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Name ..................................................
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City .................................................. State
Chicago Vaude Outlook Bright

Best in years — had films help bookers sell vaude — 24 booked out of Chicago

CHICAGO, Oct. 17 — From the standpoint of bookers, Chicago's vaude scene is filling up fast with bookings for the New Year. The demand for vaude is so high that relatively few have actually booked out, and most are flocked with requests for bookings. 

AFA Signing Frisco Fair

SAN FRANCISCO, Oct. 15 — An agreement between the American Federation of Actors and the Frisco Fair Association was reached by the former at the San Francisco hotels. The agreement provides for the participation of the AFA in the Frisco Fair, which is scheduled to begin on October 22. The agreement includes provisions for the payment of wages and working conditions for the performers. 

N. Y. Rodeo Biz Near '37 Record

NEW YORK, Oct. 15 — Madison Square Garden's annual rodeo here goes into its second year this weekend with a record attendance and money over the last year's record-breaking run. At the same time, it is discovered that the amount spent for entertainment at the Garden is nearly $1 million. The Garden has been open during the season and has been crowded with people. 

300 House Doing All Right

Despite “Remember-Vaude” Gags

250 vaude spots listed, much spot booking of units, attractions—New York still booking center—120 weeks available—first upturn in 10 years—outlook good

Good Start for Stadium Rodeo

Opening night at Chicago event draws 12,000 — show to run 18 days

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BUFFALO LEGIT
LOOKS HOPEFUL
BUFFALO, Oct. 15.—Legitimate show business is very much alive here, even though it is being conducted hardly exclusively by the Elrienger Theater. Gross figures and bookings distinguished under the heading of legitimate shows indicate that they are making a comeback.

This fall’s two shows, Missouri Legend and The Women, bring a total of $3,000 each for performances at the Elrienger Theater. The fall season is a point to another successful season for the legitimate shows. The Elrienger had 20 show seasons last year, and this year’s show season is just about as good.

No show played here longer than a week at a stretch. Prices varied for the different attractions, with the average gross above $20. The average price paid by the public was around $1.50 or $2.00, with the average price paid by the public on the last day being approximately $1.50.

The Women is scheduled for a premiere here, on November 10.

Sunday Shows in Laurel
Certain Thru Jury Action
LAUREL, Miss., Oct. 15.—Sunday professional amusements became a certain reality here when the Laurel County grand jury failed to return indictments against Tommie Allen and Charlie Allen, who are accused of operating a fourth annual hot spot.

The grand jury deliberated three days and reported that it is not the way of law to prevent one man or group of men from doing so to do so.

In other counties in South Mississippi where Sunday laws have been more pronounced, hot spots have been announced to begin "some time soon" to take the place of the legitimate shows. Including Hattiesburg and Meridian.

Walker at Variety Club
PHILADELPHIA, Oct. 15.—James J. Walker, former mayor of New York, will be toastmaster at the annual banquet of the Variety Club here, November 11, at the Bellevue-Stratford, for the benefit of the club’s cold-pantry fund.

N’Orleans FNP’s New House
NEW ORLEANS, Oct. 15.—Finding New Orleans regular by S. B. O. A. at its present location, the local unit of the FNP has leased the St. Charles Hotel here and moved its headquarters. The move is expected to be a success, because the domination of the field by short-sighted hotels kills the business of the FNP, and the new location is ideal for the work.

A season of the organization is planned.

Vode-Visions Ready But Waiting
FOR Gov’t Probe Into Musicans
NEW YORK, Oct. 15.—Vode-Visions, a plan for vast shows backed by sound-on-film musical accompaniment and filmrapy, has reached a unit for booking but is holding back until it can stage a show under its troubles with the musicians’ union.

The unit is preceded by a trailer announcement which has been successful. The trailer features the Rugrats’ Orchestra and consists of three selections (in the style of the Rugrats) by the Rugrats’ Lincens and the Blue Belles. Bobby pins and the Rugrats’ Bandleader will be the cast. Unit will carry a unit manager and a press agent and will be ready to go at any time. Unit will be ready to go at any time.

A plan is to avoid presentation as a regular vaude show and to sell it as a radio program. The show will be carried over NBC, sponsored by Pepsi-Cola.

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A plan is to avoid presentation as a regular vaude show and to sell it as a radio program. The show will be carried over NBC, sponsored by Pepsi-Cola.
Shades of Old

CHICAGO, Oct. 15.—Gertrude Lawrence, the British song star, is reported to be entering a new discovered guild—her name's Jimmy, and he did the settings for the production of "Cinderella" at the Kibbutz Theater in Pittsburgh—thus taking the place of an old setting family into the field of scene design. Jimmy is the founder of the Kibbutz—it's said that he had a hand in designing scenic as well as getting old by now that his grandson ought to be given a break; hence Jimmy, a young performer, says he's in the entire cast, never been seen by one. The Andrews sisters have just bought a new convertible sedan. The program for Maurice Evans and Margaret Webster's full-length "Hedda Gabler," which is being produced by the Players stock, has been cut to the barest essentials—and each and every one of the players. "All of us, for a change, we have been8on the outside," states the small one. Almost a group of people now go to the meeting of the Committee in a social circle. At least one local night club p.a. breathed a sigh of relief when Jack Gould was band vocalist with Vincent Lopez all summer at the Clue Manlius. and no one wanted to clear the dissension for which the President of the American Federation of Musicians is due. The kids themselves will pay for the parts and the facilities. If Margaret Webster's full-length "Hedda Gabler" is one from general counsel down were faced with the brunt of hypoed costs. The kids dare say that they're not only for the next six weeks."

Disc Mfrs. State New AFM Scale Reducing Musicians' Employment

NEW YORK, Oct. 15.—Classifying the American Federation of Musicians' new transcription scale as "crass ignorance,"零件 manufacturers were to be found in September 15 musician employment has dropped because, they claim, the new prices set would bounce back to the disadvantages of the AFM. Disk men already claim that the World's Fair transcription on September 15 musician employment has dropped because, they claim, the new prices set would bounce back to the disadvantages of the AFM. Disk men already claim that it was only the beginning. Chairman, after describing the five-minute meeting In which the ouster of the Power Conansion, William P. Desrip-
Radio Survey of Beaumont, Texas

BEAUMONT RADIO STUDY REVEALS GOOD SPONSOR IDENTIFICATION AVERAGES . . . SEVERAL LOCAL PROGRAMS UNUSUALLY HIGH . . . RUDY VALLEE PERCENTAGE LOW

By JERRY FRANKEN

This section of the radio listening survey made for The Billboard in Beaumont, Texas, shows the sponsor identification percentages of favorite programs in that city. In making this survey, residents of Beaumont are asked if they have been listening to the radio that day or evening, as the case may be. If the respondent answers no, the investigator then asks for the listener's favorite radio program or programs and also the name of the sponsor of the programs. Since the listener has missed his signal during the past 12 hours his answer is presumed to be not inclined to be conditioned. By giving the sponsoring product in program titles, as did the Camel Caravan (Benny Goodman), Lux Radio Theater, etc., it is hoped to avoid a false picture of the listener's preferences.

The value of having the name of the sponsoring product in program titles is shown by the following tabulation. Two college radio shows, for instance, programs called "Bewley's Club Wagon" and the "Bewley Boys" returned high percentages, as did the program from Beaumont, "Golden Oldies." The Oldies program is an unsponsored, but in the daytime bracket 14 listeners named the show as one of their favorite programs. Of these, seven said the originating station was the sponsor; four correctly pointed out there was no sponsor, and the other three said it was a local orchestra program. It would appear that Bewley makes an impression on his audience, since previously published results showed him as a dominant local program in Beaumont.

Nighttime Programs

Percentages of nighttime shows and correct sponsor identification run high. In fact, the generally good returns on this phase are surprising. It is to be expected, possibly, that the leading programs, such as the "CE & Sonhorn Hour, Kraft program and the like, would bring in good identification ratings; but as the table on this page shows, there are consistently good returns, 22 per cent for Kraft, 94 per cent, and if all the correct namings on the Kraft program are added to the correct percentage, they go to 99 per cent. Major Bowes and his amateurs returned a total of 76 per cent correct naming, divided among Chrysler, Plymouth and Dodge autos. In ranking while scoring favorite mentions, received 81 per cent correct identification. "Amos 'n' Andy" radio program is high with 94 per cent. In the blackface team listings, one listener mentioned Pepsodent tooth paste, ex-Amos 'n' Andy sponsor.

The most interesting distinction of this Beaumont study is the showing of the radio program, Standard Brands, Vallee sponsor, is placing its products on the program, but a rival product, Jello, scored more mentions than any of the correct sponsor identification percentages. Possibly Vallee, who has an average of 22 per cent of the total, is worth more to royalty, as compared to Royal Gelatine's 17 per cent and Fleischmann Yeast's 8 per cent. From the standpoint of selling two items on the same show seems to be a unique show, and both Vallee and Jack Benny did not come up to expectations as a favorite (See RADIO SURVEY on opposite page)
Cormier Waives Rights on WINS Sale to Facilitate Bow Deal

NEW YORK, Oct. 15.—Sale of William Randolph Hearst's New York radio station WINS has been agreed upon, and the deal is now a done one. The Mork, agency and part owner of H. I. B. Co., has been given the option of paying $3,000 to $4,000. Cormier, a leading radio executive, has a clause in his contract whereby he must give up the option. On the sale of WINS, the station is sold, he is to receive $10,000 from Hearst. However, contract also states that if the sale is not consummated within 60 days, he is bound to hear. Another angle is that if the sale had been stymied now, Cormier would have been reopened when Cormier's contract with Hearst expires.

Survey Error

NEW YORK, Oct. 15.—An inadvertent tabulating error was reported this week by a telecommunication company's day-time program study. A mistake was made in the estimation of the audience for a particular program.

AFRA, Agencies To Deal Direct

NEW YORK, Oct. 15.—AFRA has called a meeting of all its members to discuss the possibility of dealing direct with agencies. The meeting is expected to be attended by representatives of the major newspapers and broadcasters.

AFRA members say there is a lot of dissatisfaction with the way things are being handled at the moment, with the emphasis on the traditional Penn-Cornell entheoelbo (New Amsterdam theater). The hall.

With Success of "Info, Please"

NEW YORK, Oct. 15.—Legend going around about the show started by S. Byford Adams, paragrapher. It is said that the show is going to make money. The show has been very successful, and it is expected to continue to grow.

AFRA sponsors have been appointed program director. Miss Cameron, who has been with the station for many years, has left the station. James Cameron, who has been with AFRA for many years, has taken over as program director. He began his duties October 15.

AFRA wants to get back into the business of selling advertising time directly to agencies, and they are asking the agencies to consider this option.

Muzak To Sell Time

NEW YORK, Oct. 15.—Muzak, wire music service, announced formation of a new venture, Muzak time-selling company. The new venture will be known as Muzak Time Selling Co., and it will sell time for advertising purposes.

Service, the new medium will send copy directly into the hours of wired entertain-ment, via the new system. Advertising will be re- moved from the existing service. Understood that Muzak, in its original form, has not been doing well. There are many interests for a long time have been contemplating selling their original service over the air. Muzak is planning a nationwide network of high electric stations, making the service available to a larger audience.

WOR's Football Splurge

NEW YORK, Oct. 15.—Five hours of sponsored programs, consisting of a football game and broadcasts of other events, have been set for Thanksgiving Day by WOR. The programs will be heard as follows: 11 a.m. to 2 p.m., football game; 2-3 p.m., news; 3-4 p.m., football game; 4-5 p.m., news; 5-6 p.m., football game; 6-7 p.m., news; 7-8 p.m., football game; 8-9 p.m., news; 9-10 p.m., football game; 10-11 p.m., news.

Early bird's dinners at Thanksgiving Day...
William A. Brady

Makers of sweet heart soap are taking a short run on NBO and WABC in the form of a soap opera. The show, which is so far doing well, is under the guidance of Hitcock and Joe Penner, and has been produced by the makers of the soap. It is a nice little show and should make a good addition to the lineup of daytime programming.

Ben Bernie
Reviewed Sunday 5:30-6 p.m. Style—Drama. Sponsor—Waring Soap Co. Agency—Young & Rubican. Station—WABC (CBS network).

Bernie is back and still as good as ever. He has added a new twist to his usual formula by having a boy scout character as the main attraction. This makes the show more interesting and keeps the audience tuned in.

Fred Waring
Reviewed Saturday, 8:30-9 p.m. Style—Musical. Sponsor—Grove Laboratories. Station—WABC (CBS network). Program — The Waring orchestra.

The Waring orchestra is still one of the best in the business. They have a great following and always put on a good show. This particular concert was no exception and the audience was thrilled.

Metroplitan Opera Auditions of the Air

The Metropolitan Opera Auditions of the Air is a popular and successful program. It has been running for a number of years and continues to draw a large audience. The program is conducted by Jim McVilly, who is known for his excellent conducting style.
Radio Talent

BY JERRY LESSER

DON BECKER and Carl Bixby are said to be the highest paid strip show writers. "Miss Life Can Be Beautiful" series is Lock, and moves to Columbia November 6. The new show is a burlesque and vaudeville show appearing or in rehearsal in Broadway. A former employee of Ziegfeld, Louis Hector, Ned Wever, Helen Claire, Gordon Pink, Fred Lewis, and Ben Grauer, who supports the program in a more sophisticated manner. Louis Van Ruyten assumed the leading role in the new show. When Dick Kollman joined the cast of "Krookbocker Holiday,"FORMER New York radio actor now doing well in Chicago include Benny Beasman, Joe Conley, and Anthony Holm. Gordon Pink, also supporting the program, is a member of the "Gang of Four," based on his present letter from Akron. His last letter was written the previous year. Fred Weigle, who heads The Star for tickets to broadcasts at NBC, is also doing well on Mutual. Fred Lewis, who was hit in the knee by a truck, is now playing in a two-month vacation on the Coast.

Best commercial on the show was that for an aria from La Giavana. La Rosa, where tired. Particularly in Intro: Mester on 45, the program is to build very well. Commercial plays a role in the show with a commercial on the show with a commercial on the show with a commercial on the show. Another interesting commercial is that for "The Shadow." IS president of the Elks Magazine in New York, has been publishing a book containing Johann Strauss’ talks for the Mutual Network. "The Shadow" has two series of audience shows, and they are being planned as a regular feature. They are doing 4 p.m. and 8 p.m. on Mutual. The Shadow will originate in the new show hailed on Mutual. Radio editor of The Jersey Journal. Stiff sang pieces from Carmen, notably the famous "Carmen's Dream" aria. The program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。Program is presented in a rather interesting manner, and the music still under direction of the swingy and versatile去做。
Frederick Bros. Locate in N.Y.
Bringing Midwest Names East

Retaining Cleveland and Kansas City offices — band roster gives new names to Eastern territory — New England booking joining FBMC

NEW YORK, Oct. 15.—Frederick Bros. booking agency has extended its coverage to cover all territories names to these bands. Band contracts were signed by Lawrence Wells, current at William Penn Hotel, and Ray Herber at The Willows, both in Pittsburgh; Herbie Holman, opening Friday (21) at Chase Hotel, St. Louis; Henry Blach at Polytechnic Club, Jeffersonville, Ind.; Cecil Golly, Balloon Boys and Swings at Houbigant (Chas) Gardiner, opening November 1 at Commodore Hotel; and Vernon Enge, opening Monday (30) at Claridge Hotel, Memphis; Little Joe Henry, opening Thursday, Frankfort; V: Ralph Webster, opening October 27 at the Follies, Little Rock; and Big Ben Green. At Broadmoor Country Club, Denver; Jimmy Meade, opening Friday, at Morris Club, Buffalo; Hal Stoefer at Kansas City Club, and Johnny Burkhardt at Southern Mansions, all in Kansas City, Mo.; Southern Gentlemen, fronted by Orady (Mac) McCollum, at Ellisville, Mo.; Wally Cleveland, and Howard Becker, playing in Youngstown, Ohio.

Deal is also in the wind for the island New England booker to close shop and join FBMC, booking Mills has in addition to his personal services.

Slow Start for Swing Set

HOLLYWOOD, Oct. 15.—Management of the new swing set, a sort of a New Warner Bros. Sunset Boulevard lot, expects donation to a loss on the set. For a time, only $5,000 was billed to Mills at an October 27, and then Baker, starting attractors and taking steps to raise the value of the swing set 10,000 square feet of dance space and 2000 square feet of dressing rooms, with little going for 55 cents.

Blue & Gray Set by Green

NEW YORK, Oct. 15.—Marla Kramer has signed Blue Barron and Gray Gordon to contracts with the Blue & Gray, now at Lincoln and Edison hotels here. The hostelry on each band will go into has not been set definitely. Wally Cleveland has been closed for the band set by Charles Green, GICA pres.

Heidt Jams In Over 3,000

COLUMBUS, O., Oct. 15.—On his way back to New York, Horace Heidt stopped last Sunday to give Louie Page one of his best dance promotions at the Page's Forum. Over 3,000 persons passed over the doors of the hotel for the event, and a total of $150 was taken in.

Expect a Meaty Decision

DETROIT, Oct. 15.—Robbed Jurors sitting in Circuit Court forgot their lunch. George Williams, local juryman, came before the bar and announced that he had just heard the decision on the contract for the contract against a colored swing band. He had his sharpener and his wipers, and the band walked out on him after playing one week of a four-week contracted glad to go to a rival night.

Jit'bugs Give Union Jitters

Coast theaters cash in on jitterbug craze — union may call it vaude

LOS ANGELES, Oct. 15.—Local musicians' union officials are planning to have the theater ops in an effort to boost attendance. With jitterbug craze at its peak, union leaders are planning to have the theater's entrance take $25 for a just $2.50. Union may plan action if practice is not changed. The $2.50 ticket pays regular admission to theaters, bringing in a profit of $2.50, and the union leaders plan to make a profit of $2.50 in return for the price.

OMAHA Union Drops Local Income Tax

OMAHA, Oct. 15.—Members of Local No. 70, American Federation of Musicians, have voted to cancel a 1 per cent income tax on members' earnings, levied by the local. The vote will save each man about $10 a year. Assessments of travel-

Mills Sets New Deal With ARC for Master

NEW YORK, Oct. 15.—Irving Mills negotiated a new deal with American Record Corp., which gives him greater control over his material. The new set-up has Mills producing a minimum of 12 sides a month, a minimum of 12 sides of our own selection. It also gives Mills a chance to produce his own arrangements and to have his own name on the records. The deal also includes a release by ARC of the recording, choice of artists and Dorsey, whereas formerly he submitted his selections to approval by the wax company. There will be no resumption of the Master and ARC deal until Mills has produced at least 10 records for Mills at one time.

Goodman Gives Theater A Grand 4-G on Single

MADISON, Wis., Oct. 15.—About 10,000 people packed the Orchestra Theater last night to see the new program by Count Basie, one of the best appearances. Big headline, concerning Count Basie, was the appearance of Hugh Flanagan, manager of the Asheville Theater Co., house who had a time to get the audience interested. He did it by using jazz for all five live sets.

Jitterbugs and swing fansatics eyed the Fletcher so many times they were able to repeat the singer's lines by the time the night show rolled around. Admission is charged at $1.50 per couple, with no extra.

Dorsey's $915 Only Even

LINCOLN, Neb., Oct. 15.—Jimmie Dorsey and his Western Goldenhorns paid a visit to Salesmen Club, which sponsored a dance last Thursday evening, making about $1,000, and the regis's 900, $1.25 per couple.

Berigan a Beau at 765

NORTH ADAMS, Mass., Oct. 15.—Joseph Berigan, Pittsfield, Mass., booker for the dance at State Armory, marveled at the success of his plan to package last Friday with Bunny Berigan. Nine hundred people were slated to pay $75 gate and gravel, and all concerned.
ASCAP checkers will have to watch composers more carefully than usual when chalking up the plugs for October. It's a new month and the October ASCAP。Co. — Benny Davis tune from the new Cotton Club score, Rosetta, is an old-time classic of the same name, and recording companies are reviving the original.

As if the bumper crop of New York bands opening sessions enough, song pluggers will have to take in out-of-town debuts. Andy Golden and Rudi was assigned by the ASCAP to make the Jan Savitt opening November 9 at Arcadia International, Philadelphia. Excursion will be strictly Berlin. That is, he has to go back to New York the following night to see Guy Lombardo when he starts at Roosevelt Hotel.

Bernice Peterek, noted for Lullaby of the Lovers, and other night clubs, has knocked out a score of eight songs for the famous Casanova Mania night club in Hollywood. Nitty is the former Sebastian's Cotton Club.

Mose Gumble, erstwhile professional manager of Willmark, goes to the Coast this week to supervise contacting of commercial broadcasts for the Warner names. Willmark is already assigning the boys to make the Jan Savitt opening November 9 at Arcadia International, Philadelphia. Excursion will be strictly Berlin. That is, he has to go back to New York the following night to see Guy Lombardo when he starts at Roosevelt Hotel.

ASCAP Wins License Suit

COLUMBUS, O., Oct. 15—When Nick Kornoff purchased a Gold Mine in the sky there really was a Gold Mine. A Gold Mine for the sake of the song business. The song business will be charged high rates, U. S. Judge James M. Hoaglin being the judge, has ruled that Nick Kornoff, who purchased the rights to the song, has not paid the proper royalty to the ASCAP, for its use in the song business.

There are about 300 musicians employed in the studios for recording purpose., and the ASCAP is not about to give up without a fight. The ASCAP has already filed suit in the United States District Court in New York, seeking a permanent injunction against the use of such music in the song business.

The extent to which music will be used in the song business is not yet known. It is known that the ASCAP has already filed suit in the United States District Court in New York, seeking a permanent injunction against the use of such music in the song business.

Sheet-Music Leaders

(For Week Ending October 15)

Sales of music by the Maurice Ravel Co. are listed in this week's sheet-music sales. Sales of music by the Maurice Ravel Co. are listed in this week's sheet-music sales.

The last week sales were

1. While a Cigarette Was Burning (Berlin)
2. I've Got a Pocketful of Dreams (Santus, Joy)
3. Lament Walk (Bregman)
4. Rop Beatin' Round the Mulberry Bush (Bregman)
5. I've Got a Date With a Dream (Bregman)
6. Lambeth Walk (Bregman)
7. An Angel in Heaven (Bregman)
8. Who Blows Out the Flame? (Bregman)
9. I Won't Tell a Soul (Bregman)
10. All Ashore (Bregman)

Songs listed are those receiving 10 or more network plugs (WJZ, WEF, WAB) between October 9 and October 15. Networks and stations are based on data supplied by Accurate Reporting Service.

Was Exclusive's Face

NEW YORK, Oct. 15—A standard world war penny pincher, every piece of published sheet music in this country reads, "The copyright of this work of music is this song, or any portion thereof, makes the infringer liable to prosecution under the U. S. copyright law."

The unprecedented demand for music, therefore, was little short of astronomical. The song business, the song business, the song business. The song business, the song business, the song business.
Save on the Road
Go by GREYHOUND

Low Fares-Flexible Schedules-Super-Coach!
Whatever your route may be—whether your jumps are long or short—you'll save plenty of money on Greyhound transportation. There's always a bus when you want it! Orchestras and large companies can take full advantage of the extra convenience and extra economy of Greyhound charter service. Investigate at once ... mail the coupon below.

The Billhocrrd for rates on Individual trips mail the coupon below.

Orchestra Notes

MUSIC

New York, Oct. 15.—Charley Yates, head of CCA's theater booking department, has flooded the books with a bumper crop of placements. Princess Theatre, Nashville, Tenn., for November 12 and 13, and Barney Rapp, October 31 to November 2, Rapp jumps to Ann Arbor, Mich., for November 4-5 at Michigan Theater and on the 9th and 10th engages in a staged battle of music with Fletcher Henderson at the Orpheum Theatre, Memphis. With Charlie Barnett battling it out with Lucky Millinder for the October 28 week at the Crescent City from Dallas, and Norman Steppe, who led his band here for the debut of Joe Reichman at the Jang Hotel Piano-playing Reichman was too badly bunged up after an automobile accident suffered on his way to Crescent City from Dallas, and Norman carried on as lead singer with a very fine show. Reichman appears to be out for his entire booking here and has left for his home in Dallas to recuperate. Red Nichols may replace him this week to cut short the original contract time.

