED RECONDITIONED GAMES</b>	ROSE BOWL ..... \$14.00	VOGUE ..... \$ 9.50
BALLY RESERVE ..... \$25.00	SKI-HI ..... 20.00	SILVER FLASH ..... 15.00
BALLY FLEET ..... 47.50	HILO ..... 40.00	ZEPHYR ..... 22.00
SNAPPY ..... 27.50	CHICO BASEBALL ..... 15.00	WESTERN'S ASCOT DERBY ..... 50.00
SWING ..... 27.50		

1/3 Deposit, Balance C. O. D. Write for Complete List of Used and New Games at Lowest Prices.

**BUDIN'S SPECIALTIES, Inc.** 174 S. Portland Ave., BROOKLYN, N. Y. Tel: Nevins 8-7528

## BUY FROM THE LEADER

AIRWAY ..... \$18.50	EASY STEPS ..... \$19.50	PLAY BALL ..... \$42.50
AURORAN ..... 7.50	FORWARD MARCH ..... 7.50	MISS AMERICA ..... 7.50
ATLANTIC CITY ..... 29.50	GENCO FOOTBALL ..... 8.50	ROCKET ..... 12.50
ASOUT DERBY ..... 54.50	GAY TIME ..... 29.50	BALLY RESERVE ..... 22.50
BOBS ..... 16.50	HOME STRETCH ..... 7.50	SNAPPY ..... 29.50
BEAR LITE ..... 14.50	HARE 'N HOUND, (Late Model) ..... 14.50	SLUGGER ..... 24.50
CARGO ..... 24.50	JUNGLE ..... 29.50	SWI-HI ..... 7.50
CHICO DERBY ..... 7.50	HIT ..... 14.50	TURF KINGS ..... 7.50
CHICO BASEBALL ..... 14.50		TRACK MEET ..... 11.50
DAYTONA ..... 7.50		VOGUE ..... 14.50

One-Third Deposit With All Orders. Balance Shipped C. O. D.  
**ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.**

## Gerber & Glass Move In on Cubs

CHICAGO, Oct. 8.—No sooner did Paul Gerber and Max Glass, who were in New York closing several deals in vending and novelty machines, which they say they will have on display at the CMMA convention, get word that the Cubs had won the National League pennant when they immediately made arrangement for a return trip to Chicago.

Both were very much in evidence at the first and second games between the Cubs and Yanks in the company of several friends. The friends and a lot of other people are saying, "Boy, Oh, Boy! Where did they get the tickets they were presenting to their friends." Immediately after the second game they entrained with the Cubs on the special train for the games in New York City.

Gerber and Glass have what they believe are legal machines in every sense of the word, according to the pair. Said they, "They will be on display at our convention booth along with a group of machines embodying some outstanding ideas in vending."



**LITTLE BILL FANNASY hugs a brand-new colt, a gift from his father, who is a Pennsylvania Mills operator. Billy has several other horses. "Enough," he says, "to start a small circus of my own."**



## SELECTERIAS

America's Biggest Selection of "Nicket" Candy Bar Machines. Capacity 38 Bars.

**PRICE \$42.50**

Be First With This 'VISTA-SCOPE PICTURE MACHINE' Automatically Winds Itself When Penny is Deposited.

**PRICE \$32.50**

Terms: 1/3 Dep. With Order, Balance C.O.D.

**STANDARD SALES MFG. CO.**  
12 W. Court St., Cincinnati, Ohio.

## ATTENTION TICKET OPERATORS

We manufacture all types Jar Ticket Deals to your specifications. The way you want them. Exclusive franchises open on new Red, White, Blue Hi Ho Tickets.

**MIDWEST TICKET CO.**  
2356 MILWAUKEE AVE. - CHICAGO, ILL.

## WILL TRADE

Rock-Ola Phonographs, Regulars, for Triple Grips (Gottlieb's Only). Four Grips for One Phonograph. (References—Rock-Ola and Gottlieb.)  
**CO-OP SALES CO.**  
5501 N. Spaulding Ave., Chicago.

<b>NOVELTIES.</b>	<b>AUTOMATICS.</b>	<b>COUNTER.</b>
Basket Ball Exhibit ..... \$19.50	Mills Big Race ..... \$69.50	Daval Penny Pack ..... \$ 8.50
Cargo ..... 27.50	Mills Flasher ..... 64.50	Zephyr, Groetchen ..... 12.50
Dux ..... 17.50	Mills Ten Grand ..... 19.50	Deuce Wild ..... 19.50
Genco Football ..... 17.50	Mills McGoy ..... 29.50	Deuce Wild ..... 16.50
Genco Hit ..... 24.50	Mills 1-2-3 ..... 47.50	Turf Time ..... 7.50
Homestretch ..... 8.50	Fairground ..... 79.50	Penny Smoke ..... 6.50
Mars ..... 17.50	Photo Finish ..... 29.50	Cent-A-Pack ..... 6.50
Reserve ..... 37.50	Preakness ..... 29.50	A. B. T. Pistol ..... 12.50

**BOYLE AMUSEMENT CO. 522 N. W. Third St., Oklahoma City, Okla.**

# 1939 TRACK ODDS

JUST RELEASED



5c—10c—25c Play  
Immediate Delivery

**BUCKLEY MANUFACTURING CO.**  
2160 WASHINGTON BLVD., CHICAGO

## Kansas City

KANSAS CITY, Mo., Oct. 8.—It's full steam ahead for the coin machine industry here. Things look good, business is fine and a bright fall season appears in the offing.

A. E. Sandhaus, head of the Great States Mfg. Co., returned from a long vacation trip in the East and prepared to market his new cigaret vender. Everywhere he went, he said, he heard encouraging comment on his plan to distribute nickel machines which vend small packs of imported Turkish blend smokes. The Sel-Mor units also are going fast, said Sandhaus, and everyone at the Great States plant is busy. He says that he got in a little fishing and golfing on his trip, but he admits he spent most of his time looking after business.

Wurlitzer phonographs are the biggest item at the Central Distributing Co., report Tim Crummett and Rue F. Mason. All the new Wurlitzer models are selling well, with the demand for each about equal.

Mickey Mouse venders and charms bearing the official okeh of Walt Disney, their creator, are being manufactured and distributed at the Hamilton Enterprises, Inc., in carload lots. There's no repression at Hamilton's plant, altho the company is but a few months old.

"The demand for phonograph records continues at an amazing pace," says Mina Wilcox, head of the record department at Jenkin's Music Store, Kansas City's largest. Miss Wilcox declares platter sales, helped by the popularity of coin-operated phono units thruout the city, are at an all-time high for the period from 1928 to 1938.

Carl Hoelzel, head of United Amusement Co., is working on a new machine—details unannounced—which he may spring on the market soon. Bally games are proving popular items on United's list, Hoelzel reports, and business is up about 20 per cent above August.

Jar games are featured by the Universal Mfg. Co. Joseph Berkowitz and Dick Chandler, heads, says the Universal Bally Midget line is the best they have ever handled. Demands for the games come from all sections of the nation, they declare.

The new 2-cent cigaret tax imposed by the city went into effect this week, hurting thousands of venders because they cannot take the extra two pennies. . . . Kansas City parking meters, coin operated, are showing profits consistently, Maurice Carey, city treasurer, said.

Sale of coin-operated phonograph units appears to be the most profitable of the machine business in Kansas City this month. Carl F. Hoelzel, head of the United Amusement Co., reports good business with the Rock-Ola line of models, and Rue Mason, along with Tim Crummett, officials of the Central Distributing Co., declares the new Wurlitzer units to be "far and away the best moving machines we have ever handled in the Kansas City area."

With personal appearances of Benny Goodman, Horace Heidt, Glen Gray and the Casa Lomans, Jimmy Grier, Red Norvo and Mildred Bailey, Jimmy Dorsey, Orrin Tucker and other nationally famous dance bands here in the last few weeks, sales of records made by those aggregations are making an asserted jump at local music stores.

Fall is here. Business is picking up in all lines. Everyone appears to be busy, especially those in the coin-machine field. A banner late fall and winter season is anticipated, and optimism in the Kansas City field knows no bounds.

# FOR SALE

## AUTOMATICS-- CONSOLES--

### SPECIAL VALUES

Bazaar . . . \$25.00	Saddle Club \$50.00
Padlock . . . 15.00	Liberty Bell,
New Deal . . 10.00	almost new 75.00
Queen Mary. 20.00	Silver Bells. 50.00
Sportsman	Exhibit Races 50.00
Deluxe . . . . 25.00	Jennings Par-
Derby Day . . 25.00	lay Races. 125.00
Carom . . . . 15.00	Teaser . . . . 25.00
Classics . . . 15.00	Longchamps. 40.00
Navy . . . . . 15.00	

### JACKPOT SLOTS

Rotatops . . \$30.00	Chiefs . . . . \$35.00
Pace Comets 25.00	Caille Comb. 40.00
Mills Blue	Waiting 1c
Fronts . . . . 35.00	Twins . . . . 12.50
Caille Junior Consoles (like new) . . 75.00	

**PENINSULAR CANDY CO.**  
PORT CLINTON, OHIO

# SACRIFICE SALE

7-Play Selective QUINELLA . . . . . \$55.00
6-Play Mult. QUINELLA . . . . . 45.00
EVANS GALLOPING DOMINOS . . . . . 59.50
EVANS BANCTAILS . . . . . 59.50
KEENEY DARK HORSE . . . . . 34.50
BALLY ROVER . . . . . 19.50
Paces MARATHON, chk, Sep., 5300 159.50
MILLS RIO with Pinball Att. . . . . 67.50

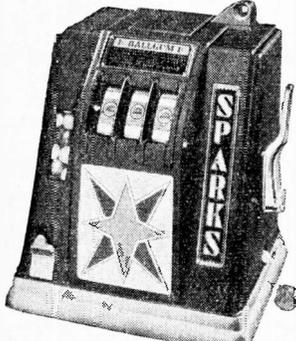
MILLS SLOTS—	
5c MELON BELLS . . . . . 55.00	
5c & 25c BLUE FRONTS . . . . . 29.50	
Equipped with MELON . . . . . 2.50	
Equipped with MILCO . . . . . 2.50	

WAITING SLOTS—	
5c 1938 MELON CHERRY BELL . . . . . 42.50	
5c 1938 ROL-A-TOPS . . . . . 32.50	

### WANTED.

USED Winning Tickets and World Series. All orders must be accompanied by 1/3 deposit. Reference—Annapolis Banking and Trust Co.

**ARUNDEL AMUSEMENT COMPANY**  
39 WEST ST. ANNAPOLIS, MD.



**IMMEDIATE DELIVERY**

## SPARKS

Ball Gum Vender  
with Automatic  
Token Payout

Tremendous Profits are reported by our Customers who operate these smart looking Sparks Games. Fully automatic Payout of large Tokens, redeemable in Cigarettes from 1 to 10 Packs. Positive check on location.

