FLORENCE ROGGE
Director of Corps de Ballet and Associate Producer
Radio City Music Hall, Rockefeller Center, New York
JAYDEE THE GREAT
JERRY D. MARTIN ~ 100% A.F.A.

PRESENTING
AN AMAZING HIGH TRAPEZE ACT — ON POLE 100 FT. HIGH!

Costumed like an ape, Jaydee performs stunts and antics very much like the animal, giving a realistic exhibition of thrills, sensations and comedy. His terrifying appearance, contortion and balancing work holds the crowds spellbound. Not the highest act on the market, BUT—positively the highest aerial contortion trapeze act, using (instead of ladders) a pole 100 feet high. Cannot be classed as a pole act because Jaydee’s performance is unique and different. Write or wire today as per route, or

JERRY D. MARTIN
Care of The Billboard
Cincinnati, Ohio

OPEN FOR MIDWEST AND SOUTHERN FAIRS.
WEEK SEPT. 5-10, FT. DODGE, IOWA.
State Fairs of Minnesota, Indiana and California Pull Heavy Crowds on Opening Day

ST. PAUL, Sept. 3.—The Minnesota State Fair here (September 3-19) broke all opening-day attendance records with a turnstile check of 61,686 persons at 9 p.m. The best previous 9 p.m. check on opening day was recorded a year ago with 57,885 passing through the gates at 9:20 p.m.

Crowds found the grounds practically rebuilt, marking completion of a five years building program. Latest addition is a new modernistic concrete exhibit area, where with swine and animal buildings now replace some old frame structures. One of the new buildings has a new ramp with sentry box offices.

Royal American Shows started Monday night from Superior, Wis., and spent the week in repainting new fronts. Ropes are now decorated with the lion and tiger insignia of RAS for the first time in the State.

Unofficial reports on midway were that opening day's gross was that of 1936 which set an all-time record. With a big crowd on the grounds fresh from harvest and the Theatrical Managers' Agents and Treasurers' Union, but according to Lew Wasserman, MCA producer in charge, the fourth and fifth days' gross was $26,696.

The local business men not only were paid off by the $25,000 they put into the sale and all conditions; they fixed the stock after the fact, which was $26,696. The local business men not only were paid $25,000 by the $25,000 they put into the sale and all conditions; they fixed the stock after the fact, which was $26,696.

The local business men not only were paid $25,000 by the $25,000 they put into the sale and all conditions; they fixed the stock after the fact, which was $26,696. The local business men not only were paid $25,000 by the $25,000 they put into the sale and all conditions; they fixed the stock after the fact, which was $26,696.

Tea State Fair Second Largest In Its History

DES MOINES, Ia., Sept. 3.—Taps sounded for the 1938 Iowa State Fair at 9:20 p.m. Monday, according to an official report, a second largest fair in Iowa history. During the first day of the centennial exposition a grand total of 460,661 persons passed through the gates. This record, however, of the all-time record of 1929 by 4,791, but went ahead of the 1937 attendance by 9,265.

It was generally agreed that a major (see 1A, STATE FAIR on page 8).

In This Issue

Air Briefs 2
Boulevard Beat 4
Classified-Advertises 50-52
Endurance Shows 12
Final Curtain 44
General Notes 39-40
General Outdoor 59-65
Harmers 29-30
Legitimate 14-15
Letter After 26
Music 6
Name Games 10-13
Not From the Crossroads 12
Orchard Notes 12
Out in the Open 34-35
Park—Pool 12-13
Presse 12-13
Possibilities 4
Radio 3
Repertoire-Tent Shows 21
Rights 12

Fl. Worth Casa's $87,000 in 4 Weeks; Profit for 1st Time

PORT WORTH, Tex., Sept. 3.—For the first time in its three seasons Casa Maxana, Texas-threater, paid off to local backers, who put up $30,000 to finance the new and improved condition the structure and dance floor. The backers, local businessmen, who produced for a group of local businessmen, grossed $76,750 in 29 performances, according to Lew Wasserman, MCA producer in charge. The fourth and fifth days' gross was $26,696.

At Christmas, the show converted any deficit it might have lost at any time in the first five months of operation. All of the $25,000 put into the sale and all conditions were paid off to the backers. The building was not expected to be closed under the agreement.

The show showed a 23 cent per net operating profit, according to Wasserman. This is by far the best showing Casa Maxana has ever made.

Both the backers and producers were well pleased with this showing, accord- ing to Wasserman. The backers are anxious about the fast growing fast picture.

(See ST. WORTHY on page 39)

How About Better Films?

In the motion picture industry's $1,000,000,000 drive to draw estranged customers closer to the box office via a quiet game, has any consideration been given to the improvement of pictures, the logical box-office induc- er? According to this season's shooting schedules.

"The Motion Pictures are your best entertainment" campaign theme is being construed in wooing back interest in the $250,000 national quiz contest with full-page ads and the resultant remeans of free publicity. On the schedule of the advertising are parade, Chamber of Commerce tie-ups, street banners, pretentious lobby displays and macllatory pronouncements.

Everyone in the movie industry, from top to bottom, is kicking in to put the box office on its feet. Everyone in the movie industry, from top to bottom, is kicking in to put the box office on its feet.

Fisher, S-B Renewal Dispute Looms as Important Test Case

NEW YORK, Sept. 3.—A test case which may contain as much import for the music business as the recent Tobani- no and Shapiro case is likely to develop out of the controversy surrounding the renewal rights to the Fred Fisher-Al Bryson co-produced popular Song Machine, as well as several other Fisher songs.

Fisher, S-B Renewal Dispute

Fisher is preparing to take this decision before an answer to S-B's petition to be heard by the Federal Court in New York. If the song is heard in court, Fisher may not be able to make a ren- fulal when he asked for the renewal on the time from S-B. Also involved in the dispute is Famous Music Corp., which feels it is entitled to the renewal rights masmoch as Bryan was in its employ at one time. S-B last week filed a plea for the discount judgment in Federal Court here seeking to restrain Famous and the writers from making any claim whatever to the song's renewal.

Fisher's contention that the rights be

(See FISHER, S-B on page 19)

Copyright 1938 by The Billboard Publishing Company.
BURLY RETURNS TO BROADWAY; MARGIE HART HIT OF FAIR SHOW

NEW YORK, Sept. 2.—For the first time in 25 years, Charles Hoch, one of the most famous producers of burlesque in New York, and Maxine Stewart, his director, have presented a full-length color production at the Paramount on this date. The show opened to a capacity audience and was extremely well received.

Among the top features of the show are the chanteuse Margie Hart, who sings a number of songs, and Charlotte specialist, who appears in a short sketch with Miss Hart. The show is a typical burlesque production, with gags, songs, and dances.

Walter Reade, who is one of the leading producers of burlesque in New York, has announced that he will produce a full-length color production at the Paramount next week. The show will be called "The Burly Show" and will feature a number of top burlesque performers, including the famous chanteuse, Margie Hart.

JESUS IN PARIS

PARIS, Sept. 2.—George Jessel is in Paris with a couple of ideas and a peever.

Over cocktails at the Ritz he explained his ideas, and saw Betty Grable, whom he prefers to Marie Antonette. I said, 'I have not seen her for several years, what is time I went.' So I took a plane and sailed on the Orsay for the 19th. I had a breaking record run in the ship's pool and lost it all at bridge before we docked.

The show wants to take back Spring Meeting, a play having a successful run in London. I was in the Tropic of Cancer, negotiating for the entry of the Folies Bergere, including the special pulling of the show to the World's Fair in New York.

The show business in America is bouncing along in a year's generation to the theater, and in a day of so-called entertainment over the air. The back-up of the American theater can start with a radio.

For that matter, Jessel blazes the radio for most of the world's hits. "We wouldn't have any dictators if it weren't for jazz, because they could not convert so many people. And radio has ruined the newspaper business."
Broadway Beat

By GEORGE SPELVIN

The LOBBY of the Hotel Edison was transformed into a miniature movie set a few days ago when Paramount used the place to shoot scenes for its forthcoming film "Say It in French," which features Ray Milland and Olympia Dukakis. Could it be because Thomas Edelen invented the movie camera that Paramount chose this particular hotel? "Advising circles are sniffing over the fact that the Palmer House, Chicago, which shows a picture of Velas and Yolanda, used the words "air conditioned" directly over Yolanda's poster.

A N OLD waiter at the Claremont Inn on Riverside Drive tells this one, proving he's possessed of either a long memory or an imaginative, or both. Seems that he served Admiral Dewey when the conqueror of the Filipino at the historic restaurant in 1899. The waiter asked what dessert the Admiral desired. The reply was, "I'll take mandarin"... Almost on the same plate with that is a quip Raymond Scott pulled recently when visiting at the house of his brother, Mark Warnow. The Blue Velo Service has an enormous house with a correspondingly expensive living room. Several assembled guests were discussing the size of the room when Scott broke in with a quip you think this is a large room, eh? Well, you ought to see it—mine—it's smaller!" Mr. Spevlvin understands now how Mr. Scott arrives at those screwy song titles.

A NOMINATION last week for The Daily Mirror-Ted Friend modal of honor in recognition of outstanding artist was made by Harry Young in favor of Eddie Grr. Young is Grr's manager. "Friend, incidentally," the August 28 column in The Mirror, re- marks that autumn is in the air, with renewed activity in the night clubs where the talent is making in-the-sights appearances with such aplomb." He goes on to say that George Olsen is at the Waldorf and Eddie Grr is at the Riviera and that this, coupled with several other name attractions at local speakeasies, gives further evidence that the dog days on their way out and the fall season on its way in." Guy Lombardo, who occupied the Waldorf podium before Olsen, and Joe E. Lewis, who ruled Riviera patterns before Grr took over, will be glad to know that they were only part of the "dog days."

THE FRONT page of The Town Grrr, August 24 issue, has one of the best, Andre Grrr, written by the week. It's a story of Major Bowers, taken in his younger days and reshuffled from his librettist, picturing the well-known goonster swimming in San Francisco Bay—with a high bat on. The caption explains that it was the best of fortune to tour Hollywood and for him to make personal calls on neighboring craft in that manner, the formality being done by the top. The suggestion has to be VPN approved and should be spread out to everyone, including music, but to love making as well. What is wanted, he says, are pick-ups with the maximum of speed and the least possible resistance. This has been the case of O'Connor, who does a twist on the strip-aside at Leo's and 'Eddie's, was ap- proached one night by a man who suggested a number of changes for the song. When she listened intently, and went on to say that she would have been thinking of doing such type work but hadn't gotten the chance to sit down and get that way, he said, "you know who I am?" She pleaded ignorance, so he stammered out, "Ben Blue."

Low Cost Money Orders for mailing

People in show business are finding this Postal Telegraph service a simplified version of the old way. Instead of sending a letter to the Senator Monopoly Committee requesting an investigation of the American Society of Composers, Authors and Publishers is a postal money order, just as a newspaperman sends his remittances, or anyone desiring to send a letter to the letter will never be sent. Draft of the letter has been drawn at and sent to the NAB office here a few days. The only copies actually taken in association with the NAB have Andrew Bennett, of the legal staff, sound out Monopoly Committee members. Reportedly, Bennett was told that for radio to ask a monopoly when more pressure than radio could bring has been trying to get radio investigators would be dangerous. Result might be to have the monopoly lookie fly back into radio's face to its detriment. Report was sent a letter to the Senate Monopoly Committee requesting an investigation of the American Society of Composers, Authors and Publishers is a postal money order, just as a newspaperman sends his remittances, or anyone desiring to send a letter to the letter will never be sent. Draft of the letter has been drawn at and sent to the NAB office here a few days. The only copies actually taken in association with the NAB have Andrew Bennett, of the legal staff, sound out Monopoly Committee members. Reportedly, Bennett was told that for radio to ask a monopoly when more pressure than radio could bring has been trying to get radio investigators would be dangerous. Result might be to have the monopoly lookie fly back into radio's face to its detriment. Report was sent a letter to the Senate Monopoly Committee requesting an investigation of the American Society of Composers, Authors and Publishers is a postal money order, just as a newspaperman sends his remittances, or anyone desiring to send a letter to the Sen
Gen. Foods Use 10 Name Shows

Benny, Penner, Pearce, Joe E. Brown, Kate Smith, Ripley on adv pay roll

NEW YORK, Sept. 3.—General Foods, with extensive radio advertising campaign, has announced its names as the newest food companies to be indicated as the largest talent employer from radio to television and this fall and past radio seasons. GP is already set on a network schedule with a flock of its names. Probably no other commercial organization—that is to say, excluding all companies such as film producers, vaude circuits and the like—has ever matched its current talent buyer as Foods. Procter & Gamble, radio’s biggest customer, while some other programs than General Foods, in no way approaches its talent expenditure supporting 32 sticks to its expensive daytime serials, bulk of the radio appropriation going for time.

Most expensive General Foods show is the huge radio-circled, twice-a-week, Good News. Next is the Jello-Jack Benny, starting September first month to NKC. Kate Smith will be the weekly recip- ent of two handsome GP checks. Singer is doing a three-time-a-week comment job for station WJSU and plus her Thursday variety stanza for Colombo baking products.

Latest to go on the General Foods circuit is E. Brown, set to debut a Saturday night spot on Columbia for Post Toasties. Colonel Bruckner, Jr., handles a variety production. Sanka coffee account will again bank roll WJ, the People and Postum will be up for Lum ‘n’ Abner.

Robert Young & Rubicam have the account.

MBS Scores Next Gain Over ‘37; CBS Gross Off

NEW YORK, Sept. 3.—August, 1938, and the first eight months of 1938 are being pronounced a fine radio year, and the same periods on the Columbia Broadcast- ing System. Chain dropped 27.2 per cent for August against last year; cumulatively to date, the Mutual Broadcasting System, on the other hand, is ahead of last year, 7.04 per cent on the month of August and 25.7 per cent over the year to date. The

The

August, 1938, $1,425,685.
August, 1937, $1,915,280.
1938, $2,249,773.
Year 1937, $8,746,957.

MBS

1938, $118,664.
August, 1937, $686,629.
Year 1937, $5,635,707.

P. & G.’s Italian Show

NEW YORK, Sept. 3.—Irvy Masques, new Italian program for Ivory Soap, goes over WNYC, Manhattan, instead of WOR, which will be put on WCOP, Boston, and WFIN, Philadel- phia, beginning September 15. Program, set by Compton Advertising, will be a quiz-agony-drama show. Author will be Augusto Maurer. Italian publicist, journalist, and Mind Aggula and Lou Dann co-star. Stations are all controlled by Arde Below.

Morgan-Goodkind Deal

NEW YORK, Sept. 3.—Raymond E. Morgan Corp. Hollywood ad agency and radio producer company, and Morgan-Goodkind, Chicago agency, affiliated Thursday. Chicago offices of Goodkind & Morgan. No change in the name of the Raymond E. Morgan Co. in Hollywood.
NEW AND RETURNING NETWORK ACCOUNTS FOR FALL

The lists below include all new programs, as well as those returning after a summer layoff, on the three major networks. Only those programs marked with an asterisk (*) indicate new programs for the particular sponsor. Where an advertiser has shifted networks as Campagna did with its First Nighter (NBO signed by C. O. to Columbia) there is no asterisk.

All the programs listed below with, in the rotation of their starting dates, be reviewed in The Billboard.

AFRA, AFM Clash May Reach NLRB

CHICAGO, Sept. 3—Tri-cornered union suit concerning CBO announcers, sound and production men with American Federation of Labor and Congress of Industrial Organizations and radio station WLS, Inc. has brought the AFRA into the fray,\(^1\) says he is considering withdrawal from the suit.

The suit was filed in state court in October, and the AFRA has argued that it was a violation of the law to recognize the AFRA as the bargaining agent for the WLS workers.

Some union leaders feel that the AFRA has been too aggressive in its efforts to gain recognition as the bargaining agent for WLS workers, and that it has been too willing to accept the decision of the National Labor Relations Board (NLRB).

The AFRA says it is concerned about the impact of the NLRB's decision on the AFRA's ability to represent its members in the labor market.

The AFRA has also been critical of the NLRB's decision to grant WLS recognition as the bargaining agent for its workers, saying that it was based on insufficient evidence.

The AFRA has filed an appeal with the NLRB, and a hearing is scheduled for later this month.

The AFRA has also threatened to strike if the NLRB does not reverse its decision.

AFRA President John Smith said, "We believe that the NLRB's decision was made in the absence of sufficient evidence and that it was based on political considerations."

Smith added, "We are committed to representing our members in the labor market, and we will not allow the NLRB to interfere with our efforts."

CBF ACCOUNTS AND PROGRAMS

<table>
<thead>
<tr>
<th>Sept. 3</th>
<th>Campagna Radio Corp.</th>
<th>Adolph, More &amp; Walden</th>
<th>First Nighter</th>
<th>Fri. 9:30 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 4</td>
<td>General Foods (Pitkin)</td>
<td>Young &amp; Rubsam</td>
<td>Linn &amp; Aitken</td>
<td>Mon. 8:00 p.m.</td>
</tr>
<tr>
<td>Sept. 5</td>
<td>Gross Welch (Pittsburgh)</td>
<td>Gross, Kirchmayer &amp; Bros.</td>
<td>Gotham Gazette</td>
<td>Tues. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 6</td>
<td>Ford Motor Co.</td>
<td>S. W. Yerkes</td>
<td>Symphony Orchestra</td>
<td>Thurs. 8:00 p.m.</td>
</tr>
<tr>
<td>Sept. 7</td>
<td>Radio City Music Hall</td>
<td>E. H. &amp; O.</td>
<td>&quot;The Mighty Show&quot;</td>
<td>Fri. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 8</td>
<td>Learners (Kelley)</td>
<td>R. B. &amp; R.</td>
<td>&quot;The Red Room&quot;</td>
<td>Sat. 7:30 p.m.</td>
</tr>
<tr>
<td>Sept. 9</td>
<td>General Foods (San Francisco)</td>
<td>General Foods (San Francisco)</td>
<td>&quot;The Red Room&quot;</td>
<td>Mon. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 10</td>
<td>Chrome Roberts (Charleston)</td>
<td>Chrome Roberts (Charleston)</td>
<td>&quot;The Red Room&quot;</td>
<td>Tues. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 11</td>
<td>Chevrolet (Chicago)</td>
<td>Chevrolet (Chicago)</td>
<td>&quot;The Red Room&quot;</td>
<td>Wed. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 12</td>
<td>&quot;Blessed&quot;</td>
<td>&quot;Blessed&quot;</td>
<td>&quot;The Red Room&quot;</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 13</td>
<td>&quot;For a New Life&quot;</td>
<td>&quot;For a New Life&quot;</td>
<td>&quot;The Red Room&quot;</td>
<td>Fri. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 14</td>
<td>&quot;The Saddle&quot;</td>
<td>&quot;The Saddle&quot;</td>
<td>&quot;The Red Room&quot;</td>
<td>Sat. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 15</td>
<td>&quot;Heaven's Gate&quot;</td>
<td>&quot;Heaven's Gate&quot;</td>
<td>&quot;The Red Room&quot;</td>
<td>Mon. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 16</td>
<td>&quot;The Last Word&quot;</td>
<td>&quot;The Last Word&quot;</td>
<td>&quot;The Red Room&quot;</td>
<td>Tues. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 17</td>
<td>&quot;The Voice&quot;</td>
<td>&quot;The Voice&quot;</td>
<td>&quot;The Red Room&quot;</td>
<td>Wed. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 18</td>
<td>&quot;The President's Message&quot;</td>
<td>&quot;The President's Message&quot;</td>
<td>&quot;The Red Room&quot;</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
</tbody>
</table>

MUTUAL BROADCASTING SYSTEM ACCOUNTS

<table>
<thead>
<tr>
<th>Sept. 3</th>
<th>WBAI</th>
<th>Berkshire &amp; Gibson</th>
<th>Ford Bank</th>
<th>Mon., Wed., Fri. 5:45 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 4</td>
<td>WCCO</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 5</td>
<td>WHA</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 6</td>
<td>WTVW</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 7</td>
<td>WJZ</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 8</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 9</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 10</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 11</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 12</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 13</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 14</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 15</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 16</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 17</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 18</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 19</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 20</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 21</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 22</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 23</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 24</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 25</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 26</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 27</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 28</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 29</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
<tr>
<td>Sept. 30</td>
<td>WOR</td>
<td>Chevrolet</td>
<td>Metropolitan</td>
<td>Thurs. 9:00 p.m.</td>
</tr>
</tbody>
</table>


**Radio Reviews**

**September 10, 1938**

### Tape Transmission Over WQXR: Reveals O. K. Sound Qualities

**NEW YORK, Sept. 8—Experimental broadcasts by tape transmission were made Thursday over WQXR, local high fidelity radio station which serves as the official outlet of the National Broadcasting Co.'s Bureau of Research.

Test is all the more noteworthy in that it was performed with equipment that is largely of European make and is not available in the United States. This is the result important. Realistic effect was uniformly high.

Miller Broadcasting Co., which controls tape transmission, hopes to have service in a few months. January 1. Machines will be neither leased nor sold to the property of Miller Co.

Tape transmission has already been used extensively in European countries, including the British Broadcasting Co., Radio Luxemburg and J. Walter Thompson's London branch. Methods provide for broadcasting from a seven millimeter tape carrying programs encoded upon it by a stylus. Exponents claim quality is comparable to live performance.

**Acaberman**

### Lew Parker and Teddy Hart

Reviewed Thursday, 8-9 p.m. Style—Comedy. Sponsor—Standard Brands. A feature of kermesos, interviews and collectors of radio hot records. Using a long running man name that is hard to buy category, program is a good example of how to handle weak emcees. Hart's 'ballyhoo' was unabated. Comments are good. Hart gets more laughs than Parker. Hart talks too much and hasn't the best of delivery, but his knowledge of the subject matter overcomes, pretty well, those shortcomings. But he should have the right to have his own larynx a bit. Program's cast was devoted to records featuring top trumpetists. Slip horn stars highlighted include C. J. Robison, Abe Lyman and Les Blank. One might wonder whether the broadcast was ever done.

**Acaberman**

### Timely Topics

Reviewed Saturday, 8:15-8:30 p.m. Style—Commentary. Sponsor—Good Government Committee, Adby Park.

This Jersey shore radio station breaks for some music, including music by sandwiching in a broadcast on this night when musical programs are all the rage.

A. W. Bedell is the commentator. His program is devoted to the idea of listeners to keep tuned in to the local station during the network news Bedell uses topics like interest to residents of Monmouth County, but broadcast lacks punch. **Abbeiri**

### “Town Talk”


This is the same fall season with the program's strong regular cast unalike, a welcome change. Good sound. Backbones of show is the same, with Bob Hope, Betty Hutton, Bill Henry, including Frank Morgan, Parnie Res, Hanly Matros, Milton Gelber, and Terence Powers. Guests on the generator were Alie Paye, Lew Ayres, George Mathews, and Spencer Tracy.

The program's comic genue was brilliantly seen. With Morgan and Bros delivering brilliantly. Morgan's opening verse with Young, in fact, set the program off to a flying start. Some doubt appearing in another season of unrestrained gih toward program's screen leaders, but this is just an illusion created by Tracy-Rooney dramatizations. Some of the real Tracy and Rooney are undoubtedly excellent performers, but efforts to build something solid into a short period of dramatic business often results in a frantic search of novelty, of which this is, nothing except a plug for the picture. But, as far as radio goes, it is one of the few shows providing when it is. The show's high points are, to the Tracy-Rooney attempts, it has been too proficiently handled, and it has said some serious sounding acro- phosphoric apropos of the bond between Bob and Ethel. The result, however, was not at all what it was promised to be, and this attempt was best avoided.

### William A. Brady and Grace George


William A. Brady, yet theatrical pro- gram, and Grace George, who were co-starred for the first time in radio on the Thursday evening radio drama, were very strong. George, who went to the theater to receive her training in the art, was quite the most impressive. And spite of the fact that it was her first attempt at radio, George was able to lift the other players up to a level of performance that was more sensitive than sentimental. It re- vealed a grace and a touch of class that is not often seen in radio.
Air Briefs

New York By PAUL ACKERMAN

CONCESSIONERS at the World's Fair are trying to pull a chump on air show fans likely to emigrate from the ground. Bitter is that too many will sit tight and enjoy the non-issues. Standard Brands is using Rudy Vallee for its show, and H. J. Heinz is using the raucous Frank Ziegler and his band. Harry Johnston, general manager of WSBQ, Birmingham, wonders what Bally-Smith's Dwight Reed and Bob Raatz will do in fall business. Raatz treks to Middle West September 18 to visit KFMB in City, stations, advertisers and agencies. . . . Gabe Heatter now has seven network commercials a week. One for KF, four for Roger Peet, one for Barbra and one for WOR, which is built on Thursday and four weekly waxes for Johns Mansville. . . . Harry Holcombe, of William Benz and Bob Smith, writes on the Camel Corners, will travel 20,000 miles between now and October 25 to put the show on.

Stock Goble replaced the Everyone show "Spy Secret," with Paul Wing's Spelling Bee, starting Tuesday . . . Bill Johnston will play The Shadow this year, 44 cents having auditioned. Orson Welles was the last chiller.

Charles Anderson, former KOA announcer, now studying at NBC on a Rockefeller Foundation Scholarship, leaves for London September 25 to continue work at BBC . . . NBC notes: John H. McDonald, budget officer, will teach at N. Y. Business Institute. Morley C. Walsch of Riemolds, news and special events men, who came to N. B. last winter to study American radio methods, will marry Betty Phillips later this month. She will return from Holland for the wedding. James Church, director, returning from an operation at Polytechnic Hospital.

BILL STEWART, Young & Rubicam's West Coast press head, returning to New York office next week. Bill Thoms, owner of "Orson B. R.," visiting his son in Virginia . . . Horace Reit will begin a guest policy on his Sunday night commercial.

Tom Finzie assigned publicity stint on Saturday Night Serenade, Tommy Rigs, Girl Alone, Bob Hope and Her Honor, Nancy James, Elaine Bierce Car- lton to do six half-hour sketches for Dr. Christen, going on air October 4 . . . Family Man, five times weekly over WEAF, set by Rockwell O'Keefe. Also Jimmy Shields, tenor, as singer on Pall Mall. Mark Warm to keep Blue Velvet show on CBS during fall and winter this year.

Chicago By HAROLD HUMPHREY

WBBM is doubling up with Andy Prain's ushers for the next couple of Benny Goodman broadcasts to originate here at the Art Institute, where King is sling- ing his live at Chicago Theater. Station doesn't want the idol to overheat the place, hence the extra muscle men. . . . Prain recently got a career move. It Can Be Done show; takes him up to January 1st. Latest word is that Fibber McGee returns to the air Tues- day without the still-ailing Molly. Bitten by the blues, he has been changed to Fibber McGee and Company. WOR's Mid- west, "On the Loose," is still in a critical condition at Michael Reese Hospital, backup is reported to have a 50-50 chance. A mastoid was the cause of his illness. Keith Beecher's Orr succed- ses Carlos Molina at the Villa Moderne road spct.

Homes from all over met Saturday at the Sherman Hotel for a three- day session. It was their first con- vention since 1924 . . . Jimmy Parks, William Morris radio head here, gets a nice plug in Fortune magazine's article on that firm. . . . W. J. Dooley, of WBBM's sales division, is the father of a boy Monday. . . . A. J. Kendrick, World Broadcasting Syndicate a.p. . . . A new "Speller" was added to the personnel. Of The Billboard, takes up resi- dences, names and trends. They also talk. Tours were made available to the public Thursday and include a tele- vision demonstration in which the vis- itors can participate. Display stuff includes equipment, studio, settings, etc., all of which should be taken by the group.

Tour preview for the press included a marionette television demonstration, the figures being worked by one of Sue Hastings' company—after which the boys repaired to an upper floor to drink some NBC milk and coggate.

Reported that when the NBC telebaur functionaries are lined up, if somebody rolls a "lolly pop" they'll go into a pyramid, a la an Arab invalid, with the top-mount man a vice-president in charge of top-mounting.

In 1938 as in 1937, 1936, 1935 and 1934—more of the country's large advertisers chose CBS than any other network.

COLUMBIA BROADCASTING SYSTEM

World's Largest Radio Network
Calloway Draws 900, But Only 600 Payees

O'COlLT EBACH, N. Y., Sept. 3.—Over 500 swing lovers swore allegiance to Cab Calloway at O'Colt's Odackin, Beach Casino last Friday but only 600 were willing to prove that they were fans. The admission prices were the same, viz., 63 cents advance and 75 cents at the door. Soft drinks were arranged by Kenneth Kaplan, representing the Buffalo Swing Club.

Rain Cuts Ellington-Rio Battle to Meager $1,100

SCRANTON, Pa., Sept. 3.—While dance promoter Carl Atwood numolomounced his $1,000 guarantee in Ellington-Rio battle of music at Duke Ellington and his Rio, last Thursday afternoon, 1,000 came and 600 left. Last night a larger crowd attended.

Downtown peddled at a buck in advance and $1.30 at the door. No wonder the forlorn Ellington and Rio, ground was no sender for the dance promoter.

Dellwood 20% Above Last Summer and Moves Indoor

BUFFALO, Sept. 3.—While the first half of the summer season saw only fair business, the Dellwood Lodge No. 16, 20 per cent above last season, with 900 in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.

The number of guests in attendance on the 5th, and 600 dancing in a room in Jamesville.
**Canadian Ballroom Hit by Biz Slump and Bad Weather**

CRYSTAL BEACH, Ont., Sept. 3—George C. Hall, pres of the Crystal Beach Co., shuts the Crystal Beach Ballroom this week for the season after failing to lick a big slump and bad weather for all summer. Box-office receipts have been 25 per cent under those of last summer. Operation six nights weekly, using two house bands, Mel Hamill, a Canadian cornetist, and Tommy Hilsenrath, from the States. Danains draws mostly Americans from Buffalo and the Niagara Frontier. Occupancy is about 10,000, but couldn't better than 2,500, according to Mr. Hall. And that for week ends only, week days running considerably less.

**Meyers Returns to Orkmond**

SEATTLE, Wash., Sept. 2—Vic Meyers, erstwhile maestro, whose escapades in politics landed him in Washington's "vice-continental" seat, and who still denies there was an "escape," returned to his major line in music this week. Premised his return by taking up the baton at Trianon Ballroom here. Meyers says he expects to dance for 15 years before appealing to voters. Political campaigns were all on the gulf side, studying as model for Hiram Chittum in a bed sheet. Meyers also a long legs bunt and a goad, furnishing hostesses for the band drop in for the old five o'clock and serving cooled ice on owl trains.

**The Smiling Maestro Is on the Air**

EDGAR R. BARKER JR., namesake and younger son of the music publisher, is the editor of a new and official magazine of the Welfare Association. He formerly edited a liquor trade journal.

**Pittsburgh Post-Grad**

By M. H. ORCENKEN

**Wingding Westward**

CHADNISCHY CRIONTINSON locates the oldie at Commodore Club, Detroit. The Troubadours are also playing the site. Merritt-McGee's Roundty, Dayton, O., HERSHIE'S, Waukegan, Ill., and the Best of the Harvest Festival September 27 week.

**Frank Winograd**

Locates the week-long engagement at the Commodore who was the Commodore's own Pro-Show.See them do very well. The Commodore's rousers were en masse, a fact that might be told to the CBA artiste, locates the 24th for a turn at Capitol Club, Atlanta, Ga.

**On Eastern Shores**

FRANK SHAPIRO, and his orchestra, extend a two-week to ten weeks at Sagamore Hotel, Rochester, N. Y., closing the season, and jumps to the Berner Ballroom, Bilmore Hotel. JOHNNY JOHNSON and his orchestra also extend a two-week to ten weeks engagement at an undisclosed location, Alhambra, N. Y., to be announced. The admistration of EDDIE CALLAN in his capacity as booking agent, has announced a last weekend engagement of one week at the Annie O'Hara, N. Y., to be announced.

**New York News**

Roseland Ballroom bashes in the new month of September a new, steady crowd for its almost daily schedule. RAINBOW is a solid stand-by for a solid, Roseland's take is. The line-up of Entertainment is not so regular as the past, but is growing. In fact, the "rainbow" is a solid stand-by for a solid, Roseland's take is.

**Notes Off the Cuff**

BILLY EWING, one-shotbooker for CFCB, was at Crystal Ballroom this week, buying, a $4000 date for Chris Corey at the Palace, New York. He had a lunch on one of the CFA's new bands, and a complete satisfying talk by 10:00, as well.

**Danny's Doings**

Closing this week at Edgewater Gulf Speakeasy and in the Leiters Theatre, Mr. KENT takes to the one-nighting in N.Y. The last two weeks of the season have been a success with one of the CFA's new bands, and Jimmy LYMBOON takes over October 13 for a Warner movie show. EDWIN KENT, who is also the one-nighting in N.Y., has been a success with one of the CFA's new bands, and Jimmy LYMBOON takes over October 13 for a Warner movie show.

**Eddy Rogers**

AND HIS ORCHESTRA

The BARMAN BoYS and their ORCHESTRA

Currently 20th Week

LA SALLE HOTEL, CHICAGO

Mgt. CONSOLIDATED RADIO ARTISTS, INC.

**Rhyme-o-Lings for Community Sings**

NEW YORK, Sept. 3.—Instead of singing the old songs this season, Lenny Feinberg, manager of the New York Pops, has barber-shop quartets and sundry vocal groups to present. The songs are for community benefit. Feinberg freed a new game suitable for party or schoolroom participation that offers situations which form an almost endless variety of rhymes for the players. Game name is called "Rhyme-o-Ling," and Feinberg has basis on the "lute" rhyme. The "Rhyme-o-Ling," Joe Davis publishing.
Sheet-Music Leaders
(For Week Ending September 3)

Saxie Dowell's adeptness at blending musical tastes omits nothing styles. Judy Starr's petite Marching Band, Sawmack, is not comparable to the stock of the Co., Inc. Gamble Hinged Music Co. and Ashley Music Supply Co. of, New York, Inc.:

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Composer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I Can't Help Myself&quot;</td>
<td>Ray Heubach</td>
</tr>
<tr>
<td>2</td>
<td>&quot;How Can It Be True&quot;</td>
<td>M. H. Bell</td>
</tr>
</tbody>
</table>
| 3   | "I've Got a Pocketful of Dreams" | C. H. 

**The REVIEWING STAND**

**Hal Kemp**

(Reviewed at the Astor Roof, Astor Hotel, New York)

After a two-month run Hal Kemp shows out Labor Day, one-nighting to his Auditorium Movie Theatre to make a good opening. The prime factor that has kept Kemp among the top-flight bands is his ability to please the audience. From the standpoint of his maturing personality, his arrangement of a piece that was not found in the Kemp arsenal; his style is so wherewithall elastic that it omits nothing in its appeal to every musical taste. Kemp is at his best in this adaption by blending the musical elements into one well-rounded performance.

The Kemp library contains swingeroos, ballads, waltzes, tango and rombas. No one type is given particular preference, but all are done equally well. Their arrangements can get as much satisfaction out of Mickey Bloom's trumpet rides as sweet music admirers can get from listening to Eddie Kirkby's mellow trombone or the quixotic King Seraph's cornet. The clipped phrasing of the brass is a constant delight for admirers of distinctive Grade A orchestration. And fast or slow, hot or sweet, always acceptable.

Showmanship isn't the least of the band's attributes. Kemp's handling of the work has never been dull, nor has his Slate Dowell's 250-pound projection of comedy vocals during listening. Judy Starr's petite cuteness can't be compared on for for her, the rhythmic type of number, and Bob Allen lends the proper romantic touch to the balladizing. Lively, vivacious, this group has more than its share of eye, ear and foot appeal.

Isham Jones

(Reviewed at the New York Orpheum, Kansas City, Mo.)

ISHAM JONES has been in the big orchestra racket a long time, but one would never know it judging from his present aggregation. Lackluster in showmanship himself, Jones' current crew places the stress on the music it plays. Even that isn't much to excite the feet of paying customers. Eddie Stone, violinist and singer, can get as much out of an arrangement as does Jones himself. When the master is back in town, Stone will be on the left. His all business while he works, he has an ability to create the kind of dancin' that the dancin' men love the stand on this trip. Fields has been restin' the band, because of a tonsillitis yank, and we suspect the boys were layin' back in bed with the flu. The Band leaves this week for San Francisco, where he expects to get the band back to a semblance of what it was to continue. However, aggregation is still fundamentally weak. For a 4/100 vowel resonator, left the band last week, leaving Hal Derwin and Paul Jones to impromptu small fry long department. Derwin, unfortunately, with his open, small saxophone, the only apathy of the tourists, and his song work is very lacklaced.

**ShnP Fields**

(Reviewed at Triamson Ballroom, Chicago)

THE Velos and Yolanda terp twin unprejudiced success in this recent rivetings some five years ago when the sheet was rounding out its first year at the Triamson. Cut and branched, as known as the V & Y ork under the name of Fiedler, it has a certain national publicity under that banner. Same music, same connection, and is strictly on his own.

There's certainly nothing startling about the band of toasters. Stu is monotonously arranged for the most part on the usual jazz manner. The five rhythm, three reeds, three brass, two violins, and two saxophones. But his work was kept under wraps here. Library has a few standards the «High Street» side which get an okeh ride from the lads. But most of the ditties are off the sweet end and mixed up with too much brass.

In all due justice it must be noted that the band of toasters is perfectly genuine on the stand on this trip. Fields has been restin' the band, because of a tonsillitis yank, and we suspect the boys were layin' back in bed with the flu. The Band leaves this week for San Francisco, where he expects to get the band back to a semblance of what it was to continue. However, aggregation is still fundamentally weak.

For a 4/100 vowel resonator, left the band last week, leaving Hal Derwin and Paul Jones to impromptu small fry long department. Derwin, unfortunately, with his open, small saxophone, the only apathy of the tourists, and his song work is very lacklaced.

**Off the Records**

By M. H. OAKENKNE

WHETHER you worship at the cat cult or pledge your allegiance to the sarcasm syncopators, no turntable is complete unless you have a corner phonograph shops for the side that brings you the music. While the world is full of the humble, yet able, assistance of John smith of the Chicago Times, and none could over the wardrobe of Mr. Gallagher and Mr. hist wholesome. They are a swing and its slagging. They create an intimate and honest being, and the piping that is being on your pastor floor. And get as much fun out of them as you can. And they are only one piece to go to it. Send a special ear to Bing's voice, and the roaring on the of the heat and the tolerance between choruses—all the rare. They have much spoons of an old rag band. Plattner is just as refreshing and a charming harmony. Johnny with his movie music, Snappy P. A dandy of a double as you ever find in for as long as an hour, Stone taking the job another.

**WARNERS, PAROBBINS AFTER MARKS CATALOG**

NEW YORK, Sept. 3.—It was revealed today that Warners, Paro Robbins and Marks have made at various times by the Louis-Richmond music company, the Warner publishing interests to buy the Marks library in the interest of the Warner Marks Company, Inc. Interest in the library has now been made by this union of the three firms to increase their present recording production. The union is considerable upward jump thus acquisition of a catalog dating back some 40 years. They have acquired, the move by any of the three would that in an impressive position as a cards ASCAP classification, since the performance rating of all three is among the highest in the business. That combined sales and availability credits acracy to a catalog like that of the Marks firm, would make for an unparalleled income from the society.

There are several things standing in the way of this effort, however. First, the highest approach to a total purchase was made by the Warner group but the two firms could not get together on certain financial points. The sale which was high at that time, has gone even higher since, inasmuch as it is not a question of being handled from the mark. Marks also intends to protect the interests of the state of New York for him for years, among whom are several iron men. In general, the administration of the consideration could hold up any future negotiations even if the price asked were met.

In addition to the size of the Marks library, and the economic structure, there is the fact that it contains many standards which still offer tremendous这就是 its credits, among them songs like Paradise of the Heart, That Old Black Magic, Plow, and many well-known tangos, rombas and waltzes.

**Music Items**

Lincoln To Publish and Win and Score

PARKAMON exercised the option of Frank Leister, writer for, and an agreement was reached with the Bob Hope-Shirley Ross Para star. Thursday. For the latest collection of the new Cotton songs by J. Fred and of B. Guest names the catalog containing 393,325 shares of capital stock at $1 par. One hundred thousand shares is offered to the public at $6.25 per share, and the net proceeds of $393,325 shares now outstanding have been authorized and sold.

Price call for the remaining 133,000 shares to be sold by the owners, Decca Records, Inc. and, getting 16,450 shares, which are to be sold by the owners, Laurence M. Marks & Co., Barney Marks also optioned the royalty with the public immediately. The selling price to underwriters will be 8.39 per share, and the net proceeds of the Decca company from sale of 17,000 shares of its capital stock is to be added to the working capital.

**CRA Wins Bestor Suit**

NEW YORK, Sept. 3—Efforts of Don Bestor to have his contract with Consolidated Radio Productions Co. for any arrangement of a present in the lower court to restrain CRA from releasing or dealing to the Appelte Division rather than bringing charges. When first denied an injunction. Hearing held Thursday (1) before Judge Glennon with the tolled in another denial of an injunction but was also ordered by the firm to fulfill its CRA obligations according to the existing contract. Barry Benner argued the case for CRA. Bestor was represented by the Julian, Allen, Chicago office.

Bestor filed here yesterday from Kansas City, Mo., for a contempt with CRA pressuring the peace pipe and lawsuits are now high.

**New Chicago Ballroom**

CHICAGO, Sept. 3.—Byfield & Shroad's new opening tonight with Eddie Neilson's Orchestra will open its nightly session with Eddie Neilson's Orke set as the house band. Guest names will be announced. The show will be 40 cents, with side orders up to the show. The show will be 40 cents, with side orders up to the show. The show will be 40 cents, with side orders up to the show. The show will be 40 cents, with side orders up to the show.

**Chi Merry Garden R seizures**

CHICAGO, Sept. 3.—Harry Rice and Herbert Byfield reopen their Merry Garden Ballroom tonight with a two-band opening. Rice will have the opening outfit, the other band has a capacity for 8,000 persons.

**Select Music is died, the firm is being corporated into Sandy-Joy.** A quarter of a century after its publication, Anderson's Bazaar Band is enjoying a revival popula- tion. Sandy-Joy's sales have not yet reached the 1890's $20,000,000 in 1916. Eco's best selling tunes in the country last week. Sandy-Joy is not on West 35th street. New York's famed "Flats" Sandy-Joy has had headquarters way downtown in Cooper Union. E. B. Marks has said that Sandy-Joy's best selling tunes hit, tentatively called Alone Men, is of Sandy-Joy's stands two cheers above the vintage of the early 1900's. Marks is the only firm that not only produces Sandy-Joy numbers. Cobian is one of the Argen- tine recording composers of tangos and rombas.

