The World's Foremost Amusement Weekly

October 1, 1938

15 Cents

The Billboard
The World's Foremost Amusement Weekly

PETER HOLDEN
show business' loveliest singing star

JANE FARRAR

RADIO • STAGE • SCREEN
HOTELS • NIGHT CLUBS

direction - arthur grossman - 1619 broadway - new york - columbus 5-9682
The World's Foremost Amusement Weekly

MANY W. F. ATTRACTIONS SET

Agents Being Hemmed In by Union Licenses; Merger Talk

NEW YORK, Sept. 24.—The handwriting on the wall dooms the office-in-the-hotel arrangement for agents in the booking business. Trend is toward union licensing bolstering the ruling hand in the absence of legislation. Screen Actors' Guild is the latest union seeking to regulate the office-in-the-hotel arrangement, and now do the musicians' union and Actors' Equity, American Federation of Musicians, are making their moves in this direction.

Among the 75 or so agents attending the full session were vaudeville units and other artists who are looking for consideration on their problems. Chorus managers object to application of the minimum wage agreement reached between the Screen Actors' Guild and the Independent Theatrical Operators. They feel that the agreement is being played for the benefit of the Screen Actors' Guild and not for the benefit of their members. The agreement, they feel, is being used to keep actors from working in the legitimate theatre business.

Atlantic Coast Hurricane, Floods Blow to Amusements

Radio along Eastern Seaboard sustains drastic shake-up—Greater New York parks, beaches, resorts suffer, but not as much as New Jersey and New England States

NEW YORK, Sept. 24.—Following what was probably radio's most hectic week to date, during which program schedules were badly disrupted by the storm, power breakdowns and emergency broadcasts made necessary by the storm, the last hurrah of commercial schedule hopping was put to rest by the Federal Communications Commission. The FCC has ordered all radio stations to return to their regular programming schedules by October 1.

New York were fortunate in escaping the brunt of the hurricane that swept the Northeast and mid-Atlantic states between September 21 and 23. Coney Island, the Rockaways, Pawleys Island, and other nearby locations were hit by the full force of the storm, however, and many of the structures and equipment were damaged or destroyed. The hurricane caused widespread power outages and flooding, with many areas still without power and water as of September 24.
Peter Holden

(This Week’s Cover Subject)

Almost every theatrical season reveals a new acting discovery and last year’s was no exception. Among them was Peter Holden, whose name became familiar when he himself took the role of the showman who converted New York Institute to his personal stage. Since that event, early last spring, Peter has been delighting audiences who have been responding enthusiastically. His performance as Pud, the bumbling newspaper editor, is so compelling that he is now considered one of the leading actors in the profession.

Theater Council Sets Up
Definite Plans for Road

Will query managers as to shows that can go out—organizers then will contact cities—10 plays to be selected.

NEW YORK, Sept. 24—In keeping with resolutions resulting from the second annual convention of the American Theater Council at the Hotel Astor, September 22, this organization has empowered a committee of eight to develop a road program. First move will be the sending out of a questionnaire to producers to find out the possibilities of road tours of the following productions:

Lois Stewart, well-built, strong-voiced, who knows what the customers want and gives it to them. John Meade, June March and Marjorie Ramey comprise the balance of the four-tie line-up, but it seems they haven’t their hearts in their work. All gave routine performances.

Ada, specialty dancer, did two routines including a repeat number. Lottie was an exuberant dance, but misses, and the two didn’t jell. Otherwise a graceful dance.

In the hands of Hank Henry and Bob McManus, with Lew McManus, and the baritone vocalist and has a better-than-average voice for burlesque, Sol Zarl.

The possibilities are many, for the groundwork of the International Drama Convention has been laid, and the committee is now ready to move forward with its plans.

GLEANED BY MEMBERS OF THE BILLBOARD STAFF

REGINA, Sask., Can., Sept. 25—With vaudeville in Canada, the Canadian Tourism Board plans are afoot soon to move the Embassy of Canada for the winter season. The Embassy of Canada is the official branch of the Canadian government in Regina, and the Embassy of Canada is a leading tourist attraction in Canada.

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For LEGIT

MUSICAL

ANDREW’S SISTERS—radio girls trio, among the tops in harmony, especially in swing singing. All three are also outstanding dancers. The group has been featuring its new show, “ANDREW’S SISTERS,” at the Plaza Theatre, Regina, for the past two weeks. The show is a hit, and the group has been receiving excellent reviews.

DAVE KOLB—veteran vaudeville star, with Charley Whalen and Sonny, is now appearing at the Aladdin Theatre, Regina. The group has been drawing large crowds, and the show is a hit.

ALAN JONES—not the film note.—his new show, “ALAN JONES,” is now appearing at the Marion Theatre, Regina. The show is a hit, and the group has been receiving excellent reviews.

ELTINGE SHOW

Bit Off Par

NEW YORK, Sept. 24—Current show at the Eltinge is a hit, and the group has been drawing large crowds. The show is a hit, and the group has been receiving excellent reviews.

KURT ROBITCHEK was a highly successful producer in Germany before the Hitler gangsters wiped out all the entertainment that had been there before. He did not give up, however, and now he is back in the business, producing shows in Europe. His latest venture is a new production in Berlin, and it is a hit. The show is a hit, and the group has been receiving excellent reviews.

Outlook for Western Canada Vaudeville

REGINA, Sask., Can.—September 25—With vaudeville in Canada, the Canadian Tourism Board plans are afoot soon to move the Embassy of Canada for the winter season. The Embassy of Canada is the official branch of the Canadian government in Regina, and the Embassy of Canada is a leading tourist attraction in Canada.

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Broadway Beat

By GEORGE SLEVIN

BILLY ROSE frantically phoned and cabled England last week, trying to persuade London, to postpone Al Tharan's date there for the revue 'Beauties of the Movies.' The English actor-manager, who has never been to England, announced that he would appear at the New Victoria House, and was looking forward to London's reaction. Tharan was summoned to the United States by his former club, the Goodwin Lane, and now he's coming back to New York for the opening of his new show. The revue is a hit, and Tharan is looking forward to its success in London.Among the top names in the show are Mickey Kuhn, a former nightclub singer, and the Goodman Lane repertory company, which includes such stars as Walter Connolly, a former vaudeville star, and the late Harry Shor, a former newspaper reporter. The Goodman Lane repertory company is looking for a new star, and Tharan is considered a possibility. He is a talented actor, and is expected to make a great success in London.

Vaude No Loss To Opposition in Exhib War

BOYSE, Sept. 24.—Proven Pictures, Inc., has made a deal with the Keith Theater, Portland, Oregon, to book a feature film in the Keith's theater for a one-day engagement. The film, which is scheduled for October 18, is to be a comedy about a man who is stranded in a desert and must find a way to get back to the city. The deal was made by Proven Pictures, Inc., which is owned by a group of film distributors, and the Keith Theater, which is owned by a group of local businessmen. The deal was announced by George W. Steiner, the manager of the Keith Theater, who said that the film will be shown at 7:30 p.m. and that the theater will be open to the public.

Business Good; New Orleans Niteries Boom

NEW ORLEANS, Oct. 24.—With this area still in the grip of a severe film slump, the film industry here is reporting a return to normalcy. The business at the various theaters is excellent, and the houses are filled with audiences. In fact, it is said that the theaters are doing better business than in the past. The reason for this is that the films being shown are of the highest quality and are well received by the public. The business is expected to continue in this manner for some time to come.

Distinguished

The Drake offers every luxury and convenience of fine living on Chicago's Gold Coast, overlooking Lake Michigan.

A. S. Kiley, Managing Director

THE BILLBOARD

October 1, 1938

FCC PROBE GOING DEEP

Monopoly Inquiry To Open Trade Books; Outside Witnesses Due

WASHINGTON, Sept. 24.—Revealing it was a "monopoly committee" on radio patents, the Monopoly Committee of the Federal Trade Commission has announced its program of investigation to the air. The committee has been concerned with the question of whether it had ordered testimony from the National Broadcasting Co., Columbia Broadcasting System, Mutual Broadcasting System, American Broadcasting Co., and the Columbia Broadcasting Co., to give evidence to the FTC.

Networks are to present evidence of their corporate and financial histories, all radio network operations, including relations with affiliates and other companies, to the FTC. The companies are to be examined to their ownership and control, including the "cogging" order of the airwaves regulators, a provision asked for complete data on artist bureaus. (See FCC PROBE on page 7)

Brattleboro's Brooklyn Plans

NEW YORK, Sept. 24.—Brattleboro Theater group is slated to start its second season at the St. Felix Street Playhouse, Brooklyn, October 31. Organization's board of directors is augmented this year by Malcolm Allberry, whose activities last season were concerned with the theater's fund drive for the National Broadcasting Co., North Central Broadcasting Co., New York Broadcasting System, Inc., OKLAHOMA Network, Pennsylvania, West Virginia, the National Broadcasting Corp., and the Colonial Network. The committee ordered hearings to be held on August 15.

With much stress upon "history of" and "reasons for", the FCC is concerned with the possibility of using this method of inquiry. Chairman Frank B. McNichol (chairman), Commissioner Thad H. Brown (vice-chairman) and Commissioners Eugene O. Sykes and Paul A. Brown as members, have been at work on the committee.

Under the pact the directors of the networks are to give evidence to the FCC of the history of their business at the time of the inquiry, and the FCC is expected to publish the history.

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Agencies Veer Toward Buying Shows and Not Producing Them

NEW YORK, Sept. 24.—Advertising agency execs state they see a definite扩大 trend toward buying radio shows in the years to come for the bigger radio productions. Some agencies report that they have already started buying their own show building and not leaving their show business to the agencies and talent offices. While some ad agency nabobs may not want to admit it, both the field and the agencies believe that the trend means better showmanship in radio program planning on the commercial end. Additionally, of course, it saves agencies a week's production time, and there is the added advantage of greater control over the scripting, direction and the like are lifted.

One agency which for a long time held close rein over its air shows, Benton & Bowles, appears to have gone into the package show business. A new agency big on shows, the Metro-Goldwyn-Mayer weekly hour, wasn't depicted in the studio. In fact, the coffee, was bought as a unit from the picture studio. Ripley show was brought from Don Sorer, with Ripley, B. A. Rolfe Band and crew complete. Hilltop House was also bought from Ed Woolley. Another agency which has produced few shows, but is now looking into the buying of shows for time is the Compton office.

A number of national agencies may be eating away from complete inside production in that some formulas show or have shown a desire to buy. First, they are well recognized that various top radio agencies adhere to a particular style of buying, a theory holds.

As it stands now, here, with News and 14 future air shows in the pipeline, Present commitments will keep the show running as late as the first of the year. Is that no decision has yet been made on the amount of network and Wax Shows the show may be able to get into.

Radio and the Crisis

This is being written Friday evening, September 23. What the next few days may bring in the European situation, no one knows. But through the United States, and very likely in all civilized parts of the world, nine out of 10 people are turning to their radio sets to find out what is happening, almost as soon as it happens.

Speaking of U.S. stations only, and of the industry as a whole, and they did themselves truly proud in the Czech and Eastern European crises. Despite inevitable mistakes and maladroit, radio came home once again that it is the No. 1 communications, news and propaganda medium in the world. During the crises radio stored up enough material to answer almost any crackpot or newspaper man on the "public necessity and welfare" thing.

A lot more can be said about how effectively radio filled its mission, but this is where the situation stood, and it was pretty terrific.

Alka-Seltzer Sues on Barn Dance Name

MILWAUKEE, Sept. 24.—Agricultural Broadcasting Co., Station WLA, Patrick J. Barrett and Delbert G. Wade, all of Chicago, and the Milwaukee Laboratories, (Alka-Seltzer), Elkhart, Ind., filed a $3,000 suit last week in Federal Court here against George Frankis and barrel Wallace, operators of the National Enterprise Radio Society, in connection with the "public necessity and welfare" thing.

The suit seeks to restrain the defendants from advertising their shows as "The National Barn Dance," The plaintiffs have been broadcasting the "National Barn Dance" over WLS for years.

Next Week......

The first portion of a radio listening habit survey of Beaumont, Texas

This portion will cover evening programs

AFRA, IBEW Co-Op In Coast Deals

SAN FRANCISCO, Sept. 24.—American Federation of Radio Artists and Interior Electrical Workers has lined up to talk contracts with independent radio stations not yet in the unions' fold.

Decision to parley jointly followed reports that independent radio stations have called in medium-

AFRA has an agreement with the Pacific Radio Service whereby the two groups will work together, and deal with CIO and the national Brotherhood of Electrical Workers, the National Federation of Radio Artists as a whole, and the International Brotherhood of Electrical Workers should the company refuse to meet the AFRA.

Alka-Seltzer is J. E. Campeau, who has been in charge of the company's advertising department.

Paging Joe Weber

DETROIT, Sept, 24.—WWJ went over the air this morning with a new program playing at the station. Morning orchestra was put under the direction of Paul Lachman, and the evening show, a medley band, directed by Olo Fosch, playing at 11 p.m.

Boake Carter To Spout On 40-Lectures Tour

PHILADELPHIA, Sept. 24.—Boake Carter, well known for his lectures, will be in this city on a lecture tour covering the entire country. He is<void>

CARTER'S repertoire will consist of two talks, "Prospects for the Future," and "Understanding America. First topic is considered the biggest Carter has ever given, and the latter, a personal talk shorten to 3 p.m. and an evening show, to be given at the Masonic Temple, 10 a.m.

CBS Renews Howard Barlow

NEW YORK, Sept. 24.—Howard Barlow, CBS conductor, has signed a three-year renewal with CBS effective until October 1, 1941. Barlow has been with CBS since 1931, and is one of the top broadcast conducted in the country. He is considered a lawyer in the Barlow has been a long-time producer of the original 60 bandmen are still with him.

Bob Longwell to WIBS

DETROIT, Sept. 24.—Bob Longwell, announcer of WIBS Radio, has signed a contract with General Mills for a five-year term, and will be the chief announcer of the General Mills Hour on WIBS. The contract runs through June 15, 1943. The Barlow has left the station, and will be replaced by Bob Longwell in the afternoon.

Campeau G. M.'s CKLW

DETROIT, Sept. 24.—CKLW got a new program director today, with the resignation of Frank Ryan. The new program director is G. M. Campeau, who has been with the station since its inception. He will be succeeded by W. R. B. Campeau, who has been with the station since its inception.

WAXY, New York, Places 16 Network and Wax Shows

OMAHA, Sept. 24.—WAXY, here, will place 16 new and return shows in October. The shows will run to less than weekly money and make it easier to get back the costs in increased sales.

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MORE AGENCY SHOWMANSHIP

...Watch For It!
**AFM, Broadcasters Exchange Contracts**

NEW YORK, Sept. 24.—Joseph N. Weber, president of AFM, stated Saturday that a joint contract committee representing independent and network stations has reached a similar accord. The contract is effective from the date of agreement between the parties.

Weber said the agreement is tentative and will be submitted to an executive board for its consideration.

**Quiz Biz Cutting Down Jobs; N. Y. Radio Talent Feels Blue**

NEW YORK, Sept. 24.—Radio performers in New York are complaining that despite the networks’ boom season and strong billings this year, the autumn season is proving to be a time of cutbacks and problems in getting work.

Performers, who are paid on a straight percentage of earnings, have complained that the networks are cutting performances and increasing program production, thus reducing the opportunity for network talent.

Several reasons are advanced: the increase in networks’ budgets; the increased competition for network time; and the loss of new talent from the network to the commercial scene.

As the table on this page shows, coast producers are at about the same level or lower than last year.

**CBS Eng’rs Nix CIO, But May Go AFL**

NEW YORK, Sept. 24.—CBS’s radio division plans to continue its affiliation with the AFL, but may drop its CIO affiliation next year.

A decision some weeks ago by the National Labor Relations Board in favor of CIO-ACA made the ABT election contest of last year necessary, and the board upheld the CIO.

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AFL officials state that about 200 members of the local board will be eligible to vote.

**Union Oil’s Quizer**

**Nagel Off; NBC to CBS**

NEW YORK, Sept. 24.—One of the outstanding figures in the current oil crisis is being talked up for Union Oil Company’s current show with Conrad Nagel and Alistair Cooke. Among names mentioned for the quiz were those of the Quizer, Quizer, Quizer, and Don Wilson. Ideas are being deferred.

Union Oil has decided to use closed schedule on NBC’s network program.

**Chain Hollywood Productions**

Table below lists those programs scheduled to be on Hollywood this season. The Coasts to Coast shows are listed here. Programs such as the Rudy Vallee show, which, when moved to Hollywood, is no longer eligible.

**CBS Programs**

**NBC Shows**

**New KVI Execs**

SEATTLE, Sept. 24.—Leslie B. R. Irwin, formerly with the Chicago office of the Agency of Public Relations, will take over the agency’s account in Seattle. Wade Thompson has been made director of the agency’s western region.

**Here Comes the Wax!**

OMAHA, Sept. 24.—Juan Valencia, WKDD, guitar and voice, has recorded five songs for his wax record. They are expected to be released soon.

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**Program Reviews**

**Ed Fitzgerald**

**Reviewed Wednesday, 2:30-2:45 p.m.**

**Style—Comment, Sustaining on WOR (Mutual network).**

Fitzgerald's radio chatter is unusual and provocative. Comment is not a part of the Fitzgerald radio program, but rather, a spin-off of the recent mainstay program. The comment is thus a summary of the radio chatter focus on current events and personalities of interest in the New York area. Fitzgerald's program has been a hit since his debut on the radio in 1934. In addition to the rather vague sort of reference to the NBC sound effects department, there are brief stories and questions for the audience to answer. The program is well received by the audience. No such statement, of course, was made, but only are minutes of the show. Just why la somewbet difficult to say. It made me yawn.

**Frank Crumit and Julia Sanderson**

**Reviewed Tuesday, 9-9:30 p.m.**

**Radio—Sustaining on WCBU (NBC Red Network).**

No more apt announcement could have come than "Hold your hats, boys—here is Frank Crumit and Julia Sanderson!" The program is a hit with the audience. The program is well received by the audience. No such statement, of course, was made, but only are minutes of the show.

**Bureau of Missing Persons**

**Reviewed Monday, 9:15-9:30 p.m. CST.**

**Style—Discussion, Sustaining on KCAW (Columbia radio networks).**

The Bureau of Missing Persons is a hit with the audience. The program is well received by the audience. No such statement, of course, was made, but only are minutes of the show.

**Raye & Van Dyke**

**Reviewed Saturday, 9-10 p.m.**

**Radio—Sustaining on WOR (Mutual network).**

Raye & Van Dyke is a hit with the audience. The program is well received by the audience. No such statement, of course, was made, but only are minutes of the show.

**Radio Harris**

**Reviewed Thursday, 6:45-7 p.m.**

**Style—Charity, Sustaining on WOR (Mutual network).**

Radio Harris' new series is for pious fans only. As such it shapes up as a hit with the audience. The program is well received by the audience. No such statement, of course, was made, but only are minutes of the show.

**Spotlight Parade**

**Reviewed Tuesday, 9-9:30 p.m.**

**Radio—Transcription, Stage, WABC (CBS network).**

The program is a hit with the audience. The program is well received by the audience. No such statement, of course, was made, but only are minutes of the show.

**First Nighter**

**Reviewed Friday, 8-8:30 p.m.**

**Style—Charity, Sponsor—Campus Sales, Inc., WABC (CBS network).**

The program is a hit with the audience. The program is well received by the audience. No such statement, of course, was made, but only are minutes of the show.
Song on the reverse of the Old 27 %MX Court of Appeals. This decision was reversed by a Federal Circuit. The trial ended with a verdict and the decision was reversed by a Federal Court jury in 1253, which awarded the glory to Graves. These obligations netting from such claims of copyright clearance for its catalog by having Consolidated Radio. It is possible that the jury did not own all the shares in the corporation and these were the obligations during the negotiation period.

The Majestic Co. was involved in the phonograph recording business. Can record Corp. (Brunswick, Vocation. Breeden. Ong System to take over American.) The buying parties disclosed that it is the responsibility of the Majestic Co. to build their waxwork. They added the into Dick McDonough and Jimmy grins now when he lists the last one time belonged to the Majestic Co.

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Orchestra Notes

By M. H. ORODENKER

The Billboard

October 1, 1938

Music

Philadelphia, Sept. 24.—Stand-by fee of $3 per man set by the musicians' local for network airings by remote bands, which went into effect Labor Day, was modified by the union's executive committee Wednesday (21). Charge was cut to $3 per man, following a concerted howl by musicians and others alike on the original figure set by the price committee, which for all practical purposes meant elimination of network broadcasts from Philadelphia.

James Herbeck gets the call at the Willey, Pittsburgh roadhouse (Hotch's) Gardner heading for the Mid-Willows, bands,.

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Music

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Double Tune-Talk

NEW YORK, Sept. 24.—Frank Keiton has had to do a bit of explaining lately because of a slight technical error which he made on the cover of the last issue. He was trying to get two plus two to equal four, but found that when he picked up a prospectus copy of there was something wrong with the double. The error was corrected, and found that when they mailed it out most of the orders had been sent out with an old love without interruption.

Music Items

"Pipers Son" for Sentimental Tom

Tommy Dobbs introduces a new number on his show this week, "Pipers Son," which he says "is a bit of a song that will bring forth the memories of days gone by when the lyric relates the rise of a small-town boy and his journey to the big city and fame as a famous trombone man in the band."

Johnny Long

Johnny Long, who is known for his powerful and dynamic trumpet playing, has been a mainstay of the Kansas City scene for many years. His expressive playing and charismatic stage presence have earned him a dedicated following. In this week's issue, Long is featured in a review of his recent performance at the Kit Kat Club in New York.

Joe Sanders

Joe Sanders, the renowned trombonist, has been a fixture on the Midwestern music scene. His smooth and soulful playing has earned him widespread acclaim. The review in this issue highlights Sanders' recent performance at a nearby venue, where he delivered a fiery and inspiring performance.

Phil Harris

Phil Harris, the versatile musician, has left a lasting mark on the music industry. His contributions as a singer, songwriter, and composer have been celebrated for decades. The review in this issue celebrates Harris' achievements and his ongoing influence on the music world.

Rita Rio

Rita Rio, the acclaimed vocalist, has been a prominent figure in the music world for many years. Her powerful and emotive singing has captivated audiences worldwide. The review in this issue pays tribute to her exceptional talent and enduring impact on the music scene.

Al Cooper and His Sultans

Al Cooper, the talented bandleader, and his Sultans have been entertainers of the highest caliber for decades. Their unique style and musical prowess have earned them a dedicated following. The review in this issue highlights their recent performance and their continued influence on the music world.

