NIGHT SPOTS
MUSIC
OUTDOOR
SEPTEMBER 17, 1938

The World's Foremost Amusement Weekly

MARY CARLISLE
All you want to know about
the 1937-'38 Legitimate Stage

For 18 years, The Billboard Year Book of the New York Legitimate Stage has been published by The Billboard. Each season finds the Year Book more useful. Each year hundreds of new readers are added to the many who eagerly await their copies of the latest edition. Each issue finds the list of regular "standing orders" from producers, directors, film producers, etc., growing.

Ever since the curtain went up on the 1937-1938 season, the Year Book editors and statisticians have been busy collecting and compiling material. After boiling down this data, the meaty facts have been edited in such a fashion that in a few crisp paragraphs.

FACTS—all kinds of facts pertaining to every phase of the theater have been collected and condensed in the pages that make up The Billboard Year Book. Is it any wonder then that such leaders of the legitimate world as Frank Gilmore, George Abbott, Brock Pemberton, George M. Cohan and countless others praise The Year Book as the most exhaustive and accurate account of the legitimate season possible to be found?

The price of the Year Book has been set this year at $2. Examine it for one week; at the end of that time if you are not satisfied with your purchase, return it and we will shoot back your money.

Only a limited number of copies of this work are printed. Order yours today!

You Will Find

• Review of the Season in New York, Chicago, Philadelphia, Boston and San Francisco.
• The Plays of the Year together with complete casts, synopsis of plot, length of run, etc.
• Indexes of all those connected with the 1937-'38 season, including:
  - Managers
  - Dramatic Players
  - Authors
  - Stage Directors
  - Musical Players
  - Lyric Writers
  - Composers
  - Librettists
  - Scenic Designers

• Comparative Production Figures for past 18 years.
• Outstanding Events of the Theatrical Year.
• Address Lists of:
  - Legitimate Theaters
  - Producers
  - Film Producers
  - Advertising Agencies
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• New York Appearances of leading players during past 16 years.
• Plays Produced by leading managers during past 18 years.
• New York Productions of leading dramatists during past 18 years.

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The Billboard Publishing Co.,
25 Opera Place,
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Please mail . . . copies of The Billboard Year Book for which I enclose S2 each. If, after one week's examination, I am not satisfied with my purchase, I may return the book and you agree to refund purchase price. I take no risk.

Name

Address

City State
CONVENTION MULLS ROAD

Legit Leaders To Scan Big Grosses Piled Up Thruout Nation Last Year

Cities clamor for more shows—claim they can do better yet —Boston takes over a million —cross-section of grosses shows bonanza—even locals cash in.

By Sol ZATT

NEW YORK, Sept. 10.—For the first time in many years the legit road season for 1937-'38 showed such a jump, in both profit and interest in the legitimate single houses coming up at the American Theater Council Convention this week will center around plans for an extensive road program during this coming season. Many road-owners have become so play-conscious that resident theaters of semi-amateur standing were formed in several cities and broad public support has been shown for any attempts to revitalize in the road are carried out, the legitimate stage can hope for even greater grosses than figures like the $1,168,200, which was done in Boston last season, an 107 weeks of playing time. Typical examples of bulk gross figures are the one in Boston are Pittsburgh which garnered $340,000 from road attractions in 35 weeks, and St. Louis, which drew in $258,000—the better than the year before. Perhaps the great was the out-of-town interest in Broadway shows that You Can't Take It With You was still running in New York, grossed a total of $2,813,899 up until last June. The Boston company, working thru to the Coast, did $516,201; the Chicago and Midwest company accounted for $889,815, and the Southern company grossed $382,713 in 35 weeks.

Chicago had a 69-week run of You Can't Take It With You, and until the middle of February every road attempt playing that city turned in a profit. Boston, the mecca of road perpetuums, was so hungry for stage shows last season that the revival of open air grosses reached $100,000 in 84 weeks. And when Susan and God, with Gertrude Lawrence, opened at the Majestic, in San Francisco, for the opening night take was $4,292, with a reported gross of $30,000. A cross-section report on box-office grosses shows that towns like Kansas City and Wichita are now few, but in the recent past have been virtually every day. As the 1937-'38 season in K. C. was the best in the city's history. Eleven road shows and one return engagement did a gross.
MARY CARLISLE
(This Week's Cover Subject)

MARY CARLISLE, popular Paramount fea-
tured player, last seen as Bing Crosby's
leading woman in "Dr. Rhythm," was born in
Boston and received her education in a conves-
satory there until she was eight years old. After
the death of her father, Mary and her mother
went to the Coast to live with her mother, who
obtained for her a small part in Jackie
Goss's "If I Were King." When she was 15 a
screen test resulted in several minor roles
in a series of college pictures, but her career was interrupted by the issuance
of a welfare worker that she return to school
because of her youth. A private school followed,
until she visited the Metro-Goldwyn-
Mayer studio and was introduced to the cast-
ing director who was looking for girls for
screen musical comedy work. Result of the
meeting was a year's contract for Mary as a
member of the studio's dancing group.

Miss Carlisle danced in "Broadway Melody," "Hollywood Revue" and other musicals of
that era, and in between she played bits in
"Montana Moon" and "The Blackstone Big in Seattle Vaude Survey.

POLAND TOUGHS ON AMERICAN TALENT: Chiseling, Taxes

NEW YORK, Sept. 10.—American agents
and talent scouts have been on the lookout for
talent from every country. But one country
that is fast becoming a source of talent is
Poland.

In Poland all contracts for clowns, caba-
obros, magicians, dancers, etc., are always
provoked by an organization known as "POZED," a Polish theater, POZED always infor-
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GLEANED BY MEMBERS OF THE
BILLBOARD STAFF

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song writers all over the country. The
talent in the major indoor fields such as
theaters, hotels, vaudeville, night clubs,
theater ticket agencies, all over the world.

The term "possibilities" may address them
in CARE of THE NEW YORK OFFICE OF
281 BROADWAY

For ORCHESTRAS

A. S. Kirkeby, Managing Director

The Drake
LAKE SHORE DRIVE • CHICAGO

The Drake
LAKE SHORE DRIVE • CHICAGO

POSSIBILITIES

For RADIO

For KEY CITY CLUB BOOKERS JOIN IN UNION CO-OP MOVE

NEW YORK, Sept. 10.—Howard Wheel-
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tary, of the Key City Club, entertainment
agency, will attend a meeting of the EMA of
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week of business in Panama. This
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Wrangle Ends On Ducat Code

NEW YORK, Sept. 10.—After more than
a week's wrangling to settle the represen-
tatives of the ticket brokers and the
League of New York Theatres, an agree-
ment was reached to ink the ticket code
by the theater organization and
entertainment's Equity Association (12),
settlements are due. This week, Stan-
ley C. Fowler, attorney for the Associated
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at 3 cents.
Another Attack on ASCAP; Plan Offering Tax-Free Music And Records to Stations Afoot

LOS ANGELES, Sept. 10.—Davis & Schurman, the signers of the letter sent to the stations is Kennedy P. Davis, who was retained as attorney for a group of Washington stations. In that State Davis was able to get more legislation which practically obsers ASCAP of all power in that territory. It is not seeking to have the Federal Courts reverse the decision of the Washington legislature.

Davis stated, "It is unfair to American songwriters to have the output of American composers concentrated in the hands of a few publishers who have the right to control the distribution of sheet music unless they desire to give it up."

Another Attack

ARCH OBELER returned from Europe with one of the most grisly anti-war campaigns ever experienced. He has been in Europe and has observed first hand the carnage and destruction of war. He is now back in the United States and is prepared to make his campaign known to the American people.

**THEATRE ON WHEELS**

Equipped for sound motion pictures... Seats 32 Air-Conditioned Provides own electric power. Ideal for exhibitions to small groups.

For sale far below cost.

Address: Box 834, Care The Billboard, 1564 Broadway, N. Y. C.

**THEATRE IN WHEELS**

WHAT AN IMPROVEMENT

Maybelline DOES MAKE!

Every flamed by soap, blacken laden lankets—enough to rivet in thwart way. The Maybelline Mascara, either Gold or Green is the secret of lively expression.

A fresh and rosy complexion, free from blemishes, a flower face, are the accomplishments of Maybelline. A lovelier, more radiant complexion will assist you to apply this makeup which is the only one that will not smudge. A lovelier, more radiant complexion will assist you to apply this makeup which is the only one that will not smudge.

**SEND FOR THIS NEW 188 PAGE FREE CATALOG**

IT WILL SAVE YOU MONEY!

ELEANOR KING, legit actress who portrayed the role of the mother in the country hit of a baby movie story and then garnered extra newspaper space by having her own child shortly after, is in New York trying to get a part in a dramatic show. . . .

**SHOULD IT BE A CELEBRATION?**

A DRAMA group which is intended to be the fur workers' union what Latvia song to the group, is being developed by Milt Lubin. Shows are being performed by union furriers. Admission is free, and the more successfully union furriers are being performed. The furriers are present a dramatic effort to further the union's aims.

**SPECIAL SALE -- Bargains in Scenic Equipment**

If you are within 800 miles of Toledo, you get... 

THE TOLEDO TICKET CO.

Robitschek Just Can't Find A New York House for Vaude

NEW YORK, Sept. 10.—Wanted: Any one with a decent sized theater in the middle west to help a young musical genius make some money in two-day vaudeville attractions. No investment required. Apply to Robitschek.

Such is the plight of a young musical genius who has been turned down by the most prominent of the larger theaters and is now looking for a temporary home. The genius, who is looking for a temporary home, is looking for a temporary home.

But he hasn't been able to find anybody who is willing to help me make my money. I don't think Robitschek has been successful in finding theaters who are willing to help me make my money. I don't think Robitschek has been successful in finding theaters who are willing to help me make my money.

For a time it appeared as though the he had clinched the Center Theater on a $6,000 weekly rental and percentage deal. The situation was aggravated a little more when the owners of the Winter Garden, Ziegfeld and several other large theater interested. The Robitschek's story of the situation is given some new life by a report that the Winter Garden, Ziegfeld and several other large theaters have expressed interest in the project. But Robitschek has not been successful in finding theaters who are willing to help make money.
DECCA SUING STATIONS?

Record Film Monitoring Dial Prepares to Legal Action

NEW YORK, Sept. 10.—Decca Record Co., producers of records, is planning a suit that is said to be the first of its kind by a record company to stop broadcasters from using their discs. This action is expected in the near future.

The suit will be brought by the National Association of Performing Artists (NAPA), which has been granted permission to air Decca platters. It is said that the Decca suit will be the first of its kind in the manufacture of the discs.

Both sides of the Decca suit will be that the wax company has a property right in its records and therefore has the "unique" services in the manufacture of the discs. Decca has been receiving special requests from broadcasters, but has been unable to produce discs to meet all their needs.

The basis of the Decca suit will be the fact that it is not granting any station permission to air Decca platters. It is said that the Decca gesture is regarded in some quarters as indicating its fear of losing its "unique" services in the manufacture of the discs.

HILL'S COMMERCIAL MANAGER

NEW YORK, Sept. 10.—Clarence Olmsted,东部's commercial manager, has joined announcers on a healthy advertising splurge with the agency. The Billboard paper and including paper, using the "Time's" Splurge

Decca is expected to provide an intervention order on the ground that the arrangement is "unique," according to a Decca statement.

AFRA TALKS TO KSAN

NEW YORK, Sept. 10.—AFRA Talks to KSAN, a radio station in San Francisco, has been revised in order to avoid conflicts with the Decca suit. AFRA has been asked to take the Decca suit out of its jurisdiction.

AFRA is understood on authoritative sources as indicating its belief that such a step is not within the province of the music union.

KSD-KRTN, DES MOINES, DROP MOVIE PREMIERES

NEW YORK, Sept. 10.—The KSD-KRTN, Des Moines, has dropped its plans to telecast the movie premieres. The decision was made after considering the Decca suit, which is being heard in court.

KSD-KRTN has decided not to move more premiere broadcasts, but has been named director of public relations by Sherman D. Gregory, new manager. William Jackson, acting manager between Nelson's departure and Gregory's arrival, continued as sales manager, while Ray Barr carried on as publicity director. Peter will handle civic contacts, special events and the like, while Ray Barr takes care of the press and other publicity.

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SUGAR'S DOMINO

Back to Work

Washington, Sept. 10.—For the second time in the last nine months, the American Federation of Radio Employees has set a strike deadline for the 500,000-member radio industry. The deadline is set for midnight of Sept. 12, but the union, if necessary, will continue the strike until a new contract is signed.

The latest move follows the failure of the two sides to agree on basic issues in a five-day meeting at the Federal Communications Commission in Washington. The union wants the right to strike to protect its members' jobs and benefits, while management wants to forbid the use of strike funds to pay union leaders.

The strike threatens to paralyze the nation's radio stations, and could affect not only radio, but also television and newspapers, which are also unionized.

Another Attack

Philadelphia, Sept. 10.—The National Association of Broadcasters has called a special meeting for Sept. 15 to discuss the issue of non-ASCAP use of music.

The NAB has been trying for several years to get the ASCAP to modify its restrictive policies. ASCAP, which controls most of the music used on radio, has been accused of being too rigid in its demands for royalty payments.

The NAB will present its case to the ASCAP and the public, and the meeting is expected to be a major event in the ongoing battle between the two organizations.

Waxery Now Hiring Non-ASCAP Songwriters for Own Material

New York, Sept. 10.—Langlois & Wilhelms, Inc., has announced that it is now hiring songwriters who do not have ASCAP contracts. The company, which started building a library of composition writers for it by composers not affiliated with ASCAP, has always used non-ASCAP songs, but this is its first time it has hired someone who works outside the ASCAP system.

This week Rollo Hudson (with NBC) and E. Riedel (with WNEW) were signed as contract writers. These writers are unknown in the music publishing industry, the roster includes writers who have had their songs published by J. W. Pepper, Frank Culliford, and Free Music Publishers.

L. W. & L. W. sometimes buy the tunes outright from their songwriters and pay them an royalty basis. Contract form is favorable to writers in that only mechanical royalties are guaranteed, which means that they will not be affected by the strike.

Radio Attorneys Submit Briefs To FCC on High Power Question

Washington, Sept. 10.—Counsel for radio and other interested parties have been submitting briefs to the Federal Communications Commission on the question of high power broadcasting.

Most of the briefs have been received by the FCC, and some of them are expected to be heard by the commission before the end of the month. The question of high power broadcasting is expected to be one of the major issues before the FCC in the coming months.

Clear channels are definitely necessary, counsel for the primary or secondary service of clear channels have argued, but they have also argued that the commission has power to make revisions in the clear channel plan.

As to the effect upon local outlets, the counsel for the primary service of clear channels have argued that the commission has power to make revisions in the clear channel plan.

Gulf Of Mexico

New York, Sept. 10.—John Nesbitt's Passing Parade has been renewed by the American Federation of Radio Artists' local office, with the addition of the Great Whitehead Orchestra.

The orchestra, under the direction of Al Garr and Oscar Bradley's Orchestra, has been brought in to add a注目的 feature to the parade. The orchestra is expected to attract a large audience.

The parade, which is held every year, is a major event in the city and is expected to attract a large audience.
Potato-Mouth Announcers Pass, Almost Human Now, Says Grauer

By BEN GRAUER

As today, others are forgotten or out of facts which brought into relief changes

Ben Grauer

All of these are no news - but there is, not professionally - yet there was nothing usual about their doing so in that their doing so could rule them to be a part of the program.

I recall the first free-lance ad. It was in 1927 and I was still in college and had my eye on an announcing post. Graduation and any other something steady to do when there were no jobs. I was advertising the Emporium of the familiar type, for extemporaneous speaking. A fine voice -modulated and had to cut his stint this week. There -end were four games out of first cause of

Ed Wynn and Graham McNamee won the sleds of a program's gonna be different tonight. Under the thin skin of the new-keeled broadcasting. It's Ford that and the plugs - which no one else weight of network dignity on his hands - So the announcer was like a kid the announcer and the old-style straight work. Thus the announcer emerged into his new field of master of ceremonies. Today He Is A Man

Today the announcer has a number of new duties. He makes a speech of well

Eddie and Fannie Cunnigham, oldest radio team in Chi, are without a sponsor since 11 September 2. Radio sales departments are not pushing the sponsorship. Edna parte of his former reserve in order to give the sponsor his message importance and credibility. This development has extended even to the "straight type" programs. An announce (or "house man") is imitating his free-lance brothers in entering the

Let's Talk It Over on NBC included this program of songs. "A quarter

Ben Grauer, born 1909 in Bainet Island, N. Y., asked the question, "Who's gonna do the

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BULL BILLBOARD, September 17, 1938

Radio

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Radio-Reviews

Fibber McGee

Reviewed Tuesday, 8:30-9 p.m.
CDST. Style—Comedy and music. Sponsor—WMT. Address—New York.

Patently a comedy with music, Fibber McGee (Jim Jordan) hasn't had time to get into the groove yet after the victory parade celebrating his induction into the National Association for the Relief of Minstrels. Although he and Dorothyixer (Dorothy Scott) are the stars, they seem to be struggling to find their rhythm. The show has a lot of potential, but it needs a bit more time to gel.

Zion Variety Show

Reviewed Wednesday, 7:30-7:45 p.m.

This program, intended to appeal to Jewish audiences, seems to be falling somewhat flat. While the performers are talented, the material doesn't seem to resonate with the audience as a whole. The emphasis on kosher food and Jewish culture is appreciated, but the show could benefit from a more diverse range of acts.

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, while not yet established, show promise. Each time a program review is inadequate for a production that varies each time it is presented.

Studly Vance numbered among his guests the leading musical directors, such men as Cameron Swayze. As a matter of fact, he was quite interested in the program. Another reason for his interest is the fact that he runs across in his work. He's a good share of Kansas City's morning radio audience. Program was placed directly into the air at 7:15.

Jimmy Batscher, who writes and acts each of the roles in the Johnson Family, is seen in the role of Walter Johnson. The situation had the Phillpots suing the Johnsons, and Pee Wee and Mister Johnson's winning of the Bank Night made himself president and dean. The Johnsons, and Pee Wee and Mister Johnson's winning of the Bank Night made themselves president and dean. This has been unfortunate in his past performances. A good share of Kansas City's morning radio audience. Program was placed directly into the air at 7:15.

Zeb Carver and His Country Cousins

Reviewed Wednesday, 7:15-8 p.m.
Style—Hillbilly music. Sustaining on WOR (MBS). Address—Hogwallen, Tenn.

Zeb was just like this, Zeb Carver and his Country Cousins do a right smart job on that program. They've got a new setup, and they're really doing a good job. The boys' stamping grounds has been the Village Barn down in Greenwich Village. They're used to doing a good job, and they're doing it now.

Raymond Hartman, who has a much larger audience than the boys, is seen in the role of Walter Johnson. The situation had the Phillpots suing the Johnsons, and Pee Wee and Mister Johnson's winning of the Bank Night made himself president and dean. This has been unfortunate in his past performances. A good share of Kansas City's morning radio audience. Program was placed directly into the air at 7:15.

Norvell Sister announces and intro- des the next show, which will be the Slinny Swayze show. This type of hoke comedy serial has been well received, and it is seen in the role of Walter Johnson. The situation had the Phillpots suing the Johnsons, and Pee Wee and Mister Johnson's winning of the Bank Night made himself president and dean. This has been unfortunate in his past performances. A good share of Kansas City's morning radio audience. Program was placed directly into the air at 7:15.

Nancy Earle

Reviewed Thursday, 11:45-12 p.m.
Style—Women's comment. Station—WABC (CBS network).

Nancy Earle, whose program is normally heard only outside of this area, is heard on WABC, but only during the month of March. The program has been well received, and it is seen in the role of Walter Johnson. The situation had the Phillpots suing the Johnsons, and Pee Wee and Mister Johnson's winning of the Bank Night made himself president and dean. This has been unfortunate in his past performances. A good share of Kansas City's morning radio audience. Program was placed directly into the air at 7:15.
ORCHESTRA ROUTES

ORCHESTRA ROUTES must be received at the Cincinnati offices not later than Friday to insure publication.

Abbreviations:
- a - auditorium
- b - ballroom
- c - cafe
- cb - cabaret
- cc - country club
- ch - hotel
- mh - music hall
- nc - night club
- p - restaurant
- r - road house
- s - showboat
- t - theater

Abbreviations for musical organizations:
- bg - band
- cc - cabaret
- ch - casino
- cl - club
- db - dance band
- l - lounge
- nc - night club
- o - orchestra
- p - dance band
- pm - performance
- s - show
- sv - swing band
- v - variety show

MUSIC

Songs With Most Radio Plugs

**“Tu-Li Tulip Time” Hurdles The Field Into Second Place**

Songs listed are those receiving 10 or more network play (WJZ, WEF, WABC) between 8 p.m. - 1 a.m. weekdays and 11 a.m. - 1 a.m. Sundays, for the week ending September 12, 1938.

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
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<td>1. You Go to My Head</td>
<td>Remick</td>
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<td>2. I've Got A Pocketful of Dreams (F)</td>
<td>Tu-Tulip Time</td>
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<td>3. Tu Tulip Time</td>
<td>Tu-Tulip Time</td>
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<td>4. When Mother Nature Smiles</td>
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<td>5. I've Got A Date With A Dream (F)</td>
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<td>6. Help Me (F)</td>
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<td>8. What Goes On Here (F)</td>
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<td>9. Love Is Where You Find It (F)</td>
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<td>11. I Hadn't Anyone 'Til You (F)</td>
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<td>Berlin</td>
<td>15</td>
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<td>13. Love Is Where You Find It</td>
<td>Berlin</td>
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<tr>
<td>14. Words and Music</td>
<td>Berlin</td>
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<tr>
<td>15. Your Mother's Eyes</td>
<td>Berlin</td>
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</tr>
<tr>
<td>16. I've Got A Pocketful of Dreams</td>
<td>Remick</td>
<td>12</td>
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<td>20. I Used To Be Color Blind</td>
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ORCHESTRA ROUTES

Following each listing appears a symbol, indicating the corresponding to the symbol when addressing organizations or individuallisted.

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**THE BILLBOARD**

September 17, 1938
DANCE PROMOTION FACES DEATH OF BARNSTORMING DRAWING CARDS

Hotel locations have first call on top bands; too few names developed to meet demand—curtailment of network wires hurts Chi bands

NEW YORK, Sept. 10.—Never have before New York hotels and club spots in key cities made such exacting demands on orkdom for the big name bands. By the time a date can be intrenched on locations here, Chicago, and Los Angeles. As a result, the one-night band business has been reduced to about half the summer months set in. And since ballroom operators and dance promoters depend entirely on the biggies for their best business, the one-night band season ahead for the hitherlands. Both Harry Moss, of Music Corp. of America, Billy Shaw, of Consolidated Radio Artists, and Harry Squiers of Rockwell-O'Keeffe, report that demands on names have never been higher.

But where to get a sufficient supply? No hard and fast answer is on the aéne for the ballroom and booker side. With so many names dropping out on being unable to justify the increased hotel budgets, there is little likelihood of their being available for one-time night. In other words, the current crop of names through the prom and club circles. At this early date it appears that Paul Whitman is making the only big name band available, on the ground that the any away from locations in favor of the one-night field.

Condition is just as acute in the race dance promoters, those finding themselves short on names with which to book the stand. Besides, the pool has been further narrowed by the Calloway set on locations and the possibil-ity of Duke Ellington parking at a hotel in Chicago. Calloway set on locations and the possibilities of Duke Ellington parking at a hotel in Chicago.

CHICAGO, Sept. 10.—Despite unsettled business conditions, band leaders will dispatch inquiries into names of Midwest dances. Chicago and St. Louis have come up recently to meet the demands of the Midwest dance promoters and dance promoters. Stan Zirkel, who heads the Consolidated Radio Artists branch here, admits that he and his men are hard to sell for the dance promoter side. No money has been held only. Curtailment of network wires in local hotels has hurt the situation, and in the current crop of dance buildings has been slowed. Zirkel recently had a flood of calls made to his Chicago office getting the lowdown on band book- ing prospects. "Sight and sound, no name must be heard only. Curtailment of network wires in local hotels has hurt the situation, and in the current crop of dance buildings has been slowed. Zirkel recently had a flood of calls made to his Chicago office getting the lowdown on band book- ing prospects. "Sight and sound, no name must be heard only. Curtailment of network wires in local hotels has hurt the situation, and in the current crop of dance buildings has been slowed. Zirkel recently had a flood of calls made to his Chicago office getting the lowdown on band book- ing prospects. "Sight and sound, no name must be heard only. Curtailment of network wires in local hotels has hurt the situation, and in the current crop of dance buildings has been slowed. Zirkel recently had a flood of calls made to his Chicago office getting the lowdown on band book- ing prospects. "Sight and sound, no name must be heard only. Curtailment of network wires in local hotels has hurt the situation, and in the current crop of dance buildings has been slowed. Zirkel recently had a flood of calls made to his Chicago office getting the lowdown on band book- ing prospects. "Sight and sound, no name must be heard only. Curtailment of network wires in local hotels has hurt the situation, and in the current crop of dance buildin...
NEW YORK, Sept. 10.—Gene Krupa did very well not only for himself but for 3,000 people at Ocean Pier, Old Orchard, attracting a dandy with $9,500 success of KEN BAKER'S solo week at Palomar, Los Angeles, may indicate the management's decision will be put to test thruout a public performance.

BOSTON, Sept. 10.—Gene Krupa did a third successive year to the Bluegrass.

The Rogers Orchestra plays in a smooth, sweet manner at the Baker Hotel, Dallas, and has rounded up a new band for his 19th location calling, opening October 1 at the Baker Hotel, Dallas, and then jumps to the swanky Lido Deck at Brant Inn, New York, before resuming his Mid-Continental. The orchestra is being handled by BILLY (CRA) SHAW.

Krupa makes music for the State Teachers' College, Kalama, Wash.; gets BARNEY RAPP for their October 8 dancing . . . Associated Orchestras of America, in charge of New York agency in New York, building a combo around the Mandolin Club. Earle (CRA) TAYLOR reports that the Band Managerials, who are actually composers and music publishers. A communique reaching here from Mr. Magna-DeLays a Dandy With $9,500 success of KEN BAKER'S solo week at Palomar, Los Angeles, may indicate the management's decision will be put to test thruout a public performance.

NEW YORK, Sept. 10.—Contact men who have developed a new side line to their song plugging. Any of the boys are spouting out at artists'-representatives' meetings, and not a part under their wings. With the publishers footing expenses on their nightly paychecks, jobs are doing double-duty—plugging the tunes to the band leader and plugging their talent to the nitery operators. Figure the jobs will be a lot harder to get this time, because the songs will come in for a healthy plug if the starlet connects with a pay check. Besides, song plugging is a precarious profession and it is common knowledge that there are a couple percentages coming when the song gets tough.

Hall Hits 36C on 34s

NEW YORK, Sept. 10.—George Hall continued to tip his b.o. standing Labor Day week-end for $1,300 on four stands. Save for his first dance on Labor Day (2) retesting at Walter Brand's Casino, Asbury Park, N. J., when only 800 dancers at 50 cents per turned out for a $400 take, Hall had plenty of gravy for promoters. On Saturday, playing the Royal Dance for J. B. Bollenberger, 1,730 dancers at six per gave fabulous take at $1,000. Before following night (4) at Narragansett Pier, R. I., 1,066 dancers paid $1,000. HARRY HORTON makes music for the most successful nightie, being one of the stronger ter-ri-edaters in his bands; he's made another colored combo signed by MCA . . . office has also inked a management with 

THE BILTMORE BOYS and their ORCHESTRA

Currently 21st Week at LA SALLE HOTEL, Clayton, Mo.

M. CONSOLIDATED RADIO ARTISTS, INC.

EDDY ROGERS

AND HIS ORCHESTRA

The Biltmore Boys show a very nice turn around. Eddy Rogers and his orchestra have grown more popular with the changes we've made this season. —LaSalle Hotel, Clayton, Mo.

