NOW IS THE TIME
for all orchestras and artists
to take advantage of
The Billboard's
COMPLETE CIRCULATION
the only tradepaper
circulation that can carry
your message to ALL
important talent buyers

Advertise in The Billboard
and sell yourself to the
total amusement business.

"I depend upon the pages of The Billboard for first-hand and ever-accurate figures of
grosses compiled in American ballrooms like the
one I operated in the fall and winter months. The public's preferences for band and orchestral
attractions are mirrored by the concise and
newly reported each week in the music
section of The Billboard. Rarely is my office
without one or more copies." — WILL H.
WITTIG, Manager, The Pla-Mor Ballroom,
Kansas City, Mo.

"I, as night club manager and proprietor, use
The Billboard for advance information that is
nowhere else obtainable and I can really say that it has been a great help to me in the fol-
lowing of acts, the various revues on night clubs,
theaters, etc. It is my opinion that any night club
man should be very grateful for the many
services rendered by The Billboard." — JIMMY
BRINK, New Lookout House, Covington, Ky.

"The Billboard keeps us posted on what's
going on in the radio field and it keeps us in
close contact with all other amusements, and
all in all, it is the best magazine we know of
for the radio stations." — HAL NICHOLS,
KFOX Radio Station, Long Beach, Calif.

"Your highly classified ads showing your pub-
licized bands has been very helpful
to us for
selection of bands for desirable entertainment
in our Amusement Park Center." — LEON
BROTHERS, Miles Cty, Mont.

"We are producers of radio productions and
station representatives, therefore we read The
Billboard to get the most complete outline of
the radio field." — GORDON H. BRYANT, Man-
aging Director, Bryant Publicity Service.

"The Billboard keeps us in touch with the
outside world. A successful night club operator
must keep up with his music both in orchestra
and mechanical music, and take it from me you
can not successfully run your business without an
encyclopaedia,
and we find The
Billboard the
best." — D. O. KIRKLAND, Sweet Home Pike,
Little Rock, Ark.

"... no man, however original he may be,
can spin everything out of himself like a spider.
He has to know what the other fellow is doing
sometimes if he wants a creative springboard
from which to dive into his own activities. Any
magazine that offers concrete help to station
executives, program men, writers, executives and
other personnel is well worth the time and
money spent on it. The Billboard is a good in-
vestment." — DAVID NOWINSON, Iowa Broad-
casting Co., Des Moines, Ia.

"My Billboard costs me 23 or 24 cents each
week by sending it on to Australia.

"They can not purchase The Billboard there,
so I send it for the friends of ours and others
who read it as it gradually is looked to pieces
with 60 or more trying to see something about
home." — ORVILLE D. DEARTH, Dayton, O.

"Naturally, being a ballroom operator makes
me most interested in items dealing with ball-
room operation, review of bands, air briefs and
band routings. It has proved very helpful to me
in buying and promoting name bands." — H. H. PAULEY, Manager Turnpike Casino,
Lincoln, Neb.

"For many musicians the weekly reading of
The Billboard is profitable in keeping them in-
formed on standing of popular instrumental and
vocal music: reports on bands and their where-
abouts." — FRED ASHBY, Secy., Musicians' Pro.
Assn., Kankakee, Ill.
Is used and a carbon copy is filed with supplies to acts, agents and employers. It must be in writing and on the standard phase of the license, and makes the agent a party to the contract. The license certificate that the agent has is proof that the union minimum wage scale will be observed. The AFA as proof that the union minimum wage scale for that particular club has been observed.

NEW YORK, Aug. 13.—The agency licensing system that the American Federation of Actors is working out will probably become operative January 1, but will not be applicable only to those key cities where night clubs abound. Locally, the AFA is calling a membership meeting next month to ratify a wage scale for actors in the city of New York. The meeting next month will be called to consider the membership it will be set up. The license system will be known as the AFA Readies Wage Scale as Part of Agency License System.

To license agencies only in strong AFA centers—agents become responsible for observing AFA rules—must use standard contracts—may revoke without explanation.

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The conduct of this column is on him varies with his mood. Sometimes he chat and general impressions gleamed in Hollywood and occasionally renew acquaintance with his Chicago staff. Honolulu has been with The Chicago Tribune, a star of the Belasco. As correspondent in Honolulu, he promoted to an executive post on the Chicago office and moved his residence to the Coast. The regular column resumes this week.

Pittsburgh Acts May Join AFA, Forced by Other AFL Outlets; Philly Given Autonomy by AFA

JOAN FONTAINE
(This Week's Cover Subject)

JOAN FONTAINE, fast-rising RKO player, who was born in the streets of Toyko, Japan, and spent part of her childhod there and in San Francisco, was educated in the galaxy of Saratoga, and the American School of Tokyo served her for her schooling. Technically a British subject, she has never in England.

Anomalous theatricals occupied much of Miss Fontaine's time in Japan, and her acting in some Shakespeare roles there prepared her for her fast acting part in San Francisco. In the Honey Duffe production of "Call It a Day," she was in the play for more than two weeks when Jesse Lasky saw her and placed her under a personal long-term contract. Another work found her cast with Katharine Hepburn in "Quality Street," and since then she has been a steady succession of RKO pictures, among them "The Man Who Wanted Quick Thomas J. Cooper of ability to get to the top.

RICO pictures, among them "The Man Who Recently released "Sky Giant" and the large

HIMSELF," Formerly of Washington, D. C.

In the Henry Duffy production of "Call Fontaine's talents lie not only in the direction of acting but of painting as well. She is the city's watercolor expert, and is studying art as a pupil of Frank Ingersoll and the famous belles of Boston. Miss Olivia de Haviland, she prefers to play down the relationship, relying upon her own ability to get to the top.

Superb Living
An address of prestige where the expectant ones may relax in an atmosphere of refinement. Under the same management as The Drake and The South Bend Hotel.

A. S. Kirkby, Managing Director
The Town House
On Wilshire in Los Angeles

THEATRE, AIR CONDITIONED
In heart of San Antonio, Texas. Three hundred square feet of a/c space for the comfort of the British, American, and Mexican military men now stationed in town. Arthur Loder, John Dean and Talmadge LeRoy are the managers. Will seat 200. Performances given by all the first-time productions in town. Postmasters unlimited. Write or wire.

117 B设施 St., San Antonio, Tex.

WANTED QUICK
Jesse in all sizes. Secretary, Socialite, Texas and Mexican. Always in demand. Knowing all the names of the celebrities. Call and see for yourself. Will not be disappointed.

THOMAS J. COOPER
Formerly of Washington, D. C.

WANT the present location. Suitable for con-

1111 Edison St., Los Angeles, Calif.

The purpose of this department is to benefit producers, bookers, agents and others, to those with the organization practice. Men-

THE BILLBOARD STAFF

Bookers Elect

Chicago Club, Bookers Eiect

CHICAGO, Aug. 13. - EntertainmentManagers' Association, recently formed to replace the old Chicago Club, elected the following officers at its Wednesday meeting: David M. O'Malley, presi-

dent; George W. Konchar, vice-president; Ky-

dal Whitehead, secretary; and E. Goss, treasurer.

Bookers have organized to eliminate chicanery from negotiations, to keep a closer watch on Booking operators and other chicanery practices prevalent. Mem-

bering the growth of the Chicago club, the date bookers, now totals 20 of the craft.

For VAUDE

WOODY HERMAN—and his band never had a more favorable chance to be entertained. Band has never had a

The other day such veterans as John Halliday, Irene Bichen and Melvin Douglas played in Universal's "That Certain Age" when the stars were young and serene. The cast is the same. It was a breakfast table scene at a lavish atmosphere and they all brought out their best. A good, solid, hearty performance with a top price.

The four men were members of the Entertainment Managers' Association, who said they have not been approached in the past 10 days by either entertain-

ers or AFA representatives. Last week a detailed meeting of the EMA and Whitehead failed to jell.

In Pittsburgh today was Guy Maglay, leader of the famous "Van Doren's" ragtime orchestra. Maglay plans to tie-up with Hurley when he came to Pitts-

burgh two weeks ago. No matter what the future looks like, he was told, the management of the Windy City AFA office is copied.

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Broadway Beat

(George Spelvin, who takes his vacation with a vengeance, has stepped into the 7,000-seat Chicago's Gold Coast, where he is starring in a musical, "The Drake" offers every luxury and convenience of fine living on Chicago's Gold Coast, central air conditioning.)

A. S. Kirkbride, Managing Director

BROADWAY BEAT

August 20, 1938

The Billboard

Newspaper of the Motion Picture Industry

Distinguished

The Drake

(Continued from opposite page) and W. C. Fields among those glimpsed were Ethel Merman, who won a Tony Award for "I'd Rather Be Right." Mrs. Harold Warner, wife of the Buffalo correspondent of The Billboard, considering that she was born in Germany, lived there all her life and came to this country only four years ago. In that short time she has lost all trace of a German accent, and her speech is as American as Bob Burns'. . . . Idle reflection while reading at the Times Building's electric sign with its condensation of the day's news: Why the different color bulbs, white on the north side and yellow on the west so long ago... . . . A headline reader at the Edison Green Room notes that "Dodgers Draw Record Crowds at Night Games" and colloquizes that maybe spastick is still the U. S. A.'s most beloved style—or possibly the Dodger fans like the night games because they can fade out of the park unnoticed. . . . An imposing-looking envelope, all of a dozen inches long, with corresponding pressure in height, addressed expansively and embossed with heavy letters, the maestro was Fred Waring, the paper was the Philadelphia Inquirer. For what seems to be the first time in 50 years, Waring has skipped town and gone back East on Chicago's Gold Coast, facing the New York Central's crack diner to meet the leading men of Cincinnati, while the Olympic Cafe and the Moorish Grill you'll be had in Southern Ohio. In the aircooled Moorish Grill you'll find the battle lines are being sharpened, as was exhibited on behalf of The Toy Wife, which was being shown in other houses, and the trailer was so much worse than trailers usually are forth with the observation that when Lincoln freed the black slaves he forgot all about the whites. Jimmy Dorsey quips, "I made Jimmy a good wife while making him a good husband." . . .

Morriss' $5,000,000 Cross Billings Leads Radio Agent Field in 1937

NEW YORK, Aug. 13—William Morris Agency has built up its cross radio billings for 1937 by a wide margin, according to the latest available radio data. This agency had radio talent deals totaling $5,000,000, $600,000, $400,000 and $200,000, respectively, in 1936, 1935, 1934 and 1933. Since then, the Morris Agency has made a cross radio billing of $1,000,503. Seem like a huffy deal, but the correspondence expenses are figured for a similar billings for 1937 by a wide margin, according to the latest available radio data. The Morris Agency has made a cross radio billing of $1,000,503. Seem like a huffy deal, but the correspondence expenses are figured for a similar...
PORTSMOUTH, N. H., SURVEY REVEALS MANY BIG SHOWS WEAK ON SPONSOR IDENTIFICATION — SPLIT IDENTIFICATION ALSO A FACTOR — SHOWS MAY DRAW LARGE AUDIENCES BUT SALES TALKS DON'T HOLD

By PAUL ACKERMAN

Third section of The Billboard's radio survey, which covers Portsmouth, N. H., indicates strongly that some expensive nighttime programs are lacking in putting across their commercial announcements. This is indicated by answers to the new question used in the survey, namely, What product is advertised? Not all the programs named are broadcast during the summer; others, such as "Watch the Fun Go By" (Ford Autos), are now off the air for the particular sponsor last bankrolling the show.

Survey shows that some programs with large listening audiences may be very weak in their sales appeal. In other programs, however, weak from the entertainment angle are often weak from the standpoint of convincing the sponsor in the way he wants to be served — sales. The apparent low sales value of some of these expensive shows also contrasts markedly with their high listening ratings.

In general, it is safe to say that advertising is often intangible and cannot be traced directly to any particular advertising medium. The writer's conclusion, therefore, is that statistics are of concrete significance. They may be interpreted as indicating the desirability of the commercial sales talk.

Table below lists those evening programs heard in Portsmouth, N. H., and identified by listeners as their favorite programs. Not all the programs named are broadcast during the summer; others, such as "Watch the Fun Go By" (Ford Autos), are now off the air for the particular sponsor last bankrolling the show.

Telephone calls in The Billboard surveys are made with respect to evening and daytime programs. This table is compiled by asking only those who had "not" listened the evening before what their favorites are. In this way responses are not conditioned in favor of any particular program. For instance, it is possible to have overlapping sets of names, and partial or complete identification on the same line. In this case the number of names stated to be the favorite program. In parentheses the names of the programs heard in Portsmouth, N. H., not broadcast during the summer.

In the case of "Watch the Fun Go By," 29 named it as favorite and 29 others were laying eggs all over the landscape. One of the commonest manifestations, however, is split or partial identification. For instance, received 10 favorite mentions and four "Don't Knows." "Don't. Knows" is written into the program title. Some of the large variety shows are also identified in this manner. For instance, received 26 favorite mentions and 24 "Don't Knows." "The Hollywood Hotel" came thru the survey with 100 per cent sponsor identification. "Fun" is also off the air now. "Caravan" was named 50 times as a favorite and the entire 30 commercials that are carried.

The Billboard surveys for Portsmouth, N. H., revealed many big shows were weak in their sales appeal. This is indicated by answers to the new question used in the survey, namely, What product is advertised? Not all the programs named are broadcast during the summer; others, such as "Watch the Fun Go By" (Ford Autos), are now off the air for the particular sponsor last bankrolling the show.

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Title Tiff Over "For Men Only"

CINCINNATI, Aug. 13.—Problem of whether station or sponsor owns a program is a continuing one. A recent example was the following tiff between WLW here and WIP, Philadelphia, over Toscanni symphony program. Maestro will go on the air over a commercial outlet.

Social Security Bureau has ruled that, as a newspaper man, not an actor, comedian, or writer of constructive criticism, but with the edge; adopted a steady policy of telling people the truth.

Now this is more or less accepted as currently.

Top -Hatters, Advertising Radio of America, is now the largest radio audience of any network in two periods a week over Columbia Broadcasting Co. signed a contract after the Klinger Advertising Agency.

Butting In

Lately I have become considerably irritable, because I'm trying to be funny as a radio columnist who, it appears, has something to say to the people how they run their businesses.

Putruff

I'd try to realize that being funny is not as likely to succeed as it is as a surprise, or a four-week dismissal notice provision.

I'd try to remember that the ex-claimer who is juniors.

Wells to Western Post

CINCINNATI, Aug. 13.—Bill Wells, widely known in radio circles here, had his first West Coast experience when North Plate, Neb., this week to become a Northwestern announcer of St. John's College, for NBC's radio set license. New York radio station, 6-8 p.m. by Carl Bixby and Don Beckman.

enough.

Wells to Western Post

NEW YORK, Aug. 13.—National Broadcast- ing Co. has decided to sell time during the Toscanni symphony program. Maestro will go on the air over a commercial outlet.

The boys are leaving available for commercial time.

NEW YORK, Aug. 13.—Radio Advertiser; 18 Hrs. Weekly

As a newspaper man, with truly rare exceptions, is just a newswoman, right if not completely.

In his new post he will be in charge of the Klinger Advertising Agency.

Another for P. & G.

NEW YORK, Aug. 13.—Life Can Be Beautiful, an industrial serial for Ivory Soap, debuts as a five-day-a-week 15-minute program, over the NBC Red Network. Program produced by Transamerican, script- writer is Dorothy Strong, and NBC set and executed by Compton Advertising Agency.

Wheatie's Cowboy

LINCOLN, Neb., Aug. 13.—Buck Owens, movie cowboy playing personal appearance, will next month become a headed westward. Will broadcast this week under Wheaties sponsorship, he added.

Hock Shop Now N.Y.'s Largest Radio Advertiser; 18 Hrs. Weekly

NEW YORK, Aug. 13.—Madsen Personal Loan Co. is now the largest radio advertiser in New York City with more than 15 radio stations buying its 15-minute quarter-hour programs. Firm would appear to be almost a radio-building company, having purchased a block of time on radio stations, to be used in advertising thehouses.

In the past, Madsen has been a personal appeal, since the announcer or featured performer, such as Zke, has been used to cover the time, on a personal basis. Plug might go to the local agent or to a "local station," because I'll be sitting here for a half-hour after the broadcast, or it may be a public address system, making such calls are connected thru the offices.

Madsen has time on WMCA, WINN and WVRA, WMCA the advertiser has been known to have quarter-hour programs and six half-hour periods. On WINN it just bought quarter-hour programs. WINN gets 24 quarter-hour stations, all business placed through the Utility Advertising Agency.

Cincinnati, Aug. 13.—Lebanon's Peace Lodge, American Federation of Radio Artists, here, has adopted a steady policy of telling people the truth.

A recent example was the following tiff between WLW here and WIP, Philadelphia, over Toscanni symphony program. Maestro will go on the air over a commercial outlet.

I would try to remember that the ex-

I'd try to realize that being funny is not likely to succeed as it is as a surprise, or a four-week dismissal notice provision.

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A recent example was the following tiff between WLW here and WIP, Philadelphia, over Toscanni symphony program. Maestro will go on the air over a commercial outlet.

The boys are leaving available for commercial time.
WNYC Hops From 8th to 4th
Spot in N. Y. Publicity Breaks

NEW YORK, Aug. 13.—In the latest compilation of publicity breaks for New York City radio stations, WNYC, municipally operated non-commercial call, moves up from fifth place to fourth place. The station usually takes this position, displacing WOR, and is topped only by WABC, WJZ and WEAF, network operated stations. The compilation notes no other station has so suddenly highlighted itself. Nearest to come to any gain of this nature is WQXR, high-fidelity station, which improved its standing considerably last year.

Last year WNYC, which underwent a change of management a few months ago, moved from 13th place to the eighth position, just below WOR, WQXR, WEVD, KXINX and WINS. Position in this publicity break-down was gained largely by station extensions, with the station getting a total of 337 highlight mentions. In column for all stations the breakdown did not count, as the station scored no high breaks or spots.

This analysis covers the period starting July 10, and ending August 6. Eight New York stations and one Brooklyn do constitute the sources of the breaks; no news desk or picture breaks are tabulated.

Radio Politics Blasted After FCC Ruling Against Tulsa Trib

WASHINGTON, Aug. 13—Politically sensitive Washington this week was abuzz over changes that Senator Thomas Francis Morgan, Democrat of Oklahoma, made in an airwave assignment in Tulsa.

The Tulsa Tribune used as an instrument in causing an adverse Federal Communications Commission ruling on The Tulsa Tribune's radio application.

Editor and Publisher, newspaper trade magazine, took up the incident editorially, and the story was followed up in radio and urging a Congressional investigation on The Tulsa Tribune's radio application.

Chi ABT Members Meet With CIO; Hold Affiliation Vote This Week

CHICAGO, Aug. 13.—Meetings between the Chicago AFL-CIO Cio Political and the American Federation of Radio and Television Engineers' union in CBS, were held here Friday and Saturday.

Fred Harvey, president of the union, and Louis E. Goyette, head of ACA's radio division, appeared before a panel of engineers regardless of where employed were invited by Goyette who was present to discuss the ABT strike. A meeting was held and the ABT members and theirMono.

If this talk Goyette pointed out that ACA had made more rapid strides fielding than the other local union, which is also making a play for the radio technicians.

The union investigation had proved to ACA that the ABT union did not have sufficient funds to further its program or maintain national position, but with the help of ACA this position could be maintained.

Remainder of the morning meeting was held to work out a solution of the problem of the ABT union, to which was added the group of engineers, and the subject was discussed.
Radio Reviews

Home Folks
Reviewed Wednesday, 11:30-11:45 a.m. Style-Dramatic, musical. Sustaining on WHO (NBC red), Des Moines.

Perhaps it's because Tom Lewis was born in Iowa, but his brother Vern "Little Joe" Quinlan and attached are a typical Iowa family and genuine Minnesotans. Their style is pleasant, and their appeal is the genuine Minnesotan. Their appeal is the genuine Minnesotan. Their appeal is the genuine Minnesotan. Their appeal is the genuine Minnesotan.

Marie and Ted
Reviewed Sunday, 6:45-7 p.m. DST. Style-Songs. Station-WELL, New York City.

At last we have a program of entertaining songs with nary a touch of that too-sweet harmony and so-called singing of the hill-climbers. There is a lot of good country music, and the program is well performed. The singing is on top form, and the program is a hit.

Your KCVO Concert
Reviewed Sunday, 2:20-3 p.m. CST. Style-Music. Sponsor-The Crown Foundation (CST) Radio-Station-KCVO (Kansas City, Mo.).

Most pretentious endeavor Kansas City has presented for awhile. The program is overdone, and the orchestra is not up to par. The music is not well performed, and the programs are too long. The program is a hit, but it is not well done.

Attorney

Pierre, the Trapper
Reviewed Thursday, 7:45-9 p.m. Style-Comedy. Sustaining over KDRA (Pittsburgh).

The show is well done, and the program is well performed. The show is well done, and the program is well performed.

Song Pictures
Reviewed Thursday, 7:45-9 p.m. Style-Music. Sponsor-The Crown Foundation (CST) Radio-Station-KCVO (Kansas City, Mo.).

The program is well done, and the show is well performed. The program is well done, and the show is well performed.

Current Program Comments

This column is devoted to brief reviews of programs which have been on the air for two or three weeks. The shows are reviewed from the point of view of the consumer, and the reviews are based on the ability of the program to entertain and inform. The shows are reviewed from the point of view of the consumer, and the reviews are based on the ability of the program to entertain and inform.
OSOKELE ROUTES

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

Adcock, Jack: (Mama Inn) Macon, Ga., nc.
Adkins, Ralph: (Dixie) Seacoast, N. C.
Anderson, Al: (Gerry-Go-Round) Newark, N. J.
Andrews, Jimmy: (River Tavern) Londonderry, N. H.
Austin, Bob (LeRoi) Basset Lake, N. Y., h.
Austin, Charlie: (Checkmate) Atlantic, N. J.
Atwood, Mel: (Village Bar) NYC, h.
Barb, Bill: (Bear Mountain Inn) Bear Mountain, N. Y., h.
Barr, Benny: (Bourbon) Buffalo, N. Y.
Barr, Jerry: (Golden West) California, P. I.
Barr, Russell: (Tavern-on-the-Green) NYC, h.
Barrick, Hugo: (Tavern on the Green) NYC, h.
Barron, Blue: (Edgewater) NYC, h.
Barnett, Artie: (Hampton Beach Casino) Hampton Beach, N. H., h.
Bart, Harry: (Golden West) Cleveland, N. C., h.
Bartlett, Bob: (Bourbon) Buffalo, N. Y.
Barth, Andrew: (Vesper) Cleveland, h.
Andrews, Jimmie: (Casa Marina) Jacksonville, Fla., b.
Furry, Wendell: (Casa Marina) Jacksonville, Fla., b.
Barlow, Tim: (Vesper) Cleveland, h.
Funk, Larry: (Vesper) Cleveland, h.
Freedman, Dave: (Vesper) Cleveland, h.
Farber, Bert: (Netherland) New Orleans, La., h.
Davis, Jim: (Blackhawk) Chicago, I11., h.
Crosby, Bob: (Blackhawk) Chicago, Ill., h.
Minn., July 30 - Aug. 19.
Cullen, Tommy: (Glenwood) Delaware Water Gap, Pa., nc.
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
Gilbert, Jerry: (Edgewater Gulf Hotel) Edgewater Beach, Fl.
Beach, Fla., b.

Orchestra Routes must be received at the Cincinnati offices no later than Friday to permit publication.

H
Hall, Jay: (Monticello) Monticello, N. Y., h.
Hall, George: (Cherry Hill) Cherry Hill, N. J., h.
Hill, W. H.: (Downtown) Columbus, O., h.
Hill, You Money: (Downtown) Columbus, O., h.
Hilbert, Pearl: (White Swan Club) Johnson, Pa., h.
Hilbert, Pearl: (Washington-Yeates) Shreveport, La., h.
Hill, Alfred: (Ambassador) N. Y.
Horton, Dean: (The West Lake Wellington) Mass., N. H., h.
Horton, Dean: (The West Lake Wellington) Mass., N. H., h.
Horton, Dean: (Dixie-Away) Grand Junction, Colo., h.

I
Ish, Moe: (Chanticleer) Millburn, N. J., h.
Jones, John: (Claridge) Memphis, Tenn., h.
Jeff, Jimmy: (Bill Clinton's Casino) Pittsburgh, N. C.

Songs With Most Radio Plugs

"A Ticket, A Tasket" Still On Top; "Head Is Second"

Songs listed are those receiving 10 or more network plugs (WJZ, WEAU, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, August 11. Independent plugs and those received on WOR, WNEW and WNYW are not included as "F". "M" based on data supplied by Accurate Reporting Service.

Position Title Publisher
1. A Ticket, A Tasket... Robbins 39
2. You Go to My Head... Robbins 37
3. Now It Can Be Told... Berlin 37
4. I'm Gonna Lock My Heart... Shapiro, Bernstein 37
5. I'm Just a Gigolo... Specialty 37
6. I Let a Song Go Out of My Heart... Mills 37
7. When They Played the Polka... Robbins 36
8. Flat Foot Floogie... Green Bros. 37
9. On the Bumpy Road to Love... Feist 36
10. There's Honey on the Moon Tonight... Robbins 36
11. I'll Dream Tonight... Berlin 36
12. I'm Dreaming of You... Feist 35
13. Con Sun di Mano... Feist 35
14. Anytime You Need a Fool... Feist 35
15. The Honey of the Moon Tonight... Miller 35
16. 15 Minutes to Heaven... Robbins 35
17. I Married an Angel... Robbins 35
18. Love Is Where You Find It... Robbins 31
19. Lullaby in Rhythm... Robbins 28
20. You Were Cheating on Me... Berlin 28
21. Angie... Robbins 28
22. I Want You... Berlin 28
23. Under Your Spell... Robbins 28
24. You're Mine... Berlin 27
25. When the Circus Came to Town... Berlin 27
26. You Can Have Her... Berlin 27
27. Garden of the Moon... Berlin 27
28. I Got a Guy... Berlin 27
29. In a Little Dutch Kindergarten... Feist 27
30. Saving Myself for You... Berlin 27
31. When You Played the Polka... Robbins 27
32. What Goes on Here?... Berlin 27
33. Meet the Beat of My Heart... Berlin 27
34. Garden of the Moon (F)... Berlin 27
35. When the Circus Came to Town... Berlin 27
36. You Can Have Her... Berlin 27
37. What Goes on Here?... Berlin 27
38. Garden of the Moon (F)... Berlin 27
39. In a Little Dutch Kindergarten... Feist 27
40. Saving Myself for You... Berlin 27
41. When You Played the Polka... Robbins 27
42. What Goes on Here?... Berlin 27
43. Garden of the Moon (F)... Berlin 27
44. In a Little Dutch Kindergarten... Feist 27
45. Saving Myself for You... Berlin 27
46. When You Played the Polka... Robbins 27
47. What Goes on Here?... Berlin 27
48. Garden of the Moon (F)... Berlin 27
49. In a Little Dutch Kindergarten... Feist 27
50. Saving Myself for You... Berlin 27

Additional songs with more radio plays:

1. Tisket, a Tasket 28
2. There's Honey on the Moon Tonight 28
3. When They Played the Polka 28
4. You Were Cheating on Me 28
5. I Want You 28
6. Under Your Spell 28
7. When the Circus Came to Town 28
8. You Can Have Her 28
9. Meet the Beat of My Heart 28
10. Garden of the Moon 28
11. When You Played the Polka 28
12. Saving Myself for You 28
13. In a Little Dutch Kindergarten 28
14. Saving Myself for You 28
15. When You Played the Polka 28
16. Meet the Beat of My Heart 28
17. Garden of the Moon 28
18. In a Little Dutch Kindergarten 28
19. Saving Myself for You 28
20. When You Played the Polka 28
21. Meet the Beat of My Heart 28
22. Garden of the Moon 28
23. In a Little Dutch Kindergarten 28
24. Saving Myself for You 28
25. When You Played the Polka 28
26. Meet the Beat of My Heart 28
27. Garden of the Moon 28
28. In a Little Dutch Kindergarten 28
29. Saving Myself for You 28
30. When You Played the Polka 28
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33. In a Little Dutch Kindergarten 28
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50. When You Played the Polka 28

These songs are based on data supplied by Accurate Reporting Service.
CRA Flirts With Colored Band Biz

NEW YORK, Aug. 13.—Enthused by its success in booking Billy Hicks into the Fillmore, Music Corp. of America has continued its lack of sales resistance in the market for the other colored bands on its roster for the one-night galops, Con- sequently the label is touting the possibilities of setting up a colored dance department. Deal is on fire to make the biggest name of all, Joe Day, a rhythm specialist, to head up the office a string of sepias capped by Louie Armstrong, which has already been offered by CRA to dance pro- fessionals of all races and the most prominent of these is at the enrollment-stage sitting up.

CRA has seven colored bands on the roster, but only under direct management, others solely for booking purposes. Chris Webb and sking Hawkins bookings in a arrange- ments for the color. One of Harry Smith’s stars is Johnny Gluskin for personal rep., Earl Henderson, who handles the other bookings, is moping the pos-poulos the thought as being fan- tastic.

Music Corp. of America has been mulling in mind the plan for a colored band division for some time. Company executives believe that the label has on its roster, new music that is well worth the trouble of setting up departments for the others.

Bernie Holds High At Detroit Gardens

DETROIT, Aug. 13.—This business this summer is reported to be $900,000 off from last season, Eastwood Gardens singing last season were the only venues able to keep out the red ledger in spotting roll-up nights. The last season the Eastwood Gardens was chucked up by Ben Bernier with 4,000 dancers to make it the biggest night of the dance week. The Eastwood Gardens is an important adjunct, considerably so since the Kelly-Colossoan Palms shuttled this week.

Manager Max Kerns has Arte Shaw the largest act of the week at the Eastwood Gardens and held again the season thru with week's activities. The Eastwood Gardens is keeping Absenteeol the booking agency to provide a sock finish following his top front rating at the Fox Theater here.

Paine Plugs Modern Music

SEATTLE, Wash., Aug. 13.—John O. Paine, ASCAP general manager, making his first trip to the Pacific Northwest region, took time out to point out that there was a demand for novelty musical compositions and that this country has a new music that is well worth the playing and listening. He hailed the late George Gershwin as a great master of the American musical gift and feel that there is a world market for American music on a larger scale. Holding that there are American composers, Paine revealed that those who are not of a marketable vein to American music on a larger scale. Holding that there is a world market for American music on a larger scale.

Henderson Fetches $750

LINCOLN, Neb., Aug. 13.—Fletcher Henderson, noted composer of the band at Turnpike Casino a profitable one in drawing 500 dancers for a $750 gate. There was no advance sale, dusters going at a straight $1.50 per couple. Dick Jag- gers and Noble Sissle in line for August dates and Zell Fields comes in around September 1 to get some of the State fair trade.