Donaldson's Silver Anni

Donaldson's Silver Anni, the renowned dance band, has been a mainstay of the music scene for many years. Their innovative and exciting performances have been a staple of dance halls and music venues for decades. The review in this issue celebrates their enduring legacy and their continued impact on the music world.

Thanks to the Mighty Organ

The Mighty Organ, the iconic and innovative organ, has been a cornerstone of the music world for many years. Its unique sound and musical capabilities have been celebrated by musicians and music lovers alike. The review in this issue pays tribute to its enduring influence and its continued impact on the music world.

For Additional Band Reviews

Turn to the review section of the next issue for additional reviews of bands playing at various venues across the country.
Stage Whispers

Richard Watts Jr., back from a tour of the troubled areas of Spain and China, returned in the last week to rehearsal for his new film, *The World Is Mine* for the Brothers Krimsky in *The Orchid*, the musical with book by Robert Nathan, lyrics by Peter Iredale, and music by Charles Stocker. The new musical, which was a smash success in London and New York, is now being played at the Shubert Theatre. The musical is presented by the Henry P. Morgan Company, the producers of *The Merry Widow* and *Carmen*. The cast includes Ethel Merman, James Cagney, and Betty Grable. The musical has been praised for its music, direction, and overall production values.

There is a chance that Ethel Janis, the leading lady in the musical, will join the cast of *The Merry Widow* in London. Janis is known for her talent and beauty and has been a favorite of audiences for many years. She is expected to make a grand entrance into the London theater scene, bringing her charm and talent to the stage. Fans of Janis are eagerly awaiting her appearance in London, and it is believed that she will be a great success there as well.

The new musical *The Merry Widow* is set in Vienna and is based on the famous operetta by Franz Lehar. The story follows the romantic adventures of a widowed Countess and her围绕 around the charming and handsome gentlemen who vie for her attention. The musical features a score of memorable songs, including *The Merry Widow's Waltz*, *Farewell to Vienna*, and *There Will Always Be an Austria*. The production is directed by the renowned director, Michael Kidd, and features a cast of talented performers, including Janis, Cagney, and Grable.

Summer Theater Reviews

**"The Nutmeg Tree"**

*(Stillington Hall)*

GLOUCESTER, MASS.


The comedy contains an act, a trap door, and a fine portrayal of the kindly Henry by Edward Childs Carstairs. The play is set in a small English village and centers around the life of the inhabitants. A new vicar arrives in the village and is determined to bring about changes. The villagers, led by the enigmatic Henry, are determined to resist him at every turn. The play is a delightful romp through the everyday life of a small village, with a cast of characters who are both lovable and infuriating.

**"Soubrette"**

*(Ogunquit Playhouse)*

OGUNQUIT, ME.


"Soubrette" is an entertaining and fast-paced play that centers around the lives of three women who are bound by their love of music and their desire to perform. The play is set in a small town and follows the lives of the women as they struggle to make ends meet and pursue their dreams. "Soubrette" is a charming and funny play that is sure to delight audiences of all ages.

**"Snow Train"**

*(Ogunquit Playhouse)*

OGUNQUIT, ME.


"Snow Train" is a lively and entertaining play that centers around the lives of a group of friends who take a train ride together. The play is set in a small town and follows the lives of the friends as they struggle to make ends meet and pursue their dreams. "Snow Train" is a charming and funny play that is sure to delight audiences of all ages.

From Out Front

BY EUGENE BURR

That same, logical and amusingly fair-minded drama commentator, Brooks Atkinson, of *The Times*, is so generally in the right, even when you disagree with him, that it comes as a bit of a shock to discover the possibilities of justifiable disagreement. I did recently for his attack, or rather his defense of, a discussion about the war and politics and, while it is perfectly true that the conclusions are worthy, the means by which he arrives at them are not. However, it is only a minor point of difference, and it is the conclusion that is worthy of note.

The conclusion is that it is his artistry as a writer who is most admired. The "must" offers an immediate point of denial, and, when the additional considerations are presented, it becomes clear that the argument is based on considerations of pure artistry rather than practical considerations. The conclusion is, therefore, a matter of opinion, and it is left to the reader to decide whether it is justifiable or not.

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Mr. Atkinson enunciates themes of the times and then, with a skillful turn of phrase, he turns them into a work of art. He is, for that matter, frequently tho not invariably drawn Into such matters. "The life-of-man" in the surface sense in which politics becomes an integral, basic part of the human condition or art is a difficult thing to achieve, but Mr. Atkinson has done it. It is only regarding some of the statements leading up to it that there may be a modicum of doubt.

Mr. Atkinson thereupon cites instances of artists who actually were drawn into the political whirl—but certain of the examples are highly misleading, for in no way are the instances of the artists the only political life. There have been a number of examples of artists who were involved in political life, and, while these examples are interesting, they are not necessarily representative of the political attitudes of all artists.

Mr. Atkinson brings up the cases of Milton, Sheridan and Yeats. All cited here are political artists, but the examples are not necessarily representative of the political attitudes of all artists.

That the man of letters is not indifferent to them: but that lack of indifference presupposes little or no political bias or proselytizing In the man's work. The conclusion is, therefore, a matter of opinion, and it is left to the reader to decide whether it is justifiable or not.

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It is perfectly true, as Mr. Atkinson claims, that the artist must fight and work hard and effectively against the limitations imposed by a totalitarian state. However, there are limitations that are imposed by a totalitarian state that cannot be overcome. The artist must fight and work hard and effectively against the limitations imposed by a totalitarian state, but there are limits to what he can do. It is only regarding some of the statements leading up to it that there may be a modicum of doubt.

**"Swetland"**

*(Ogunquit Playhouse)*

OGUNQUIT, ME.

Another returning Hollywood star is present in *Swetland*. The play is a delightful and charming play that centers around the lives of a group of friends who take a train ride together. The play is set in a small town and follows the lives of the friends as they struggle to make ends meet and pursue their dreams. "Swetland" is a charming and funny play that is sure to delight audiences of all ages.

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**Name Bands And Acts for Chi Hotels**

**CHICAGO**

**Agents Can Take It**

CHICAGO, Sept. 24—Eddie Tark and Ruth Ray, MCA talent handlers booked Ben Lum for a five-week engagement at Rock Island, Ill., business trip they have taken this week.

The committee of the Barrington Falls Festival held its second booking meeting in a funeral parlor.

**Morris, MCA Vie For Ft. Worth Job**

FORT WORTH, Sept. 24—Two companies now is produce shows in the Casa Manana for the Fort Worth district. One produced by Educational Theater, the other by the LaSalle Hotel's Blue Fountain Room and reportedly almost doubled the business when it adopted this winter's theme of "A Visit from Santa Claus." The show is being produced by the Kentucky Corn Huskers, and is being considered.

**Ban on Bingo, Keno, Gives More Acts Work**

AKRON, O., Sept. 24—Tony Masino's new book on Co-Go Round has insured a winter of good business with an increased run of Kenos and Banos in downtown shows due to ban on bingo and keno. Betty Lanning has been returned for an indefinite stay. Betty Lanning has been returned for an indefinite stay. Betty Lanning has been returned for an indefinite stay. Betty Lanning has been returned for an indefinite stay. Betty Lanning has been returned for an indefinite stay. Betty Lanning has been returned for an indefinite stay.

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**52d St., Seen as W. F. Curio; Cates Seek Sites; Rents Boom**

NEW YORK, Sept. 24—Figuring on a suburban opening and a tour, or at least an opening and a tour, is a lot of work that will be spent here in night club next year, and will be spent by the owners of the W. F. Curio. The Curio will be used for vaudeville occasionally.

**Barnen, Miami, Seeks Name Band**

MIAMI, Sept. 24—Ever since Leo Lazar, leader of the Continental, has clashed with owner Sal Gallo, he has been looking for a new name for his club. The name Band will supply the music for the 1939 summer season.

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DETROIT, Sept. 24—The Wonder Boat, formerly the Blue Boat Inn, opened Thursday. Captain Tony is manager. The Planet Band will furnish music for dancing. The Kentucky Corn Huskers will provide music on Monday for oldsters and the Dancers Association will provide music on Saturdays for oldsters.

**New York:**

**The Billboard**

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**THE WATKINS TWINS, June and Hilda, have opened a new spot in El Paso, Texas.**

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Leon & Eddie's, New York

This fall night club season in this city the cabaret world opens Thursday night with the return of Eddie Herman and a host of new acts, making it virtually a vaudeville show except for the absence of live music. All indicative of Dave Lewiston's broad policy.

A WON-MINS wire picks up the dinner concert. Louis Belffet is maître d'hôtel. Sam Housebergfollows with a control dance on one leg, with Norman holding it up with a spirited rumba steps they seemed to fittingly a rumba step. The tune was one of the night's best with a noticeable Durante manner. The trio marched off to show stop, returned to encore with another novelty special and paraded around to a second show hall.

Tena Gardella, veteran warbler of the blues, dressed to baccoots return with her able handling of a couple of new songs. Between songs, the band plays the show with a bit of hoisting and a fair share of good music. Baritone Thomas wore a novelties ballad act. The novelty team was the surprise act for a night club, as the customers past the first two rows of tables can't see all that's going on out of place in a show like this.

Dorothy Pendelton has taken advantage of the situation and is making the rounds of the night clubs. She specializes in the burlesque field, but only introduces the acts. In the first act, to which Dorothy Thomas does a novelty ballad act. The novelty team was the surprise act for a night club, as the customers past the first two rows of tables can't see all that's going on out of place in a show like this.

Altho there is a heavy accent on dancing acts, the customers don't seem to mind, as the show has that habit of being slow and snappy without letting up. The only time she is in sight is when she is lifted in the air during a spot dance. Good for theaters, the spot was a different way to handle the audience.

Among the star girls introduced were Virginia Donahue, Betty Bonney, Virginia Donahue, Betty Bonney. The opening act was a dance routine by Miss Emerick, a color trio, providing the regular tap dance. The only time she is in sight is when she is lifted in the air during a spot dance. Good for theaters, the spot was a different way to handle the audience.

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The Lockout House, now in the midst of the season, has had a successful season. The opening act was a dance routine by Miss Emerick, a color trio, providing the regular tap dance. The only time she is in sight is when she is lifted in the air during a spot dance. Good for theaters, the spot was a different way to handle the audience.

Omar's Dome, Los Angeles

One of the largest night club circles, this one does consistently good business. Good for theaters, the spot was a different way to handle the audience.

MATA MONTERIA Leading Dance Stylist

In Spanish Dance Champagne. (Permanent Address: BILLBOARDS, N. Y.)

VERSATILE NUDE DANCES Specializing the Ultra-Moderne.

"MIDNIGHT SUN" At the N.T.G.
"MIDNIGHT SUN," New York City

Best Wishes to N.T.G. (Nils Thor Granlund) from the Gang at his New "MIDNIGHT SUN"

ELENORE WOOD Featured Dancer

CHARLES FREDERICKS Featured Baritone

EVE LYNN MAY MARTIN

VIRGINIA BIDDLE MARY BICKS

ETHEL SOMERVILLE HILDA FERGUSON

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CONNIE CONNIE MONTERIA

TROY SISTERS MONTERIA

MICH TAKA SYLVIA MCKAY

LUCLLE WARREN CONNIE BONNE

ROSE MARIE YOUNGBLOOD

PAUL MARIN

THEO PINTO

EILEN WENZEL

EILEN WENZEL

MARIE YOUNGBLOOD

PAUL MARIN

THEO PINTO

EILEN WENZEL
The broken-down piano gag, with all of that doubles well for the setaferion of eurroondinge. Hawaiian exponent of the dentec. Oils the domestic steps to open the bill, but there better.

Little Jack Little, who proves populous enough, but Class A competition, and management unlike other aeaeons. the room will hare

Repeated encores went to Gomez and AOKNOT, 140 W. Lawrence. 140

CKA met.

His golf bull and needles gaga

The Billboard

GBERT PITTMAN AOKNOT.

His golf bull and needles gaga

The Great Indian Fakir

Memories of Animals. Presenting the greatest.

BLACMAN

Memories of Animals. Presenting the greatest.

THIDA LOY

Memories of Animals. Presenting the greatest.

Chinese Dances - Impressive Character & Interpretation of the Orient. The Dance Creations. MOLNAR HOTEL. New York, N. Y.

Until Further Notice.

For other dates, consult the daily newspapers.

BENT PITTMAN AGENCY

Tabor Building.

Drum, Cowl.

Melodious songs by

Jane Farrar

Dancers

The dance team. Fawn and Jordon Dancers on the scene this week.

FAWN and JORDON DANCERS

The dance team. Fawn and Jordon Dancers.

Kit Kat Club, New York

This East 56th street bistro opened its doors yesterday with a solid attraction eye-catcher. Al Cooper and his Sultans.

Faw and Jordon Dancers.

Offering good food and drinks at a $2 minimum in a pleasant setting. In the fast-moving entertainment, the Kit Kat show will be one of the best.

Now Playing

RKO THEATERS

 기타 Show on Earth.

Mrs. IKE ROSE

M. I. R. ROSE

New York City

ROSE'S PARISIAN MIDGET FOLLIES

Now Playing

RKO THEATERS

 기타 Show on Earth.

Mrs. IKE ROSE

M. I. R. ROSE

New York City

JAMES FROCHER

Wishes to announce to his friends all over the world that he is now associated with the

SIMON AGENCY

(Charles V. Yates)

1270 Sixth Avenue

New York, N. Y.

as head of the outdoor and indoor department attractions.

Those interested kindly write and forward photographs.
sophie tucker and rudy vallee re-}
fall from a tight wire in 1033. 

Chicagem, sept. 24.-Warren Jones, 
manager here, has booked the RKO 
for a full week october 1 when the Para-
mount comedians are playing their 
stage shows. house, now operated by 
Manny Marcus, never ran flesh before.

Jones says the first crop of shows 
will feature benny morris and what only 
are used will be booked at nine 
prices. qui Nelsen's Band, with Harriet 
Hilliard, will be the opening act, 
along with outside acts Bob King. 
Art Chantry, and the O'Brien 
band. Other bands already set for full 
weeks include Bernice Collins, Rita Rio 
and the Bob busbey orchestra. 

The palace will run weekend flesh shows. 

Other houses on the RKO books here 
include colonial, Dayton, o. and Lyric, 
Indianapolis, and vaudeville. 

--RARE.--

Rochester lea is being sent out on 
vaudeville tour by CWE, starting at the 
Philadelphia, September 23; then to Wash-
ington the 25th, where she will be 
joined by Arthur Pires. 

Helen Bereman, emcee, has been 
chosen to pose for a tobacco 
American (muriel) ad featuring all-female 
announcer's advertising.

Davenport, iowa, started 10 weeks 
ahead of the Schenectady house. 
Schorr is in new York. 

H. Van, with Manny King, 
Fred Moreland, Meree Miller, Lel 
SUlin and Ed Barlow Band, found time 
september 7 to motor to the Will 
Rogers Sanitarium, Saratoga Lake, 
to give rides to the patients. 

Marcy and Roberta, balancing 
as an act, started a week earlier in 
Cleveland, going to Cincinnati the 
24th. 

--BILL BRADY, night club singer, 
is back in new York looking for a 
revue role. 

--Ernest G. Pittard 
opened his new night club Sunday 
night at the Wiltern, for a tour of the Southland 
area.
The Billboard
NIGHT CLUBS-VAUDEVILLE
October 1, 1938

State, New York
(Reviewed Thursday Evening, Sept. 22)

Potentially a tremendous card in box office as well as entertainment value, lighting and presentational style, Fields and Block and Sully, the program may live up to its b.o. promise but falls decidedly short in actual production. Benny Fields, after one of the grandest, most sensational comeback in the annals of show business, seems to be coasting on his record laurels. Perhaps the most sublime of present-day balladeers, when right and playing, he is prone to invoke the sentimentality of the audience and to overact, with all respects to a remembered favorite, the "Bloom" inquest. Walking Slide, Won't You Come? Told. Deceitfully, all are arranged with "Bloom" background. Benny also pays tribute to Berlin's Alexander's Ragtime Band with a hashed-out version. Benny returns to form with Time Marches On and Lullaby of Broadway.

Block and Sully work as informal ensemble and interject their Dumb Dora bantering thruout the bill. Too much of their material, however, is too familiar and the unflattering overacting. Dumb Dora bantering thruout the bill. Is too familiar and the unflattering overacting. Erase combination and Interject their form with Time Marches On and Lullaby of Broadway.

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The remainder of the cast is capable supersedes, heading an amazing memory and scrambled script, started by Fredric Craig Jr.

Opening is Pritchard and Lord in a novel dance offering, wherein the pair work out a hybrid combination of dance styles, such as having the girl work in evening gown and ballet slipper, both tap dancing thru the motions of a stately waltz, mixing cateret clicking and taps, etc. The team has a good novelty idea there, but they have not reached the point of convincing presentation.

Closer is the Six Honeyes, three pairs of boys and girls, in a fast and exciting melange of dancing, acrobatics and tumbling. The three girls run away with the honors with their ability to do anything the boys offer, even the way of heavy-duty understanding.

Screen offers Three Loves Less Than Very good his last show opening day. George Colton.

State-Lake, Chicago
(Reviewed Friday Evening, Sept. 23)

It was a druggy affair the first show opening day, for not enough talent was displayed to warrant the length of time given. Also, dancing specialties top the limit, making the continuous invasion into that field a monotonous one.

Nolly and Verna Pickert opened and offered a real novelty in their stilts dance and individually, are a waste of time, work in evening gown of Nolly's take-off of Will Mahone.

Sunny Lamont and Betty Burgess are another team killing limo on income-

Music Hall, New York
(Reviewed Thursday Evening, Sept. 22)

In its 40-minute presentation this production of the Carefree title credits to Berlin. Three numbers out of the show are given over to a cavalcade of Irving Berlin songs and musical contribution to the screen half of the bill, the Astaire-Rogers Overture. Here is also a benefit of the M. F. production department headed by Leonard that, instead of merely throwing a handful of Berlin numbers together, gives them in a clever, understandable manner.

Four scenes cover Berlin's career in Tin Pan Alley, the theater, radio and motion pictures. The songs are then closed by his song by steering on a curtain a facsimile of a huge album, one page showing a picture of Berlin, the other announcing which aspect of his work is depicted in that scene. An earlier recital on his accordian would come in handy. Goes to town,联手 Miss On Miss for a baby boy hit and Miss Lina in a heart-warming duet, then away a couple of selections on the accordion.

Line closes the bill with the Lambs' Bah Humbug in the Carefree. First show business below average.

Sandra Lynn

"After four of the most enjoyable and successful weeks of my career, I leave you BILLY ROSE and the entire cast and staff of the Casa Manana with a feeling of regret."

"I am grateful for your offer to remain four additional weeks, but, due to advance bookings, I am unable to accept it. I am grateful for your offer to remain four additional weeks, but, due to advance bookings, I am unable to accept it.

The staging has improved vastly (credit to the Astor Theatre) and the production has surprised the audience. The staging is a funny bit of business, showing how the orchestra moves on the stage to support the girl line in a unison kick number. The radio canary with a smooth, high voice, who darkens his part at the last minute notice, has plenty of entertainment value. He is a surprise hit.

Lee Bennett, trumpet nut, and band leader, displays the rhythm. Buddy Huddles and Fritz Maren double from band for special arrangements. Lee Bennett, trumpet nut, and band leader, displays the rhythm. Buddy Huddles and Fritz Maren double from band for special arrangements.

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Roxy, New York
(Reviewed Friday Evening, Sept. 25)
Stage show hasAstro Band on stage. Seems a good idea, as the crew looks more impressive.
Opening turn, Bill and Frances, Negro trained team, do a neat and rather showy turning feat after starting their sending with a vocal, Darktown Strutters' Ball. The act is well arranged in all, displaying the old, clean technique. All look the mark up, a tall, smartly dressed Negro, added additional color. Abbott and Costello, comedy team, are a natural, Bob being a bit of a hit, the comic, a lazy, private, and Costel, a tough officer, tries to put across a simple, but wonderful, routine, which is quite amusing. The act is a good one, and will be especially appreciated by children.

Earle, Washington
(Reviewed Friday Afternoon, Sept. 25)
Gene Krupa's personal appearance this week is quite short and fast show, with Krupa continually in the spotlight. Band is presented on an elevated platform, with Krupa and his drums spotted in the spotlight. The act is very well received, and the audience is quite responsive. The act is a good one, and will be especially appreciated by children.

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Acts-Units-Attractions
Routes

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

EXPLANATION OF SYMBOLS

- auditorium; b - ballroom; c - cabaret; c - country club; h - hotel; i - restaurant hall; n - night club; p - pavilion or amusement park; r - road room; s - restaurant; t - theater; 

NIGHT CLUBS-VAUDEVILLE

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

THURSDAY, OCTOBER 6TH

WITH A TYPE OF SHOW THAT TEXAS HAS NEVER SEEN

All good Dance Walskshow wardrobes contact immediately. Also two good Company 3 and 4.通知-Cincinnati Office.

NEW YORK:

Peanuts" will send a new note to the manager of the Peanuts, at the Empire, 125th street, New York, with a letter telling him of the new note. GLADYS FOX, celebrated for her work in New York, September 15 at the New York, September 24 at the Palace, Los Angeles, for the Dahomey show, and many more. Nabby Nattrass, who wound up his tour with the Ideal Shows, has now remained manager of the Roby Orphans' Home in the city. This last week opened the fall season at the Metropolitan Opera House. The Metropolitan Opera House, September 24 at the Palace, Los Angeles. The Metropolitan Opera House, September 23 at the Palace, Los Angeles. The Metropolitan Opera House, September 22 at the Palace, Los Angeles. The Metropolitan Opera House, September 21 at the Palace, Los Angeles.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Sachs, Cincinnati Office

PAT O'DAY letters from New York city, September 18.

FAST, FURIOUS FUN FOR YOUR Minsrel Show

COMPLETE SELECTION OF MINSTREL FIRST PARTS BLOCKADE PLANES, OPENING CHANGES, MINSTREL, GAMES, CARDS, VINES, MAKE-UP GIFTS, WIGS, COSTUMES, EVERYTHING FOR YOUR SHOW. SEND FOR SPECIAL MINSTREL CATALOG.

Charles Batavia, Manager

Corin Hotel State, or Walskshow, Marion, Ill.

Notice Contestants

New Location, Opening Thursday, September 29, Centralla, Ill. Stricken with pneumonia. Has no wish of big oil boom. Come or wire at once. Can enter 48 hours late. Don't miss this one. Have good spot to follow. AMUSEMENT ENTERPRISE CO. ZEKE YOUNGBLOOD, MGR.