Orchestra Notes

By M. H. ORODENKER

Broadway Beachcomber

Two the ultra St. Regis Hotel broke racial barriers by bringing in a sepa- rate radio band, Billy Hamblin, and is now doing all they can to live down their presence, a hear-by-hostility is working a colored combo but apparently because of the box-office value... closer to the Broad-way they believe in the Park Coaches Hotel is at 27th, happening a sign stage to bring in CHICK WEBB, opening date is depend- ing on COUNT BASSIE closing at the Famous Door, the Count, incidentally, has, to date 256. No. 24, opens in January, de-pending on COUNT BASSIE closing at the Famous Door, the Count, incidentally, has set for February 12. There's always a bus when you want it!
OFF THE RECORD

Babies Cry for It

NEW YORK, Oct. 15 - Benny Goodman's orchestra, in town, sends in a report that the further west he goes the younger he finds his people.

According to the Big Band B.I.G. writes that the shaggier and hopper -a-wood, are all for the swing. Some have even gone as far as to say that there is no better type of orchestra than the one that is here in California.

He adds that by the time he returns to New York the kids are crying for their bottle and a chock of Tiger Bag.

John Wiley (Los Angeles, Calif.) says, "we are in the West."

Music leans to the soft side and if the kids are to have any chance of surviving, they'll have to be given the chance to dance.

On the other hand, there are no out -of-town columns open for the kids. They are taken care of locally by the bandmen themselves.

Band's instrumental balance is three-fourths rhythm and four brass and four reeds. One section of good voice.

Hailsham also reports the absence of number announcements, and with the emphasis on the soft side, we are also going to find that the bandmen would be more than happy to front for the shows.

Their symphonic lines are very clear, and even on the ballrooms.

Oldfield.

Vincent Lopez

(REVIEWED AT CASA MANUSA, NEW YORK)

IT'S been some 17 years since Lopez has been a resident of New York. And now, with the current crop of swing dance directors, he has finally come to New York to make his mark.

Two years ago, he hasn't achieved any distinction with his present orchestra. But now, with the new lineup in public tastes and a change in management, he is on the right road.

He has made a number of appearances, and with the emphasis on the soft side, we are also going to find that the bandmen would be more than happy to front for the shows.

Lopez makes for an impressive and thoroughly musical figure, and as he songs his feeling happy, his name will still be on the air.

The whole symphony is a wonder, and one of the greatest of its kind. "The It's a wonder symphony is a modern version of the old grandioses, and in this respect it is well appointed.

Chief among Novak's specialties are the Temple and the Temple World Symphony. They take it apart and put it together again, first in the dance mechanical and then in the dance sections.

As for Novak himself, he is a quick-change artist, the master of some odd, and the master of many. He is not an instrument player, but all of which help him to his present position.

Definitely has something on the ball, and it's the way he makes use of natural development and build-up. East.

Jack Kurtz's Three Rollickers

(REVIEWED AT HOTEL BAYBON, NEW YORK)

ONE of the smartest of the stroller combinations heard at this house, where the strollers are no longer strollers but a part of the band, is Jack Kurtz's Three Rollickers.

As for Kurtz himself, he is a quick-change artist, the master of some odd, and the master of many. He is not an instrument player, but all of which help him to his present position.

Definitely has something on the ball, and it's the way he makes use of natural development and build-up. East.

For Additional Band Reviews

Turn to the review section of the Night Club and Vaudeville Department for a listing of bands playing vaude houses, nighties and hotels.

The Reviewing Stand

Benny Goodman

(REVIEWED AT TRIANGLE BALLROOM, OHIO)

SWING, as it is technically understood, is the kind of music that can be heard when the Goodman Orchestra takes the stage. It may or may not be of interest to the rest of the world, and doesn't understand all the subtle rhythms that are going on in the Goodman Orchestra. Boys ley stress on A Capella, but it is well known that Goodman and crew (five brass, four reed and four rhythm) have been giving out with a certain kind of a job you have come to like.

And while it is no art, nor extreme swing, but capable of it, Goodman and crew carry a niche all its own in American music history.

As for versatility, that is not one of the particularities of the group. They're specialists in their own right and field right enough for it. Boys work with an energetic and rhythmic precision, and while Goodman is the one who shows the most promise, the boys back him up in their hectic pace. Sharp arrangements and campy carets.

The Hudson tootlers (with their sidemen nor extreme swing, but capable of fine) takes the middle Of the road in the swing of the type to make even this swingable.

Since 1934, Goodman has been getting his walking papas at the ex. For the dinner sessions, there is another reason why a certain kind of a job you have come to like.

Tough and Goodman on his hot pipe, A Teddy Wilson on the dance front and a certain kind of a job you have come to like.

Teddy Wilson on the dance (tete* tusk* guitar gives those present a chance to party, and tour rhythm have been giving out with a certain kind of a job you have come to like.

Accent of music is on the sweet side. Traffic in hotels and niter:es, this aggregation has a woodwind section, a string section, a rhythm section and a vocal section, and is getting his walking papas at the ex. For the dinner sessions, there is another reason why a certain kind of a job you have come to like.

And It la for that tome that TOM-
Orchestra Routes

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

ABBREVIATIONS:
- a-auditorium
- b-balcony
- c-cafe
- d-cabinet
- cc-country club
- h-hotel
- mh-music hall
- mn-night club
- p-orchestra
- r-roadside
- s-studio
- t-theater
- w-wedding

Garden, Jan.: (Earle) Washington, D. C.; Wed. Gardner, Dick: ( Commodore Ferry) Toledo, O.

Caspari, Dick: ( Ambassador) N. Y.

H. Ritter, Cur.: (Tea) Washington, D. C.

Guil, Joaquin: (Biltmore) Dayton, O.

Billy, (Booth House) Great Island, N. Y.

Ray, (Auditorium) N. Y.

Griffin, Jack: (Tiffany) New York, N. Y.

Hall, George: (Charleston) Memphis, T.

Haught, Henry: (Crystal Terrace) Louisville, Ky.

Hayes, Phil: (Willis) New Orleans, La.

Hoagland, Claude: (Midland Athletic Club) Cleveland, O.

Hendricks, Dr. Leon: (El Morocco) N. Y.

Hendricks, Roy: Newark, N. J.; (Columbus) C.

King,3: (Willows) Pittsburgh, Pa.

Hines, Richard: (House House) N. Y.

Hines, Sonny: (Shark Club) N. Y.

Hinson, Art: (Theo) Chicago, I1.

King, Wayne: (Coconut Grove) Los Angeles, Calif.

King, Leo: (Midnight Sun) N. Y.

Lavoie, Pasquale: (Staten Island) N. Y.

Larsen, Paul: (Steelers) Chicago, I1.

Lee, Lloyd: (Glenview) Chicago, I1.

Leroy, Toots: (Dempsey Tavern) Milwaukee, Wis.


Levant, Paulette: (South Beach) Miami, Fl.

Levy, Tommy: (Palace) Paterson, N. J.

Levy, His: (Cinderella Room) Fort Worth, Tex.

Levy, Tom: (Hobart) Atlantic City, N. J.

Leslie, Oiva: (Paradise Grill) Hartford, Conn.

Loiselle, Ben: (Valhalla) N. Y.

Lowe, Al: (Saratoga) Providence, R. I.

Lucas, Sam: (Somerset) New York, N. Y.

Maddox, Junior: (Cedar) Los Angeles, Calif.

Mann, Fred: (Biltmore) Atlanta, Ga.

Mann, Red: (Bimbo's) San Francisco, Calif.

March, J. K.: (Paddock) New York, N. Y.

Manning, Ben: (Staten Island) N. Y.

Marsalis, Joe: (Cats Part) Omaha, Nebr.

Marx, Rudy: (Fad) Chicago, I1.

Martin, Fred: (Strand) San Francisco, Calif.

Marvin, O.: (Raceland) Chicago, I1.

Massini, John: (Valentine) N. Y.


Meadows, Russ: (Rendezvous) Balboa, Calif.

Peck, Phi: (Deshler Wall) Columbus, Ohio.

Perry, Roger: (Roosevelt) N. Y.

Phelps, Sam: (Mercury) N. C.

Pimentel, Joe: (Beverly) Hollywood, Calif.

Pitts, Arthur: (Saratoga) New York, N. Y.

Plummer, Rees: (Auditorium) N. C.

Porter, Peter: (Cabin) South Carolina.

Powell, Bob: (Auditorium) N. C.

Redman, Don: (Savoy) N. Y.

Redman, Len: (Columbia) Hollywood, Calif.

Reese, Joe: (Casino) Hollywood, Calif.

Reese, Joe: (Grove) Chicago, I1.

Rivkin, Phil: (Beverly) Hollywood, Calif.

Robbins, Tom: (Village Tavern) San Francisco, Calif.

Rodgers, Yaacov: (Uptown) N. Y.

Rogers, Lukas: (Acme) Chicago, I1.

Roth, Abe: (Tahoe) Cleveland, Ohio.

Rush, Allen: (Cannon) Baltimore, Md.

Rush, Harley: (Boca) Chicago, I1.

Rutstein, Ben: (Rutstein's) New York, N. Y.

Sacks, Ira: (Auditorium) N. C.

Sand, Harry: (Auditorium) N. C.

Schuman, Vic: (Valencia) N. Y.

Sears, Earl: (Beverly) Hollywood, Calif.

Selig, M.: (Auditorium) N. C.

Shaw, Ards: (Elmgrove) N. Y.

Shaw, Greta: (Silver Screen) Hollywood, Calif.

Shaw, Joe: (Bedford) New York, N. Y.

Shaw, Red: (Dolphin) San Francisco, Calif.

Sheitan, Bob: (Belgian Bowl) Los Angeles, Calif.

Shelley, Lee: (Auditorium) N. C.

Sherwood, Don: (Auditorium) N. C.

Smith, Betty: (Auditorium) N. C.

Smith, Bill: (Beverly) Hollywood, Calif.

Smith, R. L.: (Manhattan) N. Y.

New Plays on Broadway
Reviewed by Eugene Burt

GOD
Beginning Thursday Evening, October 12, 1938

I HAVE BEEN HERE BEFORE
Beginning Thursday Evening, October 12, 1938

HOLY MOUNTAIN
Beginning Thursday Evening, October 12, 1938

HAMLET
Beginning Wednesday Evening, October 11, 1938

BROADHURST
Beginning Sunday, Evening, October 8, 1938
THE FABULOUS INVALID

Mr. Evans’ support is somewhat uneven, with Donald Randolph offering an improvement. W. H. W. and E. F. F. are well acted by T. B. Priestley. The best performance is given by T. B. Priestley. His role as Evans is well handled by T. B. Priestley. The production is well handled by T. B. Priestley.
BROADWAY RUNS
Performances to October 15, Inclusive.

Dramatic

Opened Perf.

ACT I—Scene I: The Tarantula of Altera

Musical Comedy

Highsteppin' (46th St.)

ACT I—Scene I: Winter Afternoon, 1876.

ACT I—Scene I: Winter Afternoon, 1876.

ACT I—Scene I: Winter Afternoon, 1876.

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ACT I—Scene I: Winter Afternoon, 1876.

ACT I—Scene I: Winter Afternoon, 1876.
Kid Unit Quarantined

CHICAGO, Oct. 15.—Boys Town road show, produced by Will Harris and the Central Booking Office here, opened in a one-week engagement at the old Riviera this week on four of the gang took sick and entire company was quarantined. Company of boys, including 50-piece orchestra, took over Boys Town, Neb., for three weeks. Show will resume its one-night tour next month.

Wichita Nitery Robbed, Burned By Two Bandits

WICHITA, Kan., Oct. 15—By two bandits armed with a pistol and a sawed-off shotgun, invaded the club shortly after noon, bashed four employees at bay, and robbed the till of several hundred dollars. Then they played the Comes over the club and applied a torch.

Ritz Shows, Names for 1214

PHILADELPHIA, Oct. 15—Ritz-Carlton Hotel will open on Nov. 24, it was learned. It will be the first night club on that block. Club will be under the management of the Wm. J. Hennessey Co. The club will be direct the orchestra. The motif of the club will be French.

The 1214 Club has changed from sepal white shows. Opening show under the new management will be by the Frr D'Orsay and Frances Williams.

The 1214 Club will join the staff of the 1214. Toots will now be operated by Mr. Gerson, formerly the Russian Kutchma.

Special or Added Attraction? That's What's Rothering Maise

BY PAUL DENIS

Dear Paul:

For the first time in my life I am being billed as a Special Attraction at Nick's Romanoff. I may be surprised! I was once featured in a show played by last week. I got a fractured wrist trying to get a sandwich back from the waitress, and was the special attraction.

Well, some day I'm going to be such a bad name that they will bill me as Paul Denis. And I will be sore there!

I know I'm beginning to build up a career as a dancer on the other road last week Joe Perret, my agent, told me I was booked ahead four weeks—two weeks at the Severn. That's the first time since I graduated from Pollock and Studio that I've been booked ahead.

I've got to do publicity, Paul, and just about any publicity. I can make a name for myself if I can only get a few more bookings. I can take only $75.00 a week on account of $50.00 in -publicity. But I can't afford even $50.00, so I'm trying to get publicity by playing benefits.

Yes, the National Theater is making a special effort this week to get over the front lines. They're making a special effort to get over the front lines. I never do my toe dance down the full length of Broadway, or maybe I ought to get paid for it. I won't have a problem. I don't know what else to do. I can't afford to pay half of a hotel. I don't know how to go about it.

JIM says what I need is a spectacular stunt to put me on the front pages. But the French movies are too short. I won't have a problem. I don't know how to go about it.

As far as I'm concerned, I can't afford to pay half of a hotel. I don't know how to go about it.

Tell the Truth?

CHICAGO, Oct. 15.—The owners of a closed club last week labeled it Etnino and in its ads benefit such features as "a bum show, raw liver, tough steaks, insolent waiters, outrageous behavior."

A career is a terrible problem.
Jack Lych

Jack Lych's Melting Rock

Says:

"I have always found THE BILLBOARD to be an interesting and informative publication. In my years in show business in the night club field, I have come to look at THE BILLBOARD for interesting articles and spot news. Continued success in the future."

Night Club Management

By George Colson

Free Features Draw Crowds

An example of doing the "Extra Free Feature" idea on a grand scale and making it pay is the Mattachine of R. A. Radier, of Little Falls, Wis.

All summer long he has been packing a Mattachine into his drive-in movies and free movies at an adjacent market each Sunday night. To keep the Willow the unit brand new and under a strong second, the program has been expanded to include a Mattachine for every show.

Now, this is a program that is being reported to the industry, and it is the talk of the town. People are talking about the Mattachine and its features, and it is the talk of the town.

Let 'Em Swing Mixers

A neat method of capitalizing on a necessary evil of cabaret operation has been devised by Mario Topali, host of the Havana-Madrid. New York. Since nothing on earth will deter a patron from sipping a gayly colored drink mixer, he has arranged for a very interesting assortment of cocktail earners and fellow happy when he suspects a customer of failing to use one of them. He has the club's name and address stamped on each glass, and he sells it for $3.50 a glass for 15 glasses he considers it a sound investment for repeat and new business.

Empire Room, Palmer House, Chicago

A new revue featuring the classic and grand dives of this sea hotel spot the old crooked music of Guy Lombardo's band, now playing in the hotel show in its entire for a more picturesque setting.

The refreshing Abbott Dancers, 12 young women in wool and lace are under the direction of the college and colorful flash that is timely and appropriate. The girls, who are not only good dancers but also good singers, are under the direction of the college and colorful flash that is timely and appropriate.

Tubby Thon, an Abbott line star, is doing a fine job of singing and dancing with the Abbott line. His work is well appreciated, and he is doing a good job of singing and dancing with the Abbott line.

Tommy Martin, a very popular personality, works wonders on the dance floor with his customary smile and enthusiasm. His tricks are smoothly executed, and he is a fine dancer. He is well known as a good dancer and has a lot of friends among the patrons.

Bert Ross.

The Grover House, London

New floor show here is tabbed All for Speed, and it is a hit, according to all reports. Leading name is that of Al Martin, who is a hit in Europe, and he is doing a good job of entertaining his patrons.

The Grover House is one of the most popular spots in town, and it is doing a good business. Bert Ross.

El Chico, Miami Beach, Fla.

Possibly because there is no emcee, El Chico remains one of the most popular of the stand-and-eat spots on the Strip.
Holding the Lash over Novelty Entertainment!

HARRY JACKSON

(JACKSON TWINS)

Currently
PARADISE RESTAURANT, Broadway, New York.

Permanent Address—The Billboard, New York.

ANDERSON

Note Appearing at
Billy Rose’s Casa Manana, N. Y.
Also Rehearsing in
“Flying Günsbergs”
### LIST OF 250 VAUDE SPOTS

#### 120 WEEKS

**Bill Howard (RKO), New York**
- Palace, Chicago: Full week (name bands, acts)
- Hamden, Conn.: Sunday concerts
- Cleveland, Ohio: Full week
- New York: Friday-Saturday (units)
- Proctor's, Troy, N. Y.: Four days (not booking yet)
- Suburb, Cincinnati: Week through Sat., bands
- Capitol, Columbus: Full week (name bands, acts)
- Chicago: Full week (name bands, units, vaude)
- Palace, Atlanta: Full week (name bands, acts)
- Shubert, Cincinnati: Full week (name bands, acts)
- Paramount, Des Moines: Full week (name bands, acts)
- State, Baltimore: Full week (name bands, acts)
- Capitol, Wheeling: Full week (name bands, acts)

**Larry Crine (RKO), New York**
- RKO's 5th Street Bldg., N.Y.: Saturday-Sunday (acts, bands)
- Gary, Ind.: Full week (name bands, acts)
- Chicago: Thursday through Sat. (name bands, units)
- Paramount, Des Moines: Full week (name bands, units)
- Paramount, Downey, Calif.: Full week (name bands, units)
- Alhambra, Detroit: Full week (name bands, units)
- Capitol, Wheeling: Full week (name bands, units)
- Capitol, Chicago: Full week (name bands, units)
- Music Hall, New York: Full week (name and units)
- Russell Markert-Leon Lennett, New York: Full week (name bands, units)

**Ted Hammerstein, New York**
- Queensboro, N. Y.: Full week (name bands, acts)
- Capitale, New York: Full week (name bands, acts)

**Guy Martin French-American Productions, New York**
- Palladium, New York: Four weeks to start soon (producers)
- Century, Baltimore: Full week (band presentations)
- Majestic, Brattleboro, Vt.: Full week (name bands, acts)
- Palace, Indent, Va.: Full week (name bands, acts)
- Strand, New York: Full week (name bands, acts)

**Harry Mayer (Warner), New York**
- Strand, New York: Full week (name bands, acts)
- Erle, Philadelphia: Full week (name bands, acts)
- Fox, Philadelphia: Full week (pit orchestra)
- Warner, Washington: Full week (name bands, acts)
- Alhambra, Philadelphia: Full week (name bands, acts)
- Capitol, New York: Full week (name bands, acts)
- Orpheum, Portland: Full week (name bands, acts)
- Capitol, Washington: Full week (name bands, acts)
- Capitol, Boston: Full week (name bands, acts)

**George Godfrey, New York**
- Lewis, Montreal: Full week (name bands, acts)
- Hereby, Hereby, Pa.: Split week (name bands, acts)
- Gayety, Boston: Split week (vaude)
- Freeport, N. Y.: Split week (vaude)
- New Jamaica, Jamaica, L. I.: Spot bookings (units)
- Orpheum, Miami: Spot bookings (units)
- Shubert, Buffalo: Spot bookings (name bands)
- Orpheum, Des Moines: Full week (name bands, acts)
- Paramount, New Haven, Conn.: Spot bookings (units)
- Orville, Kansas City: Full week (name bands, acts)
- Metropolitan, Boston: Full week (start soon)
- Michigan, Detroit: Full week (name bands, acts)

**Jesse Kaye (Fanchon & Marco), New York**
- RKO, New York: Full week (name bands, acts)

**Arthur Fisher, New York**
- Loew's, Montreal: Full week (name bands, acts)
- Hereby, Hereby, Pa.: Split week (name bands, acts)
- Gayety, Boston: Split week (vaude)
- Freeport, N. Y.: Split week (vaude)
- Casablanca, Hollywood: Full week (name bands, acts)
- Orpheum, Miami: Spot bookings (units)
- Shubert, Buffalo: Spot bookings (name bands)
- Orpheum, Des Moines: Full week (name bands, acts)
- Paramount, New Haven, Conn.: Spot bookings (units)
- Orville, Kansas City: Full week (name bands, acts)
- Metropolitan, Boston: Full week (start soon)
- Michigan, Detroit: Full week (name bands, acts)

**Dave Stern, New York**
- All RKO houses using at least one night and most frequently two nights a week of novelty acts and small units

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**LIST OF 250 VAUDE SPOTS (Continued from page 3)**

- **CHICAGO VAUDE**
- **(Continued from page 3)**

#### Fields Draws $17,500

**PHILADELPHIA**
- Oct. 15 — Benny Fields, leading the show at Jack Lynn's Walton Room Club in the climax of his week-long two-week stay.

**Montreal Spot Reopens**
- Montreal, Oct. 15 — Running under the new tag of Cabaret Val d'Or, the Club was reopened after an 18-month cloudburst. The Hill Brothers are the new co-owners of the spot.

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**List of 250 Vaude Spots (Continued from page 21)**
Chicago, Chicago

(Reviewed Friday Afternoon, October 14)
A brief but fine bill, in its second week, offers a masterly comedy of Frank Craven's You Can't Take It with You. The acting is solid and well chosen, and the comic timing is sharp and in good touch. The show continues its current run with a new lease on life, and the cast does well to maintain the high standard of the production. Regional characterizations are excellent, and the pacing is well maintained. The show is a delightful entertainment, and the audience is thoroughly entertained.

Jerry Franken

Palace, Chicago

(Reviewed Friday afternoon, October 14)
An interesting show, featuring the 24 Chelsea Girls in unusually well-written plays, with an excellent production. The show opens with a play about the life of a young girl in the city, and then moves on to a series of plays about the lives of the girls. The acting is top-notch, and the production is well done. The show is a fine entertainment, and the audience enjoys it thoroughly.

Music Hall, New York

(Reviewed Thursday evening, October 14)
A production of this week is a revue that is put together at times. The revue is a series of songs and dances, with a variety of performers. The show is well done, and the audience enjoys it. The revue is a fine entertainment, and the audience enjoys it thoroughly.

Chicago Tribune

Comique atmosphere and Impressively

FRANK PAYNE

Master of Mimicry

Held Over — CHICAGO THEATER, Chicago.
Management DAVID P. O'MALLEY, 140 No. Dearborn St., Chicago.
of the century. Some of These Days and Dark as a Bottomless Pit are but a breath away to a tremendous creation. Also getting into the hot spot is the new recording of Books, Books, Books, by Fred Kettering, the group of stars that won the big time in the early part of the year.

All who neither of the oldtimers has any voice to speak of, they put the numbers onto the carpet and go for the windup with a bit of bucks-and-the-road that is only the free agents of the hoopers.

Danny White does an excellent impersonation of Frisco, with the derby and closer routine, during the playing of the Big Band of the night, their leader, Ole Skipter, three-piece dance act, gets the oldtimers to their feet and into the showroom. Johnny Stone, tap dancer, brings the show around in a series of graceful set pieces.

Show from the standpoint of an oldtime vaudeville goer was a creditable piece of smooth with a Jack Powellith version of a recent strangle out of the traps and gives a lively touch to lend charm and personality to the Tissue and Ito multiple glee club effects.

No doubt, the band still preserves a pleasant quality at any point in the beets -eon. thruout the showmanship of the band, the audience is treated to a fair bit of nonsense and novelty that, manic, well-that's another matter.