MCA Pioneers With Top Names At Outdoor Fairs-Expositions

Former frollics loom as important employment outlet for dance bands—Goodman, Dorsey, Lombardo, Kyser, Whitey and Casa Loma set for stands.

NEW YORK, Aug. 13.—Bumper crop of band bookings engineered by Sonny Werblin, Music Corp. of America exec, is seen as an opening wedge for dance bands at the annual State and county fairs and expositions throughout this country and proves that there is a big demand for novelty music in this field. Further, possibility of orkdom cashing in on a September—fall season in a most profitable fashion. Success of name bands as outdoor attractions this season will undoubtedly give impetus to a rush next year, with the possibility of territorial names finding an in the county fairs.

Werblin is still lining up the stands. Already set are Benny Goodman and Tommy Dorsey for the annual country fair at Dearborn, Mich., to be held at the Farmington State Fairgrounds Aug. 13-15. Dorsey and Dixie Fair will be held Aug. 15-16, 17 and 18. Dixie Fair will be held Aug. 15-16, 17 and 18.
August 20, 1938

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**The Smiling Mestro Is On the Air.**

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**BILLY SWANSON**

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**CATARACT & HOUSE**

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**Reggie Childs**

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**DOLONIAL HOTEL & TERRACE**

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**Ragtime Band Briefs**

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**ORCHESTRA**

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**CARROLL BISHOP HEADS FOR Mpls.**

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**ORCHESTRA**

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**TODD**

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**ORCHESTRA**

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**ENGLISH**

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**SANDY PARK BEACH**

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**FREDERICK BROS. MUSIC CORP., CHICAGO**

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**ORCHESTRA**

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**The Reviewing Stand**

**Tony Martin**

(Reviewed at Fairfield Park, Kansas City)

KNOWN chiefly for his voice and looks are Martin's plentiful coiffure and the last month took over Everett Housel's band at the Skytop Salon where eventually, he hopes, will take him to New York. The date here was one of his first.

Instrumentation is standard (five brass, four reeds, and rhythm) and an electric guitar is used for the many Haswell standards. Martin's voice, however, seems to be the only stand-by the band is aware of. Nevertheless, the rhythm section is a handicap.

The part of Pirro or his men, altho a near miss on a number of standards, is a dish of special interest for the way it borders a bit on the redic. How- lancing is not all it should be, and the part the Bobby Hackett tenor sax recently played in White Hot is being followed up with some interesting new releases.

Reason for this is the maestro's genial manner that sometimes calls for relief on the band, which in- fectionless entourage carries over to the dances. Like all that sort, he's offered by a trio and by Una Wyte, the attractive brunet. Fido does a bit of clowning when the lyrics call for it, to the point of adding a touch of the showmanship ledger.

The team oftrio is notable for smart, tipsy white jackets, and by taking and large, contribute one of the best band performance around town.

Bob Crosby

(Reviewed at Blackhawk Cafe, Chicago)

T RIE years the Bob Crosby (Bing's band brother) aggregation has hit itself a boot stake in its northern swing market and then back to the Blackhawk for another place in the charts. This occasion was han- garded by a Monday night audience participation show over WGN-Mutual.

It is very much of an audience swing outing around here.

The band was balanced, of course, with its own big tenor sax, swing drum, and seven men-two violins, tenor sax, bass, trumpet and fiddle, making music that can be taken in a straight fashion without making any attempt to push it into the swings.

From the dance-ability standpoint the band is average. The band, however, with less oomph than the rest, but then it must be remembered that the showmanship ledger.

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IN THREE years the Bob Crosby (Bing's band brother) aggregation has hit itself a boot stake in its northern swing market and then back to the Blackhawk for another place in the charts. This occasion was hand- garded by a Monday night audience participation show over WGN-Mutual.

It is very much of an audience swing outing around here.

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Managers Protest License Rule and FTP Competition

Project again hires house in Times Square area—Per- centage against Shuberts—Labor Stage exempt from license fee, but must live up to all fire regulations

NEW YORK, Aug. 15.—With peace reigns blissfully in the League of New York Theatrical Owners, the current season’s two things to squawk over this week. First, the competitive contest in the Times Square area by the Federal Theater Project, which was the fact that Mayor La Guardia finally oked Labor Stage’s plea for license exemption on the unusual understanding that it would not compete with established houses. Managers claim with justice that Needles, one of the season’s most successful musicals—also competition and should not get special privileges den- ited to regular commercial managers.

The FTP competition threat came up again when the project hired the Ritz Theater on 48th street for a year. Last spring, when the project hired the St. James, the man- agers howled, claiming unfair competi- tion and reminding the FTP that, at its inception, it had promised to stay out of the Broadway area by the local Federal Theater Project. The other two things to squawk over this week.

The FTP is again charging that commercial managers have been making raids on regular commercial players for a new convert for legit. But producers point out that the Shaw subsidy, at a 40-cent top. That’s plenty of competition, they say, without adding insult to injury by putting the license fee, but must live up to all fire regulations. The Mercury Theater, which habitually counts out all the announcements that it can’t do, scores another one off at the Shuberts, the two-character play that Gilbert Lennox adapted from his novel of the same name. Lenno- nix, early in the season, placed it in the Mercury for the first time. Now it appears that the piece has been turned over to Lee Shubert, and Mr. Shubert has convinced himself to let it go; at the moment he’s ener- getically engaged in another project, which is, the cast. Whether the Mercury just fell victim again to its routine practice of announcing its own production before letting the script to Mr. Shubert, or is, the Mercury for the first time, is a question. Proceeding with announce- ment, they are conducting on the strength of a dramatic piece, the 14th Street. The “beings” of the piece are said to be in the Morosco, where the Mercury has had a previous engagement, and the play now is in rehearsal for a Broadway opening. The Mercury says it will open the show on October 15, and the plot is very much in the same spirit of the Mercury’s previous productions. The “beings” of the piece are said to be in the Morosco, where the Mercury has had a previous engagement, and the play now is in rehearsal for a Broadway opening. The Mercury says it will open the show on October 15, and the plot is very much in the same spirit of the Mercury’s previous productions.
SUMMER THEATER—
(Continued from opposite page)
and strengthenings of about two roles.

Act I

Scene 1

The first scene of the play is set in a town in the

Theatrical News

PARIS, Aug. 6.—A newcomer will be the guest of

The Billboard

August 20, 1938

From Out Front

By EUGENE BURR

Recently this column served as an arena for a modified long war between

The militantly humanitarian Paul Denis and your reporter concerning the merits

of or demerit of the Federal Theater Project as a relief institution, a theatrical pro-

gram that has been in operation since late spring. It was my duty to point out that the FTP, judged specifically on the basis of the work done by its Gilbert and Sullivan operettas and the old-time vaudeville reminiscences found among its stream of business; (2) adding insult to injury by charging, in addition, an

additional fee for each performance, for the admission price is only a tiny fraction of what we are paying for the production. Now, writers are notoriously bad mathematicians, but even a columnist should not need a slide rule to zote out the errors in that reasoning. The Federal Theater's own George Spelvin

has concluded that of the cases the directors had to go outside of the project in order to get talent able to interpret the shows. That really was my point in the original article;...
Newport or Narragansett. The big spots depend on the big spenders.

night the lid was on again. Albany newspapers and the following

ever, news of the gambling reached the
day and the many night clubs and road-

A one-day lifting of the gambling ban

found at the Arrowhead Inn (Val Ernie's
deways, but quickly, from their respective

ing Rock when the lid seemed doomed to

months ago with the Gus Sun Office, has been

entertainments

Bronte and Jeri Withee); at Spencer's

by Empire Theatrical Booking after service.

unique

trout stream to be found in Manhat-
ta, Leone's, an Italian rendezvous, gets

pictures between floor shows

accompanies the screenings in the silent-

in addition are invited back as house

in the pool and even the

attendance for the pool and even the

Coeur d'Alene Hotel here, and re-

resulted in capacity crowds and the

consumption of a small lake of beer. Naturally pleased were Mrs. Harry

Drunkard, was successfully revived

Barnum's, the trick being a one and a half

weeks....

weeks....

weeks....

ZEB CARVER follows Obidiah

House, Cincinnati, Friday for two weeks,

and Sophie Tucker into the Lookout

Walton Hotel, Philadelphia, Thursday; Gil

Bath and Turf, Atlantic City, last week-

New York:

BENNY FIELDS sails for the Grosvenor

and Bert Frohman has started a two-

Aylmer Syracuse, with an engagement at the

Hazleton, Pa. . . .

Paulsons, the trick being a one and a half

weeks....

weeks....

weeks....

ZEB CARVER follows Obidiah

RUTH BRENT went into

Gary and

Prances

Goetz Brewery.

RUTH BRENT went into

the first, as far as we know, to make a

the draw

patronage from the Mississippi side.

Sickle,

improved.

ates Goetz Brewery.

and husband, Harry Goetz, who oper-

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ZEB CARVER follows Obidiah

House, Cincinnati, Friday for two weeks,
Leon & Eddie's, New York
Fifty-second street's best floor show is here. Leon Enken and Eddie Davis have brought it to the stage of their new club, a circus, comedy, musical and singing team that comes complete with tubs, tumbling and other nightmares.

While other spots are cutting this club this week, Leon and Eddie have maintained a policy of good music, good showmanship and good seats. It is a new and exciting floor show.

A novelty, and a good one. It is the first of its kind in this area. A good chance to see their feats. A novelty, and a good one.

One item Is Ann O'Connor, who offers a comedy and emcee's nicely, doing mostly the same thing you've heard before. She isn't too good to keep eyes glued on her.

Another item is a brown pony, which wears rubber shoes and ditties about her frustrations and complaints. She is a good one.

A local news scribe and a member of the audience, who are continuing at Choolgian's summer club.

Another holdover is Helen Wainright, who is strikingly impressive in its take-off of Carmen, a luscious brunet, undulates her hips and dances with the thrilling realization that they pack 'em in the opening night.

Marsha, a tall and luscious blonde who is strikingly impressive in its take-off of Carmen, a luscious brunet, undulates her hips and dances with the thrilling realization that they pack 'em in the opening night.

Miss Tucker bowed off with a virtuoso performance. Her inimitable and dynamic chanteuse, Miss Tucker, was dispensed with. She is a good one.

West 46th St. Nite Club, New York City
Milton Berle, comedian and emcee
S. S. Roosevelt, Chicago
Vince Manney is back for second sea- son, and his Connecticut Troubadours are on hand. A $1.50 minimum prevails when demanded for a straight-forward job, was the pilot Sunday and stand the competition of mine, a tall and luscious blonde who is stirring up the audience.

The Rosanoffs (five) have a colorful relief music (two singers and a pianist). Harry Davis still the p. a.

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Spanish with a high soft soprano range and plays her own guitar accompani-
ments.

Mignone, control dancer, turns in an amusing,金山 entertainment. Her right vertical forward bend and body bend while moving on one leg are done with comparative ease. Both mem-
ers make a strong appearance.

Clark Denis, local radio tenor, pleases with more songs from the Berlin pen, and
show is closed with the line decked out
in gayly colored radium-tinted outfits, making a flash when the lights are doused. Do a number to Alphonse's Breeze Band with every-
thing coming back for a final bow.

Business remains consistently good at this class country spot, where the $2.50 minimum invested pays off good and

Philosophy: Morton Frank.

Guido's Sapphire Room, Eatontown, N. J.
Sweat night spot on the Coast Road, Guido's continues to enjoy another banner of the summer trade. This season the popular spot
sees the addition of two shorties and two lanky lads from his band who hoke to better stage for the two
shorty rhythm and the style of the Gordon Goons, conveniently coordinated by adding a song, adding sub-debs who warble at social shuffle. Team's dancing is smooth and
done with comparative ease. Both mem-
ers make a strong appearance.

Catering to adult white-collar trade splendid with a few colleagues, Lew
Panserello's suburban club, covered with a roof but unvaulted, offers a three-act show bolstered by the band that usually
adds specialties as well as musical back-

tipper Sylvia Hart and tapper Jean Ar-
dons specialties as well as musical back-
turns to the customers.

Cuban Congo and Rumba Dancers
In Jungle Madness
Featuring their pet movie gorilla, EAGAS!

Current at PARADISE CLUB Atlantic City, N. J.
1938 Summer Engagement
PRINCESS ORELLA
84 BRADHURST AVE. NEW YORK CITY

The Oasis, Seattle
Abe Broshen, for six years musical director of KOMO-KJXL, Seattle, is the new musical host here and feature of the
floor show. With Broshen is an all-color revues-

Appleton Show Opens
APPLETON, Wis., Aug. 13.—Letter from the president of the Appleton-

At Liberty
AUGUST 20

Two lanky lads from his band who hoke to better stage for the two
shorty rhythm and the style of the Gordon Goons, conveniently coordinated by adding a song, adding sub-debs who warble at social shuffle. Team's dancing is smooth and
done with comparative ease. Both mem-
ers make a strong appearance.

Show includes an array of acts of various types, a man holding a sword with a red flag, the team billed as "the

Stubbins by the Magnificent High and Mighty. One of the few holdouts for a cover, Passerello this week lifted his 50 -cent

with the former head chef
serves as emcee to swell advantage. Has
worked as a stringer for the Chicago Daily News, and is in his first year at the Piano Bar.

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Answer to "Will It Come Back?"

By PAUL DENIS

For years after vaudeville began dis-appearing from movie houses, per-formances would be announced by asking each other, "Do you think vaude-ville will come back?"

They asked each other that question day after day, but the question and the answers have been the same for years.

While vaudeville has existed in the past, scantily-clad and its vaude- crise theories on w h y vaudeville has disappeared.

As an auxiliary to single or double fea-tures, vaudeville still has some life. Vaudeville shows aren't strictly a hyper-dermic used only when absolutely nec-essary. When a theater can't get picture product, they may turn to vaude, but medioc are, when competition is especially keen. For example, the Tower Theater worked out—then only is vaude a necessity.

Will theater vaudeville ever come back then, under these circumstances? If we were to believe what is said, one glo—no! Then can vaudeville at least recover some strength? We doubt it.

As an auxiliary to single or double fea-tures, vaudeville often find themselves paying a per-

centage of the entire vaude-film gross to the film companies get theirs. Indie exhibi-
tors try with sound with the word independent fool you.

Vaudeville today has been unable to crack radio and pictures. But that doesn't mean vaude is dead. Vaudephone, a vaude unit idea worked with sound, is the American Federation of Actors be
tween a string of units thru the Midwest.

Vaudephone is being represented by Bill Balish, and has written a letter to the AFA here that he is willing to place his unit on vaude billboards and with each unit as technical advisers and presided over by a director.

However, both Vaudephone and Vode Visions, for example, have a plan here in the East, are being fought by the musicians' union. Vode Visions has been besieging the musicians' union was restraining trade and also killing employment op-
tunities.

The AFA license system was launched three years after vaudeville nor burlesque appears to have a smart five-girl show.

Winnie May for Short Winnie May, sister of Bobby May, and herself a juggler, has been signed for a Warner on the RKO main stage. She is being handled by the Harry Norwood agency. Bobby May sailed last night on the Queen Mary.

Francis Renault Held Up

ATLANTIC CITY, Aug. 13.—Francis Renault, playing the Palace Cafe here, received a ride from two men and woman, patrons of the club, Sunday night. One of them produced a .45 caliber automatic, and every member of the Federation shall thereby and thereupon be deemed relieved of and every member of the Federation shall thereby and thereupon be deemed

VAUDEVILLE NOTES

CHESTER MORRIS leaves the RKO studio in Hollywood for his annual vaude. He is to appear here August 26, followed by Washington, Philadephia and Baltimore, prior to a return to RKO on Sep-tember 15 for a role in Palace/Liner.

HORACE HEIGHTS Midwest theater tour, which opened here August 26, Palace, Milwaukee, September 1, and Des Moines, September 6 for the Atchison, Topeka and Southern, Orpheum, Des Moines, the 15th; Or-pheum, Omaha, the 23rd, and the Tower in St. Louis, September 29.

ROSEMARY DURINO is appearing with the Ted Pio-Bito outfit. Booked thru MCA, 1 JOE TOBIN, former New York radio announcer, sailed for London this week, where he will announce the bain games between Ken Davidson and Hugh Fogie at the Palladium, starting September 24.

DILLY, SISTERS have been signed by Mentone for shorts.

Amateur Nights Slip in New York; Bookers Complain

NEW YORK, Aug. 13.—There has been a sharp decline in bookings for amateur nights, new talent contests, etc., in movie theaters here during the past month. According to bookers specializing in the handling of these past segments, a sharp decline of 50 per cent off compared with the sea-son of last year. The big decline comes off the amateur idea in theaters, although a few big theaters, such as the Harlem and Morningside, are still running amateur night once a week. A large number of houses and movie houses have been dropping their preference to bank and merchandise give-aways.

Give Them a Break

While New York state is having its headaches with the gambling ban at the racetracks, New Jersey the sin spots are doing a thriv-ing business.

For the first time in quite a spell roulette wheels, dice and other games of chance are being legally played. The state is being taken at any of the spots.

The problem is, the record is "the weather has been so bad that the boys have to make their money some way or another. . . . after all they have taxes to pay!

AFA READIES (Continued from page 8)

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tunities.

Fox Tower, K. C., Does Well

KANSAS CITY, Mo., Aug. 13.—With the local vaude field to itself, Fox Tower Theater has been doing "very good business" thruout the summer months, Warner Bros., recently released a radio manager, Red Norvo-Mildred Bailey Orchestra this summer, and according to phil Harris' recent $200,000. It's the first time the band has ever played here.

Since the RKO Mainstreet closed doors recently the Newman is only house here which occasionally tries f lease. Fox Tower is the only one in town which continues its fifth consecutive annuum on straight vaude.

Winnie May for Short Winnie May, sister of Bobby May, and herself a juggler, has been signed for a Warner on the RKO main stage. She is being handled by the Harry Norwood agency. Bobby May sailed last night on the Queen Mary.
State-Lake, Chicago
(Reviewed Thursday Evening, Aug. 11)

State, New York
(Reviewed Thursday Evening, Aug. 11)

Vaudeville Reviews

CHAUNCEY MOREHOUSE
CREATOR OF THE N'COMA DRUMS

Location of the little figures are lost at this distance until Miss Drysdale comes from behind her booth to divest her work to the audience.

Samuels Brothers, with Edith Fleming and Katherine Harris follow, with the two boys and girl banding in some perfect tap turns. Miss Harris goes over, with a good tap-toe number. Kemper and Nichols return, with the latter doing some ad lib, work on piano, while Kemper hits his stride with a couple of songs which border more on the poolroom type than anything that could be called riche.

Shovertail returns to usher on Miss Drysdale, with her dance of the same character, the ballerina in a crown that was brought up on Sally Rand with fun, buffoonery, etc. Lower floor was paced at first show opening day.

Grace Drysdale, doubling this week being the Three Slate Brothers, Eileen Wenzel, Caperton and Columbus, Geraldine Ross, and the Beehee Rubayiat Troupe and the Three Speeds making up the remaining standards. Eileen Wenzel helps out here with her show when he's too noisy heading, holding out noisemakers or calling "He's here!"

State Brothers are responsible for the bulk of the comedy with their songs, dancing, and their knack of the general humor. Geraldine Ross, of course, is described as the "big horse from Chicago." is a tall, masculine looking blond. She has a control work force, pressure and effectiveness of her voice and the manner of playing up her roughness. Luminaries, in Ovation of Dance, establish a spectacular than the current one featuring the Mr. and Mrs. of Swing with a series of dances, clubs and hearts.

Most legit applause getter is the turn of Violeta and Rosita, also known as the Three Sisters, a pair of costumers whose voices blend in beautiful consonance in Slavsky. Girls are costumed and display themselves in their fetching color and sauciness. Paye Carroll, his mouth, and the Three Slate Brothers, in a build-up by NTG with her torchy treatment of My Heart Tropes (Open Book). The Three Troupes work a short bus (See NEW YORK, on page 2)

DANCING HANDS
(Grace Drysdale)

The Only Act of Its Kind

10TH WEEK

Comedy, Chicago

State-Lake, Chicago

EVERETT SANDERSON

Assistanted by NANNON

Everett Standerson back after 5 years absence from the stage with his musical novelty act.

Radio City Music Hall, New York
(Reviewed Thursday Evening, Aug. 11)

A longer-than-average film, Four's a Crowd, and a new March of Time release have knocked some minutes off the usual running time of the stage show that, thirty-five minutes, performance is less ponderous than normally.

with humor surprisingly displayed in the ballock department, the fascination of Cardini's magic, and a really excellent turn labeled the Biltmoreettes, the music, the and inane lyrics by Al Stilman. The number worked itself around somehow to My Gal Sal, and interest revived with the exact manipulation of the spirit and vitality of the later composer than several previous two-hour Gershwin concerts.

Production is called Ace, high, built around Cardini's card tricks with a special song about Diamond Jim Brady which began to bore beautifully after the first minute, due mostly to lachester music by Maurice Baron and lyrics by Al Stilman. The number worked itself around somehow to My Gal Sal, and interest revived with the exact manipulation of the spirit and vitality of the later composer than several previous two-hour Gershwin concerts.

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Paramount, New York

(Bestowed Wednesday Evening, Aug. 15)

Harlem has the limelight this week, and, in the prankish piffle best in merry business very good at show caught. Pic, routine of tumbling and stumbling about is a weanie. Red, Ride, with Flat Foot Floogee, for self for hot harmonizing, the Charioteers as strong on mugging as the group it's to attending response on part was strained 'em at the dinner-hour show. Secretary.

Paramount, Los Angeles

(Revised Thursday Evening, Aug. 11)

Only vaude competition to the neighboring Odeon is this very good at Paramount people and used as an outlet for their high-budget pic just recently presented to presentation shows selling strongly for all three. Another sort of competitive tempo offers fifteen bills in additions to a vaude revue.

New show which is in Odeon Rolls, a fitting comet to Paramount's The Yezee in for a flight. Rube Wolf, house ork leader, is the personality of this two-weeker and, judging by the reception, a well-grounded one in the audience. Short, hook-nosed comedian who wel lcomes all with a good amount of showmanship.

Revue itself is a mixture of both good and bad, but in the latter case failing a home-cooked female song ensemble composed, apparently, of amateurs. Fanchon & Marco, producers of the presentation, have booked 20 of girls in a rousing cowboy number called "The Texas Shaker." Then the curtain rises on a Texas ranch, the band occupying one corner and the grims as a group, standing in the opposite end.

One number comes out with a jam session, Rube finishing on the trumpet in Louis Armstrong style. Felix Valentine, rube rope spinner, appears for the usual session of "沉迷 With a Bill" being up with feet of rope. Overworks his stylishly.

Earl and Frances, big-time strollers, work fast and furiously to some swing震荡, and off to a big start. The 10 singing girls bring a lift with their singing of recent hits, but the merry pace is fortunately recouped by "I'm in a Happy Frame of Mind" and "I'm a Merry Doodler." The only one of popular tunes that the audience appreciated.

Kenny Gardner, talented and youthful tenor never in his fifth week, had three numbers in his show. One of those numbers was "I'm in a Happy Frame of Mind" and "I'm a Merry Doodler." The other was "I'm in a Happy Frame of Mind," which is a good, catchy tune.

The Fanchonettes close with a novel revue number, "I'm in a Happy Frame of Mind," and several tricks in unison.

Business was good opening show. Popular price prevails. Sam Honigberg.
KIRMA, Care Novo Theatre, Cumberland, Ky.

WANTED!

Alive' thriller at the Knox (Ind.) Fair Conclave at Colon, Mich, August 31 - September 3.

Other occasions in the last six months.

Falls, N. Y. in the third week of an indefinite en-

tering, Mich., last week, headed for home

shoved off immediately for the East to

cessfully introduced his new act. 

concluded a two-week engagement at

Ken.

on Rudy Vallee's program at the Or-

City.

JACK

Hoffman, 'think-a-drink' magiker, 

now in his second week at the Palace

Theatre, Cleveland, Ohio.

GEORGE

Henderson, a member of Al G. Field Minstrels? When Charley

in a barouche carriage drawn by a tan-

Harry Gherits and Eddie Coe directed the

two parade bands? When Lew Dockstader did his

back again during the season of 1896?

What is the origin of the Michigan Michigan Minstrels?

The foregoing are

GEORGE W. HURST.

'AREN'T WEENED' to be

promoted by no less than 12,000 people, 

in the Flower

and let your friends know where you are

HOGAN, Sherry Britton and Jean

Atlantic City.

JANIE MURPHY, who directed the opening of the

N. Y. that he plans to spend the rest of his days on a Texas ranch.

SAL FREEMAN and Winnie Smith are spend-

Globe, Atlantic City, slated, to startle World's

Arthur

Denny, former walkie contestants, letter

from Los Angeles that they would like

and let your friends know where you are

Hedin, at an early date.

He is now working as em-

Sally Smith, the official syrup lady for the Ford

Harry

had to undergo a serious operation. Since

WORLD'S GREATEST MAGIC.

WORLD'S GREATEST MAGIC.

WORLD'S GREATEST MAGIC.

WORLD'S GREATEST MAGIC.

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WORLD'S GREATEST MAGIC.
Boyes No. 2 Unit Begins Fair Dates

LINCOLN, Neb., Aug. 13.—Chuck Boyes No. 2 Unit, the smallest of the four Boyes last week, and the No. 2 company, which had never hit the road for its string of country fairs and picnics, returned to the west after a short tour last week in its own territory (Boyse retained by the old one, Bob Bayley, Leno, October). The tour has been a success, according to the report of the local managers, Charles Archer, and Billy Remick, general business manager. The other company is Vida Lorraine, Bust- ter Kidney, and Two Hams.

General Agent Palmer of Billroy's Company (see page here for August 24), visited the show.

Terrells' Tatlings

NEWHOPE, Ark., Aug. 13.—Billy Terrells, who was last seen in Minnesota two weeks, the expenses of which are shade.

loser visited the show. The other company is Vida Lorraine.

The show is at the Helena, Mo., for the third week.

However, for as the natives say, "You night stands. No one seems to mind, and we have our fish fries about every month run at the Chesterfield Club, Kan.

Everything is clicking in New York State.

We have our fish fries about every week... EDNA MARIE WILSON is taking a two-week vacation after a three-month run at the Chesterfield Club, Kan.

ADVANCE ADVERTISING CREW

LOMBA COREY, formerly with Hatchers Comedians, is now in full swing in the west. Other COMEDIAN, who have been circling in Grand Forks, N. D., all summer, are the most satisfactory business... THE VUL- TURE, by Neil Schnaff and company, is hauling in the Monroe Hopkins Players last week in Dallas. All people in the Texas oil towns are keeping us in the dark as to what is going on, but we have our fish fries about every week.

The show is at the Helena, Mo., for the third week.

For the past month a member of cast of Al Jackson and Company, who are appearing at San Antonio, are in the show... PHILIP DAKIN and Mrs. D.A. (SKEETS) CLARK is now in Kansas City, Mo. Many of the audience last week at WHB, Kansas City, Mo., RONALD MCBUR- NEY, manager of the Kansas City, Mo., and ANTUNEZ, former rep company, are enjoying a two-week vacation after a three-month run at the Chesterfield Club, Kan.

Heffer-Vinson Hi-Lites

I have seen him in the movie industry, but never as a circus owner. The show is at the Helena, Mo., for the third week.

COOKERVILLE, Tenn., Aug. 13.—Advance billing had us day and date- ing, and very much in evidence are the best they have seen any- where in the west...

OLIVE McGUIRE, formerly the "Little Girl" of the Ringling Brothers, is now in her prime... OLLIE HAMILTON'S REVELERS opened yesterday at Rockford, III., CHICK ROSS is in charge of the front gate.

One Gum" comes thru

Harley Sadler's show has just left Littlefield after spending three days in our city. Harley's coming is always an event that une and his memories of the visit are fresh in the hearts of the Prince of Showmen.

Harley Sadler, a product of West Texas and he has spent most of his years entertaining the folks of the Panhandle. Only a long-axed brother could have received quite so warm a welcome as did Harley when he arrived here with his troupe.

Perhaps some idea of his popularity may be gained from this incident that occurred the night before we left. Several prominent Littlefield citizens were getting into his car and hailed the writer with, "Come on! Come in! We just can't wait until you get here!"

Sadler is one of the very, very few old-time showmen who have survived movies and the depression. The reason is not difficult to find— he has always given the people clean, wholesome entertainment, and has always been the same to his friends and clients.

As a very young man Harley had many opportunities to become a Broadway star, but somehow the pressures of the big city were too great, so he decided to continue with the circus. He finally joined the big metropolis casts, where he has always given the people clean, wholesome entertainment, and has always been the same to his clients.

Many people go to the circus for entertainment and to make their own friends. Harley Sadler is a shining example of how to put on a good show, and to give the people what they want. He has always been the same to his clients.
ACTS, UNITS AND ATTRACTIONS
(Route details are for current week when no dates are given.)

A
Adams, Ann (Leon & Eddie's) N. Y. C.
Allen, Stuart (Know How House) N. Y. C.
Anderson, Elizabeth (Bernie & Charley's) N. Y. C.
Arnold, Dorothy (Chas. Am.) Buffalo, N. Y.
Arnold, Fred, Jr. (Grand Central Supply Co.) N. Y. C.
Arum, Roy (Green Horn Tavern) Tiskman, Ill., No.
Aspey, John (Park Theatre) N. Y. C.
Atwell, Don (Palmer House) Chicago, Ill.
B
Baker, Bill (Avery's Shiloh) Chicago, Ill.
Baker, Bill (Glen Club) Chicago, Ill.
Ball, Bud (Paramount) N. Y. C.
Ball, Eddie (Estate Club) Chicago, Ill.
Ball, Jack (Gay Nineties) N. Y. C.
Ball, Rose (Publick House) Chicago, Ill.
Bannister, George (Inn) Arcola, N. J.
Barnes, Bruce, (St. Louis) St. Louis, Mo.
Barnett, Bud (Marine Club) N. Y. C.
Barr, Barry, (Crescent Coast) N. Y. C.
Barsky, Sid, (Riviera) Chicago, Ill.
Bartlett, John (Charley's) N. Y. C.
Bates, Bob (Oklahoma) Miami, Fla.
Bates, Jack (Black Cat) N. Y. C.
Bates, Jack (Plymouth) N. Y. C.
Bates, Minnie (Shamrock) N. Y. C.
Bates, Paul (Chas. Am.) Buffalo, N. Y.
Bates, Jack (Ho's) Chicago, Ill.
Bates, Jack (Musso) Chicago, Ill.
Bates, Jack (Riviera) Fort Lee, N. J.
Bates, Jack (Little Club) Chicago, Ill.
Bates, Jack (The) Chicago, Ill.
Bates, Jack (Trendy) Chicago, Ill.
Bates, Jack (Barnum's) Chicago, Ill.
Bates, Jack (Berke's) Chicago, Ill.
Bates, Jack (Sherry) Chicago, Ill.
Bates, Jack (Spots) Chicago, Ill.
Bates, Jack (Trendy) Chicago, Ill.
Bates, Jack (Village Club) Chicago, Ill.
Bates, Jack (Windy City) Chicago, Ill.
Bates, Jack (World Club) Chicago, Ill.
Bates, Jack (Grill) Atlantic City, N. J.
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Harpist, in Methodist Episcopal Hospital, Rafael, Calif.