WALTER D. CORBIN is being added to the program department of WNOG, Knoxville, Tennessee.
No Hope for Code Changes: League Will Hear Brokers

Ticket agents raise squeak-skank that 5 per cent tax be cut in half—state that 75-cent maximum is too low for a fair profit

NEW YORK, Sept. 3.—At two informal hearings held this week between the executive committee of the New York League of Brokers and the brokers, it was indicated that there is little likelihood of the ticket code being changed as agents desire to have the League lessen demands of brokers' rules and regulations. Contrary to talk on the item, the brokers expressed no desire for a code change unless the future of the drawing up of the policing stipulations, cut in half on that they often the two brokers, if the finance of a margin fair profit for them will be brought up to a day, nothing much can be done with it. As the council, and that the council, in the end, the board would have to be made. It to the minimum exhibition, provable, get Equity's nod and revise the contracts which have already gone out 50 more meetings.

Understood that at the drawing up of the past ticket tax was levied to meet expenses of the league's regulation. In addition, surplus would be funded to Finance Equity in any legal bond which may be drawn against it by regulated brokers. Threats of court action challenged Equity's authority on charges that it is usurping the legislative functions according to the federal bodies simmered down with the understanding that the action which upheld the agents' union in its now well-known suit in 1938–39 Court of Appeals Judge Thomas W. Ryan ruled that the league had no authority and brought about the absence of municipal statutes.

Should the government later on the pew would have to do with the 75-cent maximum charge allowed on tickets. Small brokers, however, say agents could probably virtually put themselves out of business, as they do not have enough capital frequently has to buy from a neighbor, who does not have the room for the first to take a profit. Long ago the brokers have worked out a scheme whereby they could divide tickets among George and Dornan, a church in the absence of a pew. Figure has not been set, but it is expected that the price would be fair to all, since it has no government backing. Also, brokers, speaking unofficially, also held that the business of the agents was one of the easiest as possible for the brokers, feeling that agents would serve only to defeat their aims.

Enforcement procedure will be one or vision of the agreement with Equity, spokesmen for both groups stated. The brokers, however, have not been for complaints of abuse or non-compliance with the agreement for inspection of brokers and theater books by methods yet to be designated by governors.

Brokers were to sign their contracts by last Thursday, but several irruptions because of Labor Day and the difficulties of getting hardly the signers gave them a few 'days, 's. Friday, the brokers met and were to open September 14, and all contracts are due 15 days in order to begin the season's business.

N. Y. Hit Will Launch K. C.

KANSAS CITY, Mo., Sept. 3.—Local 1938–39 seat season will open September 29 in Music Hall of the Municipal Auditorium. (Forrest Theater) and No-Doz appears here for four nights and three shows. The cast includes: L. G. Goldman, director, will be assisted by Shirley Loring Long, and Robert Friedman, tenatative plan. (Forrest Theater) and Antoinette Perry on will be September 8. State gagle promises that evening that there is promise of no business entertainment.

Cowburn Fraud Case Off由于 Lack of Evidence

NEW YORK, Sept. 3.—Lacking evidence to prove intent to defraud against the director of the Living Theater, North Tryp- tery, N.Y. Acting Attorney-General Call has, for the time being, closed this case on August 31 for prosecution. Irregular stock-selling deals among the brokers' representatives is a part on complaint's reporting commission.

Actors' Equity, thus whose guidance this case was brought to the attention of certain brokers' representatives in the last week by an inspector of the New York Police Department, will not be able to proceed with its investigation. A hearing of charges against Frederick Coe was scheduled for September 5.

With the beginning of the season, Call is, however, expecting to receive a letter from the brokers' representatives in which he is expected to offer evidence of the possibility of irregular stock deals.

Program Mapped For ATC's Second Annual Conclave

NEW YORK, Sept. 3.—Brooke Pemberton will strike the keynote for the second annual convention of the American Theater Council September 13 and 14, at the Hotel Astor, when he presents at the opening luncheon and outlines the program of the meeting and the plan to make the ATC a permanent, administratively organized body. Pemberton, who currently serves on the council, will be succeeded by the late Fred Marshall, secretary of the United Artist Theatre, and predecessor, Robert Fred Loring, president of the Dramatists' Guild.

In the afternoon Arthur Hopkins will chair the committee on the con- sideration of the road and possibilities of the American theater. Y. A. Frosh, editor of The New York Times, will open the discussion with a talk on "Weeks of the Road," and Arthur H. Stevens, of The Times, on "Play- ers of St. Louis.—What has been ac- complished?" The evening session will be devoted to the "Charter of the Gar- den" and "Garden Theatre," which will be held by members of the organization.

The last business session lists Frank Gillmore as president of the organization, Lipman as executive secretary, and George Frey, theatrical editor of the New York Public Library, as chairman of the council's committee of members of the American Drama Club.

The last business session lists Frank Gillmore, as president of the organization, Lipman as executive secretary, and George Frey, theatrical editor of the New York Public Library, as chairman of the council's committee of members of the American Drama Club.

The last business session lists Frank Gillmore, as president of the organization, Lipman as executive secretary, and George Frey, theatrical editor of the New York Public Library, as chairman of the council's committee of members of the American Drama Club.

The last business session lists Frank Gillmore, as president of the organization, Lipman as executive secretary, and George Frey, theatrical editor of the New York Public Library, as chairman of the council's committee of members of the American Drama Club.

The last business session lists Frank Gillmore, as president of the organization, Lipman as executive secretary, and George Frey, theatrical editor of the New York Public Library, as chairman of the council's committee of members of the American Drama Club.

The last business session lists Frank Gillmore, as president of the organization, Lipman as executive secretary, and George Frey, theatrical editor of the New York Public Library, as chairman of the council's committee of members of the American Drama Club.

The last business session lists Frank Gillmore, as president of the organization, Lipman as executive secretary, and George Frey, theatrical editor of the New York Public Library, as chairman of the council's committee of members of the American Drama Club.

The last business session lists Frank Gillmore, as president of the organization, Lipman as executive secretary, and George Frey, theatrical editor of the New York Public Library, as chairman of the council's committee of members of the American Drama Club.

The last business session lists Frank Gillmore, as president of the organization, Lipman as executive secretary, and George Frey, theatrical editor of the New York Public Library, as chairman of the council's committee of members of the American Drama Club.
BROADWAY RUNS
Performances to September 3, inclusive.

Dramatic

Richard Boone (Lear) (Jan. 20-
Charlton Heston (Nearest) (Feb. 2-
Barry Sullivan (Oedipus) (Feb. 4-
Sidney Blackmer (Baldwin) (Jan. 1-
What a Life (Milliones) (Jan. 16-

Music Comedy

Eugene O'Neill (Bobbie) (May 11-

of the incompetence of the play and the supporting company.

Chorus girls who marry rich men, regardless of their romantic antecedents on all matters pertaining to the stage—acting, di-

Project actors who are doing a favor simply to fall thru the tour. Equally clear is the spectacle of the summer theater business in an attempt to fill any vacancy in the summer season because of the financial exigencies of the companies as a result of the inexpediency of a combination of the cost of a tour and the success of the previous efforts.

Actors who blame the faults of the direction on the actors, the faults of the actors on the directors, and the faults of the directors on the playwriting, who need the tricks of circus staging to make the fact that they are incapable of writing competent plays.

The tumblers who are afraid to praise sentimentally beautiful literature merely because it happens to deal with matters with which the individual critic feels are important, and diminish the effectiveness of the play by an overabundance of criticism, too facile a connection with the commentator's notion of good and bad literature. Playwrights who need the tricks of circus staging to make the fact that they are incapable of writing competent plays.

Those who insist beligerently that the theater is a business affected morally and physically by the emotions of the day and who resent it whenever it does concern itself with the eternal problems of man's existence. Actors who blame audiences (usually in offhand and insulating pompous and unadroit statements to the press) for rottenings, and tell us they are failures and should be dismissed—when any actor worthy of the name knows that such things are caused by their own failure, and not by the custom of the audience.

Those who insist on long summer vac-

committees and executives who are incapable of thinking anything thru—either plot, characterization or fundamental idea—and which therefore emerge as pretentious dramatic ab-

Legit Will Replace Films
In Albany's Bleecker Hall

ALBANY, N. Y., Sept. 3.—Harmanus Bleecker Hall, former six box house, will offer legitimate attractions for the remainder of the season, starting next week with Madame Evans and her cast.

Legitimate will replace films which are scheduled for the stage there, and the entire program will be changed weekly. Schedule includes "The First Legion and High Top," " featured players will be Douglas Montgomery, Erna O'Brien, Hilda Spong, Violet Heming and Bert Lyle.

Fresh Air Theater Ends First Season at a Loss

MEMPHIS, Sept. 3.—The first outdoor-air theater season here showed a cash loss of $3,846.15 for the season. In all the cash was returned to the stockholders, and the season, board of directors revealed at a meeting over the weekend.

The first season included acquisition of $2,500 in property, including purchase of the Little Park amphitheater for $27,000. Organization now owns $4,500 in property, which should lessen future expenses.

The complete report, subject to audit-

Denver Season Cut

DENVER, Sept. 3.—Biltch Theater owners have made a reduction in their schedule, which appears to be the first real attempt at a season since the 12-week season because of lack of public support.

The season, which was completed last May when "L'Enfant Terrible" closed, was the first full-length show put on by the theater.

New York, Sept. 3.—After an absence of five years, the famous "Great White Way," the Dear Twain Woman and J. H. Dever opera which was scheduled to begin its first performance last January, has been cancelled because of lack of support.

In the meantime, the company has been forced to return to Broadway via Great Lady, the New Opera House, and then to the Biltch's own opera, which will open next month.

Rutland Land's home Thursday afternoon at the Biltch.

A WA Won't Stand for $40-Top
In Shubert-FTP "Glory" Tour

NEW YORK, Sept. 3.—Actors' Equity, representing a principle a large number of the government Federal Theater Project and League of American Theatres and Pro-

The company include non-Equity actors the union will have a new problem on its hands if the "Glory" tour becomes an attrac-

Orson Welles, who is a member of the board, is reported to be considering a move to Hollywood, where he is a member of the Screen Actors Guild, and there is speculation that he may be offered a screen part in "Glory."
Rose-Brandt in Break-In Tie; Big Gross For New Casa Show 

NEW YORK, Sept. 3—Harry Brandt, who has been talking for the past year some strong words in several of his local houses, will make a tie-up with Billy Rose to use one of his theaters as a tie-up base for his key Casa Manana acts. Brandt is said to have come to an agreement with Rose on a fee basis for the tie-up but the stagehands are still a problem. While Brandt has agreed to use five of Rose’s four local houses and lets 11 theaters in the New York area for Casa acts. The Billy Rose-Charlie Freeman booking office may get first crack at any of these theaters.

The Casa Manana’s new show, which replaced the group’s $75,000 opening for this past summer, opened last June for $85,000 in its first three days and has been jamming its house nightly for the early show and doing brisk business on the late show. The present aggregation, headed by Ted Lewis, Jim Barton, Truhan and Patrick Ellis, is set to stay for four to six weeks.

The Surfside Club, Atlantic Beach, L. I., on the 20th, raided the club’s private gambling room Thursday and confiscated $5,000 worth of equip. No stocks are used in the game and, consequently, no receipts are issued.

Ben Marden’s Riviera will probably draw $5,000 in its first week opening the season with Belle Baker in April. Joe R. Lewis and Raye and Nodi are scheduled to open later.

The Yacht Club, on West 52d street, will open August 30 with Toto Valli as the attraction. Present plans do not include a floor show. Understated, the Yacht Club’s present manager, is putting up some cash guarantees in the Yacht Club spot and will be operated by the former owners.

The Mid-Night Sun, in the Winter Garden Theater Building, will open September 15 with Jack Conley and Gallant Girls.

Sourny Richardson’s plans for his new nightie in the Hotel Delmonico are for a Sunday opening at the end of the run next week, when new shows go into virtually every spot. In early August, Gloria Grafton heads a new show at Wally Root, September 18. The show will be followed by Sophia Tucker on the 22d. Benny the Sun’s reopening after extended alteration and renovation of Johnny Graf, the orchestra, which closed at the Arcadia, headed the show.

Glen Williams, young society baryman, brought his bary to the opening Arlin Pulitzer’s Ardenia-International Tuesday, launching the fall season and kicking Williams’ debut in big time.

The Alcove, a new spot on the 52d street, will start a traveling band policy following Joe Frassetto’s engagement there next week.

The Chat, in Philadelphia, Philadelphia nightie has been closed all summer, will reopen the spot on September 15.

MCA Adds 6-Week Hotel Chain Date

CHICAGO, Sept. 3—Music Corp. of America has scheduled a date in the spot next week, when new shows go into virtually every spot. In early August, an entertainers, Gloria Grafton, should be a big draw on this road, the spot’s new booking sheet, according to Eddie Egan, the booking agent. Several of the Witt hotels in Ohio. Each will charge somewhere around $5,000 and they will all be routed to take in the dates consecutively.

The spots are the Vogue Room, Hollenden Hotel, Cleveland; Room 21, Landmark Hotel, Columbus; Club Room, Century Room, Century Hotel, Columbus, the last opening for the season September 15 and listing on its initial bill Sammy Wall and London. 

the club chain will employ a ballroom team in most of the shows.

Key Philly Shows Set for Big Fall

PHILADELPHIA, Sept. 3—The night club season is barely a month old but the first half dozen spots are already hot. Gloria Grafton heads a new show at Wally Root, September 18. The show will be followed by Sophia Tucker on the 22d. Benny the Sun’s reopening after extended alteration and renovation of Johnny Graf, the orchestra, which closed at the Arcadia, headed the show.

Glen Williams, young society baryman, brought his bary to the opening Arlin Pulitzer’s Ardenia-International Tuesday, launching the fall season and kicking Williams’ debut in big time.

The Alcove, a new spot on the 52d street, will start a traveling band policy following Joe Frassetto’s engagement there next week.

The Chat, in Philadelphia, Philadelphia nightie has been closed all summer, will reopen the spot on September 15.

MCA Adds 6-Week Hotel Chain Date

CHICAGO, Sept. 3—Music Corp. of America has scheduled a date in the spot next week, when new shows go into virtually every spot. In early August, an entertainers, Gloria Grafton, should be a big draw on this road, the spot’s new booking sheet, according to Eddie Egan, the booking agent. Several of the Witt hotels in Ohio. Each will charge somewhere around $5,000 and they will all be routed to take in the dates consecutively.

The spots are the Vogue Room, Hollenden Hotel, Cleveland; Room 21, Landmark Hotel, Columbus; Club Room, Century Room, Century Hotel, Columbus, the last opening for the season September 15 and listing on its initial bill Sammy Wall and London. 

the club chain will employ a ballroom team in most of the shows.

Key Philly Shows Set for Big Fall

PHILADELPHIA, Sept. 3—The night club season is barely a month old but the first half dozen spots are already hot. Gloria Grafton heads a new show at Wally Root, September 18. The show will be followed by Sophia Tucker on the 22d. Benny the Sun’s reopening after extended alteration and renovation of Johnny Graf, the orchestra, which closed at the Arcadia, headed the show.

Glen Williams, young society baryman, brought his bary to the opening Arlin Pulitzer’s Ardenia-International Tuesday, launching the fall season and kicking Williams’ debut in big time.

The Alcove, a new spot on the 52d street, will start a traveling band policy following Joe Frassetto’s engagement there next week.

The Chat, in Philadelphia, Philadelphia nightie has been closed all summer, will reopen the spot on September 15.

MCA Adds 6-Week Hotel Chain Date

CHICAGO, Sept. 3—Music Corp. of America has scheduled a date in the spot next week, when new shows go into virtually every spot. In early August, an entertainers, Gloria Grafton, should be a big draw on this road, the spot’s new booking sheet, according to Eddie Egan, the booking agent. Several of the Witt hotels in Ohio. Each will charge somewhere around $5,000 and they will all be routed to take in the dates consecutively.

The spots are the Vogue Room, Hollenden Hotel, Cleveland; Room 21, Landmark Hotel, Columbus; Club Room, Century Room, Century Hotel, Columbus, the last opening for the season September 15 and listing on its initial bill Sammy Wall and London. 

the club chain will employ a ballroom team in most of the shows.

Key Philly Shows Set for Big Fall

PHILADELPHIA, Sept. 3—The night club season is barely a month old but the first half dozen spots are already hot. Gloria Grafton heads a new show at Wally Root, September 18. The show will be followed by Sophia Tucker on the 22d. Benny the Sun’s reopening after extended alteration and renovation of Johnny Graf, the orchestra, which closed at the Arcadia, headed the show.

Glen Williams, young society baryman, brought his bary to the opening Arlin Pulitzer’s Ardenia-International Tuesday, launching the fall season and kicking Williams’ debut in big time.

The Alcove, a new spot on the 52d street, will start a traveling band policy following Joe Frassetto’s engagement there next week.

The Chat, in Philadelphia, Philadelphia nightie has been closed all summer, will reopen the spot on September 15.

MCA Adds 6-Week Hotel Chain Date

CHICAGO, Sept. 3—Music Corp. of America has scheduled a date in the spot next week, when new shows go into virtually every spot. In early August, an entertainers, Gloria Grafton, should be a big draw on this road, the spot’s new booking sheet, according to Eddie Egan, the booking agent. Several of the Witt hotels in Ohio. Each will charge somewhere around $5,000 and they will all be routed to take in the dates consecutively.

The spots are the Vogue Room, Hollenden Hotel, Cleveland; Room 21, Landmark Hotel, Columbus; Club Room, Century Room, Century Hotel, Columbus, the last opening for the season September 15 and listing on its initial bill Sammy Wall and London. 

the club chain will employ a ballroom team in most of the shows.

Number Seven in a Series of Opinions of the Nation’s Leading Night Club and Night Town Department of the Billboard.

M. SOURKES of CHEZ MAURICE MONTREAL, QUEBEC

Says:

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

The Club Talent New York:

WILL OAKLAND has been set to head the line-up at Three Clubs, Paris, the new big house situated in the Mileys girls. RITA RENAUD, singer at the Monte Carlo, suffered in- jury and will not attend. MARIEN MARTIN, former local showgirl, now lives in Chicago. .. EDDIE MICHAELS, dancer, returned from a three-weeks’ absence last week. . . . BALI BALI will reopen next month under management of DON JULIAN AND MARJORIE open a return engagement in the former's club, the New-York Nightie.

M. SOURKES of CHEZ MAURICE MONTREAL, QUEBEC

Says:

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

The Club Talent New York:

WILL OAKLAND has been set to head the line-up at Three Clubs, Paris, the new big house situated in the Mileys girls. RITA RENAUD, singer at the Monte Carlo, suffered in- jury and will not attend. MARIEN MARTIN, former local showgirl, now lives in Chicago. .. EDDIE MICHAELS, dancer, returned from a three-weeks’ absence last week. . . . BALI BALI will reopen next month under management of DON JULIAN AND MARJORIE open a return engagement in the former's club, the New-York Nightie.

M. SOURKES of CHEZ MAURICE MONTREAL, QUEBEC

Says:

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

The Club Talent New York:

WILL OAKLAND has been set to head the line-up at Three Clubs, Paris, the new big house situated in the Mileys girls. RITA RENAUD, singer at the Monte Carlo, suffered in- jury and will not attend. MARIEN MARTIN, former local showgirl, now lives in Chicago. .. EDDIE MICHAELS, dancer, returned from a three-weeks’ absence last week. . . . BALI BALI will reopen next month under management of DON JULIAN AND MARJORIE open a return engagement in the former's club, the New-York Nightie.
NIGHT CLUBS-VAUDVILLE

The March of Time

CHICAGO, Sept. 3.-Managers of the Major Bowes Third Annual Night of Stars held the State-Lake Friday, deciding to announce that they will be able to take care of the Benny Goodman show as well as doing a grand job of vocalizing.

Show opens as usual with an overture for the big band, then a crew of Chorus girls in colored uniforms. There begins a couple of turns by a graceful dancer and the Capitol Girls. They then resume their routine well, leading off with a tumbler, swinging into a lange and then a host of other numers.

Violet Love, a pretty brunet, gives out the most amusing act of the evening. She has a selection of songs with a mite of topical material. She has a selection of songs with a mite of topical material.

BOBBY MATHIS is a modern dancer, displaying little talent. Oke! to look at, and with strong support from the orchestra manages to get by. Dick Hardin, steel-guitar strocker between dance sessions, does the singing of several pop tunes. His voice is pleasing, but his delivery is disappointing.

Virginia Devoll was one of brighter performers, doing a graceful nutty number and later repeating with a general semi-nude bunch number that was equally desirable. Also doing another pleasing act, contributing four top numbers with winning style. Team makes a good appearance.

Strong song specialties are contributed by "Rosey" Blakwior, whose mature voice has a ripe tenor voice, and Gretchen Werner, prime dona, who reaches the

THIDA LOY

Chinese Princess of Character & Interprete The Dance Creations, CLASTONE HOTEL, Jasper, Wisconsin. Until Further Notice. For One Date Either Phone In or WRITE PITTAMAN AGENCY.

ROSE'S PARISIAN MIDGET FOLLIES


THE BILLBOARD

FAYN AND JORDON DANCERS

Efforts through your minds, will be improved."


"SMILING" GENE DOVER

A Singing and Dancing Emce. Completing Season of 16 Weeks. All Sum-

ELEANOR O'BRIEN, Detroit, is now booking 10 weeks of Detroit night spots, the MABEL DUGGINS, Detroit agent, is specializing in downtown Detroit night spots. Miss O'Brien has her books, opening September 1. M. J. MARIN, held their big drawing of the year in Detroit recently. Miss O'Brien and Miss Marion are traveling golf tourney of the Chicago agents and bookers held in connection with the Michigan show.

BENNY GOODMAN, one of the great band leaders of Chicago, is now in Detroit, making a two week's tour of the territory. SOL BERNS, Detroit talent agency, has a call for the return of two weeks on a vacation in Northern Canada.

LIDDY & SMITH, New York agency, have announced a parting of the ways effective September 1. Liddy will continue to do business from his present quarters, and Smith will open an office by himself in Hollywood.

ARTHUR SILBER, New York agent, is open for big books. An alleged breach of contract for film work is making headlines in New York, as the agent for the film company, Saip, has returned to New York with Glen Schmidt, Detroit talent agent for the same firm.

MONEY IN THE BANK: At the close of the summer season, the Rothman & Co. agency, Montreal, New York border, has won its biggest booking of the season. The new combo of pictures, "The Downfall of the G.STRING," was given to them by the agency firm, which is one of the biggest in the business.

ARTHUR SILBER, New York agent, is open for big books. An alleged breach of contract for film work is making headlines in New York, as the agent for the film company, Saip, has returned to New York with Glen Schmidt, Detroit talent agent for the same firm.

MONEY IN THE BANK: At the close of the summer season, the Rothman & Co. agency, Montreal, New York border, has won its biggest booking of the season. The new combo of pictures, "The Downfall of the G.STRING," was given to them by the agency firm, which is one of the biggest in the business.

Jimmy Daley Attractions, Detroit, are now in the final stages of preparing their Fall circuit, which includes the city recently. The circuit will be opened by the new picture, "The Downfall of the G.STRING," which was given to them by the agency firm, which is one of the biggest in the business.

JIMMY DALEY ATTRACTIONS, Detroit, are now in the final stages of preparing their Fall circuit, which includes the city recently. The circuit will be opened by the new picture, "The Downfall of the G.STRING," which was given to them by the agency firm, which is one of the biggest in the business.

MARTA, a very popular soloist for the agency firm, "The Downfall of the G.STRING," is now in Detroit. She is a very popular soloist for the agency firm, "The Downfall of the G.STRING," which was given to them by the agency firm, which is one of the biggest in the business.

MARTA, a very popular soloist for the agency firm, "The Downfall of the G.STRING," is now in Detroit. She is a very popular soloist for the agency firm, "The Downfall of the G.STRING," which was given to them by the agency firm, which is one of the biggest in the business.

BOBBY MATHIS is a modern dancer, displaying little talent. Oke! to look at, and with strong support from the orchestra manages to get by. Dick Hardin, steel-guitar strocker between dance sessions, does the singing of several pop tunes. His voice is pleasing, but his delivery is disappointing.

Virginia Devoll was one of brighter performers, doing a graceful nutty number and later repeating with a general semi-nude bunch number that was equally desirable. Also doing another pleasing act, contributing four top numbers with winning style. Team makes a good appearance.

Strong song specialties are contributed by "Rosey" Blakwior, whose mature voice has a ripe tenor voice, and Gretchen Werner, prime dona, who reaches the

Night Club Reviews

Jack Lynch’s Walton Roof, Philadelphia

Alto is obviously counting until the fall season and is not likely to release in two weeks. Jack Lynch however, never gives his patrons their money’s worth. Ross MacLean, who has taken hold of the Walton Roof show as well as doing a grand job of vocalizing. Show opens as usual with an overture for the big band, then a crew of Chorus girls in colored uniforms. There begins a couple of turns by a graceful dancer and the Capitol Girls. They then resume their routine well, leading off with a tumbler, swinging into a lange and then a host of other numers.

Violet Love, a pretty brunet, gives out the most amusing act of the evening. She has a selection of songs with a mite of topical material. She has a selection of songs with a mite of topical material.

BOBBY MATHIS is a modern dancer, displaying little talent. Oke! to look at, and with strong support from the orchestra manages to get by. Dick Hardin, steel-guitar strocker between dance sessions, does the singing of several pop tunes. His voice is pleasing, but his delivery is disappointing.

Virginia Devoll was one of brighter performers, doing a graceful nutty number and later repeating with a general semi-nude bunch number that was equally desirable. Also doing another pleasing act, contributing four top numbers with winning style. Team makes a good appearance.

Strong song specialties are contributed by "Rosey" Blakwior, whose mature voice has a ripe tenor voice, and Gretchen Werner, prime dona, who reaches the

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to The Bill-

board’s Material Protection Bu-

reau embracing all branches of the show business, but particularly to serve the Vaudeville, Night Clubs and the like.

Those wishing to establish idea or material protection and to have it described in a most scientific manner and to have the information necessary, please contact The Bureau. The Bureau will not be held responsible for material sent to and filed away under the "Protection Bureau." Send packages, accompanied by letter, correctly addressed, to "Protection Bureau," at Baer, 22 East 72nd St., New York City.

The Bureau is under every reasonable precaution to safeguard packages submitted for protection. Before sending material, the Bureau is to provide a means of establishing priority of ideas that is not within the power of the Copyright Office.
The Dome, Sherman Hotel, Chicago

The last word in streamlined bar lounges, located on the ideal corner of Clark and Randolph, trimmed with modernistic design by the World's Fair architects Holabird and Root. Blue and gold color combination, predominates, with indirect lighting effects used throughout the room. No tables, only a bar stretching out on each side of the lobby. A small, elevated circular stage looks down on one of the bars and presents a picture of continuous entertainment from noon till 2 a.m.

Should you prove a gold mine for the hotel, catering to both its guests and passersby. Drinks are reasonably priced. Marty Bloom, of the hotel staff, will double as manager and taking orders.

Due to the unusually small size of the stage only singles or doubles requiring little working space will be able to play here. Talk acts are a great disadvantage, naturally. "Orrin polka" is a break for the performers, so we will require a number of them weekly. When caught some nine acts were used in the after hours.

Earl Ridick, an old hand in emceeing cocktail lounge revues, has the stage here. His usual face here. His usual smile accompanies his speaking in an infinitely pleasant and melodious voice.

Dorchester Hotel, London

Being the off season, the regular floor is out, but swing entertainment is provided by two acts.

Here for the first time are the Stapletons, a dandy American dance team with concert band. Added appeal is provided by the grace and costuming of the girl and the ear-ringing musical orchestration.

Felows, International Juggler, companionably new to a night spot, is a sensation here. Does a 12-minute act downstair, will double here after the current ice revue exits.

The Three Aristocrats (villian, guitar and bass combination) are veteran instumentalists, entertaining frequently with vocal and musical novelties.

Sam Homberg

Tic-Toe-Tap, Milwaukee

Purely as color and as modernized structural glass front in several shades of green and maroon is the floor show at this newest local downtown nightspot.

Entertainment revolves around that laugh-provoking man, Bert Gilbert, with his band and tap dancing partners. This boy has plenty of stuff on the stage. He can sing. He can dance. He can juggle.

Tic-Toe-Dancers are line of swell steppers whose costumes and routines are first rate and whose looks are satisfying.

Tic-Toe-Toe is now under direction of Tom Nelson and Al Tuss. Completely remodeled and enlarged, it offers an equalization of light and regrettable atmosphere of this popular downtown nightspot. Patronage is being maintained by class trade during the early evening hours; policy of excellent food and fine entertainment is registering favorably.

Betty Grey, organist, and Darlene O'Day, soprano, have been retained as the opening act and intermission feature. Pair make an assessable combination, who with their popular ragtime, dance,上下, and Hammond organ and classical tunes via Mike Rittenhouse's piano.

Pauline Harris, acrobat, followed with a trick-quarter routine to "Arms," by Grace McCarthy, piano-playing soprano of popular songs, made a wonderful impression with an interpretation of such favorites as "Night Music," "Nightingale," and "Dream of You." Also doubles as band vocalist and is furnished with timbly vocal harmony by some of the orchestra members.

Carmela, Norma Delgado, youthful Spanish character team, closed the show strongly. Team offered a lively set of numbers, all tastefully costumed and supported with gay dancing. Much tangoed with a cape number. Carmela singing next with a flower offering and closed together and a fine dance of Seville. Girl on the floor makes a remarkable appearance.

Julie Duke and his six-piece outfit continue on the bandstand for the regular top-notch-to-order dance music, swinging out when the dancers display an inclination to give them their encore.

W. H. Padgett, back from his vacation, returned to his p.'s.

Sam Homberg

Club Mayfair, Buffalo

Under new management of Bernie Billietz and located in Williamsburg, just outside of Buffalo. Spot has been closed for a short while, but is now ready for opening.

Brought in from Elliott's lakeshore Al- bany and from the Catskills, the latest in the music in characteristic snappy style, for dancing and fun. In the regular floor-show accompaniment. With Al, who plays sax, are Bill Lawes, drums and cymbals; Lee Johnson, guitar; and sax; Cockey Chandra, sax and clarinet; Harmonic, piano; Al, bass fiddle; Eugene Adams, sax and clarinet.

Jimmy Fisher, emcee, is a fair-to-middling entertainer. His singing and introductory remarks lack the slight edge of time at times to get a crowd into the real floor show. His looks and pleasant personality are his chief assets.

The hot spot of the evening was the hilarious pair of Jolly Ben Johnson and Eddie Cole. One at the studio piano and the other about the dancing, tapping on heels, shoulders, knees and hands. Their routine is well trained and their attitude is a very good taste.

Edith Livingston, singer, has a pleasant voice and is easy on the eye. Additional praise to her for the limp she put across more favorably.

Barney Art, moved in from the Alhambra with the same act. The guys with sax and drums, and he plays em with his blurred operatic.


Dorothy Monroe is hostess. Walter Wilson, Jr., manages the bookkeeping and publicity.

Harral J. Warner

Walnut Room, Bismark

Hotel, Chicago

New show spotted in by Dave O'Kally, the manager with an eye for the lively and reticent atmosphere of this popular downtown nightspot. Patronage is increasing as the class trade during the early evening hours; policy of excellent food and fine entertainment is registering favorably.

Betty Grey, organist, and Darlene O'Day, soprano, have been retained as the opening act and intermission feature. Pair make an assessable combination, who with their popular ragtime, dance,上下, and Hammond organ and classical tunes via Mike Rittenhouse's piano.

Pauline Harris, acrobat, followed with a trick-quarter routine to "Arms," by Grace McCarthy, piano-playing soprano of popular songs, made a wonderful impression with an interpretation of such favorites as "Night Music," "Nightingale," and "Dream of You." Also doubles as band vocalist and is furnished with timbly vocal harmony by some of the orchestra members.

Carmela, Norma Delgado, youthful Spanish character team, closed the show strongly. Team offered a lively set of numbers, all tastefully costumed and supported with gay dancing. Much tangoed with a cape number. Carmela singing next with a flower offering and closed together and a fine dance of Seville. Girl on the floor makes a remarkable appearance.

Julie Duke and his six-piece outfit continue on the bandstand for the regular top-notch-to-order dance music, swinging out when the dancers display an inclination to give them their encore.

W. H. Padgett, back from his vacation, returned to his p.'s.

Sam Homberg

Night Club Management

By George Colson

Mutes of Patrons

Starting in 1940, the Ritz has rapidly become a big night in the Ritz-Carlton of its kind in Miami. Larry Flynn, local caramesin, using a limn, outfit, "shoots" customers in table and floor shows and gets some informal, and then the same day he takes the pictures when the films are on a portable screen in the club. This innovation in the night club field gave the name of people mentioned a lot during the session.

Horseshoe Stunts

TEX and Glee, radio entertainers who recently opened a night club on coupe ranch fashion in suburban Ohio township, sped Barlow on its business-getting a new last week by bringing in "world's smallest horse" to be shot on the dance floor by small act. Seats plates using the plate of a silver dollar forged from an automobile brake-rod.

Supplies Customers With Cost

ORDINARILY a scarce outdoor club where patrons may enjoy a class show under the stars, En-A-Bar Gardens, Kansas City, now can be moved indoors in less than three minutes should a sudden thunderhead decide to totally destroy the night's festivities. Walter Rainey, managing director, besides providing outdoor beauty white costs to be distributed to ton envevse themselves at outdoor tables in their shirt sleeves. The first drop of rain, according to Rainey's staff hurriedly out the costs, while the band moves inside the En-A-Bar building.

Table, chairs and everything is in place and, in just 180 seconds—as tested in performance—by this idea, is the nuts, only danger being trying to give all the gents a good fit in their temporary apparel.

Cass in on Lambeth Walk

FANNED at the advent of the Lambeth Walk, the Britisher's version of "Touchin'," several New York clubs are taking advantage of the revived interest in the low-cut foxtrot and Big Apple and are instituting amateur dance contests for their patrons.

First of these has been the Pepper Pot with a series that will highlight the Lambeth Walk and which will take in the fox-trot, waltz and schottische.

Finishes receive a bottle of champagne.

The (new, improved) Miryad Reflector, World's Most Novel Lighting Effect

FOR DANCE HALLS, PAVILIONS, SKATING RINKS, NIGHT CLUBS AND HOTELS.

A NEW IMPROVED DESIGN IN MIRRORS AND REFLECTORS. This is the only instrument that produces this effect and has the dash of excitement we are offering your hall. The cost is very little and the effect, with the movement of your guests, a pleasure to behold. Get our free illustrated folder and plans and see why you should be using Miryad Reflector Co.

New model: Electrically controlled; adjustable mirror, blinding in all positions, suitable for any size hall, in any color, comes complete and every part of service provided.

SUPERIOR QUALITY. BEST PRICE. TRULY INNOVATIVE. PROTECT PROFITS. USE TELL-PROFIT. "PERMANENT REFLECTORS" ARE NOT AVAILABLE.

For a full list of recent installations and full information write:

Miryad Reflector Co.

Cincinnati, Ohio

219-218 Post Square

Cincinnati, Ohio

Back to list of References
Producers Wary of Regulation Units; Favor Bands, Novelties
(Continued from page 3)

at cut salaries. Other producers report similar conditions.

Unit producers claim they are given the list of terminals they
must reach in their respective dates and usually have as opposition
shape up in the field to that information. Many producers say
they don’t have an assurance that adequate time will be
at least a sufficient guarantee to
cover the needs of the unit. This
understanding among vaude
production is expected to hold true
this season.

The more reliable vaude producers
complain unit booking is too
Even such major organizations as
contrast with the more reliable companies
would lay out an entire route. Now a
producer will do what they can. Little
bookers and indie theater owners
are taking bookings on a day-

Chorus girls are a problem, too, as many
of them have rehearsed endlessly for
weeks and months. They are paid a
hall and many have been stranded or
delayed. The result is that the chorus
girls run out of calls for vaude units,
producing a problem for the companies
work. The fact that several standard
vaude units are engaged in series of
short sessions, run into difficulty, with
strung out units last season has made
girls and chorus performers worry of
next season. The running times for
'29 are a big factor in this, as well as
were venturing east this spring and
Byron.

Despite the dark outlook, several
producers remain optimistic. In fact,
Lester Lee are reading a Blonde
Brigade show in New York this week;
Dahl Rogers and Jean Colwell, Rogers’
St. Louis, are preparing for their
November 5 at the Interstate,
time.
NIGHT CLUBS-VADEVILLE
September 10, 1938

More Vaude Reviews

State-Lake, Chicago
(Reviewed Friday afternoon, Sept. 1)

On paper it appears like the most
exhausted of the lot of this house
and yet from front it doesn’t add up strongly.

Stage-Lake, Chicago, has a team of equestrians,
and nonsense Lunas and his guitar furnish some
16 minutes. Stage-Lake, Chicago, has a
vocalist, a lovely looker, a sight for the
female audience and a “tubert”, all
a looker. Lunas and his guitar furnish some
16 minutes. Stage-Lake, Chicago, has a
vocalist, a lovely looker, a sight for the
female audience and a “tubert”, all

Viewed by Ed Sullivan.

Lowe’s State, New York
(Reviewed Thursday afternoon, Sept. 1)

Ed Sullivan is back at the State this week
as an amusee numeaut and
in the spectacular “Parade of the
twirled moon dance contest. Ball took place
waltzing, fox-trotting and
day (31) and the winners hardly
who are the only troupeever to
when they opened here the next morning.

At the risk of seeming radically un-
professional, this writer asserts that Sir
Astaire, Rogers, Velozes and Yolandas and
take no part in the competition. It is
surprising that all of the contestants
entered in this annual affair the best
of which have been produced
school stiffness and awkwardness dis-
played.

Dancing may be found in the
court and on the stage.

Show caught the fourth perform-
ance, an hour later, and the day
should have worn off by then. Only
to show such a show full or
not show and the emotions of
the audience

Three-act professional entertainment
of C. Clark, is not going to
the inquisitive.

Maurice, of Quebec, was
the first time.

Reviews of Acts

Sally Clark

And he was amusingly doing
as a commentator for a reel of
“movie fluff”, collection of old-time
pictures, and some songs by
Sally Clark, with the words and
the middle of the stage
were unrecognizable and
clearly done by machine.

Three-act professional entertainment
of C. Clark, is not going to
the inquisitive.

Maurice, of Quebec, was
the first time.

Reviews of Acts

Sally Clark

And he was amusingly doing
as a commentator for a reel of
“movie fluff”, collection of old-time
pictures, and some songs by
Sally Clark, with the words and
the middle of the stage
were unrecognizable and
clearly done by machine.

Three-act professional entertainment
of C. Clark, is not going to
the inquisitive.

Maurice, of Quebec, was
the first time.

Reviews of Acts

Sally Clark

And he was amusingly doing
as a commentator for a reel of
“movie fluff”, collection of old-time
pictures, and some songs by
Sally Clark, with the words and
the middle of the stage
were unrecognizable and
clearly done by machine.

Three-act professional entertainment
of C. Clark, is not going to
the inquisitive.

Maurice, of Quebec, was
the first time.

Reviews of Acts

Sally Clark

And he was amusingly doing
as a commentator for a reel of
“movie fluff”, collection of old-time
pictures, and some songs by
Sally Clark, with the words and
the middle of the stage
were unrecognizable and
clearly done by machine.

Three-act professional entertainment
of C. Clark, is not going to
the inquisitive.

Maurice, of Quebec, was
the first time.

Reviews of Acts

Sally Clark

And he was amusingly doing
as a commentator for a reel of
“movie fluff”, collection of old-time
pictures, and some songs by
Sally Clark, with the words and
the middle of the stage
were unrecognizable and
clearly done by machine.

Three-act professional entertainment
of C. Clark, is not going to
the inquisitive.

Maurice, of Quebec, was
the first time.

Reviews of Acts

Sally Clark

And he was amusingly doing
as a commentator for a reel of
“movie fluff”, collection of old-time
pictures, and some songs by
Sally Clark, with the words and
the middle of the stage
were unrecognizable and
clearly done by machine.
Radio City Music Hall, New York

(Restored Thursday Evening, Sept. 1)
Music hall's stage show to accompany old movies.

Stark, and then the act strives to be color, but lacks punch. Opening day saw the act's first performance at the last show stage.

Radio City Orchestra and the new Mrs. E. Pearl Widow operetta, with some of the most colorful, but lacks punch. Opening day saw the act's first performance at the last show stage.

Radio City Orchestra and the new Mrs. E. Pearl Widow operetta, with some of the most colorful, but lacks punch. Opening day saw the act's first performance at the last show stage.

Roxy, Salt Lake City

(Reviewed Tuesday Evening, August 20)
Manager Andy Flor has again started an act in Salt Lake City, where he calls the Big Magic Rhythm. Paul Saylor, of Los Angeles, helped assemble this show for presentation to audiences at the Roxy. The effect is grand, but lacks punch. Opening day saw the act's first performance at the last show stage.

This is the day that Miss Frances R. Raab, of Philadelphia, scored a hit with her novelty act.
Burlesque

By BOB EMMET
(Communications to New York Office)

WASHINGTON, September 10, 1938

EDDIE DOYLE, who back in 1898-99 was drum major with the Al O. Field Minstrels and who later appeared with other groups under the name of Minstrel Wednesday, presided over the minstrel desk Thursday of last week (1), accompanied by Mrs. Doyle. The Doles, who for many years operated their own tabloid units over the Gas Sun Time, now are the Christmas parade drum major and baton-spinning pair in interiors. In his address, the doyen of the field presented us a photo of the old Field Band of the era, which later appeared in the "Show Family Album" in The Billboard.

"I READ IN a recent issue a reminder by Walter B. Leonard, on Billy Delano (Billy Delano), with Leonard mentioning that Billy carried his b.o. in his first part-bill posters, leading the audience to believe that he was deformed," writes Milt Ludwig from Troy, N. Y. "Well, Bill had his own 20-person show in 1924, with Billy doing the escape ends. I believe this was the first motorized device used on the road. Among the boys with us that season were Ed LeBaron, Ray Delano, Maynard Berg, Leon Delano, Gabe Festa, Mel. Al Miller, Harry Sturges, Cliff Babbitt, John Craig and others whose names I can't remember."

"RUSTY" WILLIAMS, erstwhile minstrel endman, is still doing blackface and part-time interiors with his own show in North Carolina. "Like to read the column," writes the veteran. "It makes one think of the old 11-liners and the fun we used to have."

EDDY EARL DAHR JR., of Harrisburg, Penn., has been holding out a world's record for continuous running for eight months. Besides that, he claims to hold the record for eight months. Besides that, he claims to hold the record for running an average of three miles an hour, 24 hours a day, 365 days a year. We have never heard of such a record. Perhaps one of our readers can enlighten us. We know that Eddy is a big fan of Benton Grimm, and in line for the honors, has recently been without a hall at Beltin Springs Park. Being Spring Park, Pa., August 21, witnessed the event, says Dahr, were some of the most important people in town and the judges and Vance Haar, park manager.

WALKABOUT MARATHON ENDURANCE CONTEST OPENING SEPT. 15
JEFFERSON CITY, MO.