Other features of the same line of "entertaining" dance bands. Its "Voting Survey Onebols, the turn held and balancing on ladders and hoops gives them over solid. Was lately gelatin solo. they glide thin sin-arnuarage and had elegy of Ted Collins. and coming on Stars over the Strand, New York

Another sock is Mario and Merle. ban. Danny White does an excellent tromper over the Strand, New York.

October 14, 1938

NIGHT CLUBS-VAUDEVILLE

Chicago 1-2 Day Stands Seek Names

CHICAGO, Oct. 13.—While Balaban & Katz of Chicago set to search for band units, the one and two-day stands around this area are crying out loud for names.

In the vicinity of Chicago Theater band units, on the average, have been holding steady with the audience.

On the other hand, their popularity is not on the wane, according to top agents, who report that their policy will be continued throughout the winter.

Each band uses two separate acts weekly.

Los Angeles—Paramount Theater, with Johnny Tillotson, and Don Johnson, are playing here.

Boston—Gershwin, with Dinah Shore, and the Modernaires, have been here.

Philadelphia—In the second week of Straight, Place and Show and Del Casino and the Lathrop Brothers on the stage, did $35,000.

PHILADELPHIA—Chick Webb's crew, with Ella Fitzgerald, and Lionel Hampton, at the State Theater this week. The combo broke Benny Carter's record for the highest draw at the Stanley Theater, Camden, N. J., where they were on Sunday night by bringing $50,000 for the week.

CINCINNATI.—Another full-week night in dry seasons for the State-Leko Theater. This week, with a 125,000 house, and the $1,000 to the revues, the State-Leko's daily act, and vaude bill scooped up a fine $44,000, and the across-the-street Street-Lo was led by Fordyce, Portland, Oregon, with the mighty $17,000 pulled in by a twice-weekly calber show that included Bert Wheeler, Strong Twins, Schnecken- fritz Band and Dolly Kay, among others.

Other year-round shows are not doing so well. The Strand, New York, has Impish cuteness and the customers laughing and applauding. But are none of the one and two-day houses around this area are expanding and trying to hold their old name talents.

Among recent name acts making headlines this week are: Hurley and the Larks, in the local Kings, Detroit; Dan Farley, and Nick Luna, among others.

Radio City Music Hall in the second week of Straight, Place and Show and Del Casino and the Lathrop Brothers on the stage, did $35,000.

 LIST OF 250 VAUDEVILLE SPOTS—

(Continued from page 21)

Chicago, Ill. M. 0.—O. Gray and the Casse Loma Band last week proved no exception to the box office registering $18,000 for seven days. Orrin Tucker's Orchestra, on the other hand, is doing wonders with the bill, and will probably fall short of the Chicago, Illinois, $5,000 mark. Alas, the $25,000 last week broke the world record and stand for a long while. New stage show policy will be continued throughout the winter.

Each band uses two separate acts weekly.

Los Angeles—Paramount Theater, with Johnny Tillotson, and Don Johnson, are playing here.

Boston—Gershwin, with Dinah Shore, and the Modernaires, have been here.

Philadelphia—In the second week of Straight, Place and Show and Del Casino and the Lathrop Brothers on the stage, did $35,000.
VAUDEVILLE-BURLESQUE

ANNOUNCEMENT

WERBA'S BROOKLYN THEATER

Beginning October 23, 1938

respects to its former policy

Flatbush Avenue Extension

GIRLIE FOLLIES SHOWS

Playing Shows of the First Circuit. Augmented by a Stock Chorus, Principals and Special

OPINING ATTACK

ANN CORIO and her "GIRLS IN BLUE"

With George Meeker, Harry Mark, Pat Bacher, Jean Lee, Elsie Hubert, Eleanor Dane, Kned & Allen, and DIANE ROWLAND, Extra Added Attractions, Direct Ticket Sales

Can always use good-looking Show Girls. Apply MOE COSTELLO, Manager

Burlesque Notes

New York:

EAVEY, featuring a new dance routine, Silver Rats, at NTO's Midnite revue. . . .

BELT MARKS, comic, has opened at the New York in the Midwest circuit October 16. In Chicago, this week.

MAOEL FRANKLIN, in Springfield, is wondering what has become of Mary Nolan and Perry Goscha, co-performers when she was with Helen and Arthur Clamage last year. MARGIE KELLY and Jeryl Dean moved to the New York City circuit. MARGIE HARTE's extra-attraction act, looking the part of the Stars. She takes her for full-weeks stop at the New York.

CANTON, O. Oct. 15—Burlesque was to open last night at the Grand on Main St. The management of the theatre was well represented by Miss Bessie Faye and Happy Evans, comedians; Erna Vogel, Francis Roberts and Patricia Murray, chorus girls. Erna Vogel, Francis Roberts and Patricia Murray, chorus girls. Herbert Leipsig, straight man, and Ray Kirk, who had been with the house last season, were the highlights of the show. The band was hard and the audience was actively participating.

Three shows a day. Daniel Richman

Burlesque for Canton

CANTON, O. Oct. 15—Burlesque was to open last night at the Grand on Main St. The management of the theatre was well represented by Miss Bessie Faye and Happy Evans, comedians; Erna Vogel, Francis Roberts and Patricia Murray, chorus girls. Herbert Leipsig, straight man, and Ray Kirk, who had been with the house last season, were the highlights of the show. The band was hard and the audience was actively participating.

Three shows a day. Daniel Richman

Hirst Lines Up Names for Circuit

New York, Oct. 17—Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl.

He points out that the office has signed Andra, Annette and Rosemary, all Southern (extra attraction), attractive girls. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl. Hirst, to start casting his new girl for the fall circuit and a new girl.

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Talent Agencies

ASSOCIATED ORCHESTRAS OF
AMERICA, New York, recently signed Lew and Larry Winans, Los Angeles, for the Bert Levey circuit.

JOE WILLIAMS, of New York, is closing the end of this month to join the New York City cabinet, and will be the new booking agent for the cabinet.
JOAN BRANDON, lovely blonde magician currently at the Club Gatsby, is doing a bit of sight-seeing in the States late in November after arriving there. She will make a tour of the States for more than a year. THOMAS THOMPSON, manager of the Cilof, was in Blackstone, Blackstone, at the closing of the show on November 12. He is scheduled to return in a few weeks. TONY BLISS, manager of the Cilof, and his brother, Tony Bliss, manager of the Cilof in Chicago, are in the area looking for new acts. THEODORED MILLER, former manager of the Cilof, is now working as a manager in New York. BOB ENNIS, manager of the Cilof, is now working as a manager in New York. BOB ENNIS, manager of the Cilof, is now working as a manager in New York.
Bruce Explains Operations of Political Tour

CINCINNATI, Oct. 15.—Bruce Wallace, a candidate for congressman from the 17th District, is now making a personal appearance on the Western tour sponsored by the Western Democratic Committee in the hopes of attaining the Western point. Wallace is a native of this state and has been active in politics for many years. His campaign involves a comprehensive series of activities, including door-to-door campaigning, public speeches, and the distribution of campaign literature. Wallace's evident enthusiasm and dynamism have left a lasting impression on the local political scene.

Rep Ripple

On the eve of the presidential election, the Republican ticket is actively campaigning across the country. The Republican candidates are making a strong effort to mobilize the voter base and ensure a victory in the forthcoming election. Their strategies include aggressive advertising, rallies, and door-to-door canvassing. The Republican candidates are confident in their chances of winning, as they believe their message resonates with the American people.

Van Arnum Notes

WASHINGTON, Oct. 15.—We open our Georgia tour today. Our first meeting is scheduled for tonight, and we are excited about the potential for a strong showing. The weather is expected to be cool and comfortable, which should attract a large crowd.

Jack King, our contract agent for the Democratic ticket, is handling our affairs in Georgia with great skill and efficiency. He has arranged for a series of rallies and meet-and-greets with local supporters, and we are confident that these events will help us gain momentum in the state. Our campaign team is working tirelessly to ensure a successful outcome.

For the latest updates and news, please visit our official website. Thank you for your support in this critical election season.
The Final Curtain

Mary Rorke
Mary Rorke, 60, "grand old lady of the British stage," in "London October 31, 1938."

MARRIAGES

FORREST-HALTON—Robert E., mechanical man with Milly Anthony, widow of the late John Anthony, of Long Island, and Lydia Hineshead, of the girl show of the World of Wonders, in Roswell, N. M., October 7.

BURKE-JACOBS—Harry Burke, proprietor of the Noah Shelly, and Laurine Jacobs, nonpro, at the time of his death was with the Shelly company, in Rockford, Ill., October 8.

BOWERS-MAYO—J. (Bill) Carter, general agent of McClellan's Royal Midway Shows, and Verolene Mayo, of the Hall Brothers Circus, in Rock, Ark., October 2.

DOAN-VICTOR—Cliff Victor, veteran showman, and Elmer Lee, at the time of his death was with the Shelly company, in St. Louis, Mo., October 10.

CHABERT-HERVET—Tom Adria, affable man, and Eleanor Raphael Eckley, nonpro, a veteran of the World of Wonders, in Manchester, N. H., October 16.

DOLBERG-RILEY—Glenn Delberg, former stage manager, and Eleanor Rennie, in the city of Boston, October 13.

DOUGLAS-DAVIES—Bud Douglass, stage manager for the Great Blackstone, and Mary Davies, at the time of his death was with the Shelly company, in the city of Los Angeles, California, October 17.

SPOON--Johnny, 22, professional performer, and Elizabeth Spoon, in the city of Providence, Rhode Island, October 19.


MAWHINNEY--James, 39, stage manager, and Alice Mawhinnery, in the city of New York, New York, October 22.

HALL--John, 21, professional performer, and Elizabeth Hall, in the city of Chicago, Illinois, October 22.

HABER--Evelyn, 25, professional performer, and Louis Haber, in the city of New York, New York, October 22.

HART--John, 22, professional performer, and Elizabeth Hart, in the city of New York, New York, October 22.

HAYES--Mary, 20, professional performer, and John Hayes, in the city of New York, New York, October 22.

HEIN--Henry, 25, professional performer, and Elizabeth Hein, in the city of New York, New York, October 22.

HOBBS--Mary, 21, professional performer, and John Hobbs, in the city of New York, New York, October 22.

HOLCOMBE--James, 28, professional performer, and Elizabeth Holcombe, in the city of Chicago, Illinois, October 22.

HOLT--Mary, 20, professional performer, and John Holt, in the city of New York, New York, October 22.

HUMPHREY--John, 21, professional performer, and Elizabeth Humphrey, in the city of New York, New York, October 22.

JONES--Mary, 20, professional performer, and John Jones, in the city of New York, New York, October 22.

KELLY--Henry, 25, professional performer, and Elizabeth Kelly, in the city of Chicago, Illinois, October 22.

KING--Mary, 20, professional performer, and John King, in the city of New York, New York, October 22.

MCKINLEY--John, 21, professional performer, and Elizabeth McKinley, in the city of New York, New York, October 22.

MILLER--Mary, 20, professional performer, and John Miller, in the city of New York, New York, October 22.

NEAL--Henry, 25, professional performer, and Elizabeth Neal, in the city of Chicago, Illinois, October 22.

O'CONNOR--Mary, 20, professional performer, and John O'Connor, in the city of New York, New York, October 22.

PARKER--John, 21, professional performer, and Elizabeth Parker, in the city of New York, New York, October 22.

PETERSON--Mary, 20, professional performer, and John Peterson, in the city of New York, New York, October 22.

QUINN--Henry, 25, professional performer, and Elizabeth Quinn, in the city of Chicago, Illinois, October 22.

ROBERTSON--Mary, 20, professional performer, and John Robertson, in the city of New York, New York, October 22.

SARGENT--John, 21, professional performer, and Elizabeth Sargent, in the city of New York, New York, October 22.

SMITH--Mary, 20, professional performer, and John Smith, in the city of New York, New York, October 22.


WILSON--Mary, 20, professional performer, and John Wilson, in the city of New York, New York, October 22.

WRIGHT--John, 21, professional performer, and Elizabeth Wright, in the city of New York, New York, October 22.

XAVIER--Mary, 20, professional performer, and John Xavier, in the city of New York, New York, October 22.
## 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
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</thead>
<tbody>
<tr>
<td>Mrs. Alice</td>
<td>123 Main St.</td>
</tr>
<tr>
<td>Mrs. Betty</td>
<td>456 Elm St.</td>
</tr>
<tr>
<td>Mrs. Carol</td>
<td>789 Pine St.</td>
</tr>
</tbody>
</table>

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<td>Mr. Frank</td>
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</tr>
</tbody>
</table>

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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
Hartmann's Broadcast

WITH game concessions not considered, the district attorney has yet to present a bill to the Great Allentown Fair, Allentown, Pa., for the misuse of petty cash and the loss of monies on concession stands. The money has been recuperated, and what has been lost has been recovered in the fact that the district attorney has sent a notice to the fair that there is a violation of the state's labor laws.

IT WAS gratifying to notice among the many fine shows in the Wisconsin State Fair that there is a trend to increase the amount of outdoor talent, especially in the smaller towns. The outdoor talent shows are becoming more popular and are being used as a means of promotion for the fair. The State polices took the operator in hand when he refused to pay for the use of the outdoor talent shows that were arranged by local merchants. The operator complained, however, that the shows were not as good as promised and that he had not received his money.

A new feature of the fair this year is the outdoor talent show, which is being featured in many of the smaller towns. The shows are being arranged by local merchants and are being used as a means of promotion for the fair. The State polices took the operator in hand when he refused to pay for the use of the outdoor talent shows that were arranged by local merchants. The operator complained, however, that the shows were not as good as promised and that he had not received his money.

OUT in the Open

NEW YORK, Oct. 15.—Outdoor talent shows are taking a new lease on life with the advent of the new outdoor season. The industry is making a comeback, and the outdoor talent shows are being featured in many of the smaller towns. The shows are being arranged by local merchants and are being used as a means of promotion for the fair. The State polices took the operator in hand when he refused to pay for the use of the outdoor talent shows that were arranged by local merchants. The operator complained, however, that the shows were not as good as promised and that he had not received his money.

By NAT GREEN

FIVE weeks until the last of the outdoor show world begins to gather on the flat of the block! Just as soon as the Thanksgiving turkey is cleared away the trek to Chicago will begin. It will be a grand old season for some of the boys, but we hope to get together the last week of the season and have a gala time there. The place of business is at the top of the list of the benefits of the season. At the top of the list of the benefits of the season.

CHARLIE Nelson, who has been on the road for the past two weeks, has returned to his home in Chicago. He is working hard to bring in the season, and we expect to see him at the fair a few weeks from now.

Notes From the Crossroads

Circus people in this country should be proud of the late Bertram Mills and the way he conducted his show. Bertram Mills, the greatest showman in the world, is at last recovering from a serious illness. Bertram Mills is the type of man who never gives up, and he is back in the ring after a short illness. Bertram Mills is the type of man who never gives up, and he is back in the ring after a short illness.

Field shows and circuses were the order of the day in the days of Bertram Mills. He was the greatest showman in the world, and his shows were the talk of the town. Bertram Mills was the type of man who never gave up, and he was back in the ring after a short illness. Bertram Mills was the type of man who never gave up, and he was back in the ring after a short illness.

The Cincinnati Club of Roasters has been very active, and the members have met several times to discuss the future plans of the club. The club has several members, and they are working hard to make the club successful. The club has several members, and they are working hard to make the club successful.

By JOHN MARSHALL

Biographies

Name: age; place and date of birth; height; weight; color; other distinguishing marks; connections and capacities and length of each connection to other personalities (if possible); married or single; married date; children (if any); and business organizations you belong to, if any. Publishing data and your signature.

October 22, 1938

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Publication in the World

Member Audit Bureau of Circulations

Published Every Week

By The Billboard Printing Company

R. E. LITTLEFORD, Sr., President

W. E. EVANS, Secretary-Treasurer & General Manager

A. H. CRAMER, Editor

Outdoor Department

E. C. TALLMAN, Chief

Inland Offices:

New York, 1648 Broadway, New York, N. Y.; Chicago, 35 East Washington Street; Los Angeles, 111 North Seventh Street; Philadelphia, 1608 Walnut Street; St. Louis, 300 South Fourth Street.

OFFICES: NEW YORK—233 Fifth Ave., New York, N. Y.

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Vol. 50, OCTOBER 22, 1938

W. A. McAlpin, King of Brownsville, Tex., has been in California for a few days, and reports that the show is going very well. The company is now touring Mexico, and W. A. McAlpin is expected to join the company shortly.

Dan DeBaugh, manager of the big time circus, is the new grand master of the Illinois Grand Lodge of Elks, the largest and most important amusement lodge in the state. Dan DeBaugh is a long-time friend of the Illinois Grand Lodge of Elks, and has been with the lodge for many years.

Howard E. Barber, the well-known Chicago circus owner, has announced that he will handle the Detroit rodeo problems. Dan DeBaugh is a long-time friend of the Illinois Grand Lodge of Elks, and has been with the lodge for many years.

Note: This issue does not contain a page about the circus. It contains a page about the billboard industry.
National Circus Syndicate Organizing Big Indoor Show

"Jumbo" as opening spec with Rubinoff as star—to make tour under auspices

CHATTANOOGA, Oct. 15.—A big indoor show for Bob Morgen was opened here last Saturday night by the National Circus Syndicate, Inc., a Delaware corporation, with "Jumbo," the famous elephant, as the opening spec with Rubinoff as star. The show is to make several Southern stands under the leadership of Bob Morgen, president of the Syndicate, and Arthur Bruschi, general manager of the show, on route to the Coast.

The circus will have many acts from the larger tent shows and has added the title of "Jumbo," which production was well received a few weeks ago on Broadway, for a condensed version of the opening spec, with Rubinoff and his violin as the star of the semi-grandstand and on the horse and elephant show as of 26 girls.

John Hay Whitney, president of the show, was here last Saturday night and is expected to remain until the show leaves here on Wednesday. The general manager of the show is George William Paige, who has been with the circus for about 15 years and has been with Bella-Pluto, Hagenbeck-Wallace, John Robison, and other circuses, and recently came with the National Circus Syndicate to open the show.

The syndicate is creating a board of directors, 10-member corporation, composed of six members who are to remain with the circus until the show leaves this week, and three members who are to remain until the show leaves to the West, so that the show will have the best possible management and control of the show.

Two Straw Houses, Turnaway in Week For Kelly-Miller

KIOWA, Okla., Oct. 15.—The Al G. Barnes and Don Miller Bros. has been the most successful in recent years in the business. The company is back in Kiowa for a three-day stand, where it will close the show on Monday afternoon.

The show is being backed by the city officials, who have given the circus a three-day stand in Kiowa. The show is expected to make a profit of $500 to $700.

Tent Men Change Name to Canvas Goods Mfgs.' Ass'n, 1939 Meet In New York; Jessop Re-Elected

DETROIT, Oct. 15.—The National Tent and Awning Manufacturers' Association held here last Saturday the 27th annuval convention of the organization, which was attended by nearly 100 representatives of the industry from all parts of the country.

The convention was held in the Detroit Hotel and was attended by nearly 100 representatives of the industry from all parts of the country. The convention was held in the Detroit Hotel and was attended by nearly 100 representatives of the industry from all parts of the country.

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LOS ANGELES, Oct. 15.—The train and equipment of the Ringling Bros. Barnum and Bailey Circus are still at Baldwin Park, Calif., with no news as to disposition of the Howard T. Kebin estate or that owned by the Ringling Bros. Barnum and Bailey Co. for the East. Ralph Clawson is still here. Paul Del Rio, billed as the smallest man in the world, and Harry Stahl, billed as the tallest man in the world, will have a bill of the non-act-up set-up as under canvas will begin for the winter season.

Tent Manager of the Malloy Circus unit which recently completed its outdoor season is Bill C. Groton, who is now in Hollywood. He will play houses until the winter season opens.

Paul Del Rio, billed as the smallest man in the world, and Harry Stahl, billed as the tallest man in the world, will have a bill of the non-act-up set-up as under canvas will begin for the winter season.

The meeting of the Eastern Circusmcian Tent of Houston, Waco and Waco will be held at the hotel. Mr. and Mrs. Smith were in Kansas City. Mr. and Mrs. H. M. T. C. Mr. and Mrs. Sven. A. Harris, of Iowa City, will have a bill of the non-act-up set-up as under canvas will begin for the winter season.

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Under the Marquee

By CIRCUS SOILY

15 Years Ago

(From The Billboard Dated October 20, 1923)

A prohibitive show tax of $8500 a day was in effect in Samoa, Ga. The show tax was increased to prevent shows from being presented to the public. The show tax has been increased to $8500 a day. The tax is expected to increase further.

Chester (Bobbie) Barnett

The Corral

By ROWDY WADDY

WILLIE (RED) WOODS, Fort Worth rodeo promoter, has been named the new general manager of the recently formed Southwestern Exposition and Rodeo Association. The association is formed to promote rodeos throughout the Western United States.

COLORADO CITY Frontier Roundup

COLORADO CITY, CO - The Colorado City Frontier Roundup is scheduled to take place on Thursday, October 22nd. The event will feature a variety of rodeo events, including barrel racing, bronc riding, and bull riding.

In other news, the Rodeo recently announced the formation of a new organization, the Western United States Rodeo Association. The association is dedicated to promoting rodeos throughout the Western United States.

Inhospitable winds and storms have caused delays in the progress of the Colorado City Frontier Roundup. The event is planned to start at 10 a.m.

JOHNNY MULLENS, rodeo editor, returned to El Paso, Tex., after being away from the rodeo circuit for some time. The rodeo editor is now working on maintaining the rodeo association's records and attending to other administrative duties.

HAROLD HOGDON, formerly an advertising agent with the Western Exposition and Rodeo Association, is now working as a rodeo editor with the Western United States Rodeo Association. Hogdon is responsible for promoting rodeos throughout the Western United States.

A TWO-DAY RODEO was held in El Paso, Tex., on October 16th and 17th. The rodeo featured a variety of events, including bronc riding, bull riding, and barrel racing.

CHAMPIONSHIP rodeo, which closed a successful season, was held in El Paso, Tex., on October 16th. The event featured a variety of events, including bronc riding, bull riding, and barrel racing.

Details of rodeo, to date, appear on page 60.

DAIL TURNER TO COAST

EL PASO, Tex., Oct. 15—Dail Turner, manager of Tom Mix Circus, is in El Paso to appear in the Rodeo when he is thrown by a horse. Turner is currently touring the Western United States and plans to return to his home in Colorado City, Colo., after the rodeo.

Christy Unit Back in Houston

HOUSTON, Oct. 15—The Christy Unit of horses, ponies, and elephants, which was with the Barker-Ellis Circus, is back in quarters at South Houston. Christy returned to Houston on October 15th and has been performing at the Houston Coliseum.

Dress Room Gossip

ROBBINS BROS.—The weather has been ideal in Florida. Hoot Gibson has been at Orlando for the past few days. Hoot Gibson and his wife, Lady Twickingham, have been enjoying the Florida weather for the past few days.

L. G. LANGHART, billed as "the world's tallest man," has been in Chicago, Ill., for the past few days. Langhart is known for his height and has been entertaining audiences with his act.

IT IS STILL being done—the covering of paper. What a waste of time and money. Some shows are neglecting to cover their paper.


BREAK YOUR JUMP!

CIRCUS ACTS, FAKE ACTS, NOVELTY ACTS,
GARRICK THEATRE
ST. LOUIS, MO.
Admission: $2.00—2 Days.
ATTENDANCE RECORDS MADE

Tulsa Gains Nearly 25%

80,000 tickets put out in advance—midway and acts to be augmented.

TULSA, Okla., Oct. 15.—Marked by the largest attendance ever reported in its history, Tulsa State Fair exceeded last year's attendance of 30,000 people in the 1937 fair. Secretary J. A. Reeder reported Tuesday that 36,000 people were in attendance on September 24 and 35,000 on September 25.

An animated midway and grandstands, with many large and colorful exhibits, have been added to the fair program. The exhibitors have been divided up by directors and managers. For the first time in seven years, 10 days were set for the fair, with results reported gratifying.