Penny or Nickel Play, Jackpot optional. Cigarette, Beer, Number or Horse Reels.

Write today for prices and full details.

**Palmantier-King Sales Co.**  
1107 W. Tuscarawas St., CANTON, OHIO



## BOZO--The Wonder Dog

GETS LAUGHS AND EXCITEMENT

The Only Dog in Captivity That Can Be Reversed and Create Mirth, Wonder and Approval.

"I'm 'Talling' You His Tail Tells a Tale That's in a Class By Itself."

300-HOLE BOARD, Hit and Take, 1 BOZO DOG, Deal Complete . . . . .

**\$1.85**

20-HOLE PUSH CARD, Mixed Numbers—1 to 20c, Takes in \$4.85, 1 BOZO DOG, Deal Complete . . . . .

**\$1.50**

SPECIAL LOW PRICES IN QUANTITY LOTS.

**IDEAL SALES, INC.,** 1516 Market Street, ST. LOUIS, MO.

## FOR SALE !!

# 30 BROWN PACES RACES

First-Class Mechanical Condition  
Appearance Like New

**10 BLACK CABINETS 30 TO 1**

MONEY BACK GUARANTEE, 1/3 Deposit on Order.

**\$160.00** each

**\$125.00** each

**SANDERS UNITED AMUSEMENT CO.** 1740 Decatur St., BROOKLYN, N. Y.

## Calcutt Announces Big Machine Sale

FAYETTEVILLE, N. C., Oct. 8.—Joe Calcutt, of the Vending Machine Co., reports, "We are preparing for one entire month of sales, a sale which will be historic because of the bargains to be offered.

"We are shooting the works! Every game vender and service machine in our stock goes on the market. Prices will be chopped to the bone. As usual, our reconditioning is absolutely guaranteed. Therefore operators can be sure that they are buying the finest possible games.

"We plan to start sales immediately and the sale will last for a month. We are endeavoring to acquaint all operators with the fact that this is one month when the company is selling all of its machines at unusually low prices.

"Everything goes. This is an unusual fine opportunity for every operator everywhere to buy now."

## SLOT MACHINES

AT REDUCED PRICES

Caille Doughboy, 5c . . . . .	\$25.00
Jennings Dutchess, 5c . . . . .	15.00
Jennings Little Duke, Triple J. P. 1c . . . . .	17.50
Jennings Little Duke, 1c . . . . .	12.50
Mills Blue Front, D. J. P., 5c . . . . .	39.50
Mills Blue Front, 5c or 10c . . . . .	27.50
Mills Extraordinary, 5c . . . . .	35.00
Mills F. O. K. Escalator, D. J. P. 5c . . . . .	20.00
Mills O. T. Blue Front, 5c . . . . .	25.00
Mills O. T. Orange Front, 1c . . . . .	35.00
Mills Skycraper, 5c . . . . .	18.50
Mills Tiger Front, D. J. P., 5c . . . . .	19.50
Mills War Eagle, 5c . . . . .	27.50
Mills War Eagle, 10c, 20 stop . . . . .	27.50
Mills Yellow Front, 5c or 10c . . . . .	27.50
Pace Bantam, 5c . . . . .	15.00
Pace Comet, 25c . . . . .	20.00
Waiting Twin J. P., 5c or 10c . . . . .	15.00

Terms: 1/3 Deposit, Balance C. O. D.

**W. B. NOVELTY CO., INC.**  
3800 N. GRAND BLVD., ST. LOUIS, MO.

## MACHINE CLOSEOUTS

14 FAIRGROUNDS . . . . .	\$55.00
12 FLEETWOODS . . . . .	55.00
7 HOLIDAY . . . . .	45.00
3 DERBY CHAMP . . . . .	74.50
11 BALL ENTRY . . . . .	34.50
6 STABLES . . . . .	47.50
5 AK-SAR-BEN (Multiple) . . . . .	55.00
4 TOM MIX GUNS . . . . .	72.50

Also 250 Novelty Tables, Thoroughly Reconditioned.

**ROBINSON SALES CO.**  
2985 Grand River, Detroit, Mich.

# 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.**

### New Orleans

NEW ORLEANS, Oct. 8.—Distributors of all kinds of coin-operated devices are equally optimistic over fall and winter prospects for "America's winter capital." Distribution in September far exceeded that of August, especially for pin games, thanks to the return of these machines to the city proper. Rural operators have likewise shown more interest with cooler weather, and several of the larger distributors of best known makes of pin games, slots, diggers and phonographs report a sharp increase in new buying since the middle of September. Recording sales have been brisk thruout the warm weather, and sellers give coin phonograph ops much of the credit for the finest summer showing in years.

Among those distributors particularly reporting a better demand for slots is the Bell Distributing Co. officials, who take care of the O. D. Jennings interest here. Emile Iacaponelli, manager, says that his sales of the Dixie Belle Triple slot are very good, with country ops sending in more frequent orders for one to a dozen machines at a time.

F. W. King, of the C. & N. Sales Co., returned this week from a trip thru Mississippi and Alabama, where he found fall orders on the upturn. King says that when business was slow recently he refused to be convinced that the industry had reached the saturation point and he now says that all such fears can be discarded from manufacturers' and distributors' minds.

Back from Chicago and Toledo on a business trip of four weeks, Dan Cohen, of the Crescent City Novelty Co. and Direct Sales Co., reports marked activity in all of the leading manufacturing plants in preparation for wider distribution of pin games this fall. Cohen said he is glad to get back to the Sunny South and thaw out after running into a premature Northern fall.

The Automatic Coin Machine Co. moved today into its old headquarters at 323 Foyd's street. Pete Nastasi and Ben Cohen both say they are glad to get back in the old surroundings.

The opening of the local football sea-

son last Saturday saw coin machine row out in full blast. There were, for instance, one of Tulane's former stars, Louis Boasberg, of New Orleans Novelty; Hank Friedburg, Bob and Ray Bosworth; Jakey Atz, son of the famous baseball figure, and others. The row was said to have lost much sugar when the unexpected happened and little Clemson College turned the tables on mighty Tulane to the close tune of 13 to 10.

This week witnessed the opening of the Louisiana sugar grinding season and the ops in the "sugar bowl" know that this means better play for machines. All of them are getting ready for a big season because the government has estimated the biggest cane production in the State. Likewise big ops such as Frank De Grauw, of Abbeville, in the heart of the belt, realize new equipment is a necessary means of getting the bigger results.

### United Amusement Takes Agency on Pitch-a-Penny

SAN ANTONIO, Oct. 8. — United Amusement Co. here has been appointed sales agent in this territory for Pitch-a-Penny, new skill cigaret counter game with a controlled and definite award check-up.

All winning coins go into a separate cash box, giving the operator a sure method of computing the payout and eliminating the necessity of the merchant writing down the winners, it is claimed.

Due to the game's skill feature, it may be used in many territories where some other types of cigaret counter games are prohibited, United officials say.

### Lewis Back From Vacation

ASBURY PARK, N. J., Oct. 8.—Ruben Lewis, one of the mainsprings of the Casino Amusement Co., in charge of phonograph record distribution, returned from a week's vacation recently. He put in the time repaying visits to his many friends in New York City and looking over some new coin machines in the Gotham distribution offices.

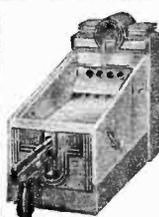
Contrary to vacation principles, he did not take his rod and reel. "After all," he said, "it wasn't a busman's holiday."

# RITZ

- ★ DE LUXE CONSOLE—CUSTOM BUILT
- ★ 5-BALL FAST PLAY
- ★ 12-HOLE PLAYING FIELD
- ★ MYSTERY SELECTION
- ★ METERED AWARDS
- ★ PERFECT PAYOUT CONTROL
- ★ PRINTED ODDS INTERCHANGEABLE
- ★ CONSECUTIVE WIN "BUILD UP" FEATURE



*An Aristocrat by Stoner!*



**SPECIAL**  
 (Brand New) ABT MODEL "F" TARGETS (Brand New)  
 Legal in Practically All Territories—a Consistent Money Maker. Now  
**ONLY \$27.50**

If You are an Operator and Buy in Quantities, Write for Operators' Quantity Prices. Instant Shipment.

TERMS: 1/3 With Order, Balance C. O. D.

**THE VENDING MACHINE CO.**  
 205-15 FRANKLIN ST. FAYETTEVILLE, N.C.

## THE HOUSE OF PROVEN WINNERS

NOVELTY GAMES		AUTOMATIC PAYOUTS			
BALLY RESERVE.....	\$29.50	JUNGLE.....	\$24.50	CHALLENGER.....	\$12.00
DAILY DOZEN.....	29.50	GAYTIME.....	24.50	DAILY RACES.....	9.00
BALLY NEW ROCKET.....	14.50	SNAPPY.....	29.50	TRACKTIME Console.....	69.00
BALLY BAMBINO.....	24.50	STONERS RACES.....	9.50	GOLDENWHEEL.....	24.50
AIRWAY.....	22.50	BALLY LINEUP.....	14.50	FAVORITE, Console.....	39.50

One-Third Deposit With Order — Balance C. O. D.  
 MANY OTHER BARGAINS. ALL GAMES REFINISHED AND RECONDITIONED.

### J and J NOVELTY COMPANY

4840 Mt. Elliott Plaza 1433 Detroit, Michigan



AVID SPIN-O FANS have even brought the game into luncheon clubs. Here's one in use at the "Y" Men's Club, an organization within the YMCA, in Minneapolis.

# DERBY TIME

WESTERN PRODUCTS, INC., 925 W. NORTH AVE., CHICAGO, ILL.

**DAVAL'S MONEY-MAKING MASTERPIECE!**



**NOW!-BREAKING!  
ALL PROFIT AND PER-  
FORMANCE RECORDS  
ON THOUSANDS  
OF LOCATIONS!**

**ODD  
BALL**

Phenomenal 5 Ball Novelty Game with RESERVE BANK up TO \$50.95 and intermediate awards! ALSO STRAIGHT HI-SCORE MODEL!

Completely metered for your protection!

PRICE \$74.50

F. O. B. Chicago

With Reserve Feature \$10 extra

GUARANTEED 100% MECHANICALLY PERFECT

**DAVAL MFG. CO., 315 N. HOYNE, CHICAGO**

**Bally Features Complete Line**

CHICAGO, Oct. 8.—"Take a walk thru the Bally plant," invites Ray Moloney, president of Bally Mfg. Co., "and you see practically every type of coin machine in production."

"In the novelty class World's Fair and Thunderbolt for the high-score fans, and the Ballyview convertible game, operated as high score or reserve or with the clever new daily, weekly, monthly high device.