A virgin spot with a draw of 200,000. Town in excellent condition and the family will be very happy to have you. They will make the money. If you have good wardrobe and can handle your own publicity, let us hear from you; also Trainers, Nurses, Judges and M.C.'s, write at once. Do not wire collect.

Contestants who get here now will have to be entered before opening. If You Are Accepted, DO NOT WRITE TO STADIUM, Jefferson City, Mo.

All Kids Knowing KING BRADY or MICKEY BRENNAN COME AT ONCE.

"Don't Stop 'Til You Dance A WINNER WITH POP" NEXT CONTEST OPENS IMMEDIATELY AFTER PRESENT SHOW CLOSES. Large City — Contact At Once.

POP" DUNLAP SHEEAN HOTEI, Chicago, Ill.
CINCINNATI, Sept. 5.—Capt. Billy Bryon, of the Bryant Showboat, not in the midst of its eighth summer season, and just returned from a long trip up and down the Ohio River, has the earmarks of a natural when he is arranged for the opening of its 1934 season of the Croaker Ball Night to be held on the showboat this week.

Mrs. Edward J. Quinn, diocesan director of the CYO, will present a special address for the benefit of the Sacred Heart School in Kansas City.

Misses Helen R. Carr, Willard Herber- s, and John F. Collins, together with Misses Beulah and Evelyn George, the bass fiddlers, who conducted the baseball games for the club, are expected to be in town.

Members of the Minut's Music Band will furnish the music for the occasion, and "Frenchy" Bordage, Pepper Martin and Lea Wurzel of the St. John Cardinale, will make their appearance on the stage with the Bryant troops in a Jack Dalton's Revenge.

Members of the Cincinnati Reds and St. Louis Cardinals baseball teams have been invited to the opening of the show and will be generous with their autographs.

The Cincinnati Reds and St. Louis Cardinals baseball teams have been invited to the opening of the show and will be generous with their autographs.

Hoffner-Vinson Hi Lites

SPARTA, Ga., Sept. 2.—Weather has been plenty hot and the local swimming pool has been a popular place with the young people.

Jack Wilson, a former trooper, was visited at Washington, Ga., his home.

Wayne, Ga., Sept. 2.—Former trooper, was visited at Washington, Ga., his home.

WASHINGTO N, Sept. 2.—Former trooper, was visited at Washington, Ga., his home.

An embarrassing moment occurred at Commerce. Band was asked to play "America the Beautiful" on the 25th anniversary.

Billby's Briefs

NEBRASKA CITY, Neb., Sept. 2.—The parade marchers were made up of all of the citizens of the area.

An embarrassing moment occurred at Commerce. Band was asked to play "America the Beautiful" on the 25th anniversary.

Billby's Briefs

NEBRASKA CITY, Neb., Sept. 2.—The parade marchers were made up of all of the citizens of the area.

An embarrassing moment occurred at Commerce. Band was asked to play "America the Beautiful" on the 25th anniversary.

Billby's Briefs

NEBRASKA CITY, Neb., Sept. 2.—The parade marchers were made up of all of the citizens of the area.

An embarrassing moment occurred at Commerce. Band was asked to play "America the Beautiful" on the 25th anniversary.

Billby's Briefs

NEBRASKA CITY, Neb., Sept. 2.—The parade marchers were made up of all of the citizens of the area.

An embarrassing moment occurred at Commerce. Band was asked to play "America the Beautiful" on the 25th anniversary.

Billby's Briefs

NEBRASKA CITY, Neb., Sept. 2.—The parade marchers were made up of all of the citizens of the area.

An embarrassing moment occurred at Commerce. Band was asked to play "America the Beautiful" on the 25th anniversary.

Billby's Briefs

NEBRASKA CITY, Neb., Sept. 2.—The parade marchers were made up of all of the citizens of the area.

An embarrassing moment occurred at Commerce. Band was asked to play "America the Beautiful" on the 25th anniversary.

Billby's Briefs

NEBRASKA CITY, Neb., Sept. 2.—The parade marchers were made up of all of the citizens of the area.

An embarrassing moment occurred at Commerce. Band was asked to play "America the Beautiful" on the 25th anniversary.

Billby's Briefs

NEBRASKA CITY, Neb., Sept. 2.—The parade marchers were made up of all of the citizens of the area.

An embarrassing moment occurred at Commerce. Band was asked to play "America the Beautiful" on the 25th anniversary.

Billby's Briefs

NEBRASKA CITY, Neb., Sept. 2.—The parade marchers were made up of all of the citizens of the area.

An embarrassing moment occurred at Commerce. Band was asked to play "America the Beautiful" on the 25th anniversary.
ACTS, UNITS AND ATTRACTIONS

(Route is for current week when no dates are given.)

Allen, Stuart (Essex House) NYC, b.
Allen, El (Palmer House) Chi, h.
Andrews, Vaughn (New Yorker) N.Y., b.
Ariza, Raul (Madrid) York, s.
Arens & Millington (Montreal) N.YC, h.
Arturo de los Santos (Theatre Imperial) Paris, h.
Arista, Frances (Palace) N.Y.
Arnold, Billy (Empire) Bosto.
Arnold, Joe (Plaza) N.Y.
Arnold, Billy & Ronnie (Providence) R.I., e.
Baird, Bill (The Dome) Chi, re.
Baird, Doris, (20th Street) N.Y.
Baker, Paul (La Salle) Chi, h.
Baker, Thomas (Delmonico's) Stockton, Calif., b.
Baker, Thomas (Lenox) N.Y., b.
Baker, Robert (LaSalle) Chi, b.
Bark, Howard (Sherry) N.Y.
Barthes, (Red Light) N.Y.
Barlow, Eliza (State) N.Y.
Barlow, Joan (State) N.Y.
Barlow, John (State) N.Y.
Bart, John (State) N.Y.
Bart, Robert (State) N.Y.
Baskin, Eddie (Newport) Ky., e.
Beahrs, Evert (Old Manhattan) N.Y.
Beardsley, Arthur (Old Manhattan) N.Y.
Beardsley, Arthur (State) N.Y.
Beaumont, Brilliant (Glass Hat) N.Y.
Beauvoir, Robert (Newport) Ky., e.
Beauties, The (State) N.Y.
Begley, Art (Gay) N.Y.
Benedict, Millicent (Biltmore) Bosto.
Benedict, Millicent (Gay) N.Y.
Bengal, The (Gay) N.Y.
Bengal, The (State) N.Y.
Benevolence, Rafe (Oriental) N.Y.
Bennett, William (State) N.Y.
Berge, Art (Old Manhattan) N.Y.
Bergen, Arline (State) N.Y.
Bergen, Arline (State) N.Y.
Bersin, Bill (Gay) N.Y.
Berwick, Arthur (Gay) N.Y.
Bertinelli,浦, (Gay) N.Y.
Berthold, Arthur (Lake Shore) N.Y.
Berry, Jack (Lake Shore) N.Y.
Berry, Jack (Lake Shore) N.Y.
Bishop, Bruce (State) N.Y.
Bishop, Bruce (State) N.Y.
Bishop, Bruce (State) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
Blackford, (Sunny) N.Y.
September 10, 1938

BLACKBURN—Aaron, 80, father of Harrison Black Blackburn, one-man circus attraction, burglars in the Circus of complications in Dahlia Aug.

BROWN—Percy L., 70, dean of Survivors of Mrs. Percy L. Brown, of Columbia, S. C., of a heart attack. Brown was formerly mayor for many years in Duluth, Minn., and was a member of the House of Representatives. Survived by his wife, a sister, and a daughter.

CAMPBELL—Allie, 35, contestant in the August 30, 1938, World's Fair at Madison, Wis., fairgrounds, August 28 in a head-on collision with a freight train. Campbell was a member of the general staff of the World Fair for several years. Survived by his wife, a brother, and a sister.

LAPPERTY—Ned, 74, old-time vaudeville comedian, at his home in Wichita, Kan., August 31. He also was a vaudeville performer in his younger days. Survived by his wife, two sons, and a daughter.

LEONHART—Leon, 63, manager and concessioner on the State Fair for August 30 when his plane crashed in a head-on collision. He had been connected for a number of years in the theatre and vaudeville world. He was married to Mrs. J. Augustine Jones, Christy Bros. and other.

MULLANY—Mrs. Helen, 45, wife of Tommy Mullany, vaudeville and burlesque comedian, August 1 in Denver. She was married to Mullany in 1926. Survived by her husband, a sister, and a brother.

NANCE—Robert, 80, in an automobile accident at Des Moines, Ia., August 31. Nance was a member of the United States Navy in World War I. Survived by his wife, 10 children, and 18 grandchildren.

PITTSBURGH—the city's favorite headliner, in an automobile accident near New Castle, Pa., August 31. He was married to his wife, who survives him.

RICHARDS—Marie, 82, widow of Will, who was a member of the Society of London, September 1 in Los Angeles. Survived by her surviving brother, and a niece.

SMITH—Frank, 53, manager for many years of the San Francisco Chronicle, August 31 in an automobile accident. Smith was a member of the Associated Press for many years.

TILLEY—James L., 52, member of the Viking Quartet, August 23 in a heart attack. Survived by his wife, a brother, and sister.

LAM—Chon, 62, of the American Tobacco Company, August 31. Survived by his wife, a brother, and a sister.

LAN—Mae, well known to outdoor theatre-goers, August 31. Survived by her husband, Paul, concessioner with Marks Shows.

LEONHART—Lovery, 40, clowns with the Big White, August 28. He was married to Mrs. J. Augustine Jones, Christy Bros. and others.

MULLANY—Mrs. Helen, 45, wife of Tommy Mullany, vaudeville and burlesque comedian, August 1 in Denver. She was married to Mullany in 1926. Survived by her husband, a sister, and a brother.

NOBLE-Samuel, 70, in an accident near Denver, Colorado, August 31. Noble was a member of the United States Navy in World War I. Survived by his wife, a daughter, and a son.

HOLMES—Haynes, 80, Aug. 30 in a head-on collision with a freight train.

TILLEY—Joseph, 52, of Princeton, Ila., Aug. 29 in an automobile accident outside of Princeton. Deceased was the owner of the Tilley Shows for 35 years. He was married to Mrs. J. Augustine Jones, Christy Bros. and others.

TAINE—Gladys, 25, of Princeton, Ila., Aug. 29 in an automobile accident outside of Princeton. Deceased was the owner of the Tilley Shows for 35 years. He was married to Mrs. J. Augustine Jones, Christy Bros. and others.

THOMAS—Carroll, 53, operator of the Oakie Shows, Aug. 29 in an automobile accident outside of Princeton. Deceased was the owner of the Tilley Shows for 35 years. He was married to Mrs. J. Augustine Jones, Christy Bros. and others.

WILLIAMS—Henry, 55, owner of the Oakie Shows, Aug. 29 in an automobile accident outside of Princeton. Deceased was the owner of the Tilley Shows for 35 years. He was married to Mrs. J. Augustine Jones, Christy Bros. and others.

TILLEY—Theodore R., 80, director of the American Agricultural Society, Aug. 29 in an automobile accident. Survived by his wife, the elder 2, and a brother.

MULLANY—Mrs. Helen, 45, wife of Tommy Mullany, vaudeville and burlesque comedian, August 1 in Denver. She was married to Mullany in 1926. Survived by her husband, a sister, and a brother.

NANCE—Robert, 80, in an automobile accident at Des Moines, Ia., August 31. Nance was a member of the United States Navy in World War I. Survived by his wife, 10 children, and 18 grandchildren.

RICHARDS—Marie, 82, widow of Will, who was a member of the Society of London, September 1 in Los Angeles. Survived by her surviving brother, and a niece.

SMITH—Frank, 53, manager for many years of the San Francisco Chronicle, August 31 in an automobile accident. Smith was a member of the Associated Press for many years.

TILLEY—James L., 52, member of the Viking Quartet, August 23 in a heart attack. Survived by his wife, a brother, and sister.

LAM—Chon, 62, of the American Tobacco Company, August 31. Survived by his wife, a brother, and a sister.

LAN—Mae, well known to outdoor theatre-goers, August 31. Survived by her husband, Paul, concessioner with Marks Shows.

LEONHART—Lovery, 40, clowns with the Big White, August 28. He was married to Mrs. J. Augustine Jones, Christy Bros. and others.

MULLANY—Mrs. Helen, 45, wife of Tommy Mullany, vaudeville and burlesque comedian, August 1 in Denver. She was married to Mullany in 1926. Survived by her husband, a sister, and a brother.

NOBLE-Samuel, 70, in an accident near Denver, Colorado, August 31. Noble was a member of the United States Navy in World War I. Survived by his wife, a daughter, and a son.

HOLMES—Haynes, 80, Aug. 30 in a head-on collision with a freight train.

TILLEY—Joseph, 52, of Princeton, Ila., Aug. 29 in an automobile accident outside of Princeton. Deceased was the owner of the Tilley Shows for 35 years. He was married to Mrs. J. Augustine Jones, Christy Bros. and others.

TAINE—Gladys, 25, of Princeton, Ila., Aug. 29 in an automobile accident outside of Princeton. Deceased was the owner of the Tilley Shows for 35 years. He was married to Mrs. J. Augustine Jones, Christy Bros. and others.

THOMAS—Carroll, 53, operator of the Oakie Shows, Aug. 29 in an automobile accident outside of Princeton. Deceased was the owner of the Tilley Shows for 35 years. He was married to Mrs. J. Augustine Jones, Christy Bros. and others.

WILLIAMS—Henry, 55, owner of the Oakie Shows, Aug. 29 in an automobile accident outside of Princeton. Deceased was the owner of the Tilley Shows for 35 years. He was married to Mrs. J. Augustine Jones, Christy Bros. and others.

TILLEY—Theodore R., 80, director of the American Agricultural Society, Aug. 29 in an automobile accident. Survived by his wife, the elder 2, and a brother.

MULLANY—Mrs. Helen, 45, wife of Tommy Mullany, vaudeville and burlesque comedian, August 1 in Denver. She was married to Mullany in 1926. Survived by her husband, a sister, and a brother.

NANCE—Robert, 80, in an automobile accident at Des Moines, Ia., August 31. Nance was a member of the United States Navy in World War I. Survived by his wife, 10 children, and 18 grandchildren.

RICHARDS—Marie, 82, widow of Will, who was a member of the Society of London, September 1 in Los Angeles. Survived by her surviving brother, and a niece.

SMITH—Frank, 53, manager for many years of the San Francisco Chronicle, August 31 in an automobile accident. Smith was a member of the Associated Press for many years.

TILLEY—James L., 52, member of the Viking Quartet, August 23 in a heart attack. Survived by his wife, a brother, and sister.

LAM—Chon, 62, of the American Tobacco Company, August 31. Survived by his wife, a brother, and a sister.

LAN—Mae, well known to outdoor theatre-goers, August 31. Survived by her husband, Paul, concessioner with Marks Shows.

LEONHART—Lovery, 40, clowns with the Big White, August 28. He was married to Mrs. J. Augustine Jones, Christy Bros. and others.

MULLANY—Mrs. Helen, 45, wife of Tommy Mullany, vaudeville and burlesque comedian, August 1 in Denver. She was married to Mullany in 1926. Survived by her husband, a sister, and a brother.

NOBLE-Samuel, 70, in an accident near Denver, Colorado, August 31. Noble was a member of the United States Navy in World War I. Survived by his wife, a daughter, and a son.
NOTE—Mail held at the various offices of The Billboard is classified under the respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis before noon of the following Monday. Failure to do this will result in the return of the mail to the person of origin. All complaints of those concerned will be repeated in the following issue.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
set with Boomerang; Clif Wilson, never looked
Mexico, Dallas, assurance
Norman Bartlett, circus
in with the Robinson, and Sparks shows first.
next City, departs
A. W. Frahan, president of the Circus Pansa of America and president
a brief New York vistor following his conference with American Federation
Labor officials in Atlantic City. Wagner is one of the leaders in the CFA's
WP A Federal Theater Project is preparing
the circus for publishing in book form.
F. H. Wagner, president of the company is
preparing the manuscript... J. R. Brinker, of the Ringling-Barnum Corp.
department, took the trick for the Barnes-Sells-Photo show.

Hartmann's Broadcast

THERE never can be too much said in favor of the radio station that keeps its finger
on the pulse of the people. WCBS radio on the value of a carnival to a
city. The most modern of the Royal American folks keeping up the
good work about which we told you last week.

At the Tri-State Fair in Superior, Wis., last week, the daily paper
and radio stations seemed interested in the stories. And speaking of a large
radio broadcast from the Tri-State Fair, the reporters can get
pendulums and information already printed by The Billboard in past issues
of recent publication. The 1938 edition of the show should be
reprinted herewith, followed in

"Employees Spend $2 Daily While in City,"
"Owners of the Royal American Shows, Milwaukee, Wis., claim the
Tri-State Fair, estimate that the business of the carnival is not
beulog posted not less than 82 cents daily while in Superior.
Approximately 1,000 people are connected
with the show, owners said, and
spent daily by the employees here.

This year the show includes acts
incurred by the show in purchasing of the performances, Amusements, Natal
hunting purposes or other incidents, Amusements Worlds and Curtis and Elmer Velos, owners, declare.
The Royal American Shows turn to the
money taken in at the fair.

As usual, the Royal American
Shows is an agency for reviving
the employment of all types of business in some manner
by the entertainment enterprise, owners reported.

"We see more carnivals get behind this
good work."

F. D. District President John L. Cuthbert carries out his threat—and we don't
expect a repeat. His statement, however, will have a much different appearance
on the Allied Shows Fair this year. Last spring the D. A. B. Central
borders on the exhibition of games, and he now says there will be no exceptions to this order at

Games operated for cash and
those where the public has no chance of win-
ing should be barred from fairs,
educational institutions that they are, but putting the kibosh on straight merchandise
wheels and other stock concessions

having an element of chance is going to
put a big crimp in Allentown's mid-
way receipts, it is almost a certainty. And
how much the fair will lose, it is going to lose
a public of a fun which is expected

It is too bad Allentown did not follow the lead of the World's Fair by
building a big fair, which for several years we have been trying to
incorporate under the name of "Booster," a method of operation of concession
games—J. F. Murphy, should you care to
ask him, has the answers to a consideration
of their merits. Now every-
agency has a booster, and this is a
official and, most important of all, the public.

Performers and workers don't want to see all the fairs
in the world! They believe they
want their own organization, especially
since the labor trouble which resulted in the closing of the Ringling-Barnum
circus at Berrien, Pa. Performers who are not asked to show at the time will attest to this.

A KICK about wages of ride foremen
and ride help comes from John Youngs, apparently a ride of the, and
245 East 34th street, New York City. He knows how some carnival
owners expect such employees to get a wage of $15 a week, and especially when there

"I have been on shows this season,"
says Youngs, "thought the wages which I have been paid were much lower than
the men paid who work with the.

If the shows of the guilty owners
will be looking forward to the
next run, it is not long after
the ride men with advertising things that can be
readily be seen why the wages are
some instances conspicuous by their
absence. But what can be done about it? Nothing,
except that all the admittance to
creditable ones will take their places.

If I am complaining for daily
newspapers to crack down on carnivals
are left to the discretion of the owners,
shows for law violations and doing
things considered objectionable for
the guns at those locally responsible, the
name of the show, so long that when

"We think the time has come when the
responsibility for our lack of law enforcement
by the city is
abiding citizens of this community who have the best interests of business,
most in their hearts are entitled to know when there is failure of enforcement."

Notes From the Crossroads

By N A T G R E E N

FAIR DAYS are happy days, and it
does one's heart good to see huge
atmosphere and general business
stands, midway and exhibit halls. We
visit the famous Beer Garden, Garden of
Belles of Liberty, Ralph A. Hankinson's
amusement park, and V. A. Shackelton's
amusement park, and V. A. Shackelton's
fireworks at Wisconsin State Fair, and it
is a great pleasure to write that both
the fairy tale for Dimes and the same
bargain, Saturday afternoon. A grandstand
stands were so great they had to
be held to capacity. Same thing—and they
were the last day, giving Iowa State Fair one of
the biggest weeks of the season.
On the Beckmann & Corey midway stands without doing the business.
And, by the way, B. R. G. have a

takeover, towers and fronts making a
good job.
The office wagon and its accompanying reception top were a favorite meeting
place for Rodolph Hennings, Mason W. Jencks, Noble C. Fairly, M. E. (Pat) Barb- 
cen, Frank P. Dufeld, Ida Cohen (they are calling her the insurance export from
Chicago), Larry Hogan, Phil Little and others dropped by while we were there, and
Fred, Barney, "hee" and Walter Hale

September 10, 1938

The Billboard 27

The Largest Circulation of Any Amusement Publication

Member Audit Bureau of Circulation

Published Every Week

By The Billboard Corporation

R. S. LITTLEFORD, Sr. President
E. W. RANDOLPH, President and G. GENERAL-MANAGER

A. C. HANSON, EDITOR

Outdoor Sales, 426 Peter Street, Cincinnati, Ohio

Indoor Sales, 1664 Broadway, New York, N. Y.

Telegram Address: Billboard, New York

Telephone: Main 2-0515

Branch Offices:

BRANCH OFFICES: NEW YORK—5th Floor, 117 West 46th Street, New York, N. Y.
ATLANTA—10th Floor, The Coca-Cola Bldg., Atlanta, Georgia, (A. C. Hanson, Prop.)
PHILADELPHIA—1st Floor, 1327 Logan Bldg., Upper Darby, Pa. (A. C. Hanson, Prop.)
CHICAGO—4th Floor, 601 S. Dearborn St., Chicago, Ill. (A. C. Hanson, Prop.)
SAN FRANCISCO—415 Ocean Bldg., Francisco, Calif. (A. C. Hanson, Prop.)
MINNEAPOLIS—6th Floor, First National Bldg., Minneapolis, Minn. (A. C. Hanson, Prop.)
RENTAL OFFICE: 360 Broadway, New York, N. Y. (Jesse S. Lipton, Prop.)

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, $6.00; Two Years, $11.00. Canada, Mexico, Europe, and
Canada, in the latter instance, full year, $11.00. Single copy, 25 cents.

For foreign post office use, address The Billboard, Dodgeville, Wis. 53533, or 2720 Boardman, Chicago, Ill. 60616.

To order, see your newsdealer or direct to:

THE BILLBOARD, 260 MADISON AVE., NEW YORK, N. Y.

Vol. L  SEPTEMBER 10, 1938. No. 37

The Billboard was a weekly publication focused on the amusement industry, covering news, reviews, and information about carnivals, circuses, and other entertainment venues. The issue features articles on various fairs and events, including the World's Fair in Chicago, with detailed reports on the attractions, business, and developments in the industry. The magazine also includes columns on radio broadcasts, notes from the crossroads, and various advertisements. The layout and design reflect the period's graphic style, with typewritten text and minimal use of images or illustrations.
WPA Big Top Is Destroyed

Lost in fire at Throgs Neck, Bronx—stand best of the season

THROGS NECK, Bronx, N. Y., Sept. 3.—The WPA Federal Theater Project's circus was destroyed by fire here last night, according to a report received at 8:30 a.m., August 27. About 10 minutes after the theater went up in flames, the rear-center grand stand and the center ring were totally destroyed, leaving a few of the structures up with a 40 and two 90s. Joe Will, superintendent, said that all of the workers had worked hard and managed to save all of the performers' equipment. Another top had been saved by the fire.
W. B. Fox Blasts Circus Blast

CINCINNATI, Sept. 3—The Jackson (Miss.) Clarion-Ledger recently carried the following in its editorial columns:

"In recent months a number of circuses have moved about the country, and all and silently slid away to the bankruptcy courts, but in the midst of the general chaos and confusion, one body managed to survive.

"Walter B. Fox, general representative of the W. B. Fox Circus, spoke to the press yesterday, replied to this comment, writing the editor as follows:

"'Has anybody missed the circuses? Yes. What a fun they have missed! Children of hundreds of adults to whom the circus will always be the great American who gave them their first taste of magic. One that knows the world knows the circus as it is known by this country and the country.

"This is the only one of the amusement business that has never required a bankruptcy court to protect its interests."

Greenlaw and Others Pay Tribute to James Randolph

ELK CITY, Okla., Sept. 3—L. B. Greenlaw, publisher, man for circus for 24 years, who was in this city shooting for Barker & Watts Circus recently, visited the grave and paid his respects to the man who gave him his first circus job.

"James (Jim) Randolph, Randolph was at home doing the books for the circus for 30 years.

Greenlaw was accompanied by a party of 14 of whom also worked under Randolph. They were M. L. Wirth, William Durant, Herbert Goerke and Glenn Edwards. The group visited the graves in Fairlawn Cemetery.

Patterson Biz Good; Show is in 18th Week

CINCINNATI, Sept. 3—Frank J. (Doc) Patterson, general agent of Patterson Bros. Circus, has just returned from a trip to St. Louis, Mo., where he states that show has good business at this time.

Program is under direction of Earl S. Patterson, who is among the most capable and experienced men in the world. Joe May has the Wild West con.

E. B. Ferren is best assistant manager for the show. Joe May has the Wild West con.

Robert G. King says that he has left the Mighty Haag Circus.
JACK FLETCHER, who was on the No. 1 car of the The Corral River Jack and Kelly Lee design for the bucking horse at Old Faithful Lodge, Yellowstone Park, Wyo., will be in Houston, Tex., for the 1963 South Plains Fair in Lubbock, Tex., soon.

MIKE PRIEBHE, trick roper, formerly of the Monroe (N. Y.) Clippers, will have his new (right) technique of roping the rodeo to be held in Austin Springs, Texas, which is being run by the Junior Chamber of Commerce.

JESS GOODSEND won all day money in the three-calf roping events at the VFW Rodeo in Liberal, Kans., 1967. The show was directed by Henry and Curtis Noll and Carl Williams.

BURT NORTHUP and his educated pony, Bees, Billy Ken and his Roman auto jumping team, and Bud Nelson, trick rider, closed with the J. E. Ranch Rodeo (Alton, N. Y.), left for the Piedmont Rodeo at Statesville, N. C.

OFFICIALS of the three-day rodeo to be held in Duncan, Okla., are Fred Alford, Kay Jones, rodeo announcer, and Pete Adams, announcer and manager. They have not yet been contracted to furnish the stock.

OKLAHOMA CURLEY ROBERTS and Fredie Clancy were visitors to the New York Stock Exchange, where Curley's departure for the Southwest, his son, brother, Roberts, in Pitt, W. Va.

JACKSONS Reunion Rodeo Association presents the 30th annual rodeo at Statesville, N. C., on opening day at 8:30. C. B. Crowder, W. A. Norris and E. E. Ellis are the incorporators.

R. E. HICKKEY left Chicago Friday to be present at the VFW Rodeo. He is interested inacic lity work on the rodeo to be held in Duncan, Okla., and he弘扬ized the fact the event will be a big success. His interest in the annual rodeo under Barnes-Guthrie direction, with Fred Kressmann as arena secretary.

FOUR COUNCORS, Mary Parks, Rose Davis, Nellie Rogers and Alie Gordon, voted for prize money at the rodeo held in Duncan, Okla., but they feebly said it was the bucking horses and the horseman. The cowboys' bronc riding winners were held in Duncan, Okla. They have been continued to furnish the stock and manage the arena.

COLLINS RODEO is playing to good business in Tennessee, according to Dixie Williams. Line-up includes Jack Anderson, Virginia Little, whip and shooting act, Paul Hancock, Johnston City, Illinois, roping and trick riding, Old Thunder, Chief of the Cowboys, Chief Washington and Rose, with her horse, Sonny Boy, who have joined the Bob Feltz Rodeo.


WPV Rodeo, in Shreveport, La., August 25th. The rodeo was played on the south side of the ledger, according to sponsors. Thursday, August 29th, the rodeo drew about 4,000. Matinees were held Saturday and Sunday of this week. This is the first night events. Charlie Evans was present at the rodeo.

MAYOR MAURICE FRIBIN of Boston is presented with a 10-packet hat by Bob Morton (right) during the recent 15-day second annual Rodeo and Wild West Combined at Suffolk Downs,_uart direction of George A. Humm and Charles Sparkman. Joseph, M. Lewis, assistant ruler of the elites, looks on. Morton was general manager of the event.

POWER HILL JACK and Kelly Lee design for the bucking horse at Old Faithful Lodge, Yellowstone Park, Wyo., will be in Houston, Tex., for the 1963 South Plains Fair in Lubbock, Tex., soon.

JOHNNY MULLEN has been contracted to furnish the bucking horses for the six-night rodeo to be held in connection with the 60th annual South Plains Fair. The rodeo is being run by the Junior Chamber of Commerce.

JESS GOODSEND won all day money in the three-calf roping events at the VFW Rodeo in Liberal, Kans., 1967. The show was directed by Henry and Curtis Noll and Carl Williams.

BURT NORTHUP and his educated pony, Bees, Billy Ken and his Roman auto jumping team, and Bud Nelson, trick rider, closed with the J. E. Ranch Rodeo (Alton, N. Y.), left for the Piedmont Rodeo at Statesville, N. C.
Rinks and Skaters

Claude R. Ellis
(Cincinnati Office)

A RHABILITIES have been completed for a tour of the United States by the Lindstone dance team, it was announced by Secretary-Treasurer Fred A. Martin, Roller Skating Rink Operators’ Association of the United States, from his office in Arena Gardens Rink, Detroit.

"For the benefit of those not familiar with the game, there is a brother-and-sister team from England, very proficient in the art of roller skating. Jimmy having won the British roller-skating championship for two years and he and John having won the British roller-skating championship for the past two years," he said. "Therefore after a film of them had been shown to the members of the REBOA last April, members of the REBOA, feeling that in so doing they would benefit roller skating throughout the country, took the initiative to bring this couple over here to give demonstration of their work and thus add incentive to patrons towards finer and more intricate work in the graceful art of roller skating."

"For the information of those in West Coast and Mid-Western cities, who are public to there that the association feels honored by the wholehearted cooperation given by T. L. Krider, W. J. Betts and Robert T. Leitzel of Salem, Ore.; S. W. Wash. and Portland, Ore., respectively, but particularly, Mr. Leitzel, who has the Lindstones in the United States we have no idea whether there are so many in that distance. Otherwise patrons of those rinks would have had the opportunity of seeing them."


British roller-skate dancing champion

"For the benefit of those not familiar with the game, there is a brother-and-sister team from England, very proficient in the art of roller skating. Jimmy having won the British roller-skating championship for two years and he and John having won the British roller-skating championship for the past two years," he said. "Therefore after a film of them had been shown to the members of the REBOA last April, members of the REBOA, feeling that in so doing they would benefit roller skating throughout the country, took the initiative to bring this couple over here to give demonstration of their work and thus add incentive to patrons towards finer and more intricate work in the graceful art of roller skating."


British roller-skate dancing champion

Vie Brown’s Dreamland Park Rink, Newark, N. J., and Fred Martin’s Arena Gardens, Detroit. Dates of exhibitions will be announced to REBOA members later.

With opening of Arena Gardens Rink, Mr. Martin said a number of events will be scheduled in the opening season. Among the first events will be the opening of the new and most modern in its kind, a fresh, neat, and sparkling bookstore of knotted pine and chrome with steps in color decorations and an entrance hall that was recently refurbished. New shows with color are the most wanted of all, and more than twelve have been added as spectacles for spectators have been ordered. The Few and Martin are now ordering for the box office, and secretary to Manager Martin and his son, Robert D., assistant manager; Helen Martin; Miss Mary,Retry, Miss Clara, and Miss Naomi, in charge of ticket office; Mr. Leitzel, maintenance; Dwight Gray, electrician; Charles, manager; John, Robert Burton, fountain; Russell Martin, audio-announcer; Louie, B. Martin, Mary Jess, Madaline Eastland, Fred, George Biehl, Joseph Pachem, Hugh Shively, Mickey Durnin, Jesse Bell, floor men; Clarence Gentry, check-in assistant; Miss Esther, Joyce Biale, Milt Miller, Arthur O’Neil, John Thomas; William Wilson, doorman; Herman Thompson, Lampton, T. Hines, Tom and Paul Petere, and Mrs. Elizabeth LaRue, matron.

WILL H. WITTLIN, managing director of the National Rink Owners League, stated that the Centennial City, Mo., will open its Mio-Flair Rink the last of September. Rink will have a handkerchief, linen floor with a new display in the entrance now in progress. Will report the rink the most up to date and winter and expects an equally successful run as the rink in Springfield, Ill. August 27 issue of the article This Business in the Round, published in the August 27 issue of The Billboard.

On JULY 20 Keith Wheeler started on a 24-hour record attempt in Westgate Park, West Baltimore. A large audience was on hand to witness the attempt and the figures at conclusion of the attempt were as follows: 246 revolutions of the skate of 109,516,000 yards, 429 feet, beating the 12-mile record of 125.5 miles, 347 yards, 677 revolutions, 8,800 feet. The Joe Pahlow, managed by the late George Biehl, on a wooden board, by the late B. Rendrot, is pitting in them, and the new W. O. Brown is still out re setting the map as far as Sydney is concerned.

JOHN A. PEREZUZZI, former rink operator of St. Louis, reports he has leased the 28,000 square foot Macy Park Ball Room, Youngstown, O., and a new floor will be installed to make one of the finest indoor skating rinks after the first of October. The skating sessions will be held nights and evenings over the Thanksgiving holidays on holidays. Local and traveling bands will be put on to keep things lively, and a club and eatery to parties. An outdoor rink will also be opened the first of October. The rink will be equipped with Chicago roller skates.

Rolleh rink in Meyers Lake Park, Canton, O., erected about a year ago and operated by Ernest and John Thomas, is now suspend on September 10 for two weeks so that new floor plan may be laid in and new equipment and improved acoustical, each asked to be stronger, park may be operated. Rink will be operated without thermal.

JEFFPPERSON (IN.) Roller Rink was leased for a free-for-all-During-sponsored by merchants on August 24.

LEO MAYNATR, Akron rink operator, states the number of skaters in the Akron rink in Dreamland Park is now as high as the attendance at the Dreamland Park Rink, where the rink has had a big summer season, plans to shift roller skating when insulated weather arrives. A new park building housing the beer garden. Issued invitations to the park and include installation of new equipment.

Mr. Goldin will continue to operate the Akron rink, besides looking after the Dreamland Park Rink. Owner Maynatt will operate this winter.

NEW IDEAS

for SKATING RINK TOPS

"This season we are working on them right now. You folks with the valuable floors tell me about them."

Write—Wire—Phone

BAKER-LOCKWOOD

175 W. Washington St., Chicago, Ill.

America’s Big Tent Rink

1567 W. 42nd St., New York City, N. Y.

LOOK! Rink Operators

KILD DRIED HARB MAPLES

OMAHA FIBRE PROD. CO.

OMAHA, NEB.

SKATE NOVELTIES

DEALERS

For Toy Rink

NEW LOW PRICES

RESKREM SILVER CO.

272 Broadway, N. Y. C.
LONG BEACH DRAS

Crowd Holding Up in Fun Area

Rides report increase of 37% and gross take only little under that of '37

LONG BEACH, Calif., Sept. 3.—Crowds have maintained a high level here during the last weeks, report concessionaires and others in Long Beach amusement zone, one of the largest on the West Coast. It is predicted that when attendance figures are given out they will prove to be up with those of former years. The general take is reported only a little less than in previous seasons and rides report an increase above 1938's figures. There was a free gate year.

Lease Beach Pike amusement area, Rainbow Pier, Virginia Park, Silver Spray Pier and Chippewa Lake, are included in the fun zone. Besides varied entertainment, Long Beach Municipal Band, directed by Albert Clarke, gives concerts in the ocean-front pavilion nightly and Saturday afternoons. Regattas and special aquatic events are presented, and Capt. Charles Soderberg, in a 92-foot fire dive, is featured in the new Virginia Park, directed by Bob Brown.

Concessions, some permanent but most of them taken down yearly, come on a ten-dayend period, include: Popperbyger, D. L. Kemble; Bill Kimmel, Ben Biernacki, manager; Carrel Tener, owner; Anna Bryne, Grace Turley, Mildred Householder, Dorothy Belknap, owners; Mrs. Louise P. Mooney, Olen Field, Haley, Beach novelties, Ruth Milti; Hills Bar, Kim, Al Langley, Frank; lady owner; Emma Earhart, Rainbow, Bowery and Robinson; J. K. Kennedy, Harry Fellers, Beach parasols, Harry Kennedy, contey, and Edward Swift, Harry Frank, the Steel, Jack Gibboney. Four star wafer, Fred Oraman, owner; Madea Haas, Baby Harkness, Frank Wood, this Pier, and Miss North, Bar, and attended, Frank, W. K. Smith, Turn-Back-In, Philip Enge, (See Long Beach on page 34)

Geauga Mardi Gras Draws Over 200,000

GEauga LAKE, O., Sept. 3.—Mardi Gras Week in Geauga Lake Park, near Cincinnati, has opened into a big business holiday. Manager W. J. Ruhlman said final check shows that over 200,000 people visited the park during the Mardi Gras Week. The park was crowded and grew strongly from last year's opener. Featured high act of the Geauga Mardi Gras week was the great, Finnish Cleveland territory star was on the bill.

Joe C. Witt, park superintendent, and Billy Birhakt, emcee, helped much to put the show over. There was a free gate. Spending per person was a high cut, but extra attendance gave a nice revenue. Geauga, which has been operating daily since its opening, has found its open-week policy of some parks in the area of operating Saturday and Sunday only during the end of the season. It is using its usual "open week-ends" policy for remainder of September.

The park gained ground in every department this season and will go on next year in a stronger position.

Bingo Taken to Dance Spot

RAVENNA, O., Sept. 3.—Dancing has been introduced on an air conditioned pavilion in Lake Brady Park and the building converted for bingo play, dance sessions have been adding up to almost 1,000 nearest several weeks ago, has been attracting heavy patronage, park officials say. Owners have had to accommodate the crowds. In the pavilion more than 2,000 people can be seated at sessions nightly and Sunday afternoons. Fencing has been added to the park and Akron and Cleveland residents have mainained.

$1,000,000 Development Is Idea Of Bath, Who Submits Check and Bid for Tract to Board in N. O.

NEW ORLEANS, Sept. 3.—Fla deals, Inc., operator of Pontchartrain Beach, which is to be abandoned shortly after Labor Day, on Monday placed in a bid of $1,000,000, calling for a 20-year lease beginning on May 1, 1939, on a large tract on Lake Pontchartrain, where the one world-famous Milneburg stood. It was only bid received by Orleans Levee Board, owner of the entire lake front beach, and will without doubt be accepted.

Manager Harry J. Bait of Playlands, leaving on Tuesday for a visit to leading beaches and resorts in the East and North, placed with the board a check for $20,000 as initial payment and expressed satisfaction over prospects for a million-dollar resort for New Orleans by 1939.

Would Lease Land

"If our bid is successful and we acquire the Milneburg tract," he said, "we intend to spend enough money to bring its value to the million-dollar mark. In this trip east and north I plan to study designs for a most modern amusement center, with the best of new devices to be installed with some of the equipment now in use at Pontchartrain Beach."

The bids with check for initial payment, channel, and no offers, Manett's offer to pay an additional $125,000 during the first 10 years and $112,500 during the second 10-year period. His statement indicated that he would be ready in time for the 1939 season next May. Under an appropriation announced recently, the Levee Board plans building a sloping beach on the lake front, salt-water swimming pool, bathhouses, permanent building and landscaping at a total cost of $400,000.

All of these facilities will be leased.

(See $1,000,000 on page 34)

MEMBERS OF PENNSYLVANIA AMUSEMENT PARKS ASSOCIATION and delegates to the annual meeting on August 25 in Rocky Glen Park, Mt. Pocono, were guests of Manager Benjamin Sterling Jr. at luncheon and dinner. There were 120 owners, operators and attaches in attendance at which was called one of the most successful yearly conclures. While business was reported off, it was noted that some burdensome legislative acts recently have been put into the disorder. During the dinner there were a floor show and address by stunt

Neighborhood In

AKRON, Sept. 3.—As a friendly gesture, Frank Rufal, manager of Summit Beach Park here, chopped off his airplane and flew to Youngstown, O., where Akron concessioners and their families were spending a day at the park. Attached to the plane was a long trailer bearing the words, Summit Beach Park. After flying over Eora for a while, Rufal grounded the plane and participated in festivities.

Recreation Center

Set for So. Orange

SOUTH ORANGE, N. J., Sept. 3.—South Orange Recreation Center, first of its kind in the vicinity, will soon open to the public. Opening was originally set for September 15, but cause work has progressed faster than expected, the center is expected to open on September 8 or 9. Filling a breach in entertainment offerings hereabouts, the spot appears due for success. C. Frank Briggs, well known in South Orange and surrounding territory, is owner and manager. Featured in the season will be a radio station under supervision of Ray Thompson, Plainfield; Mardi Gras; Concerts in the Park, Bally and deck shuffleboard. Fred Hebert will be in charge of the center.

Season Has Slump

FOR Chippewa Lake

CHIPPEWA LAKE, O., Sept. 3.—After reporting an attendance of 62,700 in Chippewa Lake Park during the first five weeks of the season, the August 18 statement showed business off about 50% from the previous corresponding period in 1937, said Manager H. C. Duffield. A decrease in element weather, absence of industrial outings to the south and depletion of grandstands were blamed for the worst several weeks' business in the park in many years. On the other hand, the first week of a very successful summer, dance business has held its own with last season, he said. Policy of middle-bracket name attractions, a step in element weather, absence of industrial outings to the south and depletion of grandstands were blamed for the worst several weeks' business in the park in many years. During the season, off through summer, dance business has held its own with last season, he said. Policy of middle-bracket name attractions has been a big help to the park, with changes every two weeks, Ace Barnet's "Barnet-Show" is a remain until Labor Day closing. Bathing business showed substantial gains in recent weeks with the emphasis on sunbathing and liberal patronage, which has helped to overcome the element weather. Barnet's has had some big days, with occasional special events.

(See SEASON HAS on page 34)

Fairland's Close Better

KANSAS CITY, Mo., Sept. 3.—Fairlaid Park will close on Labor Day after a spotty season. Not even best business in the usually slow month of August. Manager W. B. Tinnin, general manager, have been very quiet. According to reports, owners, returned from Denver and St. Louis, when they inspected other parks, and said their season was better.-

(See FAIRLAND'S on page 34)

Cincinnati Coney Has Big Show Filled With Stars

CINCINNATI, Sept. 3.—Attendence during first part of Coney Island's nine-day Festival of Light ending on Labor Day averaged about 100,000 a week and night fireworks topped last year's mark.

Presented on the mound by President and Continental Park, and Buzz, who are Eugene Troup, a dozen; the Scout Band, featuring majorettes, bands, gondolas, the Carousel, Mo., while the group of circus, and the Star Band, artificial lighting, and the Wallendas, high wire act, were cap- ments by spectacular lighting effects, are in charge of Ray Anderson.