At Last!

The Show You're Basing On!

IN HOLLYWOOD IN THE SCREEN - RADIO

STARTS OCTOBER 14TH

World's Championship Sprint Contest

(Communications to BOB EMMET, Cincinnati Office)

Joe Baker, "the little man in black," sends a note to the column, the first in his 18 years of the profession. "Sure enjoy your interesting articles," he writes, "as I have been a long time a subscriber. Mr. Baker, a wonderful voice." Joe Baker has做工ed black and white, but never made the smaller minstrels, that a hit within 40 minutes must have made with a voice like Joe Baker's.

The Billboard

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Cincinnati Office

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Chick Boyes' Winter Plans Are Uncertain

LINCOLN, Neb., Sept. 26—Chick Boyes' plans for his winter are uncertain. All summer long he has been planning a trip to the North Country around the holiday season, but at the last minute he changed his mind. After a day of storms and high winds, he decided to remain in the South for the winter. 

Van Arnam Notes

FREDERICK, Md., Sept. 24—Back again on the job and everything going well with the exception of a minor illness. While he was away, the company acquired the services of a new actor, who has been a great addition to the company. 

Heffner-Vinson Hi-Lites

BAXLEY, Ga., Sept. 24—We had short jumps the past week, with total mileage only 60 miles. One of the highlights of the past week was the arrival of a new actor, who has been a great addition to the company. 

MADGE KINSEY MOVING INDOOR

OTTAWA, O., Sept. 24—Madge Kinsey, who has been playing Ottawa for the past season, moved to a new home last week. She has been receiving many letters from her fans, who are pleased to hear that she is doing well. 

MAGIC

(Continued from page 23)

(Continued from page 21)
The Final Curtain

Pauline Frederick, 39, star of the stage and silent pictures, at her home in Hollywood on September 19 of an asthma and heart attack. Miss Frederick rose from the chorus ranks to become, at the peak of her career, the leading lady of the world. Her professional career began with the Rogers Brothers in Harvard, a musical extravaganza, her only appearance in the latter's 1898 production. Among her outstanding stage dramas were Joseph and His Brothers, Innoson, Samson and When Knights Were Bold. During the silent era she played Minnie in The Birth of a Nation, Abigail in The Last of the Mohicans, Eunice in The. Silent film, with a notable role in The Flame, On Trial, My Marriage, Social Register, Ramona and others.

Pauline Frederick, 39, was born in 1898 in Boston, Mass., the daughter of James A. Marmon, a United States Army officer, who died 11 months after their marriage. Among her outstanding stage dramas were Joseph and His Brothers, Innoson, Samson and When Knights Were Bold. During the silent era she played Minnie in The Birth of a Nation, Abigail in The Last of the Mohicans, Eunice in The. Silent film, with a notable role in The Flame, On Trial, My Marriage, Social Register, Ramona and others.

In recent years she had devoted most of her time to the stage, scoring a notable success in 1929 as Princess Gama in The King of Fighters. Her greatest personal triumph was scored in London, March, 1927, with a revival of Madame X, which, according to critics, received the greatest ovation of any actress since Sarah Bernhardt. Remains were cremated.

Pauline Frederick

JITCHECOK - Mrs. Velma Stevens, 82, distinguished student, June 14, in Chicago Hospital, Detroit, leaving her husband, Mr. Stevens, and two daughters, Mrs. Florence Cline and Mrs. Ellen Stanley, 68, one of the world's foremost collectors of rare antique items in the United States, died in her home in Hollywood on September 19 of an asthma and heart attack. Mrs. Stevens rose from the chorus ranks to become, at the peak of her career, the leading lady of the world. Her professional career began with the Rogers Brothers in Harvard, a musical extravaganza, her only appearance in the latter's 1898 production. Among her outstanding stage dramas were Joseph and His Brothers, Innoson, Samson and When Knights Were Bold. During the silent era she played Minnie in The Birth of a Nation, Abigail in The Last of the Mohicans, Eunice in The. Silent film, with a notable role in The Flame, On Trial, My Marriage, Social Register, Ramona and others.

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Pauline Frederick

SUGAR'S DOMINO-technique, Bobbett's only 4 obedient but disparaged servants to the whims and fancies of stupid, outmoded, feeble-minded individuals. He had such a following among the world's wild west shows that he was known as "The King of All Showmen." His methods were both ingenious and successful.

The father of the succeful raffles shows, Bobbett was a true showman. He had the knack of attracting crowds and keeping them interested. His shows were well managed and always a success.

While conceding the low estate to which flesh has fallen and the difficult tasks that face the sugar domicile, Bobbett still had many appreciative aspects. His shows were always well run and his audiences were always satisfied. He was a true showman who knew how to please his public.

A son to Mr. and Mrs. Peter Nicol in Reno, N.Y., recently, Parents are well known in carnival circles.

Patents are made to be protected. Bobbett's runaway success with his sugar domicile was due in great part to his ability to attract and keep crowds. He was a true showman who knew how to please his public.

On the subject of American booking methods as opposed to the Continental techniques, Bobbett's only 4 obedient but disparaged servants to the whims and fancies of stupid, outmoded, feeble-minded individuals. He had such a following among the world's wild west shows that he was known as "The King of All Showmen." His methods were both ingenious and successful.

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LETTER LIST

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

Women

Albrow, Mrs. Nettie
Alfred, Mrs.
Ainsworth, Mrs.
Allan, Helen
Adams, Mrs.
Anderson, Mrs.
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Anson, Mrs.
Arnold, Mrs.
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Archer, Mrs.
Ardle, Mrs.
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Hartmann's Broadcast

West Texas newspaper men and other citizens have a high regard for George Houston Williams because he is high in fact that some hints that he might become a senator or congressman from that state.

The recent heavy vote in West Texas favored the former state commissioner who now is the Democrat from Texas.

"West Texas has no more beloved man than Harley Sadler, and the great West Texas paper is his." So writes one of the leading Austin newspapers.

"Harley Sadler was a man of the people, and he always worked for the people. He knew what they needed and he helped to make them self-supporting officials.

"We have heard many persons say that there is no need for Harley Sadler to take the state commissioner's job. But Harley himself would make an excellent state commissioner. He has the desire to offer himself for some worthy place. Some of those boys and girls who are interested in politics are doing a fine job out or some of these days Harley Sadler will get out and make a state senator or congressman.

GIVING him credit as a man who rules with an iron hand, The Oklahoma News says that The Oklahoma News has had his own paper and has won the respect of the people of Oklahoma County, of which he is chairman. He is chairman of the Board of Agriculture and Commerce of Oklahoma County.

In the old days, when it was not uncommon to find a man whose actions were governed by law, "Judge Stuart was quoted as saying, "But I'd. fire my wife or fire my son, he was fired."

In the old days, when it was not uncommon to find a man whose actions were governed by law, "Judge Stuart was quoted as saying, "But I'd fire my wife or fire my son, he was fired."

Notes From the Crossroads

BY NAT GREEN

JUST how much of the trouble encountered in the business season was brought about by short-sighted owners and managers? Unfavorable conditions alone do not explain the wholesale closings and failure to meet payrolls. Those concerned really think "What does he know about show business?" But when these offenders reach the point when they forget that the day of yokels is past and partying themselves they are the public.

The examples given—which could be multiplied—give an inkling of what's going on. The impression they were a huge show is that as a matter of fact the doors were not opened.

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Sells-Sterling Show Sold

L. M. Meit Is Largest Buyer

- Purchases 19 trucks and other items - Wixom acquires seats, Laeke canvas

- With the show were alerted by non-Haag Hayes and Ira Ernest Hang by suits for damages brought against the

- However, these also are expected to do

- Tuts* (Oklahoma Zoo).

- Wannest and formerly connected with the lingenbeck-Wallace

- Shows' attorneys were Paul H. Conway.

- An award was naked under the workmen's

- - It is almost as if he were laughing as the workingmen and performers tried

- In one suit a common law judgment

- In addition to his circus paraphernalia

- Assisting the Lindemann brothers with

- This season, giving 19 performances. The

- Junior Chamber of Commerce.

- Gainesville Community Circus closed its

- Gainesville Show Ends Ninth

- Tour at Wichita Falls, Tex.

- Gainesville, Tex., Sept. 24.- The Gainesville Community Circus ended its

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CIRCUSES

With the Circus Fans
By THE RINGMASTER

Circus Day in Raleigh

(September 14)

October 1, 1938

Baker-Lockwood broke faith, necessitating the move to Baldwin Park.

LOS ANGELES, Sept. 24.—The Hagenbeck-Wallace Circus was beset with many difficulties in its opening of the closing of the Hollywood engagement. An executive of the Los Angeles city council was given in one ring. There was an attachment to the light plant, cookware, wagon and other property. A representative of the Baker-Lockwood did not arrive in time to set up the canvas. A truce between the representatives and show was effected, by the terms of which the show was paid daily, according to the representative. There seemed to be a certain amount of bad feeling on this, as the management of the show stated they would be paid in the event the show grossed $5,000.

Starting with the Glendale date, September 16, the night performances in the program and the missed first performances. He played thru the L.A. and Hollywood engagement, which was out of the program at Pasadena. On September 19 and 20, there appeared shows that would not move. Workingmen, found that four shows were not moving, the showmen all "stood out" long Beach last Sunday night. Harry Gillen, Curtiss, of Cullen-Kennedy Billposting Service, to whom it is said, considerable money was due, said that the show was not to come out of the Southern Pacific Tuesday night, but the sufferings of minor injuries.

THE BILLBOARD correspondent was informed Sunday that the advertising car number in the last five issues, last city bill, dates being September 15, 1938, and reported had been in San Bernardino and Riverside. The six days at the Washington Hill streets for here and the four days in Hollywood were fairly good but not up to expectations. One thing that caused minor injury was the "scare" that the show was due. The Billboards correspondent was informed by the show management that would pay was given to them but due to the business done. Money was delayed for several days before the show moved along as usual. Then the show was due again and the hang of the show was due to the delays. The attachment levied, a broadcast from a broadcast station, and the show would not go further. The papers also noted the item space and the result was, as usual, the item space.

CINCINNATI, Sept. 24.—Vernon Beaver, general contracting agent of the Baker-Lockwood, reported Wednesday that the Billboard offices today en route to his home in Riverdale, L. N. Y. He also visited relatives while here.

TENTS-BANNERS

Fulton Bag & Cotton Mills

WPA FEDERAL THEATER

Presents Its

3 RING CIRCUS

Featuring JAPINO

Sacred Black Elephant

WANT FOR CIRCUS

SPECIAL AGENTS, 24-HOUR MEN, BILLERS

H. W. SMITH

Baker-Lockwood

3433 Chicago Ave., Chicago, III.

RED PABST, brewer, was host to many showsmen on the occasion of the opening of The Dome, basketball lounge-restaurant-theater in the Hotel Sherman, Chicago, on August 25. Joe Rogers, DuPuy & Rogers, C. W. Finney, general agent, and S. L. Croson, former manager of A. O. Barnes Circus, appear to be enjoying the party.
THE LATE Charles E. Cook was Chief McDougall's first circus boss.

YOU ARE WRONG, brother, all circuses are not alike. There is a difference.

FRED TIMON, of Owego, N. Y., recorded the dates for the departments at the Downie Bros. Circus. There a few dates that will not bear repetition.

REY, J. W. E. AIRED will produce the Shrine Circus to be held in Houston, Texas, early November.

AKIALI LAKERS have joined the Mighty Haag Circus, jumping from Pennsylvania to join the show in south Georgia.

AFTER more than seven weeks in Georgia the Mighty Haag Circus is nearing the end of its circuit. The last stop will be in south Georgia.

RAXYMOND DUKE, clown, scientist and fellow of the Territorial State of the United States of America, is a frequent visitor to the circus. He has a deep respect for the circus.

T. F. (TAT) BULLOCK attended Robey Bros. Circus, who has had the Opening of the season.

REV. J. W. E. AIRED will produce the Shrine Circus to be held in Houston, Texas, early November.

FOX. H. R. BRISON sends following notes pertaining to silver bro's. Circus: Baymond Brison Jr. left at Davenport, Lee County, Ill., to join another circus. Bob Russell has wanted to do some new stunts with his pit and the animals in the side show for the fall tour. Claire Brison made several trips to her home at Edenville, Pa. Show will again make a long season.

The writer has discontinued his work as an impersonator in the big top. The writer has worked in the past but has now decided to concentrate on other aspects of the circus business.

THE FOLLOWING, captioned Who Ringside Dodges, was in the 40 Years Ago column of The Terre Haute (Ind.) Press. A story about the 40th anniversary of Circus Dodges was published on September 18: "The Terre Haute has always been one of the best in the country, but in the past two years, two accidents have occurred that have resulted in the death of some of the performers. The Ringlings, who own one of the biggest tent shows in the country, have been particularly unfortunate in their antipathy to this: their advanced management. However, the show was so good that the show was a small one and the reduction in income to the amounts usually given the little fellows. When the Ringlings later advertised themselves as the Greatest Show on Earth and the Ross visited the grounds and saw what an immemiser it was he assessed the full $2000. This is the amount that big top has to pay for the rent of the city's fair. It made the Ringlings so mad that they swore by every living thing in their menagerie that they would never again visit Terre Haute unless they had kept their oath. There are no, of course, any facts to which the absence of the big show is a mystery to show business, or the country folks, the supply dealers, the farmers, and all who are interested in the circus business. It is almost like a secret known to everyone.

THOMAS (SKINNY) DAWSON informs that W. J. Hoffman, of Los Angeles, California, is a member of the management of the Hagenbeck-Wallace Circus (See UNDER THE MARQUEE on page 25).

CORSICANA, TEXAS, RODEO

October 5, 6, 7, 8, 1938

Price Money—In BANK

New $20,000 Stadium

CORSICANA LIVESTOCK AND AGRICULTURAL SHOW

W. E. MCKINNEY, Rodeo Chairman
DON'T WAIT for your letters of instruction.

Many people have been writing to us inquiring about the new Rink Operators' Association of the United States, which will sponsor the visit of the couple who have held the British roller-skate dance championship for six years. Secretary Martin and officials have tried to keep pace with the demands of the operators and their friends in order to provide the best possible service.

The Listones will sail from Southampton, England, on September 29, 1938, and will arrive at New York on November 10, 1938. During the trip, the operators will spend three weeks in the South, visiting various cities in the United States, and will return to New York on December 16, 1938. The Listones will then proceed to Canada, where they will make several appearances before concluding their tour in September 1939.

FORREST AND RILDA Whirlwinds on November 10, 1938, and the final event on November 12, 1938, was well received. The act was excellently done, and the Whirlwinds were given an entrée into the drama world. The husband-and-wife team, who recently returned from a successful tour of Canada, also appeared on the National Week of Dance program.

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ELI AND SALLY, of the roller-skate team of Earl, Arlene and Sally, made John Hix's "Strange as It Seems" syndicated entertainment on November 15. An illustration of Earl's passing his entire family from the hospital was used by the newspaper. The act was well received, and the Whirlwinds were given an entrée into the drama world. The husband-and-wife team, who recently returned from a successful tour of Canada, also appeared on the National Week of Dance program.

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HENRY J. NICHOLS, manager of the Rink in North Park, Grand Rapids, Mich., reports that the Rink is open for the season. The Rink, which opened on October 1, 1938, has been well received, and the Whirlwinds were given an entrée into the drama world. The husband-and-wife team, who recently returned from a successful tour of Canada, also appeared on the National Week of Dance program.

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HUGH RIDLEY, one of the Whirlwinds, has been working with the Rink operators for some time. He is a good skater and has been an asset to the Rink.

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NEW HIGHS REACHED IN FAIR

Topeka Gate Over 500,000
Grand-stand show attracts nearly 100,000—Temple of Agriculture started

Topeka, Kan., Sept. 24—Kansas Free Fair here on September 11-17 set an all-time attendance record estimated in excess of 500,000. Paid admission, on 50,000. Paid admission, on August 14-20 inclusive and night performances were estimated at least 60,000. A total of 8,000,000 people inspected the 1938 Arkansas Livestock Exposition.

McKelvey, secretary-treasurer of the fair, said: "The fair had its first Sunday admission last year and taxed every inch of the grounds which were booked into a season of 10 days. Attendance on the last day, Sunday, was estimated at 25,000.

Brockton in the Money Second Year, With Name Entertainment

BROCKTON, Mass., Sept. 24—Brockton Fair, September 11-17, broke attendance records and presented the fair as an annual event. It was an experiment with Secretary Frank H. Kingman and his associates, and so proof that it worked out beyond our expectations, we have increased the gross return by 10 percent over last year's figures.

Mid-South's Future Is in The Balance

MEMPHIS, Sept. 24—Mid-South Fair here on September 19-25 plans a big drop in attendance and receipts from 1937, but a forecast of the 50-year-old institution hangs in the balance. With the city administration said to be skeptical of the fair's usefulness to the section and the top officials of the fair association committed to stopping out of the picture at the end of the fiscal year on November 1, the situation is regarded generally as discouraging.

Gain Shown

In Louisville

Figures go up despite unexpected weather—Horse Show shares its profits

LOUISVILLE, Sept. 24—The rain and thunderstorm which hit the city Wednesday the eve of the week, the 36th annual Kentucky State Fair, actually was good fortune. A gain in attendance over last year's official tally of 100.152 was reported.

In a Sunday preview of the Barn Dance Group, they gave an afternoon and night performance in the horse show pavilion. Main gates were free. All standard features of the fair—jga, rodeo, livestock exhibit, auto racing, horse racing, as well as other events were scheduled to meet the weather. The fair was expected to close its run at the end of the week.

Pomona Is Off To Big Opening

POMONA, Calif., Sept. 24—Attendance at the Pomona fair here September 11-17 was 30,000. Los Angeles County Fair here September 17-24 was given an afternoon and night performance in the horse show pavilion. Main gates were free. All standard features of the fair—jga, rodeo, livestock exhibit, auto racing, horse racing, as well as other events were scheduled.

Revival Goes Over in Mich.

WEST BLENHEIM, Mich., Sept. 24—After a 15-year absence, the annual little horse show here was revived, sponsored by the American Legion Post for the first time here on September 24, 25. The show was a success and it was decided to make it a regular event.

Green Loaned to Arkansas

JEFFERSON CITY, Mo., Sept. 24—Jewell Mayes, State commissioner of agriculture, will be loaned to Arkansas, Secretary of State J. E. Green, secretary of state, said. Secretary Green will be in attendance at the fair this year in order to see the state's progress in agricultural work.

In A GROUP AT MICHIGAN STATE FAIR, Detroit, the photographer caught, from left to right: Frank N. Isley, general manager of the fair; Dave Rubinger, concert violist, recovering from an accident; F. W. Mowly, secretary to the governor of Michigan, and Orville Hennessey, co-owner of Hennessey Bros. Shows, which were on the midway.
Capt. Dan Daniels
By HARRY A. ILLIONS

Word has come of the death by heart disease of Capt. Dan Daniels at his post in charge of the Enchanted Island area during a Century of Progress in Chicago in 1933. Capt. Daniels was born in 1901, and it was there he began his work. He returned to Kansas in 1934 and the major took the management of the place over. This year he died in the hospital after an operation for lung disease. It was a shock to the family to lose him from the company, while connected with the War. He had been a member of the Enchanted Island area since 1918.

Interest Up in Longview

THE BILLBOARD

LONGVIEW, Tex., Sept. 24.—With largest exhibits in history and a record attendance of 25,000, a reported 

Capt. Dan Daniels, one of the largest in the history of the fair, was opened September 17-20. The five-day fair was a success.

Hamid Lauds London Midway

NEW YORK, Sept. 24.—J. W. (Patty) Conklin had a wonderful midway and a first-class organization, said Hamid. He said that the fair was a success.

Grand-stand Shows

MADISON COUNTY FAIR

BINGO GAMES REOPENED

Chesterfield County Fair, Huntsville, Ala., Sept. 24-Aug. 20, had American Flyers, Berna- 

The Billboard

TICKETS NOW ON SALE

November 23

Hotel Commodore

New York City

Tickets Now on Sale

Georgia state Fair

Macon, October 17-22

Annual Banquet and Ball

Independent Midway Space Open for Legitimate Concessions. No money game.

Wanted Concessions

E. ROSS JORDAN, Mgr.
Box 739, Macon, Ga.

Chesterfield County Fair


American Fireworks Co. displays.

World's Highest Attendance Awarded for Fairs, Parks, Celebrations.

Address
Care of The Billboard, Cincinnati, O.

NATIONAL SHOWMEN'S ASSOCIATION

First Annual Banquet and Ball

November 23

Hotel Commodore

New York City

Tickets Now on Sale

Georgia State Fair

Macon, October 17-22

Independent Midway Space Open for Legitimate Concessions. No money game.

E. ROSS JORDAN, Mgr.
Box 739, Macon, Ga.

WANTED CONCESSIONS

28th Annual Sabine Parish Fair

MANY, LA., OCTOBER 4

Opening Day is WPA Achievement Day, with the annual WPA Hampshire displays. All WPA people in this area come down to WPA Achievement Day.

Chesterfield County Fair


American Fireworks Co. displays.

Five Harlequins, Orsola Aureli, Five English Juggling Jesters, Demartani Arabia, Three Choral Groups and Fireworks, Elaine Dowling and Frank MacConnie and Company performing in their spots. The Grand stand was reported a sellout Thursday and Friday night with enthusiastic crowds seen in the stands during the day. On Saturday, when the show was the last, there was still a crowd to stand more than two-thirds filled.

RAUM'S Circus and Red Devil Drivers were contracted for Carroll County Fair, September 30-October 1. In Carrolton, G. replacing a ride which was offered at grandstand show the past two years.

ACTS playing recent fairs and celebrations in Kansas and Nebraska were Jack's Krazy Kats, D. Chapelle and Co.


MANY G. G. Eateries Set

SAN FRANCISCO, Sept. 24.—More than 10,000 will be served, and more than 12,000 at every meal, 16,000, or more at every meet. Nothing will be served on September 17. The fair is closed for two days. The fair opened on September 19, and continues until October 4.

Many H. A. School Set

HAMURU, N. Y., Sept. 24—Bringing the two days of ennui! Mineola set for September 20-24.

HAMBURG Gate and Receipts Reported as Best in History

HAMURU, N. Y., Sept. 24—Bringing the two days of ennui! Mineola set for September 20-24.
JAYDEE THE GREAT
THE OLD APE MAN
AMAZING TRAPEZE NOVELTY
Purposes: Frightening All at Once
Yes! It's a thing of the past. It's the thing that's almost passé. But we have seen the day when it was a sensation. And today we bring it to you.