New High Set For Muskogee

OKLAHOMA FREE STATE Fair midway gross peak is reached by B & G Shows.

TULSA, Okla., Oct. 15.—With perfect weather on October 3-5, Oklahoma Frontier Fair set a new attendance record, according to reports from the Muskogee County Fair, which had the largest crowd of any fair in this area.

The live-stock department had the country's finest herds, a fair share of farmers going to Oklahoma, and the country was especially large and of good quality. The show was well attended, with nearly 2,000 birds, and was said to be the largest ever held at a fair in Oklahoma.

Dallas All-Time Opening Day Gate Mark 93,360; Jubilee Follies Pulls

DALLAS, Oct. 15.—State Fair of Texas opened its 69th annual fair Saturday in grand style, with an estimated attendance of 93,360. Previous opening-day attendance records were set in 1934 and 1935.

Exhibits were numerous and of right quality. The Poultry show, with more than 1,000 entries, was set to be the best of any fair in the country. The fair's compilation of livestock, live-stock shows, and horse shows was set to be the best of any fair in the country. The fair's compilation of livestock, live-stock shows, and horse shows was set to be the best of any fair in the country.

New Series of Legal Opinions

In the next issue, in the Pipes Department, will appear the eighth of a series of legal opinions of special interest to the oil industry, written by prominent attorneys and other experts. The series, which is well-known to the oil industry, includes articles on oil leases, land titles, and other matters.

Weather-Curbs Attendance At Danbury, Conn., Annual

DANBURY, Conn., Oct. 15.—Attendance at Danbury Fair, October 14-15, was only 1,200, with a heavy drop from last year's total of 16,000 people, attributed to the cold weather.

The Danbury Fair, which is held every year, is one of the largest in the United States. The fair includes a midway, horse shows, and various exhibitions.

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York Comes Thru in Rain

With big day lost, attendance holds up—Murphy censors midway 4th year

YORK, Pa., Oct. 15.—Interstate Fair here on October 4-8 was hit by rain on the usual big day, Thursday, which was necessary to call off all events for the day. Attendance, however, was up well with that of previous years. Estimated total attendance was 218,998, paid admissions, 116,938, and grandstand receipts, $19,938. On Tuesday, Children’s Day, attendance was over 50,000 and at midnight ticket sales for the grand stand had doubled. It was the first time in history that a stand was sold out, standing room In paddock being at a premium.

All exhibit buildings were filled with excellent displays in all classes. Numerous minor improvements were made during the year, but no big building program was carried out. Pacing, trotting, and driving events and Vandal races held over a total of three, respectively the best of show and the highest in the history of the fair, standing room In the grand stand was over 50,000.

YOUNG PRESENTS REVUE

Acts and Folks International Revue, furnished by Emory Young, included:

THE STRATOSPHERE MAN
World’s Highest Aerial Act. Available for Fair, Parks, Celebrities. Last Southern Tour. Address Care of Billboard, Cincinnati, O.

Texas Boards

Texas Boards report bigger gates, exhibits

PORT WORTH, Tex., Oct. 15.—North Central District Fair, Dallas, on October 5-8 drew largest attendance in history of the fair, between 25,000 and poultry exhibits. Opening was a gala, with the formality. Small gate receipts were given all students. Events included beauty pageants, various cattle shows, horse races, contests and airplane stunt races over D. Ward Bean’s Congress of Dare-Devils. Spring Garden Band of York again furnished concert music and played the acts in front of grand stand.

Plant in Minn. improved

Rene Carmines report from Lansing, Mich., that Carmines had a successful season and that George and Larry Carmines received recently at Yale, Minn., joined the revue in Elyville, Ind., on October 14.

British Sovereigns visit New York World’s Fair on U. S. Tour

NEW YORK, Oct. 15—Biggest news of the World’s Fair this week centered around the report that the king and queen of England may visit the exposition next year as part of their Canadian-American tour. A British king has never set foot on United States soil while in residence in the United States, and the visit would be a major event in the history of the fair.

DAMAGE BUILDINGS

Fire damaged a corner of the Textile Building Monday night, causing an estimated loss of $10,000. Damage was limited to a small area and quickly cleared.

SUCCESS IN CHARLOTTE PAVES WAY FOR LOCATION OF PERMANENT SITE

CHARLOTTE, N. C., Oct. 15.—At a re-union of the Charlotte Fair people on October 5-8 were made for $1,000,000. Attendance at the fair was at the annual sale of 150,000, and gross receipts were about $92,000 over last year. Tuesday and Wednesday were fine days for the fair, and a large crowd of children. Total paid admissions were given for the week, but no report of attendance was received. Wednesday was the last day.

SHOW BEST IN 1937

Success in Charlotte paves way for location of permanent site, with officials unable to accept all entries because of lack of space. Grandstand attendance was estimated at more than 150,000 this year and equaling that of the year before last. Previous fairs had been conducted by the Charlotte Agricultural Fair Association, promoters of which were by Fireworks Co. On Sunday, two bands played in the fair. The fair was opened by a parade through the business section, in which the largest parade in the history of the fair took place. Two bands and other groups appeared. The six-day event was the first of its kind in the state.

RAW TEXT END
Rinks and Skaters
By CLAUDE R. ELLIS
(Cincinnati Office)

CAPABILITY business is being done by new Coliseum Roller Rink, Washington, D.C., which opened recently under management of B. L. (Bert) Williams and G. Leffler Jr., two newcomers to the business. Rink is equipped with side floor, acoustical ceiling, Venetian blinds, roller seats for spectators and an absence filter brought from the defeunt Col. Tim McCoy Wild West Show. Ads were carried in the primary section prior to the opening and there was a broadcast from the rink over the radio.

DURING their engagement at Charlotte (N.C.) Agricultural Fair on October 3-8, Rollers opened with the top 105 by 150-foot Charlotte Roller Rink owned by Clif Passons. Rink has a sound system and spectators are seated with matinees on Saturday and Sunday. Rollers appeared at the Indianapolis Athletic Club last week.

JOSEPH W. PHILLIPS, connected with pro roller skating for 16 years, has been named manager of Arena Roller Rink, St. Louis. Rink is nearing completion.

"I AM NOT" connected with any rink and have no ax to grind, but I believe the promotion of a sponsored roller hockey league in the Long Island area would be a great step forward," writes George Durst, of Jamaica, L.I., "I am sure, a league sponsored by a newspaper, for example, and including rinks, firms, and high schools would prove a tremendous success, and roller hockey might improve in a few short samples."

DUKE HUDSON, figure skater and hockey player, is new manager of Arcaida Gardens, Chicago.

ICE SHOW in the Hotel New Yorker has opened a long run, reports Fran Lemaire, of Leffler Bros., who will take figure skating at the hotel, which is less expensive than the matinee. The show will take a vacation after a two-year run, and will return to Hollywood. Ukusa and Valerie dancers, are booked for a date in Omaha. Rossener, of the Hotel Majestic, Russian Masaryk, and May Judes, also.

BOLLER, rink in Meyers Lake Park, Canton, O., dark for two weeks following the death of its proprietor. Winter Garden Rollerway, in Allentown, recently lost its first skater, a man. who was constantly visiting their daughter, Nancy. Student at the Exline School for Young Women. Mr. and Mrs. C. T. Borden, of Johnstown, were in on a trip to Buffalo, and accompanied by John. "Ralph Ware," writes Mr. Free- man, "is not a rink owner, but he's the only person I know as a 'stepper manufacturer."

ARTISTIC Roller Rink is under construction on Milwaukee's South Side for Clements Arena, at 42nd Street and Center Avenue. Spot will have a brick front, be one story high, and open October 1.

CHARLES MALONEY, operator of Playmore Ballroom, Oakhoh, Wis., has announced that the new Roller Rink will open October 3 and that it will be open every Wednesday and Sunday.

STUDEY'S RINK, near Dover, O., one of the oldest in that area, inaugurated its 27th season last week, Tuesday and Thursday nights. Friday night's business is for the benefit of the Red Cross.

The management reports good music will be provided as well as instructors for beginners.

WILLIAM SCHMITZ, owner of Rose- land Rink, West End, N. J., announced a series of bingo games to be held at the rink, Monday nights, sponsored by West End Engine Company No. 8.

ALL PATENTED has been converted into a self-raking machine on the Seattle, Wash. Private parties are being permitted to rent the machine and have their nightly and matinees on Saturdays and Sundays.

A Night in Mineola

BY EARLE REYNOLDS

Whenever I reach Broadway for a few days I feel that I must run out to Mineola, L.I., and pay my respects to my old friends Earl and Inez Van Horn, at Mineola Coliseum, which is the scene of that beautiful roller rink. Little Pearl has sent me word to look her up and I am to call and see the pretty little lady, who is putting on some weight, and is meeting patrons and telling them that every day the rink has increased from 800 to 1500 nightly, and what little thing it has is always on time. She is a born promoter and calls them by name, and not the name of the rink, but she is top, and I am going to let her have a good run.

BAKER RINK, Jersevile, N.Y.,

SENSE US YOUR ORDER NOW!

Skates. Repairs.
Non-Slip Powder.
Broadcasting Systems.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., Chicago.
Bay St. Louis Pleasure Pier To Be Erected

BAY ST. LOUIS, Miss., Oct. 15.—Long-promised pleasure pier, which will extend a large municipal pleasure pier over St. Louis Bay, one of the most promising of the state, has been formally announced. It will be built on a new location and will extend a mile into the bay.

The pier is expected to be open by early spring and will provide much-needed recreation facilities for the local population.

Second Dobish Lion to Zoo

WILDWOOD, N. J., Oct. 15.—A second lion has been acquired by the Wildwood Zoo, which already has a male lion named Dobish. This new lion will be kept in a special enclosure and will be displayed to the public.

News Jersey To Bid For W. F. Visitors

ATLANTIC CITY, N. J., Oct. 15.—Pointing out that with a coordinated campaign for organizing a World's Fair in the city this year, the New Jersey Department of Commerce could be doubled in size, the Director of the New Jersey Department of Commerce, speaking before the New Jersey State Fair, emphasized that the city would attract visitors from all over the world.

With the Zoos

RACINE, Wis.—Directors of Racine Zoological Society, who will name new executive officers, have elected as follows: Fred Badinger, H. B. Barger; C. N. Horey, Harry C. Clapper, A. A. Davis, O. E. Eimer, Policar, Sterling, Harry Miller, R. N. Taylor, Earl Halberstaudt, and C. E. Eimer. The board of superintendents on the Racine zoo has voted to extend the season to the end of November.

The Pool Whirl

BY NAT A. TÖR

Pier Destroyed By Hurricane Is To Be Replaced

BROOKLYN, Conn., Oct. 15.—The pier recently destroyed by Hurricane Is, a privately-owned spot here, which was owned by Mr. Tör, will be re-built on the same site and will be open for business within a few months.

The pier had reached the point of being a major attraction, and its destruction was a great loss to the city. A new pier will be opened soon, according to the plans of Mr. Tör.

Atlantic City

BY W. H. MCDONALD

Atlantic City, N. J., Oct. 15.—The convention is supposed to be at an end, but there are still some additional closings along the boardwalk and in the hotels. The season is well advanced and the weather has been good. The future looks promising for Atlantic City.

Johns Finishes Last Season

COSHOCTON, O., Oct. 15.—Dick Johns, owner-manager of Lake Park here, who has been playing Eastern Ohio faire and celebrations for two months with his do, has been discharged from the hospital.

Second Dobish Lion to Zoo

WILDWOOD, N. J., Oct. 15.—A second lion, being held to a grand jury, was furnished by Dobish, being held to a grand jury on a manslaughter charge.
ATTENTION!

GRAND OPENING

GOLDENWEST AMUSEMENT PARK

Los Angeles announces the Grand Opening January 1, 1939, of the only and one Amusement Park in the city. Marvelous location two miles or less from the City Hall, Civic Center, Post Office, Government and State Office. Fifteen minutes from downtown Los Angeles.

Across the street from Lincoln Park, Zoo Park, Ostrich Farm, main line city car lines terminate at our front gate. Car fare six and four cents.

In the midst of 1,500,000 city population and 1,500,000 county population from fifty close-in towns. The only Amusement Park in the world. Outside, outstanding free attractions. In 1939; Los Angeles, 1940, with eight more to follow.

Goldenwest Amusement Park open all day, every day, 365 days.

Winter, Spring, Summer, Fall, Winter. Outdoors every day. It's FREE AUTOMOBILE PARK FOR 1,000 CARS; 300 feet from the main gate, right as we say.

WANTED—Shows, Rides, Concessionaires, Exhibits, Free Acts, suitable for a high-class Amusement Park. No competition. Each show, each act, each exhibit will have the storm damage and rebuilding of International Expositions, San Francisco in 1939; Los Angeles, 1940, with eight more to follow.

For his program, the man who has been refusing to write a paper for his program committee for December meeting. Montreal. Montreal.

American Recreational Equipment Association
By R. S. UZZELL

The New England park men's association will have the storm damage and rebuilding of International Expositions. San Francisco in 1939; Los Angeles, 1940, with eight more to follow.

Storm Damage Topic
The New England park men's association will have the storm damage and rebuilding of International Expositions. San Francisco in 1939; Los Angeles, 1940, with eight more to follow.

Ottos Wells was here from Norfolk. Not in all of America is there a more sympathetic soul for New England park men. He has been whipped by the storm, the wind, the rain, the snow. He has been wiped out so thoroughly and completely that one can hardly feel that the damage by the storm cannot be exaggerated. Wells says there is not a coaster standing in the storm area. We shall furnish a list of them later. Fred Levere had only two seasons' use of his rebuilt Coaster at Savin Rock, West Orange, N. J. With the storm, the entire front of his park was swept away. Levere had spent $17,000 in its rebuilding and was well pleased with his returns until the storm did its devastating work.

Good Signs Multiply
With rain and more rain, slush and plenty of slush and a storm in its ugliest mood, with rains and rumors of more and bigger winds, pessimism might be expected to be the order of the day, but complacency can be changed. Peace is in the atmosphere and financial upturn is in the cards.

Our Chicago annual meeting is sure to bring in favor with amusement men those favorable indices multiply on the dial of time.

PL-payL AYD Lincoln Park Avenue and Mission Road, Los Angeles, California.

Phone, Capitol 11512. C. B. CHRYSLER, Managing Director.

PLAYLAND PARK
KEY WEST, FLORIDA

Playland Park (Centrally Located in the City at Duval and Division Sts.) will positively open January 1, and George A. Hamid, Inc., will furnish woeck the World's Outstanding Free Attractions.

We Can Place for Open January 1 and All Winter:

Rides

- Concessionaires, Exhibits, Free Acts, suitable for a high-class Amusement Park. No competition. Each show, each act, each exhibit will have the storm damage and rebuilding of International Expositions, San Francisco in 1939; Los Angeles, 1940, with eight more to follow.

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- Concessionaires, Exhibits, Free Acts, suitable for a high-class Amusement Park. No competition. Each show, each act, each exhibit will have the storm damage and rebuilding of International Expositions, San Francisco in 1939; Los Angeles, 1940, with eight more to follow.

Want Motted Horne, Illusion, Fat Show, Minstrel, Circus Side Show and any other show of merit.

Address all communications to CURTIS L. BOCKUS, PLAYLAND PARK, Key West, Florida.

"TO WHOM IT MAY CONCERN:" "This is to certify that CURTIS L. BOCKUS and ROBERT COLEMAN have this day purchased a license from the City Tax Collector to operate an Amusement Park in the City of Key West, beginning January 1, 1939. Location corner Duval and Division Streets."

"SAM B. PINDER, Tax Collector for City of Key West, Fla."

Auto SKOOTER Water SHOWMEN
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC.,

CATERPILLAR FOR SALE
$1500.00
Does not include dismantling—Ride in good condition.

CHAS. F. KELLER, JR.,
521 32nd St., Union City, N. J.

End your correspondence to advertisers by mentioning The Billboard.
Hennes SLA Benefit Show Seen by 700 at Dallas Fair

Swiss Village setting for festivities participated in by many showfolk and officials—carnival owners, Berney, heads of annual and acts praised for efforts

DALLAS, Oct. 15.—One of the shows from all standpoint to date for benefit of the Showmen's League of America Old Home Fund was held here Wednesday night in the Swiss Village on Texas State Fair grounds. A full account will be given, but a stable was well attended over as result of the show. Much credit is being given H. R. and Odell W. Hennes, owners of the Hennes Shows, Corp., who made the show such an outstanding success. About 700, of whom 300 were present, who were in attendance at the show, which started shortly after midnight. The appearance of the Swiss Village setting. Officials of the State Fair of Texas, including Roy Rapard, secretary, and E. Paul Jones, publicity director, praised the efficient aid they gave the Hennes brothers and members of the show. Many prominent showmen and fair officials were on hand for the festivities. At a splendid entertainment program included Robinson Bros.' Band, Mary Mary belle, dancer; Duden Ranchers, hillbilly orchestra from Oklahoma, and Downtown), the mentalist; Barnes-Carnarvon Octet, male songsters; the Jansley, piano; Bob Stearns and his orchestra; and the Dogs; Patricia O'Hara, singer, and Two Bit Heights, John Band, after accompanying the acts, played dance music until 4:00 a.m.

Kelley Goes to Amusement Corp.

CHICAGO, Oct. 15.—L. Clifton Kelley, recently appointed by the Goodwin Wonder Shows, announced to have been named general agent of American Show Corp. of America, announced the resignation as general agent of the Goodwin Wonder Shows. One of the three carnivals in the amalgamation will have him as general agent.

Miss, Free Fair Provides a Big Opener for RAS

JACKSON, Miss., Oct. 15.—Hot and sunny weather the first three days brought out the greatest crowds ever seen at the Mississippi State Fair here and enabled the Royal American Shows, midway attractions, to get off to a flying start. Mabel Stine, secretary-manager, attributed increased attendance to general business conditions, numerous attractions, advertising and remodeled midway, reports Francis F. Healy of show's staff.

Dally downtown parades helped to fill the crowds. Zilla, mentalist, with Oddities Show, entertained 2,000 patrons of the Mississippi State Press Association. Also invited to the banquet was Carl F. Sedman and Elmer O. Velare, Fifteen radio broadcast were made from the Midway, the first by Sedman over WJDX. George Lemon Sogood handled local publicity. Newspapers were liberal. Visitors included Jack R. Daddow, show's former publicity man, Mr. and Mrs. Bert Lowen plan to leave for Kansas, England, aboard the Queen Mary, at conclusion of shows' season at Beaumont, Tex. They will return in time for the fall midway shows. When Lowen stated, that the show that might be delayed until February, he caught the spirit of a family reunion in England along with the fair. At that time a sister from Australia will be there.

Olive Young returned to the Imperial with her Hawaiian after visiting here. St. Joseph, Mo., Ginger Ray returned to her home. Some of those from the high plains who have consigned Miss her new nightclub contract. Bomo, chimpanzee of Larry Banchin's Ring of Fire, died an ankylosis, performed here.

Major Doyle Dies in Sleep

SPARTANBURG, S.C., Oct. 15.—James Doyle, 70, better known as Major Doyle and a Snow Lightning and Seven Dwarfs Show on the World of Mirth Shows, apparently passed away in his sleep aboard the show train on the fairgrounds here on October 11. He was found dead in bed he was reported to have been out of bed on October 10. He was the famous clown of the show. Underwood, Mimi Lassuer, Bernice Leonwood, Sister*, Rudy Caffey, eraser of Inured Ambulance, and all the show's staff. Mass was said for his soul by Father A. McLaughlin, according to his wishes.

W of M NSA Benefit Nets Club $1,250

WINSTON-SALEM, N.C., Oct. 15.—World of Mirth Shows' Naipole Fund for the benefit of its fair at the NC State Fair here was a big success with the result that $1,250 was added to the club's fund. The receipts of the event went to the management. Mr. and Mrs. B. Leon, president and vice-president, respectively, of the management, are members of the World, and the show's success was to the great benefit of the fair. The show's success was to the great benefit of the fair.
Hennies Bros. Shows, Inc.

“WORLD’S LARGEST AND NEWEST INDEPENDENT MIDWAY”

PRESENTING THE FIRST
OF A SERIES OF LETTERS FROM OUR FILES TO SHOW THE OUTDOOR SHOW WORLD - FAIR BOARDS AND INDEPENDENT SHOW OPERATORS IN WHAT ESTEEM WE ARE HELD.

40 R.R. CARS

“Our Financial Structure”

Watch for Our BIG ANNOUNCEMENT Before CHICAGO CONVENTION

“THE OUTSTANDING AND MOST PRETENTIOUS CARNIVAL MIDWAY IN 1938”

This show has gained an enviable reputation in the business of the outdoor show world. Heralded and recognized by all as the most progressive show during the last decade. If you have any new ideas that are worthy of being added to our line of high class attractions, we are interested in your suggestions. Your ideas must be up-to-date and progressive, as it is our aim to always be far ahead of our competitors andimitators. New features are now being planned which will make the Hennies Bros. Shows the most outstanding Carnival in 1939.

Showmen
Fair Secretaries

We are now arranging our fair route for 1939. If you are desirous of booking the most magnificent exhibition in America, you cannot help but select this show. We pride ourselves as being progressive and far-sighted. We believe our ideas and ideals are right. We will maintain the identity of the Hennies Bros. Shows and promise to give you the finest midway ever presented for your 1939 fair. See us at the Chicago Convention or get in touch with us now.

Winterquarters - Shreveport, La. - Louisiana State Fairgrounds - P.O. Box 144
In Columbus, Ga. Again
Wilson of the shows bearing their name
grounds and is expected to arrive here
winter here again at conclusion of
Bliss Ribbon Shows. test week concluded
tary of the fair. co-operated splendidly.
Attractlens. and trey Cetriun and Jack
Phan Fair. Tarboro:
Ed Clayton and party.
shattered Essimy Doodle, new ride. topped
clear weather.
attest-Oen here October 3.8 to cool. but
weather.
prevailing. !shoos, rides and ranee/elan.

Lion of the Canadian tour
324 N.
152 W. 42d *L.
1711.
NEW- - - - USED
WHAT DO YOU NEED?
WE HAVE IT

1.1444 Shasta (not In PdAta1, per 1,000..1145
avow will be quartered* on the fair-

340 a day, while our secretary tells me
room adjoining the MSC clutieoorro, on
CO October d by general agent of Wallace

Note: Our seamen had to guy out, being
way seamen brave the storm and guy

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The Billboard

HASC’s First Meeting
Moved Up to November 4
KANSAS CITY, Mo., Oct. 15.—First
meeting of the Heart of America Show-
ners presidents has been moved up to
November 4, it is announced. Many
families have been unable to travel on
the road and it was agreed to stage
the meeting in the auditorium and be
in the Hotel the first Friday of next
months. Several changes are being
made in the approach plan. Instead of
meeting in their former room for an
audition while it will come in what was a
ballroom in the old San Francisco Hotel;
the ground floor, Mrs. Myrtle Duncan,
of the women’s group, has volunteered.
charges virtually completed and that
and everything would be in readiness
that the meeting be held on November
8. Abner K. Kline, president, is expected
to announce the plans.
Putney Re-Engaged for ’39
BUFFALO, Oct. 15.—Esl (Slim) Pur-
ney and the Bros. troupe were
ny Howard Petter for 1939. Putney
will manage the show for the next season.
Putney this season concluded his
18th in outdoor show business.

Ballyhoo Bros. Circulating Exp.
A Century of Profit Show
By STARR DeBELLE

SPECIAL RADIOGRAM
Mid-Atlantic Ocean.
Week ended October 8, 1938.

Ballyhoo Bros’ fleet of 50 freighters and
ocean liners called from McIntosh,
Scotland, early Sunday morning. house-
boats and the famous brothers boarded
flag flying, the famous brothers boarded
ad the freighters and thus termin-
ed their second tour of Europe and
American waters. They had a specially
した fleet, freshly painted and covered
stem to stern with a variety of
color. This was a scene of beauty such
as this man has never seen. To
the picture complete, each man
was clothing in a uniform of the U. S.
Army, with the famous brothers dressed
in the uniforms that designated their
rank. From admiral on down, the
boles paraded on the decks. sailor
and giving orders in a real naval man-
er, having taken it upon themselves
to bring the fleet back home
because the foreign sailors refused to work for
brave.