Direction: CONSOLIDATED RADIO ARTISTS, INC.

LIONEL RADD

AND HIS ORCHESTRA

Permanant Address 300 W. 49th St.

New York City.

BILLY SWANSON

and his MUSIC

NOW OPENING

COMMODORE CLUB, DETROIT

September 17, 1938

EXCLUSIVE CRA Management

ASCAP in the Home

NEW YORK, Sept. 10.—If a Belgian judge's decision is upheld and applied in this country, players playing their radios loud enough to be heard by the neighbors could be liable to copyright fees collectible by the authors, composers and music publishers. A communique reaching here from Mr. Magna-DeLays a Dandy With $9,500 success of KEN BAKER'S solo week at Palomar, Los Angeles, may indicate the management's decision will be put to test thruout a public performance.

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The Reviewing Stand

Will Osborne
(Reviewed at the Glen Island Casino, New Rochelle, N. Y.)

It's comforting to know that Will Osborne's forte was his crooning masculinity, and his woe is to be found in his inability to escape that type of entertainment, adopted a style he calls "mild style" and at the same time attempting to find his own method of selling himself. Results are aptly weak, as Will recently appeared at the Glen Island Casino. Osborne is too much of the really top showman and entertainment. His unit is not the most attractive and very tepid crew. It's a strong entertaining factor in which Osborne plays a dominant role. His presence is compelling.

Early opening night there was some doubt that Osborne might be hot enough to satisfy the ultrajitterbugs whose favor he wanted. By the time that tune showed that he'll give them all the heat they want. Band plays a top dancing rhythm and Osborne's crooning ability is up to par. When that's the order of the tune. Band is definitely not a house band. All men are dressed in the fantastic style class, no extremely trick stuff being used. Showmen based on trombone glissando, with occasional vocalized solos. The band makes one forget to add plenty of color. Additionally, the group is strong on its comedy novelty, including several audience reactions, some chorus stuff and straight comic routines.

In addition to an occasional vocal for the girls, there is added to the bill a Dick Rogers (not the composer) and Orr Reck, a tenor saxist, both of whom make a Grade A appearance and add plenty of color for this type stuff. Rogers is a vet the Army, and whose work is helped by his stage work for the girls. Their voices are in very much of the comedy work, including a horse and monkey. His crooning ability is up to par. Overall,_osborne has a voice, the ability to use it correctly on every setting that carries every word clearly across the room.

Ted Lewis
(Reviewed at the Casa Manana, New York)

LEWIS dominates the strong show here an achievement considering the fact that he and band are no longer billed in the bill on Broadway. In addition to encom- mending the careful work of his production numbers, Lewis also mounts the stand to beton his band for dance music between shows. And, all this band is still playing a great band. It can still do fine work dishing out solid dance music.

Lewis glitters, his battered top hat, melodramatic mannerisms and great showmanship make his presence compelling. His stand-by, is Ever Ready, is equally charming and is not over. Lewis is one of the best at the art of recognition. The band stage numbers, workmanship, are nothing short of outstanding. Charles (Snowball) Whittier, Loreta Lane and the Varsity Co-Eds, are all in fine form. "Boogie Woogie Bugle Boy" is a top number as is "A-Tisket, A-Tasket." Several novelties which show a flair for novelty. Little Brown Jug is consistently voted a favorite.

The Off the Records

By M. H. OORDKENDE

Invitation to a Dance

OFFERING relaxation for those who sit and listen, as well as the right moves for those who dance, the band, which eschew the fireworks for fies-hopping novelties and HORACE HILLER dips into the older catalogs for his Brunswick, waxing of A Pretty Girl is like that. HoDee De-Lovely, it seems to have been the theme song and Styling the syncope for light fantastic with the rhythm section doesn't forget to give the piano its due. With the piano at its corner there is a story to tell. With the piano at its corner. There are numerous instances where the piano is put on display.

It takes some vocals, and the feature girl,宽阔. (Belocho), has the ability to use it correctly on every setting that carries every word clearly across the room.

Fenn Wayne
(Reviewed at the Casa Manana, New York)

WAYNE, formerly arranger for Don Bestor, opened the fall season at the Casa Manana last week. In several years since Smith Bailey's engagement there, that the spot has concentrated on the dance single. Booking is in the first in his own right for Wayne, who comes in fresh from a soun- d the Stull House, Milford, Pa. (For Week Ending September 17, 1938)

The 12 men (four sax, four brass, four rhythm) are ably supported by a two-piece rhythm section. They are not to be taken lightly. Their latest hit is "I'm Gonna Lock My Heart," a song which is making a lot of noise.

The Song Sellers

DORIS DAY, daughter of that popular big band vocalist, Jack Upham, is carrying on the tradition. The band, Wayne and his legions, are the basis for the band's popularity. There is no lasy sensation but there is an unyielding charm that is enjoyable in the versatile style of Wayne's arrangements. The band's outstanding feature is its wavelike effect. The density factor of the point of the afternoon jitterbug but a decided asset in any class hotel or night club.

The Off the Records

By M. H. OORDKENDE

Music Items

Robbins Signs

Joe Venuti

WILLIE HOROWITZ, professional manager at Miller Music, has been the subject of much speculation regarding his decision to sell his music publishing business. Mr. Horowitz, a key figure in the music industry, has recently made a move to sell his company, Horowitz & Co., to Mayer Music Corp., a subsidiary of Music Sales Corp. This news has already sent shockwaves through the New York music scene, with luminaries like Levy & Scanlan, and Lyons & Healy, expressing concerns over the change in ownership. Carolyn Boroff, a noted talent scout, has taken a stand in support of the new ownership, while many musicians have expressed disappointment with the loss of the Horowitz brand.
LEGITIMATE

CONVENTION MULLS ROAD

BROADWAY RUNS

LEGITIMATE

From Out Front

RoadAwaiting BannerSeason

Pitt Exppects Increase

Boston Lists Shows

Cities clamor for more shows--claim they can do better yet--Boston takes over across section of grosses shows bonanza--even locals cash in

By SOL ZATT

(Continued from page 3)

Theater.

shows. 22,940 Kansas City legit patrons

CONVENTION MULLS

combine sold 4,537 subscriptions totaling $80,000 in gross receipts.

Victoria Regina. In the words of Floto:

all-time Hub record, grossing $113,600 in

season drew $760,400 to the cashier's

Playhouse.

ly successful, more than 21,000 paying

ing of King Richard

er Rat grossed $4,300 in three perform-

activity.

St. Charles Theater.

$100,000 was spent for alterations on the

since the early '30s.

goers viewed their first legit this season

and Nashville grossed $7,000 for one per-

sented by the Drama League did a total

of Bavaria by Marian Morgan.

The Springtime of Others and Francois

side of the stage has been made skeptical rather than eager,

something. And it must take that chance.

It must do more than talk;

appetite; but the action taken by the council since the sessions ended (or rather

get to work on their now-accomplished ticket agreement; and several

of cold water on the second convention, but merely to serve as a

side of the stage has been made skeptical rather than eager,

Last year's convention, the council's first, failed to realize, learn or heed

It must do more than talk;

something. And it must take that chance.

It must do more than talk;

Assistant
It was announced for last season, but only The Sea Gull flew in with the lettuce. Last season was the nomenclature of the new season of the Theater Guild and American Theatre Society. In a fortcoming, City Theatre, produced by the Group Theatre, comes to the Pennsylvania Academy.

George Abbott's The Boys From Syracuse opens at the Shubert October 21. All developments follow at the Shubert, date indefinite.

1,000 Subs in St. Louis
ST. LOUIS, Sept. 19.—Theater, home of legit in this city, will open the 1938 season on October 15th, according to Paul Beissman, manager. Promoters and producers will be the opening attractions. The stage is set up for a big season. The Players of St. Louis, an organization active in promoting organized theater, will appear for a week.

Albany Likes Legit
ALBANY, Sept. 19.—The substitution of legitimate pictures for foreign films has been accepted with hearty approval of the local theatergoer. Lately, however, a well publicized scheme for a complete sequel every week and shows to double this number. A season of plays is in September and the first part of October.

Wuthering Heights is tops for either Broadway or Hollywood. John W. Furlah.

Love Is a Simple Thing
WASHINGTON HEIGHTS ACTORS' GUILD
NEW YORK CITY

A comedy in three acts by Paul Showers. Cast: Ethel Pink, Frank Hilliard, Ed. B. Leeds, J. Brezenoff, and Inez Dacott and Frances Bessette. Mrs. Stewart, with her two children, lives with her politically-minded Republican neighbor daughter is in love with a young millionaire, and it is in her own personal play, and it is, in a surprising turn, she finds she has been offered in love by none other than her uncle's best friend. A rich paper manufacturer, is in love with her for a living, several funny twists take place in the play, which is a tremendous success.

Black and white across the street.

Shubert Negotiating for Milwaukee Musicals
WILMINGTON, Sept. 17.—The county park commission is considering a Shubert offer of four weeks of musical comedy and light opera at the Shubert in the spring and the first part of October. The proposal is for a fixed price of $10,000 for the season. There is a possibility that the Shubert may stay all season, closing in April.

The Playgoers of St. Louis, an organization active in promoting organized theater, will appear for a week.

American Theater Guild's Second Annual Convention

American Theater Guild's Second Annual Convention
SCHEDULE OF EVENTS


Government of the Road... By Congressman Emanuel D. Celler


AMERICAN ACADEMY OF DRAMATIC ARTS
LA GUARDIA, NEW YORK

BEATS THE ROAD

American Theater Guild's Second Annual Convention... The Needs of the Road... by Congressman Emanuel D. Celler, Chairman of the Committee on Education and Labor.

Wednesday—Business Session, 10:30 a.m. Congress Hall, New York. Repayment of Loan. Herbert Bayard Swope, Chairman of the Committee on Education and Labor.

American Drama Academy of Dramatic Arts
FOUNDED IN 1868 BY FRANKLIN H. SARGENT

The foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing in American Education. All the Fellows of the Academy take part in leading plays. The Academy is recognized as the First American Institution for Dramatic Instruction. The Academy is recognized as the First American Institution for Dramatic Instruction. The Academy is recognized as the First American Institution for Dramatic Instruction. The Academy is recognized as the First American Institution for Dramatic Instruction. The Academy is recognized as the First American Institution for Dramatic Instruction. The Academy is recognized as the First American Institution for Dramatic Instruction. The Academy is recognized as the First American Institution for Dramatic Instruction. The Academy is recognized as the First American Institution for Dramatic Instruction. The Academy is recognized as the First American Institution for Dramatic Instruction. The Academy is recognized as the First American Institution for Dramatic Instruction. The Academy is recognized as the First American Institution for Drama
47 FULL-TIME CHI SHOTS

To Use 180 Acts Per Week at Better-Than-Average Salaries

By SAM HONIGBERG

CHICAGO, Sept. 10.—The new night club organization, Revere, which is in operation this month in 13 rooms in 10 leading hotels and some 84 single spots, is in demand for 155 acts this week, and nightly 140 of them. Acts which dot many of the neighborhoods, booking shows at $7-$8 for dates which are booked with the Revere organization. At present the Revere contracts specify shows at $90 to $100 per engagement, with $55 commissions of name, which includes all travel and expenses. The Revere groups are in high demand and at high rates, and are booked with the Revere organization.

Teams are used in the Sherman, Bismarck, Palmer House, Stevens, Drake and Congress hotels, the latter two reopening for the season next month. Night clubs include the Chez Paree, Blackhawk, Grand Terrace, Bismarck, Blackhawk, and Rialto. Better-Than-Average Salaries include the Golden Spot, Colosimo's, Paradise, and the Colony. Strong novelties include the Chez Paree, Colosimo's, Paradise, and the Colony. Strong novelties include the Chez Paree, Colosimo's, Paradise, and the Colony. Strong novelties include the Chez Paree, Colosimo's, Paradise, and the Colony. Strong novelties include the Chez Paree, Colosimo's, Paradise, and the Colony.

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Talent Agencies

The TEN principal spots booked by the Revere organization, including Detroit, are doubling their budget. These include the Glen, Columbia, Orchids, Radio Queen, Murray-Grill, and Green Mill, Gary, Mich., opening this week. The Detroit agency, headed by Billy Rose, announced September 26, using 15 people, under the joint supervision of Cecil Rhodes and the managing director of the Revere organization under management of Pete Parker and Gus Brown.

WALLY WANGER, New York, has lined a number of new spots that include the Glen and Floral and Queen Mary in New York; the Bedford Hotel in Brooklyn; the Plaza in New Haven, Conn.; the Hotel Commodore in Baltimore; and the Hotel Roosevelt in Chicago. William P. Aker, the owner of the Glen, has broken into the exclusive bookings of the Glen, and has added the Morris office of Ben Martin's Fresno, having placed Grace Berlin on the program. The Revere agency, headed by Billy Rose, announced September 26, using 15 people, under the joint supervision of Cecil Rhodes and the managing director of the Revere organization under management of Pete Parker and Gus Brown.

Number Eight in a Series of Opinions of the Nation's Leading Hotel Owners and Managers about the Night Clubs-Vaudville Department of The Billboard

ROY STEFFEN

Managing Director of the
NEW BISMARCK HOTEL
CHICAGO, ILL.

Says:

"Billboard's spicy, common sense chatter about the meat of hotel night life is valued highly at the Bismarck, where our Walnut Room carries floor shows 52 weeks of the year. Night club operators, leaning through Billboard, know what the other fellow is doing and how their shows stack up with the rest. Mainly, we get criticism right to the core and a handy seat in front of a countryful of acts."
City, to the 606 Club, Chicago. Opened September 4 to open at Leon and Eddie's, New York, September 6. Marbeth Wright go into the Mounds, dress to the Frolics Club, Atlantic City, engagement at the Nomad, Atlantic City, for the Southland with their gorilla, Engagi, left the Paradise. Are appearing at the Bolton Hotel, Harrisburg. Topped the bill at the premiere performance. Have returned to the U.S. Roberts, a 15-week contract at the 606 Club and Palmer House, open at the Beverly Hills for prospective engagements at the Hi Hat and a week at the Chez Paree, opened Friday (9). Rogers (see Recent). To return with his line of girls to New York for night club work. FELIX BRSART, comic and a very graduate from the Le Quorne menage, has still another of the famous entertainments new here, consisting of miniature Negro revue.

Chicago:

ELAINE AND BARRY will top the first Drake Hotel show opening October 8. ZEAL ALDEN is held over in his 11th week at 806, Auditorium House show. BIG BROTHERS are in, after opening last week at the Dandelion out unit in Evanston, Ill. MERRILL, five or six weeks at the Paradise, returns to the Drake. RADIO RAMBLERS (Rice, Vine and Rogers) open at the Royale Frolics September 17. JOE E. LEONARD, famous for his recent national tour in the famous Brownie line, is to appear at the Drake Hotel show opening October 8. THOMAS, who made a direct hit when they introduced the Nashville jug-band, are spaced between dinner show and special events.

Here and There:

DON TRANGER, taken into New York recently by Mills Artists, Inc., opens a three-week run in the Rainbow Grill, Baltimore, September 15. SONNY ROBERTS-FRIO, strolling minstrels, have returned to Cincinnati to playnight club work. SELLIE BAKER, who topped the bill at the Maple Leaf this week, plays the Oak at Chicago Theater. JEAN MONA, after 16 weeks at Chicago's Palace, returned to his home, the Palace at New York. JOE L. ENGLISH, who has been managing success at the Hi Hat and Polka Club, has been handling successful engagements at the Hi Hat and Polka Club, has returned to the Palace, Country Club, Newport, Ky., September 30. COLLETTE has just completed a 15-week run at the 606 Club and is being held over for the new show.

Rainbow Grill, New York

This sky-top sister to the Rainbow Room ushered in the autumn season this week, but only with a whisper. The only change was in the band stand. Ben Cottle, leaving out Wednesday, has been replaced by Joe Kish. (See The Reviewing Room, p. 13), whose music making is adequate, but the real thing is the house emcee, bringing on the acts at the top pitch, and a good producer, the new Rainbow Grill, New York, 180 N. Michigan Ave. (Suite 23101), Chicago, III. Telephone Debrun 7146. DR. ARTHUR BRANDT, Producer. HAROLD STEINMAN, Manager.
BIG DEMAND FOR NAME ORKS

Those Salary Reductions

PITTSBURGH, Sept. 10.—An entertainment returned home this week from a showgirl tour to New York.

She found some demands of gold andMoss was won that a union can be the banana of existence. Paid 5 cents for it. The usual 10 per cent agency fee, learned at the same time, is most of the time a thing the only entertainment not an AFA matter. She signed, righted, paid union dues, also discovered that nitsynergy her sweater sandwich every midnight whether ordered or not, deducted $5 at the end of each week. Not worse left, $26.35.

Bowes Unit Tops Seattle Record

SPOKANE, Wash., Sept. 10.—Major Bowes' Intercolligate Revue drew large attendance here this week. Bowes shows to play here, according to Manager Russell Brown of the Orpheum. He created a sensation with this show, giving $32,000 per cent over normal take for straight movies. Kendall's Follies Unusual, opening with a variety show at the Cap, set a new attendance record for a midweek show. Bowes' Day and good business Tuesday, final day, Manager R. C. Rep reports.

Grosses

The second week of the Ben Bernie show, which opened in New York last week, grossed $26,500 despite the increased trade over Labor Day weekend. The show's budget was $32,000, the Warner booking office is confident this week with the new Okie Nelson bill is good for $48,000. Other Broadway houses did brisk business in the past week, with the Paramount doing $41,000 in the third week of Pollyanna, the Strand grossing $24,700. Something unusual at Loew's State also did an excellent business. The Follies and The Daily News Harvest Moon Bill wowed them two thousand to its appearance. Something unusual at Loew's State is that the show has been held over. Radio City 100,000 to watch the box-office take of $19,000 in the first week and its film of $1,725,000. The Loew and the regular stage presentation, the Roxy, New York, in its fifth and last week of Alexander's Regina Band and vaude show.

Paramount, Los Angeles, grossed $23,500 with Epstein's North and a P. G. & F. Rep. Normal for the house is $18,000.

 ephemeral, Minneapolis, also had a heavy week with a take of $13,000 with Bowery International Revue and I'll Give A Million.

Benny Goodman in his first week at the Chicago, Chicago, 12,000 seats, was the most paratively disappointing $49,000. While the Labor Day week-end booking was very large not a fair $17,000 considering the holiday crowds, the screen support of Coretta, Mick, Big Band held a third week but it couldn't be because of the box-office possibilities.

Pittsburgh Club Sticks

PITTSBURGH, Sept. 10.—Willows will remain in this city for the next few weeks. Dick Gailer's Band this week succeeds the Fitzgerald, who set a season ken-run record.

Sheboygan Spot Reopened

SHEBOYGAN, Wis., Sept. 10.—Former Coco Electro here has opened as the Silver Liner under direction of Garfield (Canada) Nomad. Spot offers nightly floor shows.

Milwaukee in Vaude Fight; Units, Bands

CHICAGO, Sept. 10.—Units and band shows will get a kick in Milwaukee following the Fox-West Coast Palace there planning to set a number of dates in competition of Eddie Winkfield's independent Riverside, which is making its own vaudebill. Bookings will be set here for both houses, Sam Bramson, of the William Glough agency, has the wholesale booking agency for the Riverside, while Music Corporation of America is handling the rest of the West Coast, including Portland.

Chicago Ponging Critic

CHICAGO, Sept. 10.—Jerry Levin, of the Chicago promotion department of the Warner Bros., was here as a ping-pong champ, is the new Warner booking representative of the Kemmer, morning tabloid, succeeding Jack Baron. Night club reviews will be carried more frequently in the Kemmer and the same non de plume of Cabaret.

Tony Martin Tops Band Grosses for Year at Stanley

PITTSBURGH, Sept. 10.—Leaving to spend a night for a Milwaukee before returning to California, Tony Martin did yesterday at the Stanley, grossing the year's high for orchestras, $35,600. Also there were Wayne King and Ted Weems, each a few hundred dollars in the black. Shows to look for are Judy Garland (whose all-time record took $109,000 last week) and a combination of the Three Steeples, Stepin Fetchit, three other acts and a Warfare Martin orchestra. Martin this week is the Everett Highland band for his stay here. Screen masterpieces that are making the past eight months were Guy Lombardo and his Sons of the Desert, Tommy Dorsey, $23,000; Shep Fields and Duke Ellington, $32,000; Top bills besides the three acts in the limelight at the Stanley were Irene and Ryan with Leo Martin, $22,000; Ozzie Nelson and Shirlee with a variety bill, $23,000; Gene Autry, $23,000; Reba, $14,000.
Vaudeville Notes

**BARACKER, Chicago**

Harry Willson's three boys, Nelson, Harry, and Bob, who have been playing the Palace, Metropolitan, and Astoria for the last seven weeks, have returned to the Hotel New Yorker, where they are making a tour of vaudeville.

**BETTY MAROIS, New York**

Betty Marois, the famous singer and dancer, is now playing at the Ritz theater, where she is giving a personal appearance tour of the show. Her act is a combination of song, dance, and comedy, and is sure to please the audience.

**BILLY MURRAY, New York**

Billy Murray, the famous vaudeville comedian, is now appearing at the Apollo theater. His act is a combination of music, dance, and comedy, and is sure to please the audience.

**BROOKLYN THEATRE, Brooklyn**

Brooklyn Theatre is now featuring the latest in vaudeville entertainment. The show includes a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**CLINTON THEATRE, Chicago**

Clintont Theatre is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**COLUMBIA THEATRE, New York**

Columbia Theatre is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**CURTIS, New York**

Curtis is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**DEAN THEATRE, New York**

Dean Theatre is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**DOWNTOWN THEATRE, New York**

Downtown Theatre is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**ERIC, New York**

Eric is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**GRAND THEATRE, New York**

Grand Theatre is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**HAGGERTY, New York**

Haggerty is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**HALL, Chicago**

Hall is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**HARDY, New York**

Hardy is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**HERALD, New York**

Herald is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**JIMMY, New York**

Jimmy is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**KING, New York**

King is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**LEIGHTON, New York**

Leighton is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**LORD, New York**

Lord is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**LYRIC, New York**

Lyric is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**MILITARY, New York**

Military is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**NATIONAL, New York**

National is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**NEW YORK, New York**

New York is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**PADUCAH, Kentucky**

Paducah is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**PARK, New York**

Park is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**ROYAL, New York**

Royal is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**STRAND, New York**

Strand is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**VAUDEVILLE, New York**

Vaudeville is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**WELSH, New York**

Welsh is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**WHITE, New York**

White is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**WORLD, New York**

World is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**YELLOWSTONE, New York**

Yellowstone is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.

**ZEPHYR, New York**

Zephyr is now featuring a variety of acts, including songs, dances, and comedians, and is sure to please the audience.
pleasingly, while his playing, while hisWindow Whitman singer,Window singing

SCENERY

singing Window gave the band boys a chance to cavort,

should shorten Window personality side.

horn totter but is woefully weak on the

Armstrong themes brought him back for

high school, whose trumpet imitations

off.

assignments neatly, and Perkins several

week.

is potent and he has no trouble in get-
punch.

Garber's and Benny Goodman's appear-

strong, altho it comes in between Jan

Paine contributes some first-rate impres-
effective

Goodell and Frank Paine.

is something else again.

voice for the job, but her forced coyness

is cuteness that ruins '01' Man Mose;

all the old familiar slapping and eye -

house.

actual vocalizing is good.

is working as clean as a chautauqua worker,

and Jack Coyle, a handsome and capable

dish -playing specialty.

guidance of the Gayety skipper, Morris

up for the edification of the uninitiated,

tracting nicely with the Russian manner highlight the

music.

as they worked, to good advantage with two

. A hand-
some chip, he goes heavy on songs, scor-

ning best with Tiny, a pint-sized fellow.

Two bows.

Climax is next with the Titan Trio,

three splendidly built youths with a bal-

ance act which was sensationa-

el her from. Boys had to bag off.

The show is introducing a band this

month, and Jan Garber, here last

week following Bob King's entry.

showing is Gateway, with Don Ameche-

races, did a fine job of impersonations.

Larry Blake, also billed as from pic-

tures, did a fine bit.

Dottie Wahl Injects

Duchin emsees

10 -gallon hat and the rest.

his gum -chewing antics could be

burly attraction is doubtful, however.

Pocket Full of Dreams via the mike and

a -time two -a -day star, did a nice bit.

His gags, many of them on the

round, got the laughs. He
did a clever parody of Dougfield's 'Rain.

Evelyn Parvin, a swell looker as well

as dancer, did a couple of tags. Her

appearance and personality counted for

a lot, altho her routines were nothing


three -act -parts, Overtures and Fi-

Days of Our Gang comedies,

nicely handled.

work, the second a scorcher, and both

two

a

performance.

show to solid stuff.

was to win the personality side.

book opened the show with

Lock My Heart, entire band

singing it with gestures and

in the accordion.

They closed with

from Willelms Fell,

Good crowd for the afternoon show.

Dean Owen.

Burlesque Reviews

Gayet, Cinemati

(Reviewed Friday Afternoon, Sept. 9)

As far as the quality of the performers

is concerned this layout stacks up

easily with last week's show but it falls

below par on the production end.

This week's production should be

easier with last week's show but it falls

below par on the production end.

and Jack Coyle, a handsome and capable

EDDIE HAYWOOD.

a

Radio Singing Star

Held Over Second Week

PARAMOUNT THEATRE, New York

Personal Management—DAVID P. O'MALLEY

CASS, OWEN AND

UPSY

HELD OVER 3RD WEEK

RKO-PALACE, CHICAGO

DIRECTION—MAX TISHMAN

FRANK PALM

Master of Mimicry

Held Over Second Week

PARAMOUNT THEATRE, New York

FRANK PALM

Radio Singing Star

Held Over Second Week

PARAMOUNT THEATRE, New York

BURBETTE ALEXANDER

Radio Singing Star

Held Over Second Week

PARAMOUNT THEATRE, New York

Columbia, Boston

(Reviewed Tuesday Afternoon, Sept. 8)

Success of the last two weeks is that

and excellence of the weather gave the Labor Day Eve mid-

night outdoor show the same high rating for which the two

season's second week was so well merited. Max Michaels, a

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season's second week was so well merited. Max Michaels, a
ENDURANCE SHOWS

Clyde and Angie Hamby
Win Pop Dunlap Contest

Washington, Sept. 10.—Pop Dunlap's European Battle of the Champions, held at Silver Spring, Md., just across the District line, was won by Clyde and Angie Hamby this week after four days of 18-minute sprint. Second honors went to Maxine Lang and Stan Dunlap, with third honors going to Billy Willis and Ruth Carroll. Hughie Hendrixon and his crew coped with Angie Hamby and Oral Pettigrew fifth, and Lenos Pierce and Vida Henry sixth.

The contest was successful from the start and ran exactly 10 weeks to the day, with floor money good and sponors happy. The broadcast and broadcast time daily, with Bill Beaumont on the mike, while the fingers were nipping at the keys, was handled by Miss Paige, Irving Friedrich and Dick Edwars, regular stooges to the left side of the (Sparkplug) DuPre and Roy Meyers. Organizing will move practically intact to the next and last Dunlap contest for two years, as Pop has large interests in the coming New York World's Fair.

Bert Dosst Contest
Passes 700-Hour Mark

Bloomington, Ill., Sept. 10.—Bert Dosst, contest which opened at the Circus Club here August 6, has passed the 700-hour mark with continued good business. At this writing seven contests and five sloss remain on the floor. They are Bob Williams and Tony McCutcheon, Mrs. Ralph Hartson and Bernice Pake, Frankie and Alice Dwyer ( Recent Jewel) and Mrs. Johnny Hughes and Teddy LaMar, Red Hirst, Brown Waterman, backwards, Carl Denton, Lester Lucas, Nick Glynn and Betty and Pelia Pompeo.