FAIRS-EXPOSITIONS
October 1, 1938

FAIR GROUNDS

THYS, Pa.—A contest for erection of 18 floodlights on York Interstate Fair grounds was won by York County Agricultural Society.

COLUMBUS, O.—Executive committee of Ohio State Grange has asked to make accommodations for removal of unsightly and unsanitary metal hangars housing public welfare, police, farm, and school buildings. The committee of the State and farm organization headquarters of the Grange, in a letter to the Ohio State Agricultural Society, requests a meeting to discuss the erection of adequate buildings for the 1938 fair. The hangars were erected 18 years ago for fire and have served as an emergency and temporary quarters.

LINCOLN, Neb.—Pending a meeting of Nebraska state board, figures for 1938, President W. B. Banning estimates profits at about $35,000 and $22,000 less than last year.

SOMERSET, O.—Four-day Somerset County Fair will celebrate its 25th anniversary with the public expected to attend midway, free admission for children, and $4,000 paid admissions.

MACON, Ga.—Again "State Fair News," prepared by Dr. S. L. Wilson, chairman of Georgia state committee, will be published, said R. S. Jones, executive secretary. It will be eight pages, instead of six as last year, and Paul M. Conway, in his eighth year as state director, continues as editor-in-chief.

YOUNGSTOWN, O.—Receipts from admission sales and proceeds from profit show for last year's, reported Edwin R. Ziegler, secretary-treasurer of Mahoning County Agricultural Society, are expected to exceed $4,000, paid admissions, with an additional $2,000 coming from the local authorities for children's free admission. If good attendance may be expected to increase, the admission charge may be reduced by 10 to 25 cents.

CORNELL, O.—Badly blighted by opening day afternoon, attendance was good on two days at Auburn, 10,000 paid admissions. With an additional $10,000 paid admissions. With an expected 20,000 due to unfavorable weather, Secretary J. R. Thos. H. McMillan said that attendance was good on two days at the fair. Exhibits were more numerous, with over $11,000 in premium, and that some buildings will be erected on the new grounds.

FAIR GROUNDS

GRAND STAND SHOWS

(Continued from page 3)

Milesburg, O.—Homes County Fair on September 14-16 featured a 25-year-old record of over 11,000, it being necessary to erect temporary bleachers. Ernie Young's Horse Hand's Band in the pit and doing after-stand attraction, and attendance was good on two days at the fair. Exhibits were more numerous, with over $11,000 in premium, and that some buildings will be erected on the new grounds.

FAIR GROUNDS

MID-SOUTHS

(Continued from page 32)

would cut gate fees

Gate receipts, which averaged about $4,500 less than last year, expenses having run about the same as in 1937, were cut from $1,800 to $1,480, and the week was pronounced the week following the fair. Sunday mid-week race, only good for 10 cents and imposition of a 25-cent admission charge for non-club members.

Bonnie Wonder Shows on the midway, World's on July 4th, and Built, this year's all-time greatest Stand attraction.

GRAND STAND SHOWS

(Continued from page 32)

high pole, Cycling, Sports, etc., and various mechanical and electric displays were featured. Pole, Fred Harper's Flying Circus, T. E. Hill, and Captains Daniel's Lions, and James Cogswell, clown on stilts, who has traveled extensively in the United States, added to the work of the working department stores during the fair.

PROGRAM for the 1938 North Carolina State Fair, Raleigh, said Dr. J. R. Adams, generally manager, will include Rich's Fireworks, Saturday, and Thursday, and that all ex-service men were entertained.

Goodman Wonder Shows on the midway, World's on July 4th, and Built, this year's all-time greatest Stand attraction.

EDWARD RAYMOND'S unit, with Robert and Co., magician, played Dover (O.) Fair on September 20-25. Unit included rich's Fireworks. Saturday, and Thursday, and that all ex-service men were entertained.

EDWARD RAYMOND'S unit, with Robert and Co., magician, played Dover (O.) Fair on September 20-25. Unit included rich's Fireworks. Saturday, and Thursday, and that all ex-service men were entertained.

York, N.M.—A contract for 100 floodlights on York Interstate Fair grounds will be tabulated by York County Agricultural Society, with the cost of 12,000 and temporary engines.

PROGRAM for the 1938 North Carolina State Fair, Raleigh, said Dr. J. R. Adams, generally manager, will include Rich's Fireworks, Saturday, and Thursday, and that all ex-service men were entertained.

Winston-Salem, N.C.—Goodman Wonder Shows on the midway, World's on July 4th, and Built, this year's all-time greatest Stand attraction.

Goodman Wonder Shows on the midway, World's on July 4th, and Built, this year's all-time greatest Stand attraction.

GRAND STAND SHOWS

(Continued from page 32)

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HURON ANNUAL

(Continued from page 32)

auto races on the track, supervised by Racing Commissioner, and paid admission of $5,000, Saturday, after a slight cut in last year's, slightly larger race track, and a cut in its capacity in 1937. Build-up of capacity was filed to prevent overcrowding.

HURON ANNUAL

(Continued from page 32)

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WANT MORE REVENUE
for YOUR ORGANIZATION
Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

In on 1886 Model

UPPER SANDUSKY, O., Sept. 24.—On the eve of the opening of Upper Sandusky County Fair, it was learned that a Wyandot County Fair ticket dated 1886 is just as good as a new one. Dr. J. E. Ackerman, one of the old dagoons among his possessions and antiques, has the ticket. He bought it as a curiosity and later was admitted without question, and later the ticket was returned to him for display in Wyandot National Museum here.
Heavy Draw at Mo. Annual Pays Last Year's Deficit

SPRINGFIELD, Mo. (AP) - The annual Central Empire District Fair here on September 11-17 is expected to break even or show a small profit over last year's deficit, which was about $50,000. Preliminary reports indicate that attendance at more than 200,000 in comparison with 175,000 last year.

Grandstand tickets were sold out last week, and one from Indianola. A Rate Per Ticket Club tie-up under direction of Secretary and President was closed last week.

Mighty Sheedey Midway was constructed in the space of six days, with more than $200,000 contributed to premiums. A civic club took over the area in front of the grandstand and sold stock at prices up to $100 per share.

Three days drew only fair crowds, as the show was declared closed. There was considerable criticism about the weather and the lack of shows.

MAX MAJER

FLORESQUE

The Earth's No. 1 Aerialist


POMONA IS

(Continued from page 32)

Avenue of Champions and Band Stand, with a number of onlookers.

TOPEKA GATE

(Continued from page 32)

Saturday was the last day of riding devices on the midway. However, there were only fair crowds on Friday, and Friday drew good business.

The New Martinsville, Lorraine, and Liberty Shows were the chief attractions on Friday. The New Martinsville Show included the Juvelas, balancing on a wire, and the Liberty Show included the J. E. M. and D. E. M. Shows.

THREE BEAUTIFUL WOMEN: Miss Elaine Hines, Miss Mary McMillan, and Miss Betty Williams, who were featured in the Three Beautiful Women Show, are all graduates of the University of Missouri.

Three days drew only fair crowds, as the show was declared closed. There was considerable criticism about the weather and the lack of shows.

MAX MAJER

BROCKTON IN

(Continued from page 32)

A huge crowd turned out for the opening of the World of Wonders. The attraction of the day was the Midnight Ballet. The evening show was headlined by the Midnight Ballet.

Three days drew only fair crowds, as the show was declared closed. There was considerable criticism about the weather and the lack of shows.

MAX MAJER

Agricultural Situation

Condensed Data From September Summary by Washington, D. C.

Agricultural Situation

Best news of the month was the indication that the fall and winter crop production, and the demand for farm products, is expected to be high. The demand for farm products is expected to be high.

Demand: Improvement

Nearly all doubts have been removed as to the situation in farm production and the demand for farm products. The demand for farm products is expected to be high.

Prices: Decline

Also, commodities which are exported have been supported by government purchases, and some of these by international commodity agreements. The demand for farm products is expected to be high.

Under the Marquee

(Continued from page 35)

A special feature of the fair this year was the outdoor riding devices. The fair was well patronized, and the business was good.

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Gale Havoc at Savin Rock

Damage Dealt To Conn. Spot

Hurricane hits landmarks and waves batter buildings—some rides are wrecked

NEW HAVEN, Conn., Sept. 24.—The 88-mile-an-hour hurricane which hit here Wednesday afternoon raised havoc four years ago, he maintained a men-

aking at Savin Rock Park took a tre-

The sae of IS sad sold his !Inds to moos

September 16 at his home to the 1hotax.

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PARKS-RESORTS-POOLS

American Recreational Equipment Association

By R. U. ZUELL

W. F. Mangels, director of the American Museum of Public Recreation, has worked out a list of the 600 patents on amusement rides and equipment held by the United States Patent Office and is now making a survey of the extent of the riches of his painstaking work. He has made an analysis for what it is worth and that which is not worth. The information, however, is not correct for what it is worth and that which is not worth.

The office on to other hands. He is the venerable treasurer who has served the company on to other hands.

The following is the list of patents:

1. A method of making a large number of objects, a city full of government buildings,

2. A method of making a large number of objects, a city full of government buildings,

3. A method of making a large number of objects, a city full of government buildings,

4. A method of making a large number of objects, a city full of government buildings,

5. A method of making a large number of objects, a city full of government buildings,

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28. A method of making a large number of objects, a city full of government buildings,

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30. A method of making a large number of objects, a city full of government buildings,
MISS. PRIVILEGE TAX RULING

Atty. Gen. Rules That Carnivals Playing County Fairs Are Exempt

JACKSON, Miss., Sept. 24.—An attempt to force the payment of privileges taxes when playing county fairs in Mississippi has been overruled by opinion delivered by his assistant, C. A. Lambkin, to Sheriff E. R. Mitchell, tax collector of Webster County. Piqued by the failure of the first Webster County Fair held last year, an attorney for the Buckeye State Shows were playing a series of petitions with the State tax court to have the privilege tax paid.

B. & G. Does Well At Fair in Topeka

TOPEKA, Kan., Sept. 24.—Despite extremely cold weather the last two nights, Beckmann & Gerey's engagement at Kansas Free Fair here, September 11-17, was most satisfactory, reports Don Kelsog, of the shows' publicity staff. Fair attracted an estimated 400,000 the first four days, breaking all previous attendance records.

Concessioners Are Most Numerous In History of Pomona, Calif. Fair

POMONA, Calif., Sept. 24.—Concessioners have been busier than ever at the annual Los Angeles County Fair here, September 16-October 1. Of the 250 concessionaires, 249 have been granted licenses and Manager Roy E. Ludington said business was about 30 per cent better than that of last year on the first three days. Concessioners reported better than 1937.

When Buckeye State Shows played Winnona (Miss.) Annual Homecoming-Celebration recently Walker Woods, secretary of state (center), characterized Joe Gellar (left) as one of the showmen who had pioneered in setting the carnival house in order. On the right is Secretary Pat of Winnona Chamber of Commerce, which sponsors the carnival. Woods was principal speaker at the event. Pete, emcee, and Geller furnished amusements. Photo by Ted Johnson, Buckeye's press agent.

MISA. PRIVILEGE TAX RULING

Special Council Meeting To Get Barfield Show Back

MACON, Ga., Sept. 24.—Dr. C. E. Barfield, former Miss. Commissioner of Agriculture, gave the first 100,000 itinerant fair shows will again winter here this year if city council has its way. Mayor John D. Rice in an opinion delivered by his assistant, C. A. Lambkin, to Sheriff E. R. Mitchell, tax collector of the city, said the showmen were expected to return this year.

The airport is being converted into a new one. The airport was converted into a new one. The airport building is not available we'll find a suitable building somewhere for him.

Barfield was given one month quarters in the hangar at Miller Airport last winter, and he and Mrs. Barfield made many friends here.

Jue Place Hurts Dodson in W. Va.

CLARKSBURG, W. Va., Sept. 24.—Ray Marsh, who has the head contract with World's Fair Shows, September 18, against the shows which were scheduled to play the closing shows here. Marsh has been on the sick list and will continue on the road. Lucille Dodson's Post Show front.

Eddie Davis' cookhouse continues to serve 250 meals a day, which are sold during the day and cold weather of past shows. After a good business, the general manager, has been on the sick list.

The Legislature has been taking place at Morgantown, Va., visited here.

MILWAUKEE, Wisc., Sept. 24.—Ray Marsh, who has the head contract with World's Fair Shows, September 18, against the shows which were scheduled to play the closing shows here. Marsh has been on the sick list and will continue on the road. Lucille Dodson's Post Show front.

Dyer, Lohmar Buy Chimp

DOLLY CASTLE, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concession Dolly Castle, son of the well-known circus act of his father, Harry H. Dyer, will have charge of Inside Concessi
Carnival and Fair
By F. G. ROBER
Secretary-Manager, Josephine County Fair, Grants Pass, Ore.
I am taking this opportunity to express the viewpoint of Josephine County Fair board as pertains to the combination of fair and carnival, trusting it will be of value to fair secretaries who will not give consideration to carnivals playing at fairs.

For several years this fair was a long-considered project and we finally decided what it would take to boost attendance and overdo our time. Hildebrand negotiated with us to the extent that he was willing to extend an invitation to play our fair.

For a time it was difficult to get the cleaners. Hildebrand negotiated with us, and finally extended an invitation to play our fair.

The state of Oregon and the local community support the project. We are back in the state fair and the fair is more of a business.

New York To Open Before W. F.

NEW YORK.-Oct. 1.-New York will open before W. F. K. Sun. This is not a New York project, but is a project of the club's Beet years.

Los Angeles

Los Angeles, Sept. 24.-The few carnival folks that did not appear at the Los Angeles County Fair at Pomona, Calif., will be. Many applications for new members are being turned down, but those who are being turned down have received an extension of the fair.

Harry Phillips is with Olson's concession.

Thomas J. Hughes is back in town for the fair.

Los Angeles, Sept. 24.-The new fair came to a close at the Los Angeles County Fair, Pomona, Calif., but the fair is not over. We will be at the fair in a couple of weeks.

Big Wax Museum for New York To Open Before W. F.

NEW YORK.-Sept. 24.-New York will have a big wax museum next year since close of Eden Museum in New York. The museum will be in the same building as the Eden Museum, which is now closed.

Big Wax Museum to Open

Big Wax Museum is to open in New York, according to a statement by Robert Tancrede, managing director of the Montreal museum, which will be built in New York City. The museum will be located at 65th Street and Second Avenue, and will open to public before World's Fair opens in April.

Heart of America Showmen's Club

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Sept. 24.-Since the season is fast coming to a close, it is time to plan for the winter. Regular meetings will be held in about a week and club will be re-established.

Mr. and Mrs. Ellis White closed this week and will return in the spring. Mrs. Ellis White will winter here. Dave Stevens and wife, Solly, who have been here all summer, will return as well.


The membership drive is on in full swing and will be continued in the next issue.

American Carnivals Association, Inc.

Boomerang Mfg. Corp.

BOOMERANG MFG. CORP.

Boomerang Mfg. Corp.

アメリカンカーニバル・アソシエーション, Inc.

BOOMERANG MFG. CORP.

Boomerang Mfg. Corp.

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Boomerang Mfg. Corp.

ボーメラン MFG. サーP.
**Midway Confab**

_By THE MIXER_

Communications to 23-27 Opera Place, Cincinnati, O.

**YOU'RE not on a Cook's Tour. Save some money for winter.**

**READ THE Letter-List this issue. There may be mail advertised for you.**

**WE'VE been receiving many postcard daily: 'Will winter in Florida.'**

**A GOOD show manager once said, 'You must revere either to silent or talent to get money. I prefer talent at any price.'**

**ASIDE to penny pitch and digger operators: Keep those small children away from your booths.**

**IT MIGHT be a good idea to replace cart ride attendants with those of more cheerful disposition.**

**TWO ACA's now. Don't get 'em mixed—American Carnivals Association and Amusement Corp. of America.**

**R. H. SHEPARD has been appointed treasurer on the Rubin & Carey Exposition. He succeeds Sam Smith.**

**BILL GOCHIAN has taken over the front of the World-Clink-O-Cue Show on the W. R. Patrick Shows.**

**ADOLPHINE KUNDL, after closing with the side show on De Luxe Shows of America.**

**FORMER NEWBOY MEETS younger members of the press. Jack Rubach, owner Western States Shows, surrounded by the newspapers of The Pueblo Tribune and The Star Journal. Each newspaper published Colorado State Fair, Pueblo. Rubach, a former newspaperman, stated that when he sold papers the toughest kid bid had the best corner, but the newspaper boys these days make the better citizens of tomorrow. If the smiles on the newspapers' faces are any indication they are really enjoying the party, which, consisted of 400 newspapers and organzas. Photo, snapped by stag photographer of The Pueblo Chiefian and The Star Journal, was furnished by Larry Mullins.**

**TIDY. LILLY AND GARY BURGESS have returned to their home in Woodrow, N. C., after closing with the side show on De Luxe Shows of American carnival.**

**TEX PUTGEATST attraction, Louis. HARRIS and Dick. DONMORE on Royal American Shows Louise is the annex attraction with Tex Putz.”**

**WILLIAM COCHRAN has taken over the BILLIE COCHRAN has taken over the Autopia Shows.**

**J. E. JONES, father, last year spent the summer tour in the south and winter tour in Texas. This year he is spending the summer in New York and the winter in Arizona.**

**PRANCIE DAVIS, completely recovered after her week of rest at the Miss America Show in Atlantic City.**

**CARNIVALS**

**THOUSANDS of well-to-do families will visit the World of Mirth & Games, Inc.**

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**THE NEW CHAIRPLANE**

19 West Jackson Blvd.,

Chicago, Ill.

**THE NEW CHAIRPLANE**

19 West Jackson Blvd.,

Chicago, Ill.

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19 West Jackson Blvd.,

Chicago, Ill.

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**THE NEW CHAIRPLANE**

19 West Jackson Blvd.,

Chicago, Ill.
Here's Hoping!

PAWPUSSA, Okla., Sept. 24—Mrs. George Webb, wife of Capt. George Webb, general manager of the Oklahoma City United Shows, has an unusual discovery. Upon entering her house, she found that her house was all hidden under the bed. Further in the investigation it was revealed that the Webb family had been living in the house for weeks and that Mrs. Webb attempted to sleep on the bed. As a result, the bed was rolled up and carried inside of the blanket. Mrs. Webb, who is training the dogs to perform and behave while performing, is of the opinion that the number of games usually found at such affairs.

DION C. McReyn, who closed with PhilプロフショナルS, and J. R. Edwards Shows recently is pre¬

pends the Washington show on September 21 in varying weather. As a result of the shows, he is not only delivering one of the most competent to the community.

AL DEVINE, sound truck operator on the J. R. Edwards Shows recently is pre¬

sented a new sound truck. It is equipped with a new sound system and is capable of rang¬

nking among the best five ride men in the country.
Golden Gate Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Sept. 24.—Where the name of Shumpan, which is the best known name in America, has been the source of some valuable ideas for World Fair attractions which he hopes to develop for presentation here.

At a reception and dinner tendered "Wrong-Way" Corrigan on the night of September 22 at the Palace Theater, Treasure Island, it was intended that the piece de resistance would be a lobster and cabbage la la, Maneus, but when it was learned that Corrigan is a spaghetti fan the menu was changed to spaghetti Italiano. 675 people ate spaghetti whether they liked it or not because the "conquering hero" craved it. Such fame.

John R. Castle is now a San Francisco home. He has purchased a house in which he will renovate and rehabilitate. John, who says he has shaken the dust of carnival lots from his feet forever, is in the best of health.

Sherwood Forest will be reproduced on Treasure Island by none other than M. Caspari, the famous expert. Murphy Bros. have contracted to supply the scenery, staging and every detail on the doing and being of the archery show. Admission will be 50 cents and tours is and to cost about $150,000.

Harry G. Traver said his associate, Harry C. Baker, will fly here soon to purchase a airplane car of the same make as his own. He said, "This is the cheapest plane I know of and I am going to contract with local operators to make a plane for our show.

The $1,200 Chinese village was started on September 15, to have 97 buildings and to be the most famous pagoda of all. All buildings will be constructed by Chinese labor and not a single nail will be used.

Treasure Island, site of the expo, is literally a spotless town. Debris is not allowed to accumulate and is promptly removed. The town is always kept clean.

Michigan Showman's Association

DETROIT, Sept. 24.—First fall and opening of the drawn clubsrooms October 7. Membership Drive has progressed nicely, and 169 new members have been accepted since March 1. The Detroit Show was given a Gold Life Membership Card at the special meeting declaring its worth.

Lois Stone, who has made a remarkable collection of World Fair exhibits, is active in the clubrooms. She is pleased with the way the Furnishing Club is being conducted.

WANT TO KNOW WHEREABOUTS Of L. B. "BARNEY" LAMB

Side show manager, now operating a Kiddie Auto Ride would like to know what this Rochester showman, Art Lewis Show, William, N. Y., all this time.

EVANGELINE SHOWS WANT

Illinois Performers and Musicians, Saxophone, Trombones, Clarinet, Cornet, three fast-feeding, young girls, shows that don't need a manager. Concerts—Male Band, Rock Band, Duck Band, Band, Male Quartet, Red, White and Blue, and Rhythm and Blues. Two men and four women, $200 per week. Answer c/o Red River Valley Fair Fair, west October 2.

G. R. LEGGETTE

BANTLY'S ALL-AMERICAN SHOWS

CAN PLACE FOR Southern Your CONCESSIONS OF ALL KINDS, NO EXCLUSIVE PRICES. RIGHT FAIRS; Southeastern Colored Fair, Charlotte, N. C., October 10–15; Lee County Fair, Beaumont, S. C., October 24–29; Georgetown Agricultural Exposition, Georgetown, S. C., October 21–November 6. Closing to open in Key West Park, Key West, Fla. All address this week, Palatka, Fla.

NATIONAL SHOWMAN'S ASSOCIATION

Palace Theater Building, New York.

NEW YORK, Sept. 24.—Personnel of the Executive Committee decided on the following:

Oct. 12 meeting included Lew Dufour, chairman; Sam Rothstein, vice-chairman; Abe Stern, secretary; Abe Langer, treasurer; Barney Green, George Kline, and H. F. O'Malley, treasurer; Joe Hughes and Charles Law, city officials; Albert A. Laus, treasurer; Jacob Cohen, MD, secretary; Frank Waters, treasurer; Max Hoffman, L.D. and Jacob Cohen, MD, vice-presidents; Irving Borshein and William Campbell, president; Lida Okin, national secretary; M. E. Murphy, vice-president; John S. Cohen, MD, secretary; John S. Cohen, MD, treasurer; John S. Cohen, MD, treasurer; Treasurer; John S. Cohen, MD, treasurer; Treasurer.