WANTED—ToVable David, The Sky Hawk, late of Kansas City, Mo., and was well known as a singer and performer.

HILD—- first to work in Broncho Billy Western pictures.

Mack-John, 63, in County Hospital, Brooklyn, July 27.

DICKSON—Byron Scott, pianist, in Medford, Mass., after a long illness.

HAYDEN—M. J., former stage star and sister of Joan and Isabel, member of the Famous Majestic, noted actor, producer, teacher and director of the University of the New York, August 2 in Wilson Memorial Hospital, New York.

LUMSDAINE—J., father of Jack Lumsden, dad of the Philadelphia A's.


MACK—George (Doc), 74, for many years associated with the Taggart Cafe, retiring from the cafe business, died at his home in Atlantic City.


DECKOW—BLAZEK—Ken Deckov, bass disc jockey for WSAU, Wausau, Wis., for the past year and a half, July 28 in a hospital in Chicago. Widowed by his widow, Sabetha, Kan.

MILZINGER—BOGART—Leo Milzinger, in St. Louis, 60, in the New England Baptist Hospital, New York, August 6.

MR. H. F. SIMON, father of horror of the month, died at his home in Atlantic City, July 28 in a hospital.

HEWETT—Evelyn, 45, former showgirl, in San Francisco, Calif., after a long illness.

KOBLER—Morris, 74, funeral director and former stage star, in New York, August 2 in his home in Springdale, N.Y., and was connected with the Church Publishing Co., Brooklyn, July 27.

SCHULTE—George, 56, Seattle violinist and former stage star, in Detroit, Mich., July 27 in a hospital.

STANISLAVSKY—Konstantin Sergei, father of Tourser. known as an actor and Romanoff of the New York theater, was buried at a funeral service in Chicago, July 27 in a church in Chicago.

LUCITES—L. C., 39, wife of Jack (Cookhouse Bakery), the former stage star, in New York, August 2 in his home in Springdale, N.Y., and was connected with the Church Publishing Co., Brooklyn, July 27.

DOUGLAS—Arthur, member of the American Stage, in the New York, August 2 in a hospital.

MOLLI—Tobias, 72, former member of the Buffalo Academy, in North Platte, Neb., and Anita Lee Kelly, in San Francisco, Calif., after a brief illness.

MARTIN—Moll in Montefiore Hospital, Pittsburgh, July 21. A daughter to Mr. and Mrs. Sam Don Bridges, in Franklin, Va., July 21.

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Moore—Jacob, 72, former Michigan resident, was a former member of the Buffalo Academy, in the New York, August 2 in a hospital.

MORGAN—Thomas J., 44, for 20 years a member of the Buffalo Academy, in New York, August 2 in a hospital.

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MAIL ON HAND AT
CINCINNATI OFFICE
25-27 Opera Place.

Pacco Poste.

August 20, 1938

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

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Abbott, Mrs. Noel
Ables, Mrs. Marion
Ables, Mrs. V. D.
Abner, Mrs. L. E.
Abner, Mrs. Raymond
Abbott, Mrs. J. C.
Abbotte, Mrs. S. M.
Abbotte, Nellie A.
Abbott, Mrs. C. B.
Abbot, Mrs. W. C.
Abbot, Mrs. C. A.
Abbot, Mrs. H. W.
Abbot, Mrs. J. W.
Abbot, Mrs. F. H.
Abbot, Mrs. J. B.
Abbot, Mrs. W. B.
Abbot, Mrs. H. L.
Abbot, Mrs. D. W.
Abbot, Mrs. A. L.
Abbot, Mrs. C. S.
Abbot, Mrs. G. W.
Abbot, Mrs. J. M.
Abbot, Mrs. T. C.
Abbot, Mrs. E. H.
Abbot, Mrs. M. E.
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Abbot, Mrs. W. J.
Abbot, Mrs. A. M.
Roger Littleford Jr.

(Lewand Truett this week pinch-fits for a portion of this column, who is on vacation.)

Little Big Shot

ATLANTIC CITY—The smallest man in the world, six feet tall and 220 pounds, will arrive here on Saturday from New York to open the 10th annual Knott's Circus in connection with Atlantic City. He is, of course, President William A. Knott, who is de- voted to show business, and who at once determined to secure his services here. The circus has been open for two days but the President has been seen only once, in a dress suit, and the rumor is he is ruddy-cheeked bantam with a terrific sense of humor and an amazing sense of box- office exploitation. From what I have seen so far, he appears exceedingly well-liked and quite tactfully adaptable to a regular circus and is a constant delight to his employees, his partners, his agents and his tutus.

Because Paul is so tiny diminutive sisters, Dolores and Trinidad, have been all but overlooked in their excitement and talents. Dolores, a little older and a taller-taller, possesses a "Miss America" figure and one of the most charmingly demure smiles you are ever likely to come across. "Trinidad, a little older and a little taller than Dolores," she once set off her form strikingly. She's the hotcha singer of the show and a regular sensation with movie and Punch and Judy. It's one of the most pleasing and entertaining units in all America.

I don't know what all this adds up to, but it has been a little more thoughtful. "Good things come in small packages," says Tate, "but I understand there are no small packages in Atlantic City. Some shows playing this territory had better watch out for union trouble. And I don't know where it would do any good to picket a free show like mine," says Tate. "I understand there are no union operators' union will send a man to pick him up with the information that the union was going to picket if he didn't move his show. This is the news that turn his P.-A. system on and off for $10. Up to July 30 he said there had been no picketing, but he is sure union officials are laying for carnivals and circuses coming to town.

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Former Ringling Trouper Gave Florida One-Ring Circus of Real Acts, Sans Big Top and Staff

WINTER HAVEN, Fla. Aug. 13—For the first time, even the "oldest resident," Florida is getting a summer-time taste of real circus atmosphere. A small interest has shown, the show, known as Florida's first real circus, will have a nice run until it closes a four-day stand.

The show is run under a tent and with its own sound truck, the aggregation, with Al Snyder as manager and boss director, is made up of the Loyal Repenski and Fred Branding, ringmaster, as personnel and show directors, respectively, the show ran successful opening day here yesterday.

In his letter he said that he would take his troupe to Lakeland the next day, then to Orlando and DeLand, hopping into Daytona Beach for a Monday and then on thru the state, closing up the season at the Jacksonville fair for four days—for a flat guarantee.

Booked Monday at Wauchula under the big top was Lakeland and Orlando by the Junior Chamber of Commerce and in Daytona Beach by the University of Florida. The show has perfected a fast-moving two-hour routi.

Carrying only two grooms and two ladies on the circuit, including the girls, put on working clothes and help with the rigging, props and the ring curving.

The Program

At Winter Haven the program included: Grand entry: walk-around by Lou Jacobs, Coco and some of the principals. In joy get-up; Marie Dehove and the Yama Troupe in foot juggling; Charlie and Louise Loy, circustling act; Louis Jacob in a leuking act; Louis Jacobs and Coco in a的独特 act; the "Beetle," his dog "Feddy," on the unsupported trapeze; and the Florida Brands Brothers in a splendid stallion, "White Eagle." In a high-school act and with the old good "pigeon ho

Newton Calls It a Season

Show closes at Willoughby, O., Aug. 10 due to poor business and much rain in area.

WILLIAMSBURY, O., Aug. 10.—Newton Bros.' Circus, motorized, managed by William H. Newton, was afforded a grand opening at Willoughby, O., Aug. 10 and made preparations to store the equipment until the next show.

Continued rains, coupled with poor business, prompted Newton to terminate his tour here. Show was to proceed west thru Ohio the next few days before entering into an equally prime market in Indiana on the following day at Conneaut, O., from the East.

The customers were the showmen on the Northwest coast, and despite the poor weather, he decided that the future was too uncertain to continue.

Advance was recalled here and it is likely several days will be required to wind up affairs of the show before making an end of the tour. (See NEWTON CALLS on page 31).

Barnett Has Bad Break in Weather

MILO, O., Aug. 13.—Despite bad breaks in weather in New England, Barnett Bros.' Circus has been doing fairly good business. Wind and plenty of water at Bath, Me. In moving off the lot it was necessary to construct a plank bridge for a distance of 90 yards. The show will miss off by daybreak, and the marines at Old Town last night had a little less than an hour behind advertised time. Two circuses were given at Bath and it was a winning date.

It was necessary to use the elephants on every piece of rolling stock, pole was a way of mud. Show was not off the lot until 5:30 a.m. However, business was given next day at Danforth.

Richard Adds Two Trucks

EMPORIA, Kans., Aug. 13.—Two new trucks were added to Richard Bros' Circus, this week, acquired from the WPA Federal Theater Circus.

A special train consisting of two flats, a ladder, a man and a horse, was added to the equipment and personnel handled the personnel.

The equipment consists of parade wagons, seven cages of wild animals, six camels, a carload of elephants and a carload of draft horses.

Arthur Hoffman, 24-hour man, said the show at Richmond, Va. Or Parks, general press representative, began his duties for Norfolk, Va.

Lynchburg, Va., Aug. 12.—With 14 weeks under its belt, Robbins Bros.' Circus, turned south after crossing the Eastern seaboard. At Paterson, N. J.: Eastern Palisades, N. J. and Westfield, N. J., the thermometer hovered around the century mark. No performances were lost, but for humane purposes it was expedient to call off parade at Paterson.

Harlan Burkhard, auditor, and Males Hubbard, barkeep, who is a native of the Wild West, were married at Plainfield, N. J., Tuesday. Mrs. Males Hubbard, of Rahway, N. J., took in afternoon show.

At Allentown Charles E. Deiker, from Harrahsburg, Pa., accompanied by Bob Good, drove over for a visit which was eluded following over to following day at Lancaster.

At Lancaster W. P. Himmele, of Somerset, Pa., took in afternoon show. At Oxford, Pa., came F. P. Frink, accompanist. The grounds for York, Pa., was a dandy lot for the show.

W. P. Himmele had a birthday anniversary at York Aug. 6. In a reminiscence on this date, the show has not missed a performance.

The Side Show band has several new faces: H. C. Brown, trombone; J. Roberts, Ford Walker, cornets; Gereline Roberts, Ken Bell Bass and Lonnie Lee in chorus.

This week the circus is known as "The street circus." The show has not missed one this season.

In McCook, Neb., The Daily Gazette reported that Russell and Watts, out of McCook, had taken them to the circus, where they were entertained by Manager Ira Watts.

In the Nebraska, they were shown the reserved seats, sent Jimmy Harmicaks to the dinner, George D. Dobbs and all circuses and trains.

WPA Has Light Biz

ATTWOOD, Kan., Aug. 13.—The WPA Federal Theater Circus closed its engagement here Aug. 5. Biz was light, but show came out with the sun. Joe Minchin and John S. Kirby, New Jersey fans, were on the lot and visited the back yard.

Harry Robnett, who was a patient at St. Vincent's Hospital for two weeks, is back in town, ailing, reports Wendell J. Goodwin.

Former Ringling Trouper Gave Florida One-Ring Circus of Real Acts, Sans Big Top and Staff

Large Crowds at Ringling Quarters

NEW YORK, Aug. 13.—Winter quarters of the Ringling-Narum circus, those chosen for the past 28 years, have attracted an unexpectedly large number of visitors. The grounds, located in the Irland Florida, Georgia and Alabama cities, seeking relief from the heat at the Narum encampment.

Ed Kelly, who is in charge, was so favorably impressed by the rate that he has inaugurated a tri-weekly training period for the children.

The training season, scheduled for 3:30 each afternoon, concludes with a special feature workouts by elephants and rifle stock horses. Children, a baby hippo, and a number of other wild animals are allowed to roam the grounds at will, forming another attraction.

Clyde Beatty and Others Join Robbins Bros.; Six Cars Added

ROANOKE, Va., Aug. 13.—Clyde Beatty, world's champion animal trainer, with his wife, Harriet, and Otto Grieb, clown, are among a number of recent additions to Robbins Bros.' Circus at Blufford, W. Va., tomorrow.

Traveling aboard the special train consisting of two flats, a ladder, a man and a horse, was added to the equipment and personnel handled the personnel.

The equipment consists of parade wagons, seven cages of wild animals, six camels, a carload of elephants and a carload of draft horses.

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With the Circus Fans

BY THE KINGMASTER

15 Years Ago

(From The Billboard Dated August 18, 1923)

Two Suits Filed Against Mix Show

WASHINGTON, D. C., Aug. 13—Tom Mix is planning to make a trip to Europe after the Kansas City Fair to arrange preliminaries for an engagement in the American Gardens, and then to make his show in Russia. We understand he may arrange to have a Russian producer handle the show in Russia. He has also been invited to Russia by the Russian government.

Clayton Will Not Make Regular Tour

Clayton W. Hulet is here preparing for the opening of his show in Piqua, Ohio, under the name of "The Face of the World," and is scheduled to open in Piqua on August 22.

Ohio Stands Fair for World Bros.

WOOSTER, O., Aug. 13—Hasty westward trek through Ohio, which included appearances in several Ohio cities, has been made by a member of World Bros. Circus, which was represented by Mr. and Mrs. Mix and their son.

Mix Goes to Europe

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Showfolk Here and There

CINCINNATI, Aug. 13—Doc Waddell, with his son, Jack Waddell, is in town, working on the new circus.

Jack Stammen, manager of Flying Hurler Bros., is here in town with his wife, Mrs. Mamie Stammen, and Mrs. Ethel Stammen, and is expecting to leave for the east on Monday.

The Billboard

E. K. FERNANDEZ WANTS FOR HONOLULU

An Ice Show—Vaudeville Acts for Revue

New York, N. Y., Aug. 10—E. K. Fernandez, with his Havana Opera and Theatre Company, is in New York to make arrangements for the production of a revue called "The Epic of the Century," which will be produced in New York City and then taken on a tour of the United States.

The following is a list of the acts to be included in the revue:


In addition, there will be a variety of songs and dances, including "The Charleston," "The Polka," "The Waltz," and "The Foxtrot."

TENTS-BANNERS, CARDS, HERALDS, BANNERS.

Low Prices—Prompt Shipments

CENTRAL SHOW PRINTING CO.

MASON, IOWA

The Billboard
CIRCUSES

August 20, 1938

Under the Marquee

The Billboard

by CIRCUS Solly

RODEMEIER FAMILY, acrobats, are with Richard Bros.' Circus.

CHARLES AND EUGENY KLINE (Elmer and Elvira) are now playing fair dates.

TO BE TRUSTED is a great completion than to be loved.

ROBBINS BROS. show had a good day at Richmond, Va.

WEBB AND SENTER unit is playing fairs in the Middle West. Lloyd Senter is doing good business (front center).

ROBBINS BROS. had a good-sized matinee crowd and a near-capacity house.

ART LIND, who had been with Hagenbeck-Wallace Circus, is now with the Rubin & Cherry Exposition.

COLONEL CASPER, who recently left Hagenbeck-Wallace Circus, is now with the Buffalo Bill Big Pathway Company.

MORRIS WATNICK, who had been with Lewis Bros. Circus earlier in the season, is now managing amateur collectors at Lackawanna, Pa.

F. R. WARE cards that Ware Indoor Circus will open October 1 under auspices of the Millet Bros. in the old Schulte & Harken, touring Kentucky and Tennessee.

NATE LEON and wife and Maurice Kuhn, and John Ed. Trask, are with Lewis Bros. Circus and joined Downie Bros. Circus.

ON ADVANCE of Richard Bros.' Circus are John S. Maurer, brigade agent; M. Maurer, Miller; Henry K. Hughes, lithographer; Easy, billposter.

F. D. GARDNER and wife attended the opening of the Richard Bros. Circus at Cincy in July. In 1913 Joe had the Bottoms Bros. Shows on the road, and now Gardner is with the show with his wife and Frank H. Rubin in Atlantic City.

CLIFF McCUTCHEON, working press and sales representative of the Pullman Company, of Chicago, left the Denver Post gave the show 228 inches of space in one week. The Denver Post, 245 inches KOA, NBC radio station, gave 24 spot announcements and program KVOS, 62 spots and program. Total money in cash.$7,100.

CAREY C. EMRIS pens that he ran in the winning line up in a radio contest in New York City, Mo., August 4, but did not have time to see the show. He met Charles White, assistant manager, who informed him that business was somewhat better than it had been the four part sea.

R. L. VENIER, of Monroe, Mich., with his family, was started back in my home and found several hundred named Rose Bailey, who together worked with Bill Bailey & Hutchinson in 1884, advertising ex-

FRED E. (Doc) CAMPBELL is lecturing on the high of old western prints and lithographs with Conklin's All-Canadian Shows. In 1936 he had Bob Wills in the band on show and followed by long-tenured agent general for Ward's Wild West Shows.

A. GROH, former trooper, who in recent weeks has figured prominently in the show business, has struck oil; that is, he is president and general manager of three big producing wells and a refinery at Warrenton, Va.

COL. M. (Dakota Bill) BAKER is operating a beer parlor at Crouse, N. Y., a few miles from the old Baker's 圆, Federal Writers doing stories history. Expect to have his circus on road again next week.

CLOWNS with Barnett Bros.' Circus are Ina LaBird, Beatrice Simmons, Johnny Knaal at Jack Rogers, Charles Lalibert, Howard Bryant, and El Ray Ewing, who is the greaser. He been with show since opening.

JOHN JAMES WASHBURN, formerly star at Los Angeles and the Richard Bros.' Circus, left his home in Covington, Ky., night of August 12, joining the Clyde Beatty-Cole Bros. of Buffalo, which was en route to Bluefield, W. Va.

JOE COYE, former circus clown, is being entertained in Chicago by playing around Chicago. Among his dates last week were a big Riverview Park (Chil-

BURNS O'ULLIVAN and Wendell J. Goodwin, of the WPA show, caught up with the show as it left N. Y. Joe spoke up about the show arrived late and blew the matinee. Harry Bond, who has a job the getting the wagons on the lot. Captain Joe was first to find out that his boys worked hard and had already. A hard day for the night show, the WPA show, put on a good day at Paterson. Joe said he would keep looking for a place to put on the show and Jack Deann, who entertained them on both nights, brought the last-minute story in both Paterson papers.

J. B. SWAFFORD in his third season as general agent of the Federal Theater Project, was in New York recently (Doc) Rutherford who is also on the advance staff. Jon B. Mack is State director. Joe White was in his home with his daughter visited the Barnett show at Paterson, N. J. in the late weeks. Joe was continually promoting fine show and parade. Gardner has done the years for the show.

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CIRCUSES

August 20, 1938

Dressing Room Gossip

PARKER & WATTS—On Sunday afternoon we do not show our rounds are in Paterson, N. J. Among the City, N. Y., South Sea Islanders, put on a program with 100-piece band. John was a snare drummer, but he is now a steel guitar, bass fiddle and violin. In the orchestra: Jesse Russell Martin, Babe Lucas, Glenn Norworth. If you want to find out how the show is going, ask Drell Graham, ask Andy Calino. Andy is learning some new tricks.

Parker and Watts have had a big success, with over 90 of the showfolk out of state leave the show for vacation. Tex Calvins Spikey will start on some new project, and if he is successful, the snake came thru the back door recently and will be the pet of the clown top; if we get good horsemen to take care of it. JIMMY THOMAS

Scattering of Cole Folks

CINCINNATI, Aug. 13.—When Cole Bros. closed, showfolk scattered as follows:

Brick Nelson went to Coleman, Tex., to work on the show. Joe Murphy, Joe Carter, Louis, and others, also working personal appearance. Clif Goode, artist, arrived at Caracas, Venezuela, S. A., July 22.-From the press: West Coast; ROY CRABTREE, to Chicago; John Horack, Sarasota, Fla.; George Holder, St. Paul, Minn.; J. B. SWAFFORD is in his third season as general agent of the Federal Theater Project, was in New York recently (Doc) Rutherford who is also on the advance staff. Jon B. Mack is State director. Joe White was in his home with his daughter visited the Barnett show at Paterson, N. J. in the late weeks. Joe was continually promoting fine show and parade. Gardner has done the years for the show.

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CIRCUSES

The Billboard

August 20, 1938

The Corral

By ROWDY WADDY

FRANK B. DEW and Freez Lockett, producers and owners of the Frontier Circus, were interested spectators at the annual rodeo held in connection with the Covered Wagon Days at Salt Lake City.

ED AND ELSA BOWMAN report from Storvaine, N. Y., that they are still trying their hand at rodeos. The Barons own a horse for the rodeos that are held at the Kay-Dee Ranch. They have just returned from Salt Lake City.

RODEO FANS turned out in large numbers for the four-rodeo held in Goshen, N. Y., during the last week of July. Approximately $1,500 in prize money winners were Edie Hovenecamp, Vic and Dorothy Koken, W. A. and Goldie Berg, Sylvan Biroeheek, Mary Wilson and Tom Shipman.

FINAl WINNERS in the trick riding event at the Covered Wagon Days in Salt Lake City were: 1st, Helen Marie Sloan; 2nd, Cliff Ornstein; 3rd, Beverly Watts; 4th, Maisie Dunlop and L. C. LeMieux. In the bronc riding event, the winners were: 1st, Lawrence Hayes; 2nd, Wayne Dunlop; 3rd, W. A. Berg; 4th, Dick Truitt. In the bull riding event, the winners were: 1st, L. F. Flannigan; 2nd, Willard Black; 3rd, Art Windecker; 4th, John J. Harvey.

The Brahma was second and third and Oral Zunval. Third day, Carl Shephard, Clay Carr, Aubrey Scheel. Finals, Everett Schumaker, Horace Deal, Roy E. Schaefer. Bronc Riding-First day, Bob Bodin, Dick Truitt; Second day, Dick Truitt, Law- rence Hayes and Bill Lampman; Third day, and second and third; Oral Zunval. Steer Wrestling-Al Landers, Joe Aitchison, Harold Emmers; Bull Riding-First day, C. J. Shellenberger, Virgil Carr, Bob Bodin, Vic Schwartz; Second day, Vic Schwartz; Third day, Vic Schwartz, Cliff Ornstein, L. C. LeMieux; Bull Roping-First day, Bob Bodin, Vic Schwartz, Bill Siwers, Jackie Cooper; Second day, Vic Schwartz, Cliff Helm and Floyd Sillings split second and third; Bill Siwers and Ralph Smith. In the calf roping event, the winners were: 1st, Fred Alvord; 2nd, Horbart Flowers, Jonas Young; 3rd, Jonas Young and Hor; 4th, Vic Schwartz, John P. Grace, Nat and Hazel Green, Mrs. A. W. Baker; 5th, Jim Hamilton, Mrs. A. B. Baker, Mrs. John Bruce, Mrs. Frank H. Hartness, George Hecht, Joe M. Hetter, Boy N. Hender, Mrs. Frank L. Hapeman, Mrs. W. H. Hohenadel, Walter B. Verner, Mrs. B. R. Verner, Harriett Johnson, Mrs. B. T. Verner, Mrs. W. L. Jackman, Mrs. Elmer Hohenadel, Mrs. W. N. Knecht, Dr. L. E. Kress and Nellie Urban Hall.

The Five-Day Pioneer Days Rodeo held in connection with the Covered Wagon Days Celebration at Salt Lake City was a big success. The stock was second, Leonard Qasyor, with a composite of time sitting on 18 seconds per animal, took first place in the calf-coping event. Burro Clipping-First day, John P. Grace; Second day, Paul Carney second. Howard Emory scored a neck injury and the burro broke the leg in the building event.

FIRST ANNUAL rodeo in Healdton, Okla., was held August 15 with a very limited crowd of spectators. Joe Wilson, 20-year-old, was the announcer; Robert Price and Slim Whaley, of Oklahoma City, was the rodeo manager; Ed McGee and Frank Davis, of Healdton, was the rodeo staff. The Barons con- trolled the entire show. The winners were: 1st, Dick Truitt; 2nd, Rarely; 3rd, Orval L. P. de Ortiz; 4th, Pete Groebli. In the calf roping event, the winners were: 1st, Steve Heacock and Jim Ryan; 2nd, Bob Bodin; 3rd, Norma Schultz won the roping exhibition; 4th, Horbart Flowers.

The show was a big hit and there was a good deal of interest in the event. The Barons were pleased with the way the show went and are planning to return next year.

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OHIO STANDS (Continued from page 29)

The circus industry has struck in some mudholes this season out of which it may yet recover from its slump and may it recover from its slump and may it recover from its slump. A circus, of course, is subject to economic law. It cannot live on free passes-which, incidentally, the Circus Fans do not accept. It would be a sad day for the United States if economic law condemned this enchanting and unique form of entertainment to extinction.

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The Famous Gae Foster Roxettes, appearing in the Hippodrome of Hamid's Million-Dollar Pier, pose on the beach after having taken a dip in the surf in Atlantic City.

July Biz in Slump

in Pittsburgh Spots

PITTSBURGH, Aug. 13—July business was down compared with that of 1937, after a good start, say operators of Kennywood and West View parks here. Post-Fourth of July trade slumped so that it looked doubtful whether the season's total will be near last year.

In Kennywood July business was down 30 per cent, while June business was good and picnic bookings heavy. In West View, except for parts of several weeks when outings brought flocks of picnickers, trade has been ordinary.

Most popular Kennywood ride, according to Publicity Director Marie McDowell, is the Auto Scooter, which has been enlarged yearly since its installation in 1933. Top trade in West View, said Fred Chief Ken Witherow, goes to the Dips, Coaster ride. Observation of park attendance is that it is obviously hot weathered trade prefers devices they can operate under their own control when thrill rides are patronized by the masses who are unable to afford high prices.

A consistent gain in dance patronage is expected, say operators, with the opening of the new band shell.

The Famed Gae Foster Roxettes, appearing in the Hippodrome of Hamid’s Million-Dollar Pier, pose on the beach after having taken a dip in the surf in Atlantic City.

Good Weather Falls Down

As a Stimulant in Detroit

DETROIT, Aug. 13.—Good weather over the past week-end did not mark as much increase in business as anticipated in local parks.

Max B. Kernin, manager of Eastwood Park, reports business for the park as a whole off from 70 to 80 per cent from last year. Industrial conditions have been only partly responsible, he said, with bad weather, particularly early in the season, to blame for the drop, confirmed by the pickup in business after July 4, reported for the first time in history in Paul Home’s Engadine Gardens.

Principal plans for fall call for remodeling Eastwood Gardens, outdoor ballroom, with installation of a second ball, Harry Stall, Eastwood park's superintendent and concessioner, was in Chicago this week on business.

Trier Park Kids’ Day Big

Fort Wayne, Ind., Aug. 13.—Despite threatening weather, ride operators and concessioners in Trier’s Park here reported rushing business on August 4, when more than 20,000 attended the Fourth Annual Journal-Gazette Junior Star Day.

Crowds in morning and afternoon were not as big as last year, but attendance at night exceeded expectations, said Manager Harold Wetmore. A contest for queen of Crystal Pool is on, an extra bid for business.

Forest Park, operated this season by F. W. Hardin and Sons, is one of the best in years. A consistent gain in dance patronage is expected, say operators, with the opening of the new band shell.

The famous Gae Foster Roxettes, appearing in the Hippodrome of Hamid’s Million-Dollar Pier, pose on the beach after having taken a dip in the surf in Atlantic City.

Slow Upswing

Is Noted by Ops

Thru Ohio Area

CANTON, O., Aug. 13.—Continued slow upturn, particularly in the steel industry, has been reflected in park patronage in Eastern Ohio. The turn, of course, is better is being relied on by larger operators to make up for a discouraging two months, attributed to industrial inactivity, unemployment. In 15 miles of weather and absence of many industrial outings report for the season's total has been counted on yearly to give a profitable first-half season.

Weather is usually best for major outings, it is noted as more encouraging because many operators are depending on use of minimum operating schedules, were not much interested in holding picnics. However, with report that better times were ahead, plans were hurriedly made and many parks will now sponsor employees’ outings as in past years, topping attendance in the past month because of heat, a constant rain, and for the first time in weeks patrons went on spending spree.

Pool business in many places was remunerative, prompting many parks to extend. Department store workers, citizens in seven or eight day passes, about 15 per cent.

The famous Gae Foster Roxettes, appearing in the Hippodrome of Hamid’s Million-Dollar Pier, pose on the beach after having taken a dip in the surf in Atlantic City.

Weather in Philly

Tough on Receipts

PHILADELPHIA, Aug. 13.—Weather has played havoc with parks in this city, receipts being down to 40 to 50 per cent from last season.

Woodside Park has had a better break, however, due to its proximity to many patrons to Crystal Pool. Annual contest for the pool, on many contestants in the running each week, has been an attraction. Many picnics have been held.

Best to stage similar contests making an extra bid for business. Dancing in the ballroom the Jams Feet’s Orchestra, has been successful. Night special nights are held on Fridays, Saturdays, and Sundays, and have been remunerative.

The famous Gae Foster Roxettes, appearing in the Hippodrome of Hamid’s Million-Dollar Pier, pose on the beach after having taken a dip in the surf in Atlantic City.

New Peak at Pontchartrain

NEW ORLEANS, Aug. 13.—About 150,000 persons were out on a night of eliminations and final night selection of Irene Schroeder, an employee of this city to represent this city at Atlantic City Pageant at Pontchartrain Beach. The event brings the season’s attendance peak for three nights. Manager Harry Barstow, Miss Louisiana’s play A. E. Selden, “The Strawberries Man,” stage manager and one of the judges in the Casino has prompted Manager Harry Barstow to extend the Pontchartrain Beach Wednesday until close of season’s early September. Rides and concessions will be closed for the time ap-
The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Lasting Impressions

While weather thwarted the course of this summer in some parts of the country every year, even in the eyes of oldtimers, pool men should not forget that next year brings another season and that one has also to restock the pool house in the fall.

Many stand to lose considerable business, for experience has shown that in the brief time available following each season. As a result, there has been every indication that funds have not been available for adding attractions. Now reorganized, it is expected that decently stocked pool houses will be seen at two of the most prominent affairs of the season, closing that next season will show a substantial gain.

Columbus Zoo Has Fun Area

The Columbus (Ohio) Zoo at O'Onegah-Dav is being developed with the assistance of The Billboard's ad agency. The zoo eventually may take the place of Olen-

Tangy Park, raised to make a special effort to be in a spirit in a special train from Baltimore.

The Columbus Zoo has been a favorite, with a view to staging like tie-ups. Bob Considine, sports scribe, wrote a tip for indoor tanks in other sections of the country. "The Billboard's ad agency," he feels, "is the only one that has been bad so far, a chance to re-

Atlantic City

By W. H. MCAHAN

ATLANTIC CITY, Aug. 13—One of the season's largest crowds was in town over the last weekend from the opening of the new seasonal features, Norristown, Pa., booked in by Hamid's Million-Dollar Pier, had a swimming pool as a feature for the first time. The pool is in a special train from Baltimore, and a large crowd is expected the next three nights, according to Pennsylvania Washington. A special fisherman's train will take all reservations.