"Payouts are represented by the Klondike one-shot, which can be operated with or without the multiple feature, and our Grandstand multiple one-shot with accumulative reserve feature.

"Between the payouts and novelty games there is our new Eureka free-play game with all the proven profit features of Bally's famous one-shots, and the Lucky Strike bumper bowling game with reserve feature.

"Over there in the console division is our trio of seven-coin machines, Lincoln Fields, with its 50-buck top on the daily double, and Lexington and Four Horsemen, with the accumulative reserve feature added for good measure.

"Our 2-year-old Bally Baby is still going strong in the counter class and is in good company with the Lite-a-Pax cigaret game and Bally's Ponies win-place-show counter game.

"The new improved streamlined Hot Vender is now going to town in conjunction with the specially designed popper which Bally has developed to enable operators to produce the kind of pop corn that results in steady repeat business.

"Last but not least, the Bally Bell is now in factory production, rounding out the Bally line and proving on location that it really does double the operator's return on his investment. With the addition of the Bally Bell to our line it can be truthfully said that Bally offers the most complete and diversified line available in the industry."

**Oriole Starts New Speed Service**

BALTIMORE, Oct. 8.—"Oriole Coin Machine Corp. has inaugurated a new plan for speedy delivery which will soon win it a name as the sponsor of the fastest service in the coin machine trade," stated Eddie Ross, of the firm.

"To date," stated Ross, "we have won a grand following from ops in all territories for our quick service. Now we are putting into effect a new plan that will make even faster deliveries possible. Not only that, but we are planning an overnight delivery service to operators within a 250-mile radius of any one of our offices. We will maintain regular schedules which will get Oriole reconditioned and new games to the trade as fast as is possible.

"Ops wishing to test our new speed system are invited to do so immediately. We feel that they will agree with us that we really have something worth while for them."

**No Sooner Said Than DONE!**

"Ship me immediately . . ." is the way every order we get reads! So the other day, just to prove it to ourselves, we checked back on our last 50 shipments and found that in almost every case each one had been shipped within 24 hours from time received. Yes, sir, here at Oriole you no sooner say it than it's done!

NEXT TIME TRY . . .

**ORIOLE**

COIN MACHINE CORP.  
Oriole Bldg., BALTIMORE, MD.

—ALSO AT—  
Pittsburgh • Washington • Buffalo

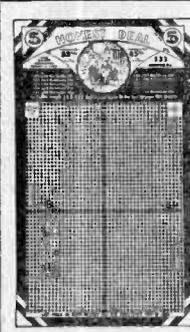
**Detroiters See Better Biz Future**

DETROIT, Oct. 8.—"Detroit shares in the spotlight of recovery in the coin machine industry right now," according to A. B. Chereton, head of Electrical Products Co. Chereton reports that Detroit operators are most enthusiastic after a series of conferences with Chicago manufacturers.

"Definite recovery," stated Chereton, "on a nation-wide scale is probable right after the election with much of the present condition contingent upon the uncertainty always prevalent just before an election period.

"We have had a very good year's business. In fact, the volume of business in September was better than the same month in 1937," stated George H. Lightner, manager of Mills Automatic Merchandising Corp., Detroit. According to Lightner, the company has installed a number of vending machines in supermarkets of several large chain-store groups. He also reported that with the revival of industry there are more and more calls for candy machines in factory locations.

Joseph J. Schermack, Inc., manufacturers of coin devices, states that there has been a noticeable improvement in business in the past few weeks. Continued improvement is anticipated, according to W. Coulton, general manager.



**GIVE YOUR LOCATION AN "HONEST DEAL!"**

Another of Superior's sensational Mechanically Operated Boards, packed with Player Appeal, Profits and Action!

All the features of the nation's most popular game, "Poker," are contained in HONEST DEAL: Players even draw for fifth card—the fifth card popping up to be played with the four cards shown on the face of the board. \$40.71 profit on 2280-hole deal, \$12.00 more profit on 2520-hole deal. Players win up to \$25.00 on ROYAL FLUSH! Write for details.

**SUPERIOR PRODUCTS, Inc.**  
14 NORTH PEORIA ST.  
CHICAGO, ILLINOIS



**CLEARANCE SALE**

- NO REASONABLE OFFER REFUSED FOR THE FOLLOWING MACHINES:
- |                  |                  |              |
|------------------|------------------|--------------|
| HOME STRETCH     | VOGUE            | WAR ADMIRAL  |
| BULL'S EYE       | EXCEL            | LONG BEACH   |
| BATTER UP        | SPRINT           | RUNNING WILD |
| TIME MARCHES ON  | BUMPER           | WORLD SERIES |
| PHANTOM          | AUTOMATICS       |              |
| HI CARD          | PADDLES          | BELMONT      |
| COLLEGE FOOTBALL | GOTTLEB MULTIPLE | FEASER       |
|                  | RACES            | AK-SAR-BEN   |
|                  | SARATOGA         |              |

SEND YOUR BEST BID WITH ONE-THIRD DEPOSIT. These Machines All in A-1 Shape and Must Be Sold.

**VEECH SCALE CO., Decatur, Illinois**

**RECONDITIONED USED MACHINE VALUES**

All Machines Guaranteed To Be in A-1 Condition.

Jennings Silver Chiefs, used 2 weeks . . .	\$59.50	Wurlitzer Models 616	\$129.50
Jennings 1937 Chiefs, 5c, 10c, 25c . . .	34.50	Wurlitzer Models 718	129.50
Mills Futurity, 5c Play	24.50	Wurlitzer Models 816-A	149.50
Callies Playday Consoles, 5c, 10c, 25c . . .	74.50	Seeburg's Rex 20	149.50
Pace Royala Console, 5c, new . . .	79.50	Seeburg Melody King 15	119.50
Pace 1937 All Stars, 5c, 10c, 25c . . .	29.50	Rock-Ola Imperial 20	134.50
Mills Q. T., 10c Play . . .	29.50	Rock-Ola Rhythm Master 18	89.50
Jennings Consoles, 10c, new . . .	89.50	Wurlitzer Models 412	79.50
Pameo All Star Baseballs . . .	49.50	Seeburg's Symphonola A	49.50
Kirk's Jigsaw Blow Balls . . .	49.50	Mills Regular Dance Masters	16.50

TERMS: One-Third Certified Deposit With Order.

**BADGER NOVELTY COMPANY**

2546 N. 30th Street,

Milwaukee, W. S.



JACK NELSON, Rock-Ola vice-president, inspects a telegram from LaBeau Novelty Co., St. Paul, Minn. Reports Nelson: "They wired, 'Send more Rock-o-Balls. The customers are clamoring for them.'"

**SATISFACTION GUARANTEED**

**SLOTS**

- WAR EAGLES, 10c, 5 I. .... \$32.50
- FUTURITY, 5c-10c ..... 34.50
- YELLOW HEAD, 5c-10c ..... 29.50
- CHIEFS, 10c ..... 29.50
- LION HEADS, 5c-10c ..... 24.50
- CAILLE, 25c (Like New) ..... 24.50
- ROLLATOPS, 5c-10c ..... 24.50

**ONE BALLS**

- CLASSIC ..... \$12.95
- RACING FORM ..... 19.95
- SPORTSMAN DeLUXE ..... 19.95

**PHONOGRAPHS**

- WURLITZER P-12 ..... \$69.50
- WURLITZER 312 ..... 89.50
- ROCK-OLA No. 2 ..... 69.50

SEEBURG RAYOLITE ..... \$139.50  
 STEWART-McGUIRE 7-Col. Cig. Machines ..... 54.50

1/3 Deposit, Balance C. O. D.

**GERBER & GLASS**  
 974 DIVERSEY BLVD.  
 CHICAGO, ILL.

**Racer Keeping Jennings Busy**

CHICAGO, Oct. 8.—"Things are really humming at the factory of O. D. Jennings & Co. since the introduction of their new console, Multiple Racer," according to an executive of the firm.

Said Jerry Haley, sales promotion manager of the company, "You know the old proverb, 'If you build a better mouse trap the world will beat a path to your door.' Well, there in a nutshell you have the story of Multiple Racer. We believe that this new console is one of the finest machines we have ever offered to operators. Our belief is backed up by the flood of orders coming in daily. The real test for the success of a machine is not the original orders, but the repeat orders that come in after the operators have tested the machine and found it a satisfactory and profitable game. That is the type of orders we are getting for Multiple Racer now.

"We have three features on this new game that are really okeh. First, the cabinet is beautifully illuminated by means of translucent corner columns and an illuminated center panel with flasher unit. Second, it has a brand-new player appeal. When a player has a hunch that his next play is going to be a winner, instead of being satisfied with the regular odds, he can double, triple or quadruple his odds by playing extra coins. He has the opportunity of making a killing when he feels he can call the play. Third, every game is equipped with a new and improved National slug rejector which is 99 per cent foolproof.

"From all indications, especially in our order department, there are going to be a lot of happier and wealthier operators this fall," concluded Haley.

**Too Busy To Talk, Says Bert Lane**

NEW YORK, Oct. 8.—"A beehive is like a morgue compared to the activity around Seaboard Sales' showrooms these days," declares Bert Lane, head of the firm.

"Ragtime, Jitterbug and Jitterbug Reserve are going over with such a bang that we can't keep them in stock. The word is out that they are really earning good money for operators all over the country—and the boys are clamoring to jump aboard the band wagon. Each of the games has that certain something—punch, zip, fascination. That's what makes a game a really sensational game.

"The fourth member of the fast-moving quartet is Genco's Triple Play. Operators report that the game is remaining profitable on location longer than ordinary novelty games."

Lane concluded: "We have a game to meet the needs and price limitations of every operator. Increased collections show that our customers are doing a smart thing in buying quality games from us."



**TALLY**

**\$34.50**

THE GREATEST COUNTER GAME EVER BUILT!

- ★ RESERVE JACKPOT! As High as \$50.00.
  - ★ INTERMEDIATE PAYOUTS 10c to \$1.00 Awards.
  - ★ COIN DIVIDER and Two Separate Cash Boxes.
- GET ON THE BANDWAGON. RUSH YOUR ORDERS TODAY.  
 1/3 Deposit, Balance C. O. D.

**IDEAL NOVELTY CO.**  
 1518 MARKET ST., ST. LOUIS, MO.

**DUO-GRIP**

TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER  
 PRICE, \$24.50

Also DE LUXE GRIP SCALE 3-WAY STRENGTH TESTER  
 PRICE, \$19.50

If You Are An Operator Write for Operators' Quantity Prices. Immediate Delivery.

Terms: 1/3 With Order, Balance C. O. D.

**THE VENDING MACHINE CO.**  
 205-15 Franklin St., Fayetteville, N. C.

**SALESBOARD OPERATORS**

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

**Wholesale Merchandise Department**

**THIS WEEK and EVERY WEEK**



MR. AND MRS. HARRY HURVICH, Birmingham Vending Co., Birmingham, manufacturer of the Imperial Billiard Tables, enjoying the cool sea breezes on the Boardwalk at Atlantic City.