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White and Wilds West Coast Bound

COLUMBIA, S. C., Sept. 10 — Wayne Whitcomb returned from California after 23 weeks as the feature attraction for the R. B. Tobert tent show. They wind up with the last show of the season in Los Angeles shortly.

In his early closing in Lancaster last health, but the boys were in good form and on the West Coast in order to grab off some of that early fall radio and television work.

Two other agency men from Los Angeles, H. H. Martin and Joe Gardner, continue with the Milh Tobert tent show, dropping in here with the All-Star Minstrel billing in favor of their own banner and travel arrangements.

According to White, crowds drawn by the show are as good as he expected them to be, and the summer proved that money is for from dead. White and Wilds were support players for the show and are expected to be back on the circuit after their present engagement.

Joseph O. Oakenfull

Van Arnam's Funnmakers

CAMBRIDGE, Mo., Sept. 9 — Billy O'Brien explains why news of the Van Arnam Show is not circulating at present. Billy was married to Ann Taylor, of Archibald, Mo., and has been engaged for close to 18 months. The marriage took place in Rockwell, Mo., and the honeymoon has been very enjoyable, according to Mrs. O'Brien. Fred Shafor stood up with the bride and groom and two or three other people. Many friends were present, Billy will return to the agency in a few weeks.

Van Arnam Radio Funnakers are on the eastern shore of Maryland, doing fairly good business. Billroy's Comedians are one of the steady items on the bill.

The Big Top was at St. Louis Sunday, as all equipment is in fine shape.

Ernestine Driscoll joined her parents and it looks good, she is a very good dancer.

William E. Hansen, of Wells, Me., has been getting the lion's share of the business, has been playing Georgia schools and the big top at Thomson, Ga., and trying to do a good job.

The Princess Stock Co.

MORGANTOWN, W. Va., Sept. 9 — The Princess Stock Co., which has been doing the show, is here again.

Through the magic of Sisters White stock and rep juveniles, the Princess Stock Co., Michigan's leading representatives, has set-up on the ball park.

Several members of the company left for Detroit, where they will be playing tonight at the O'Keefe Theatre.

They returned home in time to see the White and Wilds perform at the Brown Theatre.

The Princess Stock Co., now working its established circuit, has been getting the lion's share of the business.

MANNY BRANN, stock and rep leader, and business manager, are showing their wares in Virginia, W. Va., and will be in the city this week.

The Princess Stock Co. has had a good season, but with the advent of the cold weather and the radio and television shows, they are not doing as well as they were.

They have been advised by some of the managers that they should try to do something different and that they should do something new.

The Princess Stock Co. is planning a trip to the South, where they will be playing in some of the southern states.

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Tyler, Smiling Tex (Green Tree) Cincinnati, Veloz & Yolanda (Palmer House) Chi, h. Turkey. Tex...

Summer in Youngstown, O., August 28. He

The Final Curtain

ARTHR-Brant, 47, prominent Salt Lake City

September 17, 1938

Arthur-Brant, 47, prominent Salt Lake City lawyer, died at his

village, A Lamb on Wall Street. American

Arthur—Brant, 47, prominent Salt Lake City lawyer, died at his

DANCE. ARTHUR—Brant, 47, prominent Salt Lake City lawyer,
died at his home in Salt Lake City Wednesday.

...nec

September 17, 1938

About 4:30 p.m. Wednesday. Mr. Brant, who

DANCE. ARTHUR—Brant, 47, prominent Salt Lake City lawyer,
died at his home in Salt Lake City Wednesday.

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died at his home in Salt Lake City Wednesday.

...nec

June 22, it has just been revealed.

...coming...
### LETTER LIST

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

**Women**
- Abbott, Mrs. Noel
- Atkins, Mrs. E. S.
- Atwood, Mrs. W. H.
- Aubrey, Mrs. H. R.
- Bailey, Mrs. A. C.
- Baughman, Mrs. J. H.
- Baker, Mrs. H. F.
- Baker, Mrs. J. P.
- Baker, Mrs. J. W.
- Baker, Mrs. W. B.
- Barlow, Mrs. W. A.
- Barlow, Mrs. W. M.
- Barrett, Mrs. W. S.
- Barlow, Mrs. W. T.
- Biddle, Mrs. W. E.
- Biddle, Mrs. W. F.
- Biddle, Mrs. W. M.
- Biddle, Mrs. W. P.
- Binns, Mrs. V.
- Bissell, Mrs. W.
- Bissell, Mrs. W. M.
- Bissell, Mrs. W. T.
- Bissell, Mrs. W. W.
- Bissell, Mrs. W. E.
- Bissell, Mrs. W. J.
- Bissell, Mrs. W. L.
- Bissell, Mrs. W. N.
- Bissell, Mrs. W. R.
- Bissell, Mrs. W. S.
- Bissell, Mrs. W. T.
- Bissell, Mrs. W. U.
- Bissell, Mrs. W. V.
- Bissell, Mrs. W. W.
- Bissell, Mrs. W. X.
- Bissell, Mrs. W. Y.
- Bissell, Mrs. W. Z.
- Bissell, Mrs. W. A.
- Bissell, Mrs. W. B.
- Bissell, Mrs. W. C.
- Bissell, Mrs. W. D.
- Bissell, Mrs. W. E.
- Bissell, Mrs. W. F.
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- Bissell, Mrs. W. V.
- Bissell, Mrs. W. W.
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- Bissell, Mrs. W. J.
- Bissell, Mrs. W. K.
- Bissell, Mrs. W. L.
- Bissell, Mrs. W. M.
- Bissell, Mrs. W. N.
in the Open

Roger Littleford Jr.

NEW YORK, Sept. 10.—Another instance of what Jack of publicity means. Tom Perkins' new film "Mr. District Manager" is on the way of being shown in the New York State Fair has been one of the unexpected results of the Legion of Honor last week. It has led the way in building programs, encouragement of national exhibitors, and in general has had an influence in the building up of any number of other things that the present-day Legion of Honor corporate.

But the Syracuse fair of 1938 has obviously received fire on one of the fundamental requirements of all show business—proper publicity. This year Syracuse instituted name dance bands for the purpose of drawing swarms of visitors, and the National Grange Conven-

ders are the National Dairy Show, American Royal Live Stock Exposition, and the National Grange Conven-

tion and the National Orange Convention.

Pathways Pictures is making a one-reeler of colorful carnival scenes, depicting results taken on the midsummer fairs in America. Johnny J. James, Rubin & Cherry and Cettin & Wilson. The new Broadway show, "Fun," is a splendid musical extravaganza. Dean Martin and Jerry Lewis are appearing in it. Gene Graff is the producer and director. The show opened a whirlwind tour of the west coast.

When a county fair fails to make the grade it is one thing that is something wrong somewhere. It might be in the management or the location of the fairgrounds, or in the conditions, lack of advertising and publicity. There is no one right way to handle it, however, as conditions vary. One state interest the investigation of these, but we believe that in the management.
John North gives consent to request from AFL officials in Wichita, Kan.—enjoyed co-operating, he says—show under auspices of Labor Council in Oklahoma City.

**WICHITA, Kan., Sept. 10.—** Mr. North, president of the American Federation of Labor, said Thursday Mr. North, president of the American Federation of Labor, said Thursday that he had consented to request from AFL officials in Wichita, Kan., for permission to co-operate in the circus to take part in the Labor Day parade in Wichita.

The circus was scheduled to arrive in Wichita on Thursday night and leave for Oklahoma City on Friday. The parade, which is sponsored by the Labor Council, will be held on Saturday morning.

Mr. North said that he had consented to the request because he believed that the circus could help to promote the spirit of cooperation among workers and employers.

**AMSTERDAM, O., Sept. 10.—** A small crowd attended the Big Show's Charles Le Maire-designed 60-foot banner front Side Show. The banner was drawn by a crack six-horse team. It was estimated that 14,000 people attended the show.

**SARASOTA, Fla., Sept. 10.—** Due to the presence of a number of stars in the circus, Florida's One Ring Circus Supreme, made up of features from the Ringling-Barnum circus, was obliged to cancel about 18 stands. The circus had been scheduled to perform in Sarasota for about 10 days.

**Barnes-Sells-Floto Unite Join in Labor Day Parade**

Four performers file Federal Court petition, claiming $7,599 back wages due.

**SOUTH BEND, Ind., Sept. 10.—** A receiver for Cole Bros.-Cliff Beauty Circus was appointed by the Federal Court here Thursday September 7. Petitioners are four performers, Irma Zavatta, Rafael Anaya, Mel H. Smith and Giovanni Zoppe. Robert H. Smith, who charges that his show owes them $7,599 in back wages, was appointed as receiver.

The investment company holds a chattel mortgage on the property of the show that has been transferred to the receiver, South Bend, to defraud creditors.

The investment company holds a chattel mortgage on the property of the show that has been transferred to the receiver, South Bend, to defraud creditors.

**Gainesville Circus Tops Fort Worth Records by 7,000**

**GAINESVILLE, Tex., Sept. 10.—** The Gainesville Community Circus topped the Fort Worth record for attendance in both the 1938 and 1939 seasons, according to the press agent of the show, Mr. R. E. Martin.

The Gainesville Circus had its highest attendance in 1939, when it drew 27,000 people. The Fort Worth record for the 1938 season was set in the fall of 1938, when the circus drew 25,000 people.

In 1939, the Gainesville Circus had its highest attendance, with 30,000 people attending the show. The Fort Worth record for the 1939 season was set in the fall of 1939, when the circus drew 28,000 people.

**Mats Light, Nights Big for WPA Show at W. New York**

**JERSEY CITY, N. J., Sept. 10.—** The WPA show at W. New York is scheduled to open on time last Thursday, according to the WPA show's producer, Mr. R. E. Martin.

The show is scheduled to run from Thursday to Sunday, with performances every evening. The show features a variety of acts, including an orchestra, a vaudeville show, and a musical revue.

**Hall Circus Has Fire Loss; Elephant, Camel, Pig Escaped**

**NEW CANTON, Ill., Sept. 10.—** A fire at the Hall Circus in Canton, Ill., has left several major shows with their Barnum and Bailey circus animals. A fire at the Canton, Ill., Circus has destroyed several major shows with their Barnum and Bailey circus animals.
First CSSC Luncheon Scheduled for This Week

NEW YORK, Sept. 10.—First luncheon of the 1938-39 season of the Dexter Pentland Circus, long-time member of the circus family, is to be held in the Commonwealth Hotel, 46 West 45th street, for all members making its first appearance as president. Congressman Burt Burton was present at the luncheon and greeted the members, he being chaplain of the organization.

In past years “fall guys” have been Pickles Von Lacken, Martin Johnson, Carvelt Wells, Grover Whalen, Tom Mix, Buck Jones, Haggerty, Mel Lyon, Harrison Ford, and Winthrop Rockefeller.

Al Butler joined Ringling-barnum circus at Sacramento, Calif., for show’s Coast trip, and Townsend Wells, led same circus at Pittsburg, Calif. . . . Sputnik Show was well attended at the Torpedo machine place in Portsmouth, Ohio. Erie Moss, who played a saxophone in the shows orchestra, was taken to the hospital at the Orpheum Theatre. . . . Dave Muit, former with Hagenbeck-Wallace, has been hired as advertising agent at the Delmar Theatre, St. Louis; Bill Kallmark, former manager of Bob Meade’s Barnum and Bailey charge of Al G. Barnes’ advertising car show, now living in Chicago, Ill.; W. D. Swift, for many years with John Robinson Circus, left that show at Cincinnati and went with Gentry-Patterson Circus to be in charge of the license for Kansas City, Mo., was reduced up for $1,000 for the first day and $200 for each succeeding appearance . . . winning a legal battle in the attempt to get a circus to show there.

The Card House of the circus has the largest that has ever been assembled in the building, which has a normal seating capacity of 6,275. The building was increased in size in order to accommodate the crowd of the circus’ 2,700 seats in the arena while thousands sat on the ground. Aug- menting the 16,000 seating capacity of the Worth Recreation Department’s Wiscos Monoma troupe of tenterfield scouts. Engagement was sponsored by Donnad Bros., department store for its annual children’s party. The ninth event of its kind, the circus drew 7,000 more than any of the store’s previous gatherings.

From Fort Worth the circus moved to Wichita Falls, where two performances were given September 5 and under auspices of the Junior Chamber of Commerce. Only one additional engagement will be played this fall by the show, and it is yet to be booked. Work will then begin to be started on a Santa Claus parade unit.

Visitors at Fort Worth included Jack Pansion, president of the Chamber of Commerce, and W. W. Wilson, of Fort Worth, veteran trooper.

CIRCUSES

U. S. Acts Returning from South America

CINCINNATI, Sept. 10.—Most of the U. S. acts with the Ringlers South American show have left the show since September 12 and return to this country in the near future. Among those leaving are: John W. Lamont, manager; George Cockton, states. Besides Lamont, the doctor and the manager are accompanied by Louise Good, Courier, Edward Eagan, Howard Dow, and John H. Value. Robert Muller, Robert Runnels, and John W. Lamont, manager; George Cockton, states. Besides Lamont, the doctor and the manager are accompanied by Louise Good, Courier, Edward Eagan, Howard Dow, and John H. Value. Robert Muller, Robert Runnels, and John W. Lamont, manager; George Cockton, states.

For the Strand Theater, Warsaw, Ind. has again been contracted to pilot Fred’s Circus, which was signed by the circus for the first time this year.

The Coffee & Landis Famous Grecian Troupe joined the Walter L. Main Circus, 1932; James J. Walker, Stoopnagle and Rube Goldberg and Jolly Bill Steinke, 1931; Ely Culbertson and Williams; Gen. Hugh S. Tasker, 1930; Gen. Smedley D. Butler, Gov. A. Harry Moore, Hendrik V. van D. Hildreth and Walter M. Buckingham will be able to attend. Their attendance is highly desirable.

The Globe & Landis Famous Grecian Troupe joined the Walter L. Main Circus, 1932; James J. Walker, Stoopnagle and Rube Goldberg and Jolly Bill Steinke, 1931; Ely Culbertson and Williams; Gen. Hugh S. Tasker, 1930; Gen. Smedley D. Butler, Gov. A. Harry Moore, Hendrik V. van D. Hildreth and Walter M. Buckingham will be able to attend. Their attendance is highly desirable.

CIRCUS BIBLIOGRAPHY

WPA FEDERAL THEATRE

Presents Its 3 CIRCUS SHOWS Featuring JAPINO

WPA FEDERAL THEATRE

Slightly used, ready to ship, 12' x 12'; 14' x 14'; 20' x 20'; 25' x 25'; 50' x 100'; 100' x 200'. Write for the best rate.

KERR MFG. CO.

1936 Grand Ave., Chippewa Falls

CIRCUS RENT OR TENT WANTED

With Seats, Light Plant (if possible) and Tent. Must be new or fully refurbished. Write for price. See ad.

ELMER, GRONK, S. D.; BOS, IL.; MICH.

RICHARD BRO. CIRCUS.
**Under the Marquee**

By CIRCUS SOLLY

**BOB MATTHEWS**, who sustained a fractured skull and broken nose in the recent Bradford County Fair, Towanda, Pa., with Bernice Kelly's Circus Revue. The Corral

By ROWDY WADDY

**SHE PLANS to open a new and exclusive bar at Rudy's Rail, night club, Miami this winter.**

**Keesberg is the former Hattie Hodgini, of the Hodgini Family, bareback riders.**

**Allowance should be made for unintentional misspellings, but, sorry to say, there are some people who don't.**

**The Corral**

By ROWDY WADDY

**The Corral will be held in Chicago, under management of Chicago Stadium Corp. and direction of Barnes-Gar- rison, in addition to the Detroit Olimpya.**

**Why not compete in two big rodeos at small expense? (See CORRAL on opposite page)**

**PLANS for the contest rodeos to be held the Detroit Olimpya, Detroit Ranch Rodeo**

**Bob Matthews, who sustained a fractured skull and broken nose in the recent Bradford County Fair, Towanda, Pa., with Bernice Kelly's Circus Revue.**

**THE BONHOMMES left Mighty Haig Circus at Chehalis, Ga., August 23 and are home in Marshall, Tex., breaking in an act for the winter.**

**Charles Robinson has closed Barney Bros.' Circus due to illness and may remain off the road permanently. He's now resting in Kansas City, Mo.**

**Tony Lively, former well-known trapeze performer, recently retired from the circus cleaning business in Dawson, Ga. He is 51 and trooped for 40 years.**

**A good reputation was never built by mis- representaction. Everyone knows this, but, sorry to say, there are some people who don't.**

**The Corral will be held in Chicago, under management of Chicago Stadium Corp. and direction of Barnes-Gar- rison, in addition to the Detroit Olimpya.**

**Why not compete in two big rodeos at small expense? (See CORRAL on opposite page)**

**The Corral will be held in Chicago, under management of Chicago Stadium Corp. and direction of Barnes-Gar- rison, in addition to the Detroit Olimpya.**

**Why not compete in two big rodeos at small expense? (See CORRAL on opposite page)**

**Recently in Morenci, Mich., past few weeks, returned to his home in Miami this winter.**

**A RUMOR last week had Zac Terrell in Rochester, Minn., for an operation. When queried about this, Jess Addicks, his agent, said: "Zac is not in Rochester, Minn., but is at Rudy's Rail, night club, Minneapolis.**

**William Frazer agrees that we have a great cookhouse, and the hour cannot come too soon for me to leave.**

**Pay Kelly and family visited the Breakaway Barlows, who formerly did a revolving ladder act, while playing the recent Bradford County Fair, Towanda, Pa., with Bernice Kelly's Circus Revue. The Barlows have now a successful chicken farm.**

**Eddie Harris, who recently closed his snake pit show with Newton Bros. Circus and has been playing fairs and celebrations to good returns, left Macon, Ga., for another engagement, October 5, to visit Hagenbeck-Wallace and Cole Bros. circuits at Peru and Rochester, Ind., respectively, and the old Ringling circuits at Baraboo, Wis.**

**After closing with Cole Bros.' Circus, "Pine, Pup and Woman," now playing Eastern fairs, spent several weeks fishing in the Grand Lake, O., with the Three Famous Russell boys, who own and manage a park there. The Russells went south on October 15 to play fairs and will go into Florida.**

**Peggy Wadell, who rides menage and does a liberty act with Barney Bros.' Circus, was presented with a side saddle by Pete (Natsonkake) Robinson when the show played Sturgis, S. D. One of the Robinson boys, who bought the saddle once from the Ogksley when she was on the Buffalo Bill show.**

**William H. Lange caught the first Harbour Breton, one of our most desirous ponies, born in Newfoundland. He was disappointed over the nonappearance of "Hollister," a handsome, high-spirited colt owned and trained by Chester Long's opinion, Mr. Smith's announcing is worth the admission price.**

**In the ISSUE of September 3 it was stated that Ed Hiler, now in charge of the advance for Richard Bros.' Circus, had the side-show ticket box while with Newton Bros.' Circus. The notice should have read: "We ask that he be removed from the Newton show and his wife ticket handler on the side show."**

**Boilermakers are attending some of the rodeo events.**

**Robert D. Good, Allentown, Pa., says that the most difficult fest he ever has to deal with is a bull rassling stand, with each leg on a separate (See Under the Marquee on opposite page)**

**Dressing Room Gossip**

**ROBBINS BROS.—Everyone in good spirits after three weeks of intense factory business despite intense heat. Host Gibson states that conditions at this point in the tour have been more than satisfactory. Norma Rogers was visited in Ashe- ville, N. C., by her daughter, Pat; mother, Mrs. W. R. Rogers, and brother, Walter, T. J. of New York. This is the third time she has visited Asheville in two years. Mrs. Rogers is a well-known graduate of the Asheville Normal School, and will pay her respects to her Alma Mater before leaving.**

**They have splendid radio voices.**

**While in New York, where he joins Ted Allen, champion horseshoe pitcher; he has trouble dressing the other night because of women's clothes and is provided with a side show.**

**During the event the most successful in the history of the town. The Corral has been established in at least 30 different cities, and in every city the Corral has been a direct success. It is the only place in the world where you can see the finest fiddling and the best acts.**

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RINKS-CIRCUSES

The Billboard

September 17, 1938

Rinks and Skaters

By CLAUDE E. ELLIS

(Associate Editor)

A new rink, to be known as Skateland, will have a gala opening in Trenton, N. J., on September 15. The build-
ing, now nearing completion, will provide one of the finest rinks in the East. It will be situated on a corner opposite to one of the busiest business blocks in Trenton and will have a capacity of 1,500 skaters. The rink will be open year-round and will be equipped with the latest in refrigeration and lighting equipment. The management is interested in attracting both young and old skaters and will offer a variety of programs, including ice dances and exhibitions.

ACE ROLLERS were booked to open in the new Hillside Roller dome, Richmond Hill, L. I., on September 9.

ATTENDANCE at opening of Norwood (O.) Roller Rink on September 1 was big, with many out-of-town visitors, reports the Cincinnati (Ohio) Enquirer. The rink will be open eight nights a week and Sundays. Ceci Milam is operator.

FAIRGROUND Roller Rink, near Wheeling, W. Va., opened on September 6. New owner, with Lucile Jackson at the helm, has installed two electric crystal bowls which have been installed. Rink is operating nights and Sundays.

IN TRAVELING about the country, I come in contact with many rinks and it is instructive to see the effect that a big circus has on roller skating. I write Peter J. Shee, veteran Detroit hockey player, who tells me that many patrons do fancy skating and acro-

Astounding performance was given by a boy, dressed in a suit of leather, and his companions, the American Florists, at a circus performance in the Midwest recently. The act was the highlight of a program which included the world-renowned Wohlforth on an electric bicycle and a dog act.

WANTED

KILN DRIED HARD WHEEL MAPLE.

RICHARDSON BALLBEARING SKATE CO.

1222 N. Halsted St.

CHICAGO, ILL.

Established 1884.

2312-1316 North Western Ave.

CHICAGO, ILL.

1915-1927

CHICAGO, ILL.

The Best Skate Today

LOOK! Rink Operators

A KILN DRIED HARD WHEEL MAPLE.

RICHARDSON BALLBEARING SKATE CO.

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Established 1884.

2312-1316 North Western Ave.

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1915-1927

CHICAGO, ILL.

The Best Skate Today

If you are looking for a quality rink operator, you can rely on Richardson Ballbearing Skate Co. The company has been in business for over 50 years and is dedicated to providing the highest quality products and services to their customers.

WANTED

EXPERIENCED RINK OPERATOR, Skilled in the maintenance and operation of all types of rinks. Must be able to provide quality service to the rink. Must have a clean driving record. Must be available to work evenings and weekends.

BOX D-185, care The Billboard, Cincinnati, Ohio.

ORGANIST

Harry Boddie, organist, will be accompanied by Mrs. Bodee on the organ at the downtown King Street Theater in Richmond on Saturday night. Mrs. Bodee will be accompanied by Mr. Bodee on the piano. The program will include a variety of music, including the latest hits and traditional favorites.

DON'T WAIT FOR BUSINESS TO COME

If you're in the business of selling products or services, you may be waiting for business to come to you. However, with the right marketing strategy, you can attract customers and increase your sales. The Billboard offers valuable advice on how to market your business effectively, helping you to reach your target audience and achieve your goals.

There Is Big Money in a ROLLER RINK

The Billboard is a valuable resource for individuals interested in starting or expanding their roller rink business. The publication offers guidance on the design, construction, and operation of roller rinks, as well as insights into the industry's future trends. Whether you're a seasoned operator or a newcomer, The Billboard provides the knowledge and tools you need to succeed in this exciting and rewarding field.
CNE ROLLS UP BIG INCREASE

Has 1,324,000 In Eleven Days

Froelxland gets big play—Labor Day's patrons from all over States and Canada

TORONTO, Sept. 10.—Attendance at the Canadian National Exhibition, August 23—September 10, for the first 11 days ran 1,324,000 against 1,037,000 in 1937, an increase of 287,000. Only decrease up to Thursday was on Wednesday when gates slid off 16,000 under 1937 due to an all-day rain which cleared early enough to save the day from total loss.

Labor Day drew 235,000. At admission, this figure being swelled by 10,000 union men in parade who were admitted free. About 60,000 from every State in the Union and every province in Canada brought $1.50 each, with about 60,000 in every possible parking space outside the grounds.

Vancouver Gets Larger Revenue

Exhibition sets records for 29 years — new midway gives shows better break

VANCOUVER, B. C., Sept. 10.—Canada Pacific Exhibition here on August 29—September 26, best in recent 20-year history. Attendance was 308,681, compared with 305,661 in 1937. Uncertain weather during the last two days, especially on Labor Day, interfered with what the directors think would have been a record attendance. It is estimated the attendance believed revenue will surpass that of any previous fair.

A record for the holiday was $81,738, compared with $0,958 last year. It is (see VANCOUVER on page 26).

Michigan Gates Score Big Days At Longer Event

DETROIT, Sept. 10.—Attendance at the Michigan State Fair on September 10, was 102,000, compared with 101,280 at the 1936 fair, under the former management. Attendance at the fair was on September 2, was 125,701, compared with 126,000 for Labor Day.

YSYRACUSE, Sept. 10.—Six-day Labor Day attendance at the Syracuse Fair was as usual, said to be considerably better last year's, which was made in one week.

Kansas Annual Successful

OSWEGO, Kan., Sept. 10.—Six-day La- bonte County Fair, ending here on September 6, the 86th annual in history, reports J. G. Darling, Magic Empire Shows were on the midway. Free acts were Uncle Hiram, rube comedian: Three Darwoods, contortion comedy, and Morris Family, hand balancing and comedy act. J. A. Carpenter was secretary. Owosso Productions Co. staged a nightly pageant of the grand stand to turnaround crowds.

Elkhorn Holds to 55,000

ELKHORN, Wis., Sept. 10.—Walworth County Fair here, September 2-5, had a record attendance of 55,000, last year said Secretary F. M. Porter. Shows were on the midway.

ST. PAUL, Sept. 10.—Despite three days of showers, Minnesota State Fair, September 5-10, had better than its 1937 attendance mark in the first five days. Wednesday night's grand stand show was caught in a rainstorm which did not stop the performance. Fireworks were moved ahead and 18,000 sat thru in fair weather.

MINNEAPOLIS, Minn.—The 72 annual fair- dence would pick up if weather cleared. Friday being Thrill Day, featuring Flash Williams. Sun Show hung up 10-mile dirt-track record on Wednesday when he moved out on his 12-mile campaign.

YOUNG CANADA WAS OUT in full force on Children's Day, August 29, at the Canadian National Exhibition, Toronto, as shown by this view of the midway taken at 3 p.m. for the top of the Rocket ride.

YOUNG CANADA WAS OUT in full force on Children's Day, August 29, at the Canadian National Exhibition, Toronto, as shown by this view of the midway taken at 3 p.m. for the top of the Rocket ride.
Fargo Planning Greater Annual

New Red River Valley Fair in black—more attractions put on in 1939 schedule.

FARO, N. D., Sept. 10.—With attendance figures up to 300 per cent over last year, Red River Valley Fair (reorganized North Dakota State Fair), August 29-September 17, got off on a high start, which directors believe will result in rebuilding of the fair to an even greater level especially for the North Dakota and Minnesota State Red River Valley Fair. Fair was in the black from the start, an accomplishment which Secretary F. S. Talcott said. Many rural and small-town people came from a radius of 500 miles or more to view the fair, not as good as usual, probably due to rather fine weather, entertainment, which will be remedied another year, according to Secretary-Treasurer of the fair along lines designed to have the entire fair, a large trade territory proved itself and as a result Fargo merchants are enthusiastic. "This is the year," said George Talberg, president of the board of directors.

Exhibits included greatest display of home crafts, agricultural and industrial products ever shown on the grounds. Foremen of the state's 1939 fair, had reached the $250,000 mark, as they did in 1934, and 4-H Club showings were excellent.