Until Monday night everything went
well. Then suddenly a hurricane hit
with a force that would have
terminated the entire fleet. The
ers ordered the entire fleet
lashed together and each man to
 kit the wind. This was the day
we found out how many
men.

On Tuesday night everything went
the ship was to hold the
and the
together, as it has always been the

Once Ballyhoo, Pete’s youngest
son, who does half-and-half in the
circus and who watched the
gallant
brave the storm and
gut out the ship, remarked with
pride, “America should have a large
navy.”

At about 11 p.m. a sudden crash that
shook the entire fleet caused Admiral
Ballyhoo to order the ships

MANY MORE REVENUE for
YOUR ORGANIZATION?
Read
“BINGO BUSINESS”
A Column About Bingo in the
WHOLESALE MERCHANDISE Department
THE WEEK and EVERY WEEK
NATIONAL SHOWMEN'S ASSOCIATION

Palace Theater Building, New York.

NEW YORK, Oct. 15.—From now until November 17, night of the Banquet and Ball at the Hotel Commodore here, there will be a week’s meeting of the membership of the banquet committee, and all committee members are urged to be present. Ticket and reservation committees are needed what with the many changes. The ball in the past week from George Bernert, Gus Atzen, Harold Barnes, two tables for Treasurer Jack Haven, two tables for Cettin & Wilson Shows and tables for C. D. Odom. Block, Phil Leiser, Frank Bergen, George P. Smith Jr., Mrs. George A. Hamid and Dorothy Prockman.

President George A. Hamid writes that he is well pleased with banquet arrangements and is enthused over everything pertaining to NSA activities, the sale of advertising in the Billboard and the way showmen are responding to the membership drives. He says that the combined benefits for club’s various welfare funds at Allentown, Richmond and Winston-Salem netted $3,000.40. Donations to the benevolent fund have been received in the past few weeks from J. B. Sprinkle with a letter and check for new members. Sam L. Webster, of the Knickerbocker Theater in Chicago, Ill., and Robert M. Bolen, treasurer of the Missouri State Fair Association, both reported on the success of the various efforts of the Knickerbocker Theater and the Missouri State Fair Association. They both stated that the Missouri State Fair Association had made a complete success of its work.

First regular meeting for the entire membership is scheduled for October 25 and all showmen are urged to attend. It is hoped that there will be no dissenter to House Committee requests. Congratulations are in order to Charles W. Clark, of the World of Mirth Shows. He took over the management of the World of Mirth Shows and is now running the company as part owner. He is doing an excellent job and we are sure that he will continue to do so.

Secretary Arthur L. Hill this week proposed for membership of Prince Nelson, who is in New York at the time. His membership drive was staged in Winston-Salem and has resulted in the sale of many new memberships. He reported that he had sold more memberships than any other individual who had joined the organization since its inception. He also reported that he had sold more memberships than any other individual who had joined the organization since its inception.

Congratulations from the officers and brother members to the following on their fine performances: Joseph A. McKee, James Davis and John Green. The officers and brother members to the following on their fine performances: Joseph A. McKee, James Davis and John Green. Congratulations to George E. Conklin, who is in New York at the time. His membership drive was staged in Winston-Salem and has resulted in the sale of many new memberships. He reported that he had sold more memberships than any other individual who had joined the organization since its inception. He also reported that he had sold more memberships than any other individual who had joined the organization since its inception.

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CARNIVALS

October 22, 1938

Midway Confab

By THE MIXER

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

COTTON and tobacco money? Get any!

THERE is a big difference between hiring a man and using him.

HOW MANY museums will take the road next month?

WANTED! For legitimate peak-condom. Agent with exceptionally large thumb. Gate and Banner Shows.

THE SMALL show of today may be the giant of tomorrow.

CHARLES (CHUCK) SOWERS joined crowds with billed sex instead of the high-salaried talent inside.

FAMOUS last words: "I have the town in my vest pocket."

PROP. LUDY KAY, emcee of 20th Century-Theatricals, April 21, 1936, of the Broadway Acrobats, a success with the No. 1 unit of Art B. Thomas Shows October 4 in Lennox, S. D.

JOE HOLLANDER, who just concluded his third season as operator of the Speedyway on De Luxe Shows of America, is en route to Florida, where he will winter.

With class, worthwhile shows behind them, come front talkers still to try their listeners' minds at the gutter.

GEORGE SPEARS cards from Petersburg, Va., that he is now in the annes of Jim Hodges Ten-In-One on Ideal Exposition Shows. "Raymond Franklin is on the front," Georgie adds.

FRANCIS A. NICHOLAS, inside lector and magician, formerly with Charles Bros. and Billy Winger's Paradiso.

Now is a member of S. O. Crane's Strange People's Museum.

R. C. PHISTER, who closed his second season as special agent with Suncrest Amusement Co., recently, is staging a huge altında and hillbilly contests in the Middle West.

SOME of those high-sounding executive titles mean nothing to the public and are a waste of printer's ink on stationery.

THE GEYERS, Bert and Billy Jr., free act, closed the season with Bartkos Bros. Shows at Grand Rapids, Mich., where they were under the management of Billy's wife. Bert, 35, and wife, Mrs. Bert E. Geyer, were owners-managers of a number of shows.

MARGATE, who left the World of Mirth Shows two weeks ago, underwent an operation in a Tampa, Fla., hospital last week and is reported to be doing well.

GERTRUDE AVERY letters from Tampa, Miss., that Tex Sheldon is not stage manager of her organisation, as reported in last week's column. "Avery is no longer in her employ."

MOTHERS of Tom Catt Jr. is seriously ill at her home at 4814 N. Paulina street. Catt, 16 years old, is supposed to be with a carnival and anyone knowing of his whereabouts is asked to inform him of his mother's illness.

The Mixer:

You know, I don't believe there are any more concessions. Honestly, I think they are just a plain bunch of suckers. The way they receive from some fair associations proves that they are not so smart. After all, I never saw so many operated fairs—$2 and $3 in one day. You really new some people to get worth over $2.50, if its earning potential is considered. We are going to try the moonlight again,

Ye Gods! What about the inconsistency of some fair boards giving orders on electric line and sewerage to locations at their own personal expense? What about the endorsements at that? What does a fair have to sell the business confidence that he can build this for the fair? These are fixed assets—they stay in and on the grounds—the concessionaires can lick them with a wet mop.

Inconsistency thou art a devil's advocate and a carbuncle in the neck. I'll say! Where, oh where has man's bill of rights gone? I am not afraid to be fair, and I am not afraid of the poor devil that helps make the fair a failure—HARRY F. (AI HAI) GILLIAM.

SMALL-TOWN restaurant owner to wife. "Mary, you had better change our menu prices; situated in fair area near next week."

CARL CARLOTTA letters from New Raymer, Colo.: "Have just returned from a six-week tour of Old Mexico with my wife. The going was tough, but conditions are not so good due to the war."

BEDOINERS in the art of all-day grading should not use the word "laboratories" instead of "laboratories" in the line. "These specimens were gathered from the leading medical laboratories of the country," Chicago, says the writer.

"Two rights won't right a wrong," said Ophelia Folsom, a midway man, "yet will good attractions cover up one off-color one."

KINDLY contradict the rumor that when General Agent Lem Trucklow goes out to check a job he keeps with a check receipt book in his pocket and a skull under his arm. He is a pretty good lookout man.

H. NELLA, press agent with Crystal Brook Shows, operates from New York, O., that he exasperately reported in last week's issue that the organization would not have a show in Ohio. It should have been Crystal River, Fla.

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Concessioners Bunch Of Suckers—"Ahi Hai!"

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Experience Only Gain

VANCOUVER, B. C., Oct. 15.—Verne M. Stiles, of Stiles Mirthquake Attractions, wound up the season here on October 4, with his only gain being the “Elroy,” a 25-foot trailer truck. He had moved his equipment and that he plans to open earlier next season.

NOTES FROM Siebrand Bros. Circus and Combination Shows opened in Cottonwood, Ariz., to considerable success. John F. Hoffer, of the Combined Show, is in fine. Hank Carville has purchased a new trailer and car. His drivers visited the show, and according to reports, he will continue to hold up as well as can be expected.

DOG M. CAPPELL cards from Huntsville, Ark.: “Played the fair at Gentry, Ark., for several weeks, and my health is fine.” Reporter asked if the dog was in good condition and the answer was “yes.”

NOTES FROM Siebrand Bros. Circus: The circus has already begun preparations for the 1939 season. The company is planning to move to the west coast early next year. The circus will be in operation from April to October, with a few weeks off in between. The company is expecting a good season and is looking forward to it with much enthusiasm.

SAFETY AT THE CIRCUS: The circus has always been a popular attraction, but it is important to remember the safety measures that are in place. The performers wear protective gear and are trained in safety procedures. The circus is a place where people come to have fun, but it is important to remember that it is also a place where people work hard and put in long hours. The circus is a place where safety is always a priority.
Johnny J. Jones

Hispanic, N. C. Week ended October 8, Catawba County Fair. Weather, cool but clear. Business, very good.

Weather man smiled on the show here, giving it a week of fair weather. Good crowds did not fail. The riders, all professional, put on a good show. Some of the top riders were: Garfield J. King, of Pensacola, Fla., who won the Half Mile classic. Manager James Laughlin, of West Bros., had a good show. The business was good, but the weather was not as fair as last year. The show was closed on Friday, due to rainy weather. The visitors were very pleased with the show.

Kreko's West Coast

Yreka, Calif., September 16-18. Fair, weather, good. Business, good. Attendance, better than ever. Attendance, fair. Business, good. The weather was perfect for the fair, which was held during the week of September 16-18. The fair was well attended, and business was good. The weather was perfect, with clear skies and warm temperatures. The fair was well managed, and the exhibits were well displayed. The weather was perfect, with clear skies and warm temperatures. The fair was well managed, and the exhibits were well displayed.

Crystal Expo

Seward, Utah, October 1-7. Location, State fairgrounds. Attractions, State stock, west of fair. Weather, cold. Business, good. At the Crystal Expo, held in Seward, Utah, from October 1 to 7, the weather was cold. The business was good. The State stock was west of the fair. The weather was cold. The business was good. The State stock was west of the fair. The weather was cold. The business was good.

Monte Young

Provo, Utah, October 1-8. Location, State fairgrounds. Attractions, State stock, west of fair. Weather, cold. Business, good. At the Monte Young, held in Provo, Utah, from October 1 to 8, the weather was cold. The business was good. The State stock was west of the fair. The weather was cold. The business was good. The State stock was west of the fair. The weather was cold. The business was good.
Parade of Shows
(Baggage cars and trucks)

October 22, 1938

WALTON DE PELLATON.

CARNIVALS

The Billboard

October 22, 1938

Rubin & Cherry

Atlanta. Week ended October 9.

Building steadily from a satisfactory beginning, business reached capacity on Friday, and continued at that rate Saturday and Sunday, closing brought unexpectedly high receipts on Sunday.

Mr. and Mrs. W. A. Riddle, proprietors of the Palace Hotel, conveyed their appreciation to Mr. and Mrs. John L. Wilson, Jr., of Chicago; their son, Mr. and Mrs. L. A. Riddle, and Mrs. L. A. Riddle, Jr., of Chicago; and Mr. and Mrs. J. H. B. Miller, Misses Dorothy and Jane M. Miller, Miss Margaret Bess, Misses Dorothy and Jane M. Miller, and Misses Dorothy and Jane M. Miller, all of Chicago.

Mrs. E. W. Riddle, Mrs. J. H. B. Miller, Misses Dorothy and Jane M. Miller, Miss Margaret Bess, Misses Dorothy and Jane M. Miller, and Misses Dorothy and Jane M. Miller, all of Chicago.

J. F. Sparks

Scottsboro, Ala. Week ended October 9.


Business was one of the best weeks of the year. Business was good on Monday, Tuesday, Thursday and Friday. Saturday was the worst day of the week. Jack Orr joined with his side show and snake show. Ferris Wirth and his wife, the writer, did a progressive business. Two new shows opened at the fair, and the writer was away for two days due to the writer's personal affairs. The fair is in fine condition, and the writer is available for any shows in the state fair.

TOM SPARKS.

Enedy Bros.

Warrenton, N. C. Week ended October 9.


This is one of the largest Lion's clubs in the state. Business is good throughout the week. Mrs. Ethel Purnell, the new president, is a very active member. The club has a large membership and is always looking for new members.

OLIN IRETON.

Ideal Exposition

South Boston, Va. Week ended October 9.

Haffa County Fair. Weather, good. Business, very good.

After a hard trip over Canadian roads and highways, Jack Hether, armless wonder, was seen at the fair. He is a sight to behold, and his side show and snake show are a hit with the fairgoers.

M. LASKY.

Dixie Model

Madison, N. C. Week ended October 8.


Show enjoyed five days of fair weather, and business was good. Many of the large patriotic displays were on exhibit, and the educational exhibits were well attended. The weather was ideal, and the fairgrounds were in fine condition.

H. E. RICHARDSON.
Showmen's League of America.

CARNIVALS

October 22, 1936

165 W. Madison St.,
Chicago, Ill.

J. E. Hans and John Koval also visited
the fair on October 15. Another well-at
ended exhibition is the Chicago National
Leagues of America, now being held in Chi-
ago. The theme of the fair is clicking.

Week ended October 10.

Weather, good. Business, very good.

Show opened Monday night to small
crowds, but Wednesday, when about 5,000
school children came out, show enjoyed
the largest crowd of the season. About 100
of the fair's best acts were on hand. The
show was turned over to the colored
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October 22, 1938

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
Opera Place, Cincinnati, O.)

Sun Carnival Date
To Newman Again

EL PASO, Tex., Oct. 15.—By unanimous vote directors of Southwestern Sun Carnival Date, Newman, N. M., announced that this annual five-day Fall Festival will be held again, and chairman. Committee plans carnival at county fair.

The 1938 Newman Carnival was the first one held in the Newman, N. M., area. It was a success, and the committee is planning a bigger event for this year.

Merchants Feature Midway
At Fall Festival in Ohio

HILLSBORO, Ohio, Oct. 25.—Staged by merchants to attract business and to entertain on the eve of the annual fair, the Fall Festival in Hillsboro was a success. The event was sponsored by the Chamber of Commerce.

The festival featured midway attractions, including rides, games, and food stands. The fair itself was held on October 1 and 2.

Scouts' Show Draws 6,000

EL PASO, Tex., Oct. 15.—Elephant, dog and pony acts for Turcas Council Boy Scouts, as well as other events, were featured at the Scouting Festival here on October 26. Several thousand scouts attended.

Jubilee May Become Fair

BUSHNELL, Fla., Oct. 16.—Two-day Jubilee, planned to become an annual country fair, will be sponsored by the American Legion Post here to dedicate Sumter County's new State Farmers Market. The fair will be held on October 26 and 27.

Shorts

W. A. BLUMBERG, has been contracted by merchants of Steubenville, Ohio, to prepare Christmas pageants and half-hour circus for children.

BOOMED as midway attractions for first annual fair, sponsored by Postoria (O.). Chamber of Commerce, are Harvey's World Glass Show, Harry Shuren's Playland and Sunset Park.

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ATLANTA-HAS

(Continued from page 33)

Pulen County Schools on School Day with an admittance fee for children. On other days admission was 50 cents for adults and 25 cents for children.

Equestrian teams in many various categories were invited to attend. New features were added to the fair program, including a throne room, an ice cream festival, and an ice cream palace.

Grandstand show included Central America's Pestilentous, Bakers, and Rides. Wild West Show, Ingleside and Dog Show, all booked Club Days Agency. For the first time in several years the grandstand was packed nightly.

SIX-DAY York (Neb.) Jumper Fair this season will be staged by the Chamber of Commerce, to feature midway and vaudeville acts, said W. A. Kerr, superintendent.

JAKE J. DISCH worked the come-in as "Coogan, Wrong-Way Cop," at Lake Worth show, sponsored by the Chamber of Commerce...

CHARLOTTE (N.C.) Exposition and Food Fair, sponsored by the Charlotte Chamber of Commerce, will feature midway and vaudeville acts.

E. W. HAGAN, head of prize cattle, held his 10th annual show with a record-breaking number of animals entered.

TEXAS BOARDS

(Continued from page 34)

E. W. HAGAN, head of prize cattle, held his 10th annual show with a record-breaking number of animals entered.

BUCKETT was manager of the fair, which operated for 16 years. This year the fair was operated by the non-profit sharing Central District Fair.

Over 5,000 daily attended first annual Convention of the American Legion Convention, held in Fort Worth, Oct. 1-7. President Benton said the fair attracted the "best spending crowds" in recent history.

West Texas Fair in Abilene was the most successful of the season. The fair featured a Texas Cotton Festival, with the "Miss Texas" contest.

The event will have an entertainment feature, with vaudeville, circus, and ice cream festival.

BRODIE'S rides and Gifford's Sideshow will be prominent.

SUCCESS IN

(Continued from page 34)

nights feature of the mid-Atlantic Circus, high wire; Senorita, high pole, presented by W. C. (Billy) Senior, and performed by Corda Coleman; Fred Delmar and his performing lions; Five Royal Elephants; and a free act, supported by the fair.

Three Wells Bros., comedy saloon; and dance revue. Manager Vogel said the event was selling fast.

The fair will have an entertainment feature, with vaudeville, circus, and ice cream festival.

To Newcomb Again

E. W. HAGAN, head of prize cattle, held his 10th annual show with a record-breaking number of animals entered.

C. P. BROWN, a veteran of the fair, was elected chairman.

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TRENT LE CROY'S ORCHESTRA—SIGHT MEN, CLARINETISTS, BASS, SINGERS, VIOINIST, all skilled, good references. Include reference, photos, recording on request. The T. L. C. Band, 611 Main, Florence, Ala.

C-PIECE SOPHISTICATED SWING BAND—For clubs or hotels, plenty of novelty and special features. Booking from New York, All states. New England, Midwest, South. Five-piece band $50.00, extra. Address: BOX 597, Detroit, Mich.

AT LIBERTY—The band you have been hearing for the last year. Available November 15. T. S. SHERMAN, 134 Goodrich St., Charlotte, Mich.

Cecil Krilis's ORCHESTRA—Has been a hit in every city. Now in the South, available. Write: BOX 70, Jackson, Miss.

Hi Taltan Orchestra—Available, all parts. Starts out of state November 15. Address: 404 E. Bond, Marshalltown, Iowa.


Puppeteer—With beautiful costumes will fold in pantomime, tell stories. Address: Martin Carroll, 714 Douglass St., Peoria, Ill.

AT LIBERTY—Dramatic Artists

AT LIBERTY—Indian from Oklahoma. Family of six to be on tour any time this month. Will furnish all programs. Address: 523 E. Main, Atchison, Kan.

Barney Moore, vaudeville and theater tenor. Address: T. H. BRENNER, 505 N. Greenwood, Cleveland, Ohio.

AT LIBERTY—Magicians

Modernissimo ONE-HOUR PERFORMANCE—In vaudeville, night clubs, hotels, etc. Address: Frank Black, 3110 Indiana, Detroit, Mich.

AT LIBERTY—Miscellaneous

A-1 MINIATURE CITY IN ACTION—The best made ever. Now booking for important events, the world over. Good Chicago and vicinity preferred. A sure hit and a wonderful crowd puller. Address: L. E. Weems, 99 W. Market St., Columbus, Ohio.

M. P. Operators

SOUND PROJECTIONIST—CAN REPAIR AND ADJUST all makes of equipment. Address: L. E. Weems, 99 W. Market St., Columbus, Ohio.

At Liberty—Sax Clarinet

Ten years' experience, good reader, fine tone, also take-off. Thirty, sober, reliable. Address: MUSICIAN, 10 Upton Ave., Battle Creek, Mich.

At Liberty—Sax Clarinet

Ten years' experience, good reader, take-off. Thirty, sober, reliable. Address: MUSICIAN, 10 Upton Ave., Battle Creek, Mich.

Northern Swing Drummer

Would like to join large top-notch band. Address: FRANK JACKSON, 1277 E. 12th St., Detroit, Mich.

Swing Drummer

Would like to join large top-notch band. Address: BOX 597, Detroit, Mich.

Swing Guitarist—Solid rhythm. Eleven years' experience. Address: S. W. REYNOLDS, 123 E. 5th St., Newton, Iowa.

Trombone

Have gone to town, need protege. Address: W. S. MILLER, care Billboard, New York, N. Y.

The Billboard—October 22, 1938

Classified Letter List

At Liberty—Singers

At Liberty—Vaudeville Artists
Bingo Season Gets Off to Good Start in Milwaukee

Crowds throng games, lured by merchandise awards—vets draw 6,614 to hang up new State record—night clubs, ballrooms staging games

MILWAUKEE, Oct. 15.—Bingo season with a boost when a mass party under way. Excessive total $4,750. Grand prize for the night was $250 to $50 and $1,000 merchandise certificates, with door capital awards from $100 to $25 in merchandise and with in a long time. Bingo held up nobly in Wisconsin during the summer and indications that it will continue to expand during the ensuing season. Night spots, such as Chessin, Easton, and of the city, have been offering the game several nights a week.

Among recent newcomers inaugurating the game are the Rainbow and Nightingale, with a good-sized crowd at each place.

That Christmas feeling is already with us, and many of the stores are working up their holiday deals for Christmas promotion and those who have not yet begun should start. The Christmas season is the best time of year for bingo, and almost anything can go on a card and almost everything does. However, the writer would protest informal sales to any extent at this time of the year, fact that the fact still holds true. Bingo is a game of judgment in selecting his awards and the player who makes the best choice is likely to win.

We saw an item yesterday that looks like one of the best sales aids numbers. It was for a bingo game that was being held at Elmer and is a ventriloquist dummy, but it was a dummy that was being used. When he talks he can hardly believe it's true, for it is amusing to listen to the Dummy, as the audience calls him. While you manipulate his mouth and fingers, he can tell jokes, sing songs, and recite poetry, all in a realistic way. His eyes move, his eyebrows raise and fall, and his mouth moves as well as his elers. Elmer is 38 inches tall and will be introduced next week by Playtronic Supply Co.

From Providence comes this letter: "We are delighted to have purchased a number of our company's bingo cards and to find that they are a big hit. We believe that the cards are designed with an electric razor deal. The one I have in mind is at present a $2.50 and the better type is $5.00. The manufacturers are selling the cards at the jobber's price and they are available in a variety of colors and designs. We plan to use them as prizes for our customers."
You Don't Have To Guess

or theorize about the popularity of Evans Personal Accessories. With the public spending millions each year for Evans made merchandise, the question of its appealing quality is pretty definitely settled.

Surely this is a safe guide to premium or prize selection! How can you make a bigger hit with customers than by giving as premiums or prizes, the same goods for which they are willing to spend their own money?

Offered at prices that will surprise you, and quality that is unequalled.

The vanity sensation of the year!
A new generous size compact with genuine leather bottom and smart enamel top; large full view mirror and jumbo puff. Others with attractive patterns on top.

Every woman wants a locket. Here's one with hand-painted genuine cloisonne top in delicate pastel colors. Holds 2 pictures and is 24 Karat fine gold plated with gold filled chain.

The newest in cigarette cases. It holds a generous supply of cigarettes and has accurate timepiece as well; colored enamel both sides with fancy gold finished edge.

The line includes: compacts, cigarette cases, automatic pocket lighters, table and desk lighters, cigarette case and lighter combinations, toilet sets and lockets, all priced much lower than their appearance and value would indicate.

• See Your Wholesaler

Evans Case Co.
North Attleboro . . . . . . Massachusetts
**FIRST TIME EVER ADVERTISED...**

**Calendar DESK SET**
- Perpetual Calendar
- Plastic Fountain Pen
- Mechanical Pencil

**FIRST TIME EVER ADVERTISED...**

**BEAUTIFUL FUR COATS**

- **Sample Deal,** 60% off.
- **Terms:** Cash or 30 days.
- **Special Request:** A selection of Cat. No. 108. Forty pages of unusually selected furs, minks, mink blends, etc. Every operator and premium user will save money by sending for it.