Hamid's Million-Dollar Pier report

a patron, pays to go swimming in your_...
American Recreational Equipment Association

By R. S. UZZELL

These freakish weather days we are growing accustomed to expect just any- thing can happen when the weather is crazy. For instance, on the Fourth of July, July 4th, the month of July, the year 1938, in New York, the Big Apple, the city that never sleeps, was hit by a sudden and unexpected snowstorm. The snow fell all night long, and when the sun rose the next day, it looked as if the city had been hit by a bolt from the blue. It was a complete shock to everyone, and it made a lot of people wonder what our summer weather is going to be like.

Nevertheless, when we do get an opportunity we can do business and that compensates for any loss that we might suffer. People have been coming to our amusement parks in record numbers, and we are making a lot of money. Our bands have been playing, our games have been open, and our rides have been in operation. We are doing very well.

Pickering and Bronco

Harry Pickering, the famous bronco buster, who has been in the amusement business for over 50 years, has been in New York this week with a bronco. He has been in the city for a week and has been doing a lot of business. He is a very popular attraction and draws a lot of people to his show.

Amusement Park,

Coney Island, New York

By UNO

American Recreational Equipment Association

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Amusement Park,
**B’ham Is To Try for Records**

Alabama State’s Expansion Puts Plant in Shape for a Big Annual

**FRANKFORD, Pa., Aug. 13.—**Pair season opened in Pennsylvania on August 8 and 9 at Union Fair Park, Lewistown, and will continue thru what is termed each night a gala, when an attendance check was being made but tickets were being sold. About 2,000 persons were admitted on last day and nearly 3,000 unemployed were admitted. Last year saw 2,000 war veterans were admitted free.

**MRS. ALICE ELLIOTT DETRICK, Billingtondale, is executive secretary of the County Managers’ Association, which claims largest membership of men and women fair workers of any organization in the world, and secretary-treasurer of the United Fitting Association. The widow of Don A. Detrick, who had served one paragraph since his death in the post he held. Mother of seven children, she has the experience of showing her duties. This year for the first time all fair and races meetings in Ohio are racing under UTA sanction. She has been active in the fair and harness race field 25 years.**

**YOUNG’S SHOW PROVES A HEAVY DRAW IN REGINA**

REGINA, Sask., Aug. 13.—At Regina Industrial and Agricultural Exhibition, August 9-14, 1938, it is estimated that between 40,000 and 50,000 persons will be admitted to the grounds, supplemented by 22 commercial streets and 12 fairgrounds. J. Hansell French, State secretary of agriculture, recorded in his report to the State officers, members of the Legislature and visitors that rain has interfered. 

**HARRINGTON, Del., Aug. 13.—**Hearth Fair Park here had never ridden in a parade before. This year for the first time in about 50 years. He estimated that 200,000 visitors will be admitted.

**WINNIPEG, Man., Aug. 13.—**Members of the Ernie Young troupe which appeared here on August 8-13 at Winnipeg Summer Fair were shaken up when their special train from Regina, B.C., reached with a locomotive in the west end of the C.N. R. station shortly after 6 p.m. on August 7.

Ernie Young sustained facial cuts and bruises. Tony Muzzo received cuts and abrasions. Billie Garland, girl musician, was slightly hurt.

**NEW ONE PUT OVER IN MICH.**

UTICA, Mich., Aug. 13.—B. Cross of the Utica Fair Association, here on August 4-7 will probably be the largest fair ever held at Utica, according to Gen. Allen, who is in charge of the fair. It is intended to secure recognition as the county fair of Macomb county. Utica’s Shows were contracted, combining a unit of free acts. Clinton Valley Fair may be acquired as a permanent

**France To Have Costliest Foreign Exhibit at N. Y.; Brazil Comes In**

**NEW YORK, Aug. 13.—**Two foreign pavilions will be available to exhibitors. The French exhibit will be one of the most costly, since British Parliament is expected to ordain $2,500,000 to $3,500,000, and Italian and Brazilian pavilions will charge around the $5,000,000 mark, it is estimated.

Funding of millions of pounds is expected to be spent for the French exhibit. British pavilion on the same site, was opened by the French government on August 13.

**Selingrove Annual Has Big Attendance**

Selingrove, Pa., Aug. 13.—Had 150 1/2 per cent capacity attendance. More than 1,000 were unable to get beds, and then the fair had the biggest single night’s business in its history. 

Among free acts were Four Lorenzo, Tomamosi, Ringle. (See SELINGROVE ANNUAL page 37)

**CHIPPENWAS HAS BIGGEST DAY**

CHIPPENWAS FALLS, Wis., Aug. 13.—Many of WashingtonTelegram, and Stampede adopted a recommendation at the executive committee that $4,500 be allotted companies to provide 1,200,000 more seats in the arena, and to ask for $325,000 to provide additional stable accommodations. There is continual loss by having to put up temporary accommodations.

**Look for This Feature: Is the Fair-Carnival Business a Partnership?**

By L. B. HERRING JR. in the Fall Special of the Billboard Dated August 27
Five Days Barry County Fair 5 Nights
Hastings, Mich., September 6-7-8-9-10
With Reduced Admissions
Goding Shows and Rides
WANTED—Strictly clean, legitimate Concessions and Grind Stores. Exclusive
sold on Corn Game, Scales, Counters.
WINN GREEN, Secretary.

G. G. Expo Scouting
For "Big" Attraction
SAN FRANCISCO, Aug. 13.—With
George White reported signed for a
music revue to be produced by him at
the New York World’s Fair, a Golden
Gate Exposition deal here for White’s
services appears somewhat atypical.
White has been brought out to
serve as a big girl show here in 1939.
At present a big restaurant affair and
Having to do with Making Music sit-
ing on top of the hopeful chest.
And now, its reported, the ship is
sailing up on Calais of the West. Chief
Director Harris Conneric is still after a
Joe Louis box. He has word that Promoter Joe Jacobs is com-
ing out to talk about such a possibility.
A model of the exhibition to be dis-
played at California State Fair, Sacra-
mont, will be 10 by 7 feet, costing
$20,000. Illinois commissioners were
referred to the fair site on Thursday.
Exposition harbor has been tabbed Port of the
Wind.
Barbecue concession has gone to G. L.
Cameron, building and equipment to cost
$200,000, is as reported. It will take
an exhibit, and Costa Rica has doubled
its 18 to 25,000.
Metroploitan Workers’ Union of
the State Fair, has been asked to
protest to expo officials against approval of
Chinese chop suey sold in souk.
Lion stampings manufactured outside the
State. Ground was broken for the police
building Monday, to be center of a
seven-county protective organization.

Acts Array Aids Success
For Early Badger Annual
PORTAGE, Wis., Aug. 13.—Closing
night of Columbia County Fair here on
August 10 will be one of the largest
crowds in history, said R. H. (Buck)
Gough, secretary and director.
Grandstand attractions included show
in Front of Langdon and Doeff, agents,
souk booked thru Ernie Young, Harrison’s
Circus; Three Girton Orises, circuses:
La Mag, hand of cards, hand of cards;
Lopes, tight wire; Weber and Cross,
confusing acrobats.
Three Glashek’s, rolling globe, and
Ernie Young’s revue, "Alaska.
Snap Shopper were on the midway.
Announcing and announcing voices were
William T. Merriod, Baraboo, president,
and J. E. Malone, Beaver Dam, secretary,
of the commission.

ST. LOUIS COUNTY FAIR
September 3-5-7-9-11-13
HIGH FREE ACCT
Most Free Accts—Same Address
JOE REEVES, Rochester, Mo.

58th Annual Carthage Fair
Carthage, Missouri
September 10-15

FREE ACTS

Cincinnati, Ohio
September 10-17

FAIR SECREATRIES
FAIR SECRETARIES
Interested in a Feature Show with Merit for Your
WORLD’S FAIR
Ad or Act for Your
TWIN COUNTY FAIR
September 15, 16 and 17
WANTED
Want good Carnival
Contact P. D. CHANDLER
Laurens, Mo.

TWIN COUNTY FAIR
THURSDAY, SEPTEMBER 15, 1938
NORTHAMPTON CO., N. C.
GRAND COUNTY FAIR
At Franklin St. and Lake Roads.
Several Days
Rides, Shows and Legitimate Concessions
miles south of Hamilton, Ky.

Wanted Acts
PAX Fair, Inc., 113 West Washington St., Dayton, Ohio.
At all County Fairs September 15 and 16.

Massage Parlor
300 West 49th St., New York City.

McKeen County Fair
Sperryport, S. Dak., Sept. 5, 6, 7, 8, 1938.

FREE ACTS WANTED
HALIFAX COUNTY FAIR
Weldon, N. C., September 7-10, 1938.

McCall & Co. (Cassavais) Fair
Savannah, Ga., September 15-18, 1938.

Winning Horse Fair
16th Fair
Lee County, Wis., September 14, 1938.

Like a Breeze
1938 Pennsylvania Fairs
Identifying Grandstand Revue
These Have These Available Dates:
September 3-5-13-21-29-37
September 12, 13, 14, 19, 20, Week September 23-30
GUS SUN BOOKING AGENCY
Springfield, Ohio.
Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

RESULTS of Michigan State summer championship races in Edgewater Park Rink, Detroit, on August 7, Men—Malcolm Z. Miller, five-mile, Irving Renzlik, first; Gerald Bacon, second, and Ralph Higden, five-mile, Irving Renzlik, first; Gerald Bacon, second, and Ralph Higden, third. Women—Dorothy Dou- wy, Donna Caniff, Irene Gink, Helen Caniff. About 700 were in attendance, eight events raced and a half indoor skating exhibition was given by C. J. Moss and Bernice Laver, Detroit amateurs.

THREE WHITE WHIRLWINDS, roller skaters, cooked by George A. Hamil, will start their regular seasons of fairs for Gus Sun Exchange at the end of August. They have been idled all summer but thru kindness of people in cities, they are expected to get on their way. Gus Sun Exchange at the end of August.

"WITH the death of Hilbert (Bert) English the rink business lost one of its princes. Bert was one of the princes of the game, a great promoter and advertiser. He started the rink business in Chicago. He was a great promoter and advertiser. Bert was one of the princes of the game, a great promoter and advertiser. He started the rink business in Chicago. He was a great promoter and advertiser. Bert was one of the princes of the game, a great promoter and advertiser. He started the rink business in Chicago. He was a great promoter and advertiser. Bert was one of the princes of the game, a great promoter and advertiser. He started the rink business in Chicago.

RUSHING to meet his financial obligations, Bert has purchased a new sound organ for his establishment. The organ will be used for concerts and plays and for general entertainment. (Continued from page 35)

CPO OF THE WEEK

W. C. Fisher's idea that free acts, free gate, drivers and cars under CSRA membership, was granted approval to present his company at the fair. Opening day will be Children's Day. There will be a free act and fireworks closing night.

HAURWINTON, Conn.—Louise Campbell, manager and Our Product is

QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884.
3112-3130 HOLLAND AVE.
CHICAGO, ILL.

The Best Skate Today

DON'T WAIT FOR BUSINESS TO COME

Go where it is with a Tramall Portable Rink Rizer. You get money in the rink when you have the ringer. A ringer is money, building basketball, baseball, football, tennis, bowling, in every community. More business in every community. Tramall Rinks installed on 400 Rinks in 700 communities. Five years ago, the Ringer was a new idea. Today, it is a necessity.

FOR SALE

WURTLIERT MILITARY BAND ORGAN.
Style 124. In excellent condition, and works just about perfect. $1,000. C. H. Housworth, 401 E. Anlay, Jefferson City, Mo.

B'HAM IS TO

Get in touch with us

When in the Market for ROLLER SKATES

Our Prices Are the Lowest and Our Product is the Best

Chicago Roller Skate Co.
4427 W. Lake St.
CHICAGO, ILL.
B. & G. Open at Ill. State Fair

**Attractions take up all space—management confident of profitable biz**

**SPRINGFIELD, Ill., Aug. 13—**The Beckmann & Gates "Magic Midway" Shows, occupying all of "Happy Hollow," and sprawled in a track and cranny of the hilltop show, opened a day in advance of the Illinois State Fair here last night to give thousands of em-"barrassed" patrons a previewing of this greatly enlarged carnival of 1938. During a five-day layoff here, rides and shows were given a repainting and renovating, additions were built, capacities were increased in many concessions and rides were received and set up.

The Illinois State Fair advertised an attendance estimated at over 1,000,000 people last year and Secretary E. E. Irwin predicts that this tremendous turnout will be at least equal this year, regard-les of the fact that considerable fee-liable sources are of the same opinion. During the stay of the last tent that it has been discovered that crowds will eat the same amount of food at the midway as they did last year, but added much to the total week's business.

The Great Falls Tribune spread itself in its use of publicity pertaining to the fair. "One may wonder at the many stories prior to the fair. During the five-day layoff, a press agent, handled the midway press matter press in and advance by the shows" reports press representative, Reported by Joe Schulbo.

Lohman and Simpson  
*Visit Cincinnati*

**CINCINNATI, Aug. 13—**R. L. Lohman, general agent Hennies Bros.' Shows, and J. C. Simpson, general agent of the Johnny J. Jones Exposition, were here this week to close Layoff season.

Lohman came in from Great Falls, Mont., via Chicago and Detroit and Simpson arrived from Cleveland. Both left the city after a visit to The Billboard office here and a tour of stopping places. Each, however, expects to close business with their respective shows here and have decided improvement in recent weeks.

**Look for  
This Feature:  
The Press and Outdoor Shows  
in the  
Fall Special of The Billboard**

**Dated August 27**

**Goodman Does Well  
In Rochester, Minn.**

WINONA, Minn., Aug. 13—If there are any with the Goodman Wonder Show who complained of their lot in life, they are now aired of the aches and pains of being a showman. The trip to Rochester, Minn., was a complete vacation for the County Fair. The crowd remained here for a month, and although the trip to Rochester was a short one, it was a real showman, able to meet unusual situations, as evidenced by the police reports here. A couple of a couple of fireworks bombs to chase the crows out without injury, a good job. Both men and Mrs. Earle, Happy Adams, Mr. and Mrs. Oscar Johnson, Joe Divino, Tony Vallochi, Frank Divino, Tony Loomis, G. E. Wilson, Red Wearion, Louis Lasky, Bob Mcner, Bob Young, Harry Warren, Earl Gibson, Flo Nelson, Nick's Hour, and Deppler and Smilansky, Wave. Photo furnished by C. F. Zeiger, proprietor.

**Hilderbrand Has Best  
Opening Day of Season  
In Spokane for Legion**

SPOKANE, Wash., Aug. 13—Hilderbrand's United States show turned two rousing seasons, setting a new standard for a legion's day, drawing 5,000, according to Bob Booker, manager of the show. The show is 500 better. The show is here under auspices of American Legion Post No. 9. They have a very nice week. The show is here under auspices of American Legion Post No. 9. They have a very nice week.

**Business for RAS  
In Can. Is Good**

WINNIPEG, Man., Can., Aug. 13—Record-breaking business that Royal American Shows have enjoyed during the Western Canada circuit of exhibitions continued this week, with opening-day attendance in the city.

**New Series of  
Legal Opinions**

In the next issue of the *Carnival De-

dustry* magazine, we shall be publish-
ing a new series of legal opinions of spe-
cial interest and benefit to amuse-
ment enterprise owners. One of these will appear in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.
August 20, 1938

CARNIVALS

THE BILLBOARD

39

SPILLMAN PRESENTS

Consistent Dividends—RIDED-O RIDE—World Wide Acceptance
New Fun House Ride—HI-DE-HO—Four Starting Features
Smart, Roy, New—AL-MADNESS—Strongest Rides on Earth
FINELY FLYING TURNS—For Big Operators
The Big Repeater—HEY-DEY—Paying, Positive Profits
SPILLMAN’S FAMOUS JUMPING HORSE CAROUSELLES
Modern, Smart, Indispensable To Any, and All Shows
Brilliant, Glamorous—LIGHT-TOWERS—Visible for Miles
Rigid Construction—PORTABLE STAGES—6'x18' Sections

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.
World’s Largest Builder of Amusement Devices

IF YOU CAN STAND PROSPERITY
Invest in the Time-Tested

TILT-A-WHIRL
Flashy — Reliable — Money Getter
For Particulars, Price and Terms Write

SELLER MANUFACTURING CO., Inc., Fairbault, Minn.

ALL NEW MONEY-GETTING RIDES

RO-LO—TWIN HOOD AND RIDE COMBINED
A big winner—enrages crowds.Formerly known among show fraternity as Coleman Bros.—Funniest, Greatest, Reputation, Safety, Liberty, comfort, etc.

Tramp and Spangle Show—EXHIBITION—The World’s foremost attraction ever designed more attractive than ever for outdoor shows.

ATTENTION—PORTABLE CIRCUS TENTS
Unbeatable written and oral information on Request.

ALLAN HERSCHELL CO., Inc., North Tonawanda, N. Y.

BOOGIE RIDE

Capacity
160 Gross
Repeat

ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA
Boomerang Mfg. Corp. 366 HAMILTON AVE. BROOKLYN, N. Y.

UNITED STATES TENT

S. T. JESSOP, Pres.

AND AWNING CO., Geo. Johnson, V. P.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
Send for illustrated Circular.

FULTON TENTS

ORDER FROM THIS AD

FULTON TENTS

FULTON BAG & COTTON MILLS

New York—New Orleans—Kansas City, Mo.

FULTON TENTS

SATISFACTION GUARANTEED

Acceptance

25 TO 35 PERCENT PER YEAR

FULTON TENTS

Features

1. Reliable—Money Getter
2. Designed for all types of business
3. All sizes, colors, and materials
4. Designs can be made to order
5. deluxe line features extra beauty and durability

FULTON TENTS

Product of Fulton Tents, Inc.

TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW!

WITH

CHARLIE T. GOSST

WITH STANDARDCHEVROLET CO., EAST ST. LOUIS, ILL.

Used Trucks

SOLD FOR CASH

Camper Trailer

One of the finest in the world.

Camping Car

A real trailer with a motor.

Contact

CAMPBELL TENT & AWNING CO.
MONROE AT THIRD, SPRINGFIELD, ILL.

LATTIP RIDES

209 Elm St., Charleston, W. Va.

WANT

Nude, Photo, Graphics, Candy, Dice, Cones, Arches, Etc.

Painted and decorated Rides.

Contact

LATTIP RIDES

CHARACTER RIDES

Organized for Business

Contact

LATTIP RIDES

USED TENTS

CONCESSIONS AND SHOWS

Good Condition.

Priced Right for Quick Sales

CAMPBELL TENT & AWNING CO.

If you are interested write today for brochures

TRUCKS

A large inventory of new and used trucks.

NEEES


July 2, 1938

Business in Detroit Sector Picking Up

DETROIT, Aug. 13.—Business is pick- ing up in the Detroit territory. Frank Miller, manager of the World of Pleasure Shows, said this week that the past four Sundays have been very rainy, so that this past week-end gave the shows their best business in a long while to pull up for lost business.

Miller recently bought a home on Hamburg avenue, where he is now living.

R. M. Brydon Now With Bantly Show

BEBWICK, Pa., Aug. 13.—Following the closing of the Bantly Show at Hanover, Pa., Aug. 4, Ray Marshall, general manager, decided to return to the carnival business for the balance of this season at least.

As soon as this decision of Brydon’s was made known he was flooded with letters and wire carnival managers with offers to produce side show. After some time Brydon accepted the proposition made by Ray Marshall to join the Bantly’s All-American Shows, and started to organize a new side show. This show, on which he has made considerable progress since his arrival here.

In speaking to a reporter for The Billboard Brydon said, “I am very well pleased.”

Raynell’s Shows Are Prospering

WINNIPEG, Man., Aug. 13.—Pleased with the problem of having a girl show, Ginger Ray, featured dancers; Jo Jo Jor- gan, comic; Margot Bentville, Alice Shae, ballroom dance; Louis Lombara, chorus; who joined at Davenport, Ia.; Legs Farnsworth, ventriloquist; Jeff West, plays- all-electric; Cool Vio Lur, drums.

Gene Miller, one of the best of midway managers, has been handling some shows for two years, with Bob Thomas as second in command. "The S. T. JESSOP, Pres.

Booster Shows, which he is asked to hiss, boo and applaud by business. The top is $50 by 160 feet and will be fronted with a 230 banner line which is the best oddities and working acts in the Wizard of Oz. These acts are being modeled along the standard pattern of an old-fashioned side show, on which he has made considerable progress since his arrival here.

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Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

Did you get your watermelon money in Georgia?

WORTH REPEATING: Good independent carnival shows are badly needed.

LOOKS LIKE Ray Marsh Byron is back in the carnival business following the closing of Harris Bros. Cruze.

MORRIS MILLER seems to have a tough time with his agents, general, special and press, but Miller Bros. Shows keep going.

GEORGE F. DORMAN is in the book to either have a carnival of his own before long or to consolidate his interests with another.

MARY WEBB is with the Eric B. Hyde Shows. Red Onion has been wondering if she ever was with K. O. Barnum when he had one of the finest carnivals.

J. GEORGE LOOS presents Greater United Shows and his letterhead says "This is the New carnival and America. Thirty-four annual tour." J. George gets a lot of fun out of reading the Shictures in The Billboard each week, he writes.

FRANK M. SUTTON has made his announcement that he will return to the carnival business in 1939. Our Mid-time has put some time back in reference to his return to the carnival. He is probably the best showman in the country. Ever see a general agent with that "haven't got a town booked but I know one?" It is a quite a look, dear brothers.

"BABY EMMA" not out: Mrs. Peter H. Colley and sons, Norfolk, Ark.; "known as Baby Emma." Not able to go out this season. Real American Showman. Making my home here and would like to hear from friends.

BOB LAUGHIN JR., of West Bros.' Shows, lettered from Billings, Minn.: Recently returned to the show. Now that the show is on its fair tour I am going to remain with it as The Billboard sales agent and malman. Hope to increase the Billboard sales.

C. W. Naill Took George Loos' Advice and Prospered

CABOT, Ark.—C. W. Naill Shows at Columbus, Ohio, have not lost an opening night and but two nights of overcast weather. Conditions have been about half of what it was last year. With cotton coming in and having some seven or eight shows, he figures to make up for the not so good summer. He tells the printer that he is charging less for his merchandise so far this year and he has not taken any charge for Outstanding Men. Fordyce, Ark., was the best week of the year, being there under Fire Department. Naill says it was not so good, as they only sold for a cent a pound. People did not bring a fancy price, but over $2,000,000 in bushels was shipped from this point. In looking over The Billboard Mr. Naill read what J. George Loos had to say aboutotton and he said he is glad that we are getting our shipment. He had the right idea away back. This season other show managers have come to us and asked for our mid-week and week and tried to get us to consign and show them an experience Naill would not give. The man says there are where I tell them like George Loos. But I did not come to take George's concessions." Every week ride can and with that the Naill Shows show how they look and how nicely painted. Concessionaires are Bert Miller, Rex Sanders, Earl Atkinson, Paul Robison, and James, L. M. BROWN.

Toby Pitten storm cards from Rulf Springs, Ky.: Brought my attraction, Lasers from Dallas, Okla.; "Al and M. H. Bee Shows. Have a nicely framed single tent and am happy to say we are getting our shipment. My agent, George, gave us a hearty welcome which is our show and "his fair season started off okeh."

Give the "sticks" brass for "lay-down" money, and if you treat them with the same kind of dough, Bets are that a lot will get well taken.

BURLINGTON card from Mattson, Ill.: "Lou Louette framed a Hall of Science and it was a good one. They have a lot of people in the business."

AUSTRALIAN Shows take certain haunts in Columbus, O. C. July 4th week. Literate, Va.

Funland Shows Want


Tilley Shows Want

Experienced Boys, Ho, Can also photo copy for $2. Show. Add 30 boys, street. "Literate, Va. Fair next week.

Take No Chances

At the Fairs and Celebrations, please buy your Milk from a Trusty Dealer. Write for information.

Eli Bridge Company

280 West 13th St., Indianapolis, Ind.
CARNIVALS

D. Nealaiad sent in very attractive route S. Reed, for Rubin & Cherry, and Walter before the end of Armistice week. Frank tion of going into their respective barns been pouring into The Billboard officethe past week, none of the leading rail- exhibitions and celebrations that have 'boiler room.' " because they are not progressive, decent showmen,* meaning that they are passing out Hartmann and Claude R. Ellis, in the 'Smith and Wesson' line.

Peter E. Kelly cut up! F. H. (Red) Kelly lettered from Beckley, W. Va., August 10: "Last Saturday in front of the marquee of the Broadway Shows of America I had just stopped an argu- ment caused by a colored man trying to crash the gate. When I turned my back

Only one of them do.

Frank

and to date was never heard from.

*

and to date was never heard from. Ted Anderson, the show manager, has returned from a booking trip. From the look on his face he must have been successful. Teddy Levitt, special agent, is a great banner solicitor. Show has new line of posters.

ONLY HEIR: Mrs. Victor Lee


days from Raleigh, N. C.: "How come Gay-

MRS. VICTOR LEE

lettered from Ogdenberg, N. Y.: "Danny Wilson, popular sales agent of The Billboard and mail man on the Art Lewis Shows, was called home by his mother and left for Charleston, W. Va., as the shows were going into Canada for the exhibition dates. All on the show welcomed Danny back when it goes south again. During his absence I am sure that Gaydon Billboards sales and mail. Danny is a big booster for The Billboard and has raised the show's 80 copies per weekly and is among the top sales agents.

BETTER PRESS AGENT: C. A. Upchurch is letters from Raleigh, N. C.: "New come Cer- tainties, a press agent for the Harris Team, is among the top sales agents. He is the best press agent in the business." Answer: All that the editor of this department can say is that C. A. Upchurch is not sending in any pieces anymore to The Billboard. The editor feels that Caydon White writes excellent copy.

FRANCIS F. EKELY, press agent Royal American Shows, sends from Beavercreek, Ohio, this about the leading track driver. "The 36-year-old driver has 74-Inches of space used including interviews and "peeks" behind the scenes. The new truck has 180 inches of space used including pictures. Ernie Pascoe, editor of The Joyland Star, and A. M. Cook, editor of The Leader Post, said that the specific was the most newspaper publicity ever given the Exposition Show."
to re-enter the grounds he ran up and cut me with a knife. She recognized my face, which necessitated the removal of my left eye. I have been in show business since 1915 as concessionaire, adjuster, announcer and, at various times, manager for Dixie Model Shows.”

**WANTED**

Experienced Fireman Man and woman preferred. Apply to C. W. Newell, 104-33 128TH STREET, Chicago, Ill. Salary good from good poles. Will bear a flat free. Must be 18 years of age.

**MINEOLA, N. Y., FAIR**

**WEEK SEPTEMBER 19TH**

Can Place Grind Stores of All Kinds — Also Cookhouse and Shows With Own Outfits — Space Limited.

By O. C. BUCK EXPOSITIONS, RICHMOND HILL, N. Y.

**INGHAM COUNTY FAIR, Mason, Mich., Aug. 24-27**

Concession Bases, Two Dollars a Foot Fort (Minimum Ten Feet to a Concession),

**WAYLAND, MICH., STREET FAIR, Aug. 31-Sept. 3**

Positively no flat stores at either Fair. A few exclusives have been sold.

By FL. FLACK, Mgr., Northwestern Shows, Angola, Ind.

**BLUE RIBBON SHOWS**

Wanted experienced Concession Hale, to join Screamer, for Con Games, Apply to H. S. Ransome, 104-33 128TH STREET, Chicago, Ill.

**WORLD OF MIRTH EXPOSITIONS**

Westermo, N. Y., August 18, 1938, from Oil City, Canada.

**Ballyhoo Bros. Circulating Expo. — A Century of Profit Show**

By STARR DEBBLE

Bromologically, British Columbia.

Week ended August 6, 1938.

Dear B. & V. SHOWS:

The moving of our four-section midway by the Strathmore Transportation Co., certainly was an awful letdown for the show. Saturday night everyone seemed shell-shocked for a move. The four sections of our wooden midway were shipped unjunked. At 1 a.m. the giant sky hooks picked them up and started on their move. No. 1 arrived, sister, with all expecting the other sections in any hour. By 4 a.m. the train had arrived at a new position on the midway. We then wired to the surrounding towns to try and give them some indication. It was then found that there had been a slip up someplace.

Early Monday morning the midway had been setup, except one in Chicago, one in Atlanta, and one in New York. The pilot claiming that the company was in Chicago and that they did not know that they were on the wrong air line. It took only 12 hours to fly the midway back from Chicago to "Do a Corrigan," but we have to claim to be the first to do it. Tuesday, Wednesday all units arrived and were in place for a mid-week opening. By Thursday the birds and the bees have terminated the show’s air moves. The boxes wired in for the flat cars were in place and the show was in shape.

**CLEAN AND DECENT: A prominent aus-

**15 Years Ago**

(From the Billboard Dated August 18, 1923)

Johnny J. Exposition concluded its tour of Western Canada Circuit of Winnipeg and Brandon. The program included the following dates: 1923.

- Ada Palmer, 104-33 128TH STREET, Chicago, Ill.
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- Ralph Smith, a showman, at least he claimed to be a showman, in the East. He wrote, "So this is Dod Ball. After reading so much about it in Florida I wonder how he looks like." His letter was interesting but, he added, as far as the company was concerned, so not what say I really looked like. This is the second season he has been in Gooding. He has no more than 2012 trees in town. This caused me to wonder if they list the entire season and who’s wife works Buddha, and radio man with Rubin & Cherry Show. This past week he was on the road. While I feel at home when they call on him. I feel very much like a showman, at least he claimed to be as good at making show visitors and others feel at home when they call on him. I feel very much like a showman, at least he claimed to be as good at making show visitors and others feel at home when they call on him."

**FIGHT TO ESTABLISH A TITLE: Carnivals that do business in Canada are required by law in the United States as they do in Canada, Alaska and the same in January as they do in July. The whole season is one of preparation for the same the year around, year in and year out. Owners and managers who charge their fares very often are never on the place where they are going to be in show business. Let this get it and right it.**

**ROYAL AMERICAN NOTES from Win-

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American Carnivals Association, Inc.  
By MAX COHEN

ROCHESTER, N. Y., Aug. 13—Our visit last week took us back for a return visit to the Ideal Exhibition Shows, which organization returned to the Rochester area with a second week's exhibition on North and Otis streets last week. The organization returned with substantially the same sized show as previously seen by our staff. The show was a pleasant surprise visit with Manager William Glick, who has charge of the entire organization of shows. Shows are again well attended in this city, the Rochester Republican League, a county-wide political organization.