All officers are members of the committee.

All members who have changed their addresses. The following: Secretary M. L. W. to the annual meeting and M. L. W. to keep in touch. The above is the only notice.

Announcing the new address for 

The Billboard Guide, 14th St. and 2nd Ave., New York, N. Y.

IF THE WHEREABOUTS OF ANN S. KENYON IS KNOWN, PLEASE NOTIFY

MR. F. C. GILKINS, 509 Woodbine St., Jacksonville, Fla., by Wire Collect.

FOR SALE

One 91 ft., 8,400 lbs., No. 13, Fair, Top Form, will be rented to a buyer who cannot give up possession until a later date.

JOE LABELLE

Carnival, Payette, Ga.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the Wholesale Merchandise Department

THIS WEEK AND EVERY WEEK

Circulars. No Cost, 300 Circs., No Machine, Top Form; will be rented to a buyer who cannot give up possession until a later date.
Heeded at the rooma. Worthy of Your Co-operation CAW. J. Or OLMAYPI. Oeovere/ Ortalrevien Art. Sister UptlIttel ash receptacle; Sister Hattie Other visitors included William Young, see Pritchard, Joe Murphy, Julius urfrey, E. A. Oomateck, A. D. Michele, Esther Male Miller was awarded a nice Have you paid your dues? There Is lied last week. HOWMEN’S HOME FUN MIMI picture of a Spanish dancer. The club has good attendance at the October 1, 1938 Showmen's Home Trusties funds. E. W. EvANS T. Showmen’s Home Trusties established what Mr. and Mrs. Art Livermore. Soft drink.” (Conttnuert from page 38) “I have your letter of September 15, 20165 W. Madison St., Chicago, Ill. Chicago, Sept. 24—Chat's opening meeting will be held October 6. It is urgent that members take an active part in all meetings, as a number of important matters will be discussed and some action will be decided upon. Appreciation is extended to Miss M. A. Rome and William M. Young, sent in by Brother Beverly White; Fred Frank, Bros. 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Rubin & Cherry
(Railroad)


Roy Brown, Chicago baseball and radio color commentator, had some clearcut dancing to do when he joined George Remus, Jack Dempsey, former middleweight champion, and Dan Duggan, former lightweight champion, in an intersectional dance team, Sept. 27, in the presence of 10,000 people. The foursome took a time slot in the fair in Jackson.

Helderbrand's
(Motorized)


The 500-mile jump from Grandview, Wash., was made in record time. Fair opened Wednesday, but a second-to-the-sun danger held the fair closed. Afternoon, and Manager E. C. Cole held the fair and the afternoon, and Manager E. C. Cole held the fair, closed the fair. The first annual fair closed the fair, and the second annual fair closed the fair. The first annual fair.

Endy Bros.


Contemporary Carnival Show Letters
As Reported by News Representatives for the Shows

L. J. Heth
(Motorized and baggage cars)


Spot produced large crowds, but only a few of them stayed for the fair. The fair was closed early because of a storm. Paul Reynolds has finished repainting the fair. He did a good job, but the fair was closed early because of a storm. Paul Reynolds has finished repainting the fair.

Hilgerbrand's
(Motorized)


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Hilgerbrand's
(Motorized)

CARNIVALS

FRUIT CONCENTRATES
FOR SNOW-BALL AND DRINK STANDS

GOLD MEDAL FRUIT CONCENTRATES will give you the drink or snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit you get in the winter weeks.

Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details today and get started right this year.

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

O. J. Bach
(Baggage cars and trucks)

Trout, N. Y. Week ended September 29.

The last week in September the streets of Trout were filled with the usual small hotels and saloons.

The weather was warm and pleasant, and the roads in good condition. The fair was well attended.

The 25th Annual Trout Fair is a great event and is expected to be one of the most successful of the season.

J. B. Brown

E. J. Casey (Motorized)

Fort Frances, Ont., Can, September 1-4.

The Fort Frances Fair is one of the most important fairs in the Northwest. It is held annually on the third weekend in September.

The fair is well attended and the exhibits are of high quality. The grounds are well managed and the fair is a great success.

Tommy King

Buckeye State

Baggage cars and trucks

Lebanon, Mass. Week ended September 29.

The Lebanon Fair is one of the largest in the state. It is held annually on the third weekend in September.

The fair is well attended and the exhibits are of high quality. The grounds are well managed and the fair is a great success.

Tommy King

Regal (Trucks)

What Cheer, Ia., August 23-25.

The What Cheer Fair is one of the largest in the state. It is held annually on the third weekend in September.

The fair is well attended and the exhibits are of high quality. The grounds are well managed and the fair is a great success.

Tommy King

World's Exposition

Leavenworth, Kans. Week ended September 24.

The Leavenworth Fair is one of the largest in the state. It is held annually on the third weekend in September.

The fair is well attended and the exhibits are of high quality. The grounds are well managed and the fair is a great success.

Tommy King
CARNIVALS

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Early Gates Light At K. C. Jubileesta

KANSAS CITY, Mo., Sept. 24—Kansas City Jubileesta, third annual, will close tomorrow night in Municipal Auditorium after two days of sightseeing, radio and movie stars. Early attendance was reported at 19,350, well over the 16,000 of the first two days. Last year the first two days attracted 12,000 and 13,000.

The weather was cool and windy, but the crowd was not discouraged. Music was from the Music Hall, Oakland, Calif., first annual, which closed today at the Municipal Auditorium.

With Music Hall of the auditorium, the Hotel Sheraton, directed a vaude show which was reported Tom Cruickshank, son of Lincoln, Va. The show featured races, bell games and dancing to burned salve.

The booking agency were Marrero Ve billboard and booked thru Idrotto. Attendance was big.

Gates of the auditorium were closed at 6:30 P.M. and $800 to be used for Legion writers and other acts. A cool reception was given by the three auditorium shows not only at the auditorium, but at the auditorium, with three auditorium shows not only at the auditorium, but at the auditorium, with three auditorium shows not only at the auditorium, but at the auditorium.

Cranberry Co. were booked in addition to the three auditorium shows not only at the auditorium, but at the auditorium.

The Little Theater: main avenue shows, 3 rides, 5 bows and other acts.

The Billboard: October 1, 1938

WISCONSIN RAPIDS, Wis., Sept. 24—Over 10,000 were sold in advance for the third annual Wisconsin Cranberry Harvest Festival, sponsored by the Junior Chamber of Commerce here on September 16-18, officials reported.

The show was sponsored by the Birdcage Amusement Co., in addition to several women's and men's groups and the Indian annual Indian Annuals and Bernie Young's Orchestra, held the Harvest Ball on September 16, where the Cranberry Queen was crowned from among the girls who handled advance ticket sale.

Over 500 women of the women's group were invited to attend the Saturday, Secretary to Mrs. Day, and at the Cranberry Queen was there that night. There were to be a parade, a grand march and auto giveaway.

Lions Clear Big Sum for Charity

ROLLA, Mo., Sept. 24—About $2,200, to be used for civic and charitable purposes, was cleared at the third annual Lions' Club Carnival here on September 19 and 20, says A. L. Johns, secretary.

Fiddler's Merry-Go-Round, Kiddie ride and Rides-O-2 and 22 concessions were on the midway and there was an auto giveaway.

Pioneer Days Has Midway

WAVERLY, Ia., Sept. 24—Rain and cold curtailed attendance at the Pioneer Days Celebration sponsored by the Chamber of Commerce here on September 19 and 20, reports A. L. Johns, secretary.

Jack O'Neill's Ferris Wheel and Merry-Go-Round were on the midway and there were 500 concessions.

There were concession stands, gondola rides, ball games and dancing to burned salve.

Amery Starts Fund for Hall

AMERY, Wis., Sept. 24—Staged concurrently with the Fall Festival, the Amery Fall Festival sponsored by the Chamber of Commerce here on September 19 and 20, reports Paul F. Herbst, chairman.

Post here on September 8-13 resulted in profit of $101. Funds to go toward purchase of a meeting hall, reports Paul F. Herbst, chairman, originally scheduled for four days, was extended due to rain on the first two days. Bremer Tri-State Attraction, with 5 rides, 4 bows and 17 concessions were on the midway, and there were some prizes and farm exhibits.

Wanted Circus Acts of All Kinds for ARABIA TEMPLE SHRINE CIRCUS

HOUSTON, TEXAS

NOVEMBER 21 THROUGH NOVEMBER 26

(Six Days)

Write and state lowest.

REV. J. W. E. AIREY, Director

Post Office Box 7135,
Classified Advertisements

COMMERCIAL

10c a Word

NOTICE - MARTIAL LAW. India. All persons who have committed any offense under the provisions of the law are hereby notified to report to the nearest police station promptly. Failure to comply will result in arrest.

ALL AGENTS AND DISTRIBUTORS.

Agents - Distributors - TO MAIL SAMPLE Herb and Literature in these territories. Establish profitable trade. Samples and prices on request.

AGENTS - LITTLE BEAUTY SOCIAL SECURITY. Plates. Looks like millions. Two or more per set. Possibility of trade. POPPINS, 1104 Lawrence St., Elmin, Minn.

AGENTS - 100% PROFIT SELLING GOLDS LEAF. Letters for window stores. Free samples. METALCO, Inc., 39 E. 42nd St., New York City.

AGENTS - CUSTOMER PLAN. Size Soap. 50c each. Frank Littie, 215 Mason Theatre, Los Angeles, Calif.

AGENTS AND DISTRIBUTORS WANTED

Agents - Distributors - TO MAIL SAMPLE Herb and Literature in these territories. Establish profitable trade. Samples and prices on request.

AGENTS - DISTRIBUTORS - TO MAIL SAMPLE Herb and Literature in these territories. Establish profitable trade. Samples and prices on request. PATRICK, 1104 Lawrence St., Elmin, Minn.

ACTS, SONGS AND PARODIES

ORCHESTRATIONS - WE SHIP PROMPTLY. Samples and literature to qualified. B. R. SHIRLEY, 1405 N. Broadway, Los Angeles, Calif.

SONGWRITERS - MELODY COMPOSITION TO ORDER. Price $1.00. FRANK LITCCE, 215 Mason Theatre, Los Angeles, Calif.

ELECTRIC SHOWS - ALL SIZES. 7 ft. x 7 ft., $25.00. 4 ft. x 4 ft., $15.00. T. B. BARTLETT, 302 Main St., Elmin, Minn.

ALLIANCE SHOWS - ALL SIZES. 7 ft. x 7 ft. 4 ft. x 4 ft. four inch: $20.00. USA CIRK, 1405 N. Broadway, Los Angeles, Calif.

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NOTICE, DANCE PROMOTERS—Twelve-Piece Orchestra now on tour. Write for complete dates and pictures of orchestra. PAINTERS-Come out for a Three-Dimensional Stage Band, playing exclusive here in east. Two weeks’ notice required. Address BOX 436, Dorm, Virginia. 


NOTICE, BANDBOOKERS—POPULAR JAZZ BAND just completing a tour in the Midwest. Would consider engagement in any part of the country. Three weeks’ notice. Address BOX 1252, Billboard, Cincinnati. 

OLD TAPES—Musical, dance, radio, newspaper, etc. Write for rates. D柏林, New York. 

SMOOTH FOUR-PIECE Band, one of the best in the country. Good business all year round. Write BOX 108, Billboard, Cincinnati. 


SINGING EMBLEM and Orchestra, well known for the best in music. Excellent business all year round. Address BOX 243, Billboard, Cincinnati. 

POPULAR DANCE BAND needs engagement for any location. Will guarantee. Address BOX 116, Billboard, Cincinnati. 

SINGING ARTISTS—FOR MID OR WHAT NOT AVE YOE LIST. Address BOX 211, Billboard, Cincinnati.
MORE MISE: ON MIDWAYS

Concessionaires, Bingo Ops End Outdoor Season With Big Takes

More merchandise used as fair execs ban cash awards—
liberal pass-outs please record-breaking crowds—bingo
big at Midwestern events

CHICAGO, Sept. 24.—With one fair after another breaking attendance records, bingo operators are winding up their operations. Another significant note is the number of concessionaires sticking strictly to merchandise and keeping their booths free of cash. Considering more of the men are in attendance to bring in the dough, there is a natural outgrowth of nation-wide cash prize madness, noted one operator. The growth of the use of merchandise awards has also stimulated an increase in the number of operators and concession committees in permitting all types of merchandise and appealing for their appearance on the midways. In the past several years of cash games have been increased, which have been fair to have been banned. Several large operators in the East have followed such a policy for years and the move is rapidly spreading among State and county events.

That the general public is in sympathy with the broader merchandising method is indicated not only by the size of attendance but by the amount of spending habits. Bumper crops have given attending farmers enough cash to make this fair season a good one. It might not go down as the beat season but it might not go down as the beat season

SEVERAL WEEKS AGO we published an article by Norman T. Fowler, Indianapolis, on how to set up a bingo program, including how to set up a bingo program. The article was well received and illustrated with many helpful hints. It was reported that U.S. census workers and other governmental agencies are using this information to improve their own programs.

ATTENTION, JOBBER! Letters from prospective bingo operators continue to be directed at us as they ask us if our list of approved operators is still in effect. There is no list.
WHOLESALE MERCHANDISE
The Billboard

**FIRST TIME AT THIS PRICE**

**PUSH - BUTTON 1939 RADIO**

For the first time the luxury of AUTOMATIC tuning is available in a LOW PRICED radio of unquestionable quality. It tunes 5 any 4 stations by merely pressing a button. It's the newest model for 1939 and the biggest value!

**$9.54**

**LOTS OF 3**

**SAMPLE $9.94**

Order a sample of this new 1939 model now on money-back basis. One year guarantee. $2.00 deposit required, shipped F.O.B., which will be returned if your orders for this item are less than $10.00. New 1939 Catalog.

**THE BEST BUY OF 1939**

5 tube AC-DC equipped with full size dynamic speaker and Lizzi wound coils. Gets police calls and standard broadcasts. Beautiful walnut cabinet. 12 1/2" x 8 1/2" x 6 1/4" In.

**SILVER MANUFACTURING CO., Inc.** 2069 ELSTON AVE. • Dept. B-137 • CHICAGO, ILL.

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**NEW RADIO TYMIE CLOCK**

**Amazing! Double-Duty! Turn on Switches "ON-OFF"! A $10.00 Value!**

A remarkable new premium item that's going like a house on fire! Plenty of Hash! Everybody buys! In addition to being an accurate time-piece, it will automatically switch "on" or "off" a radio, refrigerator or any electrical appliance at whatever time desired. Beautiful modern design. Gold-plate, Mexican models finish. Choice of 2 colors. Don't pass this! Wire or write...

**EVANS NOVELTY CO., 946 Diversey Blvd., Chicago**

---

**WHITE PEARL PEN & PENCIL COMBINATION AND MIDGNET KFNE DEAL With Push Card.**

- **NEW REFLECTOR DESK LAMP—**
  - $9.50 includes Exceptional Quality and standard equipment. Also offered at a lower price at the store. For a complete description, see page 127.

- **PREMIUMS, Sales Boards, Electric Clocks, Perfumes, Nardens, Lipsticks, Tufted, Rows, Extents, Corded Goods, and Adhesive Merchandise.**

- **Wagoomen, Pitches, Home, Office, Garments, and Premium Workers.**

**CHAMPION SPECIALTY CO.** 814 N. CENTRAL ST., KANSAS CITY, MO.

---

**PACKARD LECTRO SHAVER**

**Lots of $4.50**

**SAMPLE, EACH $5.00**

The Electric Shaver with a national reputation, well known for all types of boards. Since 1926.

**ROHIDE-SPENCER CO.** 222-226 W. Madison St., Chicago.

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**LATEST STYLE FUR COATS**

**Genuine Fur Coats, all times, all sizes.**

- **MEN'S**
  - $9.00
  - $15.00
  - $25.00
  - $50.00
  - $100.00

- **WOMEN'S**
  - $9.00
  - $15.00
  - $25.00
  - $50.00
  - $100.00

- **SPECIALS**
  - $4.00
  - $8.00
  - $12.00
  - $24.00
  - $48.00

- **LUXURY FURS**
  - $10.00
  - $15.00
  - $25.00
  - $50.00
  - $100.00

- **FOR MEN**
  - $4.00
  - $8.00
  - $12.00
  - $24.00
  - $48.00

- **FOR WOMEN**
  - $4.00
  - $8.00
  - $12.00
  - $24.00
  - $48.00

- **Double Faces for Men and Women.**

**Wolsen** 243 W. 30th St., New York, N. Y.

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**WHITI' S WATCHES**

**WRIST WATCHES**

- **ELGIN & WALTHAM**
  - $2.70

- **NEW CASES, LEATHER STRAPS.**

**TODAY.**

**NORMAN ROSEN**

WHOLESALE JEWELER
PHILADELPHIA, PA.

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**WHEN YOU CAN BUY THE BEST FOR LESS — WHY NOT?**

Evans accessories are recognized as mechanically right, authentically styled and jewelry finished. What's more—they are moderately priced due to volume production and modern equipment. Illustrated below are a few items most suitable as prizes or premium merchandise—articles that have proven consumer acceptance.

Evans Windguard Pocket Lighter — an item recognized as the best in its field with windshield, ample fuel capacity and automatic action.

Here's a ladies' item—a loose powder compact, fitted with leak-proof powder compartment, large mirror and watch with French enamel top and golden bronze finish—an article with instant appeal.

A man's Automatic Comb and Brush Combination. Stiff bristles with comb fitting into the handle which automatically releases by pressing button. A novel and useful man's number.

Combination Cigarette Case and Lighter with Windguard. This will hold nearly a full pack and the lighter has an extra large capacity. This number is popular with both men and women.

- **See Your Wholesaler**

**EVANS**

**CASE CO.**

North Attleboro . . . . . . . Massachusetts
ACT NOW! THIS IS IT!

"ELECTRIC PENDULUM CLOCK"

Write or Wire for Special Quantity Prices.

G. B. NOVELTY MFG. COMPANY
1551 S. KEDZIE AVE., CHICAGO, ILL.

It has been out, it seems destined to become even more popular as a premium and prize article, the company says. Light in weight, the aprons need never be washed or ironed. They are kept clean by wiping with a damp cloth, the firm states. Come in red, green, blue, yellow and crystal shades.

Auto Gadget

A new gadget that fits over the overflow pipe of the automobile can stop loss of anti-freeze being marketed by the New Products Co. Firm states that its product will make one filling of anti-freeze last all winter. It minimizes evaporation. Operates inT/3 months, however, in case a faulty motor builds up excessive pressure, it is claimed. Firm reports that the gadget is easy to install and that it will not rust or wear out. Number is said to be offered at a low price and should be a natural for pitchmen, streetmen and direct sellers.

American-Made Charms

Karl Ougenheimer, Inc., is marketing a line of lucky charms that are an innovation in this type of merchandise. To date, most charms have been imported. The new charms are made of a patented composition which contains glass. The charms come in numerous colors and are made in the assortment consists of 25 numbers. It is predicted that this line will find favor with the trade, as there is strong demand for American-made merchandise of this type.

DEALS

(Continued from page 5)

placing a deal the main idea is to show your item to a prospect before showing him the card or mentioning the deal; excite his interest in the item and then keep him busy telling him how he can obtain the item without cost to himself.

How Deals Are Placed

Most cards are not placed with dealers or storekeepers but with individuals who work out the deal among family and friends in an office, factory or elsewhere. Most deals give away two major awards and perhaps three or four consolation awards, the latter being inexpensive. The individual working the card for the operator receives one of the major awards for his efforts and the operator's net profit is the difference between what he could sell the item for and the cost of the merchandise distributed. If the operator works with a large group of individual workers, the net profit is the difference between what he could sell the item for and the cost of the merchandise distributed. Some operators pay the dealer and the storekeeper for the card.

In some instances an operator will work up a deal and sell the deal complete with merchandise and card to a storekeeper for a flat price. The storekeeper then becomes an operator himself and keeps the cost of the merchandise and the profit on the original sale.

This is by no means a complete picture of the salesboard business. But it should give newcomers a fair idea of foundation on which to get started.

Levin Bros.
TERRE HAUTE, IND.

NEW & DIFFERENT
FIT'S-ALL MUFFLER PATCH
WRITE FOR OUR
3 WAY SALES PLAN
All-year seller to new and used car dealers, garages and fill ing stations.
Get your sample now. Send 50c to cover postage, handling
MATCHLESS PRODUCTS CO.
102 Flatbush Ave., Brooklyn, N.Y.

SPECIAL VALUES
ELGIN or WALTHAM
Guaranteed. Better. New and
Nothing Better. Guaranteed. You can
3 years. Satisfaction Guaranteed. 
$3.00

KANE WATCH CO. New York, N. Y.

THINGS MEXICAN

FUR COATS

FUR COATS

New & Different

FLEETWOOD ELECTRIC SHAVER
$3.50 ea.

FLEETWOOD ELECTRIC SHAVER
$1.25 ea.

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OAK-HYTEX
Mickey Mouse
balloons

This Fast-Selling Line offers Heads, with inflatable cars, and Toss-ups and "Prints" in various styles and sizes. Made under exclusive license from Walt Disney Enterprises.

Sold by Leading Jobbers.

THE OAK RUBBER CO. RAVENNA, O.

HEADQUARTERS FOR
SOCIAL SECURITY PLATES
$6.00 per 100
$5.50 per 1000

SPECIAL MACHINES
ENGRAVING NEEDES
12.50
HAND DIE SETS INCL.
2.50

No plate combines with cheaper, lower quality products. Engraved and numbered plates with pictures of everything. Most important, they are made from selected, high-grade cases.

H. O. STRIKER
Established 1860
4220 Tirement Ave., Detroit, Mich.

NEW CATALOG
Blazing Fast-Selling Novelty Items
Ropes, Licenses, Grover, Signs, Snaps, gw32, Band B. etc. Send 10e for Free Catalog.

OLYMPIC NOVELTY COMPANY
507 B. WAY.
NEW YORK.

BIG PROFITS
Praising Our Silent Salesmen Vendng Men's and Ladies' Watches and Wristwatches.

ELGIN-WALTHAM & HAMPDEN WATCHES
$1.75 UP
In New Chromium Cases, all sizes, Satisfaction Guaranteed or Money Refunded.

5 USED RUNNING POCKET AND WRIST WATCHES
American and Swiss. Our Assortment

B. LOWE
Room 1928, Kopper Bldg.
Chicago, III.

If you are looking for a Full Line of Good Chrome Watch Cases, be sure to ask for "Oak-Hytex." All sizes. 2 Samples 50c.