EVANS'

**BANG TAILS**

**FIRST RACING CONSOLE-NEW LEGALIZING SKILL ATTACHMENT AVAILABLE!**

**YOU GET MORE THAN A GAME FROM EVANS!**

You get right treatment! Every sale is backed to the limit with Evans' dependable factory service and full co-operation to help you make money! You get the highest quality merchandise that money can buy—and besides, you get the support of this sound, reliable 46-year-old organization interested in your success!



**IMITATED BUT NEVER EQUALLED!**

★ TRUTH IN ADVERTISING  
 To prevent wrong impressions, we make only conservative statements of facts in our advertising.

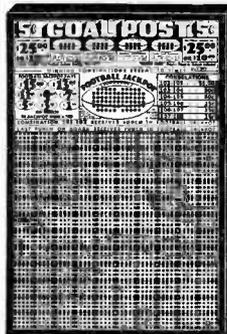
**OTHER EVANS' WINNERS**

- Galloping Dominos.
- Rolletto Jr.
- Write for Details.

BANG TAILS is "tops" in class, performance and earnings! New Legalizing Skill Feature with Gold Award meets skill game requirements. Evans' NEW 7-coin head stops gyrfalists—no coin jamming—last 3 coins visible. New Steel inner wall prevents tampering with operating mechanism. Silent action precision mechanism, non-drop powerpack, and dozens of other NEW features make it the standout racing game of 1938!

At Your Jobber, or Write, Wire or Phone Haymarket 7630.

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO**



**YOUR SIGNAL FOR BIGGER PROFITS!**

**THE BIGGEST MONEY-MAKING FOOTBALL BOARD EVER MADE**

— GOAL POST —

No. 2402	2400 Holes
Takes in .....	\$120.00
Average Payout .....	\$3.79
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.

**EXTRA SPECIAL BARGAINS In Used Games!**

ARLINGTON .....	\$27.50	DAILY DOZEN (Bally's) .....	\$39.75
FOTO FINISH .....	\$22.50	GALLOPING DOMINOES .....	\$100.00
BALLY ENTRY .....	\$37.50	TURF CHAMP .....	\$24.50
MULTIPLE RACES (Gottlieb) .....	\$57.75	PREAKNESS .....	\$27.50
FLASHER .....	\$65.00	DERBY DAY (with clock) .....	\$22.50
FLEETWOOD .....	\$69.50	Appearance Good—Mechanically Perfect—1/3 Deposit, Balance C.O.D.	
BALLY RESERVES .....	\$39.75		

**OKLAHOMA HEADQUARTERS FOR BALLY'S AND KEENEY'S NEWEST IMMEDIATE DELIVERY**

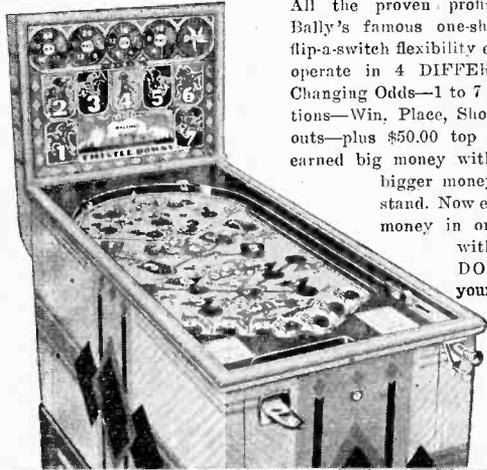
**ENID MINT COMPANY** 711 NO. INDEPENDENCE ENID, OKLAHOMA  
 "CONTACT US FOR A BETTER DEAL"

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

# THISTLEDOWNS

## BALLY'S NEWEST ONE-SHOT

- OPERATE WITH OR WITHOUT MULTIPLE
- OPERATE WITH OR WITHOUT RESERVE



All the proven profit features of Bally's famous one-shots—plus new flip-a-switch flexibility enabling you to operate in 4 DIFFERENT WAYS! Changing Odds—1 to 7 Mystery Selections—Win, Place, Show, Purse Pay-outs—plus \$50.00 top reserve! You earned big money with Fairgrounds, bigger money with Grandstand. Now earn the biggest money in one-shot history with THISTLEDOWNS. Order your sample today!

Write for circulars on BALLY BELL, EUREKA, THUNDERBOLT, WORLD'S FAIR, FOUR HORSEMEN, HOT-VENDER and other Bally hits.

**BALLY MFG. COMPANY**  
2640 BELMONT AVE. CHICAGO, ILL.

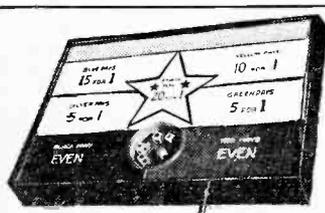


# ONE HUNDRED MELON BELLS

USED ONLY FEW WEEKS—SERIALS OVER 427,000—GUARANTEED LIKE NEW.

OPERATORS! HERE'S A WONDERFUL BUY FOR YOU. PHONE, WIRE OR WRITE FOR PRICES AND COMPLETE INFORMATION.

**THE VENDING MACHINE CO.**  
205-15 FRANKLIN ST. FAYETTEVILLE, N.C.



## SPECIAL DICE METERS

TRADE STIMULATORS DELUXE.

These Machines are NOT Coin Operated. Small—Inconspicuous—Occupies Very Small Space on Counter—Very Attractive—Footproof—First in Operation. ALSO MADE WITH CHECKS—LICK OR CRAP LAYOUT. 18"x12"x2", \$17.50; 24"x12"x2", \$27.50. P. O. B. Miami, Fla. Terms: 1/3 Cash, Bal. C. O. D.

**SUPERIOR SERVICE**  
P. O. Box 2148, Miami, Fla.

# SPECIAL TICKET SALE

(LIMITED TIME ONLY)  
COMPLETE DEALS, \$2.35 EACH (2280 Ticket, Card, Holder and Jar)  
COMPLETE DEALS, \$2.60 EACH (2520 Ticket, Card, Holder and Jar)  
Choice of Any Card Listed (Labels Included)



- |   |   |   |   |
|---|---|---|---|
| ★ | GOLD MINE<br>PLAY BALL<br>ARLINGTON<br>DOUBLE DRAW<br>BANK NITE | ★ | MAJOR LEAGUE<br>PIMLICO<br>BOARD OF TRADE<br>LET'S GO FISHING<br>BAGS OF GOLD |
|---|---|---|---|

### CARDS AND LABELS—\$6.00 Per Dozen

2280 Tickets Only \$12.00 Per Dozen.	2520 Tickets Only \$15.00 Per Dozen.	Card Holders, \$3.60 Per Dozen. Jars, \$3.00 Per Dozen.
---	---	--

Be First. Send In Your Orders Today. 1/3 Deposit, Balance C. O. D.  
**MONARCH COIN MACHINE CO.** 1731 BELMONT AVE., CHICAGO, ILL.



... from Maine to Maryland operators who are taking advantage of our Special Deal all agree! If you haven't yet been told about our Special Deal—Write or Phone Today! (Now ready, your Free Copy of "The Bally Coin Chute," October issue.)

**FITZGIBBONS DISTRIBUTORS, INC.**  
453 WEST 47th ST., (Tel: Circle 6-8343) NEW YORK

— Also At —  
362 Mulberry St., Newark, N. J. 217-19 Elizabeth St., Utica, N. Y.  
2178 Amsterdam Ave., New York 622 N. Eutaw St., Baltimore, Md.

## Houston

HOUSTON, Oct. 8.—Harold W. Daily, of South Coast Amusement Co., reports plenty of sales on Wurlitzer phonographs, despite the fact that the street in front of his place has been under repairs and barely passable for several months.

M. R. James, of Navigation Coin Machine Co., has been in business at the present location less than four months, yet his volume of sales is so great as to be unbelievable. Asked how he did it, James said: "By handling good stuff, plenty of advertising and treating the customers fairly."

Recently when Texas Governor-Elect W. Lee O'Daniel was a guest of the Houston Chamber of Commerce at a buffet supper Hans Von Reyd, by special request, supplied a new Wurlitzer phonograph to alternate with a nationally famous hillbilly band in furnishing music. Records were furnished by H. M. Crowe, Houston distributor.

Virginia Lee is new secretary of South Coast Amusement Co.

Operator J. E. Deliganes, of Laredo, is building a large home. Deliganes has been well known in South Texas, operating for years one of the largest strings of equipment in the State.

O. L. Bickley, distributing company head, is vice-president of Local 1064, International Brotherhood of Electrical Workers, affiliated with A. F. of L. Electric phonographs come under this division.

Recently while fishing Ernest Gates and his brother, Bill, were standing knee-deep in water surf casting. Bill saw a big flounder swimming lazily by. Dropping his rod and using both hands, shovel fashion, he herded the flounder towards shore and scooped him out. The fish weighed better than four pounds.

## Restaurateurs Meet in Chicago

CHICAGO, Oct. 6.—A big convention of location owners was held here this week when the 20th annual convention and exposition of National Restaurant Association was opened for five days. The attendance of about 12,000 delegates from the United States and Canada was considered a record for the industry.

The exposition displayed almost everything in restaurant equipment from skinless hot dogs to a range that would cook 1,000 meals. Henry I. Dunnock, of Baltimore, president of the organization, said that the convention indicated a successful atmosphere in the restaurant business.

Beauty queens and World's Fair atmosphere were used to give pep and enthusiasm to the convention. Both Dunnock and Frank J. Wiffler, secretary of the NRA, said that all was not roses in the restaurant field. They were all anxious to find new ways of making the business pay, they said.