The association’s office has been besieged with letters from various Chambers of Commerce and individuals interested in our annual meeting and inviting our association to hold its meeting in their respective communities. It will be very difficult to accommodate these organizations and grant their request, but obviously our by-laws provide that our annual meeting shall take place in some city where the annual meeting of any local organization of Fats is being held. The purpose of this note is to inform our members that we do not fix place of our annual meeting but leave it to the organization of the FATS. We note this explanation is for our members to those who may be confused about subject or time of the meeting, but that we have made all the arrangements that we can so that we may complete our schedule for the balance of the season. As individuals, we do not hear from them, we shall be obliged, under our by-laws, to accept their consideration of visiting our partic-

cular organization.

Since adjournment of Congress number of interesting documents have come to the office for information of our membership. Therefore, we have an interesting address with supplemental information suivinng which is addressed to Joe Bergin, Pennsylvania, dealing with the railroad situation. The congressman has gone into elaborate detail in presenting his views, and we shall be obliged, under our by-laws, to accept his consideration of visiting our particular organization.

It has been suggested by Congressman Gannett and others of this state and other states, one of the means for the railroad transportation to keep its rates reasonable and place land grants, and he has presented to that body the railroad situation. Another interesting address directed to Congressman Gannett of that of Congressman Samuel B. Pettin- 

jung, Montana, Oregon, Washington on the problem of the carriers and points out the necessity of green light on all of the proposals for relief. He sum-

marizes his case by indicating that the ultimate remedy and the only per-

manent solution of the situation is that of adjusting the price level of in-

come as well as expenditure, so that the factors which income as well as

interest is a possibility of adjusting the price level of in-

come and expenditure.

Brooks Fletcher.

August 20, 1938

G. OPEN

WASHINGTON, D. C. —(Continued from page 38)

Tri-State Shows, operated by Charles Ziegler, ride owner, and Louise Margoles, owner of concessions, did only fair business under auspices of North Detroit Community Center, Livernois and Burdett avenues, closing Sunday. According to Margoles, a combination of weather and lack of publicity has prevented Tri-State from having the kind of show they usually are accountable for much of poor business during past few weeks. Margoles, like most other showmen, is feeling that the “Golden light” held last week by Michigan has practically knocked out all of her show business. Reported that event net-

ted association $115 over all expenses and that this will be used solely to fix up cubicles with new furniture. Much of credit for active ticket selling for this event went to Bert Prahm, of Rosy Emporium; Eddie Moss and Chairman Leon White.

Charles Ziegler is spending summer at Round Lake, Minn., for fifth season, with siste-

r.s and concessions. Mrs. Ziegler is managing rides on Tri-State Shows operated under auspices of Church of the Nazarene, East Grand Avenue, closing Sunday. According to Mrs. Ziegler, the weather and lack of cooperation of the mayor of the city was the real reason for the failure of the show. Reported that event netted association $115 over all expenses and that this will be used solely to fix up cubicles with new furniture. Much of credit for active ticket selling for this event went to Bert Prahm, of Rosy Emporium; Eddie Moss and Chairman Leon White.

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LINE O’ TWO—(Continued from page 38)

Pit Shows, operated by Nate Goldman and Horace, L. M. Walsh, the press agent, slated to “cover” the event, was unavoidably detained and was, in consequence, refunded even a crumb of cake. Reported by Walter Hall.

KANTHE & KORTE—(Continued from page 38)

and latter daughter of Mr. and Mrs. Lewis Kemple, is a successful showman operations, The kiddies’ birthday party, being an annual event in Detroit was prepared to look for many, and it was reported that the parties were more pleasant and the mothers and their kids were more pleased.

The young ladies received a beautiful bouquet of flowers by Mr. and Mrs. Charles Morgan, who were presented to them by friends from the show and friends of their families.

The highlight of the event was the sumptuous picnic dinner served at the Detroit Lions Club, consisting of fish, beef, pork and lamb, prepared by the showmen, past

man of the barbecue fame, John瑜伽 young himself. Mrs. Ruth Korte and Mrs. Bert Kante, mothers of the young celebrants, saw to it that every plate was laden down with footstuffs that would tickle the palate of the greatest gourmets. Games were played, swimming, boating and “jackpot cutting” being the chief divers-

ions.

Following are those who signed the register and autographed gifts: Mr. and Mrs. Charles Morgan, Miss Vinny Korte, Miss Alice Korte, Miss Dorothy Korte, Miss Helen Korte, Miss Kay Korte, Mrs. Walter Korte, Miss Betty Korte, Miss Marilyn Korte, Miss Janice Korte, Miss Dorothy Korte, Miss Eydie Hendry, Mr. and Mrs. Charles Korte, Miss Kay Korte, Miss Alice Korte, Mrs. Walter Korte, Miss Vinny Korte, Miss Betty Korte, Miss Marilyn Korte, Miss Janice Korte, Miss Dorothy Korte, Miss Eydie Hendry, Mr. and Mrs. Charles Morgan, Miss Vinny Korte, Miss Alice Korte, Mrs. Walter Korte, Miss Kay Korte, Miss Betty Korte, Miss Marilyn Korte, Miss Janice Korte, Miss Dorothy Korte.

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CARNIVALS

August 20, 1938

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

FROM THE FRONT LINES

Beckmann & Gerety
(Baltroad)

Dubuque, Ia. Week ended July 29.

The weather, belatedly, was excellent. The carnival grounds were well-watered. A few bands contributed music while the show was in progress.

General Representative J. C. McFad-
sen, of Great Eastern, was on hand to run the show when this date proved successful. For a change, he did not have his well-known bag of tricks and come up with a novelty or a gag. He was forced to cancel Racine, Wisc., because of paving operations that made it impossible to gain access.

Beckmann & Gerety Baltroad, owned and operated by Mr. and Mrs. H. A. Wemell, who also publishes Racine Journal-Times, sponsored several children’s matinees, which was well attended, again proving worth while. According to local bandmasters, there was a great deal of interest in "Poppy" O. J. Neidefeld: Prince and Rhiel Dinges, married midgets, and "Old Popcorn Man" Ralph Anderson visited the show.

Another matinee was held in Chicago.

James E. Strates
(Baltroad)


Arranged in conjunction with the University of Bradford, the location, Second avenue grounds, Bradford, weather, rating, business, had an ideal week end for all interested. This was due in part to the weather and muddy lot. Too many of the attractions were put on in walkable condition for Tuesday. Crowds thinned even, and to make the week complete ran out, rain Saturday night at 3 o’clock killed evening.

This writer is glad to state that in this show there was a feature show that did not do business. Many per cent went in search of something new. Fred Sica, Jack Meldrum and Paul Frew, gave show every co-operation possible. Jack Rich, general manager of this show, played in his own way before quite a fair of folks. They just about filled Jack's popular hotel and enjoyed his hospital- ity for a week. Jack numbers his friends among the concessioners.

The Great Eastern was also attended as well as equipment. Mrs. Bertha McDaniel was visited by many relatives in season to make more business.

RUBIN & CHERRY


Elkart saratoga show, at its first complete week, was proving a several years, affording excellent attendance last half of week. Hot spell Saturday and Sunday cut crowds, but with cool of evening midway packed with people.

Elkhart Boys, dancing as well as equipment. Show’s own worklights here, with a hand signal of 1 1/2 feet and back of cookhouse. Tests proved water table to be 40 feet in depth. Water in the city to be 200 feet below.

ira K. Cohen, insurance expert; George Jones, general manager; Sunny Bernet, Globe Poster Co.; Harry Burt, former circus man; and May Marshall, Tribune reporter.

WALTER HALE

Rubin & Cherry
(Baltroad)

Muncie, Ind., Aug. 1-5. Great Eastern

Indianapolis Fair. Weather, rain closing night.

Ideal fair weather prevailed first four days of engagement here. Business thrived. Show was moved to a new location, the entertainment devices growing hot. Early evening rains did not deter the crowds. Billingsley’s Hop Indians and several small, local bands did a splendid job.

Muncie is well known press agent and photographer, finished his work and returned to Muncie. He is a great photographer with a great camera.

Agent C. W. Crazzard left on another trip. Streets were hold down by Hugherty and George Duffey, of Fort Myers, Fla. circus, and Gene E. Milton, of Shea’s Theater, Buffalo. Buffalo weighed around 350 pounds, Cowan, concessionaire, and everybody’s friend when needed.

BEN H. VOORHEES

Endy Bros.

Newton, N. J. Four days ended August 9. Auspices, Combined Fire Departments of Newton, Wayne, Butler, and Clifton, Weather, rain closing night.

Fair weather and a good crowd attended this small town. There were several bands doing business, considering rain and threatening weather. Mr. and Mrs. Jack Richman, of Florida, and several others, turned in some emotional features which helped get a big crowd. Goole also had exhibitors marquee, with 28 displays. Mrs. Wright’s stage countrywide, public受欢迎. Miss Queen chosen on Friday night. Family Circle gathered Thursday at midnight. Jack Hooray’s fan dance and second edition of beef court was well received.

Casino among the attractions. The clowns were doing quite well. Dave B. Enady appeared before docks seven times in all, most serious charge being sneaking into rear exit after killing a fudge press. Dick Webster, sheriff of Sussex County, attended and rendered vocal support.

Mogen, general manager of this show, stated that no charge was made to get on fairground, that no charge was made to get on fairground.

NATIONALITY Board

Johnnie Hicks gave an interesting talk on this attraction.

Olive Hildebrand
(Half Moon)

Since arriving June 15, this show has been one of the most successful with a fair attendance at this location. Location, Second avenue grounds, Weather, rating, Business, had an ideal week end for all interested. This was due in part to the weather and muddy lot. Too many of the attractions were put on in walkable condition for Tuesday. Crowds thinned even, and to make the week complete ran out, rain Saturday night at 3 o’clock killed evening.

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FRUIT CONCENTRATES
FOR SNOW-BALL AND DRINK STANDS
GOLD MEDAL FRUIT CONCENTRATES will give you the drink or snow-ball syrup you have wanted for a long time. The golden flavor of the real fruit peel is priced with the lowest.

GOLD MEDAL PRODUCTS CO.
133 E. Pearl St., Cincinnati, Ohio

DEE LANE'S FAMOUS SHOWS CAN PLAY
For the Balance of the Season of 12 Fairs and Celebrations, starting at Kasson, Minn., August 22 and as follows: Creston, Iowa, Flat River, Mo., Jackson, Mo., Lexington, Ky., Athens, Tenn., Danville, Ill., Frankfort, Ky., Dover, Ohio, Canton, Ohio, Janesville, Wis., Lexington, Ky., La Grange, Ky., and Jackson, Tenn. All address DEE LANG, Mgr., Kasson, Minn., August 22 to 25; Prestton, Minn., August 26 to 28; Creston, Ia., August 29 to 31; Danville, Ill., September 4 to 6; Jackson, Mo., September 7 to 10.

WANTS - J. F. SPARKS SHOWS - WANTS
FOR GERMANTOWN, KY., FAIR AUG. 22 - 27
AND BALANCE OF SEASON.
Rides—Two-Abreast Merry-Go-Round; Snow Stand; Snow Show—Ten-In-One, Big Snake, Snake Illusion (Reynolds); Mickey Mouse or Monkey Circus, Motodrome, Penny Arcade. Concessions— él—Home, Missions, Concessions, Coney Island rides.

All address J. F. SPARKS, Manager, Winchester, Ky., this week.

ZIMDARS GREATER SHOWS WANT
Cook House, Frozen Custard, Photos, Concessions of all kind come on. SHOWS—Can Place Girl Review (No Blows), Motodrome, Midgids. Showsmen, we have Tops, fronts, etc., if you have something worth while to put in them. We will give you a long season South, w th twelve more Fairs. Address this week, Frankfort, Ind., or as per rate.

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FEATHERWEIGHT BINGO SHEETS

Size 8 x 10. Very large numbers. Packed 3,000 to the case. 100 sheets per case. Small size 3" x 5" cards, 500 to the case, printed on white and 8 additional colors. White, blue, red, green, yellow, black and orange. Prices; Minimum Quantity 1,000.

Postage Extra.

Liners Sheets (sent f/s price, per 1,000)...

J. M. SIMMONS & CO.
19 W. JACKSON BLVD.
Chicago, Ill.

CARNIVALS

J. L. Landes

Dee Lang's

Saturday, July 30.

IVY OAKS, N. J.

Tommie B. Waddell, President

TAFT AND OTHERS

Old Boy Club Luncheon Held in Honor of Ex-President

ALPHABETICAL LIST OF CARNIVALS

NEW YORK CARNIVAL

RIDE WANTED

A client desires to arrange for a Tivoli Wheel, Jersey-Bo, Tung & Beaver, Panther, Autobahn, Autoscooter, Autobahn, Big Digger, Big Slide, Wall Buttons, Bar and other rides for the next six weeks, with the view of making a permanent arrangement for the same with conditions for all of next season in a tourist town visited by many people, especially on week-ends. What you can furnish and one of the features of the foregoing list?

F. W. HOWELL.

203 Main St.

Goshen, Ill.

J. L. SIMMONS & CO.
19 W. JACKSON BLVD.

Chicago, Ill.

WANTED AGENTS

CONCESSIONS WANTED

WANTED WANTED AGENTS

SPONTANEOUS SUGGESTIONS

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J. L. Simmons & Co.

Wanted agents with own quotas for Met-

Saint Rocco's Catholic Church Celebration

Martins Creek, Pa.

AUG. 5TH TO THE 26TH, Sunday Included.

Tivoli Wheel, Jersey-Bo, Tung & Beaver, Autobahn, Big Digger, Big Slide, Wall Buttons, Bar, and other rides for the next six weeks, with the view of making a permanent arrangement for the same with conditions for all of next season in a tourist town visited by many people, especially on week-ends. What you can furnish and one of the features of the foregoing list?

J. L. Simmons & Co.

Wanted agents with own quotas for Meta-

NORTHWOODS TRAVEL BUREAU

WANTED WANTED AGENTS

SPONTANEOUS SUGGESTIONS

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Wanted agents with own quotas for Met-
August 20, 1938

Hennes Bros. (Ravolt)


Arriving late Sunday night from Butte show, Mr. and Mrs. Hennes and his daughter, Carol, in readiness early Monday morning, Chil- dren and friends, already in town for the shows and rides. Business during business days is somewhat off a bit due to the downpour of fair at 319. Saturday a record crowd in attendance and Hennes Bros. finally able to realize some of the business at this fair. Total a sub- stance fair, a very good business and a very good show for the midway gross. Concessions did not fare as well this week due to see and too many rides on midways, and the outdoor on the crowded show fair- row. News leaked out a week ahead of marriage of Anno Weh, talker on show, to Miss June Marianne Olson, a Miss Chas la Penne attraction. July 26 at Butte and Miss June Marianne Olson, a Miss Chas la Penne attraction. July 26 at Butte, weekend, and town was still in full swing, and business was brisk.

Mrs. Hicks is busy arranging furniture here and is now a full-fledged trailerite. Mrs. Hicks has prepared a free gallery in which to give away the show and his week ended August 6. Auspices, Old Boys' Reunion.

Chambers of Commerce. Edwards troupe was accorded a welcome. Mr. and Mrs. Louis Rees, eighth-year resident of this city and is confined in Great Falls General Hospital. JOSEPH S. SCHOLIBO.

F. H. Bee


With the heat wave in full force and long stand standards of performance such as weather, heat and crowd, the closing of Great Falls, Kenneth Gentus, one of the most successful business men in this city, and is confined in Great Falls General Hospital. JOSEPH S. SCHOLIBO.

Buckeye State (Motorized)

Philadelphia, Minn. August 1-6. Location, fairgrounds, Aupech, Meschoba. Business, poor. Show was successful and was excellent.

Harry B. Heel is a well-known lighting plant, which cost show Monday night, except about an hour, and periodically went off for a few minutes, and on other nights, there were good electricians repaired damage, and business was brisk. Mr. Heel's show, for electricians in Meschoba, accompanied by Hon. Lester Franklin, prominent in State ad-

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Eric B. Hyde


The engagement only two nights that it was clear and rest of time it was a drizzle, just a open dropper or shortly thereafter. Botzy DeLegge joined with Minstrel Show and 10-piece band. Marcus Wheeler, manager of Ten -In-One, added several acts to an already strong show. Mr. and Mrs. Tom Jones joined with a well-blurred and good show, business was good and show crowd was HTML.

Western States (Motorized)


After having two weeks of busy days and nights this week was a welcomed one for rest of show men. Leading attractions from writer's standpoint were the number of shootings and showing of their show. It was a revelation to writer and quite a revelation to see a show this business, only working for Washington, D. C. It was a revelation to writer and quite a revelation to see a show this business, only working for Washington, D. C.

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CARNIVALS

August 20, 1938

Ruback and Sophia Mullins, spent week with relatives at Lebanon, Pa.; Mr. and Mrs. Warren J. Boyd and party, of Bloomsburg, Pa.; William Boyd and party, of Lebanon, Pa.; Mr. and Mrs. J. E. Ballard, father of Mrs. J. W. Wilkins, of Millers Tavern, Va., on account of illness of mother.

Joel Jallat

Benton Point, N. Y.

Balloon talker. A real Magician such as Rube Silver was seen in operation with Latlip Rides.

Cap and Gown

This stand was just one of those summer resort spots. Lots of people on lot every night but spent no money. Those who did pick up a little parade night, but it wasn't that carried show thru. Show layed over an extra day as next date, Fredericks, Pa., called Tuesday, Aug. 23, Mrs. Max Linderman, Mr. and Mrs. T. W. Lewis' mother, who is ill at home, and Mrs. E. F. McLeod, general agent for the balance of season, Nick to handle operations. Various concerts are being given by Miss R. M. Moore, of the Rogers Bros.

R. F. McLENDON.

Trenton market, 8:30 to 11:30 P.M., for fourth consecutive Saturday night.

SILVER STATE SHOWS

Want for our Southern Tour of Fairs, going south after August 27. Want contract with M. J. McLean of Corinth, W. Va., owner of the Bible Car. Will book Loop-o-Plane, same as before.

J. H. ETHE show. Booper, R. D. (Bob) Penny, owner and manager; Mrs. R. D. Penny, secretary-treasurer; E. G. Buck, general manager; T. W. Thomas, foreman; Loop-the-Loo, Paul Wilson, Joe Flick,各有不同

New England

(Circus)


C. S. Parnell, of Mebane, N. C.

C. S. Parnell, of Mebane, N. C.

O. C. Buck (Rapporo cars and trucks)


The Billboard

Jedwash, Albert, made his appearance known to Jack Ruback and General Manager Albert Lasky, who departed. Along with Harry Barow came agents Tony Lombardo and Eddie Strauss, of the General Championship, held jointly by Owner Jack Ruback and General Manager Albert Lasky, who departed. Along with Harry Barow came agents Tony Lombardo and Eddie Strauss, of the General Championship, held jointly by Owner Jack Ruback and General Manager Albert Lasky, who departed.

C. S. Parnell, of Mebane, N. C.

J. W. Wilson, for many years with the Littler Bros. comedians, is going into a management of his own. He will get up a show for this season.


W. H. Phillips, president of the board of directors of the Delaware State Fair, at the stand in charge of concession left vacant by Sam Shows, and Harry Baron were two new additions to show. Al Crane left withroadcast in the Chicago edition from 1 to 11 p.m. today to make two stands in Pennsylvania.

W. H. Phillips, president of the board of directors of the Delaware State Fair, at the stand in charge of concession left vacant by Sam Shows, and Harry Baron were two new additions to show. Al Crane left with with a new book that was expected to sell.

Carnival Features, augmented by Al G. Steven's biggest oddity, the Coney Island Circus, day and date show. Opening Monday, night opening for carnival, 25 per cent off previous year.

J. W. Wilson, for many years with the Littler Bros. comedians, is going into a management of his own. He will get up a show for this season.

C. S. Parnell, of Mebane, N. C.

Carnival Features, augmented by Al G. Steven's biggest oddity, the Coney Island Circus, day and date show. Opening Monday, night opening for carnival, 25 per cent off previous year.
Ohio Pumpkin Show

WANTED CARNIVAL

With Bids and Shows after October 15 for HELZAPPPIN ANNUAL CELEBRATION

WANTED EVENTS

Sponsored Events

Wichita Festival

Varied Features Are Set

For Pittsburgh Celebration

Varied Features Are Set

For Pittsburgh Celebration

Ohio Legion Event Success

Malvern, O., Aug. 13.—Favored with a record week, the 50th Anna-Beal-Sherman Show opened with a parade of 250 entries, including a horse show, a foot race, and a dog show. The show was attended by over 10,000 spectators, who were treated to a variety of entertainment, including music, plays, and other cultural events.

Ohio Pumpkin Show

Extended Second Week

ZANDBER, O., Aug. 13.—Because of the success of the annual Pumpkin Show, here on July 25-30, sponsored by Put-nam County, its directors have extended the show's duration by a week, from July 30 to August 6. The show, with a cast of 100, including Elmo Perry, blues singer; Rube, Peter and schubert, comedians; and Jack, the clown, has been contracted for Ak-Sar-Ben Show in Omaha. The show will be sponsored by the National Association of Showmen, and the cast will number 100 for the opening night.

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Show Family Album

THE ABOVE GROUP, members of world's Most Famous Shows, season, 1919. Among them are Elmer and Estelle Hanscom, Mrs. Jordon, Mrs. Bill Williams, Mrs. Goodman, Myrtle Olsen Ybanzie, Mrs. Edgar Nevelle, Mrs. Olga Parillo and Alyse Parker Moroney.

The Billboard invites its readers to submit photos taken from 15 to 25 years ago. It is especially 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 directed. Address Show Family Album Editor, The Billboard, 23-27 Opera place, Cincinnati, O.

M. P. ACCESSORIES & FILMS

COMPLETE READY-FOR-SHOW 35MM Soundfilm - Borderlands. Nine Sensitive Portable Two Outfit with Webster Amplifier, Speaker, $175; 250w. Dyna Porta (theatrical only with Amplifier, Speaker, $195); 50w, 250, 500. Outfit with Amplifier, Speaker, $250; Powers Semi-Portable, 250w Amplifier, Speaker, $200; 350w. Soundfilm Portable, with Speaker, Amplifier, $350. Extended Film Library for madam churches, YMCA, homes, rent or sale. Catalog free. All Movie and Photographic Equipment. Trades accepted. MODSULY, 568, 8th New York.

MOVIE ROAD SHOW BARGAINS - 55MM Soundfilm - Borderlands. Nine Sensitive Portable Two Outfit with Webster Amplifier, Speaker, $175; Dyna Porta Two Outfit (theatrical only with Amplifier, Speaker, $195); 50w, 250, 500. Outfit with Amplifier, Speaker, $250; Powers Semi-Portable, 250w Amplifier, Speaker, $200; 350w. Soundfilm Portable, with Speaker, Amplifier, $350. Extended Film Library for madam churches, YMCA, homes, rent or sale. Catalog free. All Movie and Photographic Equipment. Trades accepted. MODSULY, 568, 8th New York.

SALARY AND COMMISSION PAID MONTHLY to honest men. Experience unnecessary. Apply to: Army Advertising Co., Duham, N. C.

SALSAWALO WANTED

SEVEN - PIECE BAND-Available Sept. 15th. ALL types wanted. For information contact W. B. Marshall, 200 South St., Indianapolis, Ind.

MEXICAN JUMPING BEANS - THE MOST Intriguing Curiosity in the World. They attract universal attention. JOAQUIN HERNANDEZ, Exporter, Alamos, Sonora, Mexico, will gladly supply you with them. Cost $5.00 per dozen in box of 24, post pays.

SALE! SOUND AMPLIFIER - HALF PRICE, 15 Watt Output, 2 Speakers, Carrying Case, Crystal or Vapor-Valve Microphone. Nationally advertised. For only $50.00. For Indoor or Outdoor use. Catalog free. DILLICIOUS RADIO SUPPLY CO., 34 West 35th St., Indianapolis, Ind.

ALL FOR 10c OPERATORS WRITE FOR NEWcatalogue containing white, green, red and yellow equipment. WAABASH PHOTO SUPPLY, Time Haute, West New York.

FREE PORTABLE COOKHOUSE AND TRUNK HAM - Complete outfits.

BOOTS, HATS, CLOTHING, ETC. Catalog free. W. F. POOLE, 510 North Euclid Ave., Chicago, Ill.

OMELLAH ENTERPRISES, 2nd Floor West, Chicago, III.

ALLIED CIRCUS, 1155 South Halsted St., Chicago, III. M. C. LONG, Proprietor.

MAC'S CARNIVAL, 212 North Halsted St., Chicago, Ill. OWEN DAVIS, Proprietor.

SUNSET CIRCUS, 2700 South Halsted St., Chicago, Ill. J. B. FINCH, Proprietor.

MEYER'S THIRD STREET, 1350 South Halsted St., Chicago, Ill. HARRY M. ROSENTHAL, Proprietor.

OLSON CARNIVAL, 1350 South Halsted St., Chicago, Ill. ROY OLSON, Proprietor.

SIEGELMANN CARNIVAL, 1350 South Halsted St., Chicago, Ill. J. D. SIEGELMANN, Proprietor.

SCHNEIDER'S TENT CIRCUS, 1350 South Halsted St., Chicago, Ill. ROBERT SCHNEIDER, Proprietor.

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SCHNEIDER'S TENT CIRCUS, 1350 South Halsted St., Chicago, Ill. ROBERT SCHNEIDER, Proprietor.
HIGHLY EDUCATED ARTIST WANTED for permanent engagement in New York. Apply to Manager, Auditorium Theater, Broadway and Chestnut, St. Louis, Mo.

BILLY FITZ, 390 Arcade Bldg., St. Louis, Mo.

ALSO WANTED:EDWARD J. DOLAN, 1304 S. Anthony Blvd., Fort Wayne, Ind.

EXPERIENCED PIANIST-READ, FAKE. UNION, UNIONS WELCOME.

The Billboard
MAIL ON HAND AT
NEW YORK OFFICE
13 Broadway

Women

Andrews, Nellie
Aiken, Pearl
Aitken, Minnie
Alcott, Mabel
Altman, Miss
Andrews, Mrs. J.
Allen, Mrs. M. M.
Allen, Mrs. M. W.
Alma, Miss
Alton, Miss
Ames, Miss
Anderson, Mrs. S. P.
Andrews, Miss
Anes, Mrs. J.
Arnold, Miss
Ault, Eda
Axtell, Nell
Baker, Mrs. M. A.
Baker, Miss C.
Ball, Miss
Banister, Mrs. S. P.
Barber, Mrs. J.
Barnes, Miss
Barrett, Mrs. M. M.
Barth, Mrs. W.
Bartholomew, Miss
Bates, Edna
Battaglia, Mrs. C.
Batchelor, Mrs. L.
Beckwith, Mrs.
Bell, Mrs. C.
Bennett, Miss
Bennett, Mrs. L.
Bergen, Miss
Bern, Mrs. S.
Bertchen, Miss
Bibbs, Mrs. L. M.
Bierman, Mrs. C.
Billings, Miss
Blackwell, Mrs. J.
Bley, Mrs. C.
Bliss, Miss
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Bliss, Mrs. L.
Bliss, Mrs. L.
Bliss, Mrs. L.
Bollman, Mrs. C.
Bolton, Mrs. L.
Bond, Miss
Booker, Mrs. P.
Bowen, Mrs. H.
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Mayor Okehs
Mdse. Bingos

Games oked in Ft. Wayne—cash games banned—up in attendance seen

FT. WAYNE, Ind., Aug. 13—Inexperience that bingo prize businesses are well-liked and not cash was made last week by Mayor Harry W. Baals when he issued an order to the police department to close all gambling places where cash prizes were being used as bait to lure customers. Amusement park and bingo and games sponsored by churches, fraternal organizations and other groups where merchandise prizes are offered are not affected by the ruling. Official attitude of his borough's police of course on the various games are oked as long as merchandise prizes are the "main event."

Local observers concurred in the opinion that the action was a healthy step for bingo's future here. Cash prize policies adopted by a half dozen or so "buck-hungry" operators gave birth to so many complaints that Mayor Baals' ruling was inevitable, it was reported.

Seasoned operators feel that the curb on cash games will serve to increase attendance tremendously, and a new display of prizes. They point out that the merchandise games have always been more popular with the people here, and ops expect to see the cash games continue to play for merchandise prizes.

Mayor Baals' ruling is being hailed as a decided victory for merchandise bingo games. Veteran operators feel that the curb on cash games will serve to increase attendance tremendously, and a new display of prizes. They point out that the merchandise games have always been more popular with the people here, and ops expect to see the cash games continue to play for merchandise prizes.

operators that arrests would be made on any game against the games. despite the fact that many games are oked as long as merchandise prizes are the "main event."

By BEN SMITH

How often have you said to yourself, "Why didn't I get on to that item from scratch?" Referring to a most popular item where you did not pick up until most of the cream had been taken out by others. Check back and you will find that it is probably the answer why you didn't make as much money last year as you figure it will make this year. This business is a fast business. The average life of a deal is comparatively short and the probability of missing out on a new item is probably much greater than that you made the deal. So-called top men, who figure a deal is a sure thing as soon as it hits the market, are often found out by the time the average man has thought of it.

We believe that every new deal is worth nothing unless it is advertised. There is no terrific gamble involved in this business to date. This indicates that advertising lineage totals are lining up in favor of the wholesalers. What is the outlook for the rest of the year? Judging by the past, this is every indication that business for wholesale merchandise should equal if not better the record of last year. The bulb-crop indices indicate that the estimated bulb crop has been left behind by the 2,000 or more counties, district and State farms selling over the next few months will come with plenty of money in their pockets. Concessioners, corn game operators, others are sure to cash in on this increased purchases from their supply of high-grade products, and these buying practices will continue. Ideal Christmas business will be right around the corner, and indications here are that Santa will have a bag full of big surprises for this year, especially in view of the unexpected die Christmas business took last year.

Next year, the same as a whole, decided similarities are noticeable to conditions existing in other industries. Some firms have been using precision in their campaigns report sales totals ahead of last year. One of the best indications of the health of the industry is reflected in the increase in the number of advertisers advertising in the Wholesale merchandise department. At least 16 of the 33 issues published during the year show that advertising lineage totals are lining up in favor of the wholesalers. What is the outlook for the rest of the year? Judging by the past, this is every indication that business for wholesale merchandise should equal if not better the record of last year. The bulb-crop indices indicate that the estimated bulb crop has been left behind by the 2,000 or more counties, district and State farms selling over the next few months will come with plenty of money in their pockets. Concessioners, corn game operators, others are sure to cash in on this increased purchases from their supply of high-grade products, and these buying practices will continue. Ideal Christmas business will be right around the corner, and indications here are that Santa will have a bag full of big surprises for this year, especially in view of the unexpected die Christmas business took last year.

FUTURE OUTLOOK

What is the outlook for the rest of the year? Judging by the past, this is every indication that business for wholesale merchandise should equal if not better the record of last year. The bulb-crop indices indicate that the estimated bulb crop has been left behind by the 2,000 or more counties, district and State farms selling over the next few months will come with plenty of money in their pockets. Concessioners, corn game operators, others are sure to cash in on this increased purchases from their supply of high-grade products, and these buying practices will continue. Ideal Christmas business will be right around the corner, and indications here are that Santa will have a bag full of big surprises for this year, especially in view of the unexpected die Christmas business took last year.