Increase in Racing Take

Meets Profit for Nebraska

LINCOLN, Neb., Sept. 10.—Nebraska State Fair, September 4-9, on Sunday was 200 paid admissions short of 1937, and on Labor Day went under by 1,000 or so on preliminary count due to a heavy downpour which caught the grand stand as it ended up with the after- noon show and made necessary cancellation of the night rodeo performance.

Base probably will fall the fair, out of the hole this year, the handle exceeding by 40 per cent that of 1937. Fair's take from the machinery that was $23,000. The fair must gross about $50,000 to break even now.

Barnes — Carruthers had the grandstand act, followed by the Va. W. E. Hammer and Clyde Miller Rodeo, consisting of Willie Naicken's Doberman Pinschers, the Bryants, Randow Four, and Scotty, played to record-breaking grandstand attendance.

Nassau To Use More Acts

Weather Hits Oshkosh Finis

OSHKOSH, Wis., Sept. 10.—Oshkosh County Fair here on Wednesday, September 2, had new attendance records which will be known in the next 10 days to total expected attendance of 75,000. Cold weather was reported for the days below the 1937 fair, Grandstand attendance was excellent, with acts including Willis West and McGinnity, Lynn Jimmee and his pet apes, the Badgerettes, Two and Threlake-Duffield fireworks. Bob's Liberty Shows were on the midway.

Nissan To Use More Acts

WASHINGTON, D. C., Sept. 10.—In an effort to pep up the 73rd annual Rensselaer County Fair here, more grandstand acts, booked there George H. Hamill will be present this year, Edward J. Mutter, John W. Fidler and Albert Lynd reported. Twice the usual amount of paper is being used to advertise in a 50-mile radius. More space has been contracted for commercial displays than in former years, and agricultural exhibits will be more numerous. Premium awards will be increased. A feature will be a drum and bugle corps contest.

Mass. Asks Vaccine Ruling

BOSTON, Sept. 10.—Officials of all fairs and horse shows to be held in this State this fall have appealed to the Mass. Board of Agriculture for help in the matter of the State Division of Live Stock Disease control, to require that all horses to be exhibited be first vaccinated against equine disease. By the horse plague in the last fortnight is said to have reached the 380,000 mark.

San Fran Building About 80% Complete

SAN FRANCISCO, Sept. 10.—Works directors on the 129 acre site and $40,000,000 Treasure Island construction program reported 80 per cent complete. Contracts for buildings are about 80 per cent complete. An attraction announced was announced will be Tropical World (Buick) Holstom, known as the only man to achieve California's rapid speed alone. He will exhibit the best in which he has done.

Hispinola Co. plans to charter the steamers for the annual navigation to get to Treasure Island and rig it up as a hotel, night club and restaurant.

Harry G. Traver has been given a con- cession of the ground to build a 5,000 horse; Flying Howards, aerial and tram- way; L. T. Cleve Harvey and Aunt Lou, old- turing Swedish dialect and songs; hori-zontal bars, McGuan Trio; Flying Wil- lams and Former Tumble fourteen flights.

San Francisco $1,000

To Anyone Able Fast or find this Tagged "Post Office Device. This is the hardest and Trick in the Top on the never performed Wonders.

REWARD

The Earthly No. 000

Hundred of people are LION - DOLLAR

Pu City

Entire Season

FLORESCING

Carnival, 17, 1939. Asks Vaccine Ruling

Increased in Racing Take

Meats Profit for Nebraska

LINCOLN, Neb., Sept. 10.—Nebraska State Fair, September 4-9, on Sunday was 200 paid admissions short of 1937, and on Labor Day went under by 1,000 or so on preliminary count due to a heavy downpour which caught the grand stand as it ended up with the after- noon show and made necessary cancellation of the night rodeo performance.

Base probably will fall the fair, out of the hole this year, the handle exceeding by 40 per cent that of 1937. Fair's take from the machinery that was $23,000. The fair must gross about $50,000 to break even now.

Barnes — Carruthers had the grandstand act, followed by the Va. W. E. Hammer and Clyde Miller Rodeo, consisting of Willie Naicken's Doberman Pinschers, the Bryants, Randow Four, and Scotty, played to record-breaking grandstand attendance.

Nassau To Use More Acts

Weather Hits Oshkosh Finis

OSHKOSH, Wis., Sept. 10.—Oshkosh County Fair here on Wednesday, September 2, had new attendance records which will be known in the next 10 days to total expected attendance of 75,000. Cold weather was reported for the days below the 1937 fair, Grandstand attendance was excellent, with acts including Willis West and McGinnity, Lynn Jimmee and his pet apes, the Badgerettes, Two and Threlake-Duffield fireworks. Bob's Liberty Shows were on the midway.

Nissan To Use More Acts

WASHINGTON, D. C., Sept. 10.—In an effort to pep up the 73rd annual Rensselaer County Fair here, more grandstand acts, booked there George H. Hamill will be present this year, Edward J. Mutter, John W. Fidler and Albert Lynd reported. Twice the usual amount of paper is being used to advertise in a 50-mile radius. More space has been contracted for commercial displays than in former years, and agricultural exhibits will be more numerous. Premium awards will be increased. A feature will be a drum and bugle corps contest.

Mass. Asks Vaccine Ruling

BOSTON, Sept. 10.—Officials of all fairs and horse shows to be held in this State this fall have appealed to the Mass. Board of Agriculture for help in the matter of the State Division of Live Stock Disease control, to require that all horses to be exhibited be first vaccinated against equine disease. By the horse plague in the last fortnight is said to have reached the 380,000 mark.

San Fran Building About 80% Complete

SAN FRANCISCO, Sept. 10.—Works directors on the 129 acre site and $40,000,000 Treasure Island construction program reported 80 per cent complete. Contracts for buildings are about 80 per cent complete. An attraction announced was announced will be Tropical World (Buick) Holstom, known as the only man to achieve California's rapid speed alone. He will exhibit the best in which he has done.

Hispinola Co. plans to charter the steamers for the annual navigation to get to Treasure Island and rig it up as a hotel, night club and restaurant.

Harry G. Traver has been given a con- cession of the ground to build a 5,000
End of Outdoor Season To See Building in N.Y.

NEW YORK, Sept. 10.—Developments in the amusement zone of the World's Fair virtually terminated this week, with little indication of further progress forthcoming. The general situation remains the same, with several concession department officials out of town on business. The only concession that has made an appearance list remained unchanged, although a number of additional stands may be made by the boards of approval investigating proposed entertainment establishments.

Alto construction in the zone continues to be made at a steady pace, evidence of activity in the amusement sector is still virtually nil. Work is reported to be progressing on most of the buildings, and the midway will be launched on October 1 at the least.

Zone Name Contest

Visitors to the concession department were requested by the carryover from this week only Frank Wirth, of Frank Wirth Attractions; Cy D. Bond, Dodgem Corp., and Fredrickson, emcee; Mysterious Fay and William Van Buren, and "Ric," Stout and his Mountaineer Orchestra, as per list. The Widtsoe, 83, caretaker of the race track 27 years, was honored at a testimonial dinner when he retired.

OYSTERVILLE, O.—Following close of 19th annual Clermont County Fair here on August 16, a second program of records was broken, the following were elected directors: Frank Schobert, Noyau, chairman; L. Carter, Everett, Iheal, Carl Sentsman and C. L. Jones.

LISBON, O.—Columbia County Fair is again advertising with 24 sheets, said Secretary W. F. Hart.

WILMINGTON, N. C.—Construction of several buildings and other improvements in the amusement zone at the fair grounds, which was started at the beginning of the season, is being continued. The federal minister of agriculture, as a large appropriation is expected from the federal government. The WPA has been allocated $9,980 in federal funds for improvements at the fair. Construction of a free-act stand and general improvements in the amusement zone is expected from the federal appropriation of $3,000,000, which funds will be used for the purpose of providing better facilities for concessionaires and entertainment.

LORADO, Ark.—W. E. (Tom) McKinnon, was elected president of Union County Fair Association for 1939. He has purchased a 20-acre tract for future fair grounds but will not be able to complete the improved grounds for another season.

SMITHERFIELD, O.—New 28 by 100-foot 4-C stock club exhibit barn, under construction on the county fair grounds, has been completed. The WPA has allocated $2,000,000 in funds for the purpose of providing better facilities for the fair grounds, and the fund is expected to be completed by late this month.

WAUSAUKEE, Wis. — Approval for $9,000 in federal funds for improvements at the fair grounds has been secured. The WPA project will provide for the erection of a cattle exhibit building, fencing, grading and landscaping.

LA CROSSE, Wis. — Work is expected to begin next month on new36,000 square foot program to build and grounds of the fair. The program is expected to be completed by spring. The fair grounds are to be used for women's department and 4-H Club exhibits and reuniting of the concrete base.
CONGRATULATIONS

to

THE CANADIAN NATIONAL EXHIBITION
ON THEIR DIAMOND JUBILEE

We wish to thank Elwood A. Hughes and Directors for their continuous confidence in the House of Hamid.

GEORGE A. HAMID.

CONGRATULATIONS!

T. W. HAND FIREWORKS CO., LTD.
PRODUCERS OF THE GRANDSTAND FIREWORKS SPECTACLE AND SCENERY
AT THE WORLD'S LARGEST ANNUAL EXHIBITION

Congratulations on Your 60th Birthday

FANCHON AND MARCO
Presenting
ROXYETTES – SEASON 1938
GAE FOSTER GIRLS – SEASON 1938
For GEO. A. HAMID
30 ROCKEFELLER PLAZA — NEW YORK CITY, N. Y.

A SENSATION!

LOYAL REPENSKY FAMILY
World's Finest Equestrians
FIRST APPEARANCE IN FRONT OF ANY GRANDSTAND

HELEN REYNOLDS
And 8 World Champion Skating Girls
It's Great to Skate Before the CNE Thousands at Every Show.

MAC'S TRAINED STEERS
The Only Act of Its Kind in the World.
EXCLUSIVELY BOOKED BY THE HOUSE OF HAMID

CONGRATULATIONS TO A GREAT SHOWMAN
AND A WONDERFUL SHOW
YOUR PAL,

Bob Morton

TED and PEARL ELDERT
"Five Featured Acts"
With HAMID

PEARL ELDERT

WALDO SENSATION
Best Wishes — Your Diamond Jubilee
HELEN HARVEY
BOOKED BY THE HOUSE OF HAMID

DETEROS
GREETINGS
HARRY WELDANO

FRANCIS TRIO
SEASON 1938
"Still Making Them SCREAM"

MARCY BROS. & BEATRICE
STILL TOPS
Back Again After 16 Weeks in Europe.
Strange Demands Better Control of Michigan Annuals

DETROIT, Sept. 10.—Demand for more effective control of local fair administration by the State was voiced by John B. Strange, Michigan commissioner of agriculture, at a meeting of the Michigan Annuals Association held here today.

"It should not be necessary, as was the case this year and the past two years, for the State to meet its share of profits. If the State is to continue its contributions, it should have authority to inspect upon capable management. Since 1892 many fairs have gone out of existence because they provided a better fair than the community was willing to pay for."

Legislation to confer such direct control by the State is to be prepared for the next Legislature, he indicated.

Summary of expenditures for improvements by Michigan fairs during 1938 has been made by Commissioner Strange and his staff.

Nebraska appropriations largely, fairs have spent over $25,000 for expenditures by Michigan fairs has been made much as formerly.

One of the best fairs of its season, but not spending as gross was off about 25 per cent from two best fairs of its season, although midway business proved nearly equally mixed for this clay.

30 - September 3, was about 80,000, said by the State was voiced by John B. Strange, assistant secretary of the State fair department, effective control of local fair administration.

"The shows operated very cleanly," he said, "and the public is being admitted at $1 per day. There was also a feud on the part of the fair." Whenever Harry Hennies reported the midway gross during the week, the Coliseum was a big draw, as were races on three days.

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HOLIDAY BIG AID ON SEASON

Biz Better In Met Area

Spots near New York have heavy crowds but no record grosses are scored

NEW YORK, Sept. 10.—With three days of near-perfect weather, outdoor shows at Seaside Heights, Long Branch and other ocean resorts are in the midst of their most lucrative Labor Day holiday in years. Seaside Heights, Gun Hill Beach and Galveston Island have all set records.

 wartime, the Beaches and resorts, amusement parks and playgrounds were jammed to-day, with little evidence of the usual Labor Day emptiness. By three p.m., the boardwalk at Seaside Heights was crowded, with more than 100,000 people. The boardwalk and beach at Long Branch were also crowded, with more than 50,000 people. The Galveston Island boardwalk was also crowded, with more than 30,000 people.

THE BOOMERANG ride in Pelham's Pavilion, Coney Island, N.Y., is known as the first 12-in.-diameter unit put out, and its electrical and mechanical Falls effects bring novel and striking. Good business when lots of people journeyed to Coney is reported.

Influk Brings Places in A.C. Great 24 Hours

ATLANTIC CITY, Sept. 10.—Labor Day has set a new record of attendance and business, with an estimated 3 million people in attendance. The weather was ideal, with temperatures in the high 80s and low 90s.

Pools and Beaches In Utah Finish Good Season on Holiday

SALT LAKE CITY, Utah, Sept. 10.—Labor Day marked closing of Saltair and Lagoon, Utah's two largest resorts. Manager Thomas, in charge of Saltair and Lagoon business had been ahead of last year, and that business had doubled due to the bathhouses being moved nearby and a price of pool admission price to the pool and resort.

Eastwood Has Best Ballroom Business

DETROIT, Sept. 10.—Eastwood Amusement Park had a larger crowd on Labor Day than in years, with big business. Attendance since it has been in business, and that business had doubled due to the bathhouses being moved near and a price of pool admission price to the pool and resort.

Olive Oil Has Good Year

ZANESVILLE, Ohio, Sept. 10.—The Olive Oil Park here closed on Labor Day and began preparations for its co-operation. The Olive Oil Park, under management of D. E. Gibson, had a good season.

Gibson Home in Cleveland

DETROIT, Sept. 10.—J. F. Gibson, managing director of Jefferson Beach, has turned down an offer of $50,000. He has been offered the job of manager of Jefferson Beach, which was once a popular amusement park.

Waldameer Beach Outings Held Up; Acts for Hofbrau

ERIE, Pa., Sept. 10.—Waldameer Beach Park closed on September 9 with its annual Labor Day holiday. The park had a good season, with over 500,000 visitors in attendance. The park will reopen for the weekend.

Pent Aerialist Is rescued

REVIVE BEACH, Mass., Sept. 10.—Jeanie Clark, member of the Blonde Sensation, trapeze act, sustained a sprained ankle when she slipped from a 90-foot trapeze while performing at Revive Beach early last week. Her leg was wrapped and she was allowed to return to work.

Hamid's M-D. Pier in Initial Season Is Outstanding Success

ATLANTIC CITY, Sept. 10.—Hamid's Million-Dollar Pier tomorrow terminates a very successful initial season despite the fact that most places here are from 20 to 30% per month. General Manager W. E. Bumpertz said: "The season has been highly successful. We have shown a profit, and the Pier will continue.

Full policy of the pier is expected to continue until October 1.
PARKS-RESORTS-POOLS

American Recreational Equipment Association

By R. S. UZZEL

EXPOSITION GROUNDS, QUEENSBORO--It is unusually cold here following a big storm. All of the carnival boys were working with an energy and speed that was unexpected. Imagine the actual set at night about 30 degrees below zero. Frigid! And right underfoot the snow was three feet deep, a breathing. Frank Conklin and Art Lewis had the orders for the auction of this engagement. This is the fifth con- nexion for Conklin. J. W. (Paty) Conklin is at the fairgrounds again this year, for the past two years he was last year. Each of the three partnerships is run by a brother. Last year Frank Conklin did it with his brother, this year he did it with his half-brother. We have tented hospital here for a brief sojourn. Better weather here.

Canada, like the States, is off this year; but not so much as we experience in the States. The temperature here is about 60 below last year. The snow is about 2 feet deep, the trees are still standing. The weather is much colder than it was last year. We are all happy. We did not have a ton of snow this year, but the Canadian National tracks, and a considerable distance on street car traffic city makes a single-track day. We are sure it is cold and that we from the States to the fairgrounds from the city. Nevertheless we are all happy.

The curtain has lowered on another season here and we really can't kick. Weather was ideal the other day on Labor Day. When the natives of Labor Day are over we are sure that we have had our weather for this year, but not so much as we experience in the States. We have had several very cold days, and some heavy rains in May. June and July showed increased business. The weather was ideal the other day. By paying 50 cents, customers can watch the problems of the moving pictures. This is a dairy country in these parts, with a herd of cows. The animals are used for barns repaired and mended. The Animals are used for the mademore.

The George family has put in a bid for the season here. They are with Hill.
Salt-water start, tank, New York City, this summer, used to be a skyscraper riveter and claims the holiday engagement, being featured at autographs on--of all places--the bath--was kept busy on the beach signing biz last week as a result of the annual ing this subject.

Another probable reason for the lack of food facilities on the part of indoor pool when they come out of the water--in

hotels.

All housed by apartment as well as transient

dinner.

Numerous at Long Island, N. Y.

STRAIGHT FROM THE NEW YORK TIMES

September 17, 1938

POOLS-PARKS-POOLS

By NAT A. TOR

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

Food Concession

How many instanced tasteless opera-

diners? Or haven't you noticed? Ten out of 10 open-air dance platforms, main food and drink concessions, which is a good percentage in any outdoor amusement area to go to support completely equipped restaurants, serving table d'hote dishes, and the usual water on a beach a

huger service and I wonder why. Of course, there are thousands of others do those which exist in in-

clined to think that the only way to explain why a person feels more like having a hot dog or an orange-juice drink and something to eat is to be executed in an inclosed pool. It doesn't explain why the demand isn't so.

Another probable reason for the lack of no outdoor food service at

It is very much a question whether a certain isn't so. A person wants a snack after an

ing, what a lot of indoors or outdoors. In my opinion there is the possibility of food in a good con-

cession at an indoor plunge as there is at an outdoor one. And if we can

may assume that he is better off, and in the Miramar pool last Labor Day for one-half hour waiting to be served--on account of the services.

There may be some other reasons, all very similar to the above. In the smaller

of any of these punch bars, a1-0131-11C

India

Atlantic City Notes

Weeds and Ambergris pools in the world's playground reported good his last week as a result of the annual beauty pageant.

Rudy Vallee, who filled an enga-

so many other

...in short utter. Mrs. Cookley will join the staff of Barker Bros.' Circus, playing Southern fair as a grandstand act.

Waldame Beach

Concessions Are Numerous at Long Beach Area of Fun

(Continued from last week)

Steel Pier

POOLS AND BEACHES

(Continued from page 37)

During the week, there had been 13 vaudeville shows in Music Hall, which had a low season attendance records were set on a number approaching that of last year by any

agement. Rylender said plans are being made for improvements to cost about 87,000. This week, a1-0131-11C

A1-0131-11C

...settled in on a certain date devices and publicity came closest that spent money and energy on up-to-

W. Burke. Mary Dole.

Summer Beach Week, which hypos business to a certain

 itrating

results good

(Continued from page 37)

in a good way, it is to be the final of an ice picture. Burlesque at the same time a hot house, Beach, Long Island, N. Y.

If you are looking for a place to relax and enjoy the outdoors, Pennsylvania offers many options. From the beauty of its mountains to the comfort of its beaches, Pennsylvania has something for everyone. Whether you are seeking a place to swim, sunbathe, or simply relax, you will find your ideal spot in Pennsylvania. Here are a few options to consider:

1. Beaches: Pennsylvania has many beautiful beaches where you can swim, sunbathe, and enjoy the ocean breeze. Some popular beaches include Long Beach Island, Cape May, and the Delaware Bay. These beaches are perfect for families, couples, or solo travelers looking for a peaceful escape.

2. Lakes: Pennsylvania is home to numerous lakes, offering a variety of recreational activities such as boating, fishing, and kayaking. Some of the most popular lakes include Lake Erie, Lake Lehet, and Lake Wallenpaupack. These lakes provide a serene setting for those looking to get away from the hustle and bustle of daily life.

3. Parks: Pennsylvania has many state parks, offering a range of outdoor activities to suit all interests. From hiking and biking to camping and picnicking, state parks provide a perfect escape from the city. Some popular parks include Douthat State Park, Lake Anna State Park, and Raccoon Creek State Park.

4. Mountains: Pennsylvania is known for its scenic mountains, providing a beautiful backdrop for outdoor activities such as skiing, snowboarding, and hiking. Some popular mountain locations include Pocono Mountains, Allegheny Mountains, and the Great Smoky Mountains.

5. Gardens: Pennsylvania is home to many botanical gardens, offering a peaceful and tranquil atmosphere. Some popular gardens include Longwood Gardens, Nemours Mansion and Gardens, and Bartram's Garden.

These are just a few options for outdoor activities in Pennsylvania. Whether you are a nature lover, outdoor enthusiast, or simply looking for a place to relax and unwind, Pennsylvania has something for you.
INDIANAPOLIS, Sept. 10.—Johnny J. Jones Exposition, which played to satis-
factory business at the preview showing at the Indiana State Fair September 2
and on September 3 topped 1937's opening-day gross, presented one of the most
beautiful and modernistic mid-
ways in the show's long career at the
event which closed here yesterday. New
fronts, cliffs, rides, lighting effects and
ideas in interior decorations put in their
appearance.

New canvas, stage settings and lighting
effects for the Chez La Femme, Tem-
ple de Sens and the Downtown Polies
were presented for the first time, and
were designed by the Chez La Femme
new front, designed by
Joe McKennon, is a mass of chromium
color scheme.

Goodman on Talent Hunt
ST. LOUIS, Sept. 10.—Max Goodman's
sudden appearance here last week was the
cause of much speculation among
outdoor show people. He is on an ex-
tensive buying expedition and in search
of new talent for some of his shows. Accompanying Max were Mrs. Goodman
and Mr. and Mrs. Grant (Slim) Chand-
ler. During a visit to The Billboard
Office Max revealed his plans for elabor-
ing the Goodman Wonder Show for
1939. He also intimated that he would
enlarge his executive staff.

Fire Misses Buckeye Shows
BELLEVILLE, Ill., Sept. 10.—A fire in a
hay and oil-filled grocery warehouse, 10
feet from one of the big tents on the
Buckeye State Shows, caused some
anxious moments here last week. Quick
action on the part of bay Grinwell, Tull-
Evill & Whirl foreman, saved the show
from a costly disaster.

Tickets were sold throughout the
crowd by midgets from Frolexland, with Mr.
Hughes, general manager of the CNE, who announced that
immediately following the night's dance period there would be a benefit show
put on by the combined showmen's organizations of the Combined showmen's societies.

Tickets were sold through the crowd by midgets from Frolexland, with Mr. Hughes offering from the stage the first 15 tickets autographed by Tommy Dor-
cy, general manager of the CNE, who announced that
immediately following the night's dance period there would be a benefit show
put on by the combined showmen's organizations of the Combined showmen's societies.

Endy Gets Raleigh Date
RALEIGH, N. C., Sept. 10.—Endy Bros.'s
show, which has been signed for a week's
stand here late this month under Ameri-
can Legion auspices. Contract was made
between Matthew J. Riley, show agent,
and members of the post executive com-
mittee.

Newt Kelley's Congress of
West Shows Help Extricate
3 Children Trapped in Cave
HAMBURG, Ia., Sept. 10.—When the
West Shows got under way here recently
its personnel under direction of Babe
Ernest Gruberg has been skippering carni-
val rides for years on the road, but never until Labor Day did he
you and you were about that high,
vals round these United States since
Gruberg has been skippering carni-
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val rides for years on the road, but never until Labor Day did he
you and you were about that high,
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CHICAGO, Sept. 10—Just four weeks from this writing fall and winter meeting of the Illinois Showmen’s League of America will be held at the Cudahy Hotel. The meeting will be followed by a trip to the Midwest, with the membership committee going along in good style. Applications were received this week from Charles T. Goss, Chicago; Harry W. Hennies, St. Louis; Carl Sedlmayr, general chairman, Chicago; Bill Putnam, Elgin; Leo B. Sennett, George Nelson, Raymond Perry, Joseph Preuss, Leo B. Caffery, Thomas E. Adams, William L. Collins, John W. O'Reilly, Johnny Keeler, F. F. Caffery and his co-officers are busy planning the program for this fall meeting. The showmen’s league of America is a non-profit organization with due fees due and payable on September 1st.

Secretary Frances Keller was hostess at September dinner, the social. Mrs. Keller, in her first, a lovely brown rainbow, received the prize. Blanche Lutte was awarded a silk tablecloth by the committee, and John Hoffman and Phoebe Carney, hand-made pillow slips. A number of members were out of town over Labor Day. President Leigh M. Gourley went to Louisville, Mrs. Marie Geier to Detroit and Mrs. Nathan Hirsch to Canada. Sister Jane Chace made a hurried trip by plane to Draper to attend the funeral of her mother, Mrs. Tre Peterson, who died last week.

She will return in 10 days.

Phoebe Carney was hostess at September 15 social. ELRNE MILLER.

Ballyno Bros., Circulating Expo,
A Century of Profit Show
By STARR DEBELLE

Omaha, Neb.
Week ended September 5, 1938.

Dear Mr. and Mrs. Ballyno:

The three-section load of highly-traveled, triple-length railroad cars meet a warm welcome as it approached the city of Ballyno. Soon after the train arrived, the deputies lined the street, and the miles of sightseers who later came out of the wrong direction, and we were on the wrong road. We never did find out what town we were in as none of the Rurians read the Russian name on the depot. But we will call the burg Omak rather than change the route we cabled to The Billboard.

Now that the show is playing Nowhere we don’t care whether we know where we are or not. As a matter of fact, one may lose his parts in as good a job as another. Had the show been in the States we are or not. We don’t care whether we know where it is going from here? Now what is worrying us is “Does the office know where it is going from here?”

Unloading the show attracted thousands of sightseers who later came out of the lot. The moving and rumbling of our 300 wagons was also a big ad. The show included one of the biggest financial successes in the last six years had the money been any good. Soviet laws forbid anyone to take any foreign money out of the country. That was soon settled by paying everyone in dollars to his satisfaction. Each of the employees held their hold-back and bonus. The rubles caused a few rumbles, but those that didn’t like the payroll were told to quit and swim back. For the last time, “Institute of Radio Engineers,” everyone everywhere say “The biggest profit from the biggest hit ever!”

The Ballyno circus was smooth sailing to Toronto. All sides. Complete Information on Request.

ALLAN HERSHEYELL CO., Inc.,
North Tonewanda, N. Y.

September 17, 1938

CARNIVAL

IF YOU CAN STAND Prosperity
Invest in the Time-Tested
TILT-A-WHIRL

Flashy - Reliable - Money Getter
For Parades, Price and Terms Reasonable
SELLER MANUFACTURING CO., Inc.,
Faribault, Minn.

ALL NEW MONEY-GETTING RIDES

RO-LO - CIRCUS AND RIDE COMPANY,
CIRCUS, CARNIVAL AND CONCESSION RIDES, SIDE SHOW BANNERS THAT WILL LAST.
LEADERS FOR OVER 40 YEARS.

BOOMERANG

Providing Thrills on Many Midways
economous riders - low rentals
Boomerang Mfg. Corp.
366 HAMILTON AVE., BROOKLYN, N. Y.

Send for Illustrated Circular

TENTS TO RENT

One quarter of a million square feet new Tents available for Fairs, Centennials and Celebrations on and after September 10.

New and Used Tents
For Concessions and Shows.

Priced Right for Quick Sale.

CAMPBELL TENT & AWNING CO.
Monroe at Third,
Springfield, Ill.

WEATHERFEATHER BINGO SHEETS

Size 5 1/2 x 8. Very large numbers. Priced 2,000 sheets (5 cents. Denomination $1.00) per 100. Postage Extra.