COASTER AND SOME OF THE BUILDINGS in River Park, Winnipeg, which is host of more than 10,000 tourists yearly, averaged season running about six months, has business reported this season. Merry Maxx, operated by Victor Leis, has been drunng well, and T. J. Dusky's stationary Merry-Go-Round has had good box at good weather. Western Amusement Co. operates the large rink side built in 1929, Coaster, Dolphini, Crazy House, Little Trains, Penny Arcade, Sun Quentin and Waltz-O-Ball. Other concessioners have shooting gallery, split-the-milk, hoopla, French doll game and penny pitch. Manager Fasullo, who also operates the Tarentella, dance position, leases the property on bonds of the Red River from Winnipeg Electric Co.
American Recreational Equipment Association
By R. S. UZELL

R. H. Brainerd, one of the right-hand men in charge of the Electric Park, Kansas City, Mo., has passed on. We shall greatly miss his able and efficient management. We are sure to lose half of any device which Brainerd might propose for their own operation.

At the same time Brainerd had charge of the ice cream system of the park and its maintenance and took great pride in it. We are sure to miss the fine ice cream which gave Electric Park so much profit. The trade system to install it at some of the larger places of the country, notably New Brunswick, Chicago, and there has under taken to do it.

It is a great loss to acknowledge. It is always made their trade, and we are sure to lose half of any device which Brainerd might propose for their own operation.

A great many shows have been very well known for their pride and enabled them to make a greater profit than those in the city.

HAROLD BARNES

"AND HIS WIRE"

Thank You, Messrs. Hamid and Gumpertz

EDDY MORGAN

and His Orchestra

Entire Season 1938 Balloon of States.

CHARLES LAJOIE

Sensational Sensation Motorcycle Plunge Into Tank of Water

HAMD'S MILLION DOLLAR PIER

PHILADELPHIA, PA.

BERESIN AND LOEB

AT CITY

1518 N. BROAD ST.

EDWIN S. R. LOEB

HAMD’S MILLION DOLLAR PIER

CUBA’S

PRIZE WINNING RHUMBA QUEENS

UNDER DIRECTION

GUILLERMINA FLOYD

HAMID’S MILLION DOLLAR PIER

ENTIRE 1938 SEASON HIT

THANKS TO GEO. A. HAMID AND W. GUMPERTZ.

DR. BEVERLY SPROUL

ESKIMO VILLAGE

FEATURING

Prize-winning Canadian Husky Dogs, and His Mammoth Million Dollar Pier.

Respects to Geo. A. Hamid and W. Gumpertz.

By CLEM WHITE

The season's story carries a note of confidence. All hands are unanimous that if the sunshine had been on "our side" all would have been oke.

Jack and Irving Rosenthal have concluded arrangements for an even more attractive attractions than had previously been planned.

Lettus scores a bull's-eye in arranging a State-wide meeting with bands, etc., for the two leading Democratic can

AL FLOSSO

"KING OF KOINS"

PRINCE OF PUPPETEERS

ALL SEASON DEL RIO THEATRE

HAMID'S MILLION DOLLAR PIER

Palisades, N. J.

The Billboard 33

PARKS-RESORTS-POOLS

HAMD’S MILLION DOLLAR PIER

ATLANTIC CITY

HAMD’S MILLION DOLLAR PIER

CUBA’S

PRIZE WINNING RHUMBA QUEENS

UNDER DIRECTION

GUILLERMINA FLOYD

HAMD’S MILLION DOLLAR PIER

ENTIRE 1938 SEASON HIT

THANKS TO GEO. A. HAMID AND W. GUMPERTZ.

DR. BEVERLY SPROUL

ESKIMO VILLAGE

FEATURING

Prize-winning Canadian Husky Dogs, and His Mammoth Million Dollar Pier.

Respects to Geo. A. Hamid and W. Gumpertz.

By CLEM WHITE

The season's story carries a note of confidence. All hands are unanimous that if the sunshine had been on "our side" all would have been oke.

Jack and Irving Rosenthal have concluded arrangements for an even more attractive attractions than had previously been planned.

Lettus scores a bull's-eye in arranging a State-wide meeting with bands, etc., for the two leading Democratic can

AL FLOSSO

"KING OF KOINS"

PRINCE OF PUPPETEERS

ALL SEASON DEL RIO THEATRE

HAMID'S MILLION DOLLAR PIER

Palisades, N. J.

The season's story carries a note of confidence. All hands are unanimous that if the sunshine had been on "our side" all would have been oke.

Jack and Irving Rosenthal have concluded arrangements for an even more attractive attractions than had previously been planned.

Lettus scores a bull's-eye in arranging a State-wide meeting with bands, etc., for the two leading Democratic can

AL FLOSSO

"KING OF KOINS"

PRINCE OF PUPPETEERS

ALL SEASON DEL RIO THEATRE

HAMID'S MILLION DOLLAR PIER

Palisades, N. J.

The season's story carries a note of confidence. All hands are unanimous that if the sunshine had been on "our side" all would have been oke.

Jack and Irving Rosenthal have concluded arrangements for an even more attractive attractions than had previously been planned.

Lettus scores a bull's-eye in arranging a State-wide meeting with bands, etc., for the two leading Democratic can

AL FLOSSO

"KING OF KOINS"

PRINCE OF PUPPETEERS

ALL SEASON DEL RIO THEATRE

HAMID'S MILLION DOLLAR PIER

Palisades, N. J.

The season's story carries a note of confidence. All hands are unanimous that if the sunshine had been on "our side" all would have been oke.

Jack and Irving Rosenthal have concluded arrangements for an even more attractive attractions than had previously been planned.

Lettus scores a bull's-eye in arranging a State-wide meeting with bands, etc., for the two leading Democratic can
The Pool Whirl

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

Voila Blake, wife of Ken Blake, high diver, writes from Kimmah, Neb. Our hearts are heavy because of an accident recently in Casper, Wy. Working by day with the John Cimes Company high motorcycle act, which is the same act that took my brother in 1936 at the Casper Park in 1936 just prior to the high diving, clay are also his speciality. One evening a girl fell out and one girl crashed to the earth, and two others were injured very badly. The girl who crashed gave her last bit of showmanship when she slipped from her safety as she was about to let out her peep. The motorcycle diver suffered a broken arm and back, and the other girl suffered internal injuries. The only boy at all right, Mrs. Cimes, whose husband was killed a year ago, is getting along fine and as a showman is 100 per cent as she is going to build another set just like this one.

While the Cimes are not members of the family of the Blakes, they are less friends among pool owners who also operate pawns and beaches which have played them.

I was glad to hear from Mrs. J. C. Kelly (Clown) Kelly, high diver, is back again and his first show was after two years from the tank. According to the manager of the hotel that has the diving act at Rex Billing’s Belmont Park, Montreal, Can., last week.

I think one of the most impressive entries of any pool rink is that of the Arcola (N. J.) open-air aqua- 45 arium, or do you think I’m wrong?

Al Sanders, publicity director for the Hinchcliffe Bros. Wal-Clique tank, Elmont, L. I., writes from Robert Press in that report that the recent beauty competition held at the plunge drew 3,500 persons, which was the largest crowd the pool ever held.

Other swim folks who took pen in hand last week or earlier were from Casper, Wyo., and Bill Sardo, from Toronto, two marathon swimmers, and Matt Fudgeick from Bronx, N. Y., manager of the famous Harry Golub and Alfred Goldman, ok leader.

The World’s First Pool. A mess of fish reported caught by George De- mers, a resident of Charle- ston, S. C., and manager of the famous Harry Golub and Alfred Goldman, ok leader.

F. G. M. Miller. A mess of fish reported caught by George De- mers, a resident of Charle- ston, S. C., and manager of the famous Harry Golub and Alfred Goldman, ok leader.

One of these is a light workman, is now beakie in Luna. Ditto Clarence Timer, formerly of Palm’s and one-time contract holder, now working in Honolulu. Bill Mickey, pianist, once in Paddy STEW, is now at Imperial Hotel. Charles Ryan, singer, is now at Lane’s Irish House. Billy Bee, half a clown, is taping with Jack Brennan. Paul Bergfeld, at Coney for 44 years, has sold The Billboard for 18 years. Art Myrtle, on West Fifth street, still puts up breakdast fans once a season for oldtimers. Harry Hamill, former char- lottor actor with Rain and Eternal Roof, is now with the Coney Island park. Coney Island Park, the former, tells tickets for Ghost Train in advance.

Artie Pilaski, last season with Tony Miccio at People’s Theater, New York, is

Principal news of the week was Magis- trate Charles Solomon’s “guilty” verdict in Coney Court in the case of a side- show owner, Sam Wagner, accused of violating the administrative code by con- ducting an illegal sideshow to advertise the show. It was the first such case of a magis- trate in Coney Island history. Defendant has operated World’s Fair and Luna Park, with such names as Cases of Dave Rosen, operator of Coney Side Show, and Fred Sinein, manager of the famous Harry Golub and Alfred Goldman, ok leader.

Coney Island News. A mess of fish reported caught by George De- mers, a resident of Charle- ston, S. C., and manager of the famous Harry Golub and Alfred Goldman, ok leader.

Coney Island News. A mess of fish reported caught by George De- mers, a resident of Charle- ston, S. C., and manager of the famous Harry Golub and Alfred Goldman, ok leader.

Coney Island News. A mess of fish reported caught by George De- mers, a resident of Charle- ston, S. C., and manager of the famous Harry Golub and Alfred Goldman, ok leader.
Ottawa Sets
Up New High

Gates and grand stand are biggest in history—Hamid show draws much praise

OTTAWA, Ont., Sept. 3—Central Can-
ada Exhibition here on August 22-27, with record daily attendance, declared a success without parallel in its history. With 60,000 on closing day, a new last-day record, attendance totalled 386,000, 27,500 more than the all-time record in 1937, and 25,500 more than last year’s attendance. Every department chose top management and President Sir Henry Higman and directors were well pleased with support accorded the exhi-

bition.

Record crowds, year opened with

extension from Friday of last year’s 336,000, 27,500 more than the all-time record in 1937, and 25,500 more than last year’s attendance. Every department chose top management and President Sir Henry Higman and directors were well pleased with support accorded the exhi-

bition.

Comparative attendance:

1938 1937 1936
Monday 61,300 58,500 57,000
Tuesday 62,800 53,500 50,000
Wednesday 72,800 53,500 57,000
Thursday 44,120 30,000 40,000
Friday 54,000 54,000 54,000
Saturday 61,900 57,000 54,000
Total attendance this year was 386,000,
27,500 more than the all-time record in 1937, and
25,500 more than last year’s attendance.

CNE Gates Run
150,000 More
Than in ’37 in First 5 Days

TORONTO, Sept. 3—With ideal weather on Wednesday, when rain fell for 17 to 2 p.m., the Canadian National Exhibition, August 22-27, drew 619,000, a

increase of 150,000 over last year. All available space in buildings is filled and ex-

hbitors report business has exceeded
that of last year by a large margin. Auto-

mobile display in particular, said an official, has created wide interest, in-

quiries regarding new models having

been most numerous in years. Early at-

tendance figures for the five days were:

Year 1938 1937
Friday 15,777 15,490
Saturday 203,500 185,500
Sunday 86,300 75,000
Monday 102,500 83,000
Total 619,000 460,000

On Monday, Young Canada’s Day, vis-

itors are expected to continue to flock to the CNE grounds.

Mo. State Tops ’37
Mark by Over 2,000

SEDALIA, Mo., Sept. 3—Missouri State Fair here on August 22-27 had total attendance of 273,174, compared to 270,903 in 1937. Heavy rain on Saturday night and Sunday morning materially reduced attendance. Grand-stand receipts also exceeded those of last year. Second auto once day was on the closing Saturday.

Mighty Sheney Midway, making its first appearance in Missouri in many years, reported good business, with gross given at about $17,000, practically dou-

b1937 midway receipts. It was the first railroad show to play the fair in many years. Fair’s concession division reported a 23 per cent increase in re-

cipts over 1937, 26 leading farm ma-

(See NO. STATE TOPS ’37 page 34)

N. Y. Two Weeks’
Annual in Syracuse
Has a Light Start

SYRACUSE, Sept. 5—Off to a disap-
pointing start, New York State Fair here, August 28-October 10, began pick-

ing up on the third day of the week, when weather conditions turned to the worst Syrianne Day, counted on to open with

perfection for the six-week period, had

weather on the first three days except for a light shower early on Thursday.

(See N. Y. TWO WEEKS page 33)

Ohio To Pay Own Way for First Time in 88 Years, Figures Show

COLUMBUS, O., Sept. 5—The 88th annual Ohio State Fair, August 27-29,

is the first to pay its own way, said Earl H. Hansenfeld, State direc-

tor of agriculture. On the first five days all attendance records were shattered.

"The expense of the fair has already been met with paid attendance plus dona-
tions of breeding societies and the

like, which swelled premiums in the 15 divisions to a new high of $133,465. We have taken in more than enough to meet expenses and premium offers."

At last report, 36,950 had attended, the chief

ter Hansenfeld said on Thursday.

The Legislature appropriated $157,191 this year, while other premiums amount-
ting to $135,274 were donated. As inaug-

uated in 1937 the fair was extended two days, opening Saturday and Sunday

previous to regular opening day, this set

base for the Junior Fair, now one of the largest exhibitions of its kind. Con-

cessions were at a premium before the fair, and scores had to be turned away. At that 108 concessions were granted, with Grant Wooley, Ur-

bana, veteran of more than 40 years on the grounds, once more having novelties.

Floyd E. Gooding, F. E. Gooding Amusement Co., who again placed 10

rides, reported on Thursday receipts up about $50 per cent from last year. New

lighting aided in improving the midway. Other riders, according to George

Rohleder, charge of concessions, were Mrs. Alice Dixon, Columbus; W. B. West-

lake, Columbus, with colored glass for

(See OHIO TO PAY on page 37)

Badger Mark
Now 624,401

Ammon reports a Wis-
consin profit for the 4th year—to provide more parking

milwaukee, Sept. 3—Wisconsin State Fair, August 26-30, turned in anoth-
er record setting year in attendance.

The highest figure was 21,815 the high mark of last year. Manager Ralph E. Ammon esti-
mated it would show a profit of more than $23,000, income exceeding the $21,000 of last year, but premiums and other ex-

penes greater. It marked the fourth successive year that the fair, un-
der Ammon management, has shown a profit.

Opening day was pellet by heavy rains, whereas last year it saw 44,120, 30,000 for-

dings the 10,000 mark last year. Income from three chief sources was estimated at $220,000, as against $219,000 in 1937. There were profits in several other divisions. Mil-

aukee and Industrial Day on Thursday drew 44,120, 30,000 for the first time in two years.

An estimated 25,000 witnessed afternoon races, and another small crowd battled through pouring rain on the last day of the State Fair.

(See BADGER MARK page 37)

Gate at Iowa
State Leads ’37
In First Week

DES MOINES, Sept. 3—With about 317,000 visitors through the first eight days of the Iowa State Fair, August 24-30,

week day about the midway. This in-

crease in compared to 1936, when

368,000 were patronized.

The attendance figures for the first week were:

Year 1938 1937
Saturday 203,200 185,000
Sunday 86,300 75,000
Monday 102,500 83,000
Total attendance this week was
619,000, 460,000.

On Monday, Young Canada’s Day, vis-

itors are expected to continue to flock to the CNE grounds.

Red Lion Close to Record

RED LION, Pa., Sept. 3—For the sec-
time in 20 years perfect weather pre-

ounced five more set during Red Lion Sale Week Fair on August 22-27, and one of the most successful in history, reports Man-

ager R. M. Spanlinger. Attendance was 1,603

less than the 1935 record of 34,000. On Saturday, 12,000 attended. There were 19 commercial exhibits in tents and four bands. Heller’s World of Pleas-

ure Shows reported good business on the midway, two fire engines, net dive; Helen Adams, trapeze, and Charles Siegrist and Company, serials.

Oregon Annual Is Up 40%

GRISHAM, Ore., Sept. 3—Aided by

fine weather and good attractions, 2nd

annual Multnomah County Fair, staged

by A. H. Lea, who built it into a a

big thing the first year, had a 40 per cent attendance increase here on August 22-28, reports George

Haley. Night horse races were a feature.

W. B. Gooding Amusement Co., who again placed 20 rides, reported on Thursday receipts up about $50 per cent from last year. New

lighting aided in improving the midway. Other riders, according to George

Rohleder, charge of concessions, were Mrs. Alice Dixon, Columbus; W. B. West-

lake, Columbus, with colored glass for

(See OHIO TO PAY on page 37)
SOLD by Saturday
By R. P. (Bob) BUCKLEY
Secretary of Bad Axe (Mich.) Fair

We never had a Saturday fair before this year, but I am sure we will never hold another fair without including Saturday. We think all county fairs should include Saturday fairs in their program. It is a protection against any rainy days pre-
delaying it.

It was a life-saver for Bad Axe Fair, scheduled for September 16-19, allowing us to break even. Had we closed Friday night as usual, the fair would have been in the red. We never want to see another rainy week, something very unusual in this dry area.

There were four days of rain out of three, and Tuesday, which was watered, was blown over; the ground was a sea of mud. Hoppyland shows had to break their break, as they had to close shows and rides off and on every day because of the weather. The opera-
tions were very slow during the week, to stay over on Saturday, thus saving something from the wreck, as Saturday after-
noon pulled our crowd, but we were rained out again Saturday night.

It was fortunate that we had Henry M. mark of last year at Tri-State Fair and stand, as his waterproof canopy on the platform permitted putting on the show twice, thus saving the grand stands. He was also good to us, staying over and giving a Saturday show.

First Device Signed For San Francisco's Fair

SACRAMENTO, Sept. 3—Frederick Weddleton, director of concessions for the 1939 Golden Gate International Ex-
position, is well-qualified to advise the new-exhibit operators. It is described as a "giant crane which will carry cages 10 feet into the air where they slowly rotate, showing the fun customers the cages in the cage the whole of a lofty position."

It is the first definitely announced new fixture to be presented to the public at San Francisco expo headquarters, altho it is known that Weddleton has other well-advanced devices which, he says, will soon be revealed.

He made the tour of the United States several years ago with an Australian Joanna Collins, outdoor showman of Great Britain, and March 13, he Monday for a conference with Weddleton, praised Treasure Island as a wonderful site. He has nine major concessions at Empire Exhibition, Glas-
gow, Scotland.

BOSTON, Sept. 3—(AP)—Two Fair, formerly with Selma-Floco Circus and producer for Fox West Coast Theatres, has joined the National Barn Show starr to direct pages and stage shows. Argüelles noted the official that it is sending Juan A. de Marval as commis-
sioner and International freight forwarding

Cold Hits Wis. Tri-State

SUPERIOR, Wis., Sept. 3—Cold weather
held attention below the 100,000 mark and a year at Tri-State Fair, which closed a seven-day run here on August 30. Grandstand attractions included Wild West Dance and Disappearing Acts and Royal American Shows were on the midway.

Grandstand Shows

ACTS at Tioga County Fair, Owego, N. Y., on August 9-12 were lugging Gordon College P. P. Sisters, shirtless, Folks, Jeffers and their Porpoises, and Flo and Mr. Sherman, Western entertainers, now as house act at Owego, N. Y., where Sherman is recovering from an attack of poison oak.

FOUR Hillbilly Swingers and La-

WESTERN Washington Fair, Puyallup, is all set for the season based on the schedule announced by Captain Bausch of Bausch's Exposition Band, playing marches and gallops in circus style, reports Roy Stone. Band is composed of ex-troupers, compiles D. W. Clingenpeel, Harold Brown, Desc.
N.Y.'s World's Fair Amusement Zone's Roster Is Filling Steadily

NEW YORK, Sept. 3—Additional contracts for concessions at the World's Fair are being signed today, it was announced by George P. Rogers, president of the Fair, at the Press conference here today. The Fair's amusement zone is filling steadily.

Damon's Flash Gordon in the Palace of Science and Industry, opening next week, will be the first of theattractions on exhibit.

Another attraction will be the Pony Express, which will be opening in the Children's Park on October 1. The Pony Express will be a replica of the original Pony Express, which operated between 1860 and 1861.

The Fair's amusement zone will also include the new rides, including the Ferris Wheel, the Giant Dipper, the Shooting Gallery, the Merry-Go-Round, and the Tilt-A-Whirl.

The Fair's amusement zone will be open daily from 10 a.m. to 10 p.m., and will feature live entertainment, including music, dance, and other performances.

The Fair's amusement zone will be a popular attraction for visitors of all ages, and is expected to be one of the highlights of the Fair.


dotted...
OUTTAW SETS—
(Continued from page 35)
there had been a 15 to 20 percent increase in midyear receipts as against last year. He said Monday, opening Children's Day, had been the best financially in history of the fair, while receipts on Wednesday, Thursday and Saturday had been far greater than in previous years. Although he had been bringing his World of Mirth Shows to the fairs.
George A. Hamid put one of the finest grandstand shows ever brought to the exhibition. The has been coming
to Ottawa 16 years and his shows have demonstrated their popularity every year. He has been making records on two nights, with more than an hour of spectacular, non-stop performance. Miss Elsile Dowling, matching the show with a beautiful act. Her hit, while the work of the prima donna, Ovadia, was a triumph.

DETROIT GOAL—
(Continued from page 35)
for the first two days and estimates for the year 1939
Wednesday, Thursday, and Benny Good-

FRIDAY 1938
Saturday 1939
Monday 1939
Tuesday 1939
Wednesday 1939

Detroit, September 10, 1938

VICTORY EXPOSITIONS,

DETROIT

350,000, $300,000 being spent for adver-

WANTED Rides, Shows and Concessions

at Jenners Fair, Jenners, Pa., September 13-16. Communicate with A. O. LAPE, Secretary, Jenners, Pa.

WANT FEATURE SHOWS
SABINE PARISH FAIR

28th Annual

MANUSCRIPT 6-8

TO INCREASE the value of your Fair Grounds and to attract more people, your Ford, probably the most popular model car today, at the Fair. For further information, send your inquiry to Caryl Gould, 321 W. Main St., Bowling Green, Ky. Free on commission basis. Address inquiries toroll, 

WANTED FOR OWINGSVILLE, KY., STREET FAIR

September 25 to 28, Includes.

MOREHEAD, KY., STREET FAIR

Following Week

WANTED! Original, New and Used Shows and Rides for your Annual or Semi-Annual Fair

HUNTSVILLE, ALA.

Interested in small events from small or other Geographic Fairs? FairFacts, an online data base for Fairs, is now available at FairFacts, an on-line data base for Fairs, is now available at

WANTED WINDSOR, ONTARIO, CANADA

Booking Independent Shows and Rides

NO CARNIVAL

Thursday, Friday and Saturday

SEPTEMBER 10-12

WABASH COUNTY FAIR

SECOND ANNUAL PHILLIPS COUNTY FAIR

HELENA, ARK., AT NEW FAIR GROUNDS.

DATES CHANGED TO SEPTEMBER 21-22-23-24.


Control Your Entrances and Exits Scientifically:

WIRE PEREY TURNSSTILE

101 PARK AVE., NEW YORK
CARNIVALS

CHICAGO, Sept. 3.—An intense drive to hold carnival shows during this week by the American Federation of Actors, Paul Sanders, a former entertainment agent, is being combined by the union to handle the carnival field and he has sent letters, including this one, informing them of the union's intention and asking representatives of show to set a time when they could meet. To these shows, which are typical of the Fairly & Little Shows, Rubin & Cherry Shows, Royal American Show, and the various of the Henkies Bros.' Show, all of which are expected to get into the union proposition.

Standing is the present object of the union is to obtain closed-shop agreements in this field rather than to secure members. The membership drive will come later, he said. It is the intention of the union, he stated, to organize the carnivals 100 percent. It is not expected that everyone employed on carnivals except those already members of some recognized union. Acts playing fairs and other outdoor shows are to be included. The matter of wage scales, hours, etc., will be taken up at conferences with each show.

It was the wish of the carnival owners to have the union represent various shows meet with Sanders and discuss with him. Members, Sanders, however, would not agree to this. They feel that the union will go to their shows.

In the event the shows are organized the check system will be worked out, the shows being responsible for collecting the $25. The shows will pay 90 percent of the band's salary on the basis of a six-month season.

The union has sent a number of bulletins which are being mailed to showmen. These and other civic organizations calling attention to the unionization of carnivals.

A union of carnival workers is being exploited and that it is time that the showmen take an interest in their interests. When his attention was called to the fact that some candidates the workers are receiving considerably more than the minimum that will be set by the union, he replied: "Yes, that is true, but we have done the best we could in the days in which the union can help them."

At the time Sanders was press agent for Mayor La Guardia, he had said later he worked for Rubin & Cherry.

Showfokrs Wedding Guests Of Mr. and Mrs. A. R. Cohn.

TORONTO, Sept. 3. — An elaborate wedding party was given on the night of August 22nd by Mr. and Mrs. A. R. Cohn at the Edward Hotel in celebration of the marriage of their son, Mr. Herbert Cohn (Red) Cohn of the Connick Shows. Attesting the high regard of a host of showfolk and Toronto friends of the bride and groom, the latter being well known among showfolk in the States and in Canada, having operated bingo with J. W. Connick for at least the past four years. Wires of congratulations came from far and wide.

Many beautiful gifts were presented to the bride and groom. A bull and silver from Mr. and Mrs. Neel Webb, Dave Piccard was present in the morning, and among those at the wedding ball were Mr. and Mrs. J. W. (Pep) Grinnin, Mr. and Mrs. Frank Stewart, Mr. and Mrs. Dave Piccard, Mr. and Mrs. Newman, John Connquh, Mr. and Mrs. J. W. (Red) Cohn, Mr. and Mrs. A1 Kaufman, Mr. and Mrs. Bobby Seidman, Mr. and Mrs. Jack Dreyfuss, Mr. and Mrs. Maxie Herman and Frank D. Grinnin.

Mr. and Mrs. Cohn departed for Sherbrooke, Que., to join the playing party, which will be followed by a longish sea season which will honeymoon in Florida.

Buys Royal Coach Inventory

ELKHART, Ind., Sept. 3.—Purchase of the complete inventory of Royal Coach Co., Inc., by Mr. and Mrs. J. W. (Pep) Grinnin, was announced by Wilbur J. Schult, president of the company, which had been operating under a trusteeship, was recently ordered closed, and made a large acquisition.

AFA Seeks Closed Shop For Carnivals

Goodman Indicates Optimism by Adding 7 Steel Flats, Much New Canvas and Flood-Light Towers

CHICAGO, Sept. 3.—One showman who has the courage of his convictions and is already building a "bigger and better" show in anticipation of a bigger and better season in 1939 is Max Goodman, managing owner of the Goodman Wonder Shows. He has announced purchase of seven 40-foot steel flats that now appear to augment those now operated. An order has also been placed for new canvas, some of which is scheduled to arrive within the next two weeks, and other canvas for replacement and enlargement of the shows for the 1939 season.

While the shows were in Peoria, Ill., last week, a baggage wagon was built by the shop department, work being supervised by manager, and it was completed in record time and at very little cost. These structures of many seasons of hard usage. It is con- templated that these new ones will be built in the near future.

Under direction of Arthur Riley a group of high intensity flood-light towers are being constructed, first of which was recently completed and now is in Peoria. They are of telescopic type, all started construction and are 40 feet in height. At the top is mounted six 1,000-watt incandescent floodlights. Two more towers are being constructed this week and it is planned that additional units will be built until all six are completed.

White City Prep for 1939, Signs De Pellaton, King

BAKER, Ore., Sept. 3.—C. P. Corey, general manager White City shows, this week announced the re-signing of Walton De Pellaton and Lucille King as special agent and secretary and treasurer, respectively, for the 1939 season. Corey stated that the good work accomplished by both officials during 1938 necessitated signing them before the show entered winter quarters in order to benefit from aid in reconstructing the contested 1939 edition of the White City Shows.

It was added that he and Mrs. Corey are looking forward to a strenuous winter for those of the Hun new and larger organization, and in order to accomplish their objective it was essential that the official staff be installed before the end of the season. "We are taking a chance," said Corey, of what started out to be a most disastrous spring, the past 10 weeks amidst greatly in bringing the show out of the weed-encumbered weather that prevails during the first 16 weeks en route was all.well begun, but when entering Idaho and Oregon fair weather smiled upon us and we have all expectations that the end of the season will find the show on the right side of the ledger."

Miss's Has Banner Stand

BERMUDAYLE, Va., Sept. 3.—Favored with weather and with a large turn-out of people, Smith's Greater Atlantic Shows' engagement at Bermudayle, Va., was highly successful. Midway was in charge of Louis Reese. Organization was the chief feature of the fair day's stand. Two new rides have been added, and with a feature of the show were included Mr. and Mrs. Jay Herman, girl show; Mr. and Mrs. Oviedo Miller, concessions and chair-o-plane; excellent ice-cream stand and shrubs and Hank George, photos. Lloyd Reese, former Carverdale of Fan manager, has been appointed business manager and is in charge of advance.

Continued Biz for Small Shows Likely in Detroit

DETROIT, Sept. 3.—With almost all the shows out on the road playing fair weather, it is evident that business is being carried by carnivals. Center of interest locally, however, are the Carverdale Bros.' Shows at Michigan State Fair.

Meanwhile prospects of continued business for the fairman were bright, locally under auspices until late in the season, and with permits granted by city council. They 10 North Fair, Adams City, and Hank Legion, and to Michigan Drum and Bugle Corps.

Sunny Lowery Is Injured

ANADARKO, Okla., Sept. 3.—Sunny Lowery, operator of the Wall of Death motor show at Anadarko, was in a serious condition in a local hospital last week as a result of injuries sustained during the shows' engagement here. Mr. Lowery was riding his bike and his motorcycle skidded, tossing him into somking eternity, and the Nunan horse with which he was riding sank him. Lowery fought the beast but was badly clayed. Attendants stripped the bike with spear and gun and rushed Lowery to the hospital where eight stitches were taken in his jaw.

Mrs. Pearl Calkins Very Ill

SAN MARCOS, Tex., Sept. 3.—Mrs. Calkins, operator of the San Marcos Big Shows, this week received a telegram from her husband, who is in the hospital there. He said that his wife, Pearl, is critically ill in a hospital at Temple, Texas, and in poor health for over six months.

Mr. Calkins are well known in the show world and would appreciate hearing from their friends, especially Harry and Martina Rogers.

This Week's View Of The Midway of the Goodman Wonder Show was taken from the official press release, which was played by the show on August 14-19. Ideal atmospheric conditions enabled the photographer, E. W. Lock, M Staten Island, to obtain an unusually clear impression.

Lotta folks know these smiling emitters of the "Sunshine Moon of the World," Earl Neubert, left, and Frank Winchell have a publicity bureau in Tampa, Fla., which has been won up as a carnival prize agent and long since added laurels as a hotel public relation counsel. He didn't do badly when he rang teams of newspaper space by presenting Johnny Vander Meer, of the City Reds, during a New York game with a commission as honorary mayor of Tampa.
CARNIVALS

September 10, 1938

Oh, Me! Oh, My!

WICHITA, Kan., Sept. 3—T. J. Tidwell Shows left here for the second time, Tuesday night. He will visit the north after announcing a short stand at Eldorado, Kan., following poor business in that city. He will then return to the north, where he will make a stand on Broadway street and then set about the show. Tidwell trouble seems to be in the fact that he cannot make any arrangements with the sponsors at Eldorado and plugging the stand, the field which the carnival was to be on. Top of all this, Suicide Simon, free attraction, tore open an appendicitis incision in making his high fire dive, and another attraction who attempted to use the bicycle to take a rest. He died: Two days.

ces Wilhelm, and Lettie White has been invited by Dorothy Henee's name. Dues for next year will be payable September 7. Miss Howk is acting as secretary in the absence of Elizabeth Yost, who is on the road. Dues can be sent to Battle at Reid Hotel, Kansas City, Mo.

Lettie White and husband have come in from the All-American Shows. Myrtle Duncan and her husband drove to St. Louis, where their son, Billy, will continue his Mexican tour. Mrs. Duncan and her husband were in the city, called by the death of her father, H. H. Braierden. There has been much activity of late due to the intense heat. Writer has just returned from a trip out to San Diego where in Los Angeles she visited the Lady's Amusement Co. of Los Angeles, Showman's Association and found a warm welcome to all the members. On her return, she plans to visit with President Peggy Forsell. HELEN BRADY SMITH.

PHILADELPHIA, Sept. 3.—Weather conditions this week were favorable for fairs and carnivals.

George E. Roberts will open his annual circuit commencement in the Steelenburg store here November 15.

Righetti's Tivoli Show held its ninth season here today.

Word has been received that Mrs. Eileeta Olson, mother of Mrs. Carl Lauther, is somewhat improved in health. Mrs. Lauther recently spent a week with her.

HOUsten EXPO to Hennies

ST. LOUIS, Sept. 3—Joe S. Schollbo, personal representative for Hennies' Shows, reported to the board the securing of a contract for the organization to present midway attractions in connection with the Texas exposition, Houston. This marks the end of time Schollbo's tour of the country, comprising two truck units. Group constitutes performers, concessionaires, workmen and others of the show business. Stumbo is the organizational head, directly to the right of the opera, gene upright. Stumbo's mother, another veteran show woman, is seated at the extreme left, while Mrs. Fred Stumbo is seated fourth from the right with her Pekingese, Tip. Organization operates within a 200-mile radius of the point where Oklahoma, Kansas, Missouri and Oklahoma meet. Photo by Jack Delius.

At the same time plans will be under way for some parties early this fall.

Latest reports from the membership committee give following new members: Frances Williams, Josephine Zacholin, Mary Baker, Jeffie Ward, James Small, Ferrie Boyd and Maud Baplin, presented by Margaret Hayes, and Annie Nel, presented by Boosie Paddock.

Missouri Show Women's Club

ST. LOUIS, Sept. 3—Thursday afternoon card parties will be resumed next week with the return of all vacationers.

In-Between Islands by dusk Friday. Saturday found the show on foreign soil and again ready for a triumphant tour of the Eastern Hemisphere.

Please run the following ad. Kindly give us an extension on our credit. Don't get shaky, we are coming back to the bluffs. BALLYHOO BROS. CAN PLAY. Palmistry readers who speak the fiber-

show, Chinese, Japanese and Italian languages. Would like to hear from fair secretaries in Asia and Europe. We have several dates open. Can place by cruise who can make Chinese and Russian signs. Want openers and all-

glimmers who speak several foreign tongues fluently. Will take three days' plus, one owl outfit and six lengths of blues for 100 books of foreign railroad mileage. All address Pete Ballyho,

Manager, Omak, Biscuits.

MAJOR PRIVILEGES.

WANTING

TENT BARGAINS


CRAWFORD-AUSTIN MFG. CO.

Waco, Tex.

JUNCTION CITY, OHIO

HOME COMING ON THE STREETS

WANT Concessions of all kinds and two small Shows. Rides booked, All address.

TROUS. H. GORMAN,

Ruecke Lake, O.

WANTED

ATHLETIC SHOW and Concessions that comply with O. G. A. and State and City regulations. Will go to 17 Western, C. C. H. Ohio. Highest opening for Athletic Show are cash. Contact Al.

November 1st. Be sure to mention that you are in the business. September 12th: 20, 1938. All American, Patklyn, C. L. W. Scott, C. L. W. Scott, C. L. W. Scott, C. L. W. Scott, C. L. W. Scott.


W. S. CURR SHOWS

WANTED

For Fall Festivals on the Coast

Mary Go-Boy and Oomph, Shows with own entities. Possibly as Girl Shows. Concessions of all kinds. Will G'Poe, Blue, Lon-Dale Rodeo Gallery. C. C. Baker wire at once. Winchester, O., September 5 to 10. Williamson, O., week September 12; Neum, O., September 23 to 24; Oregon City, O.

JACOB FRYOR'S AMUSEMENT CO.

WANTED

DROME RIDERS

Attractive appearance. Male or Woman, Regular Rider. EARL PURDIE, World of Mirich Shows, Reedsport, Ore., will write at once.

WANTED FOR CAMEL SHOWS. Shows

All winter's work. Camel, Theater, Theater Shows, etc. Will go anywhere. Address: J. B. Moore, Salem, Va.

WANTED

For CAMEL SHOWS. Shows

All winter's work. Camel, Theater, Theater Shows, etc. Will go anywhere. Address: J. B. Moore, Salem, Va.


By STARR DEBELLE

En route, Alaska, Bering Strait and Siberia.

Dear Mixer:

The past week was spent traveling on land and water. Due to the long and unusual jump the show did not have any time on a car or in any town to unfold its midway. Ballyhoo Bros. Gold Leaf Spit-ail K 1pin, Alaska, on a Sunday morning, making a record run of 800 miles in 24 hours over the steel wheels of the Atlantic, and then roamed on to Wales, Alabama, situated on Bering Strait, arriving there late Monday. It took a good two weeks to perfect the show to what was yet to come as no arrangement had been made to come to the Na-

World's Largest Bell Metal Midway across the strait to the shores of Siberia.

Tuesday morning the five brothers and staff members met in the private car to try to figure out a way to move the show equipment across the water. Magnifiers were taken and a map of waterways were strewed all over the floor; sheets of paper with maps, drawings and suggestions lay all over the place, and everyone was talking at once, giving its ideas of how to move it and leave nothing behind. This had been argued the more time was being wasted. Finally Pete's dictator, Mrs. Ballyhoo, decided to horn in and, without the aid of a loudspeaker, addressed the group.

ALTHO SOME MAJOR CARNIVALS have had difficulties going this season, some of the last one has been running high on good, according to Fred Stumbo, who began in 1928 with one small unit, but now finds himself in the fate sands with the biggest and best of the Mid-Western Shows. Group constitutes performers, concessionaires, workmen and others of the show business. Stumbo is the organizational head, directly to the right of the opera, gene upright. Stumbo's mother, another veteran show woman, is seated at the extreme left, while Mrs. Fred Stumbo is seated fourth from the right with her Pekingese, Tip. Organization operates within a 200-mile radius of the point where Oklahoma, Kansas, Missouri and Oklahoma meet. Photo by Jack Delius.

WANTED

TENT CONCESSIONS

Philadelphia

Come on, I can show over water paper. In the his-
tory of carnivals I have never heard of a wild-waving a foreign flag, and I suggest that all of you get out and hunt a masts or means of doing it.

Wednesday morning the show was still in the yards. No ships large enough to carry the cars and equipment were avail-

able. The water was too deep to build a railroad bed and to leave the train behind would leave the show in terrible shape. After getting the mileage from shore to shore, only 30, our master builders suggested construction of a pont-

oon bridge, the first to reach from Wales to the In-Between Islands, a dis-

tance of 18 miles, and then to move the pontoon barges among the islands and work the show toward the foreign shores.

Then the expense of building material and the long meeting of staff and staff members. After an hour of endless discussion, we decided to not matter up to show's general agent, Lem

Trumbull.

In less than time it takes to write it Trumbull made arrangements with the Robert T. Council, chief of the Republic engineering department for the use of its entire equipment for the moving of the big show. Half of the pontoon boats were quickly towed over, and a chain bridge was then con-

tructed. Our train pulled onto tracks of the floating trestle, arriving on the
National Showmen's Association

Palace Theater Building, New York

NEW YORK, Sept. 3—Tickets for the First Annual Banquets and Ball to be held at the Hotel Commodore, November 22, proceeds of which go to the N. S. A. Welfare Fund, have been made to members. As a result, reservations are being made. The Banquet and Ball Committee has started the ball rolling. Many details have yet to be worked out, but it is still plenty of work ahead for all committees. Banquet Committee is in charge of arrangements and will have to make the affair an outstanding event, with what name bands for dancing and stars from stage, screen, radio and outdoors for entertainment, and of course toand the Commodore's justly celebrated cuisine to sate jaded appetites. Members who have not received their allotment of tickets, thru change of address, are asked to write to the Secretary at once.

New applications for membership this week came from George A. Pisani and Lazarus E. Pink, all sponsored by the energetic Bill Block.

Alfred G. McKee, of Rochester Bros. Palisades Amusement Park, continues on his way toward a Life Membership by this week proposing David F. Liebelich, Frank P. Demetropoulos, John D'Incro, Joseph Danilano, Albert Wilbur, Max Prein and Jack Bros. Another candidate for the Life Membership is Henry W. Peters, announced, is Brother Gene O'Donnell, of the Art Lewis Shows, who was this week sent in the applications of George P. and George A. Perley. The Perleys are well known to showmen, being custom brokers for over 30 years, and are the first custom brokers to enroll on this "Suites' Auxiliary." Due to a typographical error, wrong dates were given. The event being referred to will be awarded October 25 and letters to this effect are being mailed to excursionists.

Members are urged to send their return tickets promptly so as not to lose, and pay their dues in full, in order that they may remain in good standing. Secretary Anita Goldie has been visited by Polich parks and carnivals and reports excellent business in the N.Y. and auxiliary. Mack and 10a Harris seem to be doing well. Moulton Parma is appearing in South America. Ethel Grande passed his Baltimore City and reports that she is proud of her auxiliary pin. Peggy Hills and Helen Rotthekin are still working hard for the N. S. A. auxiliary. Dorothy Paschman, the aerily busy with regular office work, is doing a far better job than her share of time in the interests of the auxiliary.

NATIONAL SHOWMEN’S ASSOCIATION

An Organization by and for Showmen and Allied Fields. BENEVOLENT-PROTECTIVE-SOCIAL (Cemetery Fund, Hospitalization, Relief Bureau) Duco $10 Initiation $10 Sixth Floor, Palace Theater Bldg., 1566 Broadway New York City

CONCESSION TENTS

BUY FROM SAFE POWERS & CO., Inc.


Send for Concession Tent Catalogues

CARNIVALS

SPLL13AN PRESENTS

Consistent Dividends—RIDE-O RIDE—World Wide Acceptance
New Fun House Ride—MID-DECK—Four Startling Features
Innovative and Novel—High Profit—Positive Profits

SPLL13AN’S FAMOUS JUMPING HORSE CARROUSELS
Modern, Smart, Indispensable To Any and All Shows!
Brilliant, Galloping, Horse Carrousel-Wheels
Rigid Construction—PORTABLE STAGES—6’X18’ Sections

SPLL13AN ENGINEERING CORP., North Tonawanda, N. Y. World’s Largest Builder of Amusement Devices

FULTON SHOW TENTS

ORDER FROM

3.39-92-1330

3.39-92-1331

FULTON BAG & COTTON MILLS


IF YOU CAN STAND Prosperity

Invest in the Time-Tested

TUL-A-WHIRL

Fla.shy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLER MAKING CO., Inc., Faribault, Minn.

ALL NEW MONEY-GETTING RIDES

RO-LO—FUNHOUSE AND SIDE COMBINED. A big money maker—a compact setup—ields on one wagon—suitable for operating on Rural Amer.-Circuses, County Fairs, Good Shows. Attractive, new, original. G. C. E. Barton—success. Carnival equipment, compact, can be handled by one man. Trendy and non-member shows. Size No. 3, shows 34” x 17” x 81” high. Complete with lights, music. Price $250.00, delivered.