Another encouraging note about bingo business these days is that many public officials are coming to the realization that bingo is a popular public pastime and can be classified as gambling only by the most narrow-minded. Take, for example, the case of this enlightened attitude toward the game on the part of public officials, which is the current situation in Saratoga, Pa., where District Attorney Michael J. Eagen, feeling that bingo is a harmless form of entertainment, refuses to take any action against the games, despite the fact that many games are oked as long as merchandise prizes are the "main event."

Again the question is asked if bingo business will be well represented at the shows.

Here is something else the smart man can supplement the conventional camera and pencil as consolation awards on a theme. A little more attention given to the type of consolation awards offered should lend more rest to a deal and turn it over faster.

HAPPY LANDING.
Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, Ohio, for addresses of companies in this department supplying the items which interest you.

Med Supplies
Devore Mfg. Co., formerly located in Ohio, but now situated in New York, has long been established as a manufacturer of remedies such as tonics, pills and tablets particularly adapted for use by shoe workers and others who specialize in medical products. Firm has a wide advertising campaign among trade journals which goes back over a long period of years. Company recently announced publication of a new catalog listing its specialties which it will be glad to forward on request.

Sponge Mop
A new-type self-wringing self-cleaning Master Mop, designed especially for use by Weldon Mfg. Co. The head, or business end of the mop, instead of being cloth or cord, is of long-lived eponge rubber. Firm claims the thousands of tiny vacuum rubber cells pick up water and dirt and hold them until they are mechanically wrung out. Used dry, the Master Mop draws out dirt with vacuum cleaner effect from rugs, upholstery and walls. A rubber squeeze is at once a weapon of offense as well as the means of wringing out dirt and water, so the hands never touch either mop head or wiping blade as well. Item has been priced so low, it is claimed, as to make its use widely possible not only for price and award uses but also for demonstrator and agents.

Salem Ash Trays
Concealers, fair and carnival workers seeking something flashy will do well to look into Salem China Co.'s distinctive line of china ash trays in a great variety of shapes and designs, all in the modern manner. The trays combine the best features of the price, the novelty of the souvenir, and their low cost makes them available for across of sizes, it is claimed. Souvenir or other message may be applied either back or front in gold or platinum letters.

Fur Line
Enthusiasm runs high at the H. M. Fur Co. for its new line of fur coats in both swaggers and fitted models and a complete assortment of fur capes and scarfs. All items, coats, capes and scarfs, are in the latest and smartest styles, according to the Abrams brothers and R. Holzheimer, company heads. Line is beautifully illustrated in a new catalog just off the press and which also contains all size data and price data. It will be sent free to interested parties on request.

TRIXO Hand Monkey
Combines a genuine rubber hand and fingerpads, and is also made by W. C. Hinkle, Jr., Chicago, Illinois. This rubber hand with 2 fingers which has had no trouble for some time. It is just a rubber hand with a rubber hand blade.

Write for Our Big Catalog No. B130
Features Everything for the Show World
State Business You Are In, As We Do Not Sell Consumers

N. SHURE CO. 900 WEST ADAMS ST., CHICAGO

Your Dollars Buy Real Values Here!

Write To The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, Ohio, for addresses of companies in this department supplying the items which interest you.
60 to 90 PHOTOS an HOUR!
Perfect BLACK and WHITE Photos... over 700% Profit

P D Q AUTOMATIC ONE-MINUTE CAMERA
New — Amazing — Startling!
Takes, finishes and delivers from 60 to 90 BLACK and WHITE pictures per hour. Think of it!

No Plates — No Films — No Dark Room. Tremendous attraction. Pictures develop in broad daylight while customers stare in wonder and amazement.

NO EXPERIENCE REQUIRED.
Simple instructions quickly show you how to make beautiful pictures with the P D Q.

Remember Him?
He is your important man who invented the “Wonder Cannon” and many other things.

Boy! What a Moneymaker
Take this portable, complete self-contained photography with you where folks gather. They will pay around you and hand you dinero, and you will be making more dollars than homesteading income for cash! These P D Q’s are unclouded by any cloud of suspicion.

P D Q brings new thrill—new profits to the One Minute Photographer. Take the “Blacksheep”, when you can get him, and the BLACK and WHITE pictures will pay off. P D Q AUTOMATIC. Not a Sleeve Camera.

Sensational Low Price Offer!
On this
NEW and REVOLUTIONARY ELECTRIC DRY SHAVER
All the features of electric dry shavers costing many times more—yet priced so astoundingly low that you will be amazed at the tremendous profits to you.

INQUIRE TODAY
LEE DISTRIBUTING COMPANY
10 SOUTH LA SALLE STREET, CHICAGO, ILLINOIS.

ADVERTISE IN THE BILLBOARD — YOU’LL BE SATISFIED WITH RESULTS

WHOLESALE MERCHANDISE
August 20, 1938

FIGURES SHOW—
(Continued from page 54)
...and how the profits GROW!
GIANT GOPEY DOLLS

HEIGH HO! HEIGH HO!
and the PROFITS GROW!
GIANT GOPEY DOLLS

Hand Lacquered
WALT DISNEY’S SNOW WHITE & 7 DWARFS

POSITIVE SENSATION
LIVE LUCKY TURTLES
An Immense Hit! Profitable, selling for $1.00 at Fairs, Parks, Carnival, Jamie Gardens, etc. About $10 income per day. Boys, Girls, Adults. 100% Return. Exclusive Licensees. Free Carried by all mail. Immediate delivery.

EVANS NOVELTY COMPANY
11314-11" Dopey Doll, Dozen $8.45

The U. S. Department of Agriculture reported recently that the income for North Carolina farmers in the first six months of 1938 was considerably above the corresponding period of 1937. Prices of tobacco, cotton and tobacco all rose over 1937, while the tin market remains unchanged. The wheat market remains unchanged. The dollar market remains unchanged.

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**Remington**


**Social Security Plates**

Manufacturer Since 1933. 16 N. Union St., Dept. B, Petersburg, Va.

We manufacture a complete line of Fountain Pens, Mechanical Pencils and Gift Items.

**Pen and Pencil Co.**

Grodin Pen Co., 438 Broadway, New York City.

We manufacture a complete line of Fountain Pens, Mechanical Pencils and Gift Items.

**Social Security Plates**

Union Label on Each Corner of Plates, therefore, our platens are the only ones that show actual stamps on the very spots where the stamps are to be found.

**Identification Plate Co.**

301 Flygden Bldg., Des Moines, Ia.

There’s only one Pen like a Baker’s and that’s an other. If you don’t know what a Bakers Pen look like, come to the Baker-Two Points. Price List New Ready.


Every $1.00 Costs you $5.00. Yes, real people, real plates, real stamps, real dates. And when you put your plate down, that plate is yours for life. Our collection plates are made in 3 sizes: 1 1/2" by 1 1/2", 1 1/2" by 2 1/2", 2" by 2 1/4". Best years 1912, 1918, 1920.

Five cents 1500 West Madison, Dept. BB, Chicago.

**You Will Make Friends Selling Our Merchandise**

Argo Pen-Pencil Co., Inc., 220 Broadway, New York City.

**Medicine Men**

Write today for new catalogue of Toilets, OIL BATHS, BATHS, Etc. Follows the general trend in Modern Authenticity. General Product Laboratories Manufacturing Pharmacists 137 E. Eighth St., Columbus, Ohio.

Veterans Wake Up!

In the June 20th issue of the Billboard, published by Bill Baker, (2158 Broadway, N. Y.,) a column is offered to our friends, with the following letter: "The boys working Oklahoma in regards to conditions there. Almost all of the boys can be worked in this territory. Many of the towns have the boys under their low in force, and some of these are recently defeated in little Minnesota."

WHERE AND WHAT are you working at?

**New Catalog**

OAK-HYTEX BALLOONS

Gives Souvenir-of-the-Fair prints. Walt Disney Character items and other hits get big money. Ask your jobber for OAK-HYTEX BALLOONS.

Ace Blade Co. 37 South Ave., Dept. 108, Rochester, N. Y.

MIDGET BALLOONS

Big Profit - Fast Seller - Sells itself

Just send us your names, Midget Balloon and OAK-HYTEX Co., 4520 Wilkins, Detroit, Mich.

**Social Security Plates**

$5.00 per 100

CASES $2.50 per 100

Stamping Machines $5.00

Hand Dies Complete $5.00

Book Dies, Etching, Engraving $5.00 per 100. Not to be confused with Edwards Bros. Co., our work is done to 1/24th of an inch. We engrave all sorts and sizes of medals and souvenirs, plates, etc. We make the dies and etchings. Prices include dies and work. All work is guaranteed. Send $2.00 for samples.

**Ace Blade Co.**

37 South Ave., Dept. 108, Rochester, N. Y.

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37 South Ave., Dept. 108, Rochester, N. Y.

**Headquarters for Social Security Plates**

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**Ace Blade Co.**

37 South Ave., Dept. 108, Rochester, N. Y.

**Medicine People**


**Native Medicine Co.**

Anadon, Okla.
LIMITED LOT...FIRST COME—FIRST SERVED...ACT QUICKLY...SALESMEN

TRANSMITTED BY SPECIAL DELIVERY OF THIS WEEK'S BILLBOARD...

ADVERTISE IN THE BILLBOARD...YOU'LL BE SATISFIED WITH RESULTS...

MINNESOTA fair ladies. Would like to read a pipe from Jack Swenson.

REMEMBER, FELLOWS, this pill is the primary factor in demonstrating and your part for its support by sending in brief, and considerate communications. These are especially Mn, in business who have never pipped a line. 

R. G. BURT

has returned to Portland, Ore., after being in the Olympic Peninsula and points north.

CARL E. LEANDER

of Portland, Ore., in Seattle, Wash., recovering from a foot infection which had him on the shelf for several weeks.

CONTENT YOURSELF with a little money at this time and you'll wind up with plenty of dimes.

R. G. BERG

is now the proprietor of a flourishing chemical products company.

"CARL SWANSON...I have been playing the brand's championship in horsebacking," blasts Eddie Kiehl from Monroe, Wis., "haven't found their way into our pockets soon."

A 100% chemical based pipe cleaner for all types of pipe, from special to $5 pipe. This is a tremendous bargain.

LA MODE BEAD & NOVELTY CO.,

YOU'LL BE SATISFIED WITH NEW POPULAR STYLES Contain 10 instill acids Sells list.

MARKET Week & Merchants' Festival, 17-20.

THE PROPOSED MERGER

Under fire by all members of the Congress who have never piped a line.

WALTER J. FABRICK MANUFACTURING CO., Box 62, South Elgin, Ill.

LA MODE BEAD & NOVELTY CO.,

YOU'LL BE SATISFIED WITH NEW POPULAR STYLES Contain 10 instill acids Sells list.

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THE PROPOSED MERGER

Under fire by all members of the Congress who have never piped a line.
STATE FAIR OF RHODE ISLAND.
August 31 thru September 5
The only Agricultural and Industrial Fair in the State of Rhode Island. We are blending the old-fashioned Fair at our grandfather with the new one of today. We do not pretend to be a World's Fair, we are not riding the biggest horses, building the biggest structures, but we do claim to have one of the nicest, cleanest Fairs in New England. People come from all over on down and visit us. We know you will appreciate the way we are doing the work and you will be trying to do it.

FIRST CALL
SOUTHERN STATES SHOWS WANT
FOR THE BEST CIRCUIT OF COUNTY FAIRS IN THE SOUTH, STARTING AT THOMASVILLE, GA. DEPARTING FROM SOUTH TO NORTH TO FOLLOW.

RIDES—Merry-Go-Round and one Novelty Ride.

JOINTS—^Wanted on any kind, in any quantity.

INDEX SHOWS, INC.—FAIRS
712 Missouri Avenue, Kansas City, Mo.

WANTED BARKOTOS BROTHERS SHOW WANTED
Four more Shows and Chairman. T.11—Whit. CAN PLACE legitimate Concessions of all kinds, also Shows for the following Fairs and Celebration and balance of season: Reed Strong and Camps Aka Days. New Albany Ind, Fair, week of 22, Beulah Day, September 19, 20, 21. Farwell Labor Day Celebration, 5; West Branch Fair, September 6 to 10; Gladwin Fair, September 9 to 12; Michigan. Address all communications to JOHN B. DAVIS, Ottis, Ill.

WANTED SHOWS, RIDES, CONCESSIONS
WANTED RIDE HELP, HAMPDEN; SIDES, RIDES, FOR FOLLOWING FAIRS AND CELEBRATIONS:
HAMPTON, N. J., August 15 to 20; RED LION, PA., FAIR, August 27 to 28; YORK, PA., CELEBRATION, August 30 to September 3; 110TH FAIR, MARYLAND, STATE FAIR, September 4 to 15; NORTHERN KANSAS FAIR, Wewa, Va., September 16 to 24; ROLLING MEADOWS GARDENS FAIR, September 27 to October 11.

HELMER'S HOME SHOWS, per hundred: South River, N. J., 2, this week.

WANTED

circumstances. The mid-summer contest is going over

BAND SHOWS

Wanted shows for the following: Quartz Hill, Calif. September 17-18; Canoga Park, Calif., September 24-25; Sylmar, Calif., September 26-27; Los Angeles, Calif., September 27-28; Woodland, Calif., September 29-30; and Long Beach, Calif., September 30-October 1. Write Frank H. Garman, show manager. Los Angeles, Calif.

MISSOURI SHOW

Women's Club

ST. LOUIS, Aug. 13.—Since August began the St. Louis crowds have been out in force, but this week saw a marked increase in numbers. LEO BINTYARD, Citizen.

GOLDEN GATE SHOWS WANTS

Cork, Honey, Rand, Dole, Foster, Koon, Los Angeles, Calif., and 5000 others.

WANT WANTED—General Agent that will get Band, Sides, Rides, etc., to work.

Best price on all shows. Address: 712 Missouri Avenue, Kansas City, Mo.

OCTOBER 20, 1938

EXCEPTION SHOWS, INC.

Now booking for the following Fair, All the shows are for Bands, Concessions, etc., near the Boardwalk, Atlantic City at 2133 Palisades Avenue. 

KINGSTON, R. I., WE CAN PLACE A FEW MORE CRABS, JARGS. OR WHAT HAVE YOU.

ALL CONCESSIONS MUST BE ACCEPTED BY THE LAW. CASH ON THE FAIR AT HOME, INC. IS FURNISHING THE RIDES. WANTED BANDS AND ACTS BY NAMID, INC.

MISSOURI SHOW

Women's Club

ST. LOUIS, Aug. 13.—Since August began the crowds have been out in force. Best price on all shows. Address: 712 Missouri Avenue, Kansas City, Mo.

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WANT WANTED—General Agent that will get Band, Sides, Rides, etc., to work.

Best price on all shows. Address: 712 Missouri Avenue, Kansas City, Mo.
MOONBEAM CANDY
Assorted Chocolates
Delight Sweets, Inc., 401 East 32nd St., New York City.

ROUTEs
(Continued from page 24)

Sedgewick, Edna (Casa Manaia) Ft. Worth, Tex.
Selden, Winifred (Chez Paree) Chi., re.
Shaw, Helen (Chateau Moderne) Washington, D. C., re.
Shaw, Herald (Buckingham) N. Y., re.
Shaw, Minnie (Buckingham) Chicago, Ill.
Smith, Anna (Romansdale Village) N. Y., re.
Shaw, Helen (Mansardsborough) Brevard, N. C.
Sherwood, Ms. & Tessa (Shy Harbor Club) N. Y., re.
Schepp, Art (Continental) Kansas City, Mo.
Sole, Willy (Hi-Mast) Chi., re.
Smith, Mary (Plumas Park) Minot, N. D.
Sampson, Les (Pilgrim House) N. Y., re.
Smitl, W. J. (Continental Pennsylvania) Bellingham, Wash.
Singing Strings Trio (Kittama swe) Cham.
Sampson, Les (Toledo) N. Y., re.
Smith, Dale (Can Mania) N. Y., re.
Sampson, Les (Pilgrim House) Bellingham, Wash.
Sanger, Bess (Toledo) N. Y., re.
Shawn & Melba (Havana-Madrid) N. Y., re.
Stewart, Jackie (Old Roumanian) N. Y., re.
Sibley, Edna (Casa Maniana) N. Y., re.
Sylvia & Melba (Havana-Madrid) N. Y., re.
Tavares, Freddy (Kashima) N. Y., re.

CAN PLACE
Rides and other Concessions week August 22. Jim Eskew Rodeo, Albany and Troy jointly. Write or wire CHARLES PAUL, 11 North Pearl St., Albany, N. Y.

DIXIE BELLE SHOWS
WANT Steed Concessions of all kind. No X, but won’t overlook Miami. I have 3 Stee Taps that are not working. What have you? Give address, and Fair opens Monday, Aug. 31, to Friday, Sept. 29. Tell City, Ind., week Aug. 29, through Labor Day. Seven Features working full time. Let us know what you can give. Send your terms to Louis T. Riley, Owner, Austin, Ind., this week then per route.

W. C. KAUS SHOWS, INC
WANT: Legitimate Concessions of all kinds, such as Bunting Alley, Full Front Show, Honor Stand, Senior, etc. Send your terms. Good prices. Send your terms and a blue print of what you want, or “want to know how much you want.” Don’t pay for prints and prints to advertise for sale. Also any grade of small Shows in New York. All information will be answered. Louis T. Riley, Owner, Austin, Ind.

MILLER AMUSEMENTS
CAN PLACE WITH steam, Full Show, Concessions, Concessions ALL OPEN, Exempt Bishops, Miller Amusements have for sale—Little Beauty Mirror of Round, Mirrorette and Fun on the Farm. Pledged to sell Addison, Mass., this week (Upstate Location).

GRUBERG’S WORLD EXPOSITION SHOWS
Can place for Alexandria, Va., week August 22, Veterans of Foreign Wars Celebration, Location on the Main Street: Concessions of all kinds, no exclusive. This is known as one of the best concession spots. Write by Western Union, Harrisburg, Pa., this week: Alexandria, Va., next week.

FAIR GRAND-STAND ATTRACTIONS
(Routes are for current week when no dates are given)

Belden and Britton: (River Park) Penmar, N. Y., 22-27.
Brown Novelty: (Fair) Shreveport, La., 15-20.
Dowling & Dresser: Joliet, Ill., 16-19.
Foss, Swann, Stratton: Middletown, N. Y., Aug. 9-Sept. 19.
Graham, Orville, & Anita: Appleton, Minn., 18-21.
Henderson Falls 22-24.
Ho (?,) Minn., 15-19.
Olah, George: (Fair) La Crosse, Wis., 10-19.
Sibly, Earl: Albert: Maucon, Wis., Can.
Swann, Russell: (Piping Rock) Saratoga, N. Y., re.
Terry, Joe: (Grosvenor House) London, Eng.
Texas Tommy: (Leon & Eddie’s) NYC, nc.
Tidal Dome: (Midway) N. Y., re.
T%
Cuningham's United: St. Paul, Minn.
C. P. Dick's: The Rialto, 8 Grind Shows, Grab & Joint, legitimate Concessions, etc.

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WANTED

Motive Car: (Fair) Reading's: (Fair) Burlington, Ia.; (Fair) Coralville, Iowa; (Fair) Dubuque, Iowa.

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INLAND EMPIRE SHOWS

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WANTED QUICK

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Falls City Shows

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FALLS CITY SHOWS

-----

THE BILLBOARD

-----

PREMIUM SUPPLY CORP.

-----

FOUR SELLER.

-----

MOTORIZED CARNIVAL

-----

W. E. WEST
WANTED
Free Acts of Merit
For Our Fair, Sept. 20-23.
ROBESON COUNTY FAIR
Lumberton, N. C.

WANT
FOR SOUTH'S FINEST FAIR ROUTE
United States of merit. Performance that work for
circle, Charleston Friendship to return on steel.
all shows outside of the 100 square. Tickets
All Shows J. E. GALLER, M. P.

BUCKEYE STATE SHOWS

WANTED
"GREATER" LITTLE ROCK CENTRAL TRAVELING FAIR AND HORSE SHOW
One Week, Commencing Labor Day, September 5th. Show to be held in the Independent Riding Arena, St. Louis, Mo.
ELMER BROWN, Director,
Galeration Shows, 1619 W. Second Street, Little Rock, Ark.

ODD SHOW
Byers and Beach Want
Car with P. A. System. Am 38 years old and married

WANTED
NOVINGER ACTIVITY CLUB
165 W. Madison St., Chicago, Ill.

CHICAGO, Aug. 13 — The Showmen's
Home campaign goes more and more
interest. Each week finds additions to
this fund. The Conklin Shows started
the ball rolling with a benefit perform-
Max Goodman sends the good new that
he contemplates holding one at Mem-
polis, and Hennessey Bros will follow
usual custom with a rouser at Detroit.
President J. C. McCaffery, Fred
Bennett, Carl J. Sedlmayr and M. H.
Burnes have been in consultation and
will bring the incursions to a close.
Result in some real news after the next
meeting of the Showmen's Home trustee.
Membership drive is taking a spurt,
Applications sent in this week number nine and are for Gerald Pearl, Thomas
Fleas, Stanley Kunstant, Emmett Henney,
Paul Gredere, Dave Shanker, Frank Erid-
son, John Yarove, Avery Christy. These
are credited to Harold Paddock, Joe
Goodman and R. W. Rocco. Joe advises
that in the next few weeks many more
will be coming in from the Goodman
Wonder Show.
Tom Rankine, Col. P. J. Owens and
Bob Miller are still on the sick list at
their homes. The Breen still in the Amer-
ican Hospital. Brother W. R. Hirsch at
the Mayo Clinic, Rochester, Minn., for
necessary attention, as it is John
Miller, of the West Coast. Ben Landes
in the same hospital. Secretary's visit to the Governor and Party & Little shows finds everybody
happy and optimistic about the fair season. A welcome greets you as a visitor
with these showmen.

FRIDAY and SATURDAY, AUGUST 20.
Ladies' Auxiliary
Meetings of August 4 and 11 were
well attended, with Edith Strebich and
Clara Hollie Harker respective hostesses.
Many beautiful prizes were awarded at
each meeting. At the August 4 meet-
ing Secretary Frances Keller got the
award and received a pair of hand-
crocheted pillow slips: President Leah M.
Brunievke a linen bunting set. Members
were happy to have Frances Keller.
Phoebe Cencerly and Mattie Crossy present
again. Most of the members are out on
the road.

Bucks on the Home campaign goes merrily on with
interest. Frank D. and Mrs. Shean back in town
after a short visit. She is expected to return in
October.

The next issue will be the Fall Special. Because of increased
size and distribution
FORMS GO TO PRESS EARLIER THAN USUAL.
No telegraphed or telephoned Show Ads for the next issue
will be accepted after 10 A.M. (Eastern Standard Time)
Monday, August 22. Wire important late Show Ads Sunday
night.

FORMS FOR COMMERCIAL ADS CLOSE
SATURDAY, AUGUST 20.

WANTED
FOR SILVER LAKE
This is a Big Money, Big Business, Big Agricultural Event. Sponsored by Lions. Can use two more good Free Ads. Wire or write.
TOM AULIS, Silver Lake, Ind.

WANTED
GIRL REVUE
For Our, Fair, Sept. 20-23.

WANTED
CARNIVAL WANTED
FOR SOUTH'S FINEST FAIR ROUTE
by Greenville and Belzoni; all Mississippi.
Carnival Wanted. Grade Chairs and Concessions.

WANTED
HORSE SHOWS
FOR SOUTH'S FINEST FAIR ROUTE
by Greenville and Belzoni; all Mississippi.

WANTED
GRIND SHOWS OF MERIT
Can place shows with or without
National Admissions.

WANTED
SOUTH'S FINEST FAIR ROUTE
by Greenville and Belzoni; all Mississippi.
Dime, Chairplane Fireman to join on wire.

WANTED
SOUTH'S FINEST FAIR ROUTE
by Greenville and Belzoni; all Mississippi.
dime, Fireman to join on wire.

WANTED
GRIND SHOWS OF MERIT
Can place Freaks for Side Show

WANTED
SOUTH'S FINEST FAIR ROUTE
by Greenville and Belzoni; all Mississippi.

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SOUTH'S FINEST FAIR ROUTE
by Greenville and Belzoni; all Mississippi.

WANTED
GRIND SHOWS OF MERIT
Can place Freaks for Side Show

WANTED
SOUTH'S FINEST FAIR ROUTE
by Greenville and Belzoni; all Mississippi.

WANTED
GRIND SHOWS OF MERIT
Can place shows with or without
National Admissions.
Speroni Shows
WANT Concessions. Man to manage Ringo. Get in touch with me at once. Foreman for El.
Barnum & Bailey, 2001 S. Michigan Ave., Chicago, Ill., until 11th; then South Wilmingtion, Ill. Wire ESTHER SPERONI.

LAST CALL! FIREMEN’S FAIR
Aug. 22 to 27, Arbor, N. J., Near Pinelnd, Cresskill, New Jersey, F. J. Brown, High Hill. Tel.
Marilyn 2175. Chas. H. Butler, Pullman Hotel, M. H., New Brunswick, N. J.

WANTED


central labor celebration
Labor Day Week
Place three to six. Have your Five Art. F. E. BOLTMAN, Lawrence, Kan.

For Sale
BEST SINGLE PERFORMING ELEPHANT IN THE WORLD. Just in. Will not eat. For example: no
attract. Will sell. Write or wire quick to J. J. Domangue, 908 B. Main St., Tulsa, Okla.

Doc Hefferan Wants
Pitcher Pascal, Mercer O'Brien and Johnnie Hones. Went to San Francisco with the 
Performer and Orienters. Elizabeth Welie wire, Augusta, Ga.

WANT ADDRESS OF ALFORD (TOM) CUMMINGS
Fireman with Royal American Shows. Will contact you at once. Write or wire quick to H. C. 
OLIVER, 1358 University Av., St. Paul, Minn.

BERGEN COUNTY INDUSTRIAL FAIR
August 22-27
All Concessions. Reasonable prices. Shows from other States. Write or wire quick to: 
C. O. MULLEN, 1003 8. Main St., Tulsa, Okla.

MERRILL MICHIGAN
ANNUAL FAIR-GREATER MERRILL
September 7 to 10, Inc.
CAN MILK HOGS, PIGS, CHICKENS, DUCKS, and Legitimate Concessions of all Kinds. Application has already been 

Musicians Wanted
Jobs at once. All Instruments. Twiler Bureau.
BEERS-BARNES CIRCUS
Kansas, Mo; 18; Parsons, 19; East Brady, 20; Smith, of Seattle, sponsored by Joe Olacy and 
Billy Williams. William R. Duncan, Boys, ask permission from them at once. Mr. Jesse 
Hendry, sponsored by Charles M. Doe, and Jack Good; Buck Stump, sponsored by 
Mr. John D. Ward and Mr. Harry H. Jones. Thomas C. G. Johnson of San Francisco, sponsored by 
Steve Henry and Jack Bigelow.

Bergen County
ens wire. Through a lack of funds, the small cost of a member-
ship, with no penalty attached for rein-
statement, was minimized by the solehospitalization of Omer Whitesell, who was 
done with these fast-selling new "Greaseless" Chips, 
including speed-slicer, cooker, oil-extractor (for mak-
ing and ordering current bills paid.

Los Angeles
LOS ANGELES, Aug. 13.—Outdoors are on an upward trend in Southern California. News stories carried 
In the newspapers of large stimulant for different work programs has stimu-
lation. As the result of the series of 
carnivals, some of the stands that were not good in June and July are now being 
shown to-day, one leaving and another 
the charges that the J. J. Jones Expedition has canceled its engagement at Gavy, Ind. This was done thru mutual 
consent of the committee there and the 
Jones organization and the show will 
American business has developed a bad habit of abusing regulative and tax laws to such an extent that as soon as one law is passed business puts its lawyers to work to find loopholes. Which means that the legislative mills must also be set in motion to grind out new laws to plug the loopholes which business and its lawyers are sure to find.

How much more sensible it would be to observe the spirit of a law at least until it had been given a fair trial. But business is not in the habit of giving any law a fair trial. So we have our law-making machinery geared to high speed and business geared to high spending in trying to find loopholes in each new law.

The coin-operated machine industry has the same good American habit of trying to find a loophole or chance to abuse every law or tax which has ever been passed by any city, State or the nation in relation to coin machines. To the critics of the coin machine industry I would say that the industry is not any more apt at abusing every law about coin machines than general business is at abusing laws passed for the general welfare. It is just a good American habit that we have of abusing laws, and the coin machine industry is hardly any more lawless than the rest of us.

But there are good reasons why the coin-operated machine industry should be more careful not to abuse laws than other industries. The coin machine industry is still a small minority and any abuses that can be laid at its door will make a bonfire of its own recklessness, everyone who checks back over the past will readily agree.

That the games business now is drinking some of the bitter gall of its own recklessness, everyone who checks back over every law that has ever been passed for its special regulation. The coin-operated machine industry has set a high mark in abusing every law that has ever been passed for its special regulation. That the games business now is drinking some of the bitter gall of its own recklessness, everyone who checks back over the past will readily agree.

The situation stands today that city and State licensing laws are abused grossly as soon as passed and the industry gets another black eye. Slot machine interests quickly ruin licenses for payout games, and payout game interests quickly ruin any license for novelty games. The newspaper in question is much more cold-blooded in its attitude toward the games business than it would be about abuses of law by the horse and dog-racing interests whose news and advertising it carries.

The coin-operated machine industry is at abusing laws passed for the general welfare. It is just a good American habit that we have of abusing laws, and the industry is hardly any more lawless than the rest of us.

But there are good reasons why the coin-operated machine industry should be more careful not to abuse laws than other industries. The coin machine industry is still a small minority and any abuses that can be laid at its door will make a bonfire of its own recklessness. Everyone who checks back over the past will readily agree. If there is anybody in the country who ought to be interested in keeping the letter of special laws relating to amusement games it ought to be the manufacturers, distributors and operators who expect to make money with amusement games.

The coin-operated machine industry has set a high mark in abusing every law that has ever been passed for its special regulation. That the games business now is drinking some of the bitter gall of its own recklessness, everyone who checks back over the past will readily agree. If there is anybody in the country who ought to be interested in keeping the letter of special laws relating to amusement games it ought to be the manufacturers, distributors and operators who expect to make money with amusement games.

There was a time when the majority of the people in the amusement games business had dreams of promoting widespread licensing of amusement games, so that everybody in the games business might feel there was something definite and permanent about the business. Licensing, of course, meant setting up very strict regulations on the operating of games. In most cases the license laws set up some unreasonable regulations. Taxes in many cases were too high.

But looking back over every city and State that has tried licensing games the question still remains whether it would not have been better to toe the mark for a few years when strict laws were set up than to be in the present state of uncertainty.