## RECONDITIONED and GUARANTEED

### PAYOUT TABLES

Air Races... \$15.00	Pikes Peak... \$15.00
Arlington... 25.00	Gott. Hi-Cord... 19.50
Mills Big Race... 55.00	Clock Mys... 19.50
Carom... 15.00	Gott. Speeding... 15.00
Classic Ticket... 17.50	Clock Mys... 19.50
Classic, No Ticket... 15.00	Gott. Derby Day... 15.00
Double Header... 10.00	No Clk. Mys... 15.00
Fair Grounds... 10.00	Mills 1-2-3... 55.00
Lg. Pak. Dble. Rect... 60.00	West. Paddles... 39.50
Fleetwoods... 55.00	Breakneck... 29.50
Photo-Finish... 55.00	Mills Posttime... 10.00
Gott. Multiple... 55.00	Sunshine Base... 10.00
Merch. Table... 10.00	Teecoon... 15.00
Navy... 10.00	Turf Champ... 22.50
	Winner... 15.00
	Bally Stables... 55.00

### CONSOLES

'37 Skillfield... \$ 75.00	Jenn. Derby Day... 45.00
'37 Skilltime... 100.00	Gott. Original... 45.00
'38 Skilltime... 175.00	Fact'y Job... \$45.00
Paces Races... 75.00	Flashing Thru... 45.00
Brown Cabt. No. 5494... 150.00	Skill. Jenn... 45.00
30-1 Odds... 150.00	Pacific Panco... 35.00
Evans Galloping Domino... 75.00	Rosemont... 35.00
	Skill... 35.00

### SLOTS

Silver Dixie Melon Bell... 5c, 10c, Bi-Metal Ck. Sep. Skill, Orig. Fact'y Job	
Original Cases	\$60.00
Tri-Plex, Jennings	60.00
Stands, In Original Cases	5.00

### PHONOGRAPHS

Wurlitzer 616	\$125.00
---------------	----------

### COUNTER GAMES

ABT Big Game Hunter and Stand	\$ 7.50
ABT Skill Target, Model F	10.00

### NOVELTIES

Blue Blazer... \$ 7.50	World Series, AC-DC Cur...
Home Run... 7.50	Rock-Ola Jig... \$125.00
Bally Spring... 7.50	Rose Bowl... 15.00
Rock-Ola Jig... 7.50	Exh. Hi-Balls... 35.00
Joy... 7.50	Forward March... 25.00
Forward March... 7.50	Rolls, 14 Ft... 25.00
Game Wizard... 5.00	Eye, Electric... 15.00
Sensation... 10.00	Eye, Crook... 15.00
Basket Ball... 10.00	Shot... 75.00
Exhibit... 10.00	Ranger Guns... 25.00
Hurdle Hops... 10.00	'37 Hockey... 32.50
Stoners Rags... 15.00	'38 Hockey... 39.50
Stoners... 15.00	Game... 39.50
Auroran... 15.00	Marksm... 39.50
Daval Speed... 15.00	
Bally Basket... 25.00	
Ball... 25.00	

3 Slightly Used Photomats, Ready for Operation. Each... \$195.00

1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md.

**SAVOY VENDING CO.**  
406-9 W. FRANKLIN ST., BALTIMORE, MD.

## MUNVES' WEEKLY BARGAINS

BALLY RESERVE, \$25.00.	
Alrway... \$16.00	Rose Bowl... \$11.00
Bulls Eye... 18.00	Dux... 10.00
Chicago Baseball... 15.00	Mercury... 10.00
Fleet... 50.00	Auto Derby... 7.00
Gene Junior... 12.00	Batter Up... 7.00
Silver Flash... 15.00	Skooky... 7.00
Ski Hit... 20.00	Booster... 6.00
Zephyr... 20.00	Scoreboard... 5.00

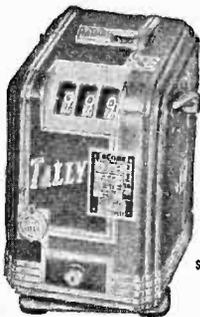
1/3 Cash Deposit, Balance C. O. D.  
**NEW GAMES ON HAND: ODD BALL, REVIEW, HIT NUMBER, TRIPLE PLAY, BALL'S** and the new winner, **STONER RITZ** Illustrated Bargain Lists Free.

EXPORT—We Ship All Over the World. Cable Address, COINMACHINE, N. Y.

**MIKE MUNVES CORP.**  
555 West 157th St., New York, N. Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# TALLY



STRAIGHT  
5c  
PLAY

## DAVAL'S PHENOMENAL MONEY MAKER

The one and only counter game with Reserve Jackpot up to \$50.00! Frequent 10c to \$1.00 Intermediate Awards! Coin Divider and Two Separately Locked Cash Boxes—One for Operator and the Other for Location Owner!

Precision built, silent, fool-proof and cheat-proof mechanism! Equipped with sanitary ball gum vander and swivel turntable base! Order TALLY Now!

ALSO AVAILABLE WITH CIGARETTE REELS IN 1c PLAY. Covered by the Famous Atlas 10-DAY Free Trial Money-Back Guarantee!

ATLAS NOVELTY CO.  
2200 N. WESTERN, CHICAGO.

## Atlas Heads Meet In Pittsburgh

CHICAGO, Oct. 8.—Morrie Ginsburg, head of the Atlas Novelty Co., is in Pittsburgh where he, together with Phil Greenberg, Pittsburgh manager, and Julian Klatze, manager of Atlas Automatic Music Co., Detroit, are conferring upon company policy for fall and winter business.

He advises Eddie Ginsburg that Pittsburgh business is showing excellent gains in all branches of the business. "Seeburg phonographs are rising in favor among music men in the territory," he says. "Conditions look and actually are favorable for a record year if we are to judge by present business."

Eddie Ross is making plans for an extensive tour of the Middle West. Previous plans for an earlier trip had to be canceled due to a brief illness. Upon the completion of the trip he will return to the Miami Atlas office to direct activities during the winter season.

## OFF THE RECORD

(Continued from page 68)

panish twosome, wasting svelte la-de-das for *Love Is Where You Find It* and *When a Prince of a Fella Meets a Cinderella*.

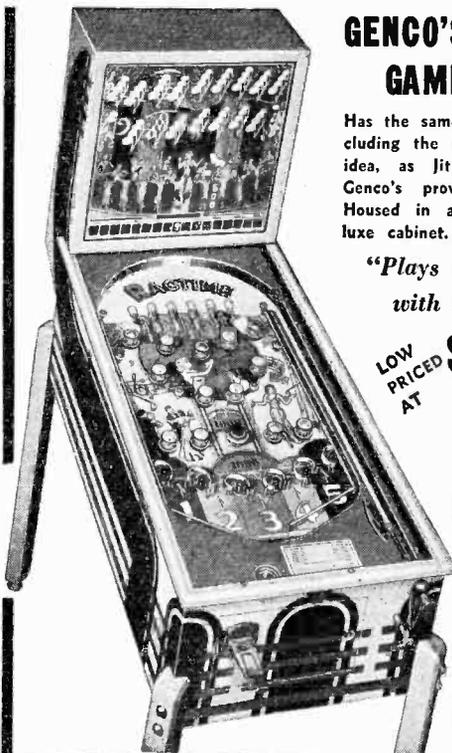
### Ennis Preems

ON the basis of its listening and danceability quotient it augurs that Victor has bagged a bargain in SKIN-NAY ENNIS. The former Hal Kemp vocalist-drummer has copied only one thing from his former boss, and that is the dictum to present a polished band that offers as much enjoyment in ear appeal as in the urge to get up and hoof. His first cutting, *Garden of the Moon* and *The Girl Friend of the Whirling Dervish*, tho on the ride side, sells itself strong on both factors.

ERSKINE HAWKINS, blowing his bugle for Bluebird, styles his pops like Louie in saving his high C's for the record release. Band has polished many of its rugged edges and packs plenty rhythm for *I'm Madly in Love With You* and *Miss Hallelujah Brown*, both from the new Cotton Club show. Tho he aspires to greatness in swingdom, LES BROWN is still untried and untrue. And in spite of the bragging on part of the waxworks in their merchandising folios, band shows nothing that's on the wow side, nor are Brown's arrangements arresting of attention anymore than the mill-run stock orchestrations. As a result, it's stock dance stuff they cut for Bluebird with *Stop Beatin' Round the Mulberry Bush*, *Pealin' the Peach*, *Why Doesn't Somebody Tell Me These Things?* and *With You on My Mind*.

Strictly for dancing, but plenty danceable, Decca has desirable disks in RUSS MORGAN for *Lambeth Walk* and *Why Doesn't Somebody Tell Me These Things?*; GLEN GRAY on the sweeter side for *You Never Know* and *At Long Last Love*, both from the *You Never Know* musical, and in a rhythmic register, TED WEEMS for *Simple and Sweet*, *The Cute Little Hat Check Girl* and the oldies *Heartaches* (as a rumba) and *Juana* (novelty tune getting a vocal production).

# RAGTIME



## GENCO'S FREE PLAY GAME DELUXE!

Has the same playing features, including the new Genco Extra Ball idea, as Jitterbug. Made with Genco's proven Free Play unit. Housed in a larger, beautiful deluxe cabinet.

"Plays Off" Winners with Free Games

LOW PRICED AT \$89.50 F.O.B. Factory

## and JITTERBUG with the EXTRA BALL FEATURE...

When score reaches 12,000, shuffleboard automatically releases ball for replay. Action is repeated at 14,000.

\$74.50 F. O. B. Factory.

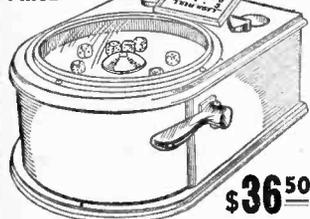
JITTERBUG IN JACKPOT MODEL, \$84.50 F. O. B. Factory.

SEABOARD SALES, Inc. 619 Tenth Ave., New York, N. Y. Eastern Direct Factory Representative.

COIN AMUSEMENT SUPPLY, Ltd. London, England. European Distributor.

GENCO, Inc., 2621 N. ASHLAND AVE., CHICAGO, ILLINOIS

## NEW WITHEY SEVEN GRAND OPERATOR'S PRICE



\$36.50

Latest model dice machine—improved—to make money in every location. Two machines in one—numbered dice or cigarette symbol dice. Order a sample today and ask for quantity prices. 1/3 deposit—balance C. O. D.

BUCKEYE VENDING CO. 518 S. High Street, Columbus, O.

## 3 NEW JAR DEALS \$6.50\*

Includes 2280 Tickets—Cards—Jar Holders and Label



GOLD MINE BANK NITE DOUBLE VALUE

Take in 2280 @ 5... 114.00 Av. Payout... 74.00

Cards have the new Glitter Glaze Process, making them the outstanding cards of the year. Get yours now. Industry's finest ticket. Write for low prices on other ticket refills.

\* If 2520 tickets are desired—take in 126.00—Price 7.50. 1/3 Deposit—Balance C. O. D.

## STANDARD SALES COMPANY

2363 MILWAUKEE AVE., CHICAGO, ILLINOIS

## ABSOLUTELY FREE

NEW, BEAUTIFULLY ILLUSTRATED 8-PAGE CATALOG FEATURING ALMOST 50 CURRENT GAMES! VERY SUITABLE TO GET NEW ACCOUNTS WITH—THEY CAN PICK OUT THE GAMES THEY LIKE!

SEND FOR IT TODAY!

NATIONAL NOVELTY CO., MERRICK, L.I., N.Y.

EXPORT "We Cover the World." Cable Address: "NATNOVCO," Merrick, N.Y.