FEATHERWEIGHT BINGO SHEETS

Pages available on request.

RING BACON SLOSH LOADS on one wagon—quick to erect—nosy operating on Royal American—no complaints. In blocks of 5 or 6. Feathers are self-adhesive, can be written on. Priced $1.00 a block.

PRICES: Minimum Quantity 1,000,

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

JOHNSON’S CIRCUS—CARNIVALS—CIRCUS—CONCESSIONS—SIDE SHOWS—TENTS—TENTS RENTED.

UNITED STATES TENT
S. T. JESSOP, Pres., AND AWNING CO.
GEO. JOHNSON, V.P.
CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.

Send for Illustrated Circular

TRUCKS AUTOMOBILES — MOTORIZE YOUR SHOW, PLEASE.

CHARLIE T. GOSS
WIN STANDARD CHEVROLET CO., E. ST. LOUIS, ILL.

FAIRFAX, Ohio

Playground and Baseball
Club Annual Fall Festival

SEPTMBR 14 TO 17

Co-sponsored by Columbus Area Recreation and all kinds of rides. Booked. Time short, come on.

J. F. CARLTON, Chairman
Phone Number Brandle 2260.

WANTED

SHOWS RIDES AND CONCESSIONS

For Parades, Fairs, Carnival Rides. Offers to buy.

GENERAL AMUSEMENT ENTERPRISES
Waxahachie, Tex., this week; Lone Oak nets $7,117.

The Billboard 41

For all your circus supplies and tent needs—call us first. We have been in the circus supply business for over 30 years.
CARNIVALS

Midway Confab

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

Fairs-Carnivals now going together like ham and eggs.

LET'S HAVE SOMEONE start a movement for more sanitary restrooms for men and women on carnivals.

W. W. (BILL) RICE is still taking treatments at American Hospital, Cincin

CIVILIZE HENNIES flew from Detroit to Cincinnati, looking for the look of the Royal American midway.

WHEN business is good the g. a. can always be found on the midway, says No work on the midway. Nat. He might be in Milwaukee.

THE WISE showmen won't sign a blanket agreement when a major fence is concerned. He knows to know in advance the terms required in detail, and he will not sign a blanket agreement. These requirements are not based upon common sense.

ONE fair official who knows what it's all about is Pournier J. Gale, of Mobile

special agent for the late Johnny J. Jones but now retired, is reported in very poor health at his home, 3183 23rd street, Astoria, L. I., N. Y.

THE LATE Robert A. Josselyn used to say that an agent was "to blame for everything under the sun." Wonder if he is to blame for the bulb-wax infestation in Mississippi cotton fields?

"MATCH KING" CHARLIE T. GOSS got that way by hustling for business. Some concessionaires could well follow his example and not run up and down the midway to see what others are doing.

WITH arrival in Mason, Miss., on September 4 Wallace Bro.'s Shows had been in seven States and had traveled nearly 3,000 miles since opening in March in Tuscaloosa, Ala.

BUCKEYE STATE SHOWS' lot in Bell-

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ANATO HAYES, of White City Shows, is reported to be rapidly recovering from an operation she underwent recently in a hospital, Cincin.

MORRIS MILLER comes from Boonie, Ia., that he has been playing to good business in that territory and adds that he will head south soon to play fairs.

YES, THERE'S plenty to be gained if you make a deep study of the business.

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and car, as well as a kid's bicycle ride, to play Southern fair. His sister is also working; according to Mrs. O'Connor, who talks to readers able to furnish any information, write her at 11 Imperial street.

RAE TERRILL, sex oddity with Crowly's U.S. Stars, visited from Lawton, Okla., and said he was enjoying good business and has friends here in the Northwest. Wacliff has been getting me some don'ty radio to read newspapers.

JOHN W. BERRY, well known in out-door circle and before, who, with Johnny Berger, has the pleasure of staging an indoor show in Washington in 1902, wrote that he is now employed in the advertising by the United States government.

FILIE WINGERT cards from Fort Worth, Tex., to the press and manager of Chalkias Bros.' Odditorium on the Bremer Shows, and party, including Mayor Richard, to whom the writer sent, the week of August 29 volume in Canada.

SOME YEARS ago a manager who was been feeding with his agent refused to "bury the hatchet" when the agent had a car stolen and he refused to stop a collection taken on the ability that the manister to a young man with a Fixed seat for the latter.

VIOLET PHILLIPS, the former Violet Wilson, who has taken over Membre and Bantier's All-American shows, was seriously injured while en route from Hendersonville, Pa., to the car in which she was riding overturned and is confined to her home in Pittsburgh.

WHITEY DAVIS, formerly associated with J. Steblar on World of Fun and Atlantic City in the 20s and the Penn State Shows, pensel from New Berlin, Wis., the other day to the organization have been repaid for the work he did in showing Walnut Wacker has purchased a new car.

LAURENCE LARSON letters from Muskegon, Mich.: "My family and I motored 500 miles to Superior, Wis., re- ceived the letter from the president, who told me that the show which played Tri-State Fair there has been enjoying good business and have been in a packed midway, crowds garbed in the local vistors.

ALTHO out of the outdoor show busi-ness for the last five years, during which he has been connected with the 20th Century Shows of the United States, visited the Canadian National Exhibition last week. He was the guest of Thursday night dolgas for the various companies which had been doing work in Chicago for Minneapolis Friday to visit the Minnesota State Fair.

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P. T. BARVAIN claimed fame and fortune as a master operator. In his time he was considered the king of freak show operators. Whether he did or not say, "The American people love to be themes," such as this theme, Shawes who still believe "the king can do no wrong," expecting to profit by the handiest story, are living in the past.

Freak for a Day

Lincoln, Neb., Sept. 10.—As a stunt at Nebraska State Fair here, the gentlemen, manager of the O'Conner Shows' Side Show, presented in Lincoln Friday evening for one performance in his freak collection. Bob Ellis, the manager and Paul, called atten- tion to O'Conner's having been the first newspaper man to be a freak and that he was legitimately entitled to a place in the show, having been featured by Ringling on February 10 for having seen more movies in a day than any other man on earth.

KELLEY KING solicited contributions at the annual Stark County Fair, Con- tinued, and collected a substantial amount of money which was wired to Floyd County, Ga. On the day following his death there stools 1278 at the Canton Fair at the time of his death.

CHARLES BEPP, the Billboard agent and mall man on Iminis' Greater Shows and whose life in circus and car- nival fields approximately 68 years, was featured in a three-column front-page story in the August 30 issue of The News-Clarion. Newsman spent his 60th birthday at the fair.

FRANK J. LEE since closing as press agent for Stoffo Liberty Show has been free-living in publicity in and near Sarasota where he is with the Ringling Brothers and Barnum and Bailey's United Shows, cards from Lawton, Okla., or to the press. He has been in the show business for the past five years, during which time he has played Tri-State Fair there. We've been enjoying good business and have been in a packed midway, crowds garbed in the local vistors.

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Along the Midway at CNE

By FRANK D. SHEAN

TORONTO.—Seated in the dining hall of George Pappas is Maxine Harris, of the Stardust Room, chatting with Fred Pringle, general agent, and Bill C. Greenfield, reporter for The Toronto Evening Sun. About 3500 big annual show on the midway. As a near-by table pertaining of her evening coat is Lorna Young. Fire extender and noted for her bold-chorus eating stunt in Harry Lewis's rense side show. Suddenly the reporter said to Maxine:

"What a story! The fire-eating woman is cooling off her bowl of soup on the floor of the organization, everything."

Ever-alert Maxine sharply replied:

"I guess, Ted, old boy, that's where you're wrong. She is heating it."—Cur-

tain.

Among guests of J. W. (Pouty) Conklin were Hal, P. A. Dewin, Ontario minister of agriculture; Senetor Frank O'Donnell, leading candy manufacturer; Rolfe Deane, former mayor of Peterborough, Ont.; Alderman Bill Wren, of Timmins, Ont.; C. G. Baker, director of attractions at Calgary, and Jack Warren, a director of Saskatchewan Provincial Exhibition, Saskatoon.

Many months.

Joyful John's great surprise, the occupants of a car were hurriedly taken in by the Popcorn, Billy Bob, Eanger John Jarrett, Lew Dinkin and Joe Rogers.

When told by Neil Wells they were doing, Maxine rushed to ride with a lovely crimson glow on his "physique".

Enjoying the big performance, The Howard, a curculc of theDominion of Canada, in a grandstand box were Maxine, J. Greyh. Billy Bob, Lew Dinkin, Joe Rogers, Frank Conklin, Frank B. Sloan and Jack Conlin. The same four were glad of Edwin A. Hughes, general manager of the CNE at the banquet, in the executive dining hall.

Wortham's World's Best Shows' engagement at Iowa State Fair and Exposition. Des Moines, Iowa, proved a red hot engine. Sam Burdick, well-known carnus general agent, was in the American Hospital, Chicago, suffering from injuries sus-

ained when he was attacked by two men on the Windy City's South Side.

The Hall, general agent for Elder Greater Shows, had just contracted an annual Fall Festival and stock show for his organization, at Fall City, N.B. GreaterElder Shows Plowed to enormous Dairy Show, Taximion, to break all st of financial records at the concluding dairy meet-

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By MORRIS A. HAFT

"Laugh and the world laughs with you, weep and you weep alone," this saying applied equally to the first showman to serve as tailor for the hands in their old age, namely, the showman and performer. It is a famous saying that when our forebears, their loyalty to their public—you and me—is unaltered in these stirring words, "Laugh and the world laughs with you, weep and you weep alone,"

Circus fans, show people, circus aficionados, friends of the showmen's clubs and all those in allied entertainment, let us make a reality of the words of the Showmen's Home: help put it across; give all you can afford. No more must be asked of you, except to know you will listen and help. We will do our utmost to help swell the fund by giving benefit performances to kick off and to get the attention to the event, as to the method of handling a benefit performance, we will follow the plan of the famous "Laugh and the world laughs with you, weep and you weep alone." It was as a fortunate as to have any.

It is peculiarly difficult for them to lay claim by providing for them a house of rest which they need and love.

She had been visiting her friends in the district of Holdenville, Okla.

Visitors included J. J. Page from Lexington, Corbett is an engineer on the L. & N.

It is necessary to help them by providing for them a house of rest which they need and love.
W. C. Kaus


W. C. Kaus, a 19-year-old English major, is planning to pursue a career in politics. His latest show, the "Wonderful Circus," has been well-received in Huntington.

Johnotta shows the weather for this week. For a complete listing of the weather for the past week, please refer to the weather section on page 11.

FRANK D. LANNING

3 RIDES AT LIBERTY

Marry-Goo-Round, Devil's Dip and Auto. Will Book for Autumn Fairs. Write to
J. R. ROBERTS, Baker Hotel, Eiel, Ohio.

3 RIDES A.T LIBERTY

Western States


This is the third time the show played this date in the past four years.

and a final check-up on financial plans revealed business off from previous years. However, the date proved to be a winner. Each night brought record business. A final check-up on financial plans revealed business off from previous years. However, the date proved to be a winner. Each night brought record business.

**Full-Date Carnival Show Letters**

As Reported by News Representatives for the Shows

Carnivals

September 17, 1938
CARNIVALS

September 17, 1938

unit hit the road to play several fall dates during the month. One former Merry-Go-Round foreman, is in charge of the shows. Another former Merry-Go-Round foreman is in charge of the shows.

---

CANDY FLOSS & CORN POPPERS

EAT THE ENTRANCE TO THE BILLBOARD'S CARWASH.

WHOLESALE MERCHANDISE

Buckeye State

--

General Amusement

CARNIVAL'S

Bill Clark returned to sea after a two

Indianapolis, Ind. Week ended August 27. Location, Downtown.; Weather, good; Business, good. Exhibit was operated by Frank Gruberg here. Plans for a gigantic jam session which I am sure will interest

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on the organization did themselves

poor weather. A baby on the

CANDY FLOSS & CORN POPPERS

WANTED...Royal Midway Shows, Inc.

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Indianapolis, Ind. Week ended August 27. Location, Downtown.; Weather, good; Business, good. Exhibit was operated by Frank Gruberg here. Plans for a gigantic jam session which I am sure will interest

... attended. He, however, very thoughtfully

on the organization did themselves

poor weather. A baby on the

CANDY FLOSS & CORN POPPERS

WANTED...Royal Midway Shows, Inc.

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CARNIVALS
September 17, 1938

W. E. West

Went valley Falls, Kan., Week ended Sept. 3. Location, Ingomar, W. Y. Business, good.

Everyone on the show is in good spirits since the last few spots have been good ones. Mrs. West has increased three new rides and several new trucks. 

Their street is being expanded and through with a trip in the city, bringing their daughter, Harriet, back for a visit. The show is in full swing.

Clete Ford has taken over Pesches and has moved his show to the city. The show also took delivery on a new car. Maybelle and Hattie Green are now in Ohio City.

Show organized bys was sorry to leave. Irwin's house is the center of life, and in the small town of Booneville, Miss. 

Mrs. J. A. Burns and W. B. took visit with Doctor Fleming, who has been newly installed as the new advance act for Reynolds & Wells Shows.

Parade of Shows

Joliet, Ill., Week ended September 3. Firemen's Fifth Frolic, Weather, fair, business, good.

Several on the sick list this week, including General Manager A. J. Lane. Week ended∵

Several officers of the chief who had to have the infant.

Weeks was quiet, with no hectic operating. Shows enjoyed a fair week's business. 

Varieties, including Joe Clay, closed Monday, and the Great Smoky Mountain Shows. 

Carr Kennedy, Dallas Tent and Amusement, and Bob Cunningham, Red Wilson, Tex Stevens, Miss Mollie, M. L. and Marie Blount and Miss V. V. Bilg. were in the city.

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Weather, fair, business, good.
K. C. Jubilesta Ready With Big
Galaxy of Pro Talent for Shows

KANSAS CITY, Mo., Sept. 10.—At
Kansas City Jubilesta, third annual,
which was held on August 25-27, in con-
junction with Municipal Auditorium, first show in the main arena will star Connie Boswell, Fred "lefty" Horrocks, Jim Marchische, Frank
Luna, two local pit bands and a dozen vaude acts and local music. Burns and Allen will ap-
ppear on Wednesday and Thursday with a
variety bill. Friday night Jimmy Dorsey's Band and four collegiate girls, all professional, will engage in a "rhythm rodos in the air show..."
Saturday night will open a radio show, the
Laugh Liners, with Jack Fulton and Billy House. Rudy Vallee and company will close the event on following Saturday
and Sunday.

Lincoln G. Dickey, general manager,
predicts 150,000 attendance. Tickets are
selling in advance because of the merchants and business men in the be-
ne at the Lyric trade. Booked for the event, Manager Dickey was, "I'll put Thuman Morris, Boothwell-O'Keefe and direct.

55,000 Are Drawn
For Peach Festival

DECATUR, Ga., Sept. 10.—Crowds at Romeoo (Mich.) Peach Festival were estimated at 55,000, according to last year, on September 3-3, Frank Miller Shows were over.

Elaborate program of free acts was
again managed by Elgin Mason, who
was the jubileesta chairman for another year. Acts were booked by J. J. Nevins, secret-
ary. They included Elgin Mason, "Changes for the Better Sisters," Bum Dodd, Andy Andrellita, musical comedy team; May
Tousaint, dancer; Reta Rogers and Rhythm Morsels, Jasper; Joe Jones, novelty act, plus Harry Ames
Band.

Seo Festival Successful

SUGO, Oct. 10.—Favored by the Seo
Festival, sponsored by the Seo Area,
Seo, Kansas, was very successful. The
festival was planned and directed by the Seo
Area Chamber of Commerce, under the chair-
man. There will be four parades; pro-
ducts, horse, dog and dog shows; street food,홍고, dancing, and beaut-
ly revue.

EL PASO, Tex., Sept. 10.—Verno
Newcomb, El Paso Sun, reported on the
two-day event.

(1) Are you planning to
handle the Paper?
(2) Would you like to
handle the newspaper?
(3) Do you want to
handle the book?
(4) Would you like to handle the magazine?

El Paso, Tex., Sept. 10.—Verno
Newcomb, El Paso Sun, reported on the
two-day event.

(1) Are you planning to
handle the Paper?
(2) Would you like to
handle the newspaper?
(3) Do you want to
handle the book?
(4) Would you like to handle the magazine?

WANTED CARNIVAL
This Week and Every Week
Free Act & Carnival Wanted
For FALL FESTIVAL and STREET FAIR
W. L. LESLIEY, Thayer, Mo.
AGENTs - PROFIT SELLING GOLD LEAF LETTERS FOR STORE WINDOWS. FINE SAMPLES. MARILCO CO., 413 North Clark, Chicago.

ATTENTION, SUBSCRIPTION SALESMEN:

If you work east of Rockford and north of Milwaukee, line, write for proposition.

AMERICAN PUBLISHERS-JOHNSON, 55 S. Clark, Chicago.

BE YOUR OWN BOSS-OPERATE USED-NEW CLOTHING BUSINESS from your car. Auto, home, duty, etc. Full instructions. Everything furnished. Catalog free. PONTONY, 566-B Roosevelt, Chicago.

BIG MONEY TAKING ORDERS-SHIRTS, TIES, MOONLIGHTS, UNDERWEAR, Raincoats, Pants, Dresses, etc. Sales equipment free. Evidences unnecessary. WRITE HIMIDRO, 4922-A Lincoln, Chicago.


COINS — SELLING OUT — PENNSYLVANIA'S FINEST LIVE ARMADILLOS — ALL SIZES. JOHN KIRK, Brownsville, Texas.

COIN-OPERATED MACHINES SECOND-HAND.

Only advertisements of used machines accepted. Machine operators of reputable standing. Machinists of recent manufacture and being reduced to meet shipment of new machines. Machines of open shop and being purchased. Makers of different make machines to meet shipment of new machines. Makers of different make machines. MACHINe CO., 1209 Washington St., Boston, Massachusetts.

COSTS 25c—sell $25 in SELLING NOVELTY GAMES. Write for list.


MARVELOUS NEW TOY — BIG 10c SELLER, 250% PROFIT. Immediately available. Sample 10c stamps. MARQUE BAC, Apartado 1176, Mexico City.

NEW ITEM—SOLLS ON SITE TOEVERYBODY. Can be operated in your home, apartment, or even by your patron as a hobby. Sample 10c stamps. LATINO SERVICE, 1765-67 23rd Ave., Los Angeles, Calif.

PERFUMED CROSSES—NEW, FAST CHRISTMAS SELLERS. Also Perfumed Christmas Cards, Scented Christmas Cards, Scented Christmas Cards. OPHRANCO MFG. CORP., 800 North Kedzie Ave., Chicago.

SOCIAL SECURITY PLATE AGENTS AND SALESwomen—Compare distribution. EARN 50% PROFIT on every sale. No Tolrance. Follow our regular distributors’ proposition. Also stamping machines and black plates at lowest prices can be found anywhere. SECURITY PLATE CO., The original company of all social security plates, 605 E. St., N.W., Washington, D. C.

WHERE TO BUY AT WHOLESALE $100,000.00 AND UP. All information, MAYWOOD & PUBLISHERS, 125 Broadway, New York City.

107 WAYS TO MAKE MONEY IN HOME OFFICE. Business of your own. Full particulars free. ELITE, 214 Grand St., New York City.

ACTS, SONGS AND PARADIES

ALLIAGENTS — BARGAIN — LARGE, HARMLESS ASPIRATED SWORDS for Show, $10.00. Price List.


ANIMALS, BIRDS AND REPTILES—IMPORTED. KING, Brownsville, Texas.

ATTENTION, SUBSCRIPTION SALESMEN—CO-OP., $2.00. CASH WITH COPY.

ATTENTION, SUBSCRIPTION SALESMEN — MOUNTAIN WANTED — 1000 COUNTER MACHINES OF ALL KINDS.

BARGAINS-BUYING 5000 SONGS AND PARTS FOR LIST. L. K. ROOPP, Tuckahoe, N. Y. COBAR SING-A-LONGs, WANTED.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

HYPNOTISM — INSTANTANEOUS METHOD. Hypnotist anywhere? Send for information, M. A. L. WRIGHT, SUITE 10, 1051 N. Lasalle, Chicago.

YOUTH-INSTANTANNATION METHOD. Hypnotize anyone instantly.

COIN-OPERATED MACHINES SECOND-HAND.

ONLY ADVERTISEMENTS OF USED MACHINES ACCEPTED. MACHINE OPERATORS OF REPUTABLE STANDING. MACHINES OF OPEN SHOp AND BEING PURCHASED. MACHINe CO., 1209 Washington St., Boston, Massachusetts.

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Show Family Album

MEMBERS of Centry Bros.' Circus, season of 1927. From left to right: Bertha, Harry McFarland, Bessie Hollie, Betty Zener Leonard, Pearly Clark, Vonnia Orman King, Naiz Miller Perez, Sadie and Angelic Clark, Bessie Clark Orman and Daily West.

The Billboard invites its readers to submit photos taken from 18 to 20 years ago. If the picture is CLEAR and they are accompanied with complete descriptive data, group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

Location Wanted


MAGICAL APPARATUS


FREE - OAKS MARVELOUS MEMORY, SPEC- tacular Mind Reading Cards with 200 professional magical effects catalog, DANS MAGICAL BOX 1718, Osborn, Wis.

LARGE PROFESSIONAL MAGIC CATALOGUE, 200 Pages Holders, 200 W. and 400 N. York City.

MAGICAL CARDS, TRICK DICE, INKS, BOOKS, Bells, Jokes and Novelties. Write immediately for full catalogue. DANS MAGICAL BOX 1718, Osborn, Wis.

PINKEY - STRICTLY PROFESSIONAL Puppets, Ventriloquists, Punch and Judy and Mammarone. PINKEY, 1265 W. Neils, Chicago. Illustrated folder free.

Ventriloquist Figures - 24-PIECE ILLU- MINATED CATALOG. 10c, FRANKLIN VENTRiLQIUIST, 551 S. LaSalle Blvd, Chicago, Ill. Used by all leading ventriloquists.

MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC. - They are different and distinctive. Write for illustrated catalogue. APPEL ARMADILLO FARM, Comfort, Tex.

P. M. & ACCESSORIES & FILMS

BIG FALL SALE - TALKIES, REDUCED PRICES on Vendors, Features, Showroom Accessories. We trade. BUSSA FILM EXCHANGE, Friendship, O.

HISTORICAL EVENTS

FOR SALE - SECOND-HAND GOODS

AMERICAN BOX BALL BOWLING ALLEYS - Complete set of Chicago. All winter, $.10.00 per week.


FROLICS, Salisbury Beach, Mass. FOR SALE - SECOND-HAND SHOW PROPERTY

WARDROBE TRUNKS - MENDEL, HARDMAN, Very reasonable.

FOR SALE - SECOND-HAND TRUCK - 1936 MODEL, 1 1/2 ton, D. C. 0. D. Price $30.

WANTED TO BUY WARDROBE TRUNKS - MENDEL, HARDMAN, Very reasonable.

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TWO COLORED BANDS AT LIBERTY-PLAY Ave., Wantagh, L. Prefer jobbing band in Chicago. BOB WALKER, Tenn.

CLUBS, LODGES IN MIDWEST-Raise money by TEAM AT LIBERTY-Man, Characters, Comedy. where. experience. feet, 180 pounds, as cast. Can direct promotions Kid spec, Chicago.

Contact PHIL McDADE, 463 Fairfield Ave., Co-

Billboard, Cincinnati. $165.00 per week.

TEACHER-Spanish, Hawaiian Guitar. Violin, Sax, Modern library, vocals, novelties, appliques. and can furnish references. All union men. sober, reliable. Plenty of work.

LEE ULBRICH, 148 A 66th Ave., Chicago, Ill.

Sponsoring BALLOON ASCENSIONS. For Parks, Fairs and Celebrations, covering all lines.

Available for prices and literature.

THE CHRISTYS, Keokuk, Iowa.

If a rick etc., literature. Free Attraction. Available for Street Fairs, Celebrations, Etc.

Go anywhere. No habits, references. Fully experienced, fast affection. ELLIOTT SHOWS, Route 7, De-

 lexer 7

October 16.

ART ATTILA, Billboard, Chicago, Ill.

Go any-

Notice to Road Shows-Don't get your act opened and blocked free by WRIGLEY'S WIG WIGWAM. Box 472, Chicago. Ill.

BOX 331, Billboard, Chicago.

SINGERS

PIANO PLAYERS

DANCE PIANIST WANTS LOCATION—Ex-

 attendee on your platform and featured. I have an act with
eel/with

THEODISHIA THE CLOWN - Clowning Grand

treaured

good rhythm, read.

THEODISHIA THE CLOWN - Clowning Grand

entertainment. Proportion must be reliable. Write
eel/with

TROMBONIST AND VOCALIST—Plays cornet,

eel/with

ARTISTS

CLASSIFIED-LETTER LIST

SEPTEMBER 17, 1938

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TROMBONIST AND VOCALIST—Plays cornet,
Novelty Jewelry

Enjoying Upswing

PHILADELPHIA, Sept. 9.—With women's fashions for fall calling for clips, pins and brooches, many jewelry manufacturers are making their appearance on the novelty jewelry markets. Numbers made of glass, crystal and materials and for the most part are of a good quality.

Large pins in gold and bronze finishes and made of rings that are linked or shaped in hammered effects. Brooches and pins in petit point and rhinestones, as well as clutched lines of simulated grapes and bead designs, are going over.

Simulated jewels set in artistic filigree gold-plated mountings is another line. Else that too can be made a matter of taste, as both large and small numbers are shown. Rhinestones and pearls are among favorites. Bow knots, bird designs and conventionalized pin, clips, bracelets and brooches in sparkling rhinestones and simulated gems are going strong, according to reports.

Of course, the demand for silver rings, necklets and attractive small pins with chain guard in highly polished metals continues. Much heavy-type bracelet and the novelty of the costume style is being shown, together with a number of important parts of milady's costume for the fall, and small jewelry workers are in for a good season.

Wholesalers Look for New Novelty Goods Source

European crisis may end supply of Czech goods — Nipponese wares hit by boycott — chance seen for American-made goods to boom

NEW YORK, Sept. 10.—With war clouds hanging low over Europe, wholesale importers of prize, premium and novelty merchandise are beginning to feel the pinch. As goods now obtain abroad. If Germany should duplicate its efforts that would work against Europe's Slovakian products. If war comes so many that the current of present novelty, the future, the Slovakian-Slovenian boundary is bound to be difficult in comparison with the demand.

When the wholesale merchandise industry transferred its novelty business from Germany to Japan in protest against the Hitler regime it is reported that the corner Germany held on the American market. However, it has been held to a stop by the position that the absence of war is not so strong now as it was last October, will start wholesalers are buying violets of the few coming from the land of the Rising Sun.

Of course, the war in the Far East has affected the supply, especially as regards shipments of metal novelties, for Japan is competing with the United States in making Mexican creations, but they are only a drop in the novelty world. Too the boycott against Japanese wares is not as strong now as it was last October, will start wholesalers are buying violets of the few coming from the land of the Rising Sun.

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THE FALL SEASON is under way with a big push, according to one concern, and to prove it two letters from gentleman and lady operators, of interest.

The first are presented with the opportunity of establishing the world market for novelties and will perhaps, outside.

THE SECOND LETTER is from Conrad Stiehl, Little Rock, Ark., and it is known as the World's Fair insignia on the cut-out board, awarding three watches; it is a World's Fair number which we are now ready to give you an idea of what it is all about. It is a World's Fair number which we believe will be successfully used on boards and is known as the World's Fair Wrapped. Introduced last week, we have already had some nice orders for it. It is a compact watch. By that I mean chain guards in highly polished metals and against the Hitler regime it is reported that the corner Germany held on the American market. However, it has been held to a stop by the position that the absence of war is not as strong now as it was last October, will start wholesalers are buying violets of the few coming from the land of the Rising Sun.