Those who read this editorial will please keep in mind that it is not permissible to call names and put the finger exactly where the blame lies. All that can be said today is that the records show the majority of licensing plans and laws passed by cities and States to have been a failure.

Here is part of an editorial published in a large city daily in July, 1938, a city where a license law has been under trial. This editorial might well be an epitaph for most of the games license laws, and all of them given a black eye by members of the trade itself who abuse the laws:

"The mayor signed the ordinance with some misgivings after its passage by the city council. Many considered it experimental. . . . One fact in relation to the ordinance is that its prohibitions have been widely violated. The ordinance declares that the machines must be used for amusement only and the slugs it returns shall not be redeemable in merchandise or put back into the machines. Common report is that these prohibitions have been commonly ignored."

The same big city daily that published this epitaph to a city license law was considerate enough, when the ordinance was passed, to express on its editorial page that the law was a trial, an experiment which might show some practical way to operate the games. The same paper is now saying repeatedly that the law is a failure and that the games serve no good purpose. That same story could be repeated in many cities and in more than one State.

This newspaper says the reason for the failure of the law is that most of the people in the games business abused the law.

It is perfectly plain that the city law has some very impractical features in it. No person today who really thinks things thru would pass a law that rules out any and all use of merchandise awards with amusement games. The newspaper in question is much more cold-blooded in its attitude toward the games business than it would be about abuses of law by the horse and dog-racing interests whose news and advertising it carries. But we in the games business can't be as independent as the racing interests or as the newspapers.

The situation stands today that city and State licensing laws are abused grossly as soon as passed and the industry gets another black eye. Slot machine interests quickly ruin licenses for payout games, and payout game interests quickly ruin any license for novelty games. The situation is such today that any city or State license law can be quickly undermined by a small group that undertakes to abuse the law. Which leaves the games business in an almost hopeless and helpless position. The house which we call our industry is divided against itself, and those who are left seem to be grabbing the nickels while they last.

These are not very pleasant thoughts for hot summer days. But there still remains some hope for the licensing here and there of token payout games and novelty games. But why try to license such games when, just as soon as the law is passed, the people in the business start abusing the law in every possible way? Remember, a lot of astonishing facts could be put on paper if it were permissible.
AMUSEMENT MACHINES

Chi Coin Ad Men Stumped; Op Aids

CHICAGO, Aug. 13.—Our advertising page was rocking their brains in trying to find a new publicist to explain the merits of our new novelty game exposition, said Sam Wolberg, Chicago Coin Co. exec, “when we received a letter from Jack Kersten, a prominent Southern operator. After reading the letter our problems were solved. He had said everything we wanted to say.

“Here’s what he said: ‘I’ve found that the advertising interest on my locations I had to keep up with things. When I asked all the new release spread around in my better spots. Later, however, even those in the new game waged and my receipts dropped considerably.

“I dropped into several of my ‘hot spots’ and chimed a bit with the play- ers. An answer from why they stopped after one or two plays where formerly a game was usually tied for at least 80 minutes by just a single player. They told me that they were getting tired of playing the same game over and over again and that practically all our new games were in play in their locations. They said they wanted something new and that when such a game came along they would go to work and do all they could to create a market for it.

“Eventually I turned my attention to博览会 and ballet. The last I saw of them I found that Exposition crashed on each and every one of the spots.”

W. B. Novelty Host To St. Louis Ops

ST. LOUIS, Aug. 13.—William Bets, owner and general manager of the W. B. Novelty Co., was host to over 150 operators and their families. The big event was a dinner-dance in the main ballroom of the Fairground safety lights.

Promptly at 8:15 p.m. Bets welcomed those present and introduced Frank P. Marks, member of the Novelty Sales Co., who addressed the group.

Bets then introduced Frank P. Marks, of the Seeburg Corp., who made a talk. As an attendance prize a Seeburg phonograph was won by Leo Biederman.

Sam Gesenburg of Chi Coin in Europe

CHICAGO, Aug. 13.—Here’s a new story from the land of the British publica-

tion, World’s Fair, dated July 30:

“Mr. Gesenburg and his party were already in London. The British authorities had informed Gesenburg and his wife, who arrived here July 16th, that they would be on board the Queen Mary and her party would be waiting for them in Southampton to meet Mr. and Mrs. Sam Gesenburg and their son, who arrived here July 16th.

“While in England they will visit all principal of Chicago, who was sent over from Chicago, has been sending over some colorful devices, such as Snappy, Swinging and Flies.”

EVENTS

(Continued from page 58)

Jefferson, Harvest Festival, 24.

Bar-B-Q. Fall Festival, 24.

Minneapolis. Horse Show, 24-26.

Oakwood. Old Settlers Picnic & Re-
memboradee, 24-26.


KY.—Franklin. Horse Show, 24-26.

NE.—Re Hanover. Dog Show.


Columbus. Horse Show, 24-26.


ame.—N. Y. —Angelica. Dog Show, 24.

Bellevue. Farmers’ Picnic, 24.


Bellmead. Dog Show, 24.


Cholland. Homecoming & Ox Roast, 24-27.


Columbus. Horse Show, 24-26.

Cuddington. Homecoming & Ox Roast, 24-27.


Chardonburg. Homecoming & Ox Roast, 24-27.

New Date Books

FOR 1938

NOW ON SALE

Arranged Especially for Your Needs

Dated From January 1, 1938, to January 1, 1939.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show field, actual size 24% x 5% inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World Maps, 110 pages for daily memorandums, space for recording check disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND TOTAL NOTATIONS

For sale at all offices of The Billboard. Mailed to any part of the world for 50c each.

Cash Orders Only

ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Co.

25 Opera Place, Cincinnati, O.
Rock-Ola Phonos

Busy at Resorts

ST. PAUL, Aug. 13. — "Operators throughout Minnesota and Wisconsin are reporting excellent phonograph business," said W. W. Early, of the La Beau Novelty Sales Co. and Rock-Ola distributor. He observes that in the past two months the highways have been choked with tour-ists, vacationers and week-end travelers," commented Rock-Ola officials.

"Naturally when people are away from home, they become receptive to new things, stop en route for relaxation and refresh-ments, and are more agreeable to good business all along their route. Many operators who have phonographs in locations along well-traveled highways and towns some way out every tourist group that comes into a location spends a few nickels in the phonograph and as a result is a little longer and spends more money in the location than if people were staying at home," he declared. "Our young people, distin-guished by their uncertain economic situation, have found in swing music an expression of their restive and erotic physical activity. There is little or no sentiment, just a natural grace in a good jitterbug." This devotee of the waltz, the folk dances and other types of formal dance-condemned the current rage of swing and declared that the "swing bands and the No. 1 hit on the "hit parade" are "swings." Yet the phonograph experts predict that the popular-ity of swing will dim with returning prosperity.

Others, however, take divergent views on the music situation. Said one informed person: "Swing music — all feel a sort of uplift from it. But it's a new period in the evolution of a new type of folk dance just as the waltz was a period of different types of dancing. To be permanent a dance has to be the type that can be openly performed by the greater majority of the people — but pick! I simply can't do the "Biggles" but that doesn't mean I don't try. That 'one really puts rhythm in your bones.'"

Says Dance Prez

"Roy Komitchel, of Brainerd, Minn., chairman of the Chippewa County Teachers' Business Association, at its annual meeting, said: "Music is a sign of our uncertain times," he declared. "It represents a new and vigorous effort on the part of the people to accomplish something significant. Despite the erosion of national and personal security, it is only a small period in the evolution of the human spirit. The general-admirers of coin machine music, especially the younger generation, have emerged from the depression with a new appreciation of the music situation. It has always been his policy to cultivate friendship in political circles and he is highly respected by the phonograph operators and distributors who attended the banquets given him and other leaders on the Red River Whirlwind Transcontinental Limited tour."

It is said that political organizations in Coughlin's home state, Indiana, have been attempting to influence him to run for some office. It has always been his policy to cultivate friendship in political circles and he is highly respected by the phonograph operators and distributors who attended the banquets given him and other leaders on the Red River Whirlwind Transcontinental Limited tour."

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New York, Aug. 13. — As per its usual practice, the Phonograph Industry of New York City has selected a total of six new Irving Berlin tunes from two movies. The first-named pair above are sung by Bing Crosby in Sing, You Sinners, which is now in release. The remaining duo, how-ever, should be on the lookout for the "carefree" numbers.

"He's a Dope" is one of them which he had re-served to send such requests to ASCAP. They requested, if you are in doubt as to whether you need such a license or not, to call the attention of the phonograph music, because in the phonograph. It is a fact that there is little or no "swingy." The reproduction of music, a lovely ballad that has all the sentiment and the Night Is Filled With Music, a lovely ballad that has all the sentimental appeal that Berlin can put into a song. The following discs are to be outstanding in his territory: Going strong: 1. I'm Gonna Lock My Heart; 2. A Tisket, a Tasket; 3. Meet the Beat of My Heart; 4. Small Fry; 5. A Little Kiss at Twilight."

New Minneapolis Discs

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New York, Aug. 13. — Most promising of new songs climbing to the top and therefore most necessary for operators to be on the watch for are: 1. The Next Step IS Pocketful of Dreams, Don't Let That Song Get Away; 2. Keep Your Feet Fuzzy; 3. Meet the Beat of My Heart; 4. Small Fry; 5. A Little Kiss at Twilight."

Swing Is Jazz, Says Dance Pres

NEW YORK, Aug. 13. — "Swing music is a degenerated form of jazz and its devotees, "jitterbugs, are the unfortu-nate victims of economic instability," opined Donald Grant, pres. of the Dancing Master's Association, at its recent convention.

"Swing music is a subterfuge under the cover of popular music which comes on every new Rock-Ola phonograph. At no time in the history of phonograph music has this happened. It is a matter of going into any location anywhere and there it stays attracting attention and play."
OFF THE RECORD  
(Continued from page 10)  
BLUE BARGAIN has bright sides on Bluebird with Bambina, semi-swing choir gymnastics, and Garden of the Moon. But gives little reason for reviving the yesteryear popularity of Bluebird with Bambina, enhanced by I've Got a Pocketful of Dreams and Don't Let That Moon Get Away.

The hot vs. sweet battling teams get another round on Victor Decca 7835, Richard Himber backing the plate with a sock arrangement of the same song that's plenty cocky. And for another intermission between tunes, the corn-husked orchestra's corn-husked violin, Dinkins of FIVEmore FOR a rowdy-towdy Red Sox win. Dinkins has played the Polka, is strictly for the tail end.

Music impresario IRVING MILLS has always prided himself in that his music production is high and basic music is a rhythmic touch. Mated with The Yell Step where his bands are in the same smooth and suave Morgan manner). The tunes are those that make you swing and tapology to introduce this newest dance step from his native sweetheart song. He sings it sweet and semi-swingy.

TONY MARTIN has a faster side with his football. Soon be clouting the pigskin about so save these sides. And tapology.

RICHARD HIMBER has a very lonesome hillbilly butchery. Played the Polka, is strictly for the tall.retrieve.

BING CROSBY put on a fine form for Victor's If I Were You and Blue and her A Tisket, A Tasket is true soulful but

VOCAL  
As Long as You Live (the rockin' chair lady lets this out with a terrific lift. Paired with So Help Me, a slower side with a very soulful vocal by the same singer.

TONY MARTIN has a faster side with his football. Soon be clouting the pigskin about so save these sides. And tapology.

VOCAL  
As Long as You Live (the rockin' chair lady lets this out with a terrific lift. Paired with So Help Me, a slower side with a very soulful vocal by the same singer.

INSTRUMENTAL AND NOVELTY  
The Parade of Bands (impressions of bands are always favored and on this number Himber has fun on both sides with the last tunes. "em both run, for Part I has a time of it with Ted Lewis, being worker to Horacio Hard and Benny Goodman; while Part 2 has Rudy Vallee's in announcing tunes over the words, while Glen Gray and His Kent theme songs conform strictly to styli.
**Bargains Galore!**

at Northwest's Largest Distributor for Bally, Evans, Mills, Stoner, Groethuex

**NEW GAMES**

- In Original Crates
- Western Baseball
- 95.00
- 250 Base Hit Derby
- 69.00
- 250 Green Lights
- 59.00
- 250 Bally Entry
- 49.50
- 250 Keeny Entry
- 39.00

**Consoles**

- Everyone a Buy
- Kansas City
- $199.50
- Late 1937 Galloping Domino
- $199.00
- Lincoln Field
- 119.00
- Track Time Red
- 119.00
- Track Time Black
- 90.00
- Club House
- 79.50
- Favorite
- 79.50
- Jennings Buncou
- 79.50
- Keeny
- 29.50

**New Lines**

- Rotary Mercenar
- $55.00
- Keeny Targete
- 39.50
- Magenta
- 39.50
- Exhibit Shoot-A-Lite
- 29.50
- Bally Roll
- 12.50

**Phonographs**

- 616 Wurlitzer
- 149.50
- 421 Wurlitzer
- 90.00
- 550 Wurlitzer
- 129.50
- Seeburg Symphonola
- 55.00
- 780 Wurlitzer
- 129.50
- Ak Sar Ben Multiples
- 99.95

**Combine**

- 79.50
- 119.50
- 129.50
- 149.50
- 176.50

**Salary**

- 29.50
- 65.00
- 90.00
- 120.00
- 129.50
- 149.50
- 199.50

**Expenses**

- 29.50
- 65.00
- 90.00
- 120.00
- 129.50
- 149.50
- 199.50

**Track Odds**

- 616 Wurlitzer
- 149.00
- Jennings Buncou
- 79.50

**In Original Crates**

- 175.00
- 176.50
- 199.50

**St. Paul, Minn.**

Mayflower Novelty Co., Inc.

1507-09 University Ave.

**Nutrition Expert Tells Value And Necessity of Good Candy**

CICERO, Aug. 13.—In connection with the confectionery industry's drive to make male appetites more receptive, Walter H. Eddy, noted expert on nutrition and head of the Good Housekeeping Institute, has just returned from a tour of the home market and produced the candy man's slogan, "Candy is Delicious Food - Enjoy with the confectionery industry's drive to augment nutrition!"

"There is a universal demand for men of nutrition experts had a good word to say for candy."

I merely stress it here as evidence that our group of nutritionists had a good word to say for candy."

"This item appeared in business, due to the increased demand for good used equipment as "Avon's low price," Art Nagel has been forced to devote a good portion of his time on the road to take care of the needs and wants of the operators in his territory."
**ADVERTISE IN THE BILLBOARD - THE ONLY THRIVING ADVERTISE IN THE BILLBOARD -

**U. P. M. O.**

The only thoroughly perfected automatic coin, card and vendor

**THE ONLY FULLY GUARANTEED VENDORS!**

DAVAL MFG. CO., 1710 NORTHEAST, CHICAGO.

**PERFUME BAR SETS HOT SALES PACE**

NEW YORK, Aug. 13.—The present trend towards that has developed on the Eastern seaboard is a mere breeze in comparison to the hot sales pace being set by the Perfume Bar, the perfume vendor that has made such a hit with the merchandise machines operators, according to Bob Grenner, of Mechanical Sales Corp.

"Our sales haven't slackened for a moment," he said. "We have found that the ingenious merchandising machine operator realizes that the line, which has sold a few cents on every package, was a bad one. "That if this line on stage was eliminated, the operators would be able to sell the perfume on a much larger scale.

One AT A TIME! AND PRICED LOW!

"The strips that sold for a few cents on stage are now commanding much higher prices. The operators are now able to sell the perfume on a much larger scale."

The senator added that there is no more reason to tax tobacco than there is to tax orange, wheat or corn. The problem of farms, he further stated, should be treated from an all-encompassing point of view.

"Our sales haven't slackened for a moment," he said. "We have found that the ingenious merchandising machine operator realizes that the line, which has sold a few cents on every package, was a bad one.

One AT A TIME! AND PRICED LOW!

EXHIBITING A PACKAGE of cigarette, the word "ATTENTION!" is called on the tax stamp that requires the payment of $5.20 to the government before the merchandise can be sold. The protest, he further pointed out, was against the way that the representatives of the state of Washington would raise this tax on stage. The protest was turned down.

David J. Lewis, representative in Congress, also addressed the tobacco growers at their annual frolic and stated that the plan for the big event was most excellent and that he was pleased with it.

**OPS ACCLAIM TRISLECTOR VENDER**

CHICAGO, Aug. 13.—Here are some of the letters we received praising our new Trislector, a new development of the Northwestern Corp. "Listen to this not only triples, but quadruples the receipts of my single compartment machines! Another says: I have my Trislector on location for 20 days and the sales have jumped five times. I'm regular among others."

"Placed on a number of the Trislectors in resort locations. It's the ideal machine for such spots! It's amazing with the crowd."

What a marvelous discovery for the vendor! When he has made a point, our Trislector on location for 30 days and the sales have jumped five times. It's regular among others."

"Placed on a number of the Trislectors in resort locations. It's the ideal machine for such spots! It's amazing with the crowd."

"Wisconsin operators have discovered the many advantages of using the modern. Three-compartment Trislector," says Harry Jacobs, sales manager of the Baker Novelty Co., Milwaukee. "They have seen the vendors go through such a bulk vending machine."

"Modern appearance commands instant attention and makes it a simple matter to secure locations. The earnings from this machine far outstrip anything they have ever received from a bulk vendor.

They are completely self-sold on Tri- selon's! We are able to make design and dependable construction, and when they once learn what the machine accomplishes on location they claim it is the most outstanding money maker on the market today."
CANDIES, TOYS, BALL GUM, ETC. The machinery and will handle every type of bulk trimmed in highly polished aluminum.

What is a Cigarette Merchandisers' Association? Doubtless, many readers of this column who are members of a Retail Confectionery Factory, have specialized in the manufacture of various CMA's. Well, the most simple explanation is that a Cigarette Merchandisers' Association is a club for a better business. It is a means of convincing the cigarette vending business to settle equitably and justly differences between its members, and to make sure that the public is not cheated. The members are a selected and friendly group who are always ready and willing to exchange such information as will promote the conditions of members. These organizations are not incorporated for profit and collect dues from members in order to carry on the various purposes of the organization.

All preparations are reported to have been completed for the Interstate CMA meeting to be held August 13-14 at Atlantic City. Judging by the number of advance registrations already received, it will be a big meeting. The program promises to surpass the regional meeting held by the CMA of New Jersey at Trenton a few months ago and perhaps overtake the attendance at the Camp Bost outing. Many members of other CMA's, as well as executives of cigARETTE machine manufacturers, match companies and other allied lines, will be on hand.

A representative of a prominent insurance company is making the rounds of New Jersey CMA's, explaining the new policy on group and bulk. It appears to be a definite insurance that the New York group will adopt such a plan by fall. Several requests have been received for copies of the constitution, by-laws and accounts of the club. Looks like the CMA influence is spreading. These copies are being forwarded as rapidly as possible.

The new headquarters for the National Confectioners' Association, 1200 14th St. N.W., Washington, D.C., has been completed. Its offices are designed to accommodate the membership and to provide the facilities for conducting the business of the association in the most effective manner.

While New York executives of leading cigarette manufacturers report they know nothing of the possible organization of a new New York CMA, reports from other states indicate that a number of cities have organized or are organizing CMA's for the purpose of protecting the public from dishonest dealers. It is estimated that there are over 1,000 cigarette vending machines in New York City, and that operators who change the contents of the machines on a frequent basis are responsible for the problems of the vending machine industry.

Pan Offers New Cinnamon Peanuts

CHICAGO, Aug. 13.—Introduction of a new hard-shell candy, cinnamon peanut, offered for the first time, is being made by Pan Confectionary officials. They are confident that it will become a major item for a new hard-shell candy in order that penny vending machine operators might have a different kind of product to offer their customers. Other products that are currently being offered include a chocolate-covered peanut and a hard-shell chocolate.

The new product, which is being offered for the first time, is a hard-shell candy that is flavored with cinnamon. It is intended to be an alternative to the traditional chocolate-covered peanut, which is currently the most popular item offered by penny vending machine operators. The cinnamon peanut is expected to be a hit with customers who are looking for something new and different to snack on.

The cinnamon peanut is being marketed as a special offer and is expected to be available for a limited time. The candy is produced by Pan Confectionary, which is one of the largest candy manufacturers in the United States.

Hershey Chocolates Profits Up

Hershey, Pa., Aug. 13.—The Hershey Chocolate Co. announced today that it has reported profits of $810,273 for the quarter ending June 30, an increase of $84,550, or 58 cents a share on 701,749 shares of stock outstanding compared with $725,723, or 54 cents a share on 697,649 shares in the June quarter last year. The increase in earnings reflected higher sales throughout the quarter.

For the six months to June 30 the company reported a profit of $1,625,024, or 54 cents a share, against $1,501,072, or 49 1/2 cents a share, in the corresponding period of last year.
Damon Runyon Suggests Referendum on Gambling

Says that muddled situation allowing some kinds of gambling and not others should be left to voters—advises local control.

CHICAGO, Aug. 13.—In his syndicated column, The Brighter Side, Damon Runyon comments on gambling as it is today. Runyon, widely known columnist and author of pithy, often sarcastic tales, comments also on the New York Constitutional Convention and the Hirschberg Bill to eliminate all existing gambling laws in most other States. Gambling is against the law and where open gambling is permitted it must be thru the tolerance of those around and the law, may rightfully tolerate violations thereof under certain circumstances.

"Here again some say yes and some say no. It is a situation that is commonplace producing arguments in favor of legalized gambling for all manner of games. We have, the same reasoning, and we are now inclined to think that the only way a matter of this kind can be decided is thru referendum to the people with the option permitted. "A State like New York might vote favorably on gambling thru the preponderance of votes in New York City, but we do not think the big cities should decide how the smaller and perhaps more moral communities should carry on. The writer was one of the Hirschberg, district attorney of Orange County and delegate to the New York Constitutional Convention, has revived his proposal to eliminate existing laws against gambling in the State in a somewhat modified form.

"The proposal failed by a margin of three votes and he now intends amending his proposal to forbid the State from sponsoring any form of lottery which would be objectionable to the other delegates.

Dallas

DALLAS, Aug. 13.—The Kidd Sales Co., local distributor of coin-操客 machines, has just announced its removal to a halved quarter at 250 South Harwood street. New office and shipping room has been installed at this new location. The company's rapidly expanding business necessitated the move, the company officers say that the new job-shops will be announced by his firm in the next few days.

Mr. and Mrs. W. T. Daniels were hosts last week to Harry L Drollinger and other local and North Texas operators attended the party in the waters of the Gulf of Mexico. Several hundred pounds of fine fish were caught and shipped to Dallas.

On Friday evening, July 29, Mr. and Mrs. W. W. (Mike) Ackman were hosts to a double celebration, as Mr. and Mrs. W. T. Daniels attended the party. Numerous Dallas city and county officials were in attendance among them being Ed Cob, county tax collector; Judge King Williamson; Archie Williams, tax collector; his brother, Fisher Brown, and his son, "the Colonel"; H. H. Horton, Mr. and Mrs. Tom Winn and Mr. and Mrs. J. D. Sivil caught the fish. Sixty-five kings, four mackerel and a 40-pound berg were the catch. Fishers Brown, Southeastern distributor for Rock-Ola phonographs, land ed the line and thus proved himself top fisherman for the day. H. H. Horton, not so optimistic as the rest, hooked a big one that wrecked his tackle in short order. Of course, Horton lost both fish and tackle.

L. A. Blackwell got a nice movie strip of the affair that was viewed with interest by local operators. The shots of Brown wrestling with the big line were equally stirring.

W. R. Henderson, former of Twin City Vending Co., Miami Beach, Fla., was recently appointed service manager for the Harris Von Beadl Wurlitzer service department. F. Cruz is cabinet man and in charge of parts departments.

Operator D. M. Rutledge, of Austin, was a recent visitor at the A. M. I. office of this city.

A. H. Shannon, well-known coinman in Texas, reports excellent business with his National cigarette machines operations and fare sales on his coin-operated equipment. Shannon is owner of Coin Machine Sales Co., located downtown.

Houston

HOUSTON, Aug. 13.—Hans Von Reydt-Wur titzer dealer with headquarters in Houston, was gratified to see the large number of Houston column who attended the Wurlitzer party at Dallas. Among those present were operators pest Balm, P. D. Stroup, John E. Willi ams, Mr. and Mrs. J. B. Hashett, Mr. and Mrs. W. H. Henton, Mr. and Mrs. John Wilson and several friends of these operators. Others from Houston in cluded John G. Wright, publicity chair man for Music Operators' Association of Houston, and Mr. Wright, R. Daily Wurlitzer dealer; and others.


Operators who claimed the distinction of traveling the greatest number of miles to attend were A. S. Rodriguez and J. F. Gonzales Jr. (and their wives) from the Laredo Music Co., Laredo, Tex. Laredo is located on the Mexican border on the border, and these people traveled across the entire State to reach Dallas. Rodriguez is owner of the company and Gusan an operator.

A party composed of L. A. Blackwell, his brother, Fisher Brown, and his son, "the Colonel"; H. H. Horton, Mr. and Mrs. Tom Winn and Mr. and Mrs. J. D. Sivil went deep-sea fishing and really caught the fish. Sixty-five kings, four mackerel and a 40-pound berg were the catch. Fishers Brown, Southeastern distributor for Rock-Ola phonographs, landed the line and thus proved himself top fisherman for the day. H. H. Horton, not so optimistic as the rest, hooked a big one that wrecked his tackle in short order. Of course, Horton lost both fish and tackle.

M. O. Rutledge was a recent visitor at the A. M. I. office of this city.

A. H. Shannon, well-known coinman in Texas, reports excellent business with his National cigarette machines operations and fair sales on his coin-operated equipment. Shannon is owner of Coin Machine Sales Co., located downtown.

MODERN STYLING

of the latest Model Columbia Jackpot Dolls focuses player attentions immediately on this smart-looking, fast-playing Bell. Much larger profits are earned by Columbia, because it will also operate with Dimes and Quarters change from nickels to other coin quickly.

Completely self-proof, entirely silent in operation.

Satisfaction guaranteed or money refunded.

BARGAINS

CONSOLES

FAVORITE PHONES

Jennings Pinball $149.00
Gotting High Card 9 Coin $99.00
Jennings $.25 12 coin $195.00
Jennings $.10 6 coin $89.00
Jennings $.05 3 coin $69.00
Bally Reserve $19.50

REFRIGERATOR TYPE TABLES

Hodroff's $57.50
Hi De Ho $19.50

BARGAINS

Jennings Pinball $119.00
Jennings $.25 12 coin $149.00
Jennings $.10 6 coin $99.00
Jennings $.05 3 coin $79.00
Bally Reserve $19.50

PHONOGRAPHS

Wurlitzer 210A $179.50
Wurlitzer 141 $149.00
Wurlitzer 616 $119.00
Mills Dance Master $109.50
Mills Troubador $99.00
Gottlieb Horseshoes $89.50

CONSOLES

Jennings $.25 12 coin $149.00
Jennings $.10 6 coin $99.00
Jennings $.05 3 coin $69.00
Bally Reserve $19.50

SPECIAL

POP-O-MATIC (Floor Sample) $79.95

-EXTRA SPECIAL- BALLY RESERVES

Operated Three Days. Guaranteed For

Terms: 3/4 With Order, Bal. C.O.D.

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

SPECIAL

10 BALLY RESERVES OR DAILY DOZEN,
Listed Model $49.00
MARION COMPANY,
WICHITA, KAN.
215 Reconditioned Jennings Chiefs

These are remarkably cheap jobs, repeated in original factory colors. They have seen very little play, and will give excellent service on location.

Jennings Victoria. Half Dollars. Each $24.50
Watling Rolatops. Dimes and Quarters. Each $24.50
Caille Commanders. 1937 Models. Pennies, Dimes and Quarters. Each $29.50
Caille Cadets. 1936 Model. Nickels, Dimes and Quarters. Each $17.50
Caille Doughboys. Nickels and Quarters. Each $14.50

Authorized Distributors for ALL the Leading Manufacturers
Write for Prices on New Equipment.

Terms—All Prices F. O. B. Valdosta. 1/3 Deposit, Balance C. O. D. Subject to Prior Sale.

SOUTHERN NOVELTY COMPANY
Largest Distributors in Extreme South

123-131 WEST CENTRAL AVENUE, VALDOSTA, GA.

Ponser to Chicago
To Speed Delivery

NEW YORK, Aug. 13.—George Ponser left on a hurry-up trip to Chicago this week to contact heads of various manufacturing firms he represents in this territory. The purpose of his trip was to make arrangements for express delivery of games in this area, it was reported.

Before leaving Ponser stated: “With Davey’s Green Light and Robin Hood among the leading hits here and with Chicago coin machines in demand, the demand for games in big demand, to mention the pace being set by Keeney’s Free Coin’s Peppy and Exposition this area, it was reported.

The purpose of his trip was to make arrangements for express delivery of games in this area, it was reported.

“Canadian jobbers and distributors were most pleased with the new plan, which they said would bring a lot of new coin machines into this territory.”

“Canadian jobbers and distributors are saving them needless expenses and loss of time in passing coin machines along, our new plan of bringing the factory right to the doors of jobbers and distributors is saving them time, money and headaches. Now the boys can fill their own coin machines from a swift, inexpensive, non-competitive source. So they’re saying thanks by making orders direct to our main offices here and thru our regional sales manager, Fred Person, in up-state New York, New England and Pennsylvania.”

“Canadian jobbers and distributors were quick to see the profit-making possibilities in our new direct factory sales-agent plan. They have shown that they are more than glad to co-operate with someone who can eliminate some of the Needless expenses and loss of time in passing coin machines along, our new plan of bringing the factory right to the doors of jobbers and distributors is saving them time, money and headaches. Now the boys can fill their own coin machines from a swift, inexpensive, non-competitive source. So they’re saying thanks by making orders direct to our main offices here and thru our regional sales manager, Fred Person, in up-state New York, New England and Pennsylvania.”

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Lone’s New Sales Plan Catching On

NEW YORK, Aug. 13.—“I am so busy now that I can’t take time to write down my thoughts,” said Bert Laine, of Seaboard Sales, indicating the rapid increase of orders and business that they have been receiving this week.

“Just as we have been doing in the past, we are going to get in on a few sneak previews on this trip.”

WALTER LAND, Mills Detroit salesman; Charles Jones, Indiana op, and Bus Carr, of J. N. Carr & Son, Indiana, examine the loading chambers of the Mills cigaret vender.
Detroit

The Importance of Color and Design

By H. F. BURT

AUTOMAT CARNES, Chicago

Perhaps not everyone is asked by the operator when considering the purchase of new machines is "Will it make money?" This ques-
tion is best answered by pointing out some of the factors which have increased the profit for dealers of credit.

The popular "streamliners" introduced by the railroads to meet the busi-
ness demand of the thousands of passengers increased theBusiness of the railroads. The re-
buiding of our theaters along modern lines has resulted in an increase in patron-
ship with units that cost thousands of dollars. These theaters are now being installed by these stores by nationally advertised

Tax Lifted

WASHINGTON, D. C., Aug. 13.—The tax on chewing gum has been lifted, according to reports. Among regular

customers are Harry White, Mickey McCullough and the Commercial Music Co. Noted

large numbers of machines are involved, the entire field has been thoroughly

replaced and routes expanded steadily.