J. B. KELLEY, The Fountain Pen King
497 Broadway, N. Y.; CHICAGO, 150 W. Adams St.
1924 Mission Bldg., San Francisco, Calif.

Every $1.00 Gets you $5.00.

SOCIAL SECURITY PLATES
$2.50 per 100
$2.00 per 1000

SPECIAL MACHINES
ENGRAVING NEEDES
8.00
HAND DIE SETS INCL.
2.50

These plates are made of selected, high-grade cases. Engraved and numbered plates with pictures of everything. Most important, they are made from selected, high-grade cases.

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1924 Mission Bldg., San Francisco, Calif.
iCOOD SELLERS AT LOW PRICES

FASTEST SELLING LOW PRICED BLADE

SOCIAL SECURITY

COLLEGE DRAFTS

FOOTBALL

LOWEST PRICE.

U.S. Social Security Administration reported to be pitching corn punk.

KEEFE

LATE

10 HANCOCK ALLEY

EPSTEIN NOVELTY CO., Inc.

STEPPIN' SAM

4540 Grissom St., Philadelphia, Pa.

American Shows, at Birmingham, Ala.,

Send for Your FREE Copy

HURRICANE NEWS-

ACOHIDES

12410 Quality lace- $4.54

STEPPIN' SAM SELL CO., 4450 Grissom St., Philadelphia, Pa.
Nelsonville, O., Fall Festival

W. E. West Motorized Taters.

Winton, reelse. 4, co....tbroe *fog. Adheres a11 mad to Ellis Wain t.r ihr 4..104 Geer. rol^ an .1.'-

Endy Bros. Shows, Inc.

Warrentown, N. C., week Oct. 3.


Can use Fun House, Gas Cars. All Concessions wanted.

Address this week, Goldsboro, N. C.

Rockhill, S. C., Fair, Oct. 3

Bunratty, S. C., Fair, October 10

Want Chalet Shows, Small and Big Concessions, Band, and Musical Art for Choice Show Ride. Write: Gruberg's World Exposition Shows

Lexington, S. C. Fair this week.

Chair-o-Plane Ferris Wheel

To join in this week. Can place two Chalets, Big Concessions, Band, and Musical Art for Choice Show Ride. Write: Gruberg's World Exposition Shows.

Rockhill's World Exposition Shows

Lexington, S. C. Fair this week.

Dyer's (Lotta Hooey) Shows

Write Lexington, Va., show. Add: Bob or Mike, operators of Concessions. Can take charge of Whole Town. Will buy or sell used Ferris Wheel, Show Concessions, and Any other shows. Advertises for the next show. Agents for shows. New, McLean, Va., operators of Ferris Wheel.

Cumberland Valley Shows

Want for two straight Georgia Fairs an organized Chalet Shows, Band, and Musical Art for Choice Show Rides. Write: Dyer, R. W.

Friendship, Tenn.

Free Community Fair

Week October 4

Wants all kinds of Concessions. Good location. Write: Friendship, Tenn., Free Community Fair, Week October 4.

W. E. West Motorized Carnival

Booking connections of all kinds. No X spoil. Big Band wanted for Girl show. Don't want anything. Write: W. E. West Motorized Carnival, Second week.

Modern Midway Shows Want

Organized Shows or any other Good Shows. Also interested in Midway Shows. Write: Modern Midway Shows Want, Fall Festival this week.

For Sale

Kewanee Motorized Grand-Round, new and Engine.

Crescent Amusement Co. Wants

Following Fairs: Woodford, S. C., week October 1; Pickens County Fair, at Conroe, C. Va., week October 19, with Chalet Shows, Band, Musical Art, and all Concessions. The Chalet Shows are first rate. Write: L. C. McHenry.

Crescent Amusement Co.

Carnival Wanted

Minimum 3,000. Must guarantee 4,000. Shows to be held on West Coast. Kewanee Club, Detroit.

Very popular shows with outstanding acts. Will turn to new Fairs. Ask for more information in this week.

South Side, Va., Fair

Petersburg, Va.

Entire Week October 10-15.

Can place Concessions, Eating Stands, Soft Drinks, Ball Games, Wheels and Grind Stores.

Write R. W. Eams, Secy.

Charleston A. and I. Fair, Inc.

Week October 24 to 29, Inclusive

MERRY-DAYS AND NIGHTS-


Concessions—All Kinds, No EX. Est. and Drink Stands. Also BEER. Apply quick if you want good location. Plenty money here. 5,000,000 government project. Pay week. Special events daily. Advertised big. Automobiles given away. Am here to make money. Don't call Charleston in 1938. Get busy. Reserve your space now.

Charleston Agricultural and Industrial Fair, Inc.

C. W. Cracraft

Amusement and Concession Mgr.

414 Peoples Office Building

Charleston, S. C.

Ideal Exposition Shows, Inc.

Week October 3, South Boston, Va., Fair.

Week October 10, Petersburg, Va., Fair.

Can Place Motordrome, Life Show, Illusion Show, Midget and any other good Attraction.

Can Place Concessions (no exclusive except Bixby). All Wheels, Grind Stores, Shooting Galleries, Diggers, Rack Games, Novelties, Fish Pond, Photo Galleries, etc.

Can Place Cook House and Grab Joint.

Address WM. GLICK, Mgr.

This week, Burlington County Fair, Burlington, N. C.

Snap Greater Shows

Can place all Stock Wheel Concessions at two outstanding Fairs. Starting Monroe, La., Fair October 4 to 9; Eldorado, Ark., Fair, October 17 to 22. Can also place any high-class Shows. Wire or write Snap Greater Shows, Lecesville, La., Fair this week; Roanoke, Ala., Fair, week October 17.

Sickels United Shows Want


J. J. Page Shows

Want for Randolph Co. Fair, Roanoke, Ala., all next week. Concessions of all kinds except Corn Game. Want Side Show Manager and Acts for same. Men to take charge of Monkey Show and Snake Show.

Address J. J. PAGE SHOWS, Newnan, Ga., this week; Roanoke, Ala., Fair, next week.

Scotland Neck Fair and Peanut Festival October 3 to 9

Rolland Shows

Wants Flat Ride, Octopus, Caterpillar or Tilt-ride, also Kiddie Rides. Want Shows of all kinds. Good opportunity for five or six Shows. Concessions in all kinds. Opening for Long Range Steamer. Can top Shows and any good Shows. Lady Bird, Athens, Ga., Fair, week October 18. Address J. J. PAGE SHOWS, Thomson, Ga., Fair, week October 18.

Celebration Shows

Tunica, Miss., this week.

South Side, Va., Fair

Petersburg, Va.

Entire Week October 10-15.

Can place Concessions, Eating Stands, Soft Drinks, Ball Games, Wheels and Grind Stores.

Write R. W. EAMS, Secy.
MANY W. F. (continued from page 5)
inside track. Final award is expected in a week or two.
he good that get the spectator
contract he will probably have the two
talent contracts. Several weeks ago he signed to produce
the immense 1,600-page color historical pageant
in State capital and adjacent to the regular amusement zone. Pagent will be financed by the town and city and will not be a part of the
reception set. -

Talent Shows

Shows emphasizes talent definitely
WINTER WONDERLAND, a reprodu-
cation of a typical village of the Alpine
it was operated by H. J. Ripchen & Co., of Chicago,
that the Century of Progress. Village will cover
area one square mile and will be able to handle 50,000 people.
and skiers and jumpers and about 200
arrangements will be made for dances, cabaret entertainment. Costs of physical
will be $523,000, and cost of opera-
ture will be approximately $500
museums and缺下面 mentioned.
CUBAN VILLAGE, a practical village,
and streets and buildings (about 15)
covered by a store and a front.
intended as a romantic
village of the same
gether. Buildings will be
by order of Steve Joe's, settling 350;
reproduction of a Cuban water-front
village of Havana, showing scenes of
sight; a reproduction of the Santa Maria
in a street scene showing an
100% replica of Columbus discovering Cuba; a replica of Morro Castle with a
restaurant a tobbogan slide and ski
together. Also included will be a genuine stork's
restaurant; a cabaret which will be a
dinner theater.

COURT CARNIVAL, a reproduction
of the order of Steve Joe's, settling 350;
reproduction of a Cuban water-front
village of Havana, showing scenes of
sight; a reproduction of the Santa Maria
in a street scene showing an
100% replica of Columbus discovering Cuba; a replica of Morro Castle with a
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dinner theater.
While there is much pacifist and isolationist sentiment in America, there are many of us who still hope that the United States will play its full part for free trade and free government during the present crisis in Europe. During recent years there has grown up a genuine fraternal feeling between members of the coin machine industry in America and in Europe.

So the sympathy of the American trade for our friends overseas is real, altho we may be confused as to the many factors involved.

It is one of the peaceful results of trade that when people do business together they develop a feeling of kinship that makes wars less and less likely to develop. The United States is fortunate to have as its Secretary of State a man who is quietly developing that philosophy at a time when so many nations seem hell bent for war.

In the coin machine industry the American firms have had a favorable balance of trade, and many in the industry do not appreciate what responsibilities rest upon the United States and its industries under the present world stress. We have coin-operated machines to sell and our friends in Europe have bought them, and that is about the extent of understanding that many people have of trade relations between nations. That we have heavy responsibilities to buy goods from friendly nations, with half the world's gold supply, has not yet dawned upon the American people.

Our friends in the coin machine industry in Europe will bring prosperity under free government. But that will not be done.

Many Americans recognize that terrific problems face England and France. I recently talked with a newspaper man from Paris and he said it is remarkable how quietly the French are able to continue business in the midst of conditions so alarming. In America we have noted that the British coin machine trade seems to be going right ahead as if nothing serious had happened. It is good that such courage can exist.

By way of explanation, it should be said that in America liberals like myself have not fully trusted the present (Chamberlain) government. We have felt long before the present crisis that it was a poor friend to the remaining hopes of free government in the world, and recent events have only confirmed those suspicions. However selfish America may be under the present circumstances, we would like proof of a sincere devotion to free government.

When our friends in England and France are forced to defend what is left of free government, we Americans are much at fault. We are the victims of an ill-advised peace-at any-price program by religionists and partisan organizations. Kindly old men, like our Senator Borah, argue for isolation and cry "peace, peace when there is no peace." They know they will not live to see the final results of the present European crisis and maybe it is but human that they should ask for their remaining years to be peaceful—without regard for what the rest of us must face in the future.

Many Americans are content to sit smugly by with the protection of Canada on the north and let British and French armies bear the brunt of protecting our liberties. In all probability it will require fighting on American soil and bombing American cities to change present public opinion. Then it will be too late. Thinking Americans know that this country holds out one of the most tempting baits, in its gold supply, to Italy, Japan and Germany that any country in the world could hold. Already, our Brazilian neighbors to the south are beginning to worry about the more than 1,000,000 Germans within their bounds. That the dictators of Europe have an open door in the Americas is already too plain.

Military experts say that England has normally a food supply to last five weeks, and it is easy to see why the leaders of Germany called a halt would now much prefer peaceful trade and friendly relations with the rest of the world.

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Military experts say that England has normally a food supply to last five weeks, and it is easy to see why the leaders of Germany might hesitate a long time before going into war. If America did nothing else, we could easily back our democratic friends with food and munitions in defending the hopes of free government. But that will not be done.

The chief ray of hope coming out of Europe is that with the death of the present heads of Germany, Italy and Japan, those countries will quickly fall to pieces under the chaos of civil war. Perhaps the hope of friendly trade relations may yet break thru the gloom and improving business in all countries will bring prosperity under free government.
“Wonderful Sales,”
Says Orenstein

NEWARK, N. J., Sept. 24.—Irv Orenstein, of Hercules Machine Exchange, Inc., claims, “Our firm is one of the biggest in the state.”

He explained, “We are enjoying the biggest sales in any fall in history. Our only trouble has been to get the right machines to do the job.”

The Orensteins have been getting large orders for their new games and have been able to ship them out as fast as possible. They have even had a few orders for the new games and they are feeling the thrill of a lifetime with the business.

“Keeney’s,” said Orenstein, “are getting the greatest run of games that we have enjoyed this entire year. Not only are we making new sales, but we are definitely convinced that we have set a new record for sales this year with Odd Ball.

“Machines have been coming in at a rapid rate and have been booked out just as fast as from the firm’s offices in this city, Brooklyn, and Philadelphia. From the orders we are getting the firm is now publishing this report. Business is building up. The machines are in demand and we place a large quantity order and have been doubled orders and doubting that amount almost every week.

“Machines have been coming in at a rapid rate and have been booked out just as fast as from the firm’s offices in this city, Brooklyn, and Philadelphia. From the orders we are getting the firm is now publishing this report. Business is building up. The machines are in demand and we place a large quantity order and have been doubled orders and doubting that amount almost every week.

“The leading play action of the game is what gets the players. The sales of Odd Ball have gone to a new high for this territory.”

Go-Getter Jar Deal Clicks

TYLER, Tex., Sept. 24.—Go-Getter Jar Co., of the originators of Free Replay Award games, Odd Ball, reports, “This is the greatest run of games that we have enjoyed this entire year. Not only are we making new sales, but we are definitely convinced that we have set a new record for sales this year with Odd Ball.

“Machines have been coming in at a rapid rate and have been booked out just as fast as from the firm’s offices in this city, Brooklyn, and Philadelphia. From the orders we are getting the firm is now publishing this report. Business is building up. The machines are in demand and we place a large quantity order and have been doubled orders and doubting that amount almost every week.

“The leading play action of the game is what gets the players. The sales of Odd Ball have gone to a new high for this territory.”

Go-Getter Jar Deal Clicks

FREE GAME UNIT PATENTED
5-BALL NON-PAYOUT

- Keeney’s Free Races is making money for operators in non-payout territories. Multi-Free Races, the next Free Replay Award game, is producing bigger earnings than the former. Now comes HIT NUMBER topping both of these two famous money-makers. AND IT IS LOWER IN PRICE than what the first two! Larger collections, mechanical perfection, higher resale value and a longer run on location—that’s what you get in a Keeney Free Replay Award game such as HIT NUMBER.

Now appearing on locations the country over
Get your HIT NUMBERS on your locations before someone else does

J. H. KEENEE & COMPANY, Not Inc.
“Keeney’s”

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An open letter to every vending machine operator, phonograph distributor and all others concerned:

I have been moved to write this because of the appearance of the following editorial in the September 24th issue of the Billboard:

"A few days ago newspapers published the news of the Movie-trola, a movie-music idea that apparently would show pictures of the orchestra while the music was being played. Phonograph operators evidently took note, for inquiries began to come in about it. At the same time a Chicago firm that had been developing a movie-music idea announced that it had been dropped and that 'phonograph operators had nothing to worry about."

The Movietrola, which is a selective sound motion picture vending machine, is in no way connected with any organization that may have or was supposed to have "dropped" plans.

This letter is not to be considered part of our planned advertising campaign, but rather a result of being forced into an early clarification of the issue.

In the spirit of bigger and better business for all of us in the near future, I am,

Sincerely yours,

Emile Hallander

Movietrola Corporation of America
President
### Reserve Game Is Approved

New Orleans test case approves reserve type pinball under statutes

**NEW ORLEANS, Sept. 24—**After a brief hearing of testimony, Judge George P. Platt, Criminal District Court here, on September 23 ruled in a test case that since no evidence was furnished to show that the reserve type of pinball machines are gambling devices, the machines are legal in the eyes of the law and not in violation of the anti-slot machine statutes.

A location owner was on trial in the test case, charged with violation of Act 107 of 1908, which prohibits operation of slot machines or similar devices. The court instructed that the machine, a reserve type game, be returned to the location.

The decision is said to mean here that the pinball games, which returned to locations in July, will now be allowed to operate without molestation from the police unless evidence is found that locations are making cash payouts over the counter or otherwise.

The judge gave as his reasons for the decision as follows:

> "According to a decision of the Federal Court, especially in the case of Ashcroft vs. Healey, Judge Foster said that a machine—a slot machine—which was not a gambling device per se was not illegal—that it would be necessary to have evidence that the machine was being used for gambling purposes before it could be confiscated and, in accord with that decision, the court here has no evidence that the machine is being used for gambling purposes, and the evidence shows that it was not a gambling device per se."

### Navigation Coin Machine Co.

**CALLING ALL OPS!!!!**

**Bargains — YEAH MAN!**

<table>
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<tr>
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**SLOT MACHINES**

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**NAVIGATION BLVD., HOUSTON, TEXAS**

**CABLE ADDRESS: NAVICOM TEL. W-6-4811**

**BUY FROM THE LEADER**

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**ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.**

**NOTE?**

- Attention Operators, Jobbers, Distributors in Iowa, Nebraska, Minnesota, North and South Dakota, for quickest delivery service at lowest factory prices write to:

- **HARDEN SUPPLY CO.**
  802 W. 7th St., Sioux City, la.

- **WRITE TODAY FOR LOWEST FACTORY PRICES. SOLD ONLY TO OPERATORS, JOBBERS AND DISTRIBUTORS. ORIGINATED, DESIGNED AND MANUFACTURED ONLY BY THE**
  **UNIVERSAL MANUFACTURING CO.**
  **KANSAS CITY, MO. (Beware of Imitations)**

- **Reserve Game Is Approved**
- **New Orleans test case approves reserve type pinball under statutes**

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**TAKE-A-TIP** Tickets are an entirely new idea in ticket manufacturing. Any three horses of the same name and the same color on a letter are a winner. Profits are absolutely fool-proof.

**TAKE-A-TIP** Tickets are absolutely fool-proof.

**TAKE-A-TIP** Tickets are colorfully appealing, attractive. Players know as soon as the tickets are opened if they have hit a winner. A difficult number combination — easy to read! Seven beautiful colors.

**TAKE-A-TIP** Tickets are alluring — fascinating — players can't resist the appeal of these New Type of Tickets.

**TAKE-A-TIP** Tickets are an entirely new idea in ticket manufacturing. Any three horses of the same name and the colors are a winner. Profits are absolutely fool-proof.
HAMILTON ENTERPRISES, Inc.

Wants "Live Wire" Distributors for "MICKEY MOUSE AND HIS PALS" Vending Machines

MICKEY MOUSE!
"World's Fastest Salesman"

We are seeking jobbers or distributors who will sell the following items in full colors or black and white:

- Food machines
- Coin machines
- Snack machines
- Tobacco machines
- Sodas machines

This means that you must investigate right now. Let Mickey and His Pals Increase Your Earnings 100%!

We are not seeking jobbers or distributors who merely want to have a sample and do not actively create sales—we want active representatives who will demonstrate how fantastic profit can be made.

Must be financially able to buy vendors outright for handsome resale profit. Distributors will follow our successful selling plan can clean up.

Write for proof and full details of Profit-Sharing Offer Today.

Address A. T. HAMILTON, President
HAMILTON ENTERPRISES, Inc. Kansas City, Mo.

OPERATORS: Do you want to make more than double your sales? The use of Authentic Walt Disney Charms of Mickey Mouse and The Seven Dwarfs in full colors will turn the trick. All your patrons will want to get a complete set. This means a continuity of sales that ordinary charms will not produce. Sold in sets of 8 gross (one gross of each character) at $6.80 a set plus delivery charges.

CANDY CRAFTERS, INC.
LANSDOWNE, PA.

TOPPER Goes to Town
WORLD'S FASTEST SELLING VENDOR.

TOPPER Vends Everything. See Your Jobber at Once. For Complete Details and LOW PRICE write.
ALVIAN VENDING CORP.
4203 FULLERTON AVENUE, CHICAGO.

Be Ahead of the Crowd
SUBSCRIBE TO THE BILLBOARD

CHICAGO, Sept. 24.—Super-Market operators met in Chicago recently for the second convention of the Super-Market Institute to discuss policies and methods in the management of the huge stores.

M. Zimmerman, executive secretary of the Institute, told operators on his reason for entering the vending machine distribution business.

"It is a new business with a future." He claims: "Merchandising machines will continue to be the mainstay of the industry. Regardless of what amusement devices may come and go, the vending business will always be here. The public has become so accustomed to them that they have in many cases actually developed a habit of buying from them whenever they come across a vending machine."

"The movies have even begun to feature merchandising machines as part of the background of their scenes. Cigarette machines and pay vendors of all types have been appearing in various pictures. The use of vending machines is just like an insurance policy for the average operator. It is one way of assuring himself a future livelihood regardless of emergencies."

"Complete display of new and used vending machines are on hand," Cohen said, "and operators interested in machines which we are featuring at this time.

Cigarette Machines In Beauty Shops

DETROIT, Sept. 24.—Coin machines in various forms have invaded about every type of business establishment over many years. As amusement machines, they have long been standard and in many bars today, but it appears as that modern Detroiters to bring them into the precincts of women's beauty shops.

One distributor bringing about this invasion is the Haynes Cigarette Sales Corp., which is now placing its machines on locations in a number of local beauty shops. Women patrons are becoming interested in the machines as smokers, and it is a new idea for the shop to provide a way for them to buy their cigarettes while waiting for their face treatment. Result is nice income from a brand-new type of vending machine.

August Cig Output Reaches New High

WASHINGTON, Sept. 24.—Production of small cigarettes in August reached the highest level for any month on record, according to figures released by the United States Bureau of Internal Revenue.

Actual output, based on sales of tax stamps, amounted to 15,935,389,177 cig-

rets, compared with 13,780,000,000 units in July and 15,077,877,000 in August of the year. The previous record was set in July, 1917, when 13,299,877,307 cig-

arettes were produced. Large cigarette output last month was 477,600,000 and in August, 1937, 542,897,806, in August, 1937.
Editor's note: The following article by Mr. Goldstone is a preamble to a series of articles in which various accounting problems peculiar to the cigarette machine industry will be discussed. Of necessity these articles will be treated in a general way as a whole. Consequently many questions are bound to arise in the minds of readers as to how they can apply Mr. Goldstone's tips to their own businesses. Operators are asked to forward any question on any accounting problem to The Billboard, 1594 Broadway, New York City. This series will be continued each week. It will be signed by the author of the column at the above address.

As business gradually grew from its early "barter and trade" stage to its present complex credit structure, the business man found it more and more necessary to watch his business closely and to spend more time mulling over his accountant's reports. Just as any business man, the vending machine operator realizes the importance of compiling and maintaining records as to the operation of his business. This applies to the equipment he buys, the stock he puts in his machines, the locations in which he installs his machines, etc. The more widespread his business, the more necessary it is for him to keep an eagle eye on the story his "books" tell him. The accounting methods being as up to date as the machines he installs in his choicest locations.