In analyzing returns on a mailing, especially when these returns are poor, one wonders how many operators take into consideration the fact that they may be competing with somebody else. A real reason for the lack of sales is the fact that the amount of glassware, novelties and Christmas tree ornaments continues to attract. Much heavy-type promotion. Less expensive pelts are said to be catching on with bingo operators.

For one thing, manufacturers have brought the price of quality coats down to a much more reasonable figure than formerly. In the second place, since the average woman is unable to pay for unaffordable to women of means.

Start in the East

NEW YORK, Sept. 10.—Once again. men are calling off numbers as they go, and in his view, the season officially opened indoors with the passing of Labor Day. Cool weather now prevails, has done a lot to boost attendance.

Talk around supply houses of the trade indicates that operators are looking forward to a big season. Ope are coming out in large numbers and in good variety of prize merchandise to supply the fact that pleases the hearts of bingo lovers.

All the groups aren't scheduled to open for a week or two, quite a few are already full blast. Attendance to date has been good, with more and more first-time players are trying their luck.

In the electrical appliance, household wares, toys and cocktail sets are being featured. A trend toward quality and better made goods is noted, but emphasis is put on flash on all items used. Houses supplying cards, masterboards and other bingo supplies report a brisk upswing in demand for their products, since many operators are calling off with brand-new equipment.
Big Profit For You In This Electric Shaver

The Fleetwood $1.25 Each
No. 8831349

Wire Your Orders Now!

We have a Full Line of Blankets and Shawls for Immediate Delivery

N. SHURE CO.
200 W. Adams St.
CHICAGO

ELGIN & WALTHAM
223.225 W. Madison St., CHICAGO
ORDER TODAY.

15511 tor.
PACKARD LECTRO SHAVER
Wire Your Orders Now!

A BRAND NEW IDEA IN TICKET GAMES!

IT'S A FACT!

A SMALL JAR STYLE GAME . COMPLETE ON ONE CARD! NEVER BEFORE OFFERED! Operators are ordering and re-ordering because it is soastically DIFFERENT - so much BETTER . . . that it's AN INSTANT HIT wherever shown. Strong Novelties APPEAL. BIG, QUICK PROFITS. EASIEST - TO - SELL deal that Operators are ordering because it is so sensationally BETTER. . . . World's Smallest Game. Ask for Free Sales Kit and Wire or write for complete details and low prices.

EVANS NOVELTY CO.
946 DIVERSEY, CHICAGO, ILL.

IT'S NEW! IT'S SENSATIONAL! ... and Man! What a Money-Maker THE HOWARD PENDULUM ELECTRIC CLOCK

(Crescent Model)

It's here, this magnificent clock for present operators. The only Electric Pendulum Clock guaranteed to be New, novel, different! Glass-talking Beautiful Design. Extra Heavy Weighted Chrome Pendulum. Up-to-Date DESIGN NoVELTY that means SALES! Billing rate is only $12.50 (including all sales charges) and it starts itself. Long-life motor, cutting edge, Self-Cleaning. Amazingly low price, and judging from recent orders announced by C. P. Rumpp & Bro. Clock Co., has already been acclaimed an ideal premium item. Just lets see how something new that will prove a winner.

Key-Jector

A one-hand key case, the Key-Jector, recently announced by C. P. Rumpp & Sons, is one of the newer items getting the attention of prize and premium buyers. A metal projection on each side for Leather Sealines, is so much BETTER.

LEVIN BROS.
TERRE HAUTE, IND.

FUR COAT WORKERS

Secure the Best But Pay Less

This season's parade of furs in the finest stores is afoot. Make your choice of:

Beach Blankets
Glassware
Celluloid Dolls
Camo - Whips
Chromium Goods

FROM

$ 9.00

Send for Your Free Copy
Of Our New 1938
GENERAL CATALOG.

GELLMAN BROS.
119 North Fourth St
MINNEAPOLIS, MINN.

WHILE PEARL PEN & PENCIL COMBINATION AND MIDGET KNIFE DEAL With Push Card.

G. B. NOVELTY MFG. CO.
1551 So. Keckla Ave, Chicago

WHOLESALE MERCHANDISE

The Billboard 55

September 17, 1938

WHOLESALE MERCHANDISE

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WHOLESALE MERCHANDISE

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September 17, 1938
WHO SAID THERE WAS
NO RADIO BUSINESS?

The SILVER "Junior"
has proved otherwise!

$6.95

- IVORY
- WALNUT
- RED

(Red state Extra Charge for Color)

The new 1939 Silver "Junior" is a "handle-\na-\warmin"--only 7" x 3" x 4\r\u2014\r\u20144. The beautiful
bakele cabinet encloses a powerful 4-tube\n\r\u20144. 4 \r\u2014 a strong dynamic speaker assures good
tune. Order a sample right from this ad.
Money back if not satisfied. One year guar-
antee.

SILVER MANUFACTURING CO., Inc.

2868 ELSTON AVENUE • Dept. B-136 • CHICAGO, ILLINOIS

"NO CAT IN THE BAG"
WITH
Zito's DOGS

Here's a quick money-making proposition that
prolifacally-without much investment or loss of
time! Now! America's fastest-selling novelty item
is yours to test!

The first set of 12 unparagonly funny dog et-
chings, size 9 inches x 12 inches, suitable for framing
is ready! Retail for 10c each or $1.00 per dozen.

Convince yourself that this is a money-maker!
Send 50c now and a sample set of 12 of these copy-
righted dog etchings by the world famous artist, Zito.
Zito's etchings have complete sample sets with
price lists will be forwarded immediately. Act now
and order a large grade of money-making Zito agents
and distributors.

P. BROOKS COMPANY, 59 WEST 24TH STREET, NEW YORK, N. Y.

NEW STICKERS
RED, WHITE AND BLUE

Instant Hit With Business Man
Wherever Shown.

Cut is actual size in only one color.
Label printed in

Red, White and Blue.

Sample Price $3.50 a thousand.
Prices in quantities upon request.

AMERICAN LABEL CO.
27 Opera Place, Cincinnati, Ohio.

ELGIN DRY SHAVERS
Nationally Advertised

DISTRIBUTORS:
HUNDREDS OF DOLLARS WEEKLY FOR OPERATORS WHO CONDUCT SPECIAL STORE SALES!
If Your Jobber Can't Supply You Write Direct
ELGIN LABORATORIES
1649 FULTON ST. • CHICAGO, ILL.
World's Largest Manufacturers of DRY SHAVERS and CAMERAS
Thursday night, more than 2,000 tickets were sold for the Royal Christmas Shows on the midway. Friday night crowds milled through the park and the girls turned out to admiration the West Disneyland character, continued to be one of the best realized grandstands.

Heavy rain did not deter fair attenders, and the fairness of the acts, which included the Roxy-Grandstand band furnished the music for the grandstand show and Frolexland.

The Snow White, and the Seven Dwarfs, given it a high rating that augurs well for a rapid climb to popularity in prize running.

Sandwich Grill just brought out by Universal Button Co. figures in fur history. They will not fall apart.

The unexpected pickup in attendance for the last two days caused the only decrease. Total admission Thursday, 1937, 83,000; 1936, 81,000; 1935, 89,000; 1934, 87,000; 1933, 88,000. Attendance came closest this year for the last two days causes the Grand Stand 1928, when 2,029,000 attended. Hue McClellan, manager of the 1936 figures of 1,600,000 are more comprehensive. Good weather marked the first 10 days. Rain last Wednesday caused the only decrease. Thursday and Friday last week were no exceptions.

Exhibitors reported business very satisfactory. While grand-stand figures are not yet available, Charles Ross, manager of the show, said that business has been in several weeks despite some chilly evenings. Saturday gave Frolexland its best day since Labor Day. Midnight was the legal dead line for Athletic Show; McDaniels, wire. The legal dead line for Athletic Show; McDaniels, wire. The legal dead line for Athletic Show; McDaniels, wire.

Hirsch Returns Home

CHICAGO, Sept. 10.—W. R. Hirsch, manager of the Young Ernie company, left Shreveport, stopped off in Chicago for a day and heading for Los Angeles. He had been away from the company for about a month and is said to have fully recovered his health.

LETTER LIST

(Continued from page 53)

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22 YEARS OF BARGAINS and now ... while we are preparing our CATALOG.

268 PAGE CATALOG ask us thousands of questions and company 
and catalog. Be sure to check our 268 pages thoroughly before ordering 

AT OR LOWER PRICES With our guarantee that

"We are Never Underpaid and we Pay Our Own Cost on Scales." Our line consists of popular fast-selling Novelties, Toys, Gag Gifts, Premiums, Sales samples and most unusual stock sales.

PRICES guaranteed always the lowest.

UNIVERSAL WHOLESALESMills Sales Co.

WORLD'S LOWEST PRICED WHOLESALE.

Send in your 25c order NOW for special arrangement 

for UNIVERSAL WHOLESALE.

Mills Sales Co.,

313 N. 12th St., Philadelphia, Pa.

SOCIETY SECURITY machines and DATES

Special security machines and dates. Immediate delivery. 1500 machines. We have the largest stock of machines immediately available in the world. Send for list.

Original patented machines. Immediate delivery. Send for list.

EPSTEIN NOVELTY COMPANY

116 Park Row, New York City.

ELGIN & WALTHAM REBUILT WATCHES $1.75

2 Jewels, 18 Size, 8 in. Engraved, Cal. 11. Send for Price List. Money Back If Not Satisfactory.

Special Offer, FITZGERALD WATCH MATTAL CO., 115 N. Broadway, St. Louis, Mo.


TRANS-FOTO CO.

145 W. 41 St. New York City.

MIDNIGHT BLEND

Big Profit - Fast Seller - Sells Self.

Beware of look-alikes, copycats, etc. Our sizzling hot products are ALL OURS. No one else can sell them. No one else makes them. We are the only factory for all the items you see in our Catalog.

MIDNIGHT BLEND

Big Profit - Fast Seller - Sells Self.

CAUTION — Styles are changing rapidly year in and year out. This Catalog is Four Pages too! See Facts Page 57. One item shown on this page contains 130 individual items, all of which are our best selling items. The prices quoted on this page are subject to change without notice.

Events for 2 Weeks

Big Profits

Placing Our Silent Balancer Weaver's and Monopoly for You at Wholesale Prices. Best Values in All Kinds of Goods. See Facts Page 57.

NO! We are Never Underpaid and we Pay Our Own Cost on Scales. Our line consists of popular fast-selling Novelties, Gag Gifts, Premiums, Sales samples and most unusual stock sales.

PRICES guaranteed always the lowest.

Send us your 25c order NOW for special arrangement

for UNIVERSAL WHOLESALE.

Yale Fair and Races
OCTOBER 5 TO 9; DAY AND NIGHT
YALE, MICH.

THE FAIR SEASON IS ON
We feature our Instantaneous Service. All Orders Shipped Same Day. Shipped.

Gold Crest
$75

PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

KEYSTONE SHOWS WANT
For Hall County Fair, Gainesville, Ga., week September 19 to 24, Shows and Concessions except Bingo and Custard. Address KEYSTONE SHOWS, Spruce Pine, N. C., this week.

BROOKINS'S COMPANIES WANT
To join impresario companies, Circus, Ringling Bros., Barnum & Bailey, and others. For terms write Brunk Bros., 527 N. Fullerton Ave., Chicago, Ill.

GOLD CREST
POPULAR PRIZED PACKAGE
Includes Famous Paris Ringrets, Gold Medal Confections. Our Highest Award. Packed 100_a

Friedman's made same day as ordered. No other naughty.

Send for your COPY OF CONTINENTAL CATALOG

WANT GODEL PERFORMERS
Two Tunnel Players - two Concessionaires. Cannot play Carlisle, good deserted. Will consider all offers. Address Brunk's Companies, 527 N. Fullerton Ave., Chicago, Ill.

STATE FAIR INFORMATION

ILLEGIBLE

TRI-COUNTY INDOOR FAIR
HURRICANE, W. VA.
Begin October 10, and lasts 6 days and nights. Spaces for Ball Games, Blanket Wheels, Picture Gallery, Novelties, etc. Open. Communicate with R. F. FORTH, President.

W. C. KAUS SHOWS, Inc.
WANT for Blackfords, South Bend, Ind.; Rolla, Mo.; Sodalis and legitimate Owners of all kinds. Write W. C. KAUS SHOWS, Inc., Manager, at Westwood, Mo.

SMITH'S GREATER ATLANTIC SHOWS
WANTS FOR THE FOLLOWING BARKS-FIE distinctive Fairs and others to FOLLOW:

October 16: New York County Fair, Farmingdale, L. I., N. Y. October 17: New York County Fair, Farmingdale, L. I., N. Y.

September 17, 1938

The Billboard
C. & B. SALES CO.

Marshall and Isley Bank—3522 W. PIERCE ST.

GENERAL OUTDOOR

WHILE IT LASTS!  
ENTIRE

BANKRUPT

STOCK

OF SUPREME ART NOVELTY CO.

All of the above items are of the highest quality in Figurine Packages. Packed in compartment re-shipping containers.

REG.
15c
NOW
12½c.

"ALICE"
"GENEVA"
"MINNIE"
"CARIOCA"
"MERRY MIDWAY"
"LARGE"
"RAVEN"
"REYNOLDS"
"CIRCUS AND WILD WEST"

Imagine a 50% deposit on all orders (no exceptions). Otherwise your orders will be ignored.

We must insist on a 50% deposit on all orders (no exceptions). Otherwise your orders will be ignored.

We guarantee to make shipments the same day your order is received as long as this stock holds out.

Sorry! We Have No Catalogs, Etc.

IMPORTANT

We have lists and tables on file for all specials. Please write.

ATTENTION CIRCUS AND WILD WEST

CORRIGAMES  
GRIND STORES
SALESBOARDS

HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS.

BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL
GAME NOVELTIES—CANES—SLURF—WRITE FOR CATALOG.

INSURANCE

CIRCOUS, RIDES, RIDES, CARAVAN, CARAVAN

TRUCKS

INSURANCE

CIRCUIS, RIDES, RIDES, CARAVAN, CARAVAN

TRUCKS

INSURANCE

CIRCUIS, RIDES, RIDES, CARAVAN, CARAVAN

TRUCKS

INSURANCE

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TRUCKS

INSURANCE

CIRCUIS, RIDES, RIDES, CARAVAN, CARAVAN

TRUCKS

INSURANCE

CIRCUIS, RIDES, RIDES, CARAVAN, CARAVAN

TRUCKS
IDEAL EXPOSITION SHOWS

NOW HEADING SOUTH FOR ONE OF THE BEST ROUTES OF FAIRS.

Week of September 19
Durham Co. Fair, DURHAM, N. C., Week of September 26
Burlington Co. Fair, Burlington, N. C., Week of October 17
Elks Fair, CONCORD, N. C., Week of October 24
Trade and Labor Fair, CHARLOTTE, N. C.,

Can place Motordrome, Fun House, Illusion Show, Fat Show, Expose Show and Life Show.

CONCESSIONAIRES, ATTENTION—All Concessions open; no exclusive except Corn Game. Will book Wheels, Grind Stores, Photo Gallery, Scallop, Shooting Gallery, Diggers, Soft Drink, Movie, Bowling Alley, Blowers, Fishpond, and will sell exclusive on Novelties.

Write or wire WM. GLICK, Mgr., Week of Sept. 12, Charlottesville, Va.

J. J. PAGE SHOWS WANT FOR FLOYD COUNTY FAIR, Rome, Ga.

ALL NEXT WEEK

Legitimate Concessions of all kind except Corn Game. Business is good in Rome—22 manufacturing plants working day and night.

Want Acts for Side Show. Also Man to take charge of Monkey Show. Also good Man to take charge of Snake Show.

WANT 1 MORE SENSATIONAL AERIAL FREE ACT. Must be reasonable.

Address J. J. PAGE, Mgr., McMinnville, Tenn. Fair, this week; Rome, Ga. Fair, next week.

AURORA, MO., TRICO-COUNTY FAIR

LOCATION OAKLAND

SEPTEMBER 19-23

7 DAYS—NOT SPRINGS, ARK.—7 NIGHTS

SOUTHWESTERN FAIR

WANTS WANTS WANTS

Wants Shows with or without outfits. Wants for Shawneetown, Illinois, Fair—First Week of October 1-28. Write or wire W. M. McMullen, Mogadore, Ohio, for balance of 12 weeks.

To join immediately for balance of 12 weeks. All concessions are open; no exclusive except Corn Game.

GRUBERG'S WORLD'S EXPOSITION SHOWS

Loudonville, N. Y.; Loudonville, N. C., Fair, next week.

WANTED, OCTOPUS

To join immediately for balance of 12 weeks. All concessions are open; no exclusive except Corn Game.

WANTED CONCESSIONS


WANTED CARNIVAL

FOR FALL FESTIVAL, SEPTEMBER 19-24

DIXIE BELLE SHOWS

DALTON, GA., SEPTEMBER 19 TO 24.

WANT for this and other Fall Fairs to follow one or more Concessions, also Loop-o-plane, Good opening for legitimate Grind Stock Concessions. Also two or three Concession Agents, especially for Ball Game. Address C. E. BARFIELD, Mgr., COSMOPOLITAN SHOWS

Dalyton, Tenn., Fair, This Week.

CRESCENT AMUSEMENT CO.

WANTS FOR FOLLOWING FAIRS:


PORTAGEVILLE, MO., THIS WEEK

BARLOW'S SHOWS

Want Side Ride on Merry-Go-Round, Ferris Wheel, Chair-o-Plane and Tent Concessions. Also Concessions. Address Barlow, Mgr., Week of Sept. 19, Portageville, Mo.

AT LIBERTY AFTER OCT. 15

HOLLAY'S FERRIS WHEEL

Wants Shows with or without outfits. Will work for all dates. Address: C. F. HOLLAY, Mgr., Week of Oct. 15, Binghamton, N. Y.

ATLANTIC COASTAL SHOWS


W. S. MALARKEY

Can place Shows and Concessions for Mansfield, Pa.; Venango, Pa.; Girard, Pa.; Youngstown, Ohio; 50 or 60 per cent for Fall shows 24 or 30 days each. Must work for all dates. Address W. S. MALARKEY, Mgr., Week of Oct. 3, Ashtabula, Ohio.

YADKIN COUNTY FAIR

EAST BEND, N. C., SEPTEMBER 29-30.

WANTS WANTS WANTS

Wants Shows with or without outfits.想要 for Shawneetown, Illinois, Fair—First Week of October 1-28. Write or wire W. M. McMullen, Mogadore, Ohio, for balance of 12 weeks.

To join immediately for balance of 12 weeks. All concessions are open; no exclusive except Corn Game.

SCOTT BROS. SHOWS WANT FOR FAIRS

Seven more good old Alabama Fairs. Flat Ride, except Tilt, Side Shows, Stock Concessions. Tom Johnston wants West Alabama Concessions. Address: C. A. BARFIELD, Mgr., COSMOPOLITAN SHOWS

Dalyton, Tenn., Fair, This Week.

AURORA, MO., TRICO-COUNTY FAIR

LOCATION OAKLAND

SEPTEMBER 19-23

7 DAYS—NOT SPRINGS, ARK.—7 NIGHTS

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WANTED, OCTOPUS

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WANTED CONCESSIONS


WANTED CARNIVAL

FOR FALL FESTIVAL, SEPTEMBER 19-24

DIXIE BELLE SHOWS

DALTON, GA., SEPTEMBER 19 TO 24.

WANT for this and other Fall Fairs to follow one or more Concessions, also Loop-o-plane, Good opening for legitimate Grind Stock Concessions. Also two or three Concession Agents, especially for Ball Game. Address C. E. BARFIELD, Mgr., COSMOPOLITAN SHOWS

Dalyton, Tenn., Fair, This Week.
GREAT DANUBY FAIR

OCTOBER 1 TO 8
EIGHT DAYS—TWO SATURDAYS AND SUNDAY
BIG SATURDAY—CHILDREN'S DAY

WANT few more first-class Shows. Nothing too big for this Fair, as we cater to largest crowd in the East. Address

GEORGE W. TRAVER, Danbury Fair, Danbury, Conn.

DEE LANG'S FAMOUS SHOWS

Can Place For Balance Of Season—Out Until December 1

CONCESSIONS—Legitimate or Quack, for Shows that will place. Show Rides or Grill Wanted. CAN PLACE HIGH-CLASS COOK HOUSE AT ONCE. Contractor's Night is right parties.

RIDE HELP

FREE ACTS

WANT All Kinds of Independent Concessions

SHOWS

Several Openers or Can Place For Balance Of Season - Out Until December 1

DEE LANG'S FAMOUS SHOWS

WANTED-Rides, Shows, Bingo, Eats and legitimate Concessions of all kinds.

Close in November.

one more Free Act.

FREE ACTS

ing for Kiddie Ride and Octopus. Nerd experienced Ride Men of all kinds.

Will sell exclusive on Corn Game, Photo; and Diggers. Will book Shows of all kinds.

Oct. 17.

Week of Sept. 26; St. Tammany Parish Fair, Covington, Week of Oct. 3; Avoyelles Parish Fair, Marksville, Week of Oct. 10; Vermilion Parish Fair, Abbeville, Week of Oct. 17; Quarter Horse. Will book Rides, Concessions, and Tent Shows. With 30.V. We arc selling Game Space for New Jersey State Fair, Trenton, N. J., to follow.

CETLIN & WILSON SHOWS, INC.

ENDY BROS. SHOWS, Inc.

— WANT —

Monkey Show, Fun House, Ball Games, Pitch-To-Win, Short Range, Penny Arcade, Cook House open. All Concessions open. Seven more Fairs, than Funland Park, Miami. Will book for Great Grats Fair, week September 19. Merry-Go-Round, Kiddie Autos, Concessions all open. Answer to Doylestown Fair, this week. Raleigh, N. C., follows Doylestown.

GROVES GREATER SHOWS

STUTTGART, ARK., THIS WEEK: MEMPHIS TRI-STATE COLORED FAIR, SEPT. 19-24;

HELENA, ARK., FAIR, SEPT. 26-30; OCT. 1: BATESVILLE, ARK., FAIR, OCT. 3-8.

Can place Shows with own outfit, Loop-O-Plane, Loop-the-Loop or any Flat Ride; Legitimate Concessions of all kinds; Cork Gallery, Diggers, Snow Balls, Cotton Candy, Candy Apples, Taffy Candy. Will book Rides and Concessions anytime.

This Show stays out till Christmas. All address ED GROVES, Stuttgart this week, or per route.

CLYDE'S UNITED SHOWS WANT


GEORGE C. SMITH, Manager.

SALEM COUNTY FREE FAIR

Woodstown, N. J., Week September 19.

Want legitimate Concessions of all kinds, also Eating and Drinking Stands. We are now selling Game Space for New Jersey State Fair, Trenton, N. J., to follow.

CETLIN & WILSON SHOWS, INC.

Want All Kinds of Independent Concessions and Novelties.

October 1 to 7—Downtown.

WAKEUGAN FESTIVAL FAIR, WAKEUGAN, ILL.

WANTED CONCESSIONS AND SHOWS

FOR LONG SEASON SOUTH—OUT UNTIL THANKSGIVING.

Legitimate Concessions, ten dollars per week. Want General Agent who knows the South. Banner Wire, Grove, Tent Shows, Concessions, selling Banner to famous Acts in South. Have Acts to follow, out until Thanksgiving. All acts must be self-contained.

AL. G. HODGE SHOWS

IN CEDAR FALLS, I A., THIS WEEK.

ELKLAND, PA., FIREMEN'S CELEBRATION

WEEK SEPTEMBER 26-OCTOBER 1

First Show in Eight Years—Largest Tamany in the World Working Full Time—Big Pay Day Week.

WANTED—Rides, Shows, Bingo, Eats and legitimate Concessions of all kinds, Write MICKEY PERCELL, Box 174, or wire care Western Union, Elmira, N.Y.

WANT SHOWS

Littlejohn Fair Circuit

BOOKING INDEPENDENT


CURTIS L. BOCKUS, Hotel Proctor, Greenville, N. C., until September 24; then Hotel Jefferson, Key West, Fla.

KEY WEST, FLORIDA WANTS

FOR OPENING, NOVEMBER 1, AND ALL WINTER

Rides, Shows and legitimate Concessions of all kinds. Can place Cook House, Eddie Maddigan, wire. Will sell exclusive Stock Wheel to responsible party. Sam Seiner and Sammy Applebaum, wire. New U. S. Highway now open. Over a million tourists will visit Key West this winter and this is the only amusement park to operate in the city. Senatorial Free Acts, send open time and lowest salary. We change acts every week. Looping Nixes, Bendeno and Mary Saunders, wire. Address CURTIS L. BOCKUS, Hotel Proctor, Greenville, N. C., until September 24; then Hotel Jefferson, Key West, Fla.

7 FAIRS—READING'S SHOWS—7 FAIRS


No Girl Shows.

This week's Smart-Set is coming to Santa Fe this week. Jackson, Tenn., Fair next.

W. S. WILLIAMS, Mrp. Sports, Tenn.
FACTORIES

After Labor Day the trade looks expectantly for every sign of a pick-up in business, for any new hopes and for the new machines that may be announced by manufacturers. A survey of the assets and liabilities of the industry at this time would require superhuman insight into conditions. Perhaps the easiest way to put it is to say, as many do, that the trade awaits a new machine that will "revolutionize" the industry.

The immediate need of the trade seems to be to maintain the efficiency of its manufacturing industry.

Whatever the operating fraternity may think of manufacturers as a rule, the fact still remains that an efficient manufacturing industry is necessary in order to have an operating business. Much depends upon having good machines appear at regular intervals. Much depends upon the work of developing successful ideas in machines.

Manufacturers, of course, should welcome the criticism of operators—which implies that they are also able to take it. There was a time when the operators' meetings at the annual convention were mostly occasions for "cussing" the manufacturers—and the manufacturers groaning too much about it. It would be good psychology to provide operators some medium of criticism—either at the conventions or thru the trade press.

But the fact still remains that the immediate concern of the trade is to maintain the efficiency of its manufacturing industry.

Some will say the way to do that is to let them build machines which will make money for the operator. That may be true, but you or I placed at the head of a factory would probably face a worse predicament than those who now manage factories. Some will say there are too many factories making coin machines. That may be true, but there are also too many operators, too many doctors, too many editors, too many stores—too many people for the same job.

The trade must face the fact that what we know as "closed territory" still puts heavy limitations upon the business as a whole—and our factories today need volume outlets. Ahead of us is another legislative year in which many State legislatures meet, and a flood of bills relating to coin machines may be expected. Most of these may be tax bills which will give some promise of letting machines operate—albeit bearing a high tax. Many operators will be glad to accept such an arrangement if they can have some assurance their machines won't be molested after the tax is paid.

A united industry would have model bills ready to promote in each State or city which would represent the best interests of the trade. But in a divided industry most of the bills promoted will be to gain some special advantage over the other fellow. Many of the usual "racket" bills will also appear and manufacturers will be asked to help raise funds for the "pay-off." There are signs in some places that officials are learning that the industry does not have the money for big "contributions." Maybe 1939 will be better.

Licensing games in many States and cities would be a decided tonic to the manufacturing industry. The rush of operators to any State that happens to license games indicates that operators still feel they can make money in the games business if they get a chance to place machines.

One of the chief difficulties in the coin machine manufacturing industry seems to be that the factories are now industrial plants and have become a part of the industrial system. The men whom we knew in 1930 as operators of small machine shops are today heads of industrial plants. They not only have problems of factory management to consider but are also subject to all the propaganda schemes to which business men are subject today. Instead of developing and building machines, manufacturers are subjected to increasing pressure in the political field. Business men in our industry today are suffering from a case of bad psychology just as business men in all other industries are.