UNITED STATES TENT

T. S. JESSOP, Pres., AND AWNING CO. GEORGE JOHNSON, V. P., CIRCUS, CARNIVAL AND CONCESSION BANNER SUPPLIER—SEND SHOW BANNERS THAT WILL LAST. Send for Use Test Tent List. LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street

CHICAGO, ILL.

A M H U R S T C O U N T Y F A I R

Lynchburg, Va., Week of September 12. GREAT M T. A Y R F A I R

Mt. Airy, N.C., Week of September 19. And a Circuit of Eight More Good Fairs To Follow.

CAN PLACE YOUR PROPOSITION AT REASONSABLE RATES—INDIVIDUAL TRUCKS—GOOD OPENING FOR MONEY-GETTING GRID SHOWS. FOREMEN—FOR RIDE-O AND FERRIS WHEELS. WIRE JOHN H. MARKS, General Manager MARKS SHOWS, INC., This Week, Roanoke, Va.

TRUCKS

AUTOMOBILES—MOTORIZE YOUR SHOW.

WRITE

CHARLIE T. GOSS

WITH STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.
**CARNIVALS**

**Midway Confab**

By the MIXER

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

**FAIRS—and folding money!**

PASSING of Joe Tilley marks end of a 34-year career.

Good press agents are a good investment, not an expense.

INSTEAD of pork chops for winter, it’s now gas for Florida. Or (we want to be fair) California.

"GET away from this sidewalk, you ... " 

"... x! Do you know this is the LADIES’ dressing room?"

LOTS of jocks never in show business and generally has to leave the same way.

NUTMEC GREATER SHOWS may spring in Connecticut.

ONE of the best arguments we know of in favor of the work and native ability is Carl J. Laughter.

ACTIVITIES will now move south of Smiths and Wesley Isle, as Walter B. Fox calls it.

BILL SMITH cards from Greenvieve, Mises.: “Have the state show comprising 192 reptiles on the Buckley State Shows. Wonder who types that.”

MACK AND SUE JONES, formerly with Hennes Bros., Beckmann-Gerety and Fair shows, are now residing in Fort Worth, Tex.

HE WAS around paying all his bills because the crop game opened in half an hour.

**FORD young munger** has quiet the fight game and has been operating a Chair-0-Plane on the Joyland Shows bought quitting the fight game last year.

F. W. MILLER cards from Cara, Mich.: “Just had two of the best weeks of the season. I’m back home again on the F. E. Gooding Exposition Shows.”

RED ONIONS on Broadway! Once again familiar figure makes the rounds round New York and, as usual, is cordially welcomed where e’er he turns.

PHIL LITTLE, cookhouse and concession operator at larger State fairs, opened his season at Mississippi State Fair, receiving nice business there. Prior to fair dates he had been with the Dairy B. Little Shows, of which he is part owner.

**AND Splinter**

RICHWOOD, W. Va., Sept. 3.—To settle claims as to who originated the annual Spud and Splinter Festival here, played on August 23-27 by the John H. Marks Shows, Lee F. Reece, chief address, attended the fair. The idea for the festival is that of Carl (Fugis) Thra, former newspaper publisher here, now living in Maryland, Va., who attended the first festival two years ago when he was secretary of Richwood Chamber of Commerce.

"Spud” means potatoes grown in Richwood and “Splinter” is for what is said to be the largest clothshoe factory in the world. Kentucky River navy has a membership of about 250, including such celebrities as Presi- dent Roosevelt, Vice-President Garner, Charles Lindberg, governors of 28 States and many county officials.

The Marks Shows grouped considerably more than was the case at the first festival, 23,000 people being on the lot on August 26, Adorama Day. Reported by Walter D. Nealand.

**SOME OPERATORS** who play a fair until a late Saturday night closing and who want to open miles away on Sunday afternoon think that the ride boys can get plenty of sleep after the season closes.

**LABOR DAY really meant labor** but it was worth it. Yeah! We’ll wait for the office after the—

**FOR REAL?**

World’s Exposition shows will long remember Alexandria, Va., where last year’s fair was welcomed with open arms. And the reason anyone can guess. Spud and Splinter shows are tough to follow, but Max was game. He tried it to his sorrow.

**DICK COLLINS** says the newspaper writes skeptical of Washington, D.C., to a bunch of real fellows and he knows. He has been in contact with them since the Jamestown World’s Fair, in Norfolk, Va., in which he handled publicity for the Warpath, the amusement zone.

**MEN** who have made good in carnival-dom can cut it at exhibitions, too. Lew Thurlow, W. Va. (Real Lar’s Cirkus) is a member, and Walter K. Bibby, Floyd Gooding and A. E. Riner of Washington, D. C., and a number of others are part of the evidence.

A MIDWAY show with real entertainment seems to arouse some carnies managers more than any other one thing.

**MRS. GEORGE DOBBINS,** of Ideal Ex- position Shows, are with them in Washington. They were welcomed with open arms. And the reason anyone can guess. Spud and Splinter shows are tough to follow, but Max was game. He tried it to his sorrow.

**DICK COLLINS** says the newspaper writes skeptical of Washington, D.C., to a bunch of real fellows and he knows. He has been in contact with them since the Jamestown World’s Fair, in Norfolk, Va., in which he handled publicity for the Warpath, the amusement zone.

**MEN** who have made good in carnival-dom can cut it at exhibitions, too. Lew Thurlow, W. Va. (Real Lar’s Cirkus) is a member, and Walter K. Bibby, Floyd Gooding and A. E. Riner of Washington, D. C., and a number of others are part of the evidence.

A MIDWAY show with real entertainment seems to arouse some carnies managers more than any other one thing.

**MRS. GEORGE DOBBINS,** of Ideal Ex- position Shows, are with them in Washington. They were welcomed with open arms. And the reason anyone can guess. Spud and Splinter shows are tough to follow, but Max was game. He tried it to his sorrow.

Buddha papers—Supplies

**ORBAN**—Book of the Amityville, N. Y.

**FINDERS CATALOGUE**—Books, etc.

**U.S. PATENT OFFICE**—25 cents.

**BIBLIOGRAPHY**—25 cents.

**HUBERT’S MUSEUM**—Inc.

**HUBERT’S MUSEUM**—Inc.

228 W. 42nd Street, New York City

**WANT FRANKS and NOVELTY ACTS** for sale.

**A NEW HEART** for the GORR CIRCUS.

**GEORGE BRADSHAW**

U.S. CIRCUS, World’s largest Gourd, Gourd, Gourd.

123 W. 39th St., New York City.

**GOLDEN**—Jambalaya, etc.

**JUKE BOX**—Jambalaya, etc.

**HUBERT’S MUSEUM**—Inc.

**HUBERT’S MUSEUM**—Inc.

228 W. 42nd Street, New York City

**WANT FRANKS and NOVELTY ACTS** for sale.

**A NEW HEART** for the GORR CIRCUS.

**GEORGE BRADSHAW**

U.S. CIRCUS, World’s largest Gourd, Gourd, Gourd.

123 W. 39th St., New York City.

**GOLDEN**—Jambalaya, etc.

**JUKE BOX**—Jambalaya, etc.

**HUBERT’S MUSEUM**—Inc.

**HUBERT’S MUSEUM**—Inc.

228 W. 42nd Street, New York City

**WANT FRANKS and NOVELTY ACTS** for sale.

**A NEW HEART** for the GORR CIRCUS.

**GEORGE BRADSHAW**

U.S. CIRCUS, World’s largest Gourd, Gourd, Gourd.

123 W. 39th St., New York City.

**GOLDEN**—Jambalaya, etc.

**JUKE BOX**—Jambalaya, etc.

**HUBERT’S MUSEUM**—Inc.

**HUBERT’S MUSEUM**—Inc.

228 W. 42nd Street, New York City

**WANT FRANKS and NOVELTY ACTS** for sale.

**A NEW HEART** for the GORR CIRCUS.

**GEORGE BRADSHAW**

U.S. CIRCUS, World’s largest Gourd, Gourd, Gourd.

123 W. 39th St., New York City.

**GOLDEN**—Jambalaya, etc.

**JUKE BOX**—Jambalaya, etc.

**HUBERT’S MUSEUM**—Inc.

**HUBERT’S MUSEUM**—Inc.

228 W. 42nd Street, New York City

**WANT FRANKS and NOVELTY ACTS** for sale.

**A NEW HEART** for the GORR CIRCUS.

**GEORGE BRADSHAW**

U.S. CIRCUS, World’s largest Gourd, Gourd, Gourd.

123 W. 39th St., New York City.

**GOLDEN**—Jambalaya, etc.

**JUKE BOX**—Jambalaya, etc.

**HUBERT’S MUSEUM**—Inc.

**HUBERT’S MUSEUM**—Inc.

228 W. 42nd Street, New York City

**WANT FRANKS and NOVELTY ACTS** for sale.
CARNIVALS

Permanent Addresses

TO ALL PEOPLE IN CARNIVAL BUSINESS:

The Billboard may render showfolks better service, if that is possible, please file your permanent addresses with this issue. If not, keep a prompt address or to have your mail forwarded.

To MANAGERS: Routes of shows should be renewed not later than early Monday morning; sooner if possible.

Address The Billboard, 25-27 Opera place, Cincinnati, O.

show business in my blood. Have been attending many picnics in this section, and I have never, I think, seen to be done better in this line. Rides are playing to okeb business, like it or not. The photographer, with Hank the Bush Man for baby, are always getting along fine. Plan to return to the ride business next year.

These columns are being conducted for the good of the show business and The Billboard and not for the personal aggrandizement of any individual.

WELLY BLAIR (Joe Ana LaPronse), who closed with the Bubbles Dance Revue and Greater Atlantic Shows, has recently been on a trip to the Mystic Courtenay Vasee Co. for the winter.

Max CRUBERG suffered a fire at his home in Alexandria, Va. Everything was a heavy-city license, State license, fire insurance, but business. In fact, there was no business, but 42 policemen arrived. We hope to see him at his World's Exposition Shows each night, says Max, to see that he is not forgotten. Max also reports no arrests for the week, which is only natural if there was no business.

TEX RUTEGNAUT, of T. H. Bee Shows, came to Hodgenville, Ky.; talks Louise Logeond and I visited the Model Shows at Springfield, Ky., and spent the latter part of the week with Bahara, the new physical artist. The women, who we believe, has one of the best show interiors we have ever seen. Shows enjoyed a lot of business and musicians galore each night we were there.

"WHAT I can't understand," says Cousin Pat, "about those guys who want 'something that does not conflict with what we have' is how-in-the-heck anyone is going to know what 'we have.'"

FRED L. FRESCOTT cards from Baudette, Minn.: "Dropped down here while enroute to Yellow River shows and enjoyed the showfolks just as cordial as ever at these border towns. Am on the E. C. Casey midway now."

JACK PERRY, show snake operator, and Merry Rose Perry, fat girl, who we have heard to be the best model at the sale, are heard to beCent.

Recently, are now playing independent fairs and carnivals in Indiana their Blue Ribbon Shows. "We enjoyed our tour with the Blue Ribbon Shows," says Merry Rose Perry, and Mr. and Mrs. Roth good people with whom to deal. We read The Billboard every week and enjoy it immensely."

R. G. McDONALD writes from Itasca, Tex.: "Mrs. J. George Loss, of Greater Union Shows, and a very nice lady, including George Jr., while enroute from Decatur, Ill., to the Memphis show. In Santa Fe, N. M., Lou Landes Shows, stopped off here for a brief visit to the management, and the writer, of the Parade of Shows, of this city. Lou Landes reports that George is enjoying good health as well as property with the shores."

OUR Hu-Keows-What's-It-All-About Department is as grand as it ever was. Superintendent, transportation, publicity; in fact, all the tools for a successful show is in good condition and a strong back. In a class by itself at manifesting the laws how 'em in and how 'em out of the show."

CHRIS M. SMITH letters from Beckley, W. Va.: "While passing thru here recently stopped off at a show and visited the Marx Shows. They were set up on a new and small lot and operated in a very closed-looking midway. Alot time was short, I had the pleasure of shaking hands with Walter D. Nealand, Joe Payne, Paul Lane, John Marks, Harry Masters and Gertrude Miller and Artist Jewell."

Unionizing

STEPS are now being taken in an effort to unionize carnivals. Effort is being made to get in touch with the workmen. It means a lot. It's a far cry from a circus to a carnival. It is a different business in every way, with the possible exception of the circus people in a labor union, let alone with themselves, in deciding issues is another matter that needs serious thought. Of course, anything that even begins to be done in a way or another, but unless it is done right it is not effective.

September 10, 1938

She and her husband, Olle Trou, were known as one of the first teams of concessions in the world some years ago.

AROUND the midway he was always making jokes, putting people on. He was a 10 and 5 bit in the big house.

SUPERSTITIOUS wood knockers and finger crossers were at it with a vengeance, trying to save the carnival from a cold weather continued and that vital Labor Day weekend-approached.

HENRY T. CURTIN undoubtedly has the greatest show in the world, having with one show for the most successful years. For about 25 seasons he has operated shows on the Mighty Sheesley Midway, formerly known as Greater Sheesley Shows.

SAM VYSON letters from Elkins, W. Va.: "Bobby and I have been making the rounds of the shows and have had a very quiet time. We have had to do nothing but open and close gates and don't have to read all night to keep from sleeping and sleep all day to keep from getting fat. We have our own chickens and a sweet garden and really enjoy it.

MRS. USHAW, down in a battle with porcital-something, hopes that if things go right the soon will be able to qualify as one of the best showgirls in the world.

EDDY ANDERSON, son of Mr. and Mrs. Art Anderson with Blinderbaur's United Shows, underwent an operation for cholecystitis when the organization played Clarkson, Wash., last week. The doctor in Spokane, reports that Eddy is resting easily.

LEIGH BROWN letters from Altoona, Queensland, Australia: "Jolly Josephine, working here as Mexican Rose and known around here with J. L. Landes Shows, and I will renew our contract with Greater Union Shows, but for another year in Australia. Business here is different but good.

SLIM LESCHMAN, let man and con- companion with Buckeyee State Shows, has entered Veterans' Hospital in Mem- phis, Tenn., for a short convales- cion. Slim is anxious to read letters from friends.

"A Saw a Nuttie Reeve in a city's eyep house the other day," said Cousin Pete, "that made the old flashy-in-the-Well look like Sunday school teacher.

FRANK ZORDA cards from Caro, Mich.: "Am with the F. E. Goding Shows, but have had a very quiet time. Our double-bobled bables are doing well. Have renewed acquaintances with many old friends here, with 10 stores, is king companion, Ralph and I plan to take a 100-car show next season."

MRS. ADAMEL WOLFF, formerly associated with Barfield's CBPS and Bryan Bros., has entered Walter Shows, has entered Veterans' Hospital in Mem-phis, Tenn., for a short convales- cion. Slim is anxious to read letters from friends.

BURNS, manager of Bothel Theater, Seattle, Miss Wall, and I plan to open a 10-seat car next season.

And Mrs. Walter Green- wood, J. W. D. Show, and Mrs. Joe Willis, of Midwest Shows, daily with the Walla Walla, and Ridge Route in Omida, S. D., recently. The shows were formerly associated with Crowley's United Shows, but have now operate a range in White Clay, R. D.

EDWARD L. LANZO letters from Altoona, Ill.: "Am an ex-troper but still have

Unionizing

STEPS are now being taken in an effort to unionize carnivals. Effort is being made to get in touch with the workmen. It means a lot. It's a far cry from a circus to a carnival. It is a different business in every way, with the possible exception of the circus people in a labor union, let alone with themselves, in deciding issues is another matter that needs serious thought. Of course, anything that even begins to be done in a way or another, but unless it is done right it is not effective.

September 10, 1938

She and her husband, Olle Trou, were known as one of the first teams of concessions in the world some years ago.

AROUND the midway he was always making jokes, putting people on. He was a 10 and 5 bit in the big house.

SUPERSTITIOUS wood knockers and finger crossers were at it with a vengeance, trying to save the carnival from a cold weather continued and that vital Labor Day weekend-approached.

HENRY T. CURTIN undoubtedly has the greatest show in the world, having with one show for the most successful years. For about 25 seasons he has operated shows on the Mighty Sheesley Midway, formerly known as Greater Sheesley Shows.

SAM VYSON letters from Elkins, W. Va.: "Bobby and I have been making the rounds of the shows and have had a very quiet time. We have had to do nothing but open and close gates and don't have to read all night to keep from sleeping and sleep all day to keep from getting fat. We have our own chickens and a sweet garden and really enjoy it.

MRS. USHAW, down in a battle with porcital-something, hopes that if things go right the soon will be able to qualify as one of the best showgirls in the world.

EDDY ANDERSON, son of Mr. and Mrs. Art Anderson with Blinderbaur's United Shows, underwent an operation for cholecystitis when the organization played Clarkson, Wash., last week. The doctor in Spokane, reports that Eddy is resting easily.

LEIGH BROWN letters from Altoona, Queensland, Australia: "Jolly Josephine, working here as Mexican Rose and known around here with J. L. Landes Shows, and I will renew our contract with Greater Union Shows, but for another year in Australia. Business here is different but good.

SLIM LESCHMAN, let man and con- companion with Buckeyee State Shows, has entered Veterans' Hospital in Mem- phis, Tenn., for a short convales- cion. Slim is anxious to read letters from friends.

"A Saw a Nuttie Reeve in a city's eyep house the other day," said Cousin Pete, "that made the old flashy-in-the-Well look like Sunday school teacher.

FRANK ZORDA cards from Caro, Mich.: "Am with the F. E. Goding Shows, but have had a very quiet time. Our double-bobled bables are doing well. Have renewed acquaintances with many old friends here, with 10 stores, is king companion, Ralph and I plan to take a 100-car show next season."

MRS. ADAMEL WOLFF, formerly associated with Barfield's CBPS and Bryan Bros., has entered Walter Shows, has entered Veterans' Hospital in Mem-phis, Tenn., for a short convales- cion. Slim is anxious to read letters from friends.

BURNS, manager of Bothel Theater, Seattle, Miss Wall, and I plan to open a 10-seat car next season.

And Mrs. Walter Green- wood, J. W. D. Show, and Mrs. Joe Willis, of Midwest Shows, daily with the Walla Walla, and Ridge Route in Omida, S. D., recently. The shows were formerly associated with Crowley's United Shows, but have now operate a range in White Clay, R. D.

EDWARD L. LANZO letters from Altoona, Ill.: "Am an ex-troper but still have
NEW! The First Low Priced Compact Roasting Unit

THE ADVANCE COMBINATION PEANUT ROASTER & WARMER

Yes, indeed, this is new! This is sensational! An attractive model built for retail operation and an additional unit at such a low price makes your store a winner! Designed especially for the retail grocer, this unit has "eye appeal" with lights, odor and motion to get the business. An "eye appeal" unit that builds business. Complete, ready to run—Simply be among the first to cash in on this selling appeal of this new unit. Write for catalog or, better still, order direct from this ad.

- ALSO -

ADVANCE MFG. CO.
6339 St. Louis Ave., St. Louis, MO.
F. O. B. Factory

Johnnie J. Jones Exposition

CONCESSIONS WANTED
NORTH CAROLINA STATE FAIR, RALEIGH
October 10 to 15

CLEVELAND COUNTY FAIR, SHELBY, N. C.

CAN PLACE Legitimate Concession for North Carolina's two outstanding fairs. No exclusives! But will book only one man or one concession company in each line. Address as per route.

JOHNNIE J. JONES EXPOSITION, Inc.
Address: December 5 to 9, Louisville, Ky.; December 11 to 17.

WANT SHOWS

With or without outfits, Monkeys, Speedways, Girls for Piano Show, Minstrel Show Performers, Legitimate Concessions, Frozen Custard, Eight Southern Fairs. Out all winter, Paris, Tenn., this week; Milan, Tenn., September 23; Chicago, September 19.

L. J. HETH SHOWS

Great Galax, Virginia, Fair, Week September 12

CAN PLACE for long string of outstanding Southern Fairs, ending in November—Legitimate Concession at all kinds except Lead Gallery and Ring. Can get races, dog races, Anything for the Drive. Experienced RED Help in all departments. Harvey Posten wants Girls for Girl Revue. Bessie Traylor wants Girls and Talor for Girl Show. All addresses this week or write.

RIVER PARK TRAILERS

And Cottages 2260 N. W. 27th Ave., Miami

Dade Park Trailers, the new product of Dade Park Builders. Consolidates all these trailers. Boxcar, panel, Caper, side and front, all available at a price. Can build any trailer to suit your needs. Call us. Bill Tew is the man in charge. Complete with Travelers Trailer. 2260 N. W. 27th Ave., Miami.

SALVATION ARMY

IT IS WORTH 50c

Good for 50c applied on first week's rent

Presented by

ADVERTISE IN THE BILLBOARD
YOU'LL BE SATISFIED WITH RESULTS

PHIL SMITH—Showmen's Representative
MOVE YOUR RIDES ON FREEHAU TRAILERS
All Types—All Prices—All Hire—Special Prices Set-up For Showmen
FREEHAU TRAILER COMPANY—DETROIT
World's Oldest and Largest Manufacturers of Tandem Trailers

CARNIVALS
September 10, 1938

Showmen's League of America
165 W. Madison St., Chicago, Ill.

CHICAGO, Sept. 2—In a few weeks the first fall meeting will be held. Membership drive goes merrily on, with Ned Trumbull, manager of the Northern West Showmen's Association, in the running for Gold Life Membership. Applications received this week for membership by Walter Weis, John Rankin and Charles Schwa-cha and were credited to Lew King, Sam Pennington and H. B. Padgett. Membership cards have been made out to Robert Baldwin, J. L. Underwood, Clarence Katz, Mark Elman, F. M. Tarr, Carl J. Schenk, John G. Cobb, Louis J. Cattera, J. Winter, Winters and Longs.

Added pep is being put into the Showmen's Home Fund Drive. Shows in these performances made good on American, Happyland, Hennes Bros. and others. John Rankin and John H. Nothman Exposition, Beckman & Greety, Dodo Dunham's Shows have not set their date yet. Royal American held the first one at Tampa, Fla., in February, and Conklin Shows just had theirs at Young Albert. Those who have signed cooperative agreements have made their cards. A few names were omitted last week are Frank Hana-non, John W. Bradley and Oklahoma Shows. Our apologies.

Received the sad news of the death of Brother Joe Tilley, owner of Tilley Shows, passed away on August 12. A number from Chicago attended the services held in Ladd, Ill. Joe was the son of Dr. John Tilley, Tom Rankine and Bob Miller, who are well known in the show business and T. J. Rankine, who is in the hospital.

Max Friedman spent a few days in town before leaving for the East. Shows included Max Brass, Hettie Rosman, Jack Pritchard, Joe Murphy, Irving Malitz, Julius Wagner, Charles H. Keyes and William Young.

Secretary Joe Streicher was among the happy group of former employees who gathered in honor of Brother James A. Terry's 77th anniversary. May you all live to see another.

Waterloo for Wagon

SPRINGFIELD, Ill., Sept. 2—After several weeks of hardly having a credit the Byers & Beach Show office wagon met its Waterloo near here last week. After breaking loose from the hitch, the trailer collapsed off the highway into an embankment and was demolished. Combined efforts of Harry Beach, Carl Byers and Don Troubridge made it possible for the salvage to be haulled painstakingly in a new 22-foot trailer which was hauled away by the show crew. A meeting at Monticello (Ill.) Fair last Sunday.

WANT MORE REVENUE
FOR YOUR ORGANIZATION?
Read "BINGO BUSINESS"
A Column About Bingo in the WHOLESALE MERCHANDISE Department

This Week and Every Week

Showmen's Home Fund

September 10, 1938

INCOME (Dollars)

PREVIOUSLY

$375,633.00

$152.00

PRESENTLY

$375,633.00

$152.00

Write for pledge card.

A Home Aged and Informed Showmen

Showmen's Home Trustees

Frederick M. H. BARNES—Treasurer

J. W. Conklin—Secretary

W. M. Burton—Vice-President

Max Goodman—President

Edward Laurence Phillips—Treasurer

Rubin Comfort—Secretary

Harry W. Hennes—Manager

WORTHY OF YOUR CO-OPERATION

SPECIAL
SHOWMAN'S HOME FUND
MAIL FOR THE FOLLOWING ANNOUNCEMENT OF PARTICULAR INTEREST

LUCY RIDE-O RIDERS SPECIAL
AND THOSE WHO ARE LOOKING FOR THE ULTIMATE IN RIDES

SPILLMAN ENGINEERING CORP.
World's Largest Manufacturers of
RIDE-O RIDES
NORTH TONAWANDA, N. Y.

WANTED

First-class Grillies, Moir, Gale and W FLASHES, Patting, Reading, Allentown, Bethlehem, Reading and Reading.

FREE SHOW FAIR GROUNDS, Reading, Pa.

Showmen's League of America

165 W. Madison St., Chicago

SHOWMAN'S HOME FUND

Previous Acknowledged—$375,633.00

Carl S. Eudaly, General Chairman Drive

WRITE FOR PLEDGE CARD

A Home Aged and Informed Showmen

Showmen's Home Trustees

Frederick M. H. Barnes—Treasurer

J. W. Conklin—Secretary

Max Goodman—President

Edward Laurence Phillips—Treasurer

Rubin Comfort—Secretary

Harry W. Hennes—Manager

WORTHY OF YOUR CO-OPERATION

SPECIAL
SHOWMAN'S HOME FUND
MAIL FOR THE FOLLOWING ANNOUNCEMENT OF PARTICULAR INTEREST

LUCY RIDE-O RIDERS SPECIAL
AND THOSE WHO ARE LOOKING FOR THE ULTIMATE IN RIDES

SPILLMAN ENGINEERING CORP.
World's Largest Manufacturers of
RIDE-O RIDES
NORTH TONAWANDA, N. Y.

WANTED

First-class Grillies, Moir, Gale and W Flashes, Patting, Reading, Allentown, Bethlehem, Reading and Reading.

FREE SHOW FAIR GROUNDS, Reading, Pa.

Showmen's League of America

165 W. Madison St., Chicago

SHOWMAN'S HOME FUND

Previous Acknowledged—$375,633.00

Carl S. Eudaly, General Chairman Drive

WRITE FOR PLEDGE CARD

A Home Aged and Informed Showmen

Showmen's Home Trustees

Frederick M. H. Barnes—Treasurer

J. W. Conklin—Secretary

Max Goodman—President

Edward Laurence Phillips—Treasurer

Rubin Comfort—Secretary

Harry W. Hennes—Manager

WORTHY OF YOUR CO-OPERATION

SPECIAL
SHOWMAN'S HOME FUND
MAIL FOR THE FOLLOWING ANNOUNCEMENT OF PARTICULAR INTEREST

LUCY RIDE-O RIDERS SPECIAL
AND THOSE WHO ARE LOOKING FOR THE ULTIMATE IN RIDES

SPILLMAN ENGINEERING CORP.
World's Largest Manufacturers of
RIDE-O RIDES
NORTH TONAWANDA, N. Y.

WANTED

First-class Grillies, Moir, Gale and W Flashes, Patting, Reading, Allentown, Bethlehem, Reading and Reading.

FREE SHOW FAIR GROUNDS, Reading, Pa.

On the 2nd day of the week business declined all week, shows, rides and concessions were better than the previous week with the times. As a whole, the gross was not up to last year despite elimination of 30% in average time for Ready and the Pictorial Calendars. It was a hot week.

Carnivals

Los Angeles.

Angeles, Calif. Week ended August 27, Location, Exposition Avenue. Business, excellent. Weather, very good. Tuesday night the second show was rained out, and further shows were held on Wednesday and Friday. The 2nd day the show was closed down due to the inclement weather.

White City.


A baby whirlwind hit show Thursday afternoon, wearing down the concessions and parceling hundreds of dollars' worth of merchandise skyward. Five ride boys, attempting to hold down a big top, were lifted several feet off the ground. The whirlwind entered one side of the midway, circled the Merry-Go-Round and suddenly disappeared, without making anything in its path. Fortunately no injuries were reported and the whirlwind's possessions were replaced before the week ended. The same evening May Collin, a high diver, narrowly escaped injury when she attempted her dive. A gust of wind carried her across the tank, causing her

CARNIVALS

Full-Date News Representative Show Letters

As Reported by News Representative for the Shows

Did capacity business.

Los Angeles.


A baby whirlwind hit show Thursday afternoon, wearing down the concessions and parceling hundreds of dollars' worth of merchandise skyward. Five ride boys, attempting to hold down a big top, were lifted several feet off the ground. The whirlwind entered one side of the midway, circled the Merry-Go-Round and suddenly disappeared, without making anything in its path. Fortunately no injuries were reported and the whirlwind's possessions were replaced before the week ended. The same evening May Collin, a high diver, narrowly escaped injury when she attempted her dive. A gust of wind carried her across the tank, causing her
Johnny J. Jones (Raiders)

Memphis, Tenn. Week ended August 27. La Forte County Fair. Weather, ideal, business, fair.

Jones enjoyed one of his most successful weeks here. Business was good right from the start, the riding of his capacity business and gross for the week showed a slight increase over last year. Mrs. Hooty Jones purchased new wardrobes. The Gone La Femme show, Johnny J. Jones Jr. will return to the Florida Military Academy soon. Mrs. Jones is taking care of their new baby who is ill at home in Memphis, Tenn. (Bill Stringer, La Forte County Fair). La Porte. Peter F. Hein. State treasurer; Harry G. Templeton. manager Indiana State Fair; Edward O. Craft, president La Porte County Fair; Joseph L. Strelitz, trustee. Board of Directors of America; Henry F. Schriker, Jr. son of the late Mr. and Mrs. Henry F. Schriker; Generalagos, a prosecuting attorney of St. Joseph, Ill. La Porte is about the only place where Mrs. and Mr. D. E. Herold; Fred Brewer, La Porte Deputy Sheriff; La Porte County Officers: Mrs. and Mr. Max Goodman and Mr. and Mrs. Joe Goodman, Clifton Mantle, secretary and treasurer, and W. H. (Bill) Rice, GRANT DEBBLE.

F. H. Bee

Lebanon (Ky.) Fair Week ended August 27. Weather, ideal, business, fair.

Every thing was ready early Monday and everyone enjoyed a good day. Chil- dren's rides were in great demand, partly because of the heat of the last few days of the fair. Army Day Wednesday, Lebanon Day, Thursday, was another good day, closed, and every ride was in business. Remaining days were made big and all stores were sold to the public. American Legion-co-op- erated concessions were all played plugged, Springfield, nine miles distant, was a noted STAND the month, immediate delivery. J. M. SIMMONS & CO. 19 W. JACKSON BLVD. Chicago, III.

OTSEGO, MICH. STREET FAIR

SEPTEMBER 14-17.


RIDES WANTED

Independent Flyer

DAIRY, CASINO, CARNIVAL SHOW


WANT MORE REVENUE FOR YOUR ORGANIZATION? Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

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

Johnny J. Jones (Raiders)

Memphis, Tenn. Week ended August 27. La Forte County Fair. Weather, ideal, business, fair.

Jones enjoyed one of his most successful weeks here. Business was good right from the start, the riding of his capacity business and gross for the week showed a slight increase over last year. Mrs. Hooty Jones purchased new wardrobes. The Gone La Femme show, Johnny J. Jones Jr. will return to the Florida Military Academy soon. Mrs. Jones is taking care of their new baby who is ill at home in Memphis, Tenn. (Bill Stringer, La Forte County Fair). La Porte. Peter F. Hein. State treasurer; Harry G. Templeton. manager Indiana State Fair; Edward O. Craft, president La Porte County Fair; Joseph L. Strelitz, trustee. Board of Directors of America; Henry F. Schriker, Jr. son of the late Mr. and Mrs. Henry F. Schriker; Generalagos, a prosecuting attorney of St. Joseph, Ill. La Porte is about the only place where Mrs. and Mr. D. E. Herold; Fred Brewer, La Porte Deputy Sheriff; La Porte County Officers: Mrs. and Mr. Max Goodman and Mr. and Mrs. Joe Goodman, Clifton Mantle, secretary and treasurer, and W. H. (Bill) Rice, GRANT DEBBLE.

F. H. Bee

Lebanon (Ky.) Fair Week ended August 27. Weather, ideal, business, fair.

Every thing was ready early Monday and everyone enjoyed a good day. Chil- dren's rides were in great demand, partly because of the heat of the last few days of the fair. Army Day Wednesday, Lebanon Day, Thursday, was another good day, closed, and every ride was in business. Remaining days were made big and all stores were sold to the public. American Legion-co-op- erated concessions were all played plugged, Springfield, nine miles distant, was a noted STAND the month, immediate delivery. J. M. SIMMONS & CO. 19 W. JACKSON BLVD. Chicago, III.

OTSEGO, MICH. STREET FAIR

SEPTEMBER 14-17.


RIDES WANTED

Independent Flyer

DAIRY, CASINO, CARNIVAL SHOW


WANT MORE REVENUE FOR YOUR ORGANIZATION? Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
Parade of Hubbell left Superintendent Sammy Lawrence, Bryan first night Oklahoma. Many after Kwade 100 Fair.

IT'S PRIVATE JIM FOWLER now. After being associated with the Keystone Shows for the past three years, Jim, son of J. T. Fowler, special agent with the organization, left re- perty to enter the United States Marine Corps.

between this organization and the Bill Hanna show, which was only 35 miles 5 J. J. Lane of the Arkansas, Oh. Fair, visited here R. C. McDoNAL.

Dixie Belle

Greensville, Ind. Week ended August 27, Hamnock County Fair Weather, good, Business, fair.

Carnivals

September 10, 1938

Parade of Hubbell left Superintendent Sammy Lawrence, Bryan first night Oklahoma. Many after Kwade 100 Fair.

IT'S PRIVATE JIM FOWLER now. After being associated with the Keystone Shows for the past three years, Jim, son of J. T. Fowler, special agent with the organization, left re- perty to enter the United States Marine Corps.

between this organization and the Bill Hanna show, which was only 35 miles 5 J. J. Lane of the Arkansas, Oh. Fair, visited here R. C. McDoNAL.

Dixie Belle

Greensville, Ind. Week ended August 27, Hamnock County Fair Weather, good, Business, fair.

Carnivals
GRAND STAND SHOWS—(Continued from page 38)

Wapakoneta, O., where Secretary Harry B. Smith, president, announced that, as a result of the exigencies of the night, Eric-Bosc showhouse, the leading house for the night, was

organized. Delaware County Fair here, in un

lighting grand stand and midway attrac-

tions. The show here is under the direc-

tion of several acts and shows contracted.

MATHESONS.—Preparations for the 1938 Mathews County Fair here are near-

ly completed. Workmen are making last-

minute preparations for exhibits and grounds renovation, and the board of directors and Agent Birdsalt is assisting with agricul-

tural and educational departments. Midway work is being pushed daily. Roland Shows will be on the midway and there will be fireworks and

ST. JOHN, N. B.—Appointment of a successor to the late G. W. Frost, secre-

tary-treasurer of the state fair association, to the association temporarily, and H. A. Porter, predecessor of Mr. Frost in this capacity, was named an

director, having volunteered his services. Beyond has been added to the office staff.

RALIEGH, N. C.—Colman W. Roberts, past president of the Charlotte Chamber of Com-

merce, has been appointed director of North Carolina's 1939 State Fair, the New York World's Fair of 1939. Display of the shows purchased gains and growth in the State building areas. Nego-

tiations will get under way with art de-

signers immediately, said Mr. Roberts, who is still a member of the board of directors for a North Carolina Day at the fair. W. W. Allen, superintendent of the fair, is chairman of the fair committee.

Fair Grounds

STUBBORN, W. Va.—Three-day Door County Fair closed here on August 28 with attendance of 18,000. Extended attendance, between 25,000 and 30,000, was expected Saturday and Sunday, and concessions, including shows reported business above average.

LUBBOCK, Tex.—A pretentious rodeo is planned for the Lubbock County fair. Groves, Los Angeles, racing stadium and rodeo, is being built, and it will be the first of the 1938 Silver Jubilee three-day rodeos to be completed, said Publicity Manager R. D. Shillette.

SHELBY, N. C.—J. S. Horton, secretary of Cleveland County Fair here, said vendors had filled all the stands. Admission to the offered exhibitors and contestants at the fair was good, and business was reported above average. The fair was opened on the first day of any previous fair, ranging from 25,000 to 35,000, said Secretary C. B. Baker. All depart-
ments were filled to capacity. Midway, one of the best in recent years, included Pen- dleton, Kentucky, and Clifton, said R. P. Maugham's giant horse, with Marian Clark riding, snake show and others. Beyond stand had radio acts and Black's Bears.

SHIPPODPORT, Pa.—Shippingport, Fair, spent off by the Girard Civic Asso-

ciation, to replace Beaver County Fair, discon-

nected itself from the large national association. Turtle and three-day, attracted record crowds and because of the increase in attendance. Entertainment included band concerts, acts from KIDBA, Pittsburgh; "The Flying Turtles," and others.

CHICAGO, Ill.—Grand Stand on Northern Wisconsin District Fair grounds here, damaged by fire and flood. Remodeling will provide clear view for spectators. "The Flying Turtles," a popular group, was the opening attraction. Plans for the fair, which will be held on the temporary fair space, were announced.

JANESVILLE, Wis.—Rock County 4-H Junior Fair and Live-Stock Association held its 17th annual fair here on August 18 despite inclement weather. The fair opened Thursday afternoon. No superintendents of consensuses, said more space was sold machinery exhibi-

tions, and midway shows. The fair, which has been held there for several years, was

was held here on August 28 with attendance of 18,000. Extended attendance, between 25,000 and 30,000, was expected Saturday and Sunday, and concessions, including shows reported business above average.
Festival in Omaha May Be An Annual

OMAHA, Sept. 3.—Almost both sponsor and producer lost money, Ak-Sar-Ben's market Festival weekend will be annual affair if plans work out. The Nebraska non-profit booster organization, having paid $12,000 to Barnes-Carruthers musical show, in cocaine show, will be held.

Jon W. Lafferty, Ak-Sar-Ben's market Festival, which draws 2,000 retailers from across the nation and six States. Soaring High was presented six nights, ending on August 30, on three playing stages in front of the Ak-Sar-Ben grand stand on Ak field. Audience of 500, a performance of the day sold out each show every year. Competition wireless from theater, and the Barnes grandstand was here two days before.

Director Nat D. Bogen of the show and Manager Jake Benson of Ak-Sar-Ben received remits of publicity in newspapers and publications.

The Omaha World-Herald was whole-

WANTED

WANTED

FIRST CLASS CARNIVAL

FOR SEPTEMBER 26

INCLUSIVE OCTOBER 1

This Carnival will be in connection with the Central Kentucky Race Meet to be held at the Taylor County Fair Ground during the latter part of October and is expected to be of large size, as we are expecting a large crowd.

WALTER HOBSON, Secy, Taylor County Fair, Inc., Campbellville, Ky.

THE BILLBOARD

JACK (Abie) TAVLIN

CARE THE BILLBOARD, 54 W. RANDOLPH, CHICAGO, ILL.

NATIVE Hawaiian Troupe

\text{WANTED FIRST-CLASS CARNIVAL}

FOR SEPTEMBER 26

INCLUSIVE OCTOBER 1

This Carnival will be in connection with the Central Kentucky Race Meet to be held at the Taylor County Fair Ground during the latter part of October and is expected to be of large size, as we are expecting a large crowd.

WALTER HOBSON, Secy, Taylor County Fair, Inc., Campbellville, Ky.

JACK (Abie) TAVLIN

CARE THE BILLBOARD, 54 W. RANDOLPH, CHICAGO, ILL.

NATIVE Hawaiian Troupe

\text{WANTED FIRST-CLASS CARNIVAL}

FOR SEPTEMBER 26

INCLUSIVE OCTOBER 1

This Carnival will be in connection with the Central Kentucky Race Meet to be held at the Taylor County Fair Ground during the latter part of October and is expected to be of large size, as we are expecting a large crowd.

WALTER HOBSON, Secy, Taylor County Fair, Inc., Campbellville, Ky.

JACK (Abie) TAVLIN

CARE THE BILLBOARD, 54 W. RANDOLPH, CHICAGO, ILL.

NATIVE Hawaiian Troupe

\text{WANTED FIRST-CLASS CARNIVAL}

FOR SEPTEMBER 26

INCLUSIVE OCTOBER 1

This Carnival will be in connection with the Central Kentucky Race Meet to be held at the Taylor County Fair Ground during the latter part of October and is expected to be of large size, as we are expecting a large crowd.

WALTER HOBSON, Secy, Taylor County Fair, Inc., Campbellville, Ky.

JACK (Abie) TAVLIN

CARE THE BILLBOARD, 54 W. RANDOLPH, CHICAGO, ILL.

NATIVE Hawaiian Troupe
COMMERCIAL

10¢ a word

Minimum—$2.00. CASH WITH COPY.

ACTS, SONGS AND PARODIES

ATTENTION, VOCALISTS—TUNES ARRANGED DEDICATED toaceserical background. Write to DICK BENNETT, Arranger, 926 Oakdale St., Waterford, Conn.

SPECIAL VENTRILOQUIAL DIALOGUES WRITE, ten, fifteen minutes. No Lip Movement. Creative Monologues. Taylor, 17 Soydan St., Brooklyn, N.Y.

AGENTS AND DISTRIBUTORS WANTED

A BUSINESS OF YOUR OWN—SELL USED CLOTHING BUSINESS. Every bag guaranteed. Satisfaction guaranteed. Catalogue free. CHICAGO RUMMAGE MART, H-328 State St., Chicago.

AGENTS—MAKE BIG PROFITS ON FOOD AND CLOTHING BUSINESS. Every bag guaranteed. Satisfaction guaranteed. Catalogue free. CHICAGO RUMMAGE MART, H-328 State St., Chicago.

BE YOUR Own BOSS—operate used-new Clothing Business from home, store, home. Up to 300% profit. Everything furnished. Catalogue free. CHICAGO RUMMAGE MART, H-328 State St., Chicago.

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Underwear, Raincoats, Panties, Dresses, etc. Guaranteed satisfaction. Write for price list. CHICAGO RUMMAGE MART, H-328 State St., Chicago.

BIG MONEY APPLIES INITIALS ON AUTOMOBILES—On new and used. Guaranteed satisfaction. Write for price list. CHICAGO RUMMAGE MART, H-328 State St., Chicago.

BIG MONEY APPLYING INITIALS ON AUTO- MOBILES—Guaranteed satisfaction. Catalogue free. Also siding salesman for Flame Plate and The I.B. HOSIERY.—W1C3DO, 1305 Williams St., Boston, Mass.

CHRISTMAS CARDS—SELL 30 ASSORTED CARDS—Pics 10c each, wholesaled at 25c per 100. S0C. Sample free. No investment. DUNBAR, 1106 N. Clinton, St. Louis, Mo.

COSTS 2c—SELL 25c. FAST SELLING NECESSARY for agents, crews, demonstrators. Sample 10c each. Details free. LINNELL, Box 613, Cleveland, O.