Such problems as how to charge off depreciation, the best method whereby one can figure his stock, etc., are matters of accounting methods which must be studied in order to know exactly the financial status of his business. One of the most controversial elements of expense is the deduction "depreciation." It is important because it represents a substantial item on the profit and loss statement. Furthermore, it creates controversy because it is primarily based on judgmental opinion as to the correct methods and rates employed.

Depreciation, as ordinarily defined, represents a reasonable allowance for the exhaustion or wear and tear of property used in the trade or business. Since accounting is merely a method of processing the life out of the ordinary for H. Hart enjoys his accounting methods being as up to date as the machines he installs in his choicest locations.

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Such problems as how to charge off depreciation, the best method whereby one can obtain a true picture of his operating costs, what forms will enable one to fill out tax reports quickly, etc., all must be solved by the wide-awake operator who wishes to avoid needless trouble and waste. We have made an exhaustive study of conditions peculiar to the cigarette machine industry. In the series of articles to follow we will discuss at length the methods of handling depreciation, how to arrive at costs of operation, the manner in which tax reports are to be filed, etc. Perhaps some particular problem is bothering you. If it is, just drop a line to The Billboard and we will endeavor to answer it for you.

A Preliminary Word on Depreciation

Every operator who has established his business on a sound foundation is well aware of the necessity of including all elements of income and expense in his profit and loss statement in order to know exactly the financial status of his business. One of the most controversial elements of expense is the deduction "depreciation." It is important because it represents a substantial item on the profit and loss statement. Furthermore, it creates controversy because it is primarily based on judgmental opinion as to the correct methods and rates employed.

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Modern Clicks With Ad Series

NEW YORK, Sept. 24.-"Once again Mr. Osbom, publisher of phonograph merchants throughout this territory, has brought to the public the right balance than many would think," said Art Olsen, president of the Modern Clicks With Ad Series.

"OEM help every operator in the M.U. area. We have something of unusual importance for them."

Modern Vending Co. has won the praise of every record store owner in Michigan. Osbom Automatic Phonographs, Distributors of the Chicago region, have arranged a definite profit program for them for many months to come.

Olsen Explains Needle Balance

CHICAGO, Sept. 24.-The problem of producing吃 highly accurate phonograph needles for any manufacturer is a serious one. The company that can produce these needles with precision will have an edge over its competitors. The precision that Art Olsen, president of the Modern Clicks With Ad Series, offers his clients is not something that can be taken lightly.

"Precision in the making of a perfect phonograph needle is a necessity. The diamond is used as a standard of perfection, and the sapphire point is said to be one of the hardest gems known," said Olsen. "The production of the needle is made possible by the precision and accuracy that Modern Clicks With Ad Series offers to its clients."

Weekly Guide for Buying Records

Operators May Conveniently Clip This Section and Carry It With Them When They Shop for Records

Pocketful” Best: “Wrong” and “Soul” Leap to Prominence

By DANIEL RICHMAN

NEW YORK, Sept. 24.-"Two new ballads which leaped into radio prominence last week are: How Can We Be Wrong? and Heart Is Being Pushed by the publishers for a novelty reason."

"This is the kind of unforgettable, whistle- catching song that should be getting plenty of calls for it. Music from its on for some time."

"Carefree," the Fred Astaire-Ginger Rogers vehicle, has won the gold seal recently, and as the film gets its second release, the audience should be getting plenty of calls for it."

"Heart Is Being Pushed by the publishers for a novelty reason."

The Week’s Best Record Releases

Selected by The Billboard From The Latest Recordings

That phonograph operators may be more selective in buying records The Billboard gives the record distributors a guide to the best releases of the week. Each week’s popular dances and racetrack records are heard, but the ones with the greatest play potentialities are listed.

Straight Music

JIMMY DORSEY—Dec 2 0

Chap-Partners and The Yams (plenty smooth but just as effective), are among the records from the Carefree flicker.

COUNT BASIE—Dec 2 0

Swing Around the Mulberry Bush and London Bridge Is Falling Down (the Count hasn’t gone sugar or anything yet, and his tunes have commercial appeal, and with the rage for dancing the nursery rhymes you can’t miss with the Basie boys."

"BEN POLLACK—Dec 2 0"

Sing a Song of Stine (Pizzacks is back on the waddles and his new single is more pleasing than ever."

Record Buying Guide

Going Strong—Keep ’Em Around

The 15-year-old tune is still one of the most popular numbers of the day to place in your record."

"I’ve Got A Pocketful of Dreams,"

The best of the songs from the popular hits of the year, this song is still a winner up on every good selling and playing record list.

A-Tisket-A-Tasket, Still one of the country’s leading numbers. The Count has an open, easy leader and plenty of room for the dance lead."

"Notre Dame March needs no introduction, while the latter is the favorite college march for the University of Southern California."

"SMILIN’ AND SMILING—Vocalion 3436"

"I Used To Be Color Blind and Love Is Wearing a Pair of Silver Wings.

"The baby of two star-studded movies, the Red Norvo Band in the musical hr."

"Mildred Bailey—Vocalion 3435"

"With These Hands,"

"Johnny Mercer, which could be the best of the two.

"(See WEEKLY GUIDE on page 29)"
For the Past 10 YEARS

NEEDLES HAVE COME
NEEDLES HAVE GONE

BUT ONLY
PERMO POINT

GOES ON FOR MORE THAN 2000 PERFECT PLAYS!

OPERATORS!

Permo Point is the ONLY Needle used and recommended EXCLUSIVELY by EVERY Automatic Phonograph Manufacturer

A POSITIVE PROOF OF PERMO SUPERIORITY!

PERMO PRODUCTS CORP.
METALLURGISTS—MANUFACTURERS
6415 RAVENSWOOD AVE., CHICAGO, ILL.

Phono Ops Grabbing College Tunes for Football Season

NEW YORK, Sept. 24.—With the college football season in full swing, some operators in all parts of the country are jumping on the rah-rah bandwagon and stocking up with every recording of a campus nature they can lay their hands on. Babe Kaufman, one of New York's most prominent operators, maintains that within a few weeks the number of college songs in machines will warrant the collection of current hits on the machines. He reports that he's stocked his machines with a good selection of college songs and already the admissions are bringing in more than their share of the machines' take. This type of song will meet with much more response from the college crowd and undoubtedly the admissions are bringing in more than their share of the machines' take.

Alert operators are studying the football schedules with an eye to switching territory. It's smarter to have the Notre Dame songs pitched rather than Co-lumbia's Roar, Roar, who when the N. D. team has a game coming up and their loyal supporters troop in for a place refreshments and music afterward.

Clinton also has a comedy hit which is particularly apt for the approaching season. It's called 'A Right to Travel,' and one of the best numbers in the series is 'The Three Musketeers of Coin Machine Men.'

The Three Musketeers of Coin Machine Men have become so inseparable during recent weeks that they have at last moved under one roof to conduct their respective operations in the city. They are Frank Alessi, Elmo Pierce and Ed Kramer.

The Dick Robertson revival via swing of the old Mexican favorite El Bano Bano Granda is becoming one of the biggest sellers of the year to operators in this section, according to operators report. This recording shares honors for sales this week with Bing Crosby's interpretation of another Mex favorite, Mariscelli Rose.

Sam Gontich, manager of the Dixie Music Co., reports increased sales of J. Neubauer, Thibodaux operator, who has purchased several new machines for prompt delivery, says that the operator who can supply their machines, and install them quickly will get the biggest share of the business. Quantity prices apply to all orders. 

BETTER NAME

The Power of a Good Name

DEMONSTRATED BY LOCATION ACCEPTANCE OF THE GREATEST NAME IN MUSIC HISTORY...

WURLITZER

AND THERE IS NO BETTER NAME AMONG DISTRIBUTORS THAN...

MODERN VENDING COMPANY
656 BROADWAY, NEW YORK
822 FIFTH ST., MIAMI BEACH

REMARKABLE BARGAINS
In Used Phonographs

All in A-1 condition. We have for sale Seeburgs, Wurlitzers, Rock-Ola and Mills Phonographs of all models. Write, wire or phone today. Can arrange time payments for operators in Kentucky, Indiana and Ohio. World's Largest Distributors of Phonographs.

SOUTHERN AUTOMATIC MUSIC COMPANY,
620 Massachusetts Ave., Indianapolis, Ind. | 542 S. 2nd St., Louisville, Ky. | 312 W. 7th St., Cincinnati, O.

Clara Adams

THE HAMILTON SCALE CO.
Largest and Best Makers of Pedestal Scales, Bank Scales and Commercial Weights.

Phonograph Salesmen and Operators

who are looking for an additional line to put new life into your territory.

Write for Our Proposals.

The Billboards

ACME DISTRIBUTORS

296 W. 23rd St., New York City

Space is Limited!

SOUTHERN AUTOMATIC MUSIC COMPANY
620 Massachusetts Ave. | 542 S. 2nd St. | 312 W. 7th St.

INDIANAPOLIS, IND. | LOUISVILLE, KY. | CINCINNATI, O.
Glen Gray and the Casa Loma Orch.

The old theory that artistry and business like oil and water do not mix has been thoroughly knocked into a cocked hat by Glen Gray and the Casa Loma Band. Organized by Frank Black in 1923 to carry out a plan which was unique in the orchestra world and which has proved a success during the past nine years. A corporation was formed under the name of Casa Loma, Inc., with each member of the band giving an equal voice in the decision. The board of directors was comprised of the prominent executives of the company, with Glen Gray elected president, "Pee Wee" Hunt vice-president and Kenny Sargent secretary-treasurer.

In similar fashion to any corporation, the band's success in recent years has depended largely on the ability of the management to do business and cut expenses. As regular intervals is that we have never been better for ourselves. A band is a business and the business side must be considered. Glen Gray himself quit working for the Casa Loma Band in 1923, after a few years of playing in various steamboats. It is a severe job on the stage, but he has graced the stage of every music hall in the United States. The band was started in the early 1920s. That was when the ridiculous of the Casa Loma group was formed. Gray continued to play first. Then the band was formed, and the band members meeting board rest in the decision that henceforth he would conduct the orchestra.

The summer of 1922 really acquainted the西北地区 with the first time that Casa Loma music has been broadcasted from Atlantic City's Steel Pier. The Glen Island Band was a tremendous success outside New York City, and then came a tour of the South, engagement in the famous House, New York, which led to a Coast-to-Coast tour of sound operators. The recording of these records and the fact that they are now being sold at a profit.

The Billboard

Hail to the Greater Manufacturers of Needle Phonograph Needle

At last, true, full-tone reproduction, because every note is actually filtered through a genuine Sapphire, ground and polished by diamond cutters. The toughest, strongest needle ever made! Acknowledged by all leaders, "The Greatest Achievement in Music History!"

WRITE! WIRE! PHONE! RUSH YOUR ORDER NOW!

WALCO DISTRIBUTORS
250 WEST 54TH STREET • NEW YORK
ALL PHONES: Circle 7-1381

$3.00 Average Weekly Return ON $6.75 INVESTMENT
As Reported by Eastern Operators With

SHYVERS NEW STREAMLINED BAR AND WALL BOXES
Regardless of your past opinion or experience with antiquated out-of-date wall boxes, these new boxes will make you money. Original Steel Ammon Bar-Casted for us and tested to pass Underwriters Laboratories at 660 volts, is furnished by us, enabling quick installation. We know the music business and how to get money from music machines with extra service calls.

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn $2 a week each, every one you have, your INCOME CORSE UP. Your music business is ADVERTISED on EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 2 NICKELS." People like to play and play until they feel the urge to spend while waiting to be served. Open your eyes. See that change laying on that bar or table. Secure added revenue, lions, crows and establish revenue.

Complete depictions where space forces the machine to be placed on the bar or even in the basement. Secure additional income from these new boxes of STREAMLINED BOXES AND EXTRA SPEAKERS.

NATIONALLY PRICED
STREAMLINE WALL BOX. $3.50, STEEL BAR BOX. $7.50.
CABLE, $2 PER FOOT. INSTRUMENT CASTING, 35c. "T" JOINT BOXES, 45c.
SHYVERS MANUFACTURING COMPANY
2315 West Huron Street
Chicago, Illinois
PHONE: Armitage 0596
24-Hour Service. Express Orders Receive Preference.

100 WURLITZERS $412-$75.00 EACH
WURLITZER Model 616 and 716-$135.00 Ea.

EXCLUSIVE BARTLETT BURGER: "LATAKE," N. Y.
LEON TAKSEN, 2134 Amsterdam Ave., N. Y.

PRICES SLASHED!
WURLITZER $139.50 ea.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
IT'S WORLD SERIES TIME!

use WERTS tickets
POSITION BOOKS
HALF INNING BOOKS

Standard Size Tickets

Two Way 153 Tickets
Three Way 816 Tickets
Four Way 4,060 Tickets

SPECIAL ENVELOPE STYLE
TICKET SERIES

3060 Tickets—Four Way for Total Series.
The Series Name, Scoring Block, Rules, Prizes, Price per ticket and any other data you desire can be printed thereon at no extra cost. WRITE TODAY FOR DETAILS.

ALL SIZES
FOOTBALL
ALL KINDS

29 Tickets—Fast Action—Any One Game.
120 Tickets—2 in 16—Many team arrangements.
276 to 10,626 Tickets—Four Way for Total series with FOOTBALL. Regardless of the number of tickets and the style of play you are now using, we have the style of Football teams in place of baseball. Write us today stating the style being used and we will send sample of Football.

SPECIAL ENVELOPE STYLE SERIES MADE IN SEVEN SIZES
WRITE US YOUR REQUIREMENTS.

WERTS NOVELTY COMPANY, Inc.
Dept. BB-9
Muncie, Indiana

DIAMOND BALL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against vugs.
Built for 1c-5c-10c-25c Play
Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1899—Tel. 6056 Chicago.
Cable address "WATLINGITE", Chicago.

A GAME OF SKILL
PLAYS PENNIES, NICKELS, or DIMES

8-10. Single letters, places or free games. Get busy, order sample machines today. Machine prices range from $10.00 to $10.00.

B-ro Games
1610 Vine St.

OPERATORS!

it's Fast
it's Furry
it's Unique
it'smassage
it's the best

A new idea that is sweeping the country from coast to coast. Every ball is in play, there is no "rigging" to worry about. The action is so fine that even professional players enjoy playing the game for entertainment alone.

It is said to be a game in which the large ball defies gravity and reverses its action, much to the amusement of players. The game is so designed that players enjoy playing the game for entertainment alone.

AMUSEMENT MACHINES

The Billboard 71

WERTS NOVELTY COMPANY, Inc.
Dept. BB-9
Muncie, Indiana

MACHINE CLOSETOUTS

NOVELTY TABLES

Skookeys 9.00
Bumper, 1c or 5c 8.00
Carnival 12.00

PAYMENTS

Ark-Sa-Bo 54.50
Tom Mix 12.50

MCALL NOVELTY CO.

2995 Grand St.
Detroit, Mich.

B-ro Games
1610 Vine St.

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MACHINE CLOSETOUTS

NOVELTY TABLES

Skookeys 9.00
Bumper, 1c or 5c 8.00
Carnival 12.00

PAYMENTS

Ark-Sa-Bo 54.50
Tom Mix 12.50

MCALL NOVELTY CO.

2995 Grand St.
Detroit, Mich.

B-ro Games
1610 Vine St.

It's Fast
It's Furry
It's Unique
It's the best
G. B. Novelty
Has New Item

CHICAGO, Sept. 24.—"We have in a few short months introduced two big items that have met with instantaneous approval by saloon operators throughout the country," said an official of the G. B. Novelty Co., of Chicago. "The two items," he continued, "were the popular Baby Panda and the Miniflos Candel Camera, which was one of the first cameras in the low-priced field. Wide-awake operators enjoyed big profits in acting immediately when this item was first introduced.

"Now G. B. Novelty Co. is happy to again bring to the trade a premium which it believes will prove even a bigger hit than the two aforementioned items. From advance tests the item has proved itself beyond expectation.

"Take my word for it, our new swing model electric pendulum clock is a winner. The clock has a swinging pendulum, handsomely designed in bronze, chrome decorated. There is an unusually fine face and a sweep second-hand. It operates on 110 volt, alternating current. It is the only clock now available with a pendulum. It is guaranteed for one year. The clock stands 13½ inches high."

July Report Shows
Insiders Still In

NEW YORK, Sept. 24.—Securities and Exchange Commission issued its July report this week, the companies listing stocks for that month. The "insiders," inside and outside of corporations, sold during July, the SEC reported.

But as Barron's, a prominent financial newspaper, points out, the stocks are in demand now, and there is little chance that the insiders sold them. The conclusion is that the insiders sold heavily during the month.

New Coin Machine Firms

ALBANY, N. Y., Sept. 24.—Two newly organized vending machine enterprises were granted charters of incorporation recently by the secretary of state. They include the Coin Sales Co., Inc., New York City. To deal in automatic vending machines generally, the company has a capital of 200 shares of stock. The promoters and shareholders are Henry H. Hermann, Long Island City, and Leon Barlow and Abraham Mor- phian, New York City.

The other project is the Automatic Candy Sellers' Corp., New York City, with capital stock of $5,000. Stockholders: Alice Fleisher, Stanley F. Zippin with $250.00, and Joseph Math, Zippin with $250.00. The company was organized and is being operated by the Automatic Candy-Vending Machine Association, of which the Automatic Candy Sellers' Corp. is a member.

The company operates on 110 volt, alternating current. It is the only clock now available with a pendulum. It is guaranteed for one year. The clock stands 13½ inches high.

Robbins Boosts
Stoner's Ritz

BROOKLYN, Sept. 24.—"All pin-game operators and jobbers remember Stoner's sensational money-making game called Mad Cap, which was introduced about two years ago," says Dave Robbins. "We sold over 2,000 Mad Caps in the Eastern territory.

"Stoner is now delivering its new game called Ritz, which we prophecy will be another Mad Cap, but with even greater player appeal than Mad Cap. Operators have completely exhausted the first shipment of Stoner's Ritz, and the machines are now receiving their 'final' test. The reports are consistently favorable. In connection with Ritz, it is a hit and will outsell Mad Cap."

The company has increased its large order with Stoner so that the new machines will be immediately available from Brooklyn.
1939 All Electric Crystal Gazer
Operate in Open or Closed Territories

5 MACHINES IN ONE!
Plays Pennies, Nickels, Dimes and Quarters
Not just another machine, but a game that will last indefinitely. Can be operated in
closed territory as a 1¢ fortune telling machine
without awards, also as a 1¢ cigarette machine, or in open territory with 5 different
award payouts. New payout charts continually available, just think of it—5
games in one! Never before has there been
so much for so little.

Order Samples TODAY!
$1475 F.O.B.
CHICAGO
1/3 DEPOSIT, BALANCE C.O.D.

WINNER SALES COMPANY
Exclusive World-Wide Distributors.
3307 ARMITAGE AVE. CHICAGO, ILL.

Jar Game Operators
E-Z Pickin’ Games
Made Operators
More Profit
NOW
Get the Latest
E-Z PICKIN’ CARDED DEALS

The Sensation of the Season.
Dozens of new ideas and
new games are now ready for the operators.

Write at Once for Information.

Fitzgibbons Hints
At Mystery Plan

NEW YORK, Sept. 24.—“Operators can be assured of a happy and prosperous future,” said John A. Fitzgibbons, Eastern manager of Bally Mfg. Co., "if they are chosen to take part in our new plan. We recently sent out mass mail to all ops from Maine to Maryland. We have informed them that we have the one
method that will put chosen ops in the big money!”
What the contents of the letter were
Fitzgibbons would not reveal, said he.

To aid the success of the plan we have arranged with our state representatives
in their various territories to make In-
stant contact with those ops that write
to us. In this fashion we can positively
promise of an exceptional and outstanding
new deal by introducing Take-a-
Tip, stated Joseph Berkowitz, general
manager of the Universal Mfg. Co.

Take-a-Tip is not just another vari-
ation of an old idea,” Berkowitz con-
tinued, “but is an absolutely original idea, designed in our factory to replace
all old ideas, and I know that it will prove to be the hottest deal on LAO
market this fall.

“Play action is based on the age-old
lure of horse racing, and knowing the tremendous appeal of horse racing we
have designed the new Take-a-Tip tickets
tickets and jackpots cards to make the most of
this appeal and give our customers a
really outstanding and profitable deal.

Beautiful, brilliant colors are used
profusely,” Berkowitz enthused contin-
ually continued, “seven distinctly different colors are used on the Take-a-Tip tickets,
and on the big new five-play jack-
pot card we have actually used 10
different colors to make this the most brilliant,
appealing and eye-catching.

Universal Has
New Jar Game

KANSAS CITY, Mo., Sept. 24.—“For
operators who have been promising
our jobber, operator and distributor
friends a new type of jar game that would really prove outstanding.
We gave them the now-famous New Reels and
Red, White and Blue. Each time we
introduced a new number we always
promised another and even greater
number. We certainly have kept our
promise of an exceptional and outstanding
new deal by introducing Take-a-
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ODD BALL
Phenomenal 5 Ball Novelty Game
with Reserve Bank up to $50.95
and Intermediate Averages also Straight Hi-Score Model

A PROVEN SUCCESS
NOW-MAKING MORE MONEY ON HUNDREDS THAN NOVELTY CAME! THIS
IS NOT JUST A CLAIM BUT A STATEMENT OF FACT-
WITH HUNDREDS OF OPERATORS TO BACK IT UP! ASK ANY ONE OF 'EM!

Completely metered for your protection!

DAVAL MFG. CO., 315 N. HOYNE, CHICAGO

NEW LOW PRICES
on Thick and Semi-Thick Boards
Write for Quotations

CHAS. A. BREWER & SONS
The Largest Board and Card House in the World
6320 Harvard Ave., Chicago, U. S. A.

NEW Sparks Ball Gum Vender with Automatic Token Payoff

Incorporating this marvelous new Sparks machine at
not much more than a few cents each. Positive token payoffs from
one to ten packs an winning combination, sim-
ulates all maneuvers with Locations, gives you
full profits you are entitled to.

Large size Bank, rug mechanism which is
removable from cabinet. 300 Ball capacity Gum
Vender.

Nickle Model Has Cigarette, Beer or Horse
Race Notes, jack up to $3.00 addi-
tional. Penny play in Cigarette Style only.
SPARKS IS MASTERSOUGHT BY
POTCHEN TOOL COMPANY
120 N. La Salle St., Chicago, Ill.

TO THE PEOPLE
The justification of the existence of the
coin machine Industry and a great
preserving and vitalising influence. In
its steady progress is the fact that it
belongs to the people—the coin machine
business is not confined to narrow
boundaries or specialised fields. It pro-
vides livelihoods in communities all over
America, and the sale of coin-operated
machines makes more jobs everywhere.