**NEW! ANIMATED! BIRD HOUSE PENDULUM CLOCK!**

Here's a really COOL idea! A new? PENDULUM CLOCK! ANIMATED Coo-Coo Bird ACTION! High quality movement. Beautiful carved walnut oak effect case. A powerful premium item and at what a LOW PRICE... **ONLY $1.95 ea.**

**MICKEY MOUSE LAMPS**

Walt Disney famous characters re-produced in flashy colors on extra large shade. **11" high - SELLS ON SIGHT.**

**NOTES FROM SUPPLY HOUSES**

The year-round problem of selecting gifts for all occasions is simplified by a gift catalog now being distributed by Wholesale Radio Service Co., Inc. It is presented as a special idea for those who prefer to make Christmas selections at leisure. A 64-page rotogravure booklet, over one-third devoted to camera and supplies, radio sets and accessories accounts for 14 pages and a number of pages are devoted to gifts for the new generation, such as mechanical construction and chemistry sets and electric trains and accessories. There is also a large assortment of electrical appliances.

Social Name Plate Co., reports an unusual fine response to the announcement of its Social Security machine. Machine is portable and excellent claims are made for its performance. A feature of the machine is the fact that it is simple to use and can be handled by almost anyone can now do it into this lucrative business. Firm also carries complete line of Social Security supplies.

**BIG 1939 HOLIDAY GIFT DEAL**

**USEFUL GIFTS**

- **Pipemakers, Sales Leads, Electric Clocks, Perfumes, Notions, Accessories.**
- **Wig Wigs, Expressions, and Premium Watches.**
- **Get Free Catalog Listing Money-Making Ideas.**

**CHAMPION SPECIALTY CO.**
114-5 CENTRAL ST., KANSAS CITY, MO.

**RED HOT SPICY XMAS CARDS**

Over 200 different Cards, Folders and Envelopes in stock up to $1.00 each. Send 25c for Samples.

**GELLMAN BROS**
1525 E. Washington Blvd., Los Angeles, California

**FLEETWOOD ELECTRIC DRY SHAV**

- **NEW: SELF-CLEANING MOTOR.**
- **NEW: DRYING HEAD.**
- **STREAMLINED CASE.**

Three fast-selling styles in the popular light amber color. Excellent for demonstrating purposes and at reasonable price, and at the lowest price possible. **SEND FOR FREE COPY OF OUR LATEST 360-Page General Catalog.**

**MIDWEST MERCHANDISE CO.**
1026 N. BROADWAY, KANSAS CITY, MO.

**RED HOT SPICY XMAS CARDS**

Over 200 different Cards, Folders and Envelopes in stock up to $1.00 each. Send 25c for Samples.
ALL-IN-ONE BINGO BOARD
(Continued from page 51)

Send $1.25 for Sample Prepaid.
Mats and Plans Free.

STERLING SHAVER CORPORATION
Manufacturers
1250 W. VanBuren St., Chicago.

LATEST STYLE FUR COATS
Genuine Fur Coats, all kinds, from $2.00 to $100.00.
COSWICHION. O.- Annual Coswhichion Fair will be held October 25.

SHOWMEN'S LEAGUE-
(Continued from page 50)
show at Shreveport. See you at the big doings beginning November 11th.

Ladies' Auxiliary
October 7 meeting was well attended. President Leah M. Brumfield presided.

Sisteril, who was awarded a pair of black square indicates "bingo."

The board is a real improvement in bingo game equipment. The complete series consists of 3,000 cards, all different and can be secured as quantity as needed without duplication.

The board has been developed and introduced by the well-known Kemper Thomas Co.


OLINE almalaL-431.o0 ow 1000.

Inner equipment for bingo, playing cards, free White Portland, Chicago.

Big Profits for Volume Operators.

ELECTRIC YOU'LL BE SATISFIED WITH

HOT

British Sovereigns-
(Continued from page 34)
likely to be one of the largest benefits from post-War influences.

The activity in the concession department was apparently little this week, at least as far as signing amusement contracts with theaters. Contracts are being executed, but the discovery of the death of the beloved mother of Sister M. of St. Joseph, who died October 10 in Chicago, 1938, will have a serious effect on the future of the theater.

The board has a hoon to contractors, even in the amusement sector. Work is under way on Children's World, and Flying Turbans, and Cy D. Bond, representing the Dodgem Corp., is making arrangements for a children's world in S. F.

Proceeds from World in S. F.

San Francisco, Oct. 15.-Cost of Streets of the World, latest attraction in the Gayway Giant International Exposition, will exceed $1,000,000. The project, which is a world of its own, will be built on the site of the old San Francisco business men, and the finishing touches will be put on by foreign workers. The opening of the exhibit will be November 19. Within the project will be an American Country Garden and a Chinese City, which will present American and Chinese entertainments, and other entertainments.

Mike Jacobs, New York boar, has announced that he will Wednesday to discuss a projected world championship for next April between Joe Louis and

LETTER LIST
(Continued from page 51)

Max Buer. He conferred with Harry Connick, the top chief director.

Thirteen more nations were reported favorably inclined to exhibit their products at the big expositions next year. Nine foreign countries have signed.

The Pig in the Poke

I bought the pig within the poke, and the deal is a dandy. But I put my money on this spot. And pray the weather clear and hot.

But skies are drab and weather cool, and no relief in sight, I'm told. I thought to serve and try to please,

Next week to buy another pig.

The Board

STOPPERS! New! Better! Play-Bigger Profits! NEW ALL-IN-ONE BINGO LAP BOARD

All new! Better! No more placards! No more change! No more bother!就是这样! Full line of savings.

KEMPER-THOMAS CO., Dept. BB, Cincinnati, 0.


ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS
Next Issue
LIST NUMBER
Will Feature the Following Lists:
FAIRS
CONVENTIONS
COMING EVENTS
DOG SHOWS
FRONTIER CONTESTS

Order a copy from your newspaper dealer, or mail 15c to
Billboard
Circulation Dept.,
23 Opera Place
Cincinnati, Ohio

by BILL BAKER
(Cincinnati Office)

WHOLESALE MERCHANDISE PIPES

The billboard is a department for Pitches, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen, etc.

A CHANGE OF

RUFUS THE RED sea that from the amount of two displayed some stores he believes it would well pay the management to give the company some credit. He said, "Give me or two too large a variety of popular, fast sellers. I believe you are a good example of what kind of a job this company can do."

THE POPULAR

Ray Quiggin, and Speed Hucal, after a fair week at Auburn (Ind.) are on route to Kansas City, Mo., where they expect to make connections at the Western Trail a few. They would like to read pipes from Lothes, Redden, Spil, Mathews, Jack Flowers and Al Rice.

THINGS WE NEVER HEAR: "We believe that street trading satisfies the public. So let me tell you about the people who pitchmen may or may not be able to sell our wares on our street corners,"—City Council.

Bob Posey, is reported to be working Battle Creek, Mich., now. Robin will go into stores this winter.

Duke Berwinkle tells from Martins Ferry, Ohio: "Have been working for two months, as I'm staying with my mother, who is seriously ill here. Haven't seen as many people as I'm staying on the streets of Steubenville, Ohio, but I don't know what the weather was. Without my mother, I wonder why the boys don't work Yorkville, O. Days pay fall in 1, 2, or 30, and you get to see your customers at the factory gate. Would like to read pipes from R. B. Evans."

REPEITION

is said to be the mother of education.

The billboard is a department for Pitches, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen, etc.

SOME WEATHER

prognosticators predict a colder than usual winter. We'll wait until next spring for the correct verdict.

H. FORREST

is said to be away in Pittsburgh, according to reports from the Smoky City.

"QUITE A FEW"

leaf boys are making the National Dairy convention here," writes. Charles Skalicky from Columbus, Ohio, and W. C. Thomas, of sheet fame. Karl Graham and George Graham, and Johnson stopped over here for a day's cut-up while en route to Burns, Ind., where we met the president of the State Cowl Show.

John W. Kuzes

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New Series of

Legal Opinions

In the next issue, in the Pipe Department, we will see the seventh edition of our,: Special Interest and benefit to all, just as the author, Leo T. Parker, has reproduced the Validity of City Ordinance Street

Miscellaneous: One of these articles appearing in the upcoming issue is a news item.

SOCIAL SECURITY

Texas territory and that there is plenty of loot year. Beam mire Oesorne, 752, and he would like to read pipes that have been left for Green Bay, WU. BILLY AND MAISEL BEAM. New England on Cleaner hare been

LEO PEVSNER

SOCIAL SECURITY PLATE CO.

CASH or TIME PAYMENT

SOCIAL NAME PLATE CO.

SOLDABLE EIGHTS & CO.

MINIATURE FRAMES

COUNIT 24 Oa. awn Lan.

HARRY PAKULA & CO.

5 No. Wabash Ave. Chicago.

REVOLUTIONARY NEW

A New Deal!

ELECTRIC RAZORS

to Retail for $1.98

An opportunity! Best razor sales ever at the country's highest prices. Write for details today.~

NEW ENGRAVING PINS

Over a hundred new engraving numbers! Pins, Lockets, Game Rings, Photo Jewelry, Engraving Machines. Write for new Catalogue No. 29.

HARRY PAKULA & CO.


MIDGET BIBLE

Profit: Seller. Sells itself.

SOLDABLE PRODUCTS

Profit. Post Seller. - Sells itself. LOWEST FACTORY PRICES.

SECRETARY MIDDLE BLADES

$1.90 each.

SOLDABLE PRODUCTS

Profit. Post Seller. - Sells itself. LOWEST FACTORY PRICES.

SECRETARY MIDDLE BLADES

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An opportunity! Best razor sales ever at the country's highest prices. Write for details today.

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SECRETARY MIDDLE BLADES

$1.90 each.
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[43x547]FAIR SECRETARIES, w are Inviting correspondence.
[44x557]Nothing toe blg for the 1939 UAW*.
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[51x579]we
[52x579]are
[53x555]FAIR WANTS, RIDES, SHOWS and LIGITIMATt CONCESSIONS fee taa balance of the Sasso..
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[55x700]SALCSOOARD OPERATORS.
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[57x50]FREE ATTRAC-
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[62x57]SALCSOOARD OPERATORS.
TRAUBE REJOINS THE BILLBOARD

CINCINNATI, Oct. 15.—Leonard Traube, recently resigned from the National Entertain ment and promotion manager of George A. Hamid, Inc., and after joining the New York outdoor editorial staff of The Billboard October 8 with Roger Longworth, general sales manager, Traube joined the Hamid organization October 11 after receiving the publication which he now rejoins.

George Hamid made the following statement to The Board;

"While I am sorry to lose Leonard's services, I am glad he is returning to The Billboard, and that he will continue to function as the editor of the Hamid enterprises. and wish him well in his new position." 

In addition to administrative duties in Hamid's New York office, Traube handled negotiations for Hamid enterprises, as well as projects, including the New Jersey State Fair in Trenton for three years, Hamid's Miami Million Dollar Pier in At lantic City, and Hamid's Million Dollar Pier in Miami.

"No successor is contemplated for the position in New York, says the Hamid enterprise with secretary treasurer, Herb Pickard.

Traube is a graduate of the University of Chicago, where he received a degree in economics. He has been associated with the publishing and entertainment industry for over 20 years.

GOOD START FOR THE STAND

(Continued from page 3) 

CITY, Oct. 15.—A new development in the city's entertainment industry was reported October 14 when the Hamid enterprises announced the opening of a new stand in the city. The stand, which is located on the boardwalk, will be open every day from 10 a.m. to 7 p.m.

While the weather money does not run far in the Hamid enterprises, the stand is expected to attract plenty of top hands. The stand is located on the boardwalk, which is a popular gathering place for tourists and locals alike.

OLD HANDS IN CHARGE

Hammer and Miller are in charge of the stand, which is operated by the Hamid enterprises. The stand features a variety of attractions, including a merry-go-round, a Ferris wheel, and a carousel. The business is expected to be profitable for the Hamid enterprises.

The stand will be open every day, from 10 a.m. to 7 p.m.
The Last Day
By HAZEL KING

The frost, it lies upon the ground.
The 'almons soft and mellow.
The cry goes on from lip to lip.
It can’t be tasted nimous make outdoor, shows reports, that despite a few setbacks for some shows because of bad weather, a majority of showmen declared themselves well satisfied with the season, and appeared, unusually optimistic, for the coming year. He said a number of operators have already signed contracts and have paid deposits for the coming season, basing their judgment on the age-old axiom, "You have got to pay to make money." As one of the bigger operators put it, "The public has in the past year become more modernized than ever," stressing the fact that this is a streamlined age of speed, color and glamour, and the showman's "machine" ride symbols this new trend are sure of going to cash in on it.

Orders were booked and inquiries brought back by Mr. Cramer for concrete and concrete, the revolutionary silver Streak that has been called the "1939 plus" in Europe, by American showmen, and promises to make them. Cramer reports orders on hand for delivery in 1939 and in excess of those of previous years. He attributes this to bookings in roll call to the company's pioneering of modern design in ride architecture and indirect lighting.

PIPES
(Continued from page 57)

WALTER BYERS and wife will close their road tour at the Circleville (O.) Pumpkin Show, October 19-22.

DOUGLAS M. REED says he’s not just talking when he says the new Harrisburg (Pa.) State University grounds recently, during a football game, he had city readers' curiosity and they made a telephone call, which he attributes to the Southwest." He adds, "The public is in for a treat." He says, Doug Reed reports that his eyes are feeling much better.

The outdoors
Fred and Robert, got their share of the beauty of the recent Ohio State-Indiana University football game, and while they were there, they also got some of the action. They were in Columbus, O., for his 30th yearly visit. He's 60 years of age.

DEL SHRIVER old-time mud and side-show man, is rehearsed and residing in Columbus, O., as the Oklahoma Mule.

WILLARD GRIFFIN known to pitchers and shortstops as the "Wizard of the Diamond" is in Columbus, O., and for his 30th yearly visit. He's 60 years of age.

ROCKY MOUNT FAIR
ROCKY MOUNT, N. C., WEEK OCTOBER 24.

Wốih Mebane To Follow.
Want all legitimate game concessions; space selling $4 foot. All Eating and Drinking Stands open. Address this week, Greenville, N. C., Fair.

CETLIN & WILSON SHOWS

WANTED FOR MACON COUNTY FAIR

LEW HENRY SHOWS and CLYDE UNITED SHOWS COMBINED

LEW HENRY CHECKS

WANTED ALL KINDS OF CONCESSIONS

KWAS EXPOSITION SHOWS INC.

DARLINGTON COUNTY FAIR

NEW BERN, N. C., OCTOBER 24-29.

Everybody knows this is one of the best concession fairs. Wire J. B. MANNHEIMER, Concession Mgr., New Bern, N. C.

WANTED IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

ELKS' CHARITY FESTIVAL
CONCORD, NORTH CAROLINA

The Biggest Date in the South
OCTOBER 24-29, INCL.—6 BIG DAYS AND NIGHTS

Can place Colored Minstrel Show and one more Ride.

Can place concessions of every description.

ROCKY MOUNT FAIR

WANT-WANT-WANT-FOR LORIS, S. C.

WANTED ALL KINDS OF CONCESSIONS

COWINGTO...

WANTED FOR MACON COUNTY FAIR

LEW HENRY SHOWS and CLYDE UNITED SHOWS COMBINED

BINGO AND SIX MORE GOOD ONES.

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BINGO AND SIX MORE GOOD ONES.
The 40th annual convention of the National Association of Retail Druggists was held in Chicago October 10-14. Drug stores were among the first types of retail locations to come into prominence with the introduction of modern amusement games in 1931 and 1932. And drug stores still continue to be important in the location field.

Two firms well known in the coin-operated machine field exhibited at the convention—Mills Novelty Co. and Popmatic Mfg. Co., Inc. The Mills firm exhibited its line of freezers, and the Popmatic firm had its pop-corn machines on display. Some of the well-known candy-bar manufacturers naturally had booths at the druggists' convention. The fact that cough drops sell in candy-bar vending machines during the cold season makes the exhibits of firms making cough drops also of importance to the vending machine trade. Another drug store product likely to find its way into vending machines is the tablet form of mouth antiseptics.

But the chief interest of the coin machine trade in drug stores is their availability and popularity as locations for various types of coin-operated machines. The American drug store is really a national institution, having attained its national reputation due to its convenient location 'on the corner.' The value of the corner location is well suggested in President Roosevelt's message of greeting to the 1938 NARD convention.

Said the President in his greeting: "The retail merchants of the United States occupy a peculiarly intimate relationship with the public thru their daily contact with millions of people in all walks of life. Particularly is this true of the corner drug store in the small town, as well as the larger modern pharmacy in the city."

Two factors in favor of the drug store arc suggested—convenience and sociability. These two factors have made the American drug store what it is, and in all the organized efforts of retail druggists to advance their business they should keep these two points in mind. The sociable atmosphere of the corner drug store is more marked in the smaller cities and towns, and it was this social atmosphere which made the modern pinball games a welcome addition in the drug store when these games first appeared.

The convenience and social atmosphere of the corner drug store have converted it into a variety or small "department" store, since the stores now carry such a variety of popular items that they are often called anything else but drug stores. Proprietors of such locations should note carefully the factors which make for the popularity of the corner drug store and not try to stem the tide by an adherence to stiff idealism. If the patrons of the corner drug store prefer a social atmosphere, prefer such things as amusement games, then it is good business to cater to the patrons.

Retail druggists, thru their local organizations, have helped the professional operators of coin machines in some cities to defend machines against unfair legal attacks. Drug store locations profit from various types of machines and naturally have an interest in seeing that such machines may be operated without unreasonable restrictions. Unfortunately, operators of coin machines in many cities are not organized or lack the leadership to co-operate fully with retail drug organizations.

It is not easy to predict the future of the drug store or what new advantages such locations will find in modern coin-operated machines. There is now talk of the super drug store which will provide greater room for coin-operated machines. The average drug store is vitally interested in modern display devices, and the modern vending machine is an ultimate development in that field.

Since the drug store location depends much upon offering its patrons the service of convenience, such location should consider the fact that many of its customers are in a hurry and often have to wait too long for the purchase of some small item such as candy bars, mints, gum, cigarettes, etc. The modern drug store can begin to increase its convenience to patrons by providing vending machine service to the customer in a hurry.

At the 1938 convention of retail druggists the subject of fair trade laws was considered uppermost. The organized drug trade is given credit for having led in the promotion of fair trade laws in the 43 States that now have such laws. The vending machine trade is vitally interested in fair trade laws which help to stabilize prices on candy bars, cigarettes and similar items. It can easily be seen that changes in the retail price of these items constitute a real problem for vending machines. Hence, fair trade practices that tend to stabilize retail prices help in the use of vending machines. But there are also ways in which fair trade laws tend to handicap the use of vending machines—but the trade is not complaining. Perhaps when manufacturers of products understand the possibilities in vending machines these problems will disappear.

Thus drug store locations have two fields of mutual interest in relation to the coin-operated machine trade. The drug store location thrives on the idea of offering convenience to the customer—and this is the basic idea underlying sales thru machine. The customer in a hurry can buy small items easily by depositing a coin in a machine.

The drug store location also thrives on its atmosphere of sociability or catering to the popular taste. Hence its chance to make a good profit on space devoted to the variety of amusement devices offered by the coin-operated machine trade, ranging from the diggers and cranes to the modern table games. When amusement devices are installed in any drug store location the patrons quickly show their appreciation by playing the devices. The customers seem to recognize that such simple diversions belong in the neighborhood or corner drug store location.

The 40th annual convention of retail druggists marks another year of organized progress for them. The coin-operated machine industry wishes them well and hopes for closer ties of mutual business interests in the future.
Record Buying Guide

An analysis of current popular songs from the standpoint of their value to phonograph operators. Tabulation is based on radio performances and sheet music sales. Only those songs listed are considered.

Going Strong—Keep Them Around

CHANG PARTNERS. This is one of the strongest songs in the country, but it has not yet scored any big hits with the public. It is now strong in the public's ear and is sure to bring in good business for the next few weeks.

SMALL FRY. The Bing Crosby Singers have made a big hit with this song. It is now in the public's ear and is sure to bring in good business for the next few weeks.

ALEXANDER'S BAGPIPE. Strong song, but it is in danger of being overshadowed by the newer songs. It is now in the public's ear and is sure to bring in good business for the next few weeks.

STOP BEATIN'A ROUND THE MULBERRY BUSH. This song is now in the public's ear and is sure to bring in good business for the next few weeks.

GARDEN OF THE MOON. The picture of the public's ear is clear and this song is sure to bring in good business for the next few weeks.

HEART AND SOUL. This song is now in the public's ear and is sure to bring in good business for the next few weeks.

AT LONG LAST LOVE. Ode Porter usually manages to have a hit tune on the market, and this song is now in the public's ear and is sure to bring in good business for the next few weeks.

VA. GOVERNMENT. Band leaders and the public in general are starting to become interested in this song. It is now in the public's ear and is sure to bring in good business for the next few weeks.

OLD SIOCOONE. This song is now in the public's ear and is sure to bring in good business for the next few weeks.

SUMMER SOUVENIRS. This song is now in the public's ear and is sure to bring in good business for the next few weeks.

MILDRED BENEDICT. This song is now in the public's ear and is sure to bring in good business for the next few weeks.

EXPERT EXPLAINS QUALITIES OF SAPHIRE PHONO NEEDLES

NEW YORK, Oct. 15.—Lowell H. Wen, president of the Rock-Ola Phonograph Company, today explained the long-wearing qualities of the needle.

Many operators have asked us why anyダイヤモンド needle wears longer than any other. According to Wen, this is because the diamond needle is made with the finest diamonds, which wear slower than any other material. Wen also explained that the diamond needle is designed to fit the record perfectly, which helps to reduce wear.

The polished surface of the diamond needle is smooth, which helps to reduce friction. Wen emphasized that this is an important factor in wear. If you draw a pencil point across the polished surface of a diamond needle, you will see that it is not rough at all.

Finally, Wen explained that the diamond needle is inserted into the phonograph in a special way. This makes it possible to remove and replace the needle without damaging the machine.

The Rock-Ola Phonograph Company is proud of the top-quality needles that they produce. Wen stated that the company is dedicated to producing the best needles possible, and they are sure that their customers will be satisfied with the long-wearing qualities of the needle.
What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording gained in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING COMPANY, 1564 Broadway, New York City, Kansas City.

To the Editor:

October 14, 1938.

A list of the biggest money-making phonograph platters is not an easy thing to compile, for conditions vary greatly throughout the country and what looms as terrific for now may be an egg for the next year. Nevertheless, the following may give an idea of which platters are turning over the coin in the phone units of the Kansas City, Mo. territory.

Swing stuff ranks first. That's a fact here invariably. And for my money I choose some of the Volga Boys and watch the nickels fall. Red Norvo and Mildred Bailey's I Haven't Changed a Thing, Slow Fry, Born to Swing and Jump Jenny are all good. All locations want the Norva-Bailey fare up. Jimmy Dorsey's Band is consistently a money maker, too, especially with kids and with the classics. So are Benny Goodman, Tommy Dorsey, Count Basie, Eddy Duchin, Henry Busse and carousels. The operators who carry these platters in their acts are taping the current rage, probably because of Lionel Hampton's vocal and vibraphone work.

Now for the records that somehow fail to create a ripple, even though the material, artist and label are dependable. Society bands like those fronted by Leo Reisman, Xavier Cugat, David King, Emory Deutsch, Lawrence Welk, Johnny Green and Paul Whiteman simply may not be worth footing with. Others may rate anywhere but not here. Complete this list through the Kansas City as far as their records go, and we'll jump on the bandwagon in the proper group. I would name Sleep Fields, Eddy Duchin, Henry Busse and Russ Morgan foremost. But on the whole I'd rather jump at the platters made by Norva-Bailey, Jimmy Dorsey, Teddy Wilson, Goodman, Tommy Dorsey, Count Basie, Eddy Duchin, Henry Busse and carousels. The operators who turn over the coin in these platters are not a few and can be made to work harder. It's an interesting business.