## COUNTER MACHINES

FOR EVERY TYPE LOCATION

Brand New—With Manufacturer's Guarantee

BONES, Crap Game with Automatic Payoff	\$50.00	PILGRIM VENDOR, Poker Reels	\$22.00
PURITAN BELL (No Vendor) Reels	16.50	ALWIN JACKPOT VENDOR, Fruit Reels, Changeable Odds	25.00
PURITAN BELL (No Vendor) Reels with Beer or Fortune Reward Card	16.50	HORSES VENDOR, Changeable Odds	18.50
PURITAN JACKPOT BELL (No Vendor) Fruit Reels	18.00	MUTUEL HORSES VENDOR, Changeable Odds	22.00
PURITAN BALLGUM VENDOR, Fruit Reels	16.50	DE LUXE CENT-A-PACK VENDOR, Cigarette Reels, Changeable Odds	22.00
PURITAN VENDOR, Horseshoe Reels, Beer or Fortune Reward Card	16.50	CENT-A-PACK, Cigarette Reels	16.50
PURITAN JACKPOT VENDOR, Fruit Reels	18.00		

10 days' free trial on any of the above machines. Money refunded in full if you are not entirely satisfied. TERMS: CASH With Order, or ONE-THIRD DEPOSIT, Balance C. O. D. BUCKLEY MANUFACTURING COMPANY, 2160 WASHINGTON BLVD., CHICAGO, ILL.

### CONSOLES

Track Time, 1937 Red Head	\$105.00
Skill Time, 1937 Red Head	109.50
Pamco Rossmont	37.50
Bally Skill Field	72.50
Track Time, 1937 Gray Head	77.50
Kentucky Club	142.50
Bally Favorite	42.50
Gottlieb Derby Day	49.50
Paces Races, cash	64.50

### PAY TABLES

Pamco Races	\$22.50
Bally Reserves	29.50
Mills 1-2-3, rebuilt, Animal Strips and Glass	79.50
Preakness	22.50
Bally Entry	44.50
Bally Stables	44.50
Center Smash	17.50
Foto Finish	19.50
Mills Big Race	52.50

## MODERN AUTOMATIC EXCHANGE

2618 CARNEGIE AVE., CLEVELAND, O.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# Hit the Treasure Trail

with **TALLY**



**UNQUESTIONABLY THE GREATEST COUNTER GAME EVER BUILT!**

★ **RESERVE JACKPOT!**

Starts with \$2.50 and zooms as high as \$50.00, keeping play white hot at all times!

★ **INTERMEDIATE PAYOUTS!**

Frequent 10c to \$1.00 awards keep them literally glued to the game!

★ **Coin Divider and Two Separate Cash Boxes**

Enable locations to pay awards out of their share of the take-in and permit operator to collect his net share without any checkups or settlements whatsoever! This means—Less work! Greater profits! No misunderstandings! Increased location confidence and satisfaction!

PRICED AT ONLY

**\$34.50**

F. O. B. Chicago.

★ **ALSO AVAILABLE WITH CIGARETTE REELS IN 1c PLAY!** ★

★ Thrilling, easy-to-understand play action; sanitary ball gum delivery; swivel turntable base; rust proofed, case held, silent, cheat proof and fool proof mechanism—and many other great features not found in any other counter game.

**THE GOLD RUSH IS ON AGAIN! SPEED YOUR ORDER!**

**DAVAL MFG. CO. 315 N. Hoyne Ave., CHICAGO**

## Pollock Added to Fitzgibbons Staff

NEW YORK, Oct. 8.—John A. Fitzgibbons, Eastern regional director for Bally Mfg. Co., has announced the addition of Herman Pollock, well known throuth New England, as the representative for his firm in that area.

Fitzgibbons stated, "Herman Pollock has been with us before and is well known to all the ops for the fine service he offers. His new position gives him the opportunity to bring New England ops the very latest Bally games. "It will be his task to continue the same superior service for which our firm has become famous. We want him to be considered by operators not only as our personal and direct representative for New England, but also as a sincere friend that has made it his duty to help them in every possible fashion to enjoy a happy and prosperous business career."

Fitzgibbons also announced that Tommy Callahan, who formerly covered the New England area, has now taken over the position of roving sales ambassador for the firm. Callahan will travel throuth the States from Maine to Maryland. He will contact all ops who are far away from the offices of the firm in the various cities throuth this large territory.

## Games Going Well, Says George Ponsler

NEW YORK, Oct. 8.—Said George Ponsler, head of the firm bearing his name, "The tremendous hit which Daval's Odd Ball and Tally, counter game, have made needs no further mention. Chicago Coin has given us two unusually great games, Chicco Marvel, which is capturing everyone's interest and attention, and Spokes, which continues to be one of the most fascinating games ever built.

"Exhibit's Review is still the outstanding game in the split reserve feature field. In addition, Exhibit's new Buttons novelty game has attracted a great deal of attention largely because of the ticket unit which the game features.

"Need anything be said further in praise of Keeney games? Multi-Free Races is still the finest free-play game that has ever appeared. Keeney has given us another new game, Hit Number, which certainly does match its name. Jobbers and operators who have already received samples tell me that this game is going to be a real hit number and they all believe that plenty will appear on locations all over our territory."

## \$400 Monthly Income from PENNIES!

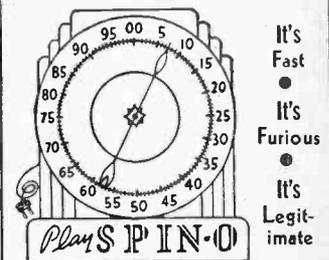
Dropped Daily Into the **HAMILTON** Person Weighing Scale

(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.

## OPERATORS!



Spin-O pulls crowds and holds 'em breathless in Taverns, Theatres, Night Clubs, Ballrooms, Fairs, and wherever people gather. For more you 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 CO.** 108 So. 11th, MINNEAPOLIS, MINN.

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

Eastern Distributors:  
**MILLS NOVELTY CO.**  
A. B. T. CO. GROETCHEN MFG. CO.  
BALLY MFG. CO. H. C. EVANS & CO.  
COLUMBUS VENDING CO.  
CHICAGO METAL MFG. CO.

**KEYSTONE NOV. & MFG. CO.**  
26th & Huntingdon Sts.  
PHILADELPHIA, PA.

15 EXHIBIT TANFORAN CONSOLES, Used One Week, Like New. Each... \$40.00  
**JENNINGS CHIEFS.** Used 90 Days, 5c-10c-25c Plays. Each... 35.00  
**MILLS WAR EAGLES.** 10c-25c Plays. Each... 20.00  
**JENNINGS DUCHESS, D. J. P.** 1c Play, Same in Pace... 15.00  
**50 MILLS SIDE MINT VENDERS,** Compartments. White Tie Last, Each... 2.00  
**TERMS:** 1/3 Deposit, Balance C. O. D.

**D. & S. NOVELTY CO.**  
1005 Broadway Rockford, Ill.

## OPERATORS

Repair your machines with an Apolite Test Lite. Instantly locates electrical trouble in any coin machine. Worth its weight in gold to every operator. Complete with full instructions and convenient carrying case. Prepaid, \$1.00.  
**APOLITE MFG. CO.**  
634 Union Ave., Memphis, Tenn.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## OPERATORS

NEW LOW PRICES

on Thick and Semi-Thick Boards

Write for Quotations

## CHAS. A. BREWER & SONS

The Largest Board and Card House in the World  
6320 Harvard Ave., Chicago, U. S. A.



## 3 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEALS

**50 WINNERS**  
A 5c Salesboard  
42 Boxes of High-Grade Chocolates—1 Lb., 1/2 Lb., 1/4 Lb.  
7 Jars of Assorted Candy.  
Large Box Assorted Chocolates for Last Punch.  
A 300-Hole Salesboard.  
COSTS YOU \$6.00.  
TAKES IN \$15.00.

**Fast Moving Deal**  
**36 WINNERS**  
A 35-Hole Salesboard.  
Numbers run from 1 to 39.  
Every Punch Receives a Box of High-Grade Chocolates.  
Name under Seal receives additional 2 Lbs. Chocolates in Beautiful Padded Box.  
COSTS YOU \$5.50.  
TAKES IN \$12.00.

**Quick Turnover Deal**  
**24 WINNERS**  
Every Punch Receives a One-Pound Box of Chocolates.  
Numbers Run From 1 to 39.  
24 1-Lb. Boxes of Chocolates.  
A 24-Hole Salesboard.  
COSTS YOU \$4.25.  
TAKES IN \$8.00.

CANDY FOR THE HOLIDAYS

5-Lb. Box of Asst. Chocolates. 1/2 Doz. to Carton. **70c**

2-Lb. Box of High-Grade Chocolates in Padded-Top Box, Cello Wrapped. 1 Doz. to Carton. Per Box. **50c**

Cordial Cherries—1-Lb. Net. Packed 2 1/2 Doz. to Carton. Per Dozen **\$2.40**

20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.  
**DELIGHT SWEETS, INC.** 50 EAST 11th STREET NEW YORK, N. Y.



MR. AND MRS. JOHNNY SPATH is the name, if you please. Spath is an operator in Williamsport, Pa. Benjamin Sterling, of Sterling Service, Mooste, Pa., added to the fun by driving thru the town with his sound truck emblazoned with a sign reading, "Watch Williamsport Grow, John (Bud) Spath is being married today."

# TALLY



STRAIGHT 5c PLAY

AS AN INTRODUCTORY OFFER FOR A LIMITED TIME ONLY  
LIBERAL TRADE-IN ALLOWANCE ON ANY COUNTER GAME!

UNQUESTIONABLY THE GREATEST MONEY MAKER EVER BUILT! THE ONLY GAME OF ITS KIND ON THE MARKET! COMBINES THE MOST SENSATIONAL FEATURES KNOWN!

RESERVE JACKPOT as high as \$50.00!

INTERMEDIATE AWARDS of from 10c to \$1.00!

COIN DIVIDER AND TWO SEPARATE CASH BOXES!

SWIVEL TURNABLE BASE!  
BUILT BY DAVAL!

PRICE \$34.50

Also Available With Cigarette Reels In 1c Play.

1922 FREEMAN CINCINNATI, O.

SICKING

# LOOK

- 5c Bonus Venders ..... \$59.50
- 5c-10c Melon Bells-Venders ..... 59.50
- 5c-10c-25c Cherry Bells-Venders ..... 49.50
- 5c Blue Front Venders, Equipped With Melon ..... 32.50
- 5c Extraordinary Front Venders ..... 29.95
- 5c Blue Front Venders ..... 29.50
- Equipped With Melon Head ..... 2.50
- Mills Blue-Brown Box Stands ..... 4.95
- Mills Folding Stands ..... 1.95
- Exhibit Play Ball Games ..... 29.95
- Swing Games ..... 19.95
- Coney Island Games ..... 16.95
- Hare and Hound Games ..... 16.95

5% Discount on Ten Machines.  
Slightly Used Equipment—Perfect Condition.  
TERMS: 1/3 Certified Deposit.