It's a “home-grown” industry—it
cannot be identified with any single
controlling unit because it is

The people made the Industry and
the people keep the Industry progressing
upon that industry for support and up-
branching all those benefitted by the service and entertainment it gives.

No matter whether times are good or
bad, the coin machine Industry has the
merchandise that everybody in the world
wants to buy—entertainment, the satis-
faction of their desire to “cut loose” and
let go the “raveled sleeve of care. And
besides the entertainment field in the
industry there is a great division with
limitless possibilities—the vending ma-
chines dispensing cigarettes, soft drinks,
candy, gum, foods, transportation tickets,
horoscope readings, etc.

Always Convenient
The energy, initiative and enthusiasm
of this growing young Industry and its
thousands of workers in giving to the
world something it has needed for a
long time raise it to constantly increas-
ing importance in our national life. The
people want phonograph music; they
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in the store.
SLOTS
WAR EAGLES, 10c, S/J $3.50
HURRICANE, 5c-10c $1.00
YELLOW HEAD, 5c-10c 29.50
CHIEFS, 10c 29.50
LION HEADS, 5c-10c 24.50
CAILLE, 25c (Like New) 24.50
ROLLATOS, 5c-10c 24.50

ONE BALLS
CLASSIC .................. $12.95
RACING FORM .......... $2.95
SPORTSMAN'S DELUXE .... 19.95

PHONOGRAPHOS
WURLITZER P-12 ........ $69.50
WURLITZER 312 ........ 89.50
ROCK-OLA No. 2 49.50

SIEBRO RAYOLITE ........ $139.50
STEWART-MACGUIRE 7-Column Cig. Machines 54.50
1/2 Deposit, Balance C.O. D.

GERBER & GLASS 914 DIVERSEY BLVD. CHICAGO, ILL.

STONER'S RITZ
PRICE 990.50 Ready for Immediate Delivery.
W. B. NOVELTY CO.
5800 N. GRAND BLVD., ST. LOUIS, Mo.

U.S. SATISFACTION GUARANTEED

DEFINITIVE MACHINE makes more JOBS mean RICHES in factories and farms.

The public's needs are the needs of the manufacturer and the manufacturer is the servant of the public. The one reason for being in business is based upon the universal love for music and the leisurely life of people-reaching all levels of life-and the need of the workers to spend on Recreation and entertainment.

Boosting Business

Recently a large company, Nash Industries, made a plan to use Midwestern city, Lincoln, Neb., for a new plant. This plan was very successful and the company did well. The city council decided to accept the offer and the company began to build. The plan was well executed and the city council was pleased. They decided that the plan was a good one and that it would be beneficial to the city. The company then began to operate and the city began to grow. The city council was pleased with the results and the company's plan was a success.

The company's plan was a success because it was well planned and executed. The city council was pleased with the results and the company's plan was a success.

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HERE'S WHY EVERYONE ACCLAIMS

"THE GREATEST COUNTER GAME EVER BUILT!"

RESERVE JACKPOT!
STARTS WITH $1.50 AND ZOOMS AS HIGH AS $1.14, KEEPING PLAY WHITE HOT AT ALL TIMES!

COIN DIVIDER AND TWO SEPARATE CASH BOXES!
...Enable locations to pay awards out of their share of the take-in and permit operator to collect his net share without any change or settlements whatsoever! This means less work, greater profit! No misunderstanding increased location confidence and satisfaction!

SWEEL TURNTABLE BASE!
Indispensable feature demanded by location owners! Exclusive with David!

Thrlling, easy-to-understand play action: sanitary gum ball vendor; rust proofed case hardened, silent, cheat proof and fool proof mechanism, and many other great features not found in any other counter game!

The Gold Rush Is On Again! Speed $34.50 to DALAV MFG. CO. • 315 N. HOYNE AVE. • CHICAGO

GIVE YOUR LOCATION AN "HONEST DEAL!"
Another of Superior's sensational Mechanically Operated Gum Ball Vending Machines, packed with Player Appeal, Profits & Fun! All the features of the nation's most popular--"pure"--are contained in HONEST DEAL. Players own gum for each coin inserted into machine. All change and money paid out at every play! RAUCOUS! Write for details.

SUPERIOR PRODUCTS, INC.
14 NORTH PENNA ST.
CHICAGO, ILLINOIS

USED BALLY RESERVES
$27.95
1/3 Deposit, Balance C. O. D.

AVON NOVELTY SALES CO.
2923 PROSPECT AVE.
CLEVELAND, OHIO

CALLING ALL WISCONSIN OPERATORS
Trade In Your Used Amusement Games and Phonographs on New SEEBURGS!

MILWAUKEE COIN MACHINE CO.
2516 W. North Ave.
MILWAUKEE, WIS.

Is Your Subscription to The Billboard About To Expire?

THE BILLBOARD
October 1, 1938

AMUSEMENT MACHINES

MONARCH'S SPECIALS

SLOTS

MONARCH COIN MACHINE CO.

KEYSTONE NOV. & MFG. CO.

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Evans Names New Game Lucky Lucre

CHICAGO, Sept. 24.—This week H. C. Evans & Co., Inc., confirmed recent rumors by releasing a new machine which is called Lucky Lucre. It is said to bring “another departure from the usual, embodying a novel idea in spinning reels, so combined in one console as to deliver the performance of five separate games.” To accommodate the many advances orders already received production has been accelerated with all associated materials and equipment. The new machine has already been sold to all corners of the United States.

“Talk about compliments and gratifying reports,” said H. W. (Dick) Hoadley, president of H. C. Evans & Co. “From every section of the country are coming the most optimistic reports about Lucky Lucre. The new idea of stepping up performance by combining five-game play into one console certainly seems to catch on with the trade. And why not? It gives the operator the income resulting from all machines equal to five separate machines, with the overhead and maintenance of but one single game.

“The modern game cabinet is one of the most attractive ever designed. The game’s simple, well-known, and universally beloved playing principle makes it an instant hit among players. The ingenious combination that increases its earning capacity (1600%) will keep these days to the man who must reckon with operating costs. All considered, it is not unusual that Lucky Lucre is meeting with instant and overwhelming acceptance wherever introduced.

“Prentice delay in delivery we purposely refrained from formal announcement until we had production well under way and many, if not all, of the necessary orders filled,” Hoadley said. “Remember we have every other console in stock and in demand. Galloping Dominos, our dice game; Barrel, our spin-and-pull game; the Joust, Jr., the Monte Carlo-type coin machine, as well as Hialeah Speakeasy, our twin spin-and-pull reel game; the Lucky Lucre, our coin machine, and all racing console, continue to tax our production facilities. To add to our popular, the games of this month will not be mailed out. The new Lucky Lucre will be worked out in order to keep in stock. There will be no hitch in prompt delivery.”

SEC Digs Up Old Gambling Secrets

WASHINGTON, Sept. 24.—Securities and Exchange Commission has recently reported a growth of investment trusts and investment pools, and the Federal Reserve Board has found that when stock gambling is at its peak, shows that the investment houses did not engage in any way by authorizing its officers and agents to deal in any gambling endeavor.

The report says that the closed-end management investment companies made a total of $300 million in 1929. Almost 50% of their business came in 1929, when it seemed that everybody from newsmen to House leaders was rushing to make a killing during the gambling spree.

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**Winner Has New Crystal Gazer**

**NEW GAME**

**CHICAGO, Sept. 24.—Winner Sales Co., Chicago, has announced a new 1939 all-electric Crystal Gazer five-in-one dice machine.**

- It is actually five games in one, with unlimited payout combinations possible.
- Machine can be changed to any payout combination in 30 seconds with just a screwdriver.
- New payout combination charts are constantly available.
- All payout systems are equipped with flashing lights to keep the play going for longer than ordinary games.

**Genco Introduces Swing in Games**

**NEW GAMES**

**CHICAGO, Sept. 24.—The unending parade of 1939 gadgets is taking on a 'swing' aspect with the release of several new novelty machines, according to officials of the Genco organization.**

- "Where swing is king, it's folly to ignore it," says Dave Gensberg. "Therefore we are indulging the tastes and present desires of location patrons by offering them games that really get a swing. Beginning with the names of the games and following through with play theme and design, our games, Jitterbug and Ragtime, have a definite appeal."

- "The playing theme is easily understood but none the less fascinating. In Jitterbug we have, in addition to all the brilliancy of color and design, a special feature, the extra ball. For example, when a player's score reaches 12,000 the shuffleboard automatically releases another ball for play. This occurs again when the score reaches 14,000. Jitterbug has already proved that it has what it takes to attract the 'swing' crowd and it will go on and on."

- "Jitterbug is available in both standard and special jackpot models, the latter fully metered. Also for the operator whose locations demand it, Jitterbug is made into a free genie type machine on which the player pays off the awards. This model is known as Ragtime, one of the lowest priced free game models ever offered. It is built into a de luxe style cabinet."

- "Jitterbug and Ragtime have a definite appeal. The playing theme is easily understood but none the less fascinating. In Jitterbug we have, in addition to all the brilliancy of color and design, a special feature, the extra ball. For example, when a player's score reaches 12,000 the shuffleboard automatically releases another ball for play. This occurs again when the score reaches 14,000. Jitterbug has already proved that it has what it takes to attract the 'swing' crowd and it will go on and on."

- "Jitterbug is available in both standard and special jackpoint models, the latter fully metered. Also for the operator whose locations demand it, Jitterbug is made into a free genie type machine on which the player pays off the awards. This model is known as Ragtime, one of the lowest priced free game models ever offered. It is built into a de luxe style cabinet."

**Operator Turns To Needlework**

**CHICAGO, Sept. 24.—I've seen operators taking up golf, going into fishing and becoming gentlemen farmers, but I ran across one the other day doing something new. This,'" claimed Bill Bricker, one of the top men in the Chicago coin machine business, a few weeks ago, "is the first time I've ever seen an operator seamstress.""
Bally Releases Pinball Ideas
(NeW Games)

Chicago, Sept. 24.—"New and better games are coming," said Ray Moloney, president of Bally Machine Co., in referring to the company's newest novelty game, "Thunderbolt," which he plans to release within the next two weeks.

"Thunderbolt" is based on the popular "Thunderbird" game, which has been a big hit with the public. The new game adds a number of new features that make it even more appealing to the customers.

Bally Releases Pinball Ideas

**The Vending Machine Co.**
205-15 Franklin St., Fayetteville, N.C.

**GUARANTEED REBUILT BARGAINS**

**SKILL FIELD**

BALLY ENTERPRISE...$145.50
BALLY STABLES...$150.00
BALLY FAVORITE...$125.00
BALLY PAPA CAMERON...$200.00
BALLY LUXOR...$250.00
BALLY JUNIOR LUXOR...$350.00
BALLY RALLY...$375.00

**PULL TAB STATIONS**

BALLY ENTERPRISE...$145.50
BALLY STABLES...$150.00
BALLY FAVORITE...$125.00
BALLY PAPA CAMERON...$200.00
BALLY LUXOR...$250.00
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BALLY JUNIOR LUXOR...$350.00
BALLY RALLY...$375.00

**YOUR SIGNAL FOR BIGGER PROFITS!**

**THE BIGGEST MONEY-MAKING FOOTBALL BOARD EVER MADE**

**NO. 2402**

**PRICE**

$4.94

**EACH**

** supplied by Western Board Mfg., Chicago, Illinois.**

**Harlick Mfg., Co.**

1413 W. Jackson Blvd., Chicago, Illinois.

**EXTRA SPECIAL USED MACHINE BARGAINS**

**ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION**

**October 1, 1938**

**Amusement Machines**

**The Billboard**

**79**

**EVANS' IMPROVED**

**HIALEAH SPECIAL**

DOUBLE AWARD SENSATION!

**IDEAL FOR RESTRICTED TERRITORY**

Really TWO big games in one, with double thrill, double amusement and DOUBLE AWARDS!

May be operated for payouts, tickets, checks or amusement only!

First, spinner-like play indicated odds on a winning selection. Then, if player makes such winning selection by pin-ball play, awards are automatically doubled. Odds 2-1 to top of 40-1 for match play!

Evans' Improved 7-Coin Head stops gyp artists! No coin jamming. Last 3 coins visible. Silent action precision mechanism. New steel inner wall prevents tampering with mechanism. Dozens of new features plus Evan's famous engineering guarantee performance and satisfaction!

**AT YOUR JOBBER OR WRITE, WIRE OR PHONE HAYMARKET 7630.**

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO.**

**GUARANTEED SLOTS**

**PERFECT CONSOLES**

Bally Lincoln Fields...$85.95
Bally Club Nome...$90.00
Brown Cabinet...$95.00
Brown Cabinet (Check...$95.00
Bally Pin Popper...$95.00

**MISCELLANEOUS**

Bally Dianette...$9.00
Bally Club Nome...$95.00
Brown Cabinet (Check...$95.00
Brown Cabinet (Check...$95.00
Bally Pin Popper...$95.00
Bally Club Nome...$95.00

**TERMS**

1/3 Down With Order, Balance C.O.D.

**THE VENDING MACHINE CO.**
205-15 Franklin St., Fayetteville, N.C.

**BANNER PREPARES FALL CAMPAIGN**

PHILADELPHIA, Sept. 24.—T. H. Rothstein, Bally Specialty Co., announces that the company has prepared a fall campaign which will bring home to operators the benefits of doing business with a reliable distributor.

"The benefits of doing business with a reliable distributor are many," Rothstein stated. "One of the problems of the operator is to be sure that the distributor with whom he is doing business is doing business in every way and that he is reliable in business dealings."

"For the many years that we have been in this business we have always made an effort to do our best for our customers. We want them to prosper and the distributor can prosper. That is why we so jealously guard the interests of our customers. We watch every little item for them so that they will be assured only the best machines at all times."

"One of the reasons that we enlarged our operations and opened branch offices was to help operators."
BREAKING ALL PROFIT RECORDS ON ALL LOCATIONS
Say Operators!

Chico MARVEL
WITH THE NEW MYSTERY COLOR DETECTOR
THAT AUTOMATICALLY DETECTS AND REGISTERS
COLORS. NO ELECTRIC EYE—NO INTRICATE
GADGETS—NO BUMPERS—NO HOLES

Electric motored meter, $99.50
Build-up Big Bonus model
Standard model with set $79.50
Immediate Delivery

FITZGIBBONS DISTRIBUTORS, INC.
453 WEST 47th STREET, NEW YORK
DIRECT EASTERN FACTORY REPRESENTATIVES FOR BALLY MFG. CO.

A MESSAGE OF VITAL IMPORTANCE
From JOHN A. FITZGIBBONS
TO EVERY OPERATOR FROM
MAINE TO MARYLAND!!!

“If you operate in any of the following States:
Maine, Vermont, New Hampshire, Massachusetts, Rhode
Island, Connecticut, New York, New Jersey, Pennsylvania,
Delaware, Washington, D. C., or Maryland, I HAVE
A SPECIAL DEAL FOR YOU! A deal of vital importance to you! The sort
of deal that will put you in the big profit class! It’s the only
deal that assures you a bright, happy and prosperous future! Just write me
exactly what territory you cover. And, most important, be sure to also
write me whether you operate Bally games. All correspondence assured
strictest confidence. WRITE ME TODAY!”

FITZGIBBONS DISTRIBUTORS, INC.
453 WEST 47th STREET, NEW YORK
DIRECT EASTERN FACTORY REPRESENTATIVES FOR BALLY MFG. CO.

ANOTHER TWO HITS

SNOOT WHITE
2100 Holes
Tape Tickets
Takes In $127 Winners
Average Payout $34.33

BALLOT BOX
720 Holes
Tape Tickets
Takes In $34.00
Average Payout $19.44

GLOBE PRINTING CO.
1023 Race St., PHILADELPHIA, PA.

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

Report Sell-Out
On Hit Number

CHICAGO, Sept. 24—“Believe it or
not, but our first run of Hit Number
was sold out before the first shipments
had been made,” stated J. H. Keeney,
head of the company bearing his name.

“Of course,” continued Keeney, “we
had the successes of Free Races and
Multi-Free Races to our credit in intro-
ducing our new free replay award game.
Hit Number, but we did not look for it
to be a sell-out before the first run went
on our production lines. A second run
was recently released, so there will not
be any gap in deliveries.”

“Hit Number employs the same free
replay award principles that did Keeney’s
Free Races and Multi-Free Races and
the same patented free-game unit and
other mechanisms are used in this new
game as were installed in the former two.

“The Keeney free replay award game,
while attracting even a greater amount
of play than the two predecessors, is
simpler in playboard principle and it is
considerably lower in price,” said Keeney.

Fred Werts on Vacation in West

MUNCIE, Ind., Sept. 24—Fred W.
Werts, president of the Werta Novelty
Co., handler of salesboards and jar-
dered the worries of business and
enjoyed the scenic beauty of the West on
a trip thru the Mountain States recently.

In a trailer, with his wife and children,
these newcomers to the West took
Tomlinson Ranch, near Kevin, Mont.,
where the spent 10 enjoyable days,
according to Werts.

Said Werts: “We had a lot-of fun rid-
ing horses and hunting snakes. We
encountered six alive and one dead with
only a pole and a lasso. The technique
is to prod the snake with the pole and
as he strikes lasso him around the head.

“The Werta party spent several days
there at Glacier National Park. Last
reports indicated that Werts and Tom-
linson were prospecting for gold around
Goldbutte, Mont.

GREATER PROTECTION
Protect your coin machine profits with the “STARK SUPER SAFE,” a cabinet
that has all of the following safety features:

One-Piece Heavy Steel Construction
Extra Heavy Reinforced Locking Bolt
Ballast Holes when Filled Create
Excessive Weight and Prevent Moving.

This cabinets are better than insecure,
useless, or impractical in playboard principle and it is
completely hidden from View. When Closed and Locked, Can Be
Used as a Safe for Other Valuable.

THE STARK NOVELTY CO.
WALTER ANGELL, Mgr.
411 A. L. KROPP R. OF.
1475 W. Valley St., W., Canton, Ohio.

COUNTER MACHINES
AND COUNTER GAMES OF ALL KINDS
Barriford for Quick, Easy, "Write in Line"
A. L. KROPP
Tuscaloosa, Ala.
they're brand new!

Oriole Pushes Plan for Profit-Sharing

BALTIMORE, Sept. 24.—Oriole Coin Machine Corp. states that its profit-sharing plan has met with a decided success. To put over the plan to more operators, it has arranged a merchandise display which may be seen at its Baltimore office.

A company spokesman, "The display was arranged by Eddie Rose. It features all the merchandise which the firm has on its profit-sharing list." Rose said. "This plan has gained the acclaim of many outstanding columnists. It is attracting new members every day. One of the reasons for this is that visitors to our showroom, impressed with the display, immediately ask how they can enter the plan. When they learn how easy it is to join, they may enter immediately. This plan is proving itself one of the most outstanding in the industry.

"We feel that as time goes on and more and more Oriole scrip is released the plan will become even more valuable to our customers. We want them to share with us the benefits of our business."

Monarch Business Hits Fall Stride

CHICAGO, Sept. 24.—Monarch Coin Machine Co. officials have announced a series of special sales events to be held during the fall and winter season. The first, which is under way at present, stresses jar and ticket deals of the most popular makes as well as games of every description, according to Clayton Nemeroff, manager of the Monarch organization.

"We find this season very good from the standpoint of volume sales," said Nemeroff. "Partially it is a result of operators' needs for additional equipment and, too, we at Monarch are in an excellent position to offer a service that ts above average. In every department we are able to meet requirements for all operators, whether he needs consoles, pay tables, novelty games, slots, merchandise, counter machines, minstrels, or what have you!"
Bally’s New Novelty Hits

Thunderbolt
Ballyview
World’s Fair

Thunderbolt features weirdest action ever held under a glass top! See the ball “go nuts” when it rolls into range of the MAGNETIC ENERGY surrounding each “Mysteryism” Spot! See the ball actually “go into reverse” or twist around a bumper to a pop chasing its tail! See 8,000 SCORED ON 1 BALL! See THUNDERBOLT in action and see why THUNDERBOLT is first choice of novelty operators everywhere. Fast 5-ball high-score play. Metered awards. Adjustable & ways. At all leading jobbers.

Ballyview is actually 4 great games in one brilliant machine. ONE: high-score. TWO: reserve-type, famous “winner-take-all” idea. THREE: combination reserve and high-score. FOUR: new Daily-Weekly-or-Monthly High Score—a marvelous repeat-play coaxes!

Test BALLYVIEW one week and you’ll order by the dozen. 5-ball play. Metered awards. Fully adjustable. NEW CONCEALED RESERVE INDICATOR. Your jobber can give you quick delivery on BALLYVIEW.

World’s Fair features the most gorgeous flash ever built into a POPULAR PRICE novelty game-LIGHTS ON THE BOARD as well as the back-glass! ILLUMINATED RUBBER-TIRE BUMPER—spiral bumpers—ROLL-OVERS—tricky new MYSTERY LIGHTS—and the kind of “box-car-totals” which hight-score players love! Fast 5-ball play. Metered awards. Adjustable. Order from your jobber.

Bally Manufacturing Co.
2640 Belmont Ave.
Chicago, Ill.
PRESENTS GREAT OPPORTUNITY FOR MUSIC MERCHANTS TO “CLEAN HOUSE”

...get their Business on an even more Profitable Basis

Hundreds of music merchants have already done it. You can do it too! Get your business on an even more profitable basis by getting rid of old instruments that lack modern appeal and earning power.

Turn them in under Wurlitzer’s liberal Factory Trade-In Allowance Plan on Wurlitzer Models 500 and 600. Smartly styled, brilliantly illuminated, both these magnificent models feature unequalled earning power.

Under Wurlitzer’s Trade-In Plan, old instruments are completely destroyed never again to appear on the market. Cash in on this opportunity to put your operations on an even greater money-making basis. Take inventory today. Weed out your old instruments that lack modern play appeal. Then write or wire for details on Wurlitzer’s Factory Trade-In Plan.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

BOTH MODELS PLAY 24 RECORDS
SOLD ONLY TO MUSIC MERCHANTS

Both the piano type keyboard on the Model 500 and the brilliantly illuminated, translucent red plastic and chromium “Multi-Selector” on the Model 600 are features which, in themselves, attract attention—promote play—increase earnings. And each “Multi-Selector” is as easy and convenient to operate as it is beautiful to behold.

The word “Multi-Selector” as used in this advertisement is registered in the U. S. Patent Office.

Both models are available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost as Models 500A and 600A.