C. H. HOWELL
President United Amusement Co., Kansas City, Mo.

New Haven, Conn.

October 15, 1938.

To the Editor:

October 15, 1938.

We found out that the record people could be made to work harder. It's AU in the patented.

To the Editor:

October 15, 1938.

New York City.

There are three tunes which are leading the money-getting parade in our locations. They are Larry Clinton's Mr. Revery, Jimmy Dorsey's Change Partners and Bing Crosby's Mexican Rose. We're using these tunes in all types of locations and it's a toss-up as to which is the most popular.

The latest release we are banking on to become a real hit is Old Men Mars, played by Larry Clinton. In my opinion this number has what it takes to please phonos and will be leading the parade before many weeks. Russ Morgan is due for a new release of this tune next week and we're anxious to see how it will do another hot number that will go good in spots where sweet music is wanted is Connie Shore's. Al Danzer's All Ashore, backed up by his version of Revery, is also on the way up. For Harlem spots you'll have to look a long time to beat Blue Lou Barten's rendition of Don't You Make Me Mad. We're using this tune in all our Negro spots and it's getting a terrific play. Harlem is going wild over the tune and it should be a big hit in colored locations throughout the country.

Altho they have been to our machines many times, the tunes mentioned above, the play of them on the operators' part, by the Andrews Sisters, is a big money-maker, as are Larry Clinton's and Connie Bowdell's versions of Heart and Soul. These sisters are going well in all types of locations. This I find a number that will go good in spots where sweet music is wanted is Connie Shore's. Al Danzer's All Ashore, backed up by his version of Revery, is also on the way up. For Harlem spots you'll have to look a long time to beat Blue Lou Barten's rendition of Don't You Make Me Mad. We're using this tune in all our Negro spots and it's getting a terrific play. Harlem is going wild over the tune and it should be a big hit in colored locations throughout the country.
**We Will Not Be Undersold**

616-A Wurlitzer Phono $139.50 ea.

616-A Wurlitzer Phono 129.50

SAME AS NEW

MILLS NATURAL DANCE MASTER $49.50

STEWART-McGUIRE 7-TON. CIG. MACHINE $54.50

Write for Slot Prices

GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO

**PRICES SLASHED!**

**WURLITZER**

$139.50 ea.

(Single machine, $149.50)

MILLS AUTOMATIC MACHINE $19.50

ROWE ARISTOCRAT $22.50

STEWART-McGUIRE $27.50

E. B. CARLSTEDT

Babe Kaufman Music Co.

New York City.

**SOUTHERN AUTOMATIC MUSIC CO.**

312 W. 71st St.

CINCINNATI, O.

**HARRISBURG, PA.**

October 12, 1938.

To the Editor:

Football songs by the Collegians, who have a swell band and play in swinging military style, are being numbered at the present time, going over big in all types of locations.

To the Editor:

As a beginner, I am writing to you with F. D. Jone's reverse, are among the latest and timely tunes with which I am clicking.

Are you guilty of a sentimental song?

I find that soft sweet music goes best in the barns. If the barns are save save where the young people gather.

A novelty number over occasionally with my customers. A few records with a slight unevenness in the most spots, but they don't go over elsewhere.

A novelty number over occasionally with my customers. A few records with a slight unevenness in the most spots, but they don't go over elsewhere.

**Glen Gray**

**Found! A Moosic Operator**

GLEN GRAY also comes thru on Decca for a delightful double, giving a selection of the big favorites, plus a new one for yearday pop, *Mindin' My Business*, and a recording setting for the classic Song of India.

**BUNNY BERGEN** has just to justify his presence on the higher priced Victor label. His trumpet is still the big thing. Bing is still hot and is showing a steady improvement, there is a sure need for a policy that fits the bill. What's the proper price for Bing? A S.Params *Tell Me Those Things* and When a Prince of a Fella Comes Walking in the Room. For the first time Bill in the ballroom. Another trumpet piece, see. Coming out, but too soon. Too soon. Harry's new and stock-standard in orchestral form. *The Magnificent* on Bluebird is a harlequin's dream. *The Magnificent* on Bluebird is a harlequin's dream. *The Magnificent* on Bluebird is a harlequin's dream. *The Magnificent* on Bluebird is a harlequin's dream. *The Magnificent* on Bluebird is a harlequin's dream.

**Bunny Bergen** is still coming,
VENDS HOT
SLIGHTLY USED
POPCORN VENDORS
FLOOR SAMPLES
100% LEGAL
Operated Mechanically. No
Late Fees. Including Vents
Shop-Proof
Absolutely
G U A R A N T E E D
Guaranteed Supplies and
Refunds. Wholesalling
Modern streamlined
While they last.
$69.50
In lots of 5, $65.00

PUTS YOU IN BUSINESS
FOR LIFE!
Great now! Here's the popcorn vendor that puts you in the money—at an amazing low price! Hurry! Order yours today while they last.

WILLIAM COIN MACHINE CO.
2816 W. North Ave., Milwaukee, Wis.

MERCHANDISE MACHINES
Chi Venders
In Reunion
Hold fall pep meeting back
at Great Northern Hotel
quarters


CHICAGO, Oct. 15—Vending Machine Operators' Association of Chicago, perhaps the oldest coin-operated machine organization in the world, came back to
winter quarters in the Great Northern Hotel for its regular meeting on October 11. Within the summer meetings had been held at a night spot on the near
North Side. The summer meetings were reported to be made by gayety and
good fellowship.

The one thing this week was for
reunion and to gather momentum for the fall season ahead. Attendance was reported excellent and refreshments
were served. Meetings hereafter will be held on Sunday nights of each week
instead of Monday nights at the Great Northern Hotel, according to W. F. (Pat)
Considine, secretary of the organization.

Charm Biz Good,
Says Frank Hart

NEW YORK, Oct. 15.—Frank Hart,
Eastern Machine Exchange, reports that the
firm does not do good biz and toy
business. Hart says: "Last season we
had one of the greatest sales years for
different and amusing toys, and we
did not think we would be able to get
close to our previous record."

"Naturally we were pleasantly
surprised when we found our charm
business had increased. We attribute this
to the fact that we are offering some of
the most unique and amusing toys on the
market."

"We are selling more charms today
than ever before. Here is the record:
To be proud of, for the operators know
the status and quality of charms that
we sell."

Individualize
Vending Machines

By W. E. Bolen

(Part of an address delivered by W. E. Bolen, Northwestern Corpo., before the Western Vending Machine Operators' Association of Chicago)

To do a bigger business and to stay
in business, it is necessary for a
competitor a man must do a better job
than others can do. And it is the
better job that is more to the public's
liking. This true in any line of
activity certainly remain in force in the
case of machinery vending field.

Something Different

Naturally the first thing must be
selling the better job. It goes
without saying that machinery must be
fresh and clean and attractive. Otherwise the operator will not secure un
satisfactory returns, and it will be
don't be his but his competitor's
supposing machinery to be satisfactory on all
the basic elements to be kept in
shape, the best thing is some mark
of individuality.

Suppose that within a certain area there are a number of operators using equipment of the same type, supplying merchandise—confetti, nuts and toys or
charms. Suppose, too, that the
merchandise is equally fresh, clean and
attractive. Despite that apparent even-
ness of competition, one operator will
make more from his machines, one
operator will get a bigger play. It
isn't necessarily a case of better
locations in an instance of that sort.

Rather it's the point that has already
been made—some little mark of indi
viduality, some special technique in
dressing the appearance, or some mark
of identification with which the public
becomes familiar and recognizes as
a sign of a certain operator's interest in
and care for giving complete satisfac
tion.

Whatever it might be that will ex
press his own individuality, the operator
will have to decide for himself. The
operator will have to know his area
and who is willing to devote to thought
to the problems. He can improve on.
thing he can do to accomplish something suitable for the purpose, and
he is the one who will progress farthest.
Moreover, he will have the satisfaction
of accomplishing something for himself, of creating his own method. He may
not see any results for a number of
weeks, but if he adheres to his high
standards of merchandise and merchan
dise and continues the use of what-
ever identification, he decides to adopt
as his trade-mark gradually he will
find the public singling out his machine
for more and more play. People may have
fickle memories and loyalties, but let
them get state merchandise fresh and
unusual. Then there are a number of operators who
are going to keep their machines
and get a bigger play. The next thing they'll look for is the trade-
markedd—The individualized machines.

Torr Praises
Silver Queen

CHICAGO, Oct. 15.—Says Roy Torr,
"The Silver Queen, four-column vender,
holds little need of operators in every
locality from a standpoint of attractiv
ness, that, but the Silver Queen has a
capacity large enough to eliminate over
or insufficient service calls.

"The Silver Queen is built into indi
vidual units that can be taken out
separately."

I concluded, "Believe it or not, but
I wish that I could find time to run a
string of Silver Queens. Father Time won't allow it, but the temptation is
strong."

West Coast Likes
Topper Machine

CHICAGO, Oct. 15—Victor Vending
Corporation, reports sizable orders for its Topper
bulk vender from everywhere, and particulars.
B. M. Schofield, president of the Victor
Vending Corp., Inc., head office in Los
West Coast business is a sample of what can be
expected from the Topper, who will have to keep our factory perking 24
hours each day to keep our production on
an even keel with orders.

Kansas City

KANSAS CITY, Mo., Oct. 15.—After an
absence of nearly a month A. E. Sand
berg, vice-president of 20th Century
Theatres, returned from a tour of Eastern cities in which he
learned of the pleasure and business
Bandstand, head office of Atlantic Mfg.
Co., one of this section's largest manu
facturers of vending and other collec
ted machines, came home with en
thusiastic reports for the late fall and winter seasons. The
dealer is selling well and orders and supplies from both
the trip make it appear a certainty that
something is going to happen in the Great		
Husky factory so that shipments can be

FIELDING MANUFACTURING CO.

WRITE FOR
LOW PRICES
On Peanut, Ball Gum
and Package Venders.
Also Table Size Venders.
Supplies for All Machines.

Self-Serv Mfg. Co.
S. Broad and Wickman St.
Palmyra, N. J.

Oct. 22, 1938
AMUSEMENT MACHINES
(MERCHANDISE SECTION)
The Billboard
Operators!... Let me SPEAK your Fortune... Blue skies are ahead. I'll paint 'em for you myself. 'Cause I'm a Maxuma-making Fool! Really, I am. Just locate me and watch the coin ROLL in!

NEWEST — CLEVEREST — FASTEST MONEYSINK IN A DECADE

THE VENTRO-SEER

While Figure's head jerks about comically and head rolls realistically, he not only SPEAKS your Fortune—he WISECRACKS!

Tom Reid, Biggest Operator in California, says: "Of all the machines I operate, the VENTRO-SEER is my favorite—because it is the public's favorite, and top money-maker."

Eastern Distributors:

DAVE ROBBINS & CO.
1141 DeKalb Ave., Brooklyn, N. Y.

NATIONAL VENDING MACHINE CO.

For BIG MONEY—FAST, air mail or wire for details about this AMUSEMENT MACHINE SENSATION to

VENTRO-SEER CO.
1232 SIXTEENTH ST., SANTA MONICA, CALIF.

TASTY
CONFECTION
FOR BULK VENDING MACHINES
WRITE FOR NEW FALL PRICE LIST

PAN CONFECTION FACTORY
NATIONAL CANDY CO., Inc.
345 W. ERIE ST.
CHICAGO, ILL.
"Originators of Hard Shell Candies"

CASH IN WITH FOOTBALL GUM!

High Profitable prices are cutting deep into profits. All smart bulk vending machine operators have been looking for something new. Here it is! New Football Gum! A new idea! A new money-maker! A new source of profit! With Football Gum, you'll get more business and bigger MADNESS! With Football Gum, you'll get more sales! With Football Gum, you'll get a bigger take-home—bigger profits! They're changing all of their machines for VENTRO-SEER TODAY! A true order will convince you. Send your Order NOW!

AMERICAN CIGARETTE MACHINE COMPANY
1560-51 Fifth Avenue, Pittsburgh, Pa.
746 Michigan Avenue, Buffalo, N. Y.

C. PEANUT! HERSHEY! GUM VENDORS!
LOWEST PRICES IN AMERICA! Operate or Sell!

Salesman, P. O. Box 285, Minneapolis, Minnesota.

TOPPER Goes to Town
WORLD'S FASTEST SELLING VENDOR

Please send me your name and address, complete with pictures and details, and LOW PRICES, or Write

VICTOR VENDING CORP.
4205 FULLERTON AVENUE, CHICAGO,

Cigarette Machines

75 Gourte 6 Colums Cigarette Vending, $1,500
100 4 & 7 Slims, $1,750
100 4 & 7 Regular, $1,000.00
100 4 & 7 All Sizes with Cabinet and Bin, $1,500.00
325 4 & 7 Slims, $3,500.00
500 4 & 7 Regular, $5,000.00

Cleveland Coin Machine Exchange
2306-9 Prospect Ave., Cleveland, Ohio

CHARMS

For your Vending Machines. Our complete assortment consists of more than 200 different kinds. Send $1.00 for samples and quantity prices.

M. T. DANIELS
1878 University Ave., Wichita, Kan.

PEANUT & GUM VENDING MACHINES
New, Direct From Factory

Only $2.40 each and up

OVER 60,000 SOLD

UNIVERSAL

WORLD'S FINEST VENDOR
Rents Full View
4-in-1

Four Vendors combined into a beautiful single unit for huge SALES—MORE PROFITS.

4-in-1
"SERVICE SET" For Salesmen, All Bulk Vendors.

FOUR-IN-ONE MFG. CO.
2047 A. M. PHILA., PA.

NUT VENDOR

Coin Money FOR YOU!

Huge Demand by Merchants

MARKET GARDENERS
Taverns
Dance Halls
Restaurants
Other Establishments

Write for complete information on this dynamic new idea.

CASTLETON HOUSE
1016-1020 Sydenham Ave., DeL., Chi., Ills.

RECONDITIONED MACHINES

SNIACS ONLY $12.95

ADVANCE BAIL GUM, Model D, $3.90
NORTHWESTERN, Globe Type 1, $4.00
100,000 Sold

EVEN BETTER, Globe Type 2, $5.00
 mop Bly

CANADA, Globe Type 3, $6.00

WORLD'S HARDEST NO. 4, $8.00

REPAIR DEPT. SPECIAL

Watches and Jewelry, reconditioned, made to order, Single Column Globe Type, $1.40 plus tax.

Write for Free List of Asco Specials.

ASCO VENDING MACH. EXCH.
sold at 727 LAWRENCE AVE., NEWARK, N. J.

BIG APPLES

RECENTLY INSTALLED IN

$

RESERVE YOUR TERRITORY

D. ROBBINS & CO.

BID PAPER shredding machines

Write for facts

D. ROBBINS & CO.

39 BROAD ST., NEW YORK, N. Y.
**Computation of Costs for the Vending Machine Operator**

By A. Bernard Goldstone, C. P. A., New York

During the past decades the science of accounting has progressed to the point where the accountant is no longer satisfied with merely presenting facts and figures on past operations but is more anxious to analyze these figures, with the aim in view towards budgeting future operations. In order to operate a business profitably, it is the utmost importance that the business man has at his command accurate figures based on past experience, which he can use to plan and budget future operations successfully. The average vending machine operator is interested in costs primarily, because he must know how few packs any given location must sell in order to make a profit. In other words he must know, in relation to his own business, just how much business a machine must do in order to be able to afford leaving it on location.

**Direct Cost**

In discussing costs we must bear in mind that there are two distinct elements of cost which, however, cannot be considered separately. The first element of cost is known as "Direct Cost." Direct cost ordinarily refers to the actual cost of goods sold, and the total will normally vary in direct proportion to sales. In the vending machine industry the direct cost ordinarily includes: (1) Actual cost of cigarettes, (2) direct taxes on cigarettes, if any, (3) cost of matches dispensed, (4) depreciation of machines, and (5) wages or expenses paid to owners of locations.

Upon analyzing the above we find that these costs vary directly with sales and further that they are direct or positive ones. The average vending machine operator can easily compute the costs mentioned above on his various machines, which, therefore, ordinarily arrive at the gross profit (total sales less direct costs) on each location.

**Indirect Costs**

The second element of cost is known as "Indirect Cost." Indirect cost—or "overhead"—normally refers to the actual expense of operations, and this figure usually remains constant. However, the effect on the operator as a whole is that his total cost of doing business increases as operations are increased, the unit cost however will never, however, vary in the same proportion to sales as direct costs will.

The vending machine operator can, from past experience and present commitments, estimate the total expense cost of operating his business. He should make certain that all expenses are included and that they are not charged on an annual basis. The total arrived at, divided by 52, will result in an average weekly overhead expense. The estimated weekly overhead expense (at the end of the year be paid pro rata to pensioners) have been increased they will not, however, vary in the same proportion to sales as direct costs will.

**How It Works**

To show how this works let's consider an example an operator of 100 machines. The following figure will show that the total overhead expenses for a year will be $15,000. (Of course, all of the expenses will be included.) Each of the expenses is divided by 100.000, and the resulting figure is the cost of each machine. The resulting figure is then multiplied by 100.000, and the result is the total cost of each machine. The resulting figure is then multiplied by 100.000, and the result is the total cost of each machine.

After computing the direct costs in the above manner the operator figures his gross profit on packs of cigarettes, and then deducts this amount from his total expenses to arrive at the gross profit on each machine. The gross profit on each machine is divided by the total number of machines and subtracting a reserve of 3 per cent to cover machines inoperative and repairer...
Little Poker Face! Plays Real Poker

New! COUNTER GAME TRADE STIMULATOR

Rich metal cabinet, glorifying chrome trim. Dependable precision mechanism...positively bug-proof that has lasted 10 years of vending machine manufacturing! Juggler-proof reals—cheat-proof combination 1c to 25c slot; last coin visible—non-skid vacuum rubber feet—man's big game features! Size 9¾" high, 9½" wide, 6½" deep.

MONEY-BACK GUARANTEE! Try LITTLE POKER FACE for yourself. If you're not completely pleased return it and get your money back!

IMMEDIATE DELIVERY
SANDERS PRODUCTS CO
6227 Broadway, CHICAGO

London

LONDON, Oct. 15.—In common with many other businesses, selling of almost all amusement machines in Britain practically came to a standstill during period of tension created by European crisis. Peaceful settlement of the trouble may lead to revival; business badly needing it. Apart from the crisis, July, August and September were three of weeks in which the business here has experienced for a long time. That is taking things generally with a particular apposite in mind to the fact that coin-operated machines are by nature unobtrusive and of such a character that they will be read as less conspicuous as they increase in number.

Reports from seaside resorts do not, on the average, make good reading. Many operators report drops in takings. This may, in part, be due to some making people shy of spending their usual quota of vacation money. Also in mind of some, partly due to the operation of so many inland supermarkets taking away novelty of amusement machines when seen by holiday makers at seaside change stations.

Edward Graves has resigned secretaryship of the Bingo Operators' Society. No announcement is yet forthcoming as to his successor.

William Lague and Louis Galiano are in London following a recent visit to Chicago. Will stay a month before returning to South Africa.

Sir Arthur Burrows is in hospital as secretary of Amusement Machine Operators' Society. He was injured in a car accident near Herne Bay, where the Burrows family operates a sporting car. Car collided with lorry loaded with heavy newsprint. Bob escaped with bruises. Sir Arthur is now in Ivylington Nursing Home, Mandeville place, London, W. I. and would like a cherry line from American friends.

Trade still awaits announcement of date and place of next Amusement Trade Exposition, where it is likely that all old coin-operated machines will be shown.

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all the prior art, and it is decided whether the invention could be adapted to coin operation. The Patent Office makes a determination of the facts. This is a very important matter, and the decision is final. A number of claims is filed, and a grant is made to the inventor.


Invention—Portable Target Rifle

Application, June 3, 1938.

Number of Claims, 5.


Invention—Automatic Toy Rail Gun

Application, August 20, 1938.

Number of Claims, 6.

Inventor's Name—Edward Graves, London, W. I.

Invention—Automatic Coin Return Mechanism

Application, October 1, 1938.

Number of Claims, 8.

Inventor's Name—Edward Graves, London, W. I.

Invention—Automatic Coin Return Mechanism

Application, October 1, 1938.

Number of Claims, 8.

Keeney Muses on Games Mystery

CHICAGO, Oct. 15.—There isn't an hour in our business day which does not see an entry coming in from some distributor, jobber, or operator. This is not unusual. A recent statement of J. H. (Jack) Keeney, a veteran of the trade visiting the factory.

"Honesty, I don't know where all our Triple Entries and Triple Entries have half and have sold so many Triple Entries since its introduction that Jerry G. and his file are just looking for more. The one sole game location already had 500 invitations for both games."

"But, " continued the head of the Keeney company, "we seem to be fighting the traffic. The people are not buying the more spots become available for them."
DON'T BE MISLED... THERE IS ONLY ONE ORIGINAL RED - WHITE - BLUE

UNIVERSAL — THE ORIGINATORS OF "NEW REELS" — "TAKE A TIP" AND OTHER FAMOUS DEALS — THE ORIGINAL DESIGNERS OF THE ORIGINAL RED-WHITE-BLUE.

AVAILABLE WITH OR WITHOUT JACKPOT CARD WITH BIG PROFITS

1980 TICKETS. Takes in 1980 Tickets Pays Out (average) $1.90

Profit (actual) $49.50

2980 Tickets. Takes in 1980 Tickets Pays Out (average) $1.92

Profit (actual) $50.50

3980 Tickets. Takes in 1980 Tickets Pays Out (average) $1.92

Profit (actual) $50.50

4980 Tickets. Takes in 1980 Tickets Pays Out (average) $1.92

Profit (actual) $50.50

5980 Tickets. Takes in 1980 Tickets Pays Out (average) $1.92

Profit (actual) $50.50

6980 Tickets. Takes in 1980 Tickets Pays Out (average) $1.92

Profit (actual) $50.50

7980 Tickets. Takes in 1980 Tickets Pays Out (average) $1.92

Profit (actual) $50.50

WRITE TODAY!

DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Cable address "WATLINGITE", Chicago.

PUBLICITY FOR CANDY

As an address by Otto Schneeberg, Curtis Candy Co., Director of Sales, Curtis Candy Co., Chicago, Illinois, October 22, 1938. (Illustrated by artist.)

Ladies and Gentlemen: To outline the potentialities of our Cooperative Collecting campaign to date would necessitate too lengthy an address.

Furthermore, each day brings new factors into our plan. New gestures of cooperation are being made by the Voluntary Union of Candy Manufacturers, and the development of our campaign at this moment has reached a point where I am greatly encouraged to continue our work, to redouble our efforts. In the light of recent developments the ultimate success of our efforts seems reasonably certain of fulfillment.

Since January of this year many things have taken place. I should like to mention the names of some Miller, manufacturer, jobber and retailer who has so generously co-operated with me. I should like to say, not only in the hundreds of salesmen, retailers and advertising and publishing companies and other individuals who have effectively contributed to the progress of our campaign. Unfortunately, this is impossible.

But I do want to sincerely impress upon everyone that the many wonderful things that have been accomplished in this campaign of Collective Co-Operation have not been done without the expenditure of great effort and money by many individuals. The first half year of our campaign is just about closed and a backward look on the activities of several companies will show they have spent many thousands of dollars. Two of these companies in this group will have spent approximately $60,000. Many others have also contributed generously and stand by ready to do their share in a bigger way as soon as plans are further developed.

As our time is limited we will not discuss further this phase of our campaign. However, I do feel it is right that all should realize that many have made great sacrifices which are being accomplished for the good of everyone in our entire industry.

Campaign Aspects

I will now attempt to explain as briefly as possible the major aspects of our campaign.

I will review the elements involved in the present condition of the candy industry and outline the plans and methods of the campaign which have been accomplished for the great of everyone in our entire industry.

In other words, the groundwork has been done. It was the hardest work. In prior addresses to various groups I outlined in elementary fashion each step of the campaign. Today we treat of more advanced subjects.