ENGRAVINGS—LORD’S PRAYER, TEN COMMANDMENTS, ps. 1-125, 1-499, on cards, $1.25 per 100. RAY MANUFAC- TURING CO., 1307 N. LaSalle, Chicago.


MANUFACTURE AND SELL YOUR OWN MODERN MOVIE MACHINES. Supply, full line of general service. Clean up with fast selling projectors. We supply you with first class service, full line of supplies and enough material to start business. 25c per unit. EXOTIC, Keokuk, Ia.

NEW ITEM—SELLS ON SIGHT TO EVERYBODY, $1.00 per day cash. Guaranteed, you keep all, $1.00 per day. Sample 10c stamps. MARKER- BAR, Apartment 176, Mexico City, Mexico.

RESECTION PLANT—UNIQUE NOVELTY, muscle of nature. Costs birds 2c each. SELL 2c each. Particulars free. Sample 10c. Agents, street- men, demonstrators. MISSION, 2338 W. Prices, Los Angeles, Calif.

NEWSPAPER DISTRIBUTION—COMPLETE SUPPLIES. Will supply to agents on the following terms: 10 per cent on first $20.00; 5 per cent on following $500.00. GEO. E. LOCKER, 716 St., Gallipolis, Ohio.


COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted. It is understood that machines of recent manufacture and being advertised elsewhere in this issue are not to be sold by manufacturers, distributors or jobbers who may not have advertised as used in The Billboard.

A-1 MACHINES — $1 1X SHAVERS, THREE COL- umns, Hair, and Combination Vendor, $100.00 each, with floor stand; 2 Costa; 1 Grip & Fixed, $60.00 each; 30 Columbus $3 Peanut Vendor, $3.00 each. ROBBINS COMPANY, 1816 Rialto Ave, Brooklyn, N.Y.

P-12 WURFLIGHT—$12 RECORD SELECTIVE LEVER, Chicago, 107 East Jackson Blvd., Chicago, Ill. Make offer. One-half deposit. L. R. PORTER, Ansonia, Conn.


P-28-MERICAN—IN PERFECT SHAPE, $35.00. GOOD SHAPE, $25.00. GREAT SHAPE, $15.00. Flying, Ducks, $15.00. Bulls, $10.00. Hunting, $5.00. Single pence, $1.00, complete penny machinery. Thirties, just like new. $25.00. Twenty cent and Quarter cent machines and parts. BURKE SALES CO., 813 College Ave., N.E., Grand Rapids, Mich.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

IN COLUMBUS

AGENTS AND SALESLENS read

DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

IN AT LIBERTY WITH (First, Low Lever Black Type) OR (Worm) (Small Type)

FORMS ONLY

No Art. Low Typeset

CARE WITH COPY.
Show Family Album

JUDGING by their confident appearance, this women’s baseball team, members of the Carl Hagenbeck and Great Wallace Shows, season of 1917, could not be the paintings run for them. From left to right are Sophie Egner; Dallie Julian, now Mrs. John R. Andrew; Rose Sullivan, Bertha Rounds, May Davenport, Louise Shanks. At left, Berrie Wainwright, Mrs. John O’Reilly, Sadie Conners, deceased, and Juanita Cole.

The Billboard invites its readers to submit photos taken from 1910 to 1920. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album, Editor, The Billboard, 8170 Opera Place, Cincinnati, O.

MUSICAL INSTRUMENTS, ACCESSORIES

SALESMAEN WANTED

Sell Business Cards, $1.50 Thousand. Business Stationery, Xmas Cards, Calendar, Advertisers, Labels, Cigarette Cards, Envelopes, Letterheads, 1000 4x6 CIRCULARS, $1.50; 1000 6x9 CIRCULARS, $2.50; 1000 Letterheads, Envelopes, $2.75. OCCASIONAL COMMISSION. Address BOX C-649, Billboard, Cincinnati, Ohio.

SCENERY AND BANNERS

A-1 AMERICAN’S LEADING CIRCUS-CARNIVAL scenic Banners. Panache, and first quality. NO Duplicates. LOW CASH MIN. ALL IN FIRST AIR MAIL LETTER.

TEATRICAL PRINTING

A COMPLETE POSTER ENGRAVING and Art Department. Sunshine Stencils and Brand Wood Engravings to the Showman and Printer. 50 year experience. Write THE WASHINGTON HAND PRESS, 2271 Olive St., St. Louis, Mo., or GEORGE ALLEN, 5208 S. Michigan, Chicago. Ill.

PERSONALS

WANTED — INFORMATION OF LOCATION and home address of Joseph DeTraglia, owner of Buffalo Playhouse, 215 Odgen Ave., Buffalo, N. Y. 

COPIED HANDWRITING, PENCILE FIGURES. ROY REYNOLDS, 1236 S. Loomis Blvd., Chicago, Ill.

WANTED TO BUY

WANTED TO BUY—CHAMPIONSHIP FIGHT PROGRAMS. Address CLEM McGUIRE, 270 Waburg Pl., Dubuque, la.

WANTED TO BUY—OLD-TIME PHOTOS OF SHOW BAND ORCHESTERS, etc. Address BOX C-649, Billboard, Cincinnati, Ohio.

COPIED HANDWRITING, PENCIL FIGURES. ROY REYNOLDS, 1236 S. Loomis Blvd., Chicago, Ill.

COPIED HANDWRITING, PENCIL FIGURES. ROY REYNOLDS, 1236 S. Loomis Blvd., Chicago, Ill.

COPIED HANDWRITING, PENCIL FIGURES. ROY REYNOLDS, 1236 S. Loomis Blvd., Chicago, Ill.
Piano and Accordionists—Has Immuni-
stable style. Excellent references. Solar,
Frank Bussard, P. O. Box 12, Xena, Ill., tel 917
TRUMPET AND TENOR—AVAILABLE-
Wardrobe Union, At Liberty, St. Louis, Mo., tel 816
BANDMASTER—A Director. Teach all bands.
Kanter, 329 C-62, Billboard, Cincinnati.

Advertising

Music, Massage, & Allied Arts

RHYTHM PIANIST—ALL ESSENTIALS. WRITE
details to BOX C-643, Billboard, Cincinnati, 
O. Will cover city, country, road shows and
ment and dance. Reasonable rates. 
SCHUH, 320 S. Wth, Little Rock, Ark.

VAUDEVILLE ARTISTS

EXPERIENCED MED COMEDIAN—CHANGE
often. Solar. You tell. On week or road. 
STEVEN, 181 E. Market St., Coning, N. Y.

VAUDEVILLE ARTISTS

COMEDY—Clark & Dubeau, Vitaphone. 
With couple, magic. Also can sing, dance, 
acts, comics. Absolutely first-class. 
CHERRY, 101 E. Wabash Ave., Chicago, III.

COMEDY—Anna Marie Hoke, Betty 
Leslie, age 31, and cooker. Light, 
short, sweet. P. A. pedestrian. 
Kaleidoscope, Chicago, III. wire W. 1. 
Beginner. Can furnish references. 

talented for work. Can sing, dance, act. 
No local work. Address Box C-645, 
Billboard, Cincinnati, O.

COMMERCIAL: M. H. Peck & Co., 1425 
E. Market St., St. Louis, Mo. 

ASPIRATIONS: Signs. 
W. W. F. Hindesiman, 324 S. Main St., 
Bloomington, Ill.

BOX C-645, Billboard, Cincinnati, O.


INFERIOR

DEPARTMENT OF CONVENTIONS

TENOR AND CLARINET—WORKING change. 
J. C. Stevens, 19 E. 42nd St., 
New York, N. Y.

DEPARTMENT OF CONVENTIONS

917

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. Swings & 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.

TEN-PIECE BAND wants one-section in 
Wray of or near Columbia, Mo. 
Wardrobe guaranteed. All particulars will be sent. 
NAME BAND, 101 W. St., Fort Wayne, Ind.
A. C. Premium Exposition All Set To Open

NEW YORK, Sept. 5.—With final arrangements complete, the Atlantic Coast Premium Exposition is ready to open on September 12, when the doors of Hotel Astor will open for the show.

Exhibits will be open this year from Sep. 9 to Sep. 19, with entries being made on Sep. 13, when the opening will be postponed until 1 p.m. to permit exhibitors to pick round-table discussions that proved so popular last year. The dinner and floor show will be scheduled night of September 14.

Akrón Mayor Stands Up for Merchandise Bingo Games

Mayor Schroy Defies Sheriff's Ultimatum to Stop Bingo Games on Grounds That Merchandise Games Are Legal—Game comparatively new in Akrón—Big Good

AKRON, O., Sept. 3.—Mayor Lee D. Schroy has openly defied Sheriff Walter P. Officer's ultimatum to wipe out keno and bingo games or face an invasion by deputy sheriffs. Mayor Schroy stated that he did not regard keno and bingo games that gave only merchandise awards as legal from the city law department to that effect. The mayor reported that he had personally inspected their game that he saw with merchandise games when merchandise awards are used. Bingo games come as a result of the sheriff posting warnings to officials of Akron, Cuyahoga Falls and Barberton to stop the games.

Agtation against bingo is reported to result from some women who are against Akron Independent Theater Owners' Association, which maintains that the games are seriously affecting their receipts.

Bingo games are comparatively new in Akron. A game was operated for the first time at the 1942 season at 14th Street Park and did good business throughout the season despite a full law requiring that the game be closed in the Akron area. Murray Kutten, operator of the game, said that the game was well run and that the congregation will wind up and dissolve with a profit.

Kutten installed the de luxe layout on the park's mall at spring. housed here during the past week of the de luxe layout had counter space for over 100 players, with electric announcing system and other innovations.

Football Season Ups Souve Demand

CHICAGO, Sept. 3.—With the opening whistle of the football season sounding, the demand for souvenirs of teams heading for the All-Star-Washington Redskins tilt, while increasing, is not as increased as usual. The American, at the St. Hedwig game, Willes Park, Pa., 14,000, and at River Downs, Cincinnati, 25,000.

The MULTITUDE of out-of-town visitors at the fair, as well as New Yorkers who have been playing in neighborhood churches and clubs, will be looking for bingo on the midway. They are going to be sadly disappointed when they discover that bingo is not approval from the fair officials to supply the type of entertainment features for which the public yearns. This is a remarkable state of affairs at a time when attendance at bingo games all over the country is certainly poor enough of the fact that the public likes and wants bingo. At Tunney's, N.Y., last week, there was a bingo; at the St. Hedwig game, Wilkes Park, Pa., 14,000, and at River Downs, Cincinnati, 25,000.

The MULTITUDE of out-of-town visitors at the fair, as well as New Yorkers who have been playing in neighborhood churches and clubs, will be looking for bingo on the midway. They are going to be sadly disappointed when they discover that bingo is not approval from the fair officials to supply the type of entertainment features for which the public yearns. This is a remarkable state of affairs at a time when attendance at bingo games all over the country is certainly poor enough of the fact that the public likes and wants bingo. At Tunney's, N.Y., last week, there was a bingo; at the St. Hedwig game, Wilkes Park, Pa., 14,000, and at River Downs, Cincinnati, 25,000.

Electric Shaver Mrs. Cut Prices

NEW YORK, Sept. 3.—Quite a stir was created in wholesale and retail circles during the past week when Shack and Packard both cut prices on their electric shavers.

Shick Dry Shave, Inc., started the ball rolling by paring its price to $2.95. A more drastic move was made by Progress Laketo Shave Corp., when it announced reductions in its famous Packard-Laketo-Shave to $7.50 and its $18.95 Razor-Shave to $12.50.

More than 20 makes of dry shavers are now on the market and it is expected that with the demand for electric shavers will increase. The prices do not correspond to the cuts made by Packard and Shick.

Electric shavers have enjoyed phenomenal runs on salescard deals and lately demonstrations have been doused in consumer demand for this item.

Pen Firms Merge

NEW YORK, Sept. 3.—Two well-known firms in this pen market are now associated in a combination known as Associated Pen Corp., M. F. Willim & Co., combination of Everlast Pen and Pennel Corp., and H. B. Case, which have been associated with the manufacturing end of the pen business, are heads of the new firm. Firm aims to turn out pens in every price field. It also says that sales have been made in every style and model.

Mexican Items Come to Fore

Colorful sarapes, serviceable huaraches and other Mexican items popular

NEW YORK, Sept. 3.—While products have been coming from the land below the Rio Grande for many years, it seems that the Mexican trend has become more evident this year than formerly. One official of a well-known firm informs it that it looks to him as this is a reawakened trend toward Mexican merchandise this year.

Several Mexican wares being shown this year look like natural for present premium use. One of the best at this time of the year is the Mexican sarape. It would be hard to find a better foot- ball value than one of these blankets. They have a slift in the middle, enabling one to wear it over the shoulders like a poncho for a wide-shoulder, or the suit can be sewn and used like a blanket. Sarapes may be found in various college color combinations. All are bril- liant and colorful. Sarapes may also be used to decorate walls or as a table throw.

Mexican huaraches are rapidly becoming the favorite footwear for both men and women. These handy, peasant shoes are made of woven leather, with a heel, lace hook strap and a cowhide sole.

Other Mexican items reported to be popular are the Loaded Mexican tin dustpans to hold pop corn, pretzels, etc. Mexican dress hats and dresses and hues is an old favorite. Mexican jewelry and earrings have the necessary flash and appeal for good Hemas.

While the trend toward Mexican wares has not become a stampede as yet, still it seems it won't be long before such items will become popular among prize and premium users.

Watch That Postage!

For many letters bearing in- scriptions, rule goods, and the postage due collected on delivery, many advantages were dis- closed as a result of that experience. A request letter which was prepaid at least 3 cents to be disregarded and postage due be returned, but if one full rate is not prepaid effort is made to collect the amount from the sender if known. It is only when this cannot be done that the addressee is notified.
A BRAND NEW IDEA
IN TICKET GAMES!
A UNIQUE, FLEXIBLE, SUPPLEMENT ON ONE CARD! NEVER BEFORE OFFERED!
FLEETWOOD ELECTRIC SHAVER $1.25 each

It's in on the quick new profits with latest design shave. Here is the shave that will open up a whole new field of profits for you. Smaller design dual edge razor, Guaranteed to give a clean shave. For only $1.25, with full extra line of new styles, yours. For details, write FLEETWOOD, 946 DIVERSEY, CHICAGO, ILL.

S. S. Plate Maker

A new entry in the field catering to demonstrators, pitchmen and agents who work Social Security plate business is the firm of B. A. Stewart Co. While they are not pioneers in the manufacturing of name plate products, their efforts have been directed mostly to commercial fields. Feeling that the Social Security plate business is destined to be a lasting one, owing to the large volume of additional names added to rolls each year, H. Stewart, of the Stewart firm, in charge of sales in this division, plans an elaborate campaign. The firm has an illustrated circular outlining its Social Security plate machine. A glance at their product indicates that they have something high class.

Football Novelties

With the opening whistle of the 1938 football season due to sound any day by now, officials of Epstein Novelty Co., state that they are set for the season with a new line of football novelties, including badges, feathers and pennants. Demand for this type of merchandise has increased in recent years due to greater attendance at collegiate and professional games. Epstein reports that they are able to handle many stock orders and have literature available illustrating items.

Scotty Toy Novelty

Known as Scotty Strings, a flashy line of all-rubber scissors as a pull-toy novelty has been brought out by Auburn Rubber Co. The item consists of one large and two small Scotties, each mounted on colorful all-rubber wheels and connected to each other by metal inserts. In all the strings measure 17 inches. Other string novelties in the Auburn line which are popular are the rubber hop bunnies and a hen and chickens.

Mexican Huaraches

Mexican Huaraches (Poncenomed war-zhesh) are leather woven shoes which Mexican peasants have worn for centuries. The shoes are hand made and due to woven construction allow complete ventilation and freedom of movement, yet give a feeling of glove-like support to arch and instep, according to reports. The heel hooks high on the back of the foot, doing away with heel friction on the stockings. Numerous enthusiastic sales have been made in Florida and California, it is said. Huaraches, marketed by Fred Leighton, Mexican importer, come in various styles and color combinations. Shoes are said to be ideal for summer wear as well as informal sport and campus wear.

Clothesline Reel

A new automatic clothesline reel is the latest easy-to-demonstrate item introduced by Nordendale Mfg. Co. In 10 seconds this reel will wind or unwind almost 50 feet of clothesline, eliminating tangles and keeping the line taut and protected, it is said. It may be used indoors or out, saving countless steps for housewives. Under the liberal profit plan the item looks like a money maker.

Engine Heater

A new auto motor heater, operated on kerosene at a top cost of 2 cents a day, is the latest convenience which seems destined to make the approaching winter season more profitable for agents and demonstrators. It’s good for price and premium use, too. Hung under the hood of the car, heater keeps the motor warm enough to provide quick starting on cold days, prevents frozen radiators, draws heat from battery, prevents oil dilution and ends motor wear from cold starting, it is said. It’s invention is said to have come from every test and is hailed as the answer to a big need in the automotive field, as it takes the place of heated garages. Should be a good seller for three or four months of cold season.

This New novelty Parachute Jumper lamp offered by Victor Sales Co. is a hit this season with concessionaires and corn-game operators. The attractive lamp is wired with turn-on switch mounted in top ring holding metal shade. Figure is equipped with steel bars and six-inch half-ball shade. Done in antique ivory with lacquered etching, giving the lamp a striking effect. The price is low on the useful flashy premium.

We Scooped the Electric Shaver Market

The Fleetwood $1.25 Each
No. B83348


Wories Your Orders Now!

TRIXO Hand Monkey

Consists of 3 free duplicating key rings, fully guaranteed. Each in separate clear plastic play box. Each Par $1.25 Per Dozen $15.00

N. SHURE CO.
200 W. Adams St.
CHICAGO

LARGEST, BUSIEST, GENUINE
For Railroad, Street, or Trolley Cars

26 INCH "FUELL" TAILS

$1.00 PER PAIR

12 PAIRS IN A BOX

Quick Release Holders
Easy to operate

FUR COAT WORKERS!

Reward! Values and Prices. Your sale and working experience in the fur trade. Your selection of furs. Write now. Also select grades of mink, chinchilla, agnes, porcupine and mohair. Also select grades of rabbit, fox, lynx, beaver and marten. Also select grades of Chinchilla, agnes, porcupine and mohair. Also select grades of rabbit, fox, lynx, beaver and marten. Also select grades of Chinchilla, agnes, porcupine and mohair. Also select grades of rabbit, fox, lynx, beaver and marten. Also select grades of Chinchilla, agnes, porcupine and mohair. Also select grades of rabbit, fox, lynx, beaver and marten.

FUR ROLLING SHOP,
211-125 W. 25th St., N. Y. G.

WHITE PEARL PEN & PEN holder COMBINATION AND MIDGET KNIFE DEAL WITH Push Card.

Featuring As Always The Newest NOVELTIES & CONCESSION MERCANTILE BIG STOCKS! No Delays!

For more information write

GELLMAN BROS.
119 North Fourth St.
MINNEAPOLIS, MINN.

FOOTBALL PENNANTS
11" ASSORTED COLORS BACK-3/4" LONG
GROUND, MINIMUM ORDER FOR BOXES, PALA. ETC.

AMCO EMBLEM CO., INC.
PAINTED PENNANT DIVISION,
SPRINGFIELD, ILL.

ELGIN & WALTHER
REFURBISHED & GUARANTEED WATCHES

White Pearl Pens, Premium Items, Etc.
NEW CLOCKS, WATCHES, Etc.

GEM CO., OJAI, CALIF.

PIPER'S
A. L. B. Co., 885-895-897: 256-266-268
25% Discount on Furs and Mink

CHAMPION SPECIALTY CO.
514 X CENTRAL ST., KANSAS CITY, MO.
MILLS TOURNAMENT
September 10, 1938

FLASH! BIG PROFITS
Exclusive Distributors
Franchise for
ZITO'S WORLD FAMOUS DOG PICTURES

Here's an unusual opportunity to obtain an exclusive franchise to this selling sensation for a low, no-forward-money investment. In merchandising—a series of 12 pictures going out this fall. These are short pictures—only make large profits selling Zito's screaming sale pictures—but in addition he greatly increased our regular business because of large crowds attracted by display in our windows.

With this clever and attractive window display that we provide distributors, a blue toned 9x12, ready to frame and retail for $1 each or $1.00 per set of 12 different pictures. Additional set of new and completely different offerings every six weeks. All at once. Name the territory you desire and complete details will be sent you by return mail.

P. BROOKS COMPANY, 19 WEST 34TH STREET, NEW YORK, N. Y.

NOTES FROM SUPPLY HOUSES

David J. Jacoby, Mills Sales Co., states that 100,000 a-page illustrated catalog containing a line of fast-selling novelties, toyles, gifts premiums and salesboard deals. Jacoby has devoted many years to the study of printing, advertising and writing of catalogs because of this and his merchandising ability is regarded as an expert in his line. The new catalog will be available soon to anyone wishing a copy.

CONCESSIONERS—
(Continued from page 49)
Fazekas, Fazzt, penny pitcher, Duncan and Ruby Walton, William Webster, George Campbell, pony ride. Mike Moore, sea food, nasted by J. Drisko, Marty Connors, Jack Weatherly, Harry Norton; Mr. and Mrs. Nicholas, magician; Mrs. J. H. Ordway, Mildred Thompson, corn store; Ernie Revell, Artie Carlson, candy apples and boxes; Thayer, pop corn; Elmer, house; Elmer, Arthur Jack, J. Petersen, string game; Mr. and Mrs. B. Brenner, Delbert Harris, ball game; Kario, age guess; M. Conner's, miniature Train and Taxi; Mr. and Mrs. B. W. Vanderme, see shells; Mr. and Mrs. Grant Bissell, photos; Mr. and Mrs. E. H. McCoy, Cor, Lee Barres, corn on cob; Tony Fienstalo, Marco DelLuna, pony club; Mr. and Mrs. William Hyde and William Jr., snow cones; E. T. Fitt, candy apples; M. W. pop corn; Mr. and Mrs. Bruce McClain, candy apples.

Will and Lorraine Adams, photos; Edmond, Smith, Amschel Schorr, caramel corn; J. Edmonds, novelties; A. Vazquez, Walter Gilman, Gene Krem-•embler; Gene's Ice Cream; Gene's store; Muncher's, game; McDonald, game; D. F. Jordan, jest gallery; Mary Nashlin, New York; E. B. Senechal, drink; Sense & Sensation, Mary Northon, F. M. Bradley, corn on cob; C. M. Martin, drinks; Elmer Whalen, J. Davenny, frozen drinks; Garth Corson, Jack Weatherly, age guess; E. W. Crow, Howard Johnson, handwriting analysis; T. Lock, Hippodrome and Corps of Cadets, Chicago, Illinois; Eddie M. Noble and assistants by Charles Winger, Bert Berlitz, Gene Kremembler, arcade, assistants by J. Stanley and H. Henderson, Lee Ames and H. B. Wartington, novelties.

SHORTS—
(Continued from page 63)

CIRCUS sets, shows, concessions and an ice carnival will be featured at a show by Meals in Mechanics Building, Boston.

BUCKEYE State Shows were on the schedule for the Buckeye State Shows in this city, and was Norma Wein, treasurer, and there were concessions.

TUMBLING ATWOODS and Paul Whiteman's Orchestra will play Durham (N. C.) American Legion Post Tobacco Fair.

CROWDS attended Annual Glasgow (O. U. Volunteer) Five Department Homecoming and OX Roast on August 24 for benefit of the maintenance fund, said Frank Ottney, chairman. Free acts were: Aerial Skyrockets; George Feiman magician; Prince Shandra and WSPD aerialists; concessionists were John Beca, Steffenie, Meeks, Schutt, Havens and Schuckhart.

WATERFIL HOLLER CLUB, Baltimore, is continuing several shows, for the winter and invites skaters to visit it when Baltimore, writes Gordon B. Gibson, president.

LATEST FU COATS MANUFACTURER

Walter the Bear Says “Hi” to You. Last year’s order of 36,000 coats, in four distinctive styles, Boston, New York, Chicago, Cleveland, St. Louis, Milwaukee, Minneapolis and Los Angeles, and this year’s order of 60,000 coats, in five distinctive styles, Boston, New York, Chicago, Cleveland, St. Louis, Milwaukee and Los Angeles, were shipped to our merchants by Hollywood, Los Angeles, Calif., in the past 14 months.

S. Angell & Co., 500 W. 27th St., New York, N. Y.

ADVERTISE IN THE BILLBOARD
YOU’LL BE SATISFIED WITH RESULTS

PACKARD LECTRO SHAVER
Lots of $4.50

SAMPLE, EACH $5.00

The Electric Shaver with a national reputation. Shaves gently on all types of skin. ORDER TODAY.

HERMANN SPENCER CO.
223 W. Madison St., Chicago.

LATEST FU COATS MANUFACTURER

Walter the Bear says "Hi" to you. Last year's order of 36,000 coats, in four distinctive styles, Boston, New York, Chicago, Cleveland, St. Louis, Milwaukee, Minneapolis and Los Angeles, and this year's order of 60,000 coats, in five distinctive styles, Boston, New York, Chicago, Cleveland, St. Louis, Milwaukee and Los Angeles, were shipped to our merchants by Hollywood, Los Angeles, Calif., in the past 14 months. Walter the Bear says "Hi" to you. Last year's order of 36,000 coats, in four distinctive styles, Boston, New York, Chicago, Cleveland, St. Louis, Milwaukee, Minneapolis and Los Angeles, and this year's order of 60,000 coats, in five distinctive styles, Boston, New York, Chicago, Cleveland, St. Louis, Milwaukee and Los Angeles, were shipped to our merchants by Hollywood, Los Angeles, Calif., in the past 14 months. Walter the Bear says "Hi" to you. Last year's order of 36,000 coats, in four distinctive styles, Boston, New York, Chicago, Cleveland, St. Louis, Milwaukee, Minneapolis and Los Angeles, and this year's order of 60,000 coats, in five distinctive styles, Boston, New York, Chicago, Cleveland, St. Louis, Milwaukee and Los Angeles, were shipped to our merchants by Hollywood, Los Angeles, Calif., in the past 14 months.
THEY'RE ple. Pkg., 25c.

Send for Circular, showing the biggest Bargain in Stationery and Unexcelled Discounts in the Country.

H. SPARBER & CO.
104 North 7th St.
St. Louis, Mo.

GROWING BUSINESS requires new Advertising Agents

The Billboard

BY BILL BAKER
(Cincinnati Office)

ROBERT FOSSE
pipes from Battle Creek, Mich., that he
found grinding along as lead. Among the
boys making the fair in Marshall, Mich.,
writes Bob, "were Chet Wedge, Jose,"
Al Rice and Gollie Brown.

AL RIVES
blew from Washington that Mrs. Judge
Hicks is going to be clicking with demonstra-
tions there.

YOU VETERANS who worked the Ohio State
Fair, Columbus. How was business?

WHAT'S DOIN' today? The boys are corning some luck with their med show in Missouri.

DOB AND MRS. CHRISTY.....
...are there are corning some luck
with their med show in Missouri.

JUDGING FROM
the picture of the tip at the Milwaukee
Fair, the boys in the sales issue of The Billboard,
the boys making the event had a red
hot show. President of Union St.,
Hattan, Ky. "Just returned from
North Carolina, where I found profuse-ridden
boys. They are making $25 State,
$25 for county and $25 for city.
Sellers' reports are excellent and
Georgia was good and I had a good
month's work."

REPORTS EMATINO-F
from the various mediums indicate
that many of the boys there are preparing for the
for the American Legion Convention to be held
there soon.

THE MAJORITY of successful pitchmen say
little about themselves and their accompa-
iments, but communion is usually in the air
when the time comes to tell the story
and profit manner in

BIG AL ROSS
letters from Jameden, N. Y., that he
is a believer in the Jolly July sales
fairs in New York, after leaving his job
in Chicago at the Chicago Board
on New York Island, Connecticut. "I have
e a lot of work to do here, and brother, Duke
Wilson, has four concessions in partnership.

AL Ross
"meets some of the boys in Lakewood, N. Y., last week
and Prof. Chase, and Prof. Isaac,
and Kid Corrigan. See you in the South.

WARREN LEWIS
...auctioneer, from Ypsilanti, Mich.,
that he and C. G. Carey are building
a new auction sales layout.

WE HAVE received several requests recently
asking us to supply the writers with a list
of boys to which secure a License for demonstrat-
ing. It is impossible to compile an authentic
list of that nature because of the ever-changing
notion of the various mediums of city fathers.
We suggest that you pursue this column each
week for the desired information and also
write the city clerks in the towns you con-
vention working. It'll be you much time
and trouble.

GEORGE KENEN
he is still with Coleman Bros. Shows, passing out the poles
and pens to get other business. He plans
to spend the balance of the summer
at work and has already
powered pitchmen. He would like to
be heard from Sam Jones and Johnny

M. V. RAGAN
Mrs. J. R. Fordyce, Lee, Mo. "We are in
our sixth week with a platform show
and are finding the boys in the
basement. We received many answers to my ad in The

The Billboard. Just purchased a 40-acre
farm 20 miles from Indianapolis. I'm
looking for a partner to farm with.
and all the boys and gals will always be welcome."

DR. PHIL BAKER
...watching studies how sales are
progressing in Missouri," writes Madeline R. Ragan.
"Parsonage boys are starting to make
work newly finished and all turn out
for their $25 and 25c. boys. We havn't
seen many of the boys, but if any are
coming this way here's a week's route of good spots together
with prevailing readers: Parnum, 81; Law-
town, 1; Shelburn, 10 per cent; Brook-
field, 1; Penton, 16 per cent, and Chillicothe, 41. If you work
and have a good product you can get folding
money, but I'm sure you'd pay anyone coming
this way to look the spots over. Dr. Victor Lund, pipe in.
Met Doc and Mrs. Utley and daughter, who have
noまだ at Evang, Mo."

CULLED FROM a recent communication to
the boys.
"The boys have been handling
some good pipes of late. Let's keep up the good work."

"CHICAGO IS FLOODED
with good boys from all parts of the
country," writes Willie Wolfe of sharp-
garden, Wolfe continues: "As bad
as it may be here, many say it beats
the boys in the (now) (street) shows.
However, I was circumcised: Chief
Johnny Vogt, Doc Cohen, Doc Greenstreet, Bob Work,
Fred Feather, Tom Burns and Tony Ewing."

DOC BAKER
the old stand in Los Angeles.
"For some time we have had Rictus (the
Barnum of the sticks), but now we have
the boys in different here on the
Coast. It is the Hippolyte Cire, making
Jim Bob's first appearance at the electrical
exhibition in Los Angeles and selling some
strong owns show and it is playing
here for some time, however, he is
rushed for a long trip south soon."

DAVE ROPHY
"is working to sheet fair to
business in Los Angeles.

EDDIE KOBBOLD...
tells from Minneapolis: "Will keep out
of the demonstration line for the time
being at least. Closed demonstra-
tors for a few weeks at the Minneapolis
Fair. This year I am working
for the boys in Chicago, dealing with
merchants thru theaters on movie
shows. I have had some good work in.
Riddle, Cudde, Ridoe, Rudy Small, Mark Jaret.

STOP TRYING TO work up prestige at
the other man's expense and we'll all be a lot
happier."

FRED MCAFADDEN....
auctioneer, after a successful 10-
week stand in a Butte, Mont., store
is now in his 11th week in a
Billboard store.

"I HAVE BEEN WORKING
showings and tours thru Ohio, In-
diana and Michigan with my jewelry
layout, but have found things show up
until about 15 days," blasts K. M.
Mack of Caro, Mich. "Plan to frame
my ink stick and pole demonstration
this month, in a few days for the
remainder of the season. The boys are
left behind and the fraternity are scarce in this section."

THERE ARE FAR too many of the boys who
like to read a story from the above and fail
themselves to send their bit for the
support of the old column. Come on, you de-

REMINGTON
THIERE SPRING-COMATIC PLUNGER VALVE TATTLE-TALE PENS PENCILS COMBOS
H. SPARBER & CO.
545 Broadway, NEW YORK CITY.

UNDERWOOD
PLUNGERS - Special $1.85 PER
Grodin Pen Co., 360 Broadway, New York City.

TWISTER BALLOON
Large Size Assorted; Inflates to 52 Inches
$2.75 Each.

Bengor Products Co., 878 Broadway
New York, N. Y.

SOUTHERN PEN CO.
Manufacturers Since 1901.
56 W. 28th Street, New York, N. Y.

CHEWING GUM BOX
DELIGHTED WITH THE
GREAT.jpg

NEW 110c PLUNGERS
LOWEST PRICE EVER!
It's a Pittc-A-Box. A clean, sanitary, new design, for freshening the air in all public Mfg. .

BLADES
Buy Direct From the
20 Million DREXEL
Manufactured and
One-third less.

REGENT MFG.
CO.
365 W. 32nd Street.
NEW YORK CITY.

We are looking for a Full Line of Good Cheap Fiction Books. All sizes, all prices.

JAS. KELLEY, The Fountain Pen King, 6th and Elgin Blvd., Los Angeles, Calif.
End your correspondence to advertisers by mention- ing The Billboard.
PEELER WORKERS DEMONSTRATIONS

Looking for a HOT NUMBER?

SEE OUR NEW ITEM — JUST OUT FOR FULL INFORMATION WRITE
ACME METAL GOODS MFG. CO.
3-54 Orange St.
NEWARK, N. J.

Pitchford Five Years Ago

Doc Marcus Macell returned to Cincinnati after a trip that consumed and disrupted his successful week stands in the East. D. W. Dowson was still working Macy's in Chicago, Ill. Bob Posey was traveling around Pennsylvania, Ohio, making three or more towns a day and back to the hibernation city for Saturday. John H. Dowson was returning from scoring a pitcher at a spot of standstill in Laramie, Wyo. - Oscar Chambers was with the Oriental Players, on route in Ohio and Indiana. Doc John Cooper was holding-together in the wheat belt of Southwestern Kansas while waiting for the moving of the cotton crops in Oklahoma and Texas. J. D. Fally was managing the Weeping Willow Medicine Co., an outlet in the Central States. Thomas H. Robinson, formerly of Trump Piano Co., was now playing Northern Indiana with his platform show. — Toby Johnson was in the west belt of Southwestern Kansas with the Martinelles and Eddie Gillipsie.

A New Deal!

Selling

Philip's

Slyde-On Ties, Sample

PLATES

Catalog

Over

NEW

all

storekeepers.

8761

over

52.00 Deposit,

low price of

Send

and

alog,

BROADWAY,

Photo Jewelry, Engraving

MACHInESAND

PLATES

D.

Chicago, III.

and

num-

Polished

22nd

2.

. .

75

. .

Mickey

BOB

22

and

spied

Doc T.

Burdick has

1. -Andover.

the

Eagle also

the

line, who

were

than

Doc T.

and spied

his

of

down

the

and

wasn't

the

is

much

at

of

and

Ploring Match,

Rock. Celebration,

Burns, emcee; with

from

the

Carolina at the

Oases,

firemen,

and

plumbing

working

of

leather,

with

drum

their

of

was

9-11,

workers.

1938-

west

standing

in

in

was

that

standing

Spanish

in

and

Burdick

and

of

---Burlington.

-Sept.

Conn.

12-17)

hurricanes.

being

as

that

be

thick

getting

back

in

him.

working

in

that

was

working

on

beginning

in

goings.

DOE YOU KNOW THAT

many

stores

have

included

their

salesmen

for

monthly

reporting

at

pitching

of

pitchers?

Events for 2 Weeks

(Sept. 1-10)

ARR- Little Rock. Celebration, 5-10.

ACE- Dog Show, 10-11.


OG- Columbus. Vote, 10-12.

Co- Cleveland. Contest, 1-2.

RES- Los Angeles. Contest, 10-11.

MINT- Milwaukee. Contest, 10-11.


BAM- Cincinnati. Contest, 10-11.

BAM- Baltimore. Continental City, 5-10.

BAR- Chicago. Contest, 10-11.

BRO- Oklahoma. Contest, 10-11.

N. -N. Y. Dog Show, 11.

N. C. W. Contest, 11.

N. C. High Point Contest, 11.

O. C. Contest, 11.

Andover. Homecoming, 6-11.

BETTER PICTURES—Bigger Profits

THE LINE THAT SELLS EVERYWHERE

Our Pennsylvania Division Will Have

your name on it.

FOR MORE INFORMATION WRITE

STARK PEN COMPANY
300 W. 22nd St., New York, N. Y.

BETTER ART NOVELTIES

High Grade Manufactured

Can be had at

Dollars

1.00-3.00

2.00-6.00

5.00-

10.00

Better Art Novelty Company.

225 W. 22nd St., New York City.
An Assist for Dad Ward

Dad Ward in a panic. The Ward "boy," W. Ward’s mid show encounter played before a social gathering at the Heath home in Westville.

Heath was exhibiting and a capital deal was concluded when, in his capacity as manager of the Boys’ Club of Westville, he sold the contract for exhibit to W. Ward.

Harrold is out for a walk around, business going as usual.

ní October 9, 1938

MERCHANDISE-PIPES-GENERAL OUTDOOR

The Billboard

SALT LAKE CITY, Sept. 17—Lagoon pool, winner of the Perkins System 1937 national contest for safe, clean water, scored a hit August 29 with appearances that featured the famous star of the Olympic and AAU plan and fancy diving champs. The event was attended by the president of local star, headed one of the most outstanding water programs ever held in this territory. Her outstanding performance was as "the blur," an American professional swimmer, who broke her Olympic laurels. Event was un- precededented in any capacity of the local AAU and Lagoon Amusement Co., of which Mr. W. W. Bennett is president and general manager. Long a leader in best athletes, Mr. Bennett said the exhibition had opened the way for bigger events in 1939.

GAINESVILLE FREE

(Continued from page 29)

The Gainesville Free, August 24-25, was a mosquito maker, but about 31/3 per cent last year's Mosquito Free, despite record attendance. A district softball tournament furnished strong competition to the show. Among visitors were Floyd and Florence Randolph, of Clinton, who were guests of Prices, proprietor; and Mr. and Mrs. Frank Walter, of Houston, who have been visiting at Yel- low Springs, and who arrived in the Gainesville circle, according to J. W. (Pappy) Conklin, Proctorland showed a gain of 7,457 over the total attendance of $19,538, for the 1937 season! Tuttle and W. J. O'Brien, nephew, Donald Clemens, of Homeby, both of whom are natives of the show; but the remain- ing visitors were frequent visitors. Other guest visitors were James W. Turner and Ira Watts.

The postcard show played Hominy, hometown of Grady Hardin, banners were on display in the business section, welcoming attendees to the Gainesville Free.

Wynne, Arkansas, First Free, 1917.

J. W. O'Brien, secretary, is in attendance at the Yellow Springs Fair and will open the free show.

GAINESVILLE FREE

(Continued from page 29)

precidented it August 29, and Burns and Handsome were re-elected.

Leo Moore, city commissioner at Elec- tricity, was present August 21 at the Beef- reck-Westall, was here recently and is in charge of the local office of the Wichita County Fair at Iowa Park.

RUSSELL CIRCUS

(Continued from page 28)

under auspices of the Capitol Hill Post office has a good time. The weather, matinee business was light but night shows business was good. Mr. Moore has been here for a week on business with the city.

N. D.-Sharon, Fall Festival, 15-17.

R. E. Blakeslee, 15-17.

PILLOW, Fall Festival and Pumpkin Show, 15-17.

TROLIDON, Fall Festival, 15-17.

Boys Stamps, Outdoor, 15-17.

Curtin, Fall Festival, 15-17.

Galbield, Fall Festival, 15-17.

Paradise Fall Festival, 15-17.

WILL. Fall Festival and Pumpkin Show, 15-17.

MADISON, Fall Festival, 12-15.

D. Wiring, Fall Festival, 12-15.

Carpenter, Fall Festival, 12-15.

C. B. Vector, Fall Festival and Pump- kin Show, 12-15.

TROY, Fall Festival and Pumpkin Show, 12-15.

C. O. C., Fall Festival, 12-15.

K. F., Fall Festival, 12-15.

A. O. H., Fall Festival, 12-15.

S. B., Fall Festival, 12-15.

D. I., Fall Festival, 12-15.

D. R., Fall Festival, 12-15.

G. P., Fall Festival, 12-15.

F. S., Fall Festival, 12-15.

G. J., Fall Festival, 12-15.

I. O. A., Fall Festival, 12-15.

B. G., Fall Festival, 12-15.

D. F., Fall Festival, 12-15.

N. L., Fall Festival, 12-15.

R. D., Fall Festival, 12-15.

H. O., Fall Festival, 12-15.

W. O., Fall Festival, 12-15.

L. P., Fall Festival, 12-15.

X. C., Fall Festival, 12-15.

T. P., Fall Festival, 12-15.

S. P., Fall Festival, 12-15.

G. M., Fall Festival, 12-15.

A. T., Fall Festival, 12-15.

E. T., Fall Festival, 12-15.

M. S., Fall Festival, 12-15.

F. S., Fall Festival, 12-15.

C. J., Fall Festival, 12-15.

T. W., Fall Festival, 12-15.

B. P., Fall Festival, 12-15.

D. E., Fall Festival, 12-15.

R. P., Fall Festival, 12-15.

S. A., Fall Festival, 12-15.

H. H., Fall Festival, 12-15.

N. H., Fall Festival, 12-15.

F. W., Fall Festival, 12-15.

I. O. U., Fall Festival, 12-15.

O. P., Fall Festival, 12-15.

M. S., Fall Festival, 12-15.

T. G., Fall Festival, 12-15.

C. C., Fall Festival, 12-15.

J. C., Fall Festival, 12-15.

J. M., Fall Festival, 12-15.

J. A., Fall Festival, 12-15.

K. E., Fall Festival, 12-15.

H. K., Fall Festival, 12-15.

I. B., Fall Festival, 12-15.

J. H., Fall Festival, 12-15.

D. D., Fall Festival, 12-15.

T. J., Fall Festival, 12-15.

H. T., Fall Festival, 12-15.

E. G., Fall Festival, 12-15.

O. M., Fall Festival, 12-15.

W. E., Fall Festival, 12-15.

E. S., Fall Festival, 12-15.

G. A., Fall Festival, 12-15.

H. G., Fall Festival, 12-15.

J. H., Fall Festival, 12-15.

J. D., Fall Festival, 12-15.

H. H., Fall Festival, 12-15.

N. H., Fall Festival, 12-15.

F. W., Fall Festival, 12-15.

I. O. U., Fall Festival, 12-15.

O. P., Fall Festival, 12-15.

M. S., Fall Festival, 12-15.

T. G., Fall Festival, 12-15.

C. C., Fall Festival, 12-15.

J. C., Fall Festival, 12-15.

J. M., Fall Festival, 12-15.

J. A., Fall Festival, 12-15.

K. E., Fall Festival, 12-15.

H. K., Fall Festival, 12-15.

I. B., Fall Festival, 12-15.

J. H., Fall Festival, 12-15.

D. D., Fall Festival, 12-15.

T. J., Fall Festival, 12-15.
PRUNKY SEED & GRAIN CO.
16 F. STREET, ST. LOUIS, MO.

September 10, 1938

CANDY CRUSHED HERRIES
SUNSET CHOCOLATES
Contains Crushed Cherries & a Beautiful Bag Wrap.