The whole generation of manufacturers, distributors and operators that make up the coin machine industry is still suffering from the "big money" days, a disease that affects most people in other lines of business. They say there is no hope for the man who has once tasted "big money," and that the country must await the rise of a new generation of Americans with new hope and content to make a decent living.

In The Billboard, January 30, 1937, on this page I wrote "a guess that the most significant thing about the coin machine manufacturing industry during 1937 is likely to be the expansion of well-known firms into manufacturing fields other than that of coin-operated machines. What with firms already venturing in the fields of refrigeration, motors, air-conditioning, novelties, furniture, etc., another year may see many such ventures into new fields as supplementary to coin machine lines."

But these ventures into supplementary lines have brought our factories into competition in industries that are already overcrowded. Our factories need such supplementary lines to fill in between successful machines, but competition in such fields would require sales organizations that our factories do not have. Factories in other industries are all looking for the same fill-in idea.

Thru the trials and tests the factories are undergoing one cannot help wishing that these factories could maintain a full staff of employees because the industry stands to win good will by giving employment. Factories with a bare force in the plant are not a good advertisement. Operators should be as much concerned about the success of the factories, and full employment in them, as those who manage them are.

In the matter of employment it is also important that all firms in the business maintain exemplary labor conditions. The friendship and support of labor would mean much under adverse legislative attacks. It should be noted that organized labor came boldly to the defense of the bookies in Chicago during a recent attack. Labor will strongly support taverns and liquor locations against reform attacks. It should be noted that in a Gallup poll 77 per cent of the people on relief voted wet. An industry that depends on liberal sentiment should take these facts to heart.

Much depends on our factories, divided as they are against themselves. It is not enough to wait hopefully for the machine that will "revolutionize" the industry, but everybody in the trade must help to boost the factories.
**30th run of KEENEY'S TRACK TIME now in production**

"The game that will always be good!"

**TRIPLE ENTRY**

- Introduced July 1st
- New on its 4th run

- KEENEY & COMPANY
- "The House that Jack Built"
- CHICAGO

**NEW REELS**

The Amazing New Job Game That Keeps Getting New Sales Records

Takes In 2520 Tickets @ 5c

- Light Reels: $12.50
- Heavyweight Reels: $16.50
- Bally Reserve Reels: $27.50
- Other Reels: $13.00

- Card Playing Reels: $14.50
- Tee Playing Reels: $4.50
- Counter Reels: $14.50
- Rum Reels: $14.50

- **Takes In 2520 Tickets @ 5c**
- **Light Reels**
  - Bally Basket Ball: $12.50
  - Bally Track Meet: $14.50
  - Bally Baseball: $18.50
  - Bally Home Stretch: $11.50
  - Bally Auto Derby: $12.50
  - Bally Hockey: $7.50
  - Bally Basketball: $11.50

- **Heavyweight Reels**
  - Rosen's Baseball: $14.50
  - Rosen's Basketball: $14.50
  - Rosen's Baseball: $22.00
  - Rosen's Basketball: $22.00

- **Tee Playing Reels**
  - Bally Reserve: $18.50
  - Bally Reserve: $18.50
  - Bally Reserve: $8.50

- **Counter Reels**
  - Bally Reservation Ticket: $5.50
  - Bally Reservation Ticket: $5.50

- **Rum Reels**
  - Bally Reservation Ticket: $5.50

**AMUSEMENT MACHINES**

The Billboard

**TOPPER**

- $6.95 each

**SAMPLES**

- $6.75 each

**VENDS EVERYTHING**

- LIGHTER GOOD REELS
- MANY OTHER GOOD REELS
- Write for Low Quantity Prices

**NEW ORLEANS**

**NEW ORLEANS, Sept. 10.—** With a sharp increase in play in the past two weeks, the Sport Center, New Orleans' downtown playland, has been forced to add machines. The selection of the Missouri Pacific Lines pleased the San Antonio boys fine as it affords them an opportunity to go straight thru from San Antonio to Dallas. A large number of tapes are expected to make the trip this year.

**San Antonio**

**San Antonio, Sept. 10.—** Operating conditions are fair in the Alamo City. We are told that many new machines are now being purchased. To date, all amusement games have shown a slight increase in receipts during the past month. Late summer tourists are now crowding the various locations and this always brings up the play on machines of all types.

**Bates Member of Groetchen Staff**

CHICAGO, Sept. 10.—O. Bates, for many years known to the amusement games industry, has joined the Groetchen Tool Co., here as a sales representative. Bates is already on the job and says he is pleased with the growing sales of the Groetchen machines. Bates was recently sales manager of the Baker Novelties and Mfg. Co., and has operated many places that had a long experience in the trade with Callie in St. Louis, with tents in Detroit, and perhaps in Chicago. He says that he really entered the coin machine industry by operating in the past few months due to the overwhelming exertion of the new Groetchen machines for which the Groetchen firm has an enviable reputation. They will also market a skilled devise at an early date, it is said.

Richard Groetchen, head of the firm, sailed for an extended trip to Europe this week. When asked the purpose of his trip members of the firm said he was on a diplomatic mission with an obvious purpose of which is to unite Hitler and the Tocqueville in some way to bring about a preponderance in favor of the people of Europe. Which in plain English means that he sailed with his bride on their honeymoon.

**Three Judges May Hear Games Case**

JACKSONVILLE, Fla., Sept. 10.—While the slot machines trade watched the decision of the Florida Supreme Court on pinball games, following a hearing in Tallahassee on September 6 (see story elsewhere in this issue), Federal Judge Bechtol has been stricken in U. S. District Court here, September 9, that he would not have three-Judge Federal Court later to pass on the question of whether the Senate (Jack) Bechtol of Daytona Beach, should be heard by three Judges.

Bechtol has challenged the validity of a section of the 1937 State law which required a 1935 law licensing slot machines, and which officials are now trying to apply to the banning of pinball games. Bechtol recently obtained a temporary injunction which has already been spending the decision of the State Supreme Court on pinball games. The State Supreme Court will decide whether pinball games are gambling devices as per the 1937 repeal law.

**Test Worth**

PT. WORTH, Tex., Sept. 10.—Jar deals are again being operated by PT. Worth ops. For a while the crammed downtown business crowd of little jar deals are appearing everywhere.

Ops were busy during Labor Day, as the town was filled with visitors who kept the machines going at top speed all day. Photographs proved their biggest day since many moons, and amusement games showed heavy barrel box receipts. Vendors were emptied of their loads of merchandise as the jars and amuse were in for their part of the day's spending spree.

PT. Worth will soon add more parking machines to its already large stock of meters. Several new meters have been added to downtown business. Rights In this manner, the business has increased and in January the city will have its second storey, being repaired.

**San Antonio**

SAN ANTONIO, Sept. 10.—Operating conditions are fair in the Alamo City. We are told that many new machines are now being purchased. To date, all amusement games have shown a slight increase in receipts during the past month. Late summer tourists are now crowding the various locations and this always brings up the play on machines of all types.

H. B. Bogart, formerly of Abilene, has moved into the city and is set up in business at 115 Natesen street.

Bogart is one of the pioneer columnists of Texas, having started operating way back when. He at one time manufactured pin games in Dallas; in fact, it was Bogart that manufactured the first pin games operated in the Dallas territory. This was back in 1931 and just as the midget pool tables were making their exit.

San Antonio operators will join the Texas delegation at Longview Junction and make the trip to the coin machine downtown. The selection of the Missouri Pacific Lines pleased the San Antonio boys fine as it affords them an opportunity to go straight thru from San Antonio to Dallas. A large number of tapes are expected to make the trip this year.

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New Jersey Disc List

ABURRY, F. J., Sept. 10—In his regular list this week Ruben Lewis, Jersey shore disc distributor, puts five titles that are moving steadily up the ladder, the numbers going strong. His picks are as follows:

Going strong: A-Tisket A-Tasket, Stompin' at the Savoy; Four Aces, Going To the Chapel; Bush, Says My Heart; Music, Maestro, Please; Stop Beatin' Round the Mulberry Bush.

On the way up Mr. Lewis puts Lambeth Walk, I've Got a Pocketful of Sunshine (both on Decca) and Juke Box Must Go, I Go to My Head and Don't Cross Your Fingers.

Music Industry Notes

"Tu-Li" In Jump To Share No. 2 Slot With "Pocketful"

By DANIEL RICHMAN

NEW YORK, Sept. 10.—After hanging around the edges of hitdom for several weeks Tu-Li Tulp Time, successor to Fly-By-Flin by the same writer, at last makes a good showing, and the charts face a major change.

The details of the equipment are as yet somewhat of a mystery, but the printer announces that the business will soon be made to the trade.

Sheet-Music Leaders (For Week Ending September 10)

Sales of music by the Maurice Bishop and Music, Inc., are not included, due to the exclusive selling arrangement with a number of publishers. Acknowledgments are made to Maurice Bishop and Music, Inc., and Ashley Music Supply Co., of New York City; by W. M. Fisher, Humdinger Music Co., and Western Book and Stationery Co., of St. Louis, Mo.

1. Fly-By-Flin
2. A-Tisket, A-Tasket
3. Alexander's Ragtime Band
4. I've Got a Pocketful of Dreams
5. Now It Can Be Told
6. I'm Gonna Lock My Heart
7. You Go to My Head
8. I'm Gonna Lock My Heart
9. Stop Beatin' Round the Mulberry Bush
10. Change Partners
11. I'm On My Way
12. Small Fry
13. I've Got a Date With a Dream
14. Stop Beatin' Round the Mulberry Bush
15. Garden of the Moon

The Billboard

AMUSEMENT MACHINES (MUSIC SECTION)

September 17, 1938

Bill Bolles Back on Job

NORTH TONAWANDA, N. Y., Sept. 10.—Everyone in the automatic music business will be glad to hear that William P. Bolles, general credits and collections manager of the Rudolph Wurlitzer Co., is back at his desk after four weeks of enforced idleness due to an unusual injury.

Shortly after the end of last month's Coast-to-Coast tour of Wurlitzer officials in various parts of the country, Bolles was spending the weekend at his home in the Lake Erie section.

An unusual injury occurred during the entertainment of his friends, one of whom, a Junior technician in the Osaka (Japan) Sapphire Phone Firms, stated, "has shown tremendous interest in the fact that the Walco needles feature a genuine sapphire point. The fact talks with prominent opes here and reports of tests conducted by leading phonograph firms it looks as tho the Walco needle will prove to be one of the greatest advances in the industry." Another point also added was: "What is amazing in itself," he continued, "is the interest they are manifesting in this needle. To me it is like hearing the operators say-Why, With the Walco we are bringing something entirely new to the industry—a point so hard and durable that diamond dust and carbide may be nonexistent. Our sapphire point, filtered thru the sapphire is going to please everyone. The fact that no additional need will be set the Walco needle plus all the other features put it on top within the next 30 days."

Music Idea Joins Two Oldtimers

CHICAGO, Sept. 10.—A new device for phonograph operators in the National Distributing Co., this organization has been formed by Leonard A. Johnson and F. D. Johnson, both well known in national distributing circles and have been associated with the phonograph manufacturing industry. Their new company is now in business and their announcement will be awaited with interest.

An interesting feature of this new phono firm reports, they will distribute a device which they claim "will be of great assistance to operators—a device which will make it possible for them to get more for phonograph records from the scrap heap to make big earnings.

The details of the equipment are as yet somewhat of a mystery, but the printer announces that the business will soon be made to the trade.
music and thus inspired many persons to purchase records in their own home for use. Other electron shops also declare sales of discs to be highest in years, classical stuff appearing on the market and is sold with the music business.
AMUSEMENT MACHINES (MUSIC SECTION)

September 17, 1938

Patents and Inventions

By Ken C. Shivers

Patents are issued once every week by the Patent Office in Washington, D.C. Searches are made of all coin-operated devices and parts thereof, also an outdoor ride or such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued and enable manufacturers and inventors to get together on a commercial basis and the general knowledge of those interested. Without inventions and new blood no industry can go forward.


Claim 1—In a device of the character shown and described, a pair of relatively slidable frame members each having a pair of angularly disposed legs adapted to be adjusted to define quadrilaterals of varying sizes, said frame members each having a recessed portion at the juncture of the legs thereof, a rod slidably associated with the recessed portion and a pointer attachable on the rod and having its axis extending at right angles to the axis of the rod.


Claim 1—A game apparatus comprising a missile, mechanism operable by means involved in the operation of the game apparatus, a manual control, said manual control comprising a pair of ball retaining members positioned side by side and tilted in opposite directions, a plurality of balls normally distributed in said apparatus operable by the manual control, and wherein said signaling devices operatively controlled by manual control for transmitting balls transferred as aforesaid one at a time back to the said retained member from which they were delivered.


Claim 1—Game apparatus having an indicator means including a plurality of indicators, means for operating said indicator means in accordance with the occurrence of a hit, and wherein said indicator means includes a plurality of signals indicating means, each signal indicating means including a plurality of different signals, said signals indicating means including a plurality of individually operable separate units operable and associated in combination, said separate units and said indicator means operable according as a different one of said separate units is operated.


Claim 1—In a game the kind wherein there is a target comprising a bank of missiles such as a rolled paper, signaling means including a plurality of individually operable separate units, each signal indicating means when operated, determining an operator number of said separate units and said indicator means operable according as a different one of said separate units is operated.


Claim 1—A cigarette machine comprising a casing for a collection of tobacco, a delivery chute connected to said casing, and a delivery chute connected to said casing.
KANSAS CITY, Mo., Sept. 10.—City officials and the city council are prepared to pass the 2-cent occupational tax on the sale of a pack of cigarettes and the city will put it into effect on September 15. Legality of the tax, however, will probably be tested immediately.

The tax is expected to be based on a clause of the Missouri sales tax law which reads: "No city, town or village, whether organized by general law or by special charter, shall, either directly or indirectly, levy, impose or collect any tax upon the sale of, or charge for any tangible property taxed by the state under the provisions of this act, or upon the sale of or charge for any service or other thing taxed by the state under the provisions of this act."

"Tax's type of tax produces buyers' strikes and it will drive people outside the city to buy cigarettes. Naturally this will also wipe out other things," said James A. Aylward, who represented the Tobacco Merchants' Association of the U. S. capital at the hearings, according to Ayward, pronounced the tax "obnoxious and illegal." He issued a bulletin stating that "when one crosses the city border to obtain a carton of cigarettes to save the tax it likely will bring with him several dollars worth of other sundries usually handled in stores where cigarettes are sold at 2 cents, and thereby, indirectly, injure upon the business of dealers located in the city market area." Aylward authorized authorities on both subjects will appear before the trade gathering to explain the full significance, "especially as they relate to the candy business, of the two new laws."

It was announced that a combined meeting of the board of directors and the Candy Standards Committee of the association will also be held at the Palmer House on September 25.

Many Locations Available—Bond

BOSTON, Sept. 10.—David S. Bond, president of the Trumic Coin Machine Co., manufacturer of Blackie venders, gives the trade a tip on plantings equipment. Companies in the territory offered by railroad stations and bus terminals have been utilized by operators. Airports should be considered the largest, the growth in transportation is greater than it is likely to be.

"The waiting rooms of airports are filled with people, who like to nibble on small portions of bulk or take something onto the plane with them." Bond suggested could be made available to administrative offices for official use at the various locations.

"Millions of people and millions of dollars will pass thru the gates of the New York's World's Fair and the San Francisco Fair," he continued. "These two functions should prove to be a gold mine for many operators who can locate. There are innumerable smaller fairs, circuses, rodeos, sporting events, etc., throughout the country which can stand the vending machine without impairing the business of the candy concessions.

"A good look for good business this fall. The season will bring with it other opportunities for new and lucrative locations. The football turns will click out the millions of customers. Candy, ball and hockey will get their share. The winter sports season looks strong. The movie halloween look is good for business and Christmas business will follow."

Candymen To Talk On Food, Drug Act

CHICAGO, Sept. 10.—A meeting of the candy manufacturing industry for a discussion of a Fair Labor Standards Act and the new Foods and Drugs law has been called for September 23 and 24 at the Palmer House, Chicago, by the board of directors of the National Confectioners' Association here.

Cigars Off in 7-Month Period Against 1937 Mark

WASHINGTON, Sept. 10.—The total of domestic and imported cigars withdrawn for consumption during the first seven months of the current year amounted to 2,904,877,489, according to a report of the Department of Interior Revenue. This is compared with 3,139,619,387 withdrawn during the similar period of last year, a decrease of 251,761,58, or 7.93 per cent.

Tobacco Dividends Drop

NEW YORK, Sept. 10.—Dividends declared during the month of August by tobacco manufacturers listed on the New York Stock Exchange amounted to $4,231,104. In August, 1937, they totaled $1,601,893.

'NEW YORK, Sept. 9.—American Tobacco Co. also had larger volume, while new life was breathed into the 10-cent cigarettes by the general letdown in business activity. With no accurate figures for all of the cigarettes, it is probable that the gains for companies which are ahead were well over $500,000,000.

With this entry this year in the 10-cent field in its new sensation cigaret, P. J. B. has been working off its list of the 10-cent cigaret list. This would mean a loss for all other producers of at least 1,755,000,000.

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AMUSEMENT MACHINES (MERCHANDISE SECTION)  
September 17, 1938

CHANGEMASTER  
AN AMAZING NEW PRACTICAL – PROFITABLE COIN OPERATOR UNIT!  
Built as a change fixture—performs all change in one location!  
Flashing "Thank You" sign when coin is acceptably color.  
Ask your jobber for a demonstration.  
Order Samples Today.  
F. O. B. CHICAGO  
$29.75  
1-3 Dep., Cal. C. O. D.  
Jobbers—Distributors  
Write for Quantity Prices  
Exclusive and Territory Arrangements  
MONARCH COIN MACHINE COMPANY  
1731 BELMONT AVE., CHICAGO  

PEANUT & GUM VENDING MACHINES  
New, Direct From Factory  
Only $2.40 and up  
Write for Full Information Today.  
5/8 Ball Gum at Low Price.  
Torr 2047-A 50/68  
PHILA.  

Candy Shows  
An editorial reprinted from The Confectionery and Ice Cream World (New York), September 2, 1938.  
The first Chicago Candy Show, which last week drew 25,000 visitors in three days, is the largest trade promotion for 13 years, and at times it seemed that some exhibitors were losing sight of the idea of promoting a product.  

Al Cohen Opens Distrib Offices  

NEWARK, N. J., Sept. 10.—Al Cohen, owner of the celebrated Al Cohen Sales, B. Chamberlain NCA head, and Otto Schnering, director of the current campaign to promote themselves emphatically on phalanges of the candy business for the edification of the hundreds of retailers and jobbers present at the show.  

Detroit and St. Louis will follow with more similar shows this fall, perhaps not so elaborate a scale, but nevertheless exhibits that should prove stimulating to the trade in their respective localities.  

The idea should be thoroughly explored by the industry in other cities.

Epstein Reports On Perfume Bar  
NEW YORK, Sept. 10.—Charley Epstein, president of the Perfume Bar, perfumes merchandising reports checking on all the machines shipped to date and has discovered that the Perfume Bar is one of the most consistent profit makers in the business.  

"Week in and week out the Perfume Bar brings a steady profit to the operateur has come back to the machine for more," Epstein stated.  

Cigarette Merchandisers’ Association  
Address Communications to Maynard Reuter, 1664 Broadway, New York City.
Florida High Court To
Pass on Pinball Appeal

Aftermath of slot license repeal in 1937—other cases pending in State—court is to decide if slot repeal also banned pinball games.

TALLAHASSEE, Fla., Sept. 10.—The aftermath of the Florida slot machine license law (passed in 1935 and repealed by the Legislature in 1937) has many interesting facts in the case. The slot machine license law was repealed due to the lobbying pressure of church and reform groups, racing and bolita, license law (passed in 1935 and repealed by the Legislature in 1937) has many interesting facts in its wake. The slot machine license law was repealed in 1937.

During the hearing before the Supreme Court the chief justice suggested that the pinball games might be compared to horseshoe pitching and that wages might be made on sheets. The legislature would have no right, he added, to outlaw the pinball games unless the supreme court made a temporary injunction to stop the games after a temporary injunction had been ordered.

The case involves a request from one of the girl models asking that one of its girl models become the "Marriage de Guerre" or "Guardian Angel." The Spanish soldier had seen her picture, a stock advertising photo taken on the Photomatic machine, and had asked that they exchange him with the name and address of the girl.

"I shall thank you sincerely," said the Spaniard, "to carry out my wish, and in taking of my gratitude more to interest my father in your Photomatic business, so send me also some of your catalogues."

International Mutoscope-Reel officials were amazed at the request. They were pleased, however, that a photo taken on the Photomatic would be ordered by the soldier. They regarded it as a tribute to the fineness of the pictures taken by the machine, which is operated.

The Spanish lad, in closing his letter, remarked, "Perhaps this will all seem unusual and strange to you, but rest assured that it is very Spanish."

The officials did insist that strange and unusual but were flattering by the attention paid to the machine. The letter was received in the original Spanish and an interpreter had to be called in to translate the writing so that officials could read the strange phrase.

Taklesen Returns From Long Trip

NEW YORK, Sept. 10.—Leon Taklesen is back in his office after making a trip to Hollywood and has all letters of leading phone centers in Cleveland, Pittsburgh, New York, Boston, Rochester, Albany, Utica, Philadelphia, Baltimore, Washington, and Chicago.

"Everywhere I went," Taklesen reports, "the operators knew of the very unusual that we have been featuring. There is no doubt in our minds now that we have been instrumental in getting started a number of good phone operations. We made it our business to keep in touch with the operators buying equipment from us, and this trip was one of the most successful that we ever made. The future looks bright for phone men. Everywhere I went the future was optimistic about the season just ahead.

Spanish Soldier

In Unusual Request

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In Unusual Request

NEW YORK, Sept. 10.—International Mutoscope-Reel Co., Inc., has received an unusual request from a Spanish soldier, one of its girl models, that she become his "Marriage de Guerre" or "Guardian Angel." The Spanish soldier had seen her picture, a stock advertising photo taken on the Photomatic machine, and had asked that they exchange him with the name and address of the girl.

"I shall thank you sincerely," said the Spaniard, "to carry out my wish, and in taking of my gratitude more to interest my father in your Photomatic business, so send me also some of your catalogues."

International Mutoscope-Reel officials were amazed at the request. They were pleased, however, that a photo taken on the Photomatic would be ordered by the soldier. They regarded it as a tribute to the fineness of the pictures taken by the machine, which is operated.

The Spanish lad, in closing his letter, remarked, "Perhaps this will all seem unusual and strange to you, but rest assured that it is very Spanish."

The officials did insist that strange and unusual but were flattering by the attention paid to the machine. The letter was received in the original Spanish and an interpreter had to be called in to translate the writing so that officials could read the strange phrase.
Modern Vending Is Redecorating

NEW YORK, Sept. 10.—Net Cohn, of Modern Vending Co., is making preparations to redecorate his showroom for the fall season. The offices of Modern Vending Co. have always been considered one of the best in the field by all. Cohn claims that the new piano keyboard Wurlitzer phonograph deserves a place in every setting. It has been delivered to him in a royal blue shade and the ceiling painted canary yellow. A new platform and flashy colored curt-out of the Wurlitzer trademark have been ordered. The Model 500 phonograph will be set artistically on the platform to attract the attention of all visitors.

Cohn says, "The Model 500, with the piano keyboard, is becoming more popular with phonograph owners here and we believe ourselves it is the most modern machine ever built. Although business has been very good throughout the entire summer, we are contemplating a fall campaign and expect our sales to exceed all other years."

Bremerton Installs Parking Meters

BREMERTON, Wash., Sept. 10.—Bremerton, "The Navy Yard city of Puget Sound," has 300 parking meters installed soon. An ordinance was approved by the city council providing for the purchase and installation of the meters by the Northwest Traffic Control Co. They are to be installed on a six-month trial basis. The company promised to remove them if the public requests the change if the meters prove to be unsatisfactory.

Following the quick passage of the order the Miller Meter Co. asked permission to install 10 parking meters of another type on the city streets at a rental of $1. The company prepositioned that the big order had taken them by surprise, therefore the request was handled to give Bremertonians a chance to view the merits of other types of meters, etc.

Bremerton is the site of the big Navy Yard being constructed by the federal government.

Pegler Interprets Gambling Figures

NEW YORK, Sept. 10.—Westbrook Pegler, noted columnist, delivered one of his daily installments this week that deals with the nationalized figures of the gambling business usually quoted are wild guesses. The policy makers of the anti-gambling crusade and proof offered at the Hines trial shows clearly how wild guesses about gambling turnover gets started.

Pegler then went on to say that the government, attention recently to gathering the few authentic facts that can be had as a basis of actual money spent in gambling enterprises, and he says that in all cases there is evidence of wild guessing in the figures usually given to the public.

For some reason, however, Pegler seems to insist that slot machines take in $250,000,000. Federal agents' checks on licensed slot machines in Florida may bear out the facts of slot machine earnings.

Coin Men Back From European Jaunts

NEW YORK, Sept. 10.—Back from Europe coin Sam Gensburg, of Chicago Coin Machine Mfg. Co., and family and Mr. and Mrs. Harry Hoppe, of Exhibit Supply, Gensburg reported that he enjoyed his trip thoroughly. He and his family toured England, France, Switzerland and Italy.

Robbins Offers Reward for Ideas

BROOKLYN, Sept. 10.—Says Dave Robbins, head of the company bearing his name which is located in Brooklyn.

"Since introducing Bingo, the new coin 1-cent skill game, we have been flooded with orders that we have decided to go into production on other low-priced counter games."

"We are therefore announcing that we will pay $100 for new accepted ideas in games that will fit the same size cabinet as Bingo. The game must depend on the skill element, as it is our purpose to build legal games only."

"It is not necessary to order a Bingo game to enter this contest, although it might be a good idea from the standpoint of having a good understanding of the construction and size of the Bingo game."

"Actual working models need not be submitted as a sketch with full details will be sufficient. This contest is for 90 days only and the winner or winners will get full publicity to the trade."

"Coin Men Back From European Jaunts."

"Modern Vending is Redecorating."

"Prices Slashed."

"Operators are happy you are pleased with EXHIBIT'S REVIEW."

"EXHIBIT'S BUTTONS NOW READY."

"Big Response to Sales, Says Calcutt."

"Payetteville, N. C., Sept. 10.—All activity at Venco, according to Joe Calcutt, president of the firm, "Judging by the size of our "All Call" campaign," Calcutt revealed, "it looks like we have sales in all parts of the country. Orders are coming in from foreign lands, too, as the news of this big sale reaches the ears ofامل in those faraway lands."

"Our point is that he is featuring all kinds of both new and used machines in this sale of his and that sales to date indicate we are looking forward to an active season."

"Robbins Offers Reward for Ideas."

"September 17, 1938."

"NOW GOING AT POPULAR PRICES."

"Modern Vending Is Redecorating."
MODERN STYLING of the latest Model Columbus Jackpot Bell focuses player attention immediately on the smart-looking, fast-playing Bell.

Much larger profits are earned by Columbus, because it will operate with Dimes and Quarters, change from nickel to other coins quickly.

Completely rebuilt, entirely silent in operation.

SATISFACTION GUARANTEED or money refunded.

GROECHTEL TECOL CO.
120 N. UNION ST. CHICAGO

Attention Foreign Beverages.

COLUMBIA is built to handle most foreign coins: send sample coins with your inquiry.

UNIVERSAL

Designed to operate with maximum coins accepted.

A Full Line of Slot Machines to suit all requirements.

$6.95

Special Introductory Offer

1 Unit Test Each
10 Cents, cash
All for $85.50
Send for circular and any terms.

Facotary Distributor

TORR 2047A-SO. 65
PHILA., PA.

1c SHOCKERS

Use 16 Days-

One Time Each

16 Lot of Four

First Come, First Served.

Send Money Order

YEARS EXPERIENCE

Before 60.

THE VENDING MACHINE CO.,
20345 Franklin St., Fayetteville, N. C.