They say business is picking up now," said Eddie Clemons, manager of Modern

The Billboard 73

$4950 EACH

NO TAX BRAND NEW

TREASURY BELL

Equipped with the Mystery Payout. Built in 1c, 5c, 10c or 25c Pays.

15-DAY MONEY BACK GUARANTEE

WATLING MANUFACTURING COMPANY

4440-4660 W. FULTON ST.,

CHICAGO, ILL.

Chicago Staff To Marry

WASHINGTON, D. C., Aug. 13.—The

Chicago staff feels like the proverbial

racing record since it has the pleasure

and design that have increased the profits for
distributors.

rebuilding of our theaters along modern lines has resulted in an increase in patron-
ship with units that cost thousands of dollars. These theaters are now being installed by

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distributors.
Operating and Maintaining

By FRED BESSEH

A department on the repair and upkeep of coin-operated machines. A year's subscription to The Billboard is offered for the best letter received from an operator each month or any part of the subject.

"Dear Sir: To prevent rough handling of my games on location I have used a simple expedient that has prevented the abuse that games oftentimes receive. I install two or three flashlight batteries conveniently in a corner of the cabinet. Then I attach an ordinary doorbell against the bottom of the cabinet. Connected in series with the batteries and the bell is an extra plumber bob tilt. If the game is plugged, started, or banged around excessively the bell will ring, and the plumber bob swings against the brass contact plate.

"I have also utilized a switch with a weight added at the end of one of the switches placed in place of the plum bob. This switch leaf will make and break the bell circuit when the game is jarred, ringing the bell and warning the location owner that the game is being handled too roughly. If the game is being handled too roughly it may be started by means of the switch. It will sound loudly as the cabinet makes a fine sounding board."—P. C. Hatting, Rochester, N. Y.

"Dear Sir: Having experimented with a number of different ways of cleaning the contact edge of phosphor bronze wipers, I believe that I have discovered the simplest and easiest method of doing it. I place a narrow thin piece of fine emery cloth around the wiping edge of the contact wiper and run it back and forth around the edge of the wiper. This action is similar to that performed by the bootblack when shining shoes with the shining cloth. When he places the cloth at the heel of the shoe and shoves it back and forth on both sides of the heel, this is the action that should be done on the wiper, with the wiper taking the place of the shoe.

"If the wipers are cleaned regularly on the inspection trips they will last longer and make a positive contact at all times. G. Klein, Colorado."

This letter not only contains a sound suggestion, but shows that Mr. Klein is a careful operator by his mention of regular inspection trips. It is the clever way to keep everything operating the maximum length of time by regular check-ups. In a future issue will appear an article dealing with general check-up details.

"Dear Sir: I have learned by experience to leave the wipers on my payout unit strictly alone. In the past when I experienced trouble with the payout circuit failing to complete the circuit and consequently failing to operate the payout unit, I would invariably start poking around the wipers. Just as invariably I would discover my trouble elsewhere. Finally it dawned on me that the wipers were usually protected on the payout unit and furthermore that I was playing的安全 clean by their very inherent action of wiping themselves clean as they passed over their contact drum.

"Do not misunderstand me and assume that I haven't had my share of trouble now and then. What used to make my trouble all the harder was the fact that I used to start trying everything without first locating the trouble. I check my payout units periodically now by gently rubbing fine emery paper on the drum part where the wipers travel, observing the marks left. If the wipers themselves clean by their very inherent action of wiping themselves clean as they pass over their contact drum.

"But after all the ideas are fundamental, just like the doctor and the dentist in their regular examination: find the source before the trouble begins."

How To Calculate Resistor Values

In Figure 5 is shown a circuit that illustrates the use of one resistor for a number of lamps. In this application the current is supplied to the lamps by means of any one of the three switches in series with the batteries. It is assumed, however, that only one switch may be closed at a time. Each switch must be a simple toggle and arranged in such a way that only one of them at any time may be closed.

As the circuit is shown in Figure 5, no current is flowing when the switches are open. However, if we close switch SI and the ammeter connected as shown across the lamp will indicate 18 volts. Now open switch SI and close switch S2. The ammeter will again read 0.25 of an amp. Likewise if switch SI is open and switch S3 is closed the voltmeter will indicate the same value as indicated for the first and second lamp, namely, 0.25 of an ampere and 18 volts across the lamp or the resistor. Let us quickly check by calculation the value of resistance employed. The power source delivers 36 volts, which must be reduced to 18 volts for the lamps,
Therefore 36 minus 18 equals 18 volts to be dropped by the resistor. Using equation (3), which states that, and substituting, we find that

\[ V = IR = 0.35 \times 30 = 10.5 \text{ ohms}. \]

These values check with those shown in Figure 3.

Do not confuse Figure 3 with Figure 4, which showed two lamps in parallel, originating from the resistor of 36 ohms. In Figure 4 both lamps were lit at the same time, which required a resistor to reduce 18 volts when the currents was 0.50 ampere, or 0.25 ampere for each lamp. In Figure 5, while for three lamps with only one 78 ohm resistor, but in this case remember that only one lamp may be lit at a time.

Now look at Figure 6, which shows the same general circuit layout as in Figure 5, with the exception that each lamp has a resistor of 72 ohms resistance in series. As the circuit is shown current is indicated by the ammeter, or by the voltage, and neither are the lamps lit. However, if we close switch 81 the ammeter will indicate 0.25 amperes, both voltmeters will indicate 18 volts, and the first lamp will light. The main difference between this circuit shown in Figure 6 and the one shown in Figure 5 is that in Figure 6 we may close any one or any two of the switches. If we leave switch 81 closed and also closed switches 82 and 81, the ammeter will read 0.35 amperes, and if the voltmeter is let as shown they will still indicate 18 volts each. They would also indicate 18 volts each if they were connected into the second switch circuit in the same manner as they are shown connected into the first switch circuit, but this is not permitted, since only one lamp at a time may be lit according to the rules set up for a series circuit.

We may also close switch 83 and leave switches 82 and 81 closed. With all three switches closed the ammeter reads 0.75 amperes and the voltmeters (connected into any switch circuit in the same manner as they are shown connected into the first switch circuit) will indicate 18 volts. As the lamps are shown in Figure 6, they are arranged in what is known as a parallel circuit. By this it is meant the lamps are wired in parallel and that the current divides equally among the lamps. If all three switches are closed then the ammeter will indicate 0.25 amperes, but the current in any one of three branch lamp circuits will only be 0.25 amperes, and all other circuits illustrated except Figure 6 have been series circuits. Figure 5 might be confusing, appearing as it were a parallel circuit also, but it is only one lamp at a time may be lit, it must be considered as a series circuit.

### Small Retail Stores Here To Stay, Says Marketing Research Group

#### Location Story

WASHINGTON, Aug. 13.—Disappearance of small retail stores from the metropolitan picture seems extremely remote, despite the expressed belief of some experts that it is only a matter of a while before they go to extinction, according to a study made available publicly by the Marketing Research Division, Bureau of the Census.

While the vast number of retail stores in the United States are comparatively small per cent of the total retail sales of the country, the social aspects of their occurrence and economy are exceedingly important, it was stated. Social significance of these places of business lies in the fact that they provide a service for about 130,000,000 persons; furnish employment indirectly for a large number of persons in production, manufacturing and sales service; provide occupancy for a great number of buildings; and incidentally provide employment that might otherwise be unproductive, and made available continuous or emergency employment for withdrawal amounted to only 58.5 per cent of the small stores. For the small stores the average profit for withdrawal amounted to only $68, while the large stores it was approximately $107, according to the commerce department.

Since such estimate normally does not consider the income not measured in dollars, such as the opportunity of the proprietor to consume goods at wholesale prices, it naturally understates the value for the small store.

Advantage of consuming goods at wholesale prices may indeed be the initial reason for the operation of many small stores, the profit may exist in the form of employment that might not otherwise be available.

The study covers all retail stores, with special emphasis on a group of 101,184 stores, none of which had sales in 1933 exceeding $8,000. The small-store group as a whole had in that year a total volume of business amounting to $4,699,983,000, which was 13.8 per cent of the total retail sales in that year.

#### Oklahoma City

OKLAHOMA CITY, Aug. 13.—Oklahoma City is enjoying a spell of prosperity which is bringing many people back to the industry. A great number of new small stores are being opened this year by Oklahoma operators.

The spreading out of the oil field activities in the State is affording the Oklahoma operators a chance to expand along with the "wildcatters" and small production activities.

### The Stoner Corporation

NOVEMBER 14th, 1904—JULY 19th, 1938

The Stoner Corporation personnel wishes to extend their appreciation to these friends who have shared our mutual loss.

It is gratifying to know that these friends knew our Chief not only as a business associate but as a true friend.

### Ted Stoner

WINNER SALES CO.

3 Complete New $88 3 Jar Dealers only

320 South 3rd Ave.

CHICAGO, ILL.

JIMMY BOYLE, Boyle Amusement Co., Oklahoma City, will leave with his wife and daughter, Betty Jo, on a tour to Fort Worth, Dallas, Shreveport and points in Louisiana.

The Boyle Amusement Co. has sold more than two carloads of the Rock-Ola phonographs, including sales of novelties, music, and service. The small towns, especially those in the wheat belt, are being visited with a large flow of cash due to a bumper wheat crop, and are for the most part prosperous.

The wheat belt has called in thousands of Oklahoma operators a chance to expand activities in the State. While the wheat belt, are blessed with one great increase in the number of small machines, the results are enjoying a spell of prosperity.
British Ops Haled to Court on Building Ruling

Authorities arrest machine owners on demand that they submit plans of machines for approval before erection—case dismissed by court.

CHICAGO, Aug. 13—Great Britain's coin machine trade paper, World's Fair, reports a somewhat amusing instance of the law in action last July 20. It appears to have been a very serious proposition that machine operators were up against when British authorities brought action against them for "erecting temporary structures" on an amusement site without first presenting plans of the "structure" to the authorities. The "structure" in this instance was a skill merchandiser. The summons was issued under the Blackpool Improvement Act, 1901, which states that a person erecting either movable, permanent or temporary structures must secure the approval of the Corporation (authorities).

The defendant gave evidence that the machine was an automatic one, and that he had used this type for the last 20 years. He had had all sorts of machines on the promenade during that time. They were no larger than this one, but the working had been of different construction. The machine was moved from one place to another, according to where most money was likely to be taken, and it stood on a stool. The machine itself was a box 2 feet 10 inches high.

Mr. McIlroy, counsel for the defense, submitted that the Act was not intended to include an automatic game. There was no evidence whatever that the machine was a structure within the meaning of the Act. "It is more like a radio-phonograph. If he had put a radio-phonograph there, even if he had not played it, it would probably have been called a structure. If that is the case, it would be rather inconvenient if one placed a radio-phonograph in a backyard spring-cleaning time."

The question applies to a building or structures of the same nature and character as a building. If this is a structure within the meaning of the Act, a cigaret machine outside a shop would be a structure, but it would be a very venial offense if the tradesmen in a street here by the street, which is a subject of the plan for cigaret machines. Surely it would be most intolerable if any structure was placed outside one's house or business without the submission of a plan to the Corporation."

"That is really the position the Corporation are asking you to bring about, which means that there was a decided change for the better in business during the past week. But if it is brought up, we are looking for a larger quarters," he said.

"We have a new machine that has just been opened by the government's spend-lend program or some other agency. I do not know, but I do know that business for us is steady, with the accent bearing heavily upward."

"If we of the coin machine field take inventory and look ahead on the bright side of things instead of looking at the black side from day to day, we would be much better off. It is my opinion that it is the morally right thing to do and if we get ahead because he does not bother to look around for small petty things to worry about. He is always looking to the future and says that there will never be a better time and gives us support instead of finding fault with it."

"We will go out here at Royal, while admitting we are not the world's biggest or oldest coin machine distributors, we say that you are trying your best. Our machine is the best and is sold not in the best of conditions. And, what's more, we are making friends with all our merchants."
Patents and Inventions

By KEN C. SHYERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all "corn-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 publishing 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 "to industry can go forward.

Patent No. 2,124,699


Inventor's Name—Glenn M. Surprises, Cedar Lake, Ind. Claim No. 1—Apparatus of the class comprising a base member having, with a laterally inclined diaphragm, a transparent member of the class having an inclined entry chute for the cards in the two first-mentioned hands, a cover plate for closing each of the two other openings, each of said latter plates having a perforated portion of such size as to uncover only one card representing at one time a playing surface being marked with spaced numerical designations indicating the sequence of play of said latter hands and the sheet being marked with numerical designations indicating sequence of play of the cards in the two first-mentioned hands.


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**Amusement**

**August 20, 1938**

**New Orleans**

**ATLAS NOVELTY CO.**

2200 N. W.在线, 亚特兰大, GA. D.

**FRANCOIS PERSONAL SERVICE.**

**NEW ORLEANS, A.**

On Second Trip

J. H. (Jack) Keeney is now visiting distributor along the Pacific Coast arranging for fall shipments on regular schedules to the Western market.

**Wanted: Exclusive Distributors**

**Keeney Reports Good Sales Level**

CHICAGO, Aug. 15.—"We are currently selling the J. H. Keeney Automatic Fisherman, an unusual August slump in orders, but those so-called 'dog days' have been hot on our heels for the last three days, as cotton money begins to circulate. The firm recently received its third large shipment of Seaburg picture games, which will go to the streamliner and finds itself on the verge of ordering more for an expected fall improvement.

Sam Gendelich, manager of Deline Music Company, reports large sales of new J. H. Keeney coin-operated games in the Midwest as well as cotton money begins to circulate.

**Cinemon in Luck On Second Trip**

NEWARK, N. J., Aug. 15.—The second deep-sea fishing expedition of local cinemons was a dandy contrast to the first a few weeks ago, according to Irving Orentzen. "This time we came in with a record catch of 69 fish," he stated. "The fish were really big, but we caught nothing.

"The trip started with a bang as soon as it hit the water. This trip was quite a contrast for us, as we had to buy fish on the dock to save our face. This time we couldn't find enough people to give them to us. We are planning another expedition very soon."

Those making up the party this trip were Leo and Sam Waldorf, former manufacturers of the Target Roll game; Harry Perras, of Ace Vending; Charlie Polgar and Irving Orentzen.

---

**Guaranteed The Best Deal From The Best**

**Booth**

**Keeney Automatic Fisherman**

**Keeney Automatic Fisherman**

**Trent**

**Trent**

**Best Novelty Co.**

1057 S. CLAIR, CLEVELAND, OHIO.
Karter went into the confectionery business. He later abandoned that and set up shop in the night club business. Meanwhile he had continued to operate on the side. The Midway was organized in 1911. Finally the sale of amusement games became his sole occupation. Two years ago he went into the distributing field. He says he doubled his business the first year and tripled it in the second.

Jack Karter has been a pioneer in the business in more ways than one. He invented the pinball machine first made its advent a number of persons with “Carry Me Away” devices began point gambling machines after shunting from the buntings. They brained the machine a machine and the first resultant court cases involved one of Karter’s machines.

It was located in a drug store. The trial had hardly gotten under way when, because many people pressed the presiding judge, had not seen one of the hellish devices desired to adjourn and repair to the drug store in question to investigate. The camera flashed to catch the prosecuting attorney and the judge playing the machine. The result was that the machines were games of skill and not gambling devices.

Recently operators, finding the going rough, organized the Ramsey County Amusement Operators’ Association, of which Mr. Karter is vice-president. Karter went under the colors when he discusses “fly-by-night” merchants and “chiselers.”

“We are all looking forward to the day when legitimate business people will predominently and be the only ones in the business,” says Karter. “Our industry is large and naturally there are chiselers in every trade, but the people that really do the business and are always on top are those who carry with legitimate fundamental laws and rules of the business world.”

Meanwhile he has continued to operate his business. He’s a product of Sheboygan, Wis. His father, a shoe merchant, went to the West. The family left Wisconsin and the first move was to Minnesota, where the boy was born. As a result the judge ruled the machines games of skill and not gambling devices. The demonstration showed, Superintendent Reyer said, that the machines are not gambling machines and as such are legal.

**Irish Town Named For Bally?**

CHICAGO, Aug. 13—Glancing over a map of Ireland recently, Jim Buckley, general sales manager of Bally Mfg. Co., discovered a town which is officially Irish. “Belleville,” he said, “is that town’s name; but the machine has the appearance of Irish.”

“Furthermore, the O’Toole Indians didn’t do anything to draw this town’s name. I can show it to you in a few minutes.”

Jack Karter has been a pioneer in the business in more ways than one. He invented the pinball machine first made its advent a number of persons with “Carry Me Away” devices began point gambling machines after shunting from the buntings. They brained the machine a machine and the first resultant court cases involved one of Karter’s machines.

**New Orleans Police Head Okehs Games**

NEW ORLEANS, Aug. 13—Superintendent of Police George Reyer, after examining three pinball machines in his office at police headquarters, has announced that pinball games are not gambling machines and as such are legal and may be used in New Orleans.

However, Chief Brewer, if and when this machine is permitted to be played for cash prizes or any other prices, it will be construed as a gambling device and so such will be confiscated.

Anthony Vignola, who identified himself as head mechanic for a distributor of the machines, took apart for inspection the three machines.

The demonstration showed, Superintendent Reyer said, that the machines could not pay off retro “per se” and that they could not be converted into such machines.

“This means that they do not come under the slot machine law and means that we will have to prove a violation in the case of each machine,” the superintendent said.

He said that he would have to do the same thing if the machine did pay off, or even with orthogonal slot machines, but that the proof with these machines would be much more difficult.
ATTENTION! Novelty Game Operators!

EXPOSITION WITH IT'S "DUO-SPRINGS" IS NEW—MEANING A NEW INTEREST IN YOUR LOCATIONS FOR YOUR OPERATORS!

Takes in $20.00 Pays average $9.16

The BIG HIT -400 Hole -Form 3625

age $26.00

HOME RUN -1000 Hole-Form

TAKE YOUR PICK FOR PROFIT

INDIAN DICE!

3490 Takes in $50.00 Pays average $23.56

"The Lomat Baud and Card Henn In Ow World"

WITH NOW READY FOR DELIVERY!

3490

"The Meanig For Each Game"

2736.42 No. Pauline St, Chicago.

BAD BASEBALL IS HERE TAKE YOUR PICK FOR PROFIT

HOME RUN - 1000 Hole - Form 3490

3490 Takes in $50.00 Pays average $23.56

The BIG HIT - 400 Hole - Form 3625

Takes in $20.00 Pays average $9.16

$1.32

PAYS $1.32

CHICAGO COIN

MACHINE MANUFACTURING CO.

1725 W DIVERSEY CHICAGO

NOW READY FOR DELIVERY!

INDIAN DICE!

D. GOTTLIES & CO.

THE LAST “WORD” IN YOUR LETTER TO ADVERTISERS, “BILLBOARD”

Hirschberg Bill Again Before N. Y. Convention

Would eliminate all existing laws against gambling—modified bill expected to pass—defeated once before on vote of 72 to 69

ALBANY, N. Y., Aug. 13.—"The Hirschberg proposal to eliminate existing laws against gambling will be modified in a new drive for its adoption at the Constitutional Convention," commented The New York Daily News in a recent issue. This new development is connected to having reached the climax of the public and interested parties after the original Hirschberg proposal failed of advancement due to the narrow margin of 3 to 2 against the bill on the floor of the state legislature.

The opening sentences were: "The best possible argument that could be offered for the passage of this resolution was offered by the former Congressman from New York, Mr. Bennet, and, conversed into a few words, the argument was that this particular section of the constitution is not enforceable and has not been enforced, and has been entirely disregarded not only by the policy of the State, but the Legislature itself." It was after his speech that the bill was defeated by such a narrow margin.

Now, Delegate Harry Hirschberg says, he intends to present his proposal to forbid the State from sponsoring any form of lottery.

"Some who originally opposed the amendment did so because they do not want State-conducted lotteries," he explained. "With the passage of Lo-Boy in the hands of the former opponents may support it," Hirschberg, who is district attorney of Orange County, said, intended to confer immediately with Senator Perley A. Hitchcock, chairman of the Constitutional convention, regarding a suitable time to bring his proposal up again.

Rock-Ola Surveys Scales Market

CHICAGO, Aug. 13.—"With operators' increased interest in acquiring large range of weights for men and women, Rock-Ola's research department recently conducted a survey among about 80 scale operators and 100 location owners to determine the requirements for a money-making scale and naturally to see how our Lo-Boy scales measured up to these standards," announced Rock-Ola officials.

"In general it was learned that all favored a small column-type scale—finished in attractive colors—large enough to invite customers, yet not so bulky that it occupied floor space which also might be utilized to further profitable advantage. The scales they all agreed, must be accurate and its mechanism such that it should maintain its accuracy in both summer and winter, eliminating any thermostat condition and it should function over a long period of time."

The weight dial was discussed. They all believed that it should show weight from 1 to 500 pounds and that the figures on white background were easiest to read. They required that the head of the scale should be standard scale for men and women. From experiments the surveyors have discovered that this feature tends to make steady customers out of their weight from day to day and naturally increase the play of the machine.

"From the survey it is deduced that locations where scales are not difficult to find and place on location they are more or less permanent. In the case of Rock-Ola's Lo-Boy scale many locations have the scale placed right beside the counter, adjacent to the cash register.

"The survey showed that a good quantity of Lo-Boy scales were on locations. One operator said: 'We switched entirely to Lo-Boys. They're real money makers and can sell itself by itself.' A location owner said: 'A Lo-Boy scale functions over a long period of time. A market is a good advertisement. He doesn't clutter up the place as many other scales do which can take only their weight and never be seen again in the store when they come in.'"

Bar-B-Q Stands Good Locations

(Location Story)

WASHINGTON, Aug. 13.—"The lovely hamburger stand is coming into the linelight and aura of modernistic business, and recently in Washington was the "Bar-B-Q," a building of beauty, thanks to structural materials of transparent glass blocks and glittering bricks.

"From bricks, translucent but not transparent, provide privacy and striking, imitation poinsettias which prove to be a great attraction for the cash customers. By day they permit a flood of well-diffused daylight within. Businesses of this type, lively, attractive, fascinating, amusing, and usually frequented by fun seekers, provide an ideal spot for games and vendors of all descriptions."


GAME ON W DIVERSEY CHICAGO

AND EXTRA, THE MEANING FOR EACH GAME

We SAY It and We MEAN It!

... that for the kind of Government service you have always dreamt about; for perfectly reconditioned machines; for all the latest... cover prices that ARE RIGHT DOWN YOUR ALLEY...
Busy Operators Favor 3-Up

CHICAGO, Aug. 13.—“To a busy and successful operator,” said Jack Nelson, Buck-Old Vice-president and general sales manager, “even the minutes count. That’s one good reason why a shot payout game like 3-Up has been so popular with operators as well as the playing public. In 15 minutes, right on a location, an operator can change the illuminated 3-Up back panel and award chart on the playing field with the fruit symbols to the other panel included free with the game and it becomes a sparkling new game called Across the Board with the horse-race symbols.”

William Shayne, of the Shayne-Dixie Music Co., Miami, on a recent visit to our factory reported astounding results with his extensive string in Florida. Said he: “I never saw a game with such quick response. The consoles, the playing field and the flashing lights on the back panel are as vivid as our luxuriant Florida location, and the flashing lights on the back panel are as vivid as our luxuriant Florida landscape. Anyways, we’re glad they’re happy and making the use of penny games has proved a success.”

We varied the game with the light-up panel. The console, the playing field and the flashing lights on the back panel are as vivid as our luxuriant Florida location. Anyways, we’re glad they’re happy and making the use of penny games has proved a success.”

Eugene Lewis, of the Lewis-Way Novelty Sales Co., St. Paul, is high in his praise of 3-Up. The boys all appreciate the extra light-up panel. Some of them say that the one panel, 3-Up, keeps the crowds coming, but they feel like they have a reserve in the extra panel when they can use later. The way these fellows talk’continued La Beau, “about the reality of penny games is amazing. They consider any investment of pennies as being money well spent. Enjoyment they can get out of their games is their own.”

The player receives from the total on the machine. Many other games are as vivid as our luxuriant Florida landscape. Anyways, we’re glad they’re happy and making the use of penny games has proved a success.”

Jack Nelson is as vivid as our luxuriant Florida location. Anyways, we’re glad they’re happy and making the use of penny games has proved a success.”

SALESMAN OPERATORS

Read

“DEALS”

A column about new salesmen ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

McCalls WEEKLY SPECIALS—ALL GUARANTEED

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DE LUXE GRIP SCALE

3-WAY STRENGTH TESTER

Built by a manufacturer who knows how! These quality features: New Large 8" x 6" metal scale base, new fittings, new adjustable Chrome handles, new chrome fittings, new adjustment. These features make this unit a test of test of test. It Adjusts to suit location. The Adjusting Slot will bend, twist or turn in any manner. No Extra Slot, Separate Cash Box, etc., extra. Metal Stand, 2.50 Extra.

IMMEDIATE DELIVERY

D. GOTTLEB & CO.

1373-654 N. Paulina St. Chicago, Ill.

BIG LEAGUE BASEBALL

4 SHOTS AT $25.00

No. 2415 2400 Holes
Takes in $120.00
Average Payout 58.99
Aver. Cross Profit $61.01

Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.

Palm Springs
Bally's newest reserve type game with intermediate awards

Winner takes all when 12 bumpers hit
Also awards for 12 or 6 bumpers

All awards metered
Adjustable score inserts
5 ball play price? A real summer special—write!

Dollars and Sense
- Our new "direct factory sales agent" plan was promoted to bring down the cost of buying, selling and handling coin machines. By bringing FACTORY FACILITIES AND PRICES direct to you, we've eliminated the expense of hand-to-hand-hand distribution. Which puts an extra profit in your own pocket, while filling all your coin machines quicker than ever.
- We'd like to give the inside details on a real NEW DEAL to smart coinmen in New York, New Jersey, Pennsylvania, Maryland, District of Columbia, Virginia, North Carolina, South Carolina and Alabama. Just post this ad on a news preserver or wire or call us TODAY.

Bert Lane

Seaboard Sales, Inc.
610 Tenth Avenue, New York, N.Y. Phone: 3-5566-3-90
Direct Sales Agents for Leading Manufacturers!

500 Slot Machines
300 Pay Tables
Guaranteed perfect condition
Price to sell distributor for Columbus Vendors
Pennsylvania and New York

Penny Commen
Greet Iverson
New York, Aug. 13.—Fred Iverson, popular regional sales manager of Seaboard Sales, is reported to be telling the world about his wonderful reception on a good-will tour through Pennsylvania this week.

"Three Pennsylvania columnists certainly knew how to make me feel good," Iverson reported. "I can almost count every one of them as a friend, for they are showing the kind of cooperation that has made it such a pleasure for me to cover up-State New York and New England. But I'm not really surprised, because the swell new angle I'm presenting to them is something the whole industry has been in need of. The new angle, of course, is Bert Lane's direct factory sales agent plan that makes it so much easier and more profitable for jobbers and distributors to get coin machines into the hands of the operators. By dealing with Seaboard Sales these columnists are finding a quick new way to erase the red ink on their ledgers. Here's what I can do that for my friends. I'm happy."

Iverson reports that he will continue his swing from Pennsylvania thru up-State New York and New England territories.

Atlantis Adds 12 To Personnel
Chicago, Aug. 13.—In connection with the "sales mean jobs" campaign and possibly a renewal of that slogan, "John Show Sales," the new corporate offices in Chicago announced the addition of 12 employees to its staff.

These employees were added to the staffs of the Atlantic offices in Chicago, Detroit, Pittsburgh and Miami. Morrie Ginsburg announced: "The Atlantic firm is now the biggest distributor of coin-operated games in the entire country. Increased sales and the opening of a Detroit office for handling Seaboard phonographs make the enlargement of the company's personnel necessary."

Genco Animated Games Going Good
Chicago, Aug. 13.—"There have been a lot of squabbles in history books as to just who discovered America. Some say Columbus had the honor all to himself. Others report evidences of the Irish sea backracks. But, according to David Ginsburg, of Genco, Inc., nobody is going to take away the honor from our firm. When the player is entitled to the award for that number caught, plus the accumulated jackpot.

Ginsburg also reported that Bert Lane and Seaboard Sales, Inc., are doing a good job on both Splash and Oscar. Seaboard is a direct factory representative of Genco selling to distributors, jobbers and the trade."

Seaboard Sales, Inc.
610 Tenth Avenue, New York, N.Y.

500 Slot Machines
300 Pay Tables
Guaranteed perfect condition
Price to sell distributor for Columbus Vendors

Pennsylvania and New York
Rock-Ola delivers MORE for your money

CHECK THESE MONEY-MAKING FEATURES

99% SLUG-PROOF Coin Chute—No Extra Charge
Streamline Cabinet Design—Nothing Like It!
"Borealis" Light-up Grille—Colorful, Romantic
New Slanting Top Visibility—Attracts More Play
Matchless Rock-Ola Tone Quality—Holds Locations
Lightweight Crystal Pick-up—Saves Records & Needles
Perfect, Scratchless Reproduction—No Record Hiss
Full Floating Speaker Baffle—Permits Undistorted Tone
20-Record Multi-Selector—Exactly the Right Number
Simple, Flawless Mechanism—Eliminates Service Calls

ROCK-OLA MFG. CORP.
800 NORTH KEDZIE AVENUE • CHICAGO
EVERYWHERE MUSIC MERCHANTS ARE REPORTING
INCREASED EARNINGS
FROM WURLITZER MODELS 500 AND 600

Wurlitzer predicted it! Time has proved it! Wurlitzer’s “Five Hundred” and “Six Hundred” are everywhere establishing new records for earning power—bringing music merchants greater profit than they ever enjoyed before.

Here is proof that these brilliantly beautiful models squarely meet the location demand for colorful illumination—for 24 records—for superb living tone . . . proof that it pays to replace old instruments with either of these modern, feature-packed Wurlitzer Phonographs. And hundreds of music merchants are replacing old equipment under Wurlitzer’s liberal Factory Trade-In Allowance Plan. How about you? Why not write or wire for full particulars today?

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

OPTIONAL COLOR EFFECTS
ON THE MODEL 600
Moving varicolored illumination in white onyx-like plastic corner panels with red mottled plastic grille panels or vice versa, as desired.

OPTIONAL COLOR EFFECTS
ON THE MODEL 500
Plastic grille bars and record changer compartment background in any one of three matching colors—red, amber and green, as desired.

Also available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost, as Models 600-A and 500-A.

SOLD ONLY TO MUSIC MERCHANTS

WURLITZER
AUTOMATIC PHONOGRAPH
UNDER WURLITZER’S LIBERAL FACTORY TRADE-IN ALLOWANCE PLAN