EXECUTIVE NOV. DIST. CO.  
414 H STREET N.E.  
WASHINGTON, D.C.

## NOTICE

MISSOURI AND ILLINOIS OPERATORS WANTED 100 USED PHONOGRAPHS  
Our supply of Used Phonographs is almost exhausted, therefore we are in a position to offer very liberal trade-in allowances for your used equipment against orders for New Seeburg Genl. Regal, Crown or Concert Grand Symphonias. Act Now! Trade in your Used Phonographs while this offer or opportunity presents itself.  
WIRE—WRITE.

W. B. NOVELTY CO., INC.  
3800 N. GRAND BLVD., ST. LOUIS, MO.

1 WAR EAGLE, 5c. \$22.50.  
1 BLUE FRONT, 5c. Double J. P., \$31.50. 2 5c, 1 10c, 1 25c BLUE FRONT, Single J. P., No G. A., \$37.50. CHIEFS, 10c-25c. \$29.50. LION HEAD, 5c. \$17.50. 8 WATLING ROLLATOPS, 5c. \$20.00. 1/3 Deposit.  
WEST COAST AMUSEMENT CO.  
820 South Lisbon Ave., Tampa, Fla.

## New England

BOSTON, Oct. 8.—The destructive hurricane which relentlessly mowed down life and property thruout this part of the country recently involved several of Boston's coin machine men.

Ed Gunsteens, factory representative of Rock-Ola, on his way to Boston was tied up in the hard-hit town of Athol, Mass., September 21, the fateful day. He was marooned in this area for two days. As tho the elements did not play enough havoc on him as an individual, Gunsteens had trouble with his carburetor, a flat tire, dense fog, a landslide area which deposited a big bowlder in the center of the road and finally a scarcity of gas.

Barney Blatt, of the Atlas Coin Machine Co., was caught in the maelstrom with three others while enjoying a respite at Loon Pond, Groton, Mass. They were in a cabin when the tall lumber around them cracked and smashed on all sides.

David Meyers, coin machine mechanic, had one of his business front plate glass windows whipped out by the wind.

J. V. Fitzpatrick & Co. branch at Bridgeport, Conn., had some damage done to its building due to the high winds of last week.

A three-car garage owned by Barney Blatt, of the Atlas Coin Machine Co., Boston, located at Revere Beach, Mass., was moved by the storm and wrecked beyond repair.

Phil Swartz' brother, Benny, and his wife were riding in one of the Winrox Vending Machine Co.'s automobiles at Groton, Mass.; during the storm when the front part of the vehicle was smashed in by a flying section of a building.

Everard Richardson, Atlas Coin Machine Co. service mechanic, had his new Ford wrecked when a tree dropped on top of the car.

Cory Richard, of Hollywood Vending Co., East Providence, R. I., in town with an interest toward purchasing Lobby Scales.

Morre & Power, Biddeford, Me., bought their initial order of Rock-Ola World Series machines from the Boston agency.

Herb Cohen, of Modern Scale and Amusement Co., Dorchester, Mass., motored to Chicago recently to visit the Seeburg factory. His companion was Frankie Soracco.

Joe J. Naclerio and his wife, Dorothy, of Waterbury, Conn., have placed an order for two Rock-a-Balls.

The Junior Music Co. of Maine has added 15 phonographs. George J. Young Jr. is prey.

Jimmy Galanes, of Brattleboro, Vt., and William A. Bernache, of Northampton, Mass., Boston visitors recently.

## Johnson Surprised By Derby Time

CHICAGO, Oct. 8.—"A manufacturer proposes but players dispose," says Jimmy Johnson, head of Western Products, Inc., Chicago. "We had planned a limited run on a recent release, Derby Time. Production went along according to schedule, when suddenly our distributors began to pepper us with insistent demands for increased quantities in their shipments.

"We knew the game was good when we released it and we felt that a limited-run policy was in line with general operating conditions. It appears, however, that Derby Time took matters into its own hands by revising conditions to fit its money-making capacities. Where one such game might have been sufficient prior to its release, several are now required to meet both location and operator demand."

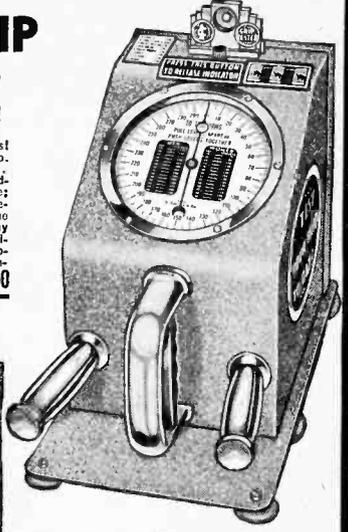
Western officials describe Derby Time: "It is a six-coin multiple-play payout game, with odds that multiply with each coin played, varying selections; win, place, show and purse awards, and a new and perfected payout unit, the Multi-Master. It is built into a large, modern console-type cabinet. Derby Time is also made in a single-coin model."

## YOUR ENTREE TO NEW PROFITS!

### New DUO-GRIP

#### TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER!

Gives you a double grip on new big profit! Besides testing strength of Push, Pull and Grip. CIGARETTE REELS spin with each play... winning symbols entitle player to award according to award card! Has button indicator releases; non-clog slot, last coin visible, with button release which also closes shutter over reels; chrome handles and trim; bell adjustable to ring at any number; tension adjustable to suit location; anti-tilt; sure-grip 6 suction-cup base and other top-notch features. Also available with fruit bell symbols or numbers. Metal Stand, \$2.50. COMBINATION 1c, 5c. \$24.50  
10c, 25c SLOT .....



### DE LUXE GRIP SCALE 3-WAY STRENGTH TESTER

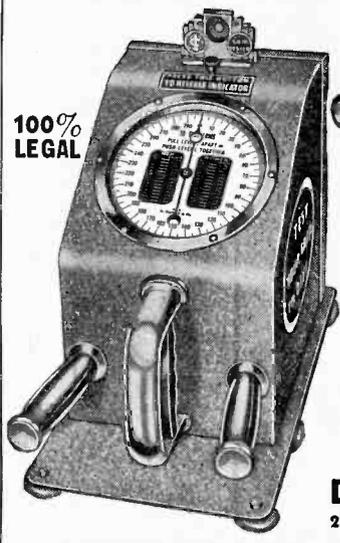
A proven standby in the industry. These quality features: New sure-grip 6 suction-cup base; new button indicator control for competitive play; chrome trim; chrome handles throughout; anti-tilt; tension adjustment to suit location; bell adjustment to ring at any number; non-clog slot; button instantly clears obstructions; separate cash box, etc. Metal Stand \$2.50 .....

\$19.50

IMMEDIATE DELIVERY

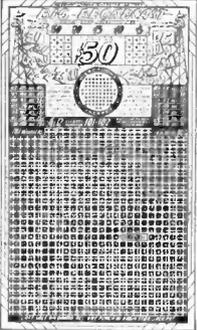
D. GOTTLIEB & CO.  
2736-42 N. Paulina St. CHICAGO

100% LEGAL



GOING STRONG: INDIAN DICE \$24.50

## ANOTHER HIT FOR BIGGER PROFITS BY AJAX BIG BROADCAST



2580 HOLES — 181 WINNERS  
TAKES IN ..... \$125.00  
PAYS OUT (Average) ..... 73.90

PROFIT (Average) ..... \$ 54.10  
BOARD FILLED WITH TIP STYLE COMBINATION TICKETS.

OUR LATEST 1939 COMPLETE CATALOG WITH LOWEST PRICES NOW READY. WRITE FOR A COPY.

AJAX MFG. CORP.

PRICE \$5.20 EACH

119-125 N. 4th St., Philadelphia, Pa.

## CLOSING OUT

200 USED MACHINES AND STANDS \$5 to \$25. WRITE FOR LIST.  
Watlings—Mills—Paces—Cailles  
STANDS—Cabinet \$3.50, Folding \$1.00.  
ANCO SALES CO., NILES, MICH.

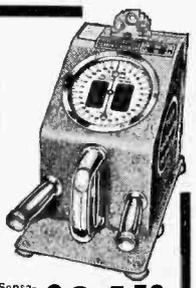
## Becker Goes Old-Fashioned?

CHICAGO, Oct. 8.—According to reports from J. H. Keeney & Co., Ray Becker, sales manager, who is vacationing in the South, postcards that when he returns to his desk at the factory he will go into a huddle on a new style of advertising to incorporate an early American theme.

"It's an idea I got when I abandoned the Carolina swamps and the bruising recoil of a 16-gauge shotgun for the more leisurely, more comfortable role of tourist thru the early Colonial States. There's plenty of early American down here. One bumps into it at every turn, in architecture, food, drink and, if you're not careful, in the bed springs of certain hotels. I can't help but soak up some of the atmosphere, and if I don't get it out of my system somehow I'm liable to end up with a candlestick and spinning-wheel fixation."

## NEW DUO-GRIP

TRADE STIMULATOR PLUS 3-WAY STRENGTH-TESTER



Gottlieb's New Sensation! Combines Spinning Cigarette Reels with strength-testing for Push, Pull and Grip. Write for QUANTITY PRICES!

\$24.50

Alabama Distributor  
BIRMINGHAM VENDING CO.  
2117 Third Ave., North, Birmingham, Ala.



# PEACHY

FULLY METERED FOR OPERATORS PROTECTION!

**\$74<sup>50</sup>**  
WITHOUT METERS

The cleverest straight 5-ball novelty game on the market! Full of pep, action and thrills! Beautiful backboard and playing field . . . See Peachy today—you'll see a real game!

**\$79<sup>50</sup>**

GEORGE PONSER CO. New York City  
31 W. 60th Street, Distributor for New York, New Jersey, Connecticut.  
SCOTT ADICKES CO., LTD. European Distributor.  
London, England.

*Chicago Coin*  
**MACHINE MANUFACTURING CO.**  
1725 DIVERSEY BLVD. CHICAGO ILL.

*Bert Lane recommends*

**AMERICA'S FOURMOST WINNERS!**

RAGTIME . . . . . \$89.50  
JITTERBUG Reserve. 84.50  
JITTERBUG . . . . . 74.50  
TRIPLE PLAY Still Going!  
Strong!

**SEABOARD SALES, INC.**  
619 TENTH AVENUE, NEW YORK, N.Y.  
Phone Wilsconin 7-5688

**Make Your Business Permanent**

As aggressive distributors, familiar with all equipment, we can help you. We particularly suggest Rock-Ola's coin-operated products. They please customers, are dependable and earn steady profits. Let's talk it over.

See us for Rock-Ola's

Phonographs — Monarch 20, Windsor 20, Ambassador 16, etc., and the Playbox Coin-Operated Speaker for the "Extra" Room.

Lo-Boy Scales—Guaranteed for FIVE Years.