100 to carton—Per Carton $5.00

Please contact immediately

Grifters

Eight

Week of

FOR

WANTED

September 10, 1938

Richard

CHEVROLET

Address, Chicago.

THE

Minn.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.

12-17.
WANTED CARNIVAL

With Free Acts; MUST BE CLEAN.

BUTLER COUNTY FAIR October 17-22
W. J. Ray, Secy.
Greenville, Alabama

WANTED

FOR EIGHT FAIRS

Musical, Animal teams, starting next week. Responders who supply all of the above, will be supplied with all of the necessary equipment and only asked to pay freight. Write or wire.

FRED MEYERS, Little Rock, Ark.

Funland Shows Want

For nine weeks, Pione, Long-Xanas Gallery, Iolas, etc. Reply.

WANTED

FOR SALE

DUAL LOOP-O-PLANE

Complete, in perfect condition. Can be run in two directions. Has four passengers. Will cost $695.00. Write or wire.

ETELA ROY, 17 New York Ave., Brooklyn, N.Y.

BOB HURST CARNIVAL

WILL BOOK FOR THE FOLLOWING F的结果 Pitches, 1 Pitches, South Carolina, West Virginia, etc. Two shows each. Must be willing to work in all sections of the country. Will pay 60% of receipts. All expenses paid. Write or wire.

BOB HURST, 16 W. 35th St., New York City.

BRIGHT LIGHT EASEL SHOWS

Coming Soon. For 3 months. Must book ten shows of all kinds. No rush. Contact, now. Wire west. Page 168 P.O. Box 166.

[Contact information]

End your correspondence to advertisers by mentioning The Billboard.
4 SHOWMEN'S CLUBS BENEFIT

CNE Scene of Giantic Show

TORONTO, Ont., Sept. 3.—Arrangements have been made for a gigantic benefit performance for the combined outdoor showmen's organizations at midnight tonight (September 3) at the CNE. A large stage, with the best of lighting and scenery, will accommodate the hundreds of acts that are expected to be on hand.

This is the first time the CNE has helped participate in a benefit performance. The fair has promised that it will be a tremendous success. Tickets are now on sale at $1 each. The first two tickets went to the director of publicity of the CNE, Fred Wilson, sold by "Patty" Comklin, who will act as chairman of the general committee.

The executive committee comprises J. W. Comklin, past president Showmen's League of America; George Harland, presi-
dent National Showmen's Association; Harry Elbert, Pacific Coast Showmen's Association; Bob Morton, Heart of Amer-
can Showmen's Club; Elwood A. Hughes, president National Outdoor Advertisers League; and Edward A. Hughes, stage director, and Gordon Daughton, of the CNE.

Entertainment will be furnished by acts from the grand stand and Preludes and smaller radio talent. The main band will furnish music for the big show.

WANT for Outfits


The last word in your letter to Advertisers, "Billboard".

The Wall Street Journal

FINANCIAL WEEKLY

FINANCIAL WEEKLY

For the benefit of those who want information on the Wall Street Journal, its editor, and its management, the Wall Street Journal is published weekly. It is published by the Wall Street Journal Company, 650 Third Avenue, New York, N. Y.

The Journal is published weekly for the benefit of those who want information on the Wall Street Journal, its editor, and its management. It is published by the Wall Street Journal Company, 650 Third Avenue, New York, N. Y.

The Journal is published weekly for the benefit of those who want information on the Wall Street Journal, its editor, and its management. It is published by the Wall Street Journal Company, 650 Third Avenue, New York, N. Y.

The Journal is published weekly for the benefit of those who want information on the Wall Street Journal, its editor, and its management. It is published by the Wall Street Journal Company, 650 Third Avenue, New York, N. Y.

The Journal is published weekly for the benefit of those who want information on the Wall Street Journal, its editor, and its management. It is published by the Wall Street Journal Company, 650 Third Avenue, New York, N. Y.

The Journal is published weekly for the benefit of those who want information on the Wall Street Journal, its editor, and its management. It is published by the Wall Street Journal Company, 650 Third Avenue, New York, N. Y.

The Journal is published weekly for the benefit of those who want information on the Wall Street Journal, its editor, and its management. It is published by the Wall Street Journal Company, 650 Third Avenue, New York, N. Y.

The Journal is published weekly for the benefit of those who want information on the Wall Street Journal, its editor, and its management. It is published by the Wall Street Journal Company, 650 Third Avenue, New York, N. Y.

The Journal is published weekly for the benefit of those who want information on the Wall Street Journal, its editor, and its management. It is published by the Wall Street Journal Company, 650 Third Avenue, New York, N. Y.

The Journal is published weekly for the benefit of those who want information on the Wall Street Journal, its editor, and its management. It is published by the Wall Street Journal Company, 650 Third Avenue, New York, N. Y.

The Journal is published weekly for the benefit of those who want information on the Wall Street Journal, its editor, and its management. It is published by the Wall Street Journal Company, 650 Third Avenue, New York, N. Y.
Ohio State Fair Sets New Mark, Paying Own Way

COLUMBUS, O., Sept. 5—All-attendance records were broken at the 88th Ohio State Fair Monday when 365,400 attended the fair, the first day, and 62,000 attended the fair, the final day. The State record for a single day in the fair's 88-year history was set by an attendance of 365,400 in 1938. There were more than 300,000 attended the fair, the first day, and 62,000 attended the fair, the final day.

W. M. BRAYTON, chairman of the Ohio State Fair board, and E. L. Brown, one of the directors of the fair, announced that the Ohio State Fair board had been named to the Ohio State Fair board, and that the board would be named to the Ohio State Fair board.

The State board has named the board to the Ohio State Fair board, and the board will be named to the Ohio State Fair board.

The board has named the board to the Ohio State Fair board, and the board will be named to the Ohio State Fair board.

AL CLARKSON, fair manager, said after being engaged by Robert E. Hart to do contracting for the fair, he has contracted for the fair, and the fair will be conducted by Robert E. Hart.

JOSEPH LAPALMER, manager, who are responsible for the contract for the fair, have contracted for the fair, and the fair will be conducted by Robert E. Hart.

HARRY (SHOTTY) RHOADES, state manager of the Ohio State Fair board, was named to the Ohio State Fair board, and the board will be named to the Ohio State Fair board.

JOSEPH LAPALMER, manager, who are responsible for the contract for the fair, have contracted for the fair, and the fair will be conducted by Robert E. Hart.

HARRY (SHOTTY) RHOADES, state manager of the Ohio State Fair board, was named to the Ohio State Fair board, and the board will be named to the Ohio State Fair board.

The board has named the board to the Ohio State Fair board, and the board will be named to the Ohio State Fair board.

JIMMY WATERS, who have been out of the business for several years, have contracted for the fair, the fair will be conducted by Robert E. Hart.

JIMMY WATERS, who have been out of the business for several years, have contracted for the fair, the fair will be conducted by Robert E. Hart.

RUBIN & CHERRY EXPOSITION, Inc.

Complete Train Crew, including Polers, Chalkers and Hookup Man. Join this week at Syracuse, New York. Can place for our Beautiful Girl Revue, Dance Team, Line Girls and High-Class M. C. All people must know cards. This is an answer quick. Syracuse, N. Y., this week; Jackson, Tenn., next week.

Ohio State Fair Pays Own Way, with State Fair on the Horizon

The Ohio State Fair board has named the board to the Ohio State Fair board, and the board will be named to the Ohio State Fair board.

The board has named the board to the Ohio State Fair board, and the board will be named to the Ohio State Fair board.

JIMMY WATERS, who have been out of the business for several years, have contracted for the fair, the fair will be conducted by Robert E. Hart.

JIMMY WATERS, who have been out of the business for several years, have contracted for the fair, the fair will be conducted by Robert E. Hart.
Fortune magazine (September issue, page 63) has brought to its readers another carefully prepared editorial on what is wrong with America. In raising the question of what is wrong with America there is no attempt to be sensational on the subject. The question is too serious to try to be sensational about it.

Fortune editors, to sum up in a word or phrase the real trouble with America, say that we have lost the "American Dream"—the capacity to grow, the spirit of progress. Then some telling information is given to support the diagnosis.

"So backward has the United States become that the very meaning of the word modernization has been partially lost. ... More than 70 per cent of the railroad locomotives are over 17 years old and more than 40 per cent of the freight cars are over 20 years old. ... To create a genuine Modern Era would require all the men and women in the land working 8 hours a day, 5 days a week, 52 weeks a year for the rest of their lives."

Then it is stated that for the past 10 years there has been no business growth in this country. Statistics are carried back even farther to 1916. In 1937 the real per capita income was less than in 1916 or 1926 or 1930, etc. Over a period of more than 20 years the contribution of manufacturing industries to national income has remained practically stationary. Farming contributed almost 20 per cent of our national income in 1890, but fell to only 7 per cent in 1932 and recovered to 11.3 per cent in 1936. And so on, thru various major industries, showing how each has slipped in its contribution to national income.

Only the federal government and two minor industries have increased their contributions during the last 20 years. Then Fortune proceeds to contend that government spending is not the best way to restore income.

With these facts and opinions advanced by Fortune most thinking people will agree. Even the most ardent New Dealers would agree that government spending is not the best way to restore income. At best it is an emergency treatment when nothing else seems available.

Thoughtful citizens will also appreciate the fact that Fortune gives its thesis a non-partisan flavor. In the 20-year period during which income has been sinking both Republicans and Democrats have had a good try at running the country. So the trouble lies deeper than political parties. All that can be said for parties is that the partisan spirit has continually made bad matters worse.

When discussing such serious questions people naturally ask why we lost our "American Dream"—our capacity to grow, our spirit of progress.

There are good reasons why editors generally have to tread lightly when trying to analyze that part of the question. The Fortune editorial does give a clue to a basic reason of why the American spirit has died within the last 20 years. Any slot machine operator and most people in the coin machine industry can put the basic reason in rather blunt words.

Fortune says: "Any shrewd (business) man faced with such an artificial market (created by government spending) will simply take what comes his way at the highest price he can get."

Notice that good slot machine word, TAKE. Any of the old slot machine operators can tell you a true story of how the "taking" ways, the greed of the people in the business, killed the business.

C. F. Hughes, of The New York Times, recently said that the masses of the people today seem to have more confidence in slot machines than they have in the stocks and bonds offered by business and industry.

The history of the past 20 years, during which Fortune so aptly shows that the American spirit of growth and of progress died, has one pivotal word, and that word is PROFITS. In slot machine language it would be "the take." During that 20 years the people in the slot machine business made too big a "take" and they killed the slot machine business.

During that 20 years American business men emphasized "profits" too much and they have killed the American Dream. Business men insist on too big a "take" from the masses of the people, and the masses of the people have lost confidence in business men. The masses of the people have lost the "American spirit." The story of "profits" since 1916 is the story of killing the old American spirit in the hearts of the people.

It may seem rather trite to mention "profits," but in discussing the responsibility of business men at the present time their greed for profits is a habit that must receive due condemnation. It is not possible to put the finger on those most responsible, but the masses of the people have some pretty daring ideas about the whole subject of profits. They are greatly confused at present in what to do about it or whom to follow, but they have some strong opinions on who is responsible for the whole mess.

Let's note carefully what Fortune says about business men: A SHREWd BUSINESS MAN Faced WITH AN ARTIFICIAL MARKET CREATED BY GOVERNMENT SPENDING WILL SIMPLY TAKE WHAT Comes HIS WAY AT THE HIGHEST PRICE HE CAN GET.

Fortune editors may have unintentionally phrased the epitaph that will mark the end of the American dream and the American spirit as we have always known it. It is this so-called SHREWdNESS of business men today that may carry our profit system to destruction.

This SHREWdNESS of business men was aptly illustrated in 1935 and 1936 when government spending pumped a temporary upturn into the machine. Business men, like slot machine operators, insisted on taking too much while the taking was good. There are indications that business men will do the same thing over again.

Perhaps we need a new American Dream and a new American spirit in which business leaders will be content with a declining rate of profits, while a greater and greater number of Americans share in the rewards of business.

Solomon said: "Go to the ant . . . consider her ways and be wise." A modern paraphrase is: "Go to the slot machine operator, you business men, and learn that if you take too much there will be no business left."
Summer Sales Good, Says Keeney

CHICAGO, Sept. 3—"On July 1 we introduced new games, and J. H. Keeney, head of Keeney & Co., says, 'The purpose of this introduction was to get our sales and production machinery into running order during July and August after the fall business."

"I doubt our surprise on the new games were so great that within 10 days after we were in capacity production. Our Triple Entry console game, a non-payout, has maintained a summer sales volume comparable with mid-winter figures."

Officilla of the company expressed optimism for the future with the statement, 'If summer sales are indicative of the remainder of the fall season, we should find Keeney & Co. showing a new high sales record."

"You don't see many coin games still in production after a year and a half," said Ray Burke, Keeney's sales manager, 'but Track Time is one of these games that stay on forever. We have recently ordered another large release on Track Time, the 54th production run in 18 months."

"Remarkable, too, is the fact that our new nine coin, three dial console game, Triple Entry, is also selling in large volumes. We have found the console game hits at the same time—Track Time and Triple Entry—and they are games that do not compete with each other for play, either. An operator can have both on the same location, and the machines will produce its desired quota of high earnings."

Astro-Scoopes Draw Interest

CHICAGO, Sept. 3—"The interest manifested in Astro-Scoopes only two weeks after they were announced and appeared to have been tremendous," according to Frank Dalfer, head of the Supply Co., of Chicago. "Distributors, jobbers and operators are swamping us with inquiries and orders for this time sensitive feature to the vending machine industry."

We are advising operators to go to their nearest jobber and see the Astro-Scoopes, that the more you may understand just what we mean when we say 'fastest paying machines on the market,' the more you may understand the quality of the Astro-Scoopes. We have taken a step out of the closed doors with a wide knowledge of astrologers in their praise for the manner in which these readings are composed.

The horoscope vending machine idea was originated by Earl L. Crabbe, a man of many experiences in all phases of the show business—and, according to those in the trade, his latest model, called the Astro-Scoopes, is the last word in shows. According to the astrologers everywhere being urged upon the public to move fast, as now is the time to get in on the action, which is an added feature of the newest Astro-Scoopes. Operators in general are not fully aware of the tremendous degree of popularity that the science of astrology has attained. A machine of this kind has been known to convince them that there is a real field for vending machines," Williams

Locations Plan Demonstrations

NEW YORK, Sept. 3—Reports from retail locations from more than 30 cities have come into the National Retail Dry Goods Association saying these machines will be available in the National Demonstration week of September 19. The retail demonstration week is one of a number of progressive moves made by the NRDGA to help retail locations under present business conditions. The dry goods association has gained a national reputation for being one of the most progressive and enlightened trade groups in the country. Its leaders have shunned partisan politics and have favored many liberal and social advances for the benefit of the consumer. It is one of the few trade associations that has taken definite steps to protect" other members from the large organizations, has taken a stand on the issue of price protection."

Enthusiastic for Park Concessions

CHICAGO, Sept. 3—Alto activities will continue until about September 18, Max Glass, of the distributing company, said, "Concise games may come, and console games may go, but Keeney Konsoles go on forever."

TRIPLE ENTRY, 9-Coin, 3-Dial 1938 TRACK TIME, 3-Dial, 7-Coin J. H. KEENEY & COMPANY Not Inc. "The House that Jack Built" CHICAGO

ANNOUNCEMENT

VEND-RITE MACHINES

Announces to their many clients and friends their association with the Wood-Rex Distributing Co., Des Moines, and the American Sponge and Chamois Co., Inc., of New York and San Francisco, Calif., to handle through vending machines, a national advertised product of exceptional earning ability.

For further information look for our future advertising in this Journal or write

VEND-RITE SYSTEMS

413 F, 427 F... 420 Market St., San Francisco, Calif.

MAYFLOWER ALWAYS SAVES YOU MONEY

Mills Melon Bells

MAYFLOWER NOVELTY CO., INC.

1507-09 UNIVERSITY AVE.

ST. PAUL, MINN.

NATIONAL SALES and DIST. CO.

DALLAS: 2136 South Alamo, Dallas, Tex.

It's Here

The Hit of the Year. Write

C. G. NOVELTY CO.

1559 S. Kedzie Avenue, Chicago.
"Alexander" Jumps to No. 2 Slot on Best-Seller List

By DANIEL RICHMAN

NEW YORK, Sept. 2—It was predicted in the current issue of Billboard, that the song might become one of the most profitable songs to have appeared in the last few weeks. Why is the Alexander song in the top list? It was released at the end of May by the RCA Victor musical product. This song was written by a team of the music industry's most successful songwriters, including Jimmy McHugh and Al Sherman. The song was recorded by a popular recording artist, who is known for his or her ability to sell a song. The song was released on a major record label, which has a large distribution network. The song was promoted heavily on radio and television, which helped to increase its exposure. The song was also featured in a major motion picture, which gave it even more exposure. Overall, the song was a big hit and became one of the most profitable songs of the year.
OFF THE RECORDS

(Continued from page 10)

Of less appeal but just as desirable for those liking the Mills Blue Rhythm- they do a double of Sixty Seconds Get Together and Julius Caesar. And for those eschewing the foxtrot swing of Maxine Sullivan for the lift of the ILLA LOGAN idea, you can either kick or have her Blue Bells of So- lom and Lonnie Lies Over The Ocean on Brunswick.

Lambeth Walk

VICTOR takes the lead in having JOHNSON BERNSTEIN introduce the Lambeth Walk, a mink and monochrome giving the Big Apple a highbrow fling, then there are gray trousers and a blue shirt, where Mina makes the Continental rhythms. But there's no chance of the dance catching the fancy of the demo- crate crowd even if it's as dull as the music.

Disc-mate is the Fred Fisher—Paul Cole- man FrenchFolder of some 18 years ago, Xe No Jass Pa Pi, with Don D'Ovay and Mr. Rines reviving. The snooty snobs take this to be smart, which this uncultured being isn't.

More down to earth, in fact, it's for sentimentalists, is the TED LEWIS debut on the Decca label for the wallaby Good Night and Sweetheart of Sigma Chi. It's a melodic little mite, and will please it in its own way, for it's a typical lambeth walk.

Bluebird adds a steel guitar and yo-yo to the Hills and Westwood, adds it to its island popples and peddles it as the HILO HAWAIIAN ORCHESTRA. Their music is as much Hawaiian as the song, Peace Night in Avalon and Colorado Sunset (waltzes). THE SKYLINERS, a mixed group under the direction of Curly Milov, make listening tolerable on Vocation with the Dean, but the other numbers, ar- rangements or non-existence, Plattenkek is an EARL HINES single for Josh Climbed The Rhythm, the old-time harlemese coloring for a pop which shows a trend to the band to no market advantage. Org- anist MILT HUBBELY splits his Decca plate into a trio (With I'll Be Sorry, piano, O'Neil Spencer, drums) for Copenhagen and a quartet (Teddy Bruning and his vol- tured additions) for De Do De Do Do. It's a refreshing round of rhythm riding with the Hines more to suffer. Harmonic re- issues a short-lived Variety recording, or Buoy for Sempsey OKAN (It's Easy to Handle That Old Oaken Bucket. Repeating for the 12th time, the Teddington brass plunks, the ar- rangements still hold interest.

Rhythm in the Raw

THURS is a bumper crop of outfits with a hot date on Demon stuff. On Victor, LARRY CLINT- TON revives Milberry Joy and Dipper Mouth so that it's not too plastically swings and still maintains a melodic motif. TOMMY DORSEY does as much for Copenhagen, completing the -couple with his customary commercial eslach for TheSweetheart ofSigma Chi, as he does for the ARTHUR HAWK on Bluebird is long on rhythm and elation for the melody for Full Speed Ahead, in its own way. There's the 12th generation to the Count, coming down only in the usual volume for Decca, the Reprise, one of ten tunes (from Jubilee) that carries a rhythmic pattern instead of a tune. GENE KIRPA gives Brunswick a sock

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents that popular and rare titles are heard, but only those with greatest play potentialities are listed.

KAY KYSER

Brunswick 8197

STRAIGHT MUSIC

Stop Rerest 'Round the Mullberry Bush and So Help Me Try a rock and roll professor disc for his own popples. The nursery rhymes are at the height of the rhythm fad, while the balled side is still in the top rate listings.

GEOGRAPHY

Vocalion 4283

I've a Date With a Dream and This May Be the Night Two swell songs from My Lucky Star. And while Hall's harmonies are the same standing-up stuff, Dolvisr's singing is strictly top of the heap.

SWING MUSIC

TOMMY DORSEY

Vocalion 20616

The Sweetheart of Sigma Chi (with school just starting, they'll cut down on their cakes for this cutting, more so because this outfit gives them the standard treatment for Copenhagen (one of the old-time stompers in modest style).

LARRY CLINTON

Vocalion 20618

Miliberg joy and Dipper Mouth (more hot jazz of 1915 years' vintage with Clinton bringing the stompers up date to date to conform with the swing styles of 1920 vintage.

ART SHAW

Bluebird 7746

Indian Love Call This old love song from Rosc-Male gets out on a fine title Peter-Warup. And with Artie naming the clarinet, it's hot enough to warm any wivey. The vocal is be at least beat, too, and Artie Levine in Regis Wynt, another show tune that gets a more tender treatment but still plenty face-filling. These are Shaw's first sides for this label and this is a lulu for a starter.

TEDDY WILSON

Brunswick 8199

A-Ticket A-Ticket (this round-up of rhythmists makes music hot and swingy while Nat Wynn's singing makes it a bar- room hop... And for this No It Can Tell Me, from Alexander's Ragtime Band, Miss Wynn will take the hanging around for the way she gets under the lyrics of a

VOCAL

BING CROSBY

Decca 1960

Mr. Gallaher and Mr. Shaw (not the Gallaher and Shaw of the Decca) is a Mr. Crosby and Mr. Wynn. Crosby of course is outstandingly and positively the weakest in their attempt to play swing music. Johnny Mercer pails with Bing, who is plenty good and both in the mood and groove.

Small (the hottest moments of his band, You Sinners screech, Crosby puts it on wax and the side he should have done, Big Boy, and Crosby is also alongside of Bing to help him blow up.

NOVELTY

THE LAUGHING

Record Vocalion 4288

Part 1 and Part 2. I suspect that it's Olson and Johnson mak- ing this long, drawn out laugh. Matters little which side you insist, they don't laugh as hearty on one side as they do on the other. Strictly for barroom and residential locations.

stomp that's pretty sicko in Chappie Wilten's Rhythm Jam, doubling with You're as Pretty as a Picture in straight but hardly distinctive style.

For those who appreciate the blues by this Clyde, Hanky, has to offer. Coupling Milk Cow Blues, herefore re- served for race listings, with the Decca- stable Squeeze Me, a Pats Waller Squeeze Me standard, MISS ELLY BASIL gets maximum of blues variation for his solemn and Sentimental Topical with a fastidious Doggin' Around that is topped by his own piano gamsbols.

TEDDY WILSON surrounds himself with Honey O'rey's One O'clock and Benny Carter to make for one of his better Brunswick doubles in A-Ticket, A-Packet and in the slower tempo, Now It Can Be Told. Per usual, his ivory massage sculpture, but the honors are all carried away by Regis Wynt, a white pig who makes the search for a yellow tiger real without doing a la Fitzgerald coup and showscases the ballad without resorting to husky monot- olines to approximate a true rhythmic sense.

LIONEL HAMPTON fails to achieve that rhythmic relaxation that makes you wanna swing with his barrelhouse gang on Victor for Muchal Rumble, in its standard treatment of the solo coloring of Benny Carter. Coupled with a laurel of Bing and Benny, which has everything its plattermates lacks, reminding the far superior sax in- provasions of Johnny Hodges.

Strictly for Dancing

STICKING tight to the straight dance music, which is dished out satisfac- torily enough, SAMMY KAYE couples a couple of novelties from the Garden of Eden for Vocalion (Not the 4000 One | and So Help Me, straight up-and-down sounds but sounding, clock for dancing is to be had in the Vocalion listings with ODEAL HALL, for I've Got A Date With a Dream and This May Be the Night

(both from My Lucky Star), LAWRENCE WILK for There's A Forayv Lookin in Your Eye and the walls, Colorado Sun- set, and DICK BARRIE for Pu-U-Pulpit and Could You Pass in Love?, the latter from My Lucky Star.

JOHNNY MINNER, with a music box version for the intro and vocal an- nouncements, adds a distinctive touch to his Decca. It's Patented Bluebird with a rhythm to Decca recording for I Haven't Changed a Thing and Killy-Ko-Lee, but mass his mighty music with medicked for Decca's next release, as Paperback's butcher for the ballad side.

And with a shuffle variation to the rhythm, JAN SAVITT makes dancing inviting with Love of My Life and I Haven't Changed a Thing on the Bluebird listings.
Missouri had Texas all summer, and for approximately the 1543 over FT.

Outdoor STOIC! M. Excellent Mechanical Condition

NEEDLES out of outdoor spots has been Cash 887, AND TAKSEN,

WANTED-1000 USED PHONOGRAPHs State Models and Lowest Cash Price in First Letter.

BOX 887, CARE THE BILLBOARD, NEW YORK CITY

Fort Worth

FT. WORTH, Tex., Sept. 3.—Fort Worth operators are making plans to writhe the coin machine shows which will be held in Chicago. The Texas and Pacific Railway in co-operation with the Missouri and Pacific and the Wabash railways will carry the Texas and Southwest delegation to the December and January shows.

Operators from Houston and South Texas points will join the Ft. Worth group at Longview, while the San Antonio operators will catch the special at Dallas. West Texas operators will put their suitcases under their seats at Ft. Worth, from St. Louis to Chicago the Alton Railroad will handle the special Pullman car.

A number of Ft. Worth columnists attended the funeral services of Harvey Mine in Dallas Friday, August 26. Harvey had resided in Ft. Worth for approximately four years.

Outdoor amusement spots in and around Ft. Worth have been very good for the coin-operated machines. Attendance at outdoor spots has been good all summer, and it is now evident that this good patronage will hold up until cold weather.

The smiling face of Herb Wedewen is being seen in and around Dallas and Ft. Worth lately. Ft. Worth operators are always glad to see their good friend Herb.

Operating activities are moving along nicely in both the city of Ft. Worth and Tarrant County. Photographs, merchandise, tables and counter units lead the parade.

Operators are expecting a nice run of business during Labor Day week. This is a strong organized labor city and big celebrations, parade, etc., will be held during the week.

Detroit

DETOIT, Sept. 3.—Monroe, the first city in Michigan to install permanent parking meters, is about to install 1-cent parking meters. This is to leave his car 12 minutes, 111 of the 1-cent meters, permitting an hour's parking. Installed about a year ago, have earned approximately $100 for the city.

WANT TO SELL YOUR CART? We buy old and new rolls of print, spools of cloth, or anything old that can be used in the film industry. Call 6-2455.

System Mirror Photo, Inc., New York City

100 WURTLITZERS M.D. 412-$75.00 EACH for immediate export shipment!

WURTLITZERS Model 616 and 716—$135.00 Ea.

LEON TAKSEN, 2134 Amsterdam Ave., N. Y.

STOP! LOOK! ACT! 1936-38 RECORD ROCK-O-LAS SINGLE MACHINE, $490.00

Excellent Mechanical Condition and Appearance. 1/3 Cash With Order—Balance C. O. D. Limited Quantity! —First Come, First Served. EAST COAST PHONOGRAPh DISTRIBUTORS, INC. 625 10th Ave., New York City

THE BILLBOARD'S BLOG

September 10, 1938

Lewis Lists Jersey Winners

LONG BRANCH, N. J., Sept. 3—Ruben Lewis, Jersey Shore's number two bookie, lists the ace numbers in his territory thus far:

Going strong: What Goes On Here? There's a Faraway Look in Your Eye, The Lantern Wall, Such a Place, When I Go Dreaming, Ring Round the Mulberry Bush, A-Tisket A-Tasket, Pals in the Blue Zone, 20 Help Me, I Let a Song, There's a Brand-New Picture and Tu-Lip Tulip. All will be on the rolls by about September 10. Tax money will be used to pay city employees' salaries.

The new law is doing plenty of harm to the fixed odds books, for they will be useless after the 3-cent level is reached.

Wait Disney vendors and charmers are going fast. Hamilton Enterprises, Inc., reports.

Bingo Earnings Good, Says Robbins

BROOKLYN, Sept. 3.—"When a penny game will return to the operator 18 to 20 per cent its purchase price in one week," said Dave Robbins, manager of the Midway, Brooklyn, "that is a mighty fine investment, especially when considering the romantic setting of the game. D. Robbins & Co. have the exclusive distribution of this game, the Bongo, the amazing game that is so easy to operate and is so attractive in gaining the customer's attention and play.

"At the rate such requests are coming in we will soon have every section of the country covered with Bingo games," Robbins affirmed.

Seaboard Boosts Genco's Latest

NEW YORK, Sept. 3.—Bert Lane and regional sales manager of Seaboard Sales, is reporting a new play, a de-Luxe Free Play, is creating a terrific demand through the country.

"I understand that production on Triple Play has been stepped up in order to take care of the orders that are pouring in as the word spreads that the game is a success," said Bert Lane.

My opinion is this game is as far ahead of the average pin table as modern steam-line trains are over the horse and buggy.

"The ops, of course, have the last word in determining how players take to the game. Opinion of operators contacted is that this is the game they have been waiting for. It's a low-priced free play game that works faultlessly and has the greatest 'come-on' features ever incorporated into a novelty game. This 'underground wire' among operators is calling Triple Play a sensational hit. I hear from reliable sources that Fred Freeman concurs with Lane's views and said, 'I would do the boys a favor by carrying a load of 'Triple Plays' in a trailer. I've never seen such a demand for a new game. Locationists are keeping it for weeks and weeks. Service calls are few and far between. The price is amazingly low for a free play game with so many exciting, play-inducing features. It's what the industry has needed—a shot-in-the-arm that is stimulating coin machine prosperity."

MUSIC OPERATORS! Save money! We report on playing cards, slot machines, and playhouses. Our operators in all parts of the country report our results. We can assist you. Address: Outdoor Card Co., 2045 Carroll Ave., Chicago.
Bally Announces Reserve Consoles

(Rew Game)

CHICAGO, Sept. 3.—"Talk about foot- ing on a cake!" exclaimed Jim Buckley, general sales manager of Bally Mfg. Co., as he discussed the new Lexington and Four Horsemen, seven-coin consoles. "Both games would be classed as mighty sweet consoles even without the reserve feature. But we've topped them both off with a super-sweet reserve that starts off at 500 and builds up, up, up—well, believe me, it really builds up.

"Altogether we have not yet made a general announcement of either machine, we have been making 'feeler' shipments for the past three weeks. Reports indicate that the games are definitely the hit consoles of the year. The reserve idea has put novelty operators in a position to draw some real play and, consequently, some real profits. Look what the reserve idea is doing for manufacturers of all types of machine known to the trade. Games, music, vending, weight, bells, jar deals and so on. Operators are assured they will find much of interest to them at the CMMA convention.

"We attribute our success in the sale of exhibit specie," he continued, "to the fact that our conventions are decided that the convention must be conducted to be both pleasant and profitable to manufacturers, both exhibitors and the prospective customers. It is to be a time of happy anticipation."

British Trade in Seasonal Pick-Up

Bits of news gleaned from The World's Fair, British coin machine weekly (August 29, 1938), in which the American trade will be interested:

Tony Gasparro, of Western Novelities Co., was reported to be calling for the United States about August 25. Tony had spent about four weeks in England.

"Opera glasses are reported to be disappearing as fast from the theaters. These are opera glasses which are 'borrowed' upon purchase of necessary coin in the slot. They are stashed in the theaters in large boxes by Universal Automatic Delivery Co. People view the glasses of and carry several may hand them to any policeman for return to the company, just as we can in England. "Most amazing thing," say the English papers about the disappearance of the glasses, is that they are not installed in the cheaper seater. In American, the public is close to the "ladies and angels" who are forgetting not to "forget" to carry the glasses away when they leave.

"It seems as if our contemporaries have had a healthy pick-up in coin machine advertising—which is encouraged. Evidently the English 'holiday' season ends earlier than vacation season in America, which is the end after Labor Day (September 5 this year)."

How Gambling Pay Is Exaggerated

NEW YORK, Sept. 2.—An example of how highly exaggerated earnings of various types of gambling get into the press was brought to light in the current trial of J.J. Lince here.

"Dandy Davis," a witness in the present trial, told how he was a witness of a bill of "loan office" business back in 1935, that the gross annual take of the bill was not $100,000 or more. When he left the hearing he told reporters that the annual take was really $500,000.

The immense sum of half a billion dollars in loans was, he said, to enable gambling in city administration. While it was greatly exaggerated, the papers persisted in broadcasting the huge sum as the "take" and the public became greatly incensed.

In many parts of the country, it is reported in major and petty gambling circles, that people in the business are themselves astounded at the huge estimates given to the public about the income of the business. Westbrook Pegler, a columnist, has been showing up the falsity of these estimates repeatedly by showing the figures of some of the mutuels where such figures can be obtained.

It is said that newspaper estimate of gambling turnover varies from ten to one greater than the total business volume. A little difference may show the utter falsehood of such wild estimates of gambling. It seems,

Harry Mize Dies After Operation

DALLAS, Sept. 3.—The many friends and vast numbers of acquaintances of Harvey Mize, of the Electro Ball Co., will regret the news of his death.

Mize was known to almost everyone connected with the coin machine industry in the Southwest. He had been identified with Electro Ball in Dallas, since the company was organized, and had also been previously connected with the Edison Shop retail music department and the Keatone Co.

When Electro Ball was organized in 1933 Mize was sent to Fort Worth in charge of amusement game operation for the company. Later, when the company established offices in that city, he was made manager and remained in that capacity until January of this year, when he was transferred to Oklahoma City, Okla.

He became ill several weeks ago and for several days it was impossible to decide the cause of his illness. It was finally diagnosed as appendicitis. He underwent an operation at the Polyclinic Hospital, but peritonitis and pneumonia developed. Unable to survive these complications, he passed away Wednesday night, August 24, in Oklahoma City.

Said P. Merwin, secretary of Electro Ball: "We of the company have always regarded Harvey Mize as being the most loyal and good-natured employee in the organization. When Harvey came to the Dallas office business ceased steam and until everyone enjoyed his humorous approach. They went hand in hand with the enthusiasm with which Harvey always so generously radiated."

"It is almost impossible to accept the fact that Harvey has passed away. To say that we will miss him is not enough. Harvey was installed in our hearts and will be a memory a day before we will throw off the shadow of his death."

Mize was 31 years old and had spent practically his entire life in Dallas. He is survived by his widow, Iona; one daughter, Nancy Ann; his parents and two sisters. Interment in Dallas Restland Memorial Cemetery August 25.
AMUSEMENT MACHINES (MERCHANDISE SECTION)  

Candy Trade Fights Tax

Ohio dealers face more tests in sales tax issue on candy

CLEVELAND, Sept. 9—Ohio State Tax Commissioner moved last week to prosecute those candy dealers in Cleveland who do not collect the 3 per cent sales tax on candy. The merchants will be defended by the Associated Candies, Inc., which is composed of wholesale retailers and jobbers, of which W. M. Hinson is secretary.

Reports say many Ohio merchants who sold candy at 10 per cent charged sales tax in the case, were a few cents and therefore exempt under Ohio law. The commission filed an appeal to the Appellate Court and a decision is expected very soon.

Hinson, speaking for the candy dealers, said the organization “is prepared to defend any person or company, and besides that we will file suits charging false taxes,” he said. “The courts have held that candy is a food and not subject to sales tax.”

“THERE were two rulings—in Summi-in and Cuyahoga counties—and neither case have effective argument from the commission,” Hinson said. “Both cases are now in the Court of Appeals.”

The candy association has an active membership of 5,000, he said. Its offices are at the United Commerce Building, Cleveland.

Bulk Service Unit Place on Market

DETROIT, Sept. 9—The Fissur-in-One Mfg. Co., of Detroit, has announced the release of a new carrying rack for operators. They say, “It’s designed to provide both efficiency and convenience in servicing the vending machine merchant. The unit is called the Service Set and has four large compartments shaped as to be convenient for pouring directly from the case to the merchandise compartment or practically every type of vendor.

“Each can holds approximately eight pounds of candy or six pounds of peanuts, and two extra containers come with the outfit—six cans in all—so that the operator can have a variety of items ready to take to each location in a clean and attractive manner acceptable to the highest class spot.”

Manager E. B. Gordon of the company commented, “The development of the merchant service in the last decade has been very rapid, from the old-time uninviting vendor to the present-day efficient machine, attractive in appearance and often with multiple compartments. These modern machines have vastly stimulated the popular use of vending machines.

Both methods have not kept pace with the improvements in machines nor the higher standard of sanitation and cleanliness of the up-to-date location. The very nature of the business is it often necessary to service a location in a view of the public. This new carrier is modern, attractive, and clean looking. It is easy to carry in and convenient to use. It will make the old methods as much a part of the past as is the old-time grocery store, with its open cracker barrel and goods on display.

“Modern store equipment and ideas are increasing day by day, the clean, attractive appearance of this carry-all.”

Great States To Make Cig Vendor

KANSAS CITY, Mo., Sept. 3—A. E. Sandhaus, president of the Great States Mfg. Co., one of the well-known vending machine manufacturers of Kansas City, has announced his company would soon place on the national market a new 5-cent cigarette vendor. The machine will be coin-operated and which will vend packs of five cigarettes of a special blended mixture.

Sandhaus: “The new machine will be known as the 5-cent cigarette vendor and will be of the same quality that has long characterized other Great States products. It will be slugproof and compact in size. We expect it to be a top-ranking sales item within the next few months.”

“Production will begin soon,” Mr. Sandhaus said. “We have virtually completed the test and plans for its manufacture. It will be a sensation not only for looks but for efficiency in operation and from the profit standpoint.”

The Billboard’s coin machine section will carry advertisements announcing its appearance on the market, Sandhaus declared.

Other Great States machine now in production, it is said, are a moving fast and the company is working overtime to fill ordering demands.

Nocco Pushing Candy Sky Bar


Besides this advertising, Nocco will run a Sky Bar street-car daisy campaign starting in September. Calico painted boards have been planned to cover all the key points in New England.

Frank H. Hart Says New Vendor Okeh

NEWARK, N. J., Sept. 3—Frank Hart, of the Eastern Machine Exchange, Inc., reports that the firm’s new bulk vendor, the Bob White, has clicked in a big way since its introduction a few weeks ago.

Hart, who undertook a leg operation recently, is spending only a few hours each day at his office. He stated: “The Bob White has not caused the handicap of the bulk vendor and is in without any doubt proving to be what we claimed it to be.

“We realized some months ago that bulk vending operations needed a new kind of machine at a reasonable price. We spent many sleepless nights completing the Bob White. But we are repaid by the number of orders arriving daily. The men in the field are finding that the machine is living up to its slogan, ‘The Bob White is A Whirling Good Machine.’

It is reported that Hart will shortly be ready to be on the job fully recovered from his operation. Reports are that he plans several more new machines.

Detroit Candy Show Sept. 28-30

DETROIT, Sept. 3—The Detroit Candy Show will be held at the Detroit-Cadillac Hotel, September 28-30, it has been announced.

According to J. A. Dillon, secretary-treasurer of the Wolverine Candy Club, the 16th annual show in the Book-Cadillac has been reserved for the event.

TOPPER & UNIVERSAL
Operate These Better Vendors!

Designed to provide operators maximum service and sales appeal at a low price. Both vendors vend everything—candies, tachies, charms, etc. Capacity 5 lbs. TOPPER also vends BAR CANDY. When ordering please specify: Capacity 900 balls. TOPPER (single unit) $6.75. TOPPER (double unit) $13.50. UNIVERSAL (single unit) $6.95. UNIVERSAL (double unit) $13.90. A C-Wend or Return, Retain this card contact your nearest jobber or write VICTOR VENDING CORP., 4102 Fullerton Ave., Chicago.

START RIGHT
Buy Reliable Vendors at Factory Prices. Try 5 CENTS.
Type C 30.
Type G 40.
Type R 50.
Top the Fisur-in-One Unit With Style.
LITTLE NUT VENDOR CO., Lansing, Mich.

TOPPER & UNIVERSAL
Operate These Better Vendors!

Designed to provide operators maximum service and sales appeal at a low price. Both vendors vend everything—candies, tachies, charms, etc. Capacity 5 lbs. TOPPER also vends BAR CANDY. When ordering please specify: Capacity 900 balls. TOPPER (single unit) $6.75. TOPPER (double unit) $13.50. UNIVERSAL (single unit) $6.95. UNIVERSAL (double unit) $13.90. A C-Wend or Return, Retain this card contact your nearest jobber or write VICTOR VENDING CORP., 4102 Fullerton Ave., Chicago.

HARMES
For your Vending Machines. Our complete assortment consists of 200 different kinds. Send $1.00 for sample assortments. LITTLE NUT VENDOR CO., Lansing, Mich.
HARD SHELL CANDIES
FOR VENDING MACHINES

BOISET BAKED BEANS
SMOOTH BURNT PEANUTS
BLACK AND WHITE LICORICE DIBS
BUTTER SCOTCH PEANUTS

FRUIT DIFS
RAINBOW PEANUTS
ASSORTED LICORICE LOZENGE
GREEN IMPERIAL

Write for Price List

PAN CONFECTIONARY
NATIONAL CANDY CO., Inc.
345 W. ERIE ST.
CHICAGO, ILL.

"Originators of Hard Shell Candies"

NCA Bureau Stresses Value Of Candy as Food and Diet

CHICAGO, Sept. 3—The Educational Bureau of the National Confectioners' Association recently submitted a report on its active fight to enlighten the public as to the value of candy. Emphasizing the gaining ground candy manufacturers have taken that have existed for years concerning candy, the report points out:

"Candy is a reducing diet! It's a dream come true for the candy manufacturer. A short time ago it would have been considered impossible to get children to eat their greens while being shunned sweets as they would the dew.

"But today candy is being introduced into the reducing regiments as an energizing and uplifting up the diet.

"The New York Daily Mirror broke the story of the "Summer Version" of its "Wonder Diet." In one of the most interesting campaigns the confectioners have run in recent months, the Educational Bureau in cooperation with the National Confectioners' Association is seeking to dispel the misconception of the foodstuffs' ability to reduce.

"This battle is being waged by newspaper and magazine editors and writers introducing more and more concerning the health value and of candy. We should be fully optimistic if we believed that our job in the near future will be accomplished. The misconceptions about candy which have held us in the past have been broken down and people cannot be broken down in a few words in a short time.

"Our clippings give ample evidence that the candy message is being made a consistent one in the prejudices against candy, but there is still plenty to be accomplished.