Becker Sees Up

In Biz for 1939

CHICAGO Sept. 10.—Sales Manager Becker of Keeny & Co., Chicago, tells the following story to illustrate his contention that there are more profits for operators who are willing to go after them. The story is:

"It seems that there was a hotel guest who had conducted a hotel prohibitionist by handing him a bill for $60 for issuing the guest's wife. Said the proprietor: 'What the devil? You've never been near your wife.' "I know," said the guest, "but didn't you charge us for breakfasts we did not eat because you charged your hotel was on the American plan and that the meals were there for us even tho we didn't eat them?'

"That's the idea," said the guest's wife, 'that's your fault, because it was your business—handing him a bill for $50 for kissing the guest's wife even tho he had got the $50 from the manager who didn't even tell us.'"

"The entire Atlas organization is highly optimistic over prospects for the 1938-39 season. According to Morris Ginsburg, there appears to be a new spirit in all operators—there is a feeling that the operator doesn't see fit to cash money—making games it's just another chance. The operators should let their customers kiss the guest's wife, that's your fault, because it was your business—handing him a bill for $50 for kissing the guest's wife even tho he had got the $50 from the manager who didn't even tell us.'"

"There's plenty of good money-making equipment on the market and if operators do not see the advantage of these money-making games it's just another case of those earning being there, even tho the operator doesn't see fit to cash in on the 1938-39 opening—"

Atlas Preparing

For Heavy Season

CHICAGO, Sept. 10.—Eddie Ginsburg, Atlas Novelty Co., has announced from the Chicago offices that plans have been completed for the fall and winter distribution season. In conference with other operators, the licensing activities of a year ago, the said, were decided upon, and new games and equipment selected.

"Phil Greenburg, manager of the Pittsburgh office, attended the conference and witnessed for a time a tape reproduction of new releases. He stated that the outlook for Pennsylvania territory was excellent. Sales Manager Art Othman has returned from his visitation and is back in this ish麹tiania territory. He reports that operators are eager to purchase new games.

"Eddie Ginsburg will soon leave for an extended tour thru the Middle West. He plans to cover the States of Iowa, Indiana and Illinois, introducing new games and equipment selected.

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SUMMER CLOSE-OUTS

PRICED TO SELL.

ALL MACHINES RECONDITIONED.

LOOK

DEUCES WILD AND LUCKY PACK

WE WRITE FOR LARGE QUANTITY PRICES

WRITE FOR LARGE QUANTITY PRICES

NEW MONEY-MAKING "SECRET PANEL" AWARD CARD DEAL

EVERYONE WINS

NO LOSERS

CLOSER TRADE STIMULATOR FOR ALL KINDS OF RETAIL STORES AND GAS STATIONS ETC.

INCREASE BUSINESS 10% TO 30%

S. L. STANLEY, Automatic Amusement Co., Memphis, looks over Deucey M. Case, one-piece, plain or slant counter game.

The Last "Word" in Your Letter toAdvertisers, "Billboard",
Chi Coin Releases
ChiCO Marvel
(New Game)

CHICAGO, Sept. 10.—Officials of the ChiCO Coin Machine Mfg. Co. in ChiCO have announced the release of a new game that they expect "will start not only the entire world but players as well."

"We don't want to describe it just now," said Slim Wolber, "but we know that we've hit on a new playing idea in field and light-up action. One that's bound to captivate and hold the interest of every pin game fan. As a matter of fact, it's a clinch to make new fans out of location patrons who have had only a passing interest in pin game play. You can imagine just how interesting our new game, ChiCO Marvel, is when I tell you that men associated with the in-

## Profitable to Operator—Merchant!

DEvised and MADE by AN EX-

PERIEnED OPERATOR IT SOLVED

His LEGAL PROBLEMS — O. K.'D

BY LEGAL AUTHORITY!

A Counter Sensation for
Bars, Fountains, Cafes,
Restaurants, Cigar Stores,
Etc.

WRITE FOR YOUR SAMPLE
TODAY, SPECIAL DISCOUNT
TO QUANTITY USERS.

Act Now!

GREENLITE MFG. CO.
521 N. 16th St.
MILWAUKEE, WIS.

## Sensational Counter Sensation for Bars, Fountains, Cafes, Restaurants, Cigar Stores, Etc.

WRITE FOR YOUR SAMPLE TODAY, SPECIAL DISCOUNT TO QUANTITY USERS. Act Now!

GREENLITE MFG. CO.
521 N. 16th St.
MILWAUKEE, WIS.

## Cigaret Play on New Grip Scale
(New Game)

CHICAGO, Sept. 10. — D. Gottlieb & Co. announce a new idea in a trade stimulator, a combination of their Grip Scale with winning cigaret play.

The machine is called Duo-Grip and offers the twofold attraction of the Gray strength-testing and three-reel cigaret play at the same time. The strength-testing feature is combined with the spinning reels, so the machine is said to be "local everywhere."

"With this new idea," said Dave Gottlieb, head of D. Gottlieb & Co., "our Grip Scales, like Henry Armstrong, now occupy prominent places in legal class-

## Sportland Ops Have Fair Year at Park

PALISADES PARK, N. J., Sept. 10.—With the season about ready to close, operators of penny arcades, cranes, sportlands, etc., at the park are looking back on a season that was fair but not quite up to pre-season expectations. Arrows were well set up but play did not reach the proportions that many in the trade had hoped would be the outcome of the open season.

Diggers were present in profusion with flash merchandise in their machines. Some featured the penny diggers, with packs of cigaret symbols as awards. Pokerinos, Magic Fibers, Grandmother's Predictions and all the other machines con-

## Lorillard Declares

NEW YORK, Sept. 10.—The P. Loril-

lard Co., Inc. has declared a regular quarterly dividend of 30 cents on the preferred stock.

This dividend is payable October 1 to holders of record September 15.
Colorado To Tax Jackpots

Placed on list for first time—operators see move to legalize machines

DENVER, Sept. 10.—The county of Huerfano in the state of Colorado expects to collect approximately $1,000 in taxes on certain coin-operated machines. Assessors will list coin-operated machines of the jackpot type on the tax list this year. In Huerfano County alone, according to County Assessor Cleden M. Eliner, there are more than 300 of the machines. He stated that the assessed valuation would be about $80 per machine. His estimate was that the tax on each machine would be about $3, thus bringing the county about $1,000 on the $1,000 assessed valuation.

The tax will be collected in all counties of the State; Huerfano County, however, is the first to make an estimate of probable revenue.

The Colorado State tax commission placed the machines on the tax list for the first time, apparently deciding that since there were so many of the machines in use the tax might as well be collected. Many operators feel that by their action the machines are practically made legal in the State.

Nation's Sales

On Upward Trend

NEW YORK, Sept. 10.—Retail location sales averaging 3 to 8 per cent above the previous week heralded a sweeping nation's sales last week, according to Dun & Bradstreet. The nation's rising business was only from 1 to 7 per cent behind the previous week heralded a sweeping improvement and the nation's business showed less caution in making commitments ahead, desiring to insure against the imminence of delivery delays.

Lane Hangs Out SRO

Sign on New Game

NEW YORK, Sept. 10.—"S. R. O.," in the theatrical world means "Standing Room Only"—a sign hung out by theater managers when there are no more seats available. The production has to be a terrific hit before S. R. O. signs are needed, and so tremendous is the demand for Genco's new low-priced free-play game Triple Play that Bert Lane, of Seaboard Sales, reports he has had to keep piles of orders waiting just as theater fans wait for seats at a hit show.

"It's no flattery," says Lane, "that I am having a great deal of trouble in filling orders for Triple Play. The game has justified my confidence by starting a greater buying wave than I've seen in the industry for the past five years. Operators are passing the word from one to another that here at last is a game that gives everyone a break. It gives the players extra enjoyment and an extra run for their money; it gives the operator much greater profits, a lot less mechanical trouble and considerably less location switching to do, since Triple Play is a game with a timeless, perennial appeal. Also its price set-up really gives jobbers and distributors a decent initial allowance to make a living.

"Genco has stepped up production to the limit in an effort to fill the orders that are giving us such busy days." Lane concluded. "They promise to keep the carloads rolling every few days."

Cleveland Biz

Pick-Up Reported

CLEVELAND, Sept. 10.—Cleveland business will be stimulated with the recall of 5,000 men to the Fisher plant, maker of automobile bodies for General Motors, and the recall of approximately 700 men at the repair shops of the New York Central Railroad. Business observers tentatively forecast that fall auto production would hit its peak not before the second week in October. Recall of more men to the Fisher body plant's maximum of 6,500 employees, and the resuming of approximately 700 men at the repair shops of the New York Central Railroad.

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Operators of coin machines in the Ohio metropole are looking forward to increased business as the result of the "back-to-work" movement.
BRILLIANT NEW 5 BALL HI-SCORE GAME WITH AWARD REGISTER AND "ODD BALL" SKILL SHOT!

Here's the game that's got everything! A nerve-tingling excitement, thrill-shots and skill-shots galore, play compelling high scores, zippy action, gorgeous light-up effects...AND that zero ODD BALL skill award shot which creates the most dramatic incentive for continued play ever used in a novelty game!

* Completely metered for a positive check on all awards!
* Also available with a possible $50.95 top award RESERVE BANK and a wide range of intermediate awards!

Get busy, with ODD Ball, and ODD Ball will make YOU busy!

NACOMM Releases Coin Show Poster

CHICAGO, Sept. 10. — "Attractive posters announcing the coin machine show to be held at the Hotel Stevens in Chicago December 12, 13, 14 and 15 have recently been sent to several hundred distributors and jobbers of coin-operated machines in the United States," announces the National Association of Coin-Operated Machine Manufacturers.

The poster depicts the association symbol, an upraised hand clenching a coin between the thumb and forefinger, designed in the modern motif.

A man's success depends upon which end he uses.
Yordy Explains Greenlite Quiz

CHICAGO. Sept. 10.—Paul Yordy, president of the Greenlite Mfg. Co. and an operator with many years’ experience, reports that the new Greenlite quiz “has developed into a profitable deal for operators and merchants alike.”

“Here is an opportunity,” said Yordy, “to cash in on a real contest idea devised for the operator and the location. The contest is something entirely new and has received a legal okeh by many officials. The Greenlite quiz is a contest that was developed by itself and is the property of the operator. It is patterned after what many of the big contests of the day. In order to give a public appeal the entire theme of the contest is based on the sale of the merchandise and the knowledge of the rules of the road. There are several hundred questions in the quiz, and they will be changed from time to time to keep the contest interesting as well as educational.

“A standard package of merchandise is offered for sale at 6 cents. This sale meets every requirement of fair-trade laws. When the customer buys this merchandise the transaction is closed so far as the sale of this item is concerned. The customer has this item and is entitled to nothing further. However, when he opens this package he finds a puzzle or quiz which he may enter if he wishes. Each puzzle is an individual puzzle in itself which clearly tells him before he enters it what he will get if he fulfills the requirements. He is not competing against anyone else but himself. He fulfills the terms of the contest he is entitled to a cash award which the merchant immediately pays. The puzzle contest consists of correctly answering a question concerning the sale driving of an automobile. After he decides on his answer he performs a manual act and is entitled to his cash award for answering the question correctly. “This conforms to the judicial interpretation of legality,” Yordy says. “The contest or quiz is also entirely divorced from the merchandise sale because without the correct answer to the question or quiz the customer is entitled to no award. To further guarantee the legality the contestant need not make a purchase but may enter the contest by sending 6 cents to the manufacturer to cover cost of postage and handling and he will receive a question free of charge. This matter of expense involved will be borne by the manufacturer.”

“Not only is Triple Play earning profits as games should earn them, in proper proportion to the investment, but it is stabilizing operating in many territories that previously were not entirely in the latter condition, due primarily to the play principle incorporated in Triple Play. Awards won by the player are played off in free games, eliminating cash or merchandise which certain territories are not permitted to distribute. Many operators have person- ally written to us expressing their approval and approval of the free-game idea in their territory. But the ideal is not half the effect on the location was it not for the mechanical perfection with which the game is endowed and the brilliant color scheme and layout of the playing field and backboard. There is plenty of light-up action and skill challenge to attract and hold players.”

BALLY ARCADE

TODAY’S BEST BET IN THE REGULATION “RESERVE” CLASS

Keep those profits “a la Reserve” coming your way with Bally’s newest “Winner-Takes-All” hit... with Animated Backboard and new OUT-BALL RETURN! All the repeat play appeal of Bally Reserve...plus “shoot-in” gallery action as ducks and rabbits drop out of sight when corresponding bumpers are hit! Write for prices or SEE YOUR JOBBER TODAY!

5-BALL PLAY

GRANDSTAND

LARGEST SELLING MULTIPLE ONE-SHOT ON THE MARKET

Win, Place, Show and Purse Awards...plus “Reserve” feature that climbs up, up, to $45 top! No wonder GRANDSTAND is now smashing all previous multiple earning records. Write for CONFIDENTIAL DETAILS and prices today. PAYOUT OR TICKET MODEL.

Write for circulars on KOLDIER, PALM SPRINGS, LITE-A-PAX, BALLY’S PONIES, MILLWHEEL, LINCOLN FIELDS, LEXINGTON, FOUR HORSEMEN

BALLY MFG. COMPANY

5640 BELMONT AVE.

CHICAGO, ILLINOIS

BASEBALL IS HERE

TAKING YOUR PICK FOR PROFIT

HOME RUN - 1000 Hole—Form 2490 Takes in $50.00 Pays average $25.00 Price...$1.22
The BIG HIT-400 Hole—Form S25 Takes in $50.00 Pays $9.16 Price...$0.76½

CHAS. A. BREWER & SONS

“The Latest Word in Good Glass in the World”

6220-32 Harvard Ave.

CHICAGO, ILLINOIS

Gerber & Glass

Looking for Games

CHICAGO, Sept. 10.—According to Max Glass, of Gerber & Glass, Chicago, “The increasing heavy demand for high-grade machines in the console and one-ball category, which is our specialty, has forced us into the open market in search of this type of equipment.”

SOUTH AFRICAN COINMEN, Louis Galaun and William Layne, discuss Bally’s new Palm Springs, novelty game, with Jim Buckley (left), general sales manager.

Glass continued: “There is plenty of equipment available, but not a sufficient quantity of the de luxe games I have in mind to meet our requirements and can be found in what would be considered normal channels. Consequently we have decided to carry a constant reminder in our advertising that we are always in the market for purchase of quality equipment. But it positively must be the best of the best or we are not even slightly interested.”
Ponser Credit Plan Acclaimed by Ops

NEW YORK, Sept. 10.—Believing that in order for one to get off to a good start on this fall season they must have every credit advantage possible, George Ponser announced to the trade last week that the George Ponser organization would be more than happy to extend credit for purchases on all the new games of the leading manufacturers his firm represents.

"The summer just past has been none too good for many operators," Ponser stated. "The terrific heat of August drove the play to the shore and mountain regions and as a result the return of ops in the city. Now many of these men need credit. We know they are reliable and just the kind we want to extend credit. They are sure to come back strong and we have the games that will help them get back on their feet.

"All that we ask of any reliable operator," Ponser went on, "is that he qualify with us by good bank and business references and we advise him immediately as to his credit standing with our organization. This plan is in effect both here in our home office as well as in our branches in Newark, Brooklyn and Philadelphia."

Oriole Awards Op First P. S. Premium

Baltimore, Sept. 10.—Eddie Ross, head of Oriole Coin Machine Company, announces that his firm has awarded the first premium under its profit-sharing plan to J. H. Stone, of Baltimore. "It gave us a great deal of pleasure to make this first award to Stone," Ross stated. "He chose a Detecto Bathroom Scale from our beautiful display here and was very much pleased with it. Stone is very enthusiastic about our profit-sharing plan."

Ross stated that he expects many more premiums to be going out every day as more and more shares of Oriole scrip are turned in. "Our scrip plan has caught on with every one of our customers," Ross declared, "because it gives them the chance of sharing in the profits of the firm. We give a share of Oriole scrip for a certain amount of purchases. When the customers accumulate a certain number of shares they can trade them in on a selection of nationally advertised premium merchandise. In the past few weeks we've added additional premiums to our list to give our customers as varied a selection as possible from which to choose their awards."
**Rock-Ola Op Tours Europe**

CHICAGO, Sept. 10—The Rock-Ola factory was the scene of gay farewell a few days ago for Mrs. Fortunia Guarnar, upon her departure for a trip to Europe. Mrs. Guarnar is the owner of the Fortuna Music Co.

Mrs. Guarnar sailed from New York on September 7 on the Victoria and will go straight to Naples, Italy, for a brief stay at her residence on the Bay of Naples. Being a native daughter of Italy, she will be right at home. Following her stay in Naples she will tour many of the leading cities in Europe. Across the ocean is not a new adventure for Mrs. Guarnar, this being her 18th crossing.

The business in Chicago will be under the capable management of her son, Robert Guarnar, who is well known in coin- machines circles. Her trip will extend over the fall and winter seasons and she hopes to return to Chicago in the spring. Regarding leaving her business for this time, she philosophically said: “Thanks to the perfect operation of those Rock-Ola machines, I won't have any need to worry about their continuous operation and earning power. And, of course, with Bob on the job I can feel confident that the business will run along smoothly.”

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**National Novelty Adopts New Slogan**

MERRICK, L. I., Sept. 10—A statement was made by John Keating, president of National Novelty Co., that the new slogan, “Green Light and Robin Hood are still Greener!” was Al Ponser, “but the unusual play action of Odd Ball supersedes any one of these machines.”

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**Another Two Hits**

SNOW WHITE
2100 Holes Tip Tickets
Takes in $105.00
Average Payout
$4.35
Profit $4.50
Price $5.60

GLOBE PRINTING CO.
1023 Race St., PHILADELPHIA, PA.

JUST OUT—NEW SALESBOY OPERATORS COIN MACHINE MEN CIGARETTE-CANDY MEN

Your name sent to us will bring to you fall particulars on a new, outstanding, distinctive and low-priced item that will click in every store or counter and will repeat week in and week out. Also write for our FREE sample offer. Act now and get in on the ground floor.

NATIONAL SPECIALTY CO.
1414 So. Wabash Ave. (Dept. 511), Chicago.
**BIG LEAGUE BASEBALL**

4 SHOTS AT $25.00

No. 2415

2400 Holes

Takes in $120.00

Average Payout 59.99

Aver. Gross Profit $61.01

Jacket Tickets Printed With Names of Big League Teams and Amount of Award.

Write Today for NC-15. Price Each

Get Our New Low Prices. Only $4.94

**HARLICH MFG. CO.**

1413 W. Jackson Blvd., Chicago, Illinois

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**Ballyview Is 4-Way Game**

(New Game)

CHICAGO, Sept. 10—Discussing the new Ballyview five-ball game, Ray Moloney, president of Bally Mfg. Co., stated that the machine was designed to meet the demand for greater operating flexibility. "Ballyview," as it was actually four games in one, could be operated as a "reserve" or "winner-take-all" game with $10.50 or $94.35 top. It may be operated as a regular high-score game or as a combination of the two. And, in addition, the feature of Ballyview was a new daily-weekly-monthly high-score feature which is faced to build up the kind of steady customer appeal that means extra long life on location. The most revolutionary feature of Ballyview is the new magic mirror reserve feature. Mr. Moloney went into details about it now, but will say that it means plenty more spots for reserve operation and reserve profits. In fact, that's the biggest thing about the Ballyview machine: it's built to keep novelty alive in a new daily-weekly-monthly high-score feature which is faced to build up the kind of steady customer appeal that means extra long life on location.

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**AMERICA'S MOST BEAUTIFUL GAME!**

**Genco's TRIPLE PLAY**

CASH STAYS IN THE MACHINE — PLAYER "PLAYS-OFF" AWARDS — LEGALIZES PLAY — INCREASES PLAY ON ALL LOCATIONS!

Intriguing play, mechanical perfection, outstanding beauty combine to make this a powerful money-making game for operators in ALL locations! Player simply has to place one ball in "first" hole and one ball in number opposite highest indicator. Score is increased by going over "second" and "third" Skill Lanes. Lighted Indicator advance when Advance Bumper or Multi-Advance Lane is contacted. When indicator stops opposite a lighted star on backrack player wins 20 free games. (Or operator may set game to award from 12 to 20 free games.)

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**In Full Production—Order Today!**

**AMUSEMENT MACHINES**

September 17, 1938

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**Campaigners Use Games for Issue**

SEATTLE, Sept. 10—Pinball games are becoming an issue in local campaigns here. A present officeholder, faced with a court order to cite about 30 locations for payout games and also the opposition of candidates against him, declared openly that the court order was a "political move sponsored by a candidate against me." He said he would not issue any more warrants against the locations. If police refused to sign 35 warrants for arrest of operators or act in any way on the complaints, stating that the question of pinball games and the payout machines had never been en- **$400 Monthly Income**

**from PENNIES!**

Dropped Daily Into the

**HAMILTON**

Person Weighing

S A C E L E

(New 4th Anniversary Model)

For retail trade, Hamilton Scales offer modern design and present profits. Build your own business and have it paid for in 6 to 12 months. Our professional

**Introductions price, pick the right one for you, set a price on it and sell it.**

Write for the facts to America's Largest Manufacturers of Person Weighing Scales.

**HAMILTON SCALE CO.**

Sept. 9, 1010 Vermont Ave., New York, N.Y.

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25th & Huntingdon Sts., PHILADELPHIA, PA.
NOW IT CAN BE TOLD!

25,000

GRIP MACHINES SOLD

.... and going Strong!

WHY?

Earning Power • Mechanical
Durability and Perfection •

LOW PRICE

PROOF!

That's easy. Ask any of these men: B. D. Lazar of Pittsburgh; Harry Moseley of Richmond, Va.; Henry Lemke of Detroit; Lou Morris of St. Louis; Hy Greenstein of Minneapolis; Sam London of Milwaukee; Myer Marcus of Cleveland; Max Hurvich of Birmingham; Morris Korengold of Chicago.

Sorry, fellows, we can't mention all of your names... space doesn't permit.

FREE TRIAL

Try either model at our expense. If you are not satisfied within seven days return the machine and your full purchase price will be refunded.

D. GOTTLIEB & CO.

2736-42 N. Paulina St.

CHICAGO

IMMEDIATE DELIVERY

$2450

DUO-GRIP

TRADE STIMULATOR PLUS

3-WAY STRENGTH-TESTER!

Give you a double grip on new big profits. Besides testing strengths of 2c, 5c and 10c, DUO-GRIP REELS spin with each play... winning symbols settle player to awards according to award card. Has button indicator release; non-clog slot, last coin visible, with button release; chrome handles and trim; ball adjustable to ring at any number; trim adjustable to suit location; anti-tilt; separate cash box; Sure-Grip G-500 escrow box and other topnotch features. Also available with fruit bell symbols. COMBINATION 1c, 5c, 10c SLOT...

$1950

ATTENTION MARYLAND OPERATORS

WE WILL PAY CASH FOR ANY EQUIPMENT YOU HAVE TO SELL THAT OPERATES WITH A SLOT!

WE HAVE A COMPLETE LINE OF PATATTERNS, U.S.S. AND SLOTS ON HAND FOR IMMEDIATE DELIVERY!!

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Weekly List of All Latest New and Used Games! Write Today!

Special 1938 fall models $7.45 each

You have seen or used before

新能源 games on the market. You can easily prove this

Is making more money and giving less trouble than any two

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For yourself by taking advantage of our special deal.

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"Triple Play"

Is making more money and giving less trouble than any two

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Low-priced free play game you've been waiting for!

Note: We're having a hard time keeping them in stock.

SICKING MFG. CO.

1922 Freeman, Cincinnati, O.

ZEPHYR $18.75 7 1/2%

Two machines in one—Coin operated or Ball

Pick Vendor. Visible Bell Coin Vendor, Contains coin operated or Ball Pick Vendor. These new machines designed for this market.

Also available at this price: 2c to 10c Coin Vendor. Dealers in stock which they cannot be shaken.

BALL QUO—150 each ($100 each). Case Lots ($100 Box). $12.00

SPECIAL MACHINES

The Last "Word" in Your Letter to Advertisers. "Billboard"
BE HERE'S big news for bell operators! Eight months of location test prove BALLY BELL’S ability to take the punishment of constant heavy play... prove, too, that BALLY BELL collections hit a new high in bell earnings. Old-time bell operators, leading distributors and Bally engineers join in stamping the final okay on BALLY BELL... and factory production begins this week!

2 BELLS IN ONE DOUBLE RETURN ON INVESTMENT

BALLY BELL has 2 coin-chutes... 2 complete payout units... 4 jackpots. Operates on either one or both chutes! And, if both chutes are played, both payouts pay!

You buy only one machine... but you get 2 complete bells... DOUBLE EARNINGS ON YOUR INVESTMENT! You ask the location for only a single-machine space... but you actually install 2 machines! Instead of losing the play of patrons who walk away when they see a machine monopolized, you get the benefit of the full play-potential of each location. In fact, location experience proves that the double-chute feature actually gets more play than two separate machines placed side by side!

BALLY BELL increases the return on your investment... permits complete operating flexibility (CHOICE OF DOUBLE-NICKEL, DOUBLE-QUARTER OR QUARTER-AND-NICKEL PLAY)... and provides a golden opportunity to build up quarter patronage in your nickel spots! Although requiring practically the same space as a single standard bell, BALLY BELL has a “big look” which attracts patrons like a big friendly fellow attracts friends. The smartly streamlined front... with four big bulging jackpots... creates a “let’s play” mood. The positive “no-jump” stop wins the player’s confidence... and the easy-grip–easy-pull handle insures long sessions of play without fatigue. Frequent cherry payouts... and payouts on lemon combinations... result in plenty of repeat play.

NEW IMPROVED MECHANISM

No advertisement can do justice to the revolutionary improvements built into BALLY BELL. You must see the mechanism in action... see the simplicity of the new Unit Construction... see how every part operates in silky-smooth harmony with every other part... see the convenience of the new Unit Reels, assembled on a single shaft, thus eliminating the nuisance of “telescope” tubes!
Try an Underwood Portable... you'll find that in typing performance it is right up to the standards set by big Underwood typewriters throughout the business world.

You'll find it fast, too... because it incorporates exclusive Underwood features which have for years made Underwood typewriters the speed typing champions of the world.

And, if you appreciate beauty of line, you'll like the new smartness and style that Underwood designers have put into this new model.

Mail the coupon now or see your nearest Underwood Dealer.

A new popular priced Underwood Portable that embodies all the latest developments in personal writing machines. Compare it with any other Portable in the world selling at, or near, its price and you will soon recognize the greater value which this Underwood model offers. It has the Sealed Action Frame, Champion Keyboard, Dual Touch Tuning and an array of features you would expect to find only in higher priced Portables. Check its outstanding value point by point.
THOUSANDS SAY...

"OK!"

TO WURLITZER MODELS 500 and 600

PRAISE THEM AS PRESENTING GREATEST OPPORTUNITY FOR MUSIC MERCHANTS IN AUTOMATIC PHONOGRAPH HISTORY

Thousands of music merchants have seen the Wurlitzer Models 500 and 600—marvelled at their eye arresting illumination — pronounced them beyond question the most beautiful automatic phonographs ever built!

Unanimously they say, "The Wurlitzer Models 500 and 600 will get and hold more locations — will produce greater profits than any other phonograph!"

See them yourself! Hear them play! You'll know why music merchants everywhere are turning in their old instruments on Wurlitzer Models 500 and 600 under Wurlitzer's liberal factory trade-in plan. Then make their success yours — write, phone or wire for details today!

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

BOTH MODELS PLAY 24 RECORDS ARE SOLD ONLY TO MUSIC MERCHANTS

Also available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost, as Models 600-A and 500-A.

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.

OPTIONAL COLOR EFFECTS MODEL 600
Plastic grille rods and record changer compartment background in any one of three matching colors — red, amber and green, as desired.