**B. D. LAZAR COMPANY**

1340 Forbes St., PITTSBURGH, PA.      136 Franklin Ave., SCRANTON, PA.  
119 Penn. St., READING, PA.      620 Spring Garden St., PHILADELPHIA, PA.

**ATTENTION OPERATORS!**

**ANNOUNCING NEW SUPER-ZETA**

COMBINATION OF SUCCESSFUL FEATURES OF OLD ZETA WITH NEW FEATURES OF BACKBOARD AND PLAYING APPEAL.

Ready for Immediate Delivery

**SAVOY VENDING CO.**  
406-3 W. FRANKLIN ST. BALTIMORE, MD.

**GUARANTEED**

1/3 Deposit, Balance C. O. D.

Shoot-a-Lite. \$29.50	Rock-Ola Rhythm King, 1937. \$79.50
Marksmen . . . 25.00	Wurlitzer 616 . . . 129.50
Kenny Target . . . 29.50	Pin Tables
3-Way Grip (Gottlieb). 9.50	Entry . . . \$65.00
1-Way Grip (Gottlieb). 6.00	Fair Grounds 59.50
Cent-a-Pak. 3.75	Multiple Race 59.50
Bally Reserves . . . 34.50	Arlington . . . 29.50
Hoops (Genco). 12.50	Racing Form 22.50
PHONOGRAPHS	Photo Finish 22.50
Gabel Entertainer . . . \$ 35.00	Golden Wheel 22.50
Rock-Ola 36. 59.50	Grand Prize. 22.50
	Classic 22.50
	Spotlight . . . 15.00
	Pamco Tout. 15.00

**MILWAUKEE COIN MACHINE CO.**  
2816 W. North Ave. Milwaukee, Wis.

**NOTICE OPERATORS WE WANT USED MACHINES**

Have a large order for European Shipment—need used Pin Games. Will allow trade-in value for any old Pin Game on the purchase of new Pin Games. Will allow trade-in value for any old Counter Game on the purchase of new Counter Games.

WRITE OR WIRE TODAY.

**BUCKEYE VENDING CO., 518 S. HIGH ST., COLUMBUS, OHIO**

**Harrisburg To Buy Parking Meters**

HARRISBURG, Pa., Oct. 8. — Authority to ask for bids on 400 parking meters, with provision to buy 600 meters, is contained in an ordinance being sub-

mitted to the city council. The measure, which is certain of passage, authorizes Mayor John A. F. Hall to act as agent for the city in asking for bids on the meters. Last spring the city purchased 339 meters for streets in the business section. Receipts from these resulted in the decision to buy additional meters.

**DEFINITELY! REGATTA**

by Exhibit

is the Best 5-Ball Novelty Game on the market. Mystery Selection combined with Big Bank Nite and Intermediate Award Feature making more money than Payouts—'Nuf said. Get yours today.

*Art Nagel*

**AVON NOVELTY CO.**  
2923 Prospect Ave. Cleveland, Ohio.  
Cable Address, "Avon"

Send your correspondence to advertisers by mentioning The Billboard.

# THEY'RE CLEANING UP!

## WITH JENNINGS MULTIPLE RACER



EQUIPPED WITH POSITIVE  
SLUG REJECTOR - ELIMI-  
NATES 99% OF ALL SLUGS

CHECK THESE

### Features

- New odds feature—Player may double, triple or quadruple his odds. Odds 20 to 1 to 512 to 4.
- Cabinet beautifully illuminated by means of translucent corner columns and illuminated center panel with flasher unit.
- National slug rejector—Eliminates 99% of all slugs.
- Available for 5c or 25c play—Cash or check.
- 110 volts—50-60 cycle plug in model.



### THE MOST BEAUTIFUL CONSOLE MADE

Plays 1-2-3-4 Coins

When we say operators are "cleaning up" with Multiple Racer we mean just that. Take a look at the earnings; \$161.45 the first week — \$100.00 in five days — \$77.40 in four days . . . just a few of the many authentic and verified reports we've received on Multiple Racer's performance on actual location operation — Multiple Racer is definitely a sensation. The beautiful new illuminated cabinet attracts the crowd in any location — a fascinating odds feature that allows the player to double, triple or quadruple his odds when he has a hunch on a winner . . . gets the players started and keeps them playing — and the new positive slug rejector makes every coin played a coin earned — Slugs and off-sized checks are out.

Convince yourself of Multiple Racer's big profits—try it on your locations on ten days' trial — Write or wire for immediate shipment.

## O. D. JENNINGS & COMPANY

4309 WEST LAKE STREET  
CHICAGO, ILLINOIS

location  
game  
ceip  
00  
no  
ple

hotter  
and I k  
ted in k

"The first four days Multiple Racer was in operation total receipts \$77.40."  
J. J. Berchtold, Pennsylvania

"During five days on location Multiple Racer grossed a little more than \$100.00. Need less to say, I'm very well pleased with the performance and earnings."  
William Mertes, Illinois

16  
maker  
you will be  
that the

"Multiple Racer placed on location Monday in competition two other popular console games. Checked Saturday, receipts \$63.00. Better than \$10.00 daily average. No slugs — no service calls. Very well pleased."  
Twin City Novelty Company  
Minnesota

"We know you'll be interested in the operator's report on Multiple Racer installed at Barbecue:

Machine placed on location September 22nd. Collected September 23rd, \$38.00; collected again September 27th, \$64.00, a total collection of \$102.00 for five days' play."  
Capitol Novelty Co., Ohio

"For a period of twenty-four hours on location of which the store was closed from 6:30 p. m. until 6:30 a. m. the machine took in \$24.90. I believe that the Multiple Racer is the fastest money maker ever to be made by any factory, and can say I most certainly will re-order in the very near future."  
Arthur Gerhard, Maryland

aced on  
ompeti-  
console  
rday, re-  
han \$10.-  
No slugs —  
Very well

"I placed your Multiple Racer in a hotel lobby location in competition with a 7-coin console game which is considered the hottest money maker of all, and I know you will be interested in knowing that the Multiple Racer took in \$161.45 the first week and not one slug was found in the machine. This is the highest amount ever taken out of a machine in the same location for the same period of time."  
Grant Whitehead, Indiana

"Multiple Racer really has a player appeal — collections show a gross of \$42.00 in six days' play — an average of \$7.00 a day."  
Columbus Coin Machine Co., Ohio

to  
same  
riod of time

# CASH IN ON WURLITZER'S

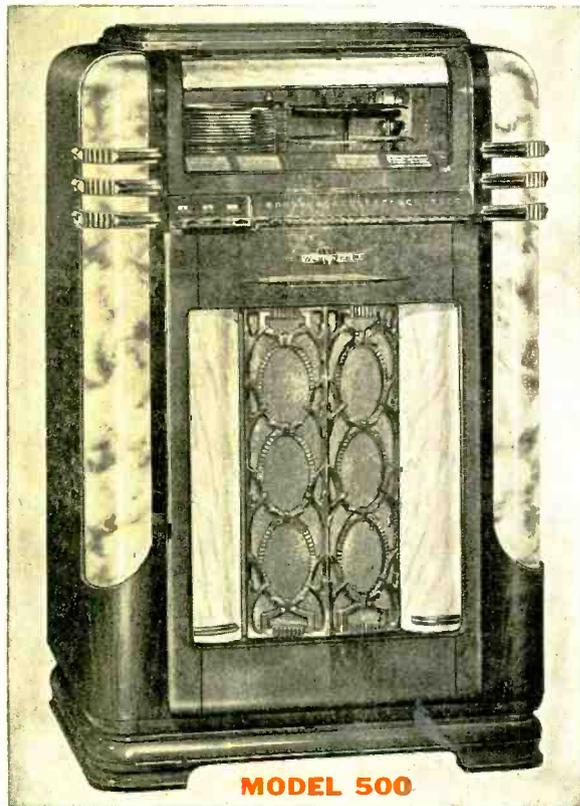
## *Leadership*

### PROFIT BY THE PROTECTION OF WURLITZER POLICIES AND BY THE DEMAND FOR WURLITZER AUTOMATIC PHONOGRAPHS

Starting with the pledge that Wurlitzer would sell only to operators, Wurlitzer has lead the industry in inaugurating policies to further and protect the best interests of Wurlitzer Music Merchants.

Today, Wurlitzer's

- ... LIBERAL FACTORY TRADE-IN ALLOWANCES on old phonographs regardless of age, make or condition, and
- ... TOTAL DESTRUCTION OF EVERY PHONOGRAPH TURNED IN, so that it will never again compete with any music merchant for locations



**MODEL 500**

The "FIVE HUNDRED" . . . A big impressive phonograph with beautiful full cabinet illumination in moving changing colors. A deluxe Model that is enabling Wurlitzer Music Merchants to line up ultra exclusive locations they couldn't "crack" before.

The "SIX HUNDRED" . . . America's most popular automatic phonograph. Beautifully illuminated. Has proven its ability to get and hold the best locations.

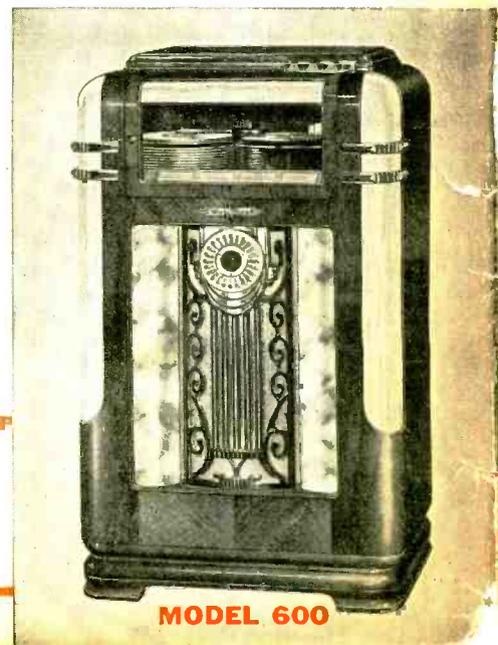
Both phonographs play 24 records — give customers a greater selection — more music to play — increase your profits by meeting the musical tastes of every patron.

have been welcomed by Wurlitzer merchants as practical steps to maintain profits and stabilize the industry.

Profit by Wurlitzer leadership. Operate Wurlitzers. Write or wire for details.

**THE RUDOLPH  
WURLITZER COMPANY**  
NORTH TONAWANDA, N. Y.  
Canadian Factory:  
RCA-Victor Co., Ltd., Montreal, Que., Can.

**BOTH MODELS PLAY  
24 RECORDS  
SOLD ONLY TO  
MUSIC MERCHANTS**



**MODEL 600**

TURN IN YOUR OLD INSTRUMENTS ON

# WURLITZER

**AUTOMATIC PHONOGRAPHS**

UNDER WURLITZER'S LIBERAL  
FACTORY TRADE-IN ALLOWANCE PLAN