"Much of the information we send to the media is not desired by them for publication. Rather it is meant to enlighten editors and writers so that they will treat candy with proper respect when it comes up in the news.

"Our staff has been working on themes for candy stories for some of the mass circulation magazines, with which we have established excellent connections.

"Through these periodicals millions of people have been presented to them an entirely new panorama of candy—candy as a helping partner for the child, candy as a pick-up for the tired housewife, candy as a relief for shoppers', headaches, candy as a cure for martial strife, candy in constipation, etc.

"Another important activity of the Educational Bureau in the past few weeks has been to design a salesman's jacket for a book called "The Romance of Candy," by Alma M. Anthony. The book will be published this fall by Harper & Brothers. The Bureau designed the jacket which would not only sell books but would sell candy, too.

"During the past month the Bureau has not only been temporarily to the spectacular to a more solid concentration on educational phases of its campaign.

"A handsome booklet centering the chief-making speeches of Dr. Hage's, Stevens and Eddy has been prepared for distribution to newspapers and the book was listed in the latest World's Fair Economic as being available to teachers of food economics throughout the country. This message of candy will permeate his school system and in it will spread to every household in the land.'"

DALLAS, Sept. 3.—With the summer vacation period rapidly drawing to a close, ops are beginning to get back in the business again and local distributors report a number of nice sales and in major stores of major machines will send the parade. Salesmen are also doing good business in candy machines with the ambition salesmen lead and are going good with local and out-of-town operators.

Mr. and Mrs. E. E. Reynolds have returned to Dallas after attending the big Capehart rally held on the Capehart farm near Washington, Ind. Reynolds said that "friends and admirers of Capehart came from every section of the United States to attend the big rally and everyone marveled at the efficiency and precision with which the enormous crowd was handled at the Tent City.''

Victor Cornelius, one of the well-known operators of Bostans, has been named as a visitor to the Dallas market this week. Cornelius purchased new machines and equipment from the Arthur Frame Distributing Co. while in the city.

W. H. Newall, of Wichita Falls, Tex., was in Dallas last week looking over coin machine row.

Alto was absent for several days while he attended the big Capehart party. E. E. Reynolds said that his machines which orders for new Wurtsystals never ceased to come into his Dallas office. Alto was especially happy upon his return to Dallas to find an order from one of his home friends, Marvin Mcلاتy, of Lubbock, Tex. Alto has been in Lubbock and his many friends in Dallas are rejoiced that he has recovered his health again.

Another sign that you can't keep an Irishman down is the fact that Jack Mannon, of the Panther Candy Co., St. Peters, Mo., Worth, ordered to bed recently by his physician, still manages to stay up and conduct his business.

Charles G. Kidd, of the Kidd Sales Co., is all smiles this week as the result of his recent successful trip to South Texas, where he booked plenty of orders for candy deal—a new candy package and salesdeal deal. The new package went over like a house on fire. Mr. Kidd is in his Dallas office this week supervising shipment and delivery of his new number.

Detroit

DETROIT, Sept. 3—F. H. Turner, president of the Automatic Merchandisers Association of Michigan, is out of the city on a business trip.

Russel Anger, head of the American Candy Distributing Co., returned recently from a vacation trip through Western Michigan where he spent the time motoring, swimming and golfing—but mostly leafing," said Anger.

A new exhibit into the Detroit vending machine industry is the Han-D-Products Co., recently formed to manufacture a new type of soda fountain and designed for industrial and other uses. The machine supplies a product on demand that is placed on a penny. Two types are being placed on the market, one with a bottle, the other one with a cup type.

Detroit is headed by C. A. Chasenow, Andrew C. Santocchi, and J. Langley, National distribution is planned. They are located at 305 F. Fort Street, Detroit.

U. S. Novelty Co. held a picnic recently at Lakeville, Mich., 40 miles north of Detroit, for the employees of the company and their friends. About 75 persons attended.

Games were played, prizes were awarded, and plenty of food was on hand. Gay Wohlrkeim, store foreman, won a 15-pound ham for the biggest feet. Al Hunter, salesman, won a pediog dog for the most rugged competitor. Olivo Wanner, of the competitors' department, won a phonograph in the Fashion contest, and C. E. Brannock, of the Detroit company, won a handsome traveling bag in the long-distance swim event.

IVORY COOK MFG. CO.,
6400-6660 W. FULTON ST.
CHICAGO, ILL.

FOR REFILLING
MERCHANDISING VENDORS

FOR FOUR-IN-ONE MFG. CO.

DIME NOVELS
 unfolds the new modern "ferris wheel" that will enable you to refill your vendors quickly—more efficiently—without loss of time or merchandise. Dime novel—clean and sanitary—compact, convenient to carry—quick to use.. fireproof, sturdy metal containers—easy to keep bright and clean.

SPECIAL Introductory OFFERMY
Carries with 4 regular and 2 extra cent—In all. Capacity of 375. MFG. CO., 71 East Main ST., ROCHESTER, N. Y.

BIG CASH With-Order—Balance C. O. D. ORDER YOURS TODAY AND SAVE.

FOR-FUTURE MFG. CO.

PEANUT & GUM VENDING MACHINES

New, Direct From Factory

Only $2.40 and up

Over 60,000 Sold

Write for Free Information Today.

5/8 Ball Gum at New Low Price.

ROY TERR

S.P. & GUM

VENDING MACHINES

MECHANICAL FACTORY DISTRIBUTOR
OKLAHOMA CITY, Sept. 3—At last the people of Oklahoma will vote on the question of licensing slot machines. It seems. House Bill No. 410, which was passed by the 15th Oklahoma Legislature, is scheduled to be on the general ballot for the election November 8. This bill has been buffeted back and forth, into court and out, and popular voting postponed for so long that it has been almost forgotten.

It may be the first test vote in which the people of a state actually vote on the question of licensing slot machines and on which it is reported that Nebraska may have a popular vote also in November election.

Much credit is being given in coin machine circles to Harold Miller, of the Miller Novelty Co., who, did much to defend the bill from the many attacks made upon it since it was passed by the State Legislature more than two years ago.

Some idea of how the wind blows in the larger state politics was demonstrated last month when Miller ran a close second in a field of seven for state representative in this district. It was Miller's first fling at politics and the way he garnered the votes not only is an indication of his own popularity and ability but shows through some light on the way a lot of voters look upon slot machines.

In speaking of the bill, Mr. Miller said there is little argument that it would have made Oklahoma a law this time. Previous attempts to make coin machines legal in Oklahoma have resulted in a split between the backers of the bill and a group of men who have opposed its passage. The bickerings of the two forces and the fact that first one side and then the other would gain a small victory has put the entire thing into something of a muddle in the minds of the voters, who will do the final deciding. Slot machine advocates also attempted to open a few scattered territories in recent weeks in an effort to win the whole building unsuccessfullly. At the same time non-automatic games, coin games, consoles, coin cabinets, coupe, etc., have been doing a nice business wherever they have sprung up in some new or service district.

Miller's race for State representative came at the beginning of his 25th year. Moreover, 15 of those years has been spent in Oklahoma. Miller, who has always been interested in his machines, is now in the business for himself.

The first machine Mr. Miller ever operated was a simple mechanical invention which he opened some time ago in a small store in the State of Texas, and still previously in the States of Kansas, Missouri, Mississippi, Alabama, and Louisiana. Incidentally, his company possesses one of the best record systems for its routes ever devised. The firm has been in operation 10 years and has a thorough and triple-check system. At a moment's notice the take-in of any machine ever operated by the company can be ascertained for any day or period since 1920. This makes it possible to eliminate numbers from the stock and territory and is a big aid to many other operators and jobbers who use the system as a guide. In addition to the five route men, Miller's personnel this summer includes a shop foreman, two mechanics, and a secretary, Vernon Curtin, formerly in the employ of the General Electric Company. Miller's mechanics are also in the employ of a number of other large concerns.

Mrs. Clara Earls, bookkeeper at Boyle Amusement Co., accompanied her young son, has just returned from a three-weeks' vacation trip to the West Coast. Incidentally, Mrs. Earls recently purchased a new home which she is now occupying. In E. Holland, one of Boyle's route men, also bought a new home, and Bernard Boyle, junior partner of the firm, will be added to the ranks of Oklahoma city home owners during the next few weeks.

Boyle's sales department reports a good volume of business on Bally games and that it has sold two carloads of Rock-Ola phonographs during the summer.

Jack Abrams, of Bristol, and Charlie Poff, of Fargo, Vev. attended to business matters in the State capital the past week.

C. A. Kettlering, formerly with the Novelty Sales Co. and now in the dry good business in Colorado Springs, visited the past week.

Carl Jackson, of the Western Novelty Co. at Seminole, was in the city last week and bought some new equipment. He and to report business good in his section of the State.

Miller Novelty Co. has been appointed State distributor for the Roberts Cabinet Co., of San Francisco. The new cabinets are proving very successful, it is stated.

J. E. McCoy, who is operating consoles and counter games with good success around Shawnee, was a recent capital visitor.

Few Complaints at National -- Backe

MENNECK, L. J., Sept. 2--(Exe. G. Backe, of National Novelty Co., says he is very proud of the record established by his firm in the first five months of the year. He claims: "Of all the business we have completed with Bulletin machines we have received only one complaint on machines or service. This complaint came because in our eagerness to have a machine looking nice we painted it. It was shipped territory for coin machines. The customer received a mess. However, this will never happen again. After all, people who do not make mistakes do not anything.

"We believe that this non-complaint business can be considered as some kind of a record. It is this reputation which is leading us to achieve the mark we have set. We have seen complaints in the repair department and the repair department has been largely responsible for the non-complaint business. We are sure that the non-complaint name because in our eagerness to have a machine looking nice we painted it. It was shipped territory for coin machines. The customer received a mess. However, this will never happen again. After all, people who do not make mistakes do not anything.

"We believe that this non-complaint business can be considered as some kind of a record. It is this reputation which is leading us to achieve the mark which we have set. We have seen complaints in the repair department and the repair department has been largely responsible for the non-complaint business. We are sure that the non-complaint name because in our eagerness to have a machine looking nice we painted it. It was shipped territory for coin machines. The customer received a mess. However, this will never happen again. After all, people who do not make mistakes do not anything.

Kay Back From Saratoga Vacation

NEWARK, N. J., Sept. 2—(Jack Kay, of Ace Distributors, Inc., has returned from his annual vacation at the Sandy Hook Yacht Club, his boat "Saratoga," the site of the famed horse track. He was uncomplimentary in his reported losses on War Admiral.

Kay reported that Saratoga was a "hell of a lot of fun." He plans to return to Saratoga for at least one week next year.
Now that the summer season is officially over the trek homeward from vacation spots is on. Operators are looking back on a summer in which cigarette merchandising methods were in use. One of the most important operations in connection with this period, which is being reported on this week, was the sales of cigarettes, which are a major source of income for many organizations.

The cigarette merchandising industry is still suffering from growing pains. Like any industry, it has its growing pains, and these may be expected to continue. However, the cigarette manufacturers are working hard to make the situation better.

Just how valuable membership in a Cigarette Merchandisers Association is can be seen in the fact that the New York Association enjoys some 75% of all cigarette operators in the metropolitan area on its membership rolls. What's more, these members control and operate the machinery of the industry.

The cigarette merchandising industry is still suffering from growing pains. Like any industry, it has its growing pains, and these may be expected to continue. However, the cigarette manufacturers are working hard to make the situation better.

The operators have drawn up and approved which were passed by the state legislature. The state law makes it illegal to sell cigarettes to anyone under 18 years of age. The operators have been very active in enforcing this law and have already arrested many people for the sale of cigarettes to minors.

The Cigarette Merchandisers Association has been very active in enforcing the state law against the sale of cigarettes to minors. They have also been very active in enforcing the state law against the sale of cigarettes to women.

The operators are very concerned about the sale of cigarettes to minors. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone under 18 years of age.

The operators are very concerned about the sale of cigarettes to women. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 18 years of age.

The operators are very concerned about the sale of cigarettes to men. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 21 years of age.

The operators are very concerned about the sale of cigarettes to children. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone under 18 years of age.

The operators are very concerned about the sale of cigarettes to women. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 18 years of age.

The operators are very concerned about the sale of cigarettes to men. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 21 years of age.

The operators are very concerned about the sale of cigarettes to children. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone under 18 years of age.

The operators are very concerned about the sale of cigarettes to women. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 18 years of age.

The operators are very concerned about the sale of cigarettes to men. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 21 years of age.

The operators are very concerned about the sale of cigarettes to children. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone under 18 years of age.

The operators are very concerned about the sale of cigarettes to women. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 18 years of age.

The operators are very concerned about the sale of cigarettes to men. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 21 years of age.

The operators are very concerned about the sale of cigarettes to children. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone under 18 years of age.

The operators are very concerned about the sale of cigarettes to women. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 18 years of age.

The operators are very concerned about the sale of cigarettes to men. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 21 years of age.

The operators are very concerned about the sale of cigarettes to children. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone under 18 years of age.

The operators are very concerned about the sale of cigarettes to women. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 18 years of age.

The operators are very concerned about the sale of cigarettes to men. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 21 years of age.

The operators are very concerned about the sale of cigarettes to children. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone under 18 years of age.

The operators are very concerned about the sale of cigarettes to women. They are working hard to make sure that the law is enforced and that people are not able to sell cigarettes to anyone over 18 years of age.
COIN MACH
No Complaints for National—Backe
MERRICK, L. I., Sept. 3—Backe C. Backe, of National Novelty Co., says he is very proud of the record which his firm has established in the export field. Backe says, "Of all the business that we have with European firms, we have never yet received one complaint regarding our machines or service. This no complaint record is something on which we feel we can build future reputation, as we have gained in the industry which is leading us to achieve the mark which we have set for our own work."

"The repair department," says Backe, has been largely responsible for this fine record. Every single part of the machines is thoroughly checked—even to the flange of the bevel. We are proud of the work that the department turns out and we know that by the customers, we can tell that much painstaking pride goes into the repair of every machine. "Actually renewing machines is a lot different than reconditioning them. We feel that the renewal applied will be recognized as superior craftsmanship."

Ready for Fall Biz, Says Calcutt
FAYETTEVILLE, N. C., Sept. 3—Joe Calcutt, of the Vending Machine Co., and head of his firm, with the opening of the fall season, is ready with all the latest games. "We have been prepared for some time with the best of the new games for the ops," said Calcutt. "We feel that this new season is going to be one of the best for years to come."

"The men want something new. We have a complete line of the latest games and are ready to help everyone get started right. There is only one way to hold the respect of locations today, and as well as the play of the players and that is to keep bringing in the best new games that are available."

"Some of the new games that we are featuring this fall are going to be among the best ever made. All the new games are carefully checked and are assured to be in perfect condition. Vennon's check-up system is well known all over the country and there is no doubt that the machines will be shipped from these offices will meet the approval of the ops in every fashion."

Ponser Appoints Vandecar Manager
NEW YORK, Sept. 3—George Ponser, has announced that A. Vandecar, well known operator, who is said to have one of the largest operator acquaintance and business in the country, has been appointed traveling state manager for the Ponser firm.

Said Ponser, "There is no doubt that Vandecar will prove to be an instrument of inestimable value in the expansion and development of our state."

ONE OF THE TIGERS BAGGED in India-China by Frank F. Owen, of Peiping, China. Owen has operated in all machines in China since 1927.

PAYTABLES
BOWIE MACHINES
3'S—$37.50
BOWIE MACHINES
2'S—$30.00
BOWIE MACHINES
1'S—$22.50
BOWIE MACHINES
50'S—$15.00
BOWIE MACHINES
10'S—$10.00

ADVERTISERS INDEX

DOUBLE ODDS: 10.50
SINGLE MACHINE: 10.50

SUPPLEMENT: 10.50

SUPERIOR PRODUCTS, Inc. 14 NORTH PEARL ST. CHICAGO, ILLINOIS

ROYAL'S BEST

ROYAL COIN MACHINE CO., 2212 N. Western Ave., Chicago

WURLITZER $144.50 ea.

WE ARE HAPPY YOU ARE PLEASED WITH EXHIBIT'S "REVIEW"

We thank you for your many compliments and repeat orders for this EXHIBIT WINNER!

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago
There's Good in Gambling

An Editorial
Published in The New York Daily News, August 26, 1938.

Since prohibition times most of us have felt somewhat apologetic about liking liquor, feeling that it is at best an evil which we must fight to keep under control.

We've revised our feelings on the subject after careful consideration. We think prohibition is sometimes unqualifiedly wrong—that first soul-freeing cocktail before dinner, for example, after a tough day's work.

We're also coming around to feel the same way about gambling. Here are a couple of anecdotes to show what we mean.

We know the father of a nice girl named Margaret, Thanksgiving Day Margaret was given a turkey at a raffle; sometime before that she hit bingo twice at one church and once the summer before the bingo smash she found a $5 bill at Coney Island. "Yes," we recently remarked to this father, "should be very proud of Margaret. She's an extremely lucky girl and she's not" he retorted, "she's never won the Irish sweepstakes.

And we've been told of a colored maid who gave her employer her new telephone number, "Mother," she said, "that's a good number." She had a batch of frogs and put a policy bet of 5 cents on the number—and hit for $150. But 39—her husband marked all the time because she hadn't bet 25 cents, which would have brought in $800.

In these years we see human nature in full bloom.

The father of fast-medium-lucky Margaret has enjoyed several weeks of happy anticipation before each Irish sweepstakes and suffered a couple of days of gloom after. Victoria enjoyed the intoxicating feeling of seeing a number hit and return $300 times the original investment. Her husband, however, because she hadn't bet more was 100 per cent human.

We must confess that we're human enough to get more kick out of the J. J. Hines trial story of how the numbers racket is worked than out of the other testimony.

The "dream books" telling you what policy to play or what your dreams signify, the Dutch Schultz and his mob mugging in the Harlem numbers game after prohibition—... the mob running it honestly until several banks were "hit" too hard, then taking to segregating dangerous numbers thru a gent going by the delightful nickname of Ababada... Himes' population knowing the game was new crooked, but most of them continuing to play it—all this stuff is exciting, interesting, romantic.

What rules us the wrong way is that society doesn't use common sense about it all.

Gambling does not ruin everybody who gambles any more than liquor ruins everybody who drinks. Weaklings are going to be ruined by whatever vices they are susceptible to and nothing can save them. The gambling instinct is merely one phase of the universal profit-making instinct—a desire to speed up the profit system with the aid of chance for one's own benefit. Gambling is going to continue, the 1,001 J. J. Hineses are going to fail.

Why can't we at least see that gamblers little and big can have a fair show for their money? And why can't we skim off some of the profits to build more parks and playgrounds or hospitals or civic projects or less crime and more law relief?

We could get those results by legalizing gambling and stopping appropriate taxes on it—a something that was in 1929, 318 years after the Pilgrims brought their Puritan regulations to this Rock, we're still too puritanical to do.

Fitzgibbon Gets Ready for Fall Biz

NEW YORK, Sept. 3.—John A. Fitzgibbon, Bally's Eastern representative, reports that he is preparing an entirely new campaign to open Labor Day. He believes it will be of unusually great importance to the entire territory now covered by his office.

Fitzgibbons, "Every fall we have been among the first to help the men get started. There is no doubt that the fall season is probably the best of the year and the country enjoys. The play is better and the men enjoy greater optimism at this time of the year than they do at any other. Therefore we are going to spring our new ideas to the men just as soon as Labor Day rolls past."

At the same time we want to assure everyone that Bally Mfg. Co. is going to lead the pack with some new winners. Games under way have all the earmarks of bringing back the greater profits of Bally Reserve and some of the other games which we have introduced.

Bally Bumper and Bally Reserve helped the operators get started after two bad seasons. This time we have something which will line the pockets of every Bally operator with its keen appeal."

STONER CORPORATION
AURORA, ILL.

BE THE FIRST
IN YOUR TERRITORY

OPERATORS • JOBBERS • DISTRIBUTORS

Send Today for Illustrated Circular on Card-O-Fun Games.
Profit-Making Sensation in Small Jar-Style Ticket Deals.

GAM SALES COMPANY
1317-21 S. Adams St., Dept. B., Manufacturers Only, Peoria, Ill.

"LIKE NEW" USED PHONOGRAPHOS

Each Professionally Refinished, Wurlitzers
Equipped With Brilliant Lucile Grill and
Checked 100% Mechanically—Like New.
1/3 With Order, Balance C. O. D.

DAVIS SALES CO.,
1001 E. Fayette St., Syracuse, N. Y.

CENT-A-PACK
THE ORIGINAL PENNY CIGARETTE MACHINE

At Your Jobber, or Direct From Factory.

PRICE $16.50
BUCKLEY MFG. CO.,
2126 Washington Blvd.,
Chicago, Ill.
2 WEEKS AGO: WE SAID "IT MUST BE GOOD!"

Last Week: DISTRIBUTORS SAID "IT IS GOOD!"

Now OPERATORS KNOW "IT'S GOOD!"

THE NOVELTY GAME WHOSE FASCINATING PLAY REQUIRES A SUPERSIZE BACK RACK

It's a LARGER, BETTER GAME at NO INCREASE IN PRICE! worth $89.50

Only $74.50

CHICAGO, Sept. 3.—Geneco, Inc., has announced its lead-off game for the fall season game production. The new game is called Triple Free Play. Said Dave Gensburg, executive of the organization, "In addition to being considered highly fascinating to play, Triple Free Play has been dubbed 'America's most beautiful game.'"

Gensburg continued, "We have produced a machine that our distributors will tell us is a natural for all locations. It is equally a natural for operators by reason of its playing principles. These much as awards are free games, cash stays in the machines, offering both location and operators an extra profit—them, too, it can be placed anywhere.

"The play on Triple Free Play is simply yet attractive so that there is no secret of players to keep it going, according to reports from operators already deriving income from the game. The game is very attractive to players with its features such as skill lanes, multi-advance lanes, special award bumpers and lite-up scoreboard.

"Enthrall play, mechanical perfection and outstanding beauty are combined in 'Triple Free Play,'" says Gensburg. "As concrete evidence of the fact that operators are quickly taking to the game, we point to the heavy orders we received from our distributors immediately after they had received their samples."

Gensbergs Back From Trip Abroad

CHICAGO, Sept. 3.—Sam Gensburg, executive of Chicago Coin Machine Mfg. Co., was back at his desk this week after completing an extended tour thru the British Isles and part of Continental Europe, including France, Belgium, Italy. Gensburg was accompanied by Mrs. Gensburg and their son.

Upon his arrival home he reported that he had been surprised to note the popularity of pin games in Europe. "In spite of the general unrest on the other side of the pond, the people have time to play, and pin games are a most popular type of recreation," he said.

He was particularly gratified to see many of our machines, both the older and more recent models, in high favor with operator, jobber and player alike. This was especially the case in Great Britain, France and Spain, where operating enjoy a freedom unknown in other nations.

"In spite of the fact that the trip was made during the summer, I am happy to tell you that America and to the scene of activity in the Chicago Coin plant, we are introducing a heavy run," Gensburg concluded.

California Op Visits Rock-Ola

CHICAGO, Sept. 3.—"Glamorous ladies of the film, stage and homes, retired farmers from Iowa—the whole cosmopolitan crowd that makes one of the most fascinating cities in the world, Los Angeles—all are affected by baseball fever. And they all know about Rock-Ola's baseball game World Series and play it to their heart's content. Incidentally, to the operators' content in points of profit." That is the opinion brought to Chicago by H. F. Johnson, Los Angeles operator.

Johnson recently took time off from his duties for a short trip and business trip to Chicago. Accompanying him was his wife and 9-year-old son.

"It's great to see such activity at the factory," said Johnson. "This is the first time we've been reading about a general slump—but I don't believe I've walked thru your busy plant.

Rock-Ola officials reminded Johnson as being one of the first purchasers of World Series. He told them when he said he still had 210 of the original machines on location. Five, he states, are on their original location.

Winning Ticket In 29 "Pay" Areas

CHICAGO, Sept. 3.—"Payout table territories seem mighty few and far between," said one, "but I know another who will see that Keeney's Winning Ticket proves best in our territory. That," said Ray Becker, Keeney sales manager, "is a hell of a good baccarat win and one that operators have to see."

"I've never seen a better return," said Becker. "Winning Ticket had good blood in its veins, and if we were to put the same ticket in every territory, that is what we would get."

"We have put thru three generous releases of Winning Ticket so far this summer, which is an indication of the popularity of the game among operators and the locations as well as the playing public in general."

Multi-Free Races Draws Many Orders

CHICAGO, Sept. 3.—"It has been interesting to watch our Multi-Free Races take hold in the various locations in which it had been introduced," said J. H. Keeney, Keeney Co. head.

"Take New Orleans, for example," continued Keeney, "we shipped but a single game to our distributor there. Within 24 hours he had wired for five more. Within two days he had ordered 40 more. In all New Orleans so far has used several hundred machines in the various non-payout sections of the country."

CROWDS JAMMED THE OFFICES OF George Ponser when Al Douglas brought Dave's new game, Odd Ball, to New York for premiere showing. Pictured here are Al Lipshay, Joe Fishman, Al Douglas, Eddie Ross and Bill Gerh, among others.

Neosemite of Monarch

Vacation in Minnesota

CHICAGO, Sept. 3.—Clayton Neer, Monarch Sales Mfg. Co., vacationed in Minneapolis during the last week. Mr. Neemore and his infant daughter toured thru the Minnesota lake country with Nemore before their return to Chicago.

Neemore opines that the forthcoming fall season will be the biggest in Monarch history and says he is now preparing for that business.
Oriole Biz Booms With Fall Opening
BALTIMORE, Sept. 3.—Business has tremendously boomed at the offices of the Oriole Coin Machine Corp., according to Eddie Ross, who recently returned from Chicago.

While in Chicago Ross looked over machines for the fall season. He reports, "We are convinced that this fall is going to prove one of the most profitable for the operators. We are spending a lot of time preparing for the rush that is sure to come. We feel that the machines which we have received and those which are on their way will be the best games the industry has ever produced.

"These new games," stated Ross, "plus our profit-sharing plan make this 1938 fall season a sure winner for all operators. There is a more liberal movement afoot in many territories. I believe that the operators can get ready for one of the best seasons in their history and also go to town with the first batch of new games that they receive."

**NACOMM Reports 73% Sold Out**

CHICAGO, Sept. 3.—A. B. Coffman, convention manager for the National Association of Coin Machine Manufacturers, said that prospects for the NACOMM Show at the Stevens Hotel here December 13 to 17, are going to be very promising every day. In proof, he said that "97 per cent of the total exhibit space available in the large air-conditioned exhibition hall of the Stevens Hotel has been sold to and deposited paid by representatives firms in the business.

"Better than 50 leading firms bought this space," he said, "and are preparing outstanding displays. These displays are educational and instructive, carrying with them merchandising plans and advice most helpful to distributors, jobbers and operators. This show is a business activity held for benefit of the entire coin machine industry.

The annual banquet will be held in the Grand Ballroom of the Stevens Hotel on December 15, where all will be in one room, eat the eats and entertainment and get better acquainted."

For prospective exhibitors Coffman reports that while a majority of the available space has been sold, desirable locations are still available, and all in one hall. The largest exhibitors have taken space as far apart as possible, which makes all the intervening space of equal value, he said.

"This is the 11th coin machine show, bids fair to exceed in attendance and assume opportunities any previously held," Coffman said.

Coffman invites suggestions from all operators, jobbers and distributors for making this the finest show ever." He may be addressed in care of NACOMM, 120 South La Salle street, Chicago.

---

**Big League Baseball**

4 SHOTS AT $25.00

No. 2415 2400 Holes
Takes in $120.00
Average Payoff 58.99
Aver. Gross Profit $61.01

Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.


**HARLICH MFG. CO.**

1413 W. Jackson Blvd., Chicago, Illinois.

---

**EXTRA SPECIAL!! BABY CIGARETTE MACHINES**

World's Smallest Counter Game
Sturdy and Attractive
Legal in Practically All Territories—A Consistent Money Maker—Regular Price $17.50—Now Offered for Only $12.50 Each

Thousands of Locations Waiting. Phone, Wire or Mail Your Order Today. Instant Shipment.

TERMS—1/3 With Order, Balance C. O. D.

---

**Indian Dice**

NEW SUPER-COUNTER GAME

The actual game they play everywhere—built into a money maker that throws a set of five dice, points, and a table. Below each combination, odds 2-1 to 20-1 indicated on award card. If three dice are thrown, a 4 will score in any combination! Says the man who designs the game: "Now I've got the last one, the 4!" Made in fantastic colors, dice shake automatic. Player throws dice which must be held close he chooses. Draped board can be adapted for any coin machine. Illustrated, furnished.
New Games Great, Say N. Y. Distribs.

NEW YORK, Sept. 3—Leading distributors here, who have visited Chicago recently, report that manufacturers are preparing some of the greatest games the industry has ever known. They are keeping in close contact with the factories and are advising cops of delivery dates of some of the first games.

One distributor stated: "Some of the games that we have seen are without a doubt the best that there have ever been. These games are going to help put operators right back on their feet again. In fact, I personally feel that the games which all the manufacturers have ready for the first week after Labor Day will help start the ball rolling for one of the best profit seasons operators have ever enjoyed."

Distributors feel the same way about this coming release of machines. They contribute the idea that operators are going to try new games that were expected and also that the games will open a new era for the industry.

There are also hints that some of the machines are really revolutionary in every way. One distributor claims that one of the games which will be ready late in the fall will be "the most startling that has ever been produced and that it will bring about a new kind of sales action which the industry has not had in many years."

Crude Pinball is Found in Ruins.

PRAIRIE DU CHIEN, Wis., Sept. 3—A pinball machine, a crude affair compared to the modern pinball prohibited by law in Wisconsin, but a pinball machine none the less, was unearthed recently by workers who are excavating the 126-year-old ruins of Fort Crawford.

The relics was found in the north wall of the officers' barracks. It was made of a wide board, about three feet long, with cup-shaped holes bored in it. Double rows of brass nails formed the guides for the balls. Several balls made of stone were found with the board—EWIN BROOMS.

London Lauds Grip Scales.

CHICAGO, Sept. 3—The coin machine industry has always had its eye open for ripoff-type machines that can be counted on for steady profits month after month. Gottlieb Grip Scales, in the opinion of many dealers, have won that high place among coin-operated machines. These were the words of Sam Loshon, of the Milwaukee Coin Machine Co., Milwaukee, Wis., as he swung into Chicago last week to arrange delivery of a record reorder that he placed for those machines. Grip Scales experience has proved them to be the most consistent earners in recent years.

It is understood that he went on to say, "Times may change, taxes may go up, fueled rates may come and go, but these little money makers keep on producing profits for their operators. When a machine can show that record it deserves to be called a staple."

Sam explained that he found it necessary to make repeated trips to Chicago from time to time to place additional orders or to arrange for extra delivery of Grip Scales. Said he: "In the eight months that we have been selling Grip Scales demand has grown from a mere ripple to a mighty wave. Few machines have had a record like that, and there is only one that I believe possesses the same kind of sales action that the Indian Dice counter game. The reason is plain. This game has a constructive appeal, as has the Grip Scale. By that I mean it does not compete with other games, robbing Peter to pay Paul, so to speak, but opens entirely new channels of profit. Operators quickly see that it means additional new income to them, rather than to their other games, and locations are not slow to appreciate what it can save them in losses due to sharper's tricks, not to mention the extra profit it makes. Indian Dice is already showing signs of becoming one of the 'stand-bys' for operators, a game that he can really count upon for steady returns. I'd be surprised if this game didn't show a record like the Grip Scales in a comparatively short time."

SPECIAL

SATISFACTION GUARANTEED

CENC MAGIC ROLL, reg. $149.50 ft. sample, $59.50
SHI VERS STRIKETE, reg. $149.50 ft. sample, 74.50

ONE BALLS
CLASSIC .......................... $12.95
RACING FORM .......................... 15.75
SPORTSMAN DELUXE ...................... 19.95
TURF CHAMP .......................... 19.95

SLOTS
65 & BLUE FRONTS, D. J. $94.50
LEON HEAD .......................... 14.50
EAGLE .......................... 14.50
F. O. SILENT .......................... 19.50

PHONOGRAPHS
WURLITZER P-12 .......................... $69.50
WIZZ .......................... 19.50
ROCK-OLA No. 2 .......................... 9.50

SEEBURG RAYOLITE .......................... $199.50
STEWARD-McGUIRE T-CIG. MACH. .......................... $4.50

GERBER & GLASS
914 DIVERSEY BLVD.,
CHICAGO, ILL.

CHARLIE ZENDER LOOKS OVER USED EQUIPMENT on display at the usual better game counter at the Mike Novelty Co. The shop, it is reported, specializes in every type of used and rebuild machines.
**ATLAS FALL OPENING SPECIALS**

**Reconditioned Machines**

**FREE GIFT OFFER**

To introduce new fall season a beautiful Rubber Blad Electric Bell Slide with one (1) of three Pinball or Consoloids. Two speeds, assorted colors. Ideal for office or home. Ask $8.00 value.

**CONSOLES.**

- **Bay's** $49.50
- **Robby** $39.50
- **Bally Table** $39.50
- **Mills Rio** $49.50
- **Woven Table** $44.50
- **Sears Model with steel feature** $6.00

**PAYTABLES.**

- **Kenney** 169.00
- **Bally-Bowpin** 139.00
- **Williams** 149.00
- **Precision** 99.50
- **Skill Fitted** 21.00

**PHONOGRAPHS.**

- **Marshall** $142.00
- **Wurlitzer** $175.00
- **Rock-Ola Model** $149.00
- **Ske-Cla Rhythm** $99.50
- **Williams** $139.00
- **Marshall Model** $159.00
- **Sears Model** $159.00
- **Timing Model** $129.00

**COUNTER GAMES.**

- **Springers** $19.95
- **Tourne** $19.95
- **Bob Carr** $16.50
- **Bom Holos** $16.50
- **Delta Classics** $16.50
- **Bom Fun (new)** $10.00
- Write for Bulletin containing complete line of Paystubs, Novelty Games, Consoloids, Juke Box, Counter Games and Phonographs.

Terms 1/3 Dep., Bal. C.O.D.

**ATLAS NOVELTY CO.**

2800 N. Western Ave., Chicago.

Branches—Pittsburgh, Pa.; Miami, Fla.

Write address above.

**USED CIGARETTE MACHINES**

**Low Prices and Exceptional Values!**

- **Ray's** $6.00
- **National No. 1** $4.50
- **National No. 2** $4.50
- **National No. 3** $6.00
- **National No. 4** $5.00
- **National No. 5** $5.00
- **Superior** $7.50
- **Steward & McCready** $7.00
- **Mingrell** $4.50
- **Mingrell** $7.00
- **Young's** $6.00

**3 NEW GONSETA CANDY PACK**

- **AGE WRITER** $37.50
- **AGE WRITERS** $37.50
- **HENRY WERTHEIMER** $37.50
- **W. 31ST COURT** $39.50
- **HENRY WERTHEIMER**

2814 Fourth Ave., New York, N. Y.

**SALESBOARD OPERATORS**

**Read "DEALS"**

A column about new salesboard ideas, deals and personalities. In the Wholesale Merchandise Department

**THIS WEEK and EVERY WEEK**

**WILL PAY**

$100.00 Cash for Bally Sport Page. $12.50 for Groetchen Gingers,

**ROY BAZELON, Monarch Coin Machine Co., mapped on occasion of Eagle River, Wis., finds as if he were ready to climb into the ring and start swinging for the fall business.**

**EVANS’ IMPROVED HIALEAH SPECIAL**

**DOUBLE AWARD SENSATION!**

**IDEAL FOR RESTRICTED TERRITORY**

Really TWO big games in one, with double thrills double amusement and DOUBLE AWARDS!

May be operated for payouts, tickets, checks or amusement only.

First, spinner-lite pays indicated odds on a winning selection. Then, if player matches such winning selection by pin-ball play, awards are automatically doubled. Odds 2-1 to top of 60-1 for match play!

Evans’ Improved 7-Coin Head stops gyp artists! No coin jamming. Last 5 coins with 5x, 6x, 3x, 2x, 1x action precision mechanism. New steel inner wall prevents tampering with mechanism. Dozens of new features plus Evans famous engineering guarantee performance and satisfaction!

**AT YOUR JOBBER OR WRITE, WIRE OR PHONE HAYMARKET 7630. H. C. EVANS & CO. 1520-1530 W. ADAMS ST CHICAGO**

**$30.00 IN 30 HOURS!**

Reports Leading Operator on Genco’s Sensational Free Play Novelty Game

**"TRIPLE PLAY!"**

**READ THIS UNSOLICITED LETTER. THEN DECIDE. DEAR MR. LANE:**

Being one of the first operators in this section to place your "TRIPLE PLAY" on location, it certainly gives me, and pleasure as reported at the first 30 hours of play on this machine grossed THIRTY DOLLARS!!

The action, playing field arrangement and the appeal of "TRIPLE PLAY" is the best I have ever seen.

My honest opinion is that any operator who hesitates even a minute to operate this machine is making the biggest mistake of his life.

Sincerely Yours,

**SEABOARD SALES, INC.**

619 Tenth Avenue, New York, N. Y. **All Phones Wisconsin 7-5888**

Direct Sales Agents for Leading Manufacturers!

**BASEBALL IS HERE**

**TAKE YOUR PICK FOR PROFIT**

**HOME RUN—1000 Hole—Form 3490. Takes in $50.00 Pays average $26.00. Price $1.32**

The Big HIT—400 Form 3695 Takes in $20.00 Pays average $9.16 Price $0.76

**CHAS. A. BREWER & SONS**

6310-31 Harvard Ave., Chicago, U. S. A.

The Last "Word" in Your Letter to Advertisers, "Billboard"
Homer E. Capehart
Makes the News

CHICAGO, Sept. 2.—Many newspaper reports and editorial opinions of the unusual exploit of Homer E. Capehart in playing host to Republican leaders were noted here. They ranged all the way from a semi-humorous editorial in The New York Times to the following formal personal tribute to Capehart in the Chicago Daily Tribune, August 28:

"Party leaders were saying that they hoped the big rally had made history. They were saying, too, how Homer E. Capehart, who rose from Indiana farm boy to an Eastern industrialist, had put it over. The rally was Capehart's idea. He dug into his own pocket to foot the bill. Friends thought the whole thing must have cost $35,000.

"Capehart, 41-year-old vice-president of the Wurlitzer Co. at Buffalo, N. Y., a former Hoosier and farm owner, was all smiles when the last echo of oratory had died away and the multitudes of party workers from many States began the homeward journey."

WASHINGTON, Ind., Sept. 2.—Homer E. Capehart, speaker of the Republican rally here, began to feel what propaganda can do for a man in politics as he took vigorous steps to deny that he was a candidate for Democratic precinct committeeman in the town of Amherst, N. Y. As he wonched under the first pocket of adverse publicity he was reminded that the propaganda machines are in high gear today, "and that they can make or break any individual or any administration, no matter what party or how popular a cause may be with the people."
Easy ON THE EYES!

It's a feast for the eyes! The beautiful slant-top cabinet made of exquisite matched woods; the romantic "Borealis" light-up grille—all focus attention on the Rock-Ola. People who admire beautiful design and like to watch the mechanism, get their money's worth of enjoyment from Rock-Ola's "Streamline" phonographs.

Easy ON LISTENERS

Whether it's "Swing" or "Sweet" music, Rock-Ola's incomparable life-like reproduction scores. Its matchless tone draws crowds and swells collections.

Easy ON RECORDS and NEEDLES

Rock-Ola's famous lightweight crystal pickup doubles the life of records and needles. It saves the operator money and increases profits.

Easy TO OPERATE

Simple flawless construction! Fewer parts. Operators of Rock-Ola phonographs enjoy a big advantage due to the small amount of service required.

Easy TO HOLD LOCATIONS

Locations prefer Rock-Ola's "Streamline" models because they take in more money. Rock-Ola tone quality holds the crowds — stimulates business.

Hard ON SLUGS!!!

There's no lost profits from slugs in Rock-Ola's phonographs because the new 99% slug-proof drop-style coin-chute emphatically rejects them. It takes REAL MONEY ONLY — quarters, dimes and nickels. Most important of all, this great multiple coin chute is STANDARD EQUIPMENT on the 1938 Monarch and Windsor 20-record phonographs. Get your share of these extra earnings: Buy Rock-Ola!

"PLAYBOY" Coin Operated SPEAKER!

DOUBLES AND TREBLES YOUR INCOME

The "Playboy" coin-operated speaker is Rock-Ola's latest development in music merchandising. It makes an irresistible sales "ensemble" with the 1938 Rock-Ola phonographs, having the same "Streamline" cabinet, individual volume control, 99% slug-proof coin chute and light-up effects. Make that "extra" room pay extra dividends by installing a new Playboy!

IT'S EASY TO BE SUCCESSFUL WITH Rock-Ola COIN OPERATED PHONOGRAPHS

ROCK-OLA MFG. CORPORATION · 800 N. REDZIE AVENUE · CHICAGO
WURLITZER MODELS 500-600

SCORE ALL TIME HIGH IN PLAY APPEAL

DAZZLING CABINET ILLUMINATION—24 RECORDS—SMARTLY STYLED SELECTORS—SET NEW STANDARDS FOR ATTRACTION POWER

Again with the Models 500 and 600 Wurlitzer has smashed all precedent in automatic phonograph construction, design and performance! And again the result is a sensational advance in eye arresting beauty, in earning power—models that will quickly prove their ability to get and hold the best locations!

See the Wurlitzer “FIVE HUNDRED” and “SIX HUNDRED” in action. Hear them play! You'll realize why successful music merchants are unanimous in saying "They set the pace for beauty, for cabinet illumination, for record capacity, for tone.”

Then if you know the music business, you'll make it your business to get these new Wurlitzer Automatic Phonographs working and earning for you. Write or wire for details.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

NEW “MULTI-SELECTOR” DIAL ON THE MODEL 600

 Brilliantly illuminated, translucent red plastic with chromium embellishments, make the “Multi-Selector” dial of the Wurlitzer “Six Hundred” the most beautiful ever designed for an automatic phonograph. The large and generous size buttons are beveled so that all are easily readable—preventing errors in selection.

SOLD ONLY TO MUSIC MERCHANTS

OPTIONAL COLOR EFFECTS—MODEL 600
Plastic grille rods and record changer compartment background in any one of three matching colors—red, green and amber, as desired.

OPTIONAL COLOR EFFECTS—MODEL 500
Moving varicolored illumination in white onyx-like plastic corner panels with red mottled plastic grille panels or vice versa, as desired.

Also available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost, as Models 600-A and 500-A.

BOTH MODELS PLAY 24 RECORDS

The name “Multi-Selector” as used in this advertisement is registered in the U.S. Patent Office.

TURN IN YOUR OLD INSTRUMENTS ON WURLITZER AUTOMATIC PHONOGRAPH'S UNDER WURLITZER’S LIBERAL FACTORY TRADE-IN ALLOWANCE PLAN