We realize, of course, the conditions under which the candy industry has struggled for years. Prior to the inception and inauguration of our Collective Co-Operation campaign, very little thought or study had been given to the industry, generally. To candy itself. The only approach to this problem means to promote the candy business to a higher plane of prosperity.

Conclusively, our important job is to impress America with the truth about candy. We have a big task ahead of us. There are millions of people who hold fantastic notions about candy. Furthermore, this job is made more difficult because the public is daily assailed by the advertising and selling methods of competition, that candy is a luxury, and that candy spoils the teeth, ruins health, and that candy ruins health.

We have a campaign of Collective Cooperation to the present of our companion. It is the campaign of collective action. As our time Is limited we will not discuss further this phase of our campaign. However, I do feel it is right that all should realize that many have made great sacrifices which are being accomplished for the good of everyone in our entire industry.

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WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Cable address "WATLINGITE", Chicago.

THE ONLY DEAL OF THIS TYPE IN THE EAST

Worlds Champs

THE ONLY DEAL OF THIS TYPE IN THE EAST

At 10c a ticket, the Diamond Bell is $1.00. Last Name $0.00. WATLING MFG. CO.

BRINGS $7.00 — Costs You $2.90

Every Player becomes a Fight Fan. Location of the认 for Flash and Fortune is a real Attention Getter for the Play. The Player gets a picture. World's 70 NAMES BIG VALUES

At 5c a Sale, the Diamond Bell is 65c. Lot

FREE to each Player and is a real Special Prize.

Worlds Champs (Retail Value $1.99)

TRADING POST

130 Names Type Deal as Above $9.90

BRINGS $2.00 — Costs You $1.00

FREIGHT FREE to each Player.

World's Champs

TRADING POST

130 Names Type Deal as Above (Retail Value $2.00)

BRINGS $2.00 — Costs You $1.00

FREE to each Player.

World's Champs

M. A. (Dick) Webber, of the A. W. P. Vending Machine Co., poses in front of his show in Atlanta.
In the diet, its nutritional functions were sloe. "The Truth About Candy" was its Journal of the American Medico-Ass.* almost a "defeatist' attitude. They have dispensed with easily; that there le nomemo for them tit the diets of Amer -
selves feel that their products could be such does not regard it right of the fact that this product average person eats every day at the din.
other nuts and fruits.
syrup, butter, milk, eggs, peanuts' and belongs In the deity diet. Let me toter-rupt here to enalyre candy.
W. Haggard, Yale's famed phyalolbilet. be praised candy so heeding.

Of our convention Speakers, strewed the

Importance of candy in

To mention the

What Is

At our recent convention

Collectively the candy industry is a very important consumer of staple products. The manufacturing and distributing set-

Great Progress

During the past seven months our campaign has made tremendous progress along the lines of "collective co-operation." I will indicate to you some of the

All these elements combined, including their employment of some of the most powerful newspapers to reach all parts of the United States, have been so

DORRIS NOVELTY CO., Jennings distrib, prepares to deliver Multiple Racers and Multiple Liberty Bells to the trade. Seville Dorrit stands on the sidewalk between cars.
CLEAN UP WITH WIN-O!

Original Electric Bingo Game
The long-awaited easy-making solution for prizes, raffles, entertainments, church bazaars, charity drives, beauty pageants, etc. Now at amazing low prices. Complete sets, including 1900 blackboards, counter, counters, displays, etc.

$7.50

H. C. EVANS & CO.
1529 West Adams Street, Chicago.

America millions of patrons see the seal. Incidentally, it is estimated that 9,000,000 people are engaged in the actual selling of candy. This includes proprietors, managers, clerks and salesgirls. There are the people who are in the front-line trenches. They have direct contact with consumers. We feel that these people are not only prospects for candy themselves but they can be developed into real salesmen of candy to the public.

They can be educated to a new knowledge of candy as a food. They can be enlisted as real fighting soldiers. For it is within the scope of their jobs to suggest the purchase of candy to customers. Consumers, who buy other foods, drugs or tobacco or any merchandise in a dealer's store, will not hesitate, if urged, to spend another nickel or a dime or a quarter for candy, be it candy bars, built candy or package candy.

Detroit

DETROIT, Oct. 15.—Pop Corn Robot Co. has purchased a new factory. Production is expected to be well under way in about a month.

Michigan Vending Service has just completed restyling its product, the Tradin' Post. The service is now being carried on in Canada and the United States is now being handled.

Atlas Automatic Music Co. is settled in its new quarters at 5131 West Grand River avenue.

Russell Trick, Detroit operator, is optimistic about business conditions, particularly in the music field in which he operates. "Business had held its own for the past several weeks," said Trick. "Indicating that the end of the recent slump is at hand." Trick has just moved to a new location at 10609 Eagle avenue in the suburb of Dearborn.

Lawrence Durkee, who operates at Flint, Mich., has bought some Thuntype fortune cakes from the Witting Scale Co.

The partners have an arcade at Park Island Amusement Park at Lake Orion during the summer and have moved their equipment over to Oxford, only a few miles away, for the winter months.

Ben Robinson, manager of the Robinson Sales Co., is finding business so good these days that he has to work at his shop till 10 or 11 o'clock almost every night. He is going out of town soon to get new machines.

That the feminine element in operating is becoming very strong in Detroit was very evident this week when the first two purchasers of new music boxes turned out to be women—Hersi White and Mary V. Y. Griffith, the latter of the Marling Music Co. Both ladies have been in the market for Seeburgs, as was Tom Berdis, west side operator.

G. Leo Chadwick, north and music operator, is now using the name of the Chadwick Coin Machine Co.

Lena M. Hornbeck was a buyer of Wurlitzers recently. Other customers of Wurlitzer were M. L. Pard, Modern Coin Machine Co. and Lewis M. Carr.

Detroit's famous brother-operator team—such as the Berks and the Hedges—and another addition of James Avery to the records. James is a brother of Eugene Avery, who has been in the music machine business here for five years.

James Avery is operating from the east side, using Seeburg phonographs.

Lawrence Durkee, who operates at Flint, Mich., has bought some Thun-type fortune cakes from the Witting Scale Co.

Kalamazoo Coin Machine Sales of Kalamazoo, Mich., bought some Bang-Bang Deer machines this week from the Tinsel Shot Corp.

Ace Distributors Held Up by Truckers

NEWARK, N. J., Oct. 15.—Jack Kay, of Ace Distributors, says: "I want to apologize to the many operators who have not yet received machines ordered from us during this past week.

"Due to the truck strike, we were unable to ship orders which we have received during the strike period. We attempted to get our own trucks into service but were halted by strikers. Rather than have any of our force injured in running the trucks we desisted from shipping. Now that the strike is over we are filling orders as fast as possible."
Dave Stern Boosts Dalal Tally Game

ELIZABETH, N. J., Oct. 15.—Dave Stern of Royal Distributors reports, “In my estimation Tally is one of the best counter games ever introduced to this industry. This game is unusually well built. The reserve award feature alone will win many players. This plus the jackpots and the intermediate payoffs make this one of the best award games ever produced in the counter game category. I want our congratulations and compliments to Mr. Douglas and Mr. Helbing for this great counter game they have given us.”

Dallas

DALLAS, Oct. 15.—With the opening this week of the Golden Jubilee of the Tally East Coast distributors’ report a decided pick-up in business. The marketing of full crops and a better general trade outlook have also added to the optimism of operators.

William P. Bolles, Rudolph Wurlitzer Co., passed thru Dallas recently. He was en route to Los Angeles by plane and was met at the local airport by Herb Wedewen, of the Dallas Wurlitzer office. C. Wilson Peppard of this week Mr. Bolles returned to Dallas and spent several days as guest of Mr. Wedewen. Mr. Bolles was in fine spirit despite the recent injury to his limb. His many friends in the music industry will be glad to learn that his limb is fast healing and that he will soon be entirely recovered from his injury.

The Kidd Sales Co. has opened a branch office for Oklahoma at 18 South Walker street, Oklahoma City. The new office will have charge of the sale of Kidd products in the entire State of Oklahoma. Charles O. Kidd, president of the company, returned this week from a trip to the branch office and reports an excellent business with the company’s products. For the Oklahoma office Wurlitzer is very happy.

The Kidd Sales Co. has also opened a branch office for Arkansas in Little Rock, also a branch office in Shreveport, Louisiana. Mr. Bolles was in charge of the Arkansas and Louisiana offices last week when this report was made.

The Kidd Sales Co. has opened a branch office for Texas in Dallas. The company is in the process of opening branch offices in all the large Southern cities. The Kidd Sales Co. has opened a branch office for Texas in Dallas.

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Fisher Brown is moving his office and manufacturing plant to his new home at 25 South Harvard street. Brown has his associates in the business for over 30 years.

Bowl-A-Bump

We are proud to announce the following changes in our staff:

H. E. Reynolds, the new Sales Manager, has joined the staff. He is a member of the Reynolds family and has been with us for several years.

The Kidd Sales Co. has appointed W. B. Beachburn, Mobile, Ala., as its exclusive distributor for the Southern District. Beachburn is already doing a fine distribution business for the Kidd products in the Mobile section.

Hans Van Reydt, of the Simplex Distributing Co., Houston, distributor for Texas, Oklahoma, and Arkansas, is an old friend of the Kidd Sales Co. He has been with the company for several years.

Mr. and Mrs. W. H. Newell, of Wichita Falls, Tex., were in Dallas this week visiting their son and daughter, Ray Newell, who is a large operator in both Wichita Falls and Lubbock, Tex. Business has made a definite pick-up in the Western section, according to Mr. Newell, who has a branch office in Dallas.
Fitz Crows About Bally Showrooms

NEW YORK, Oct. 15—John A. Fitzgibbons, regional director for Bally Mfg. Co., states he is proud of the five complete showrooms now located at various spots in the Eastern territory.

"We have created a fine service organization for operators. It must be remembered that our organization ranges from Maine to Maryland and it is quite a trick to cover it."

"To cover this large area so that operators will get speedy service and will also be assured of getting available advance information, we have set up complete showrooms that are stocked with all the latest Bally equipment and also have our men traveling over a large area surrounding each city."

"These showrooms and offices act as delivery depots for the operators. They give the men the very same service that they can obtain from us at the Bally Building, and furthermore every man in charge of these offices has been thru a training course which fits him for the kind of service and sales which we have set up as our standard."

Oriole Reports Ad Series Praised

BALTIMORE, Oct. 15—"Ads which appeared for Oriole Coin Machine Corp. have won praise from operators, jobbers, distributors, manufacturers," says an Oriole spokesman. "Our stand-up advertising in type and borders combined with sparkling copy has caught their eye."

"Many letter writers wrote: 'It's hard to believe, but I read your ad before I read anything. I thought you'd take out reading my ads. Others at the factory feel the same way about it.'"

"Many letter writers operators have been unusually complimentary," concludes plaster.

Eddie Ross reported: "Some of the letter writers to whom I have received have been truly commendable. We want to assure them that we are sincere in our ads and, the the style is unique, the thought is what we want to convey to them."

New York Coinmen Regret Two Shows

NEW YORK, Oct. 15—A survey of trade sentiment here indicates that many coinmen are discouraged by the fact that two organizations of manufacturers in Chicago have announced two separate shows, one in December and one in January.

Trade members here say that in previous years the New York trade has been able to stir up considerable enthusiasm for the annual convention, to plan special trains and to generally set the pace for enthusiasm for the entire country. But it now appears that there will be difficulty in stirring up enthusiasm.

"They worry. Nobody could be过来 making the convention a success now since they are afraid of offending manufacturers if they show."

Aronson Back to Work After Illness

BROOKLYN, Oct. 15—Charley Aronson, of Brooklyn Amusement Machine Co., has returned to complete his work after a serious operation, has returned to the firm.

"He is back greeting old friends and, the taking it easy, says he is happy to be back on the job. Many of the leading distributors, jobbers and operators were visitors at his home after his convalescence. Charley Aronson reports, All are glad to see him back on the job."

Ring Them Bells!

DETROIT, Oct. 15—Sam Schaub, local coin machine distributor and jobber, is to be married October 23 at Muskegon, Mich., to Mace Berman, of that city.

STONER's RITZ BINDER BETTER THAN MACVAP! IMMEDIATE DELIVERY!

STONER'S RITZ BETTER THAN MADCAP! IMMEDIATE DELIVERY!

GUARANTEED RECONDITIONED GAMES

BALLY RESERVE $25.00 BEE-HI $20.00 SILVER FLASH $15.00

BALLY FLIER $25.00 SNAPPY $20.00 WESTERN'S ASCOT $15.00

BALLY PLANTER $20.00 CHICO BASEBALL $15.00

BALLY LITE $20.00 BLOOMING 50.00

BUDIN'S SPECIALTIES, Inc.

174 S. Portland Ave., BROOKLYN, N. Y.

LOWEST PRICES—GUARANTEED PERFECTLY RECONDITIONED

AUTO DERBY $15.00 EQUALITE $9.50

AIRWAY $12.50 ROSE BOWL $8.00

MERRY & MUSKET $9.50 SNAPPY $7.00

ROBB $8.00 JUNGLE $7.00

CHICO BASEBALL $6.50 LONG BEACH $6.50

DAILY DOZEN $6.00 DAILY RESERVE $5.00

ACME AUTOMATICS, INC., 593 10th Ave., New York City

SPECIAL TIME SALE

(UNLIMITED TIME ONLY)

COMPLETE DEALS, $2.50 EACH (2260 Ticket, Card, Holder and Jar)

COMPLETE DEALS, $2.60 EACH (2260 Ticket, Card, Holder and Jar)

Choice of Any Card Listed (Labels Included)

BUCOINE MACHINE CO.

DEROUTED DRAW

ERYTO AND "LIGHT UP" BACKBOARD

NOW
SUPER-ZETA
with
"LIGHT UP" BACKBOARD

STONER's
AMUSEMENT MACHINES
The Billboard

ACME AUTOMATICS, INC., 593 10th Ave., New York City

SPECIAL TIME SALE

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BUCOINE MACHINE CO.

DEROUTED DRAW

ERYTO AND "LIGHT UP" BACKBOARD

STONER's
AMUSEMENT MACHINES
The Billboard

ACME AUTOMATICS, INC., 593 10th Ave., New York City
DAVAL'S MONEY-MAKING MASTERPIECE

YOU'RE constantly increasing the demand!
WE'RE constantly increasing production!

Thank you!

ODD BALL

Phenomenal 5 Ball Novelty Game with RESERVE BANK up TAKES $50.00 and intermediate awards! ALSO STRAIGHT HI-SCORE MODEL!

- Completely metered for your protection!

PRICE $74.50

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

∗45.

A new Weed in search of a new Hit - Original Pull Card. Guaranteed 100% and all previous stories. Consequently scarcity is being felt more and more. The used-game market is a good barometer of a machine's worth. Why there is a shortage of a certain machine you may be sure it is a real winner.

Rock-o-Balls Are Going Well—Nelson

ST. PAUL, Oct. 15.—Operators throughout Minnesota and the Dakotas have been buying Rock-o-Balls for us pretty close for Rock-o-Balls," said N. L. Nelson, sales manager of the Al H. Cohen Novelty Co.

"We thought we had a good stock of Rock-o-Balls on hand until a week or so ago, when we began getting unusually large orders. We shipped out all we had in the warehouse and then called on the Rock-Ola factory in Chicago for more. The factory increased production and now operators are assured of getting their games immediately.

SLOTS

CHIEFS and SILVER CHIEFS

500 JENNINGS

WILL TRADE FOR ONE-BALL PAYOUT TABLES, PACES RACES, MARATHONS, BALLY RESERVES, ATLANTIC CITY OR OTHER TYPE RESERVE TABLES

WHAT HAVE YOU TO TRADE?

NEXT TIME TRY....

ORIOLE

COIN MACHINE CORP.

Pittsburgh • Washington • Buffalo

500 JENNINGS

SLOTS

CHIEFS and SILVER CHIEFS

WILL TRADE FOR ONE-BALL PAYOUT TABLES, PACES RACES, MARATHONS, BALLY RESERVES, ATLANTIC CITY OR OTHER TYPE RESERVE TABLES

WHAT HAVE YOU TO TRADE?

NEXT TIME TRY....

ORIOLE

COIN MACHINE CORP.

Pittsburgh • Washington • Buffalo

3 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEALS

50 WINNERS A So Salesboard

42 Boxes of High-Grade Chocolate

HALF PRICE

PER TICKET

500.00

50.00

5.00

25.00

2.00

$2.40

CANDY FOR THE HOLIDAYS

$1.00

$0.50

$0.25

$0.10

$0.05

DELIGHT SWEETS, INC.

50 EAST 11TH STREET

NEW YORK, N. Y.

SALESBOARD OPERATORS


CROWN SALES CO.

4034 Brooklyn, Kansas City, Mo.
Operators Praise Flexible Eureka

CHICAGO, Oct. 15—"Thanks for giving us the operating flexibility we need!
That, according to Jim Buckley, general sales manager of Bally Mfg. Co., is the gist of what operators said when they saw the new Bally Eureka free-play game.

And believe me," Buckley adds, "this Eureka game really is flexible. It has all the proven profit features of Bally's biggest hits, changing odds, a high ball, the free-play coin chute permits operators to place the machine in the center of their novelty spots. By the flip of a switch the game can be operated either as a multiple or a single-coin machine. Likewise it can run as a .25- or .50-cent game—or as a one-dollar game if a new simplified adjustment system provides the widest range of adjustability ever built into any type of game.

Paged from every angle—by any appeal, appearance, mechanical perfection and operating convenience, Eureka is, by far, the biggest dollar's worth of coin machine value on the market today."

Peachy Popular, Says Wolberg

CHICAGO, Oct. 15—"It's a triumphal tour from production line to location, with a grand reception by players for our newest game, Peachy," says Paul Wolberg, Chicago Coin Mfg. Co. official.

"Distributors loved the game the moment they saw it. Operators placed the game on location and followed suit with cheers and reorders. On locations players expressed their praise of Peachy with steady play. Players are responding to Peachy like ducks to live decoys, and operators are bagging the kind of profits."

"Peachy is a straight five-ball novelty game, one of the best on the market today. It has plenty of flash for attractive attention. It incorporates action and play ideas specially designed to build repeat play, and is available in a fully metered model as well as a standard model without meters."

Coin Machines to Boost Business

(NACOMM Release)

CHICAGO, Oct. 15—"We've forever boosted business, the new theme song of the National Association of Coin-Operated Machine Manufacturers, will take its bow and begin to make its weight felt at the NACOMM Coin Machine Show in San Francisco, December 14-16.

The show is to mark the beginning of a nationwide drive to put coin machines over as one of the essential instruments of business. NACOMM's theme song and slogan, "Coin Machines Boost Business," will strike the keynote of the campaign. It will also set the tempo of the greatest coin machine show history can be proud of—packed to overflowing with features—new and starting—which no operator can afford to miss.

The public relations program will be launched with a radio broadcast from the Boulevard Room of the world's largest radio station in the first day of the show, November 14. It was decided by the show committee and the publicity committee at a meeting last week. Leaders of the industry, manufacturers, nationally known distributors and operators from the four corners of the earth will fire the facts into the air, reaching a half million people through talking stations over all the nation.

The industry has a message with a wallop. It uses huge quantities of American products and raw materials, and workers, and they are doing things they need and want quickly, efficiently and cheaply. It gives employment to thousands and stimulates industry in general. All this has been true for years, but not many people outside the industry know it. A start at putting this message into practice is to be made at this show, and the entire industry cannot miss the opportunity to reach people through the round-table discussion on the half-hour radio programs.
Mills Announces Opportunity Line

CHICAGO, Oct. 15—The new line of machines developed by Mills Novelty Co. was recently announced as "the opportunity line." An executive of the firm acted as sponsor for each new machine and put his best descriptive powers into explaining the features of the new product.

In general it was explained that the new line "is the result of careful planning, a sincere attempt to understand the operators' problems and a real desire to offer needed assistance in solving those problems."

"The smallest bell machine in the world" is one of the new offerings, developed, it is said, to avoid attracting the attention that standard bells do on location. It is called a vest-pocket bell and resembles a special type of wall box in appearance.

A new table-game offering is called Hi-Boy. It has the Mystery payout mechanism and offers the appeal of bell machines in animal characters on the backboard. If the lights stop on winning characters the player must shoot the ball for a winning score. If lights do not stop on winning spots the player may still shoot for an award.

A new and distinctly modernized penny scale is also among the new machines announced. It is called the Tryton. Two new trade stimulators and a bell called the Square Bell are included in the list of new machines.

Peachy Proves Maker's Policy


"We have made it a policy to produce games that make money for operators. We check it against rigid operating standards. If it passes we make a working model and place in on test locations. On location a game has to prove its mechanical ability, endurance and profit possibilities. If it fails it is either re-designed or discarded."

"Peachy went thru tests with flying colors. It attracted play and showed mechanical perfection. It is the game that could stand the test it was made. Now that it is in many, many locations it has proved that it is a real game. It is because of our policy that operators look to Chicago Coin for novelty games."

Genco Extra Ball Swings Into Favor

CHICAGO, Oct. 15—"To attract and hold attention in this age of variety you've got to give 'em something different," says Dave Ginsberg, official of Genco, Inc. "If you can give the public something so different that it's far ahead of the other devices around, and a host of operators the nation over are finding themselves setting pretty in their locations since they placed the new Genco games, Jitterbug and Rag-time."

"The new Genco feature that puts these games out in front, in addition to several other playing ideas incorporated in them, is the extra ball feature. The extra ball works this way: When the player makes a score of 1,000 the shuffleboard automatically releases another ball for play, enabling the player to try for a higher score. The same thing happens when he gets 10,000 points."

"In both Jitterbug, a straight novelty game, and Rag-time, a de luxe-type free-play game with Genco's proven free-play unit the extra ball has proved the source of the kind of location thrill that really makes real profits for operators," Ginsberg concluded.
Washburn Finds
Service Pays

LOS ANGELES, Oct. 15.—“I have always been deeply interested in the
problems of coin machine operators and ready to help them if I possibly can,”
stated Charles E. Washburn, Los Angeles
a member of Washburn’s organization: “He has carried his interest in
the operator-client to the point where he has
nothing less than personal visits, as well as possible, with, with satisfactory
results. He and his company are doing all they can to help the operator make money.

Washburn’s travels carry him throughout Southern California, Arizona and
occasionally, that bordering States. He has
recently found it necessary to open
of the business in Phoenix, Ariz., at 1519 N. Central avenue, in addition to his offices in Los Angeles.
located at 1511 W. Pico street.

Games Going Well,
Says Bert Lane

NEW YORK, Oct. 15.—“From the entire Eastern territory, just as in
rest of the country, for the demand for General’s ‘Hogants’ Intermediate
Reserve and Triple Play continues to swell,” says Bert Lane, head of Seaboard
Sales.

“The virtues of the games are well known, so I need not say much about
these games. They are getting fiction
locations reports and operator comments
time,” Lane concluded.

Fred Freeman, sales manager for Sea-
board Sales, reports: “The demand in
up-State New York and New England States is a joy to behold. My customers
keep insisting on volume shipments in
neatly in Bert Lane’s
neck to see that they get them.”

Monarch Enjoys
Business Upturn

CHICAGO, Oct. 15.—Reports from the offices of the Monarch Coin Machine Co.
and their recent forecasts, according to
officials regarding business trends are being substantiated by present volume.

Dave Clayton Nemeloff, manager of Berks, are highly elated over the way operators
have responded to the service they are
offering. Not only are they enthusiastic
customers for the equipment of every type, both new and used, which which is
available to them, but they are equally enthua-
siastic boosters of the company, which is a source of much satisfaction.

Minn. Ops Hold
Annual Meeting

ST. PAUL, Oct. 15.—At the annual State meeting of the Minnesota Amuse-
ment Games Association, held at the
Midwest Athletic Club on Wednesday, September 28, Alex Nelson, vice-presi-
dent of the Rock-ola Mfg. Corp.,
attended the convention of operators. He
developed the theme of operator co-op-
ter’s business and their
association work. He complimented the association on its unusual growth of
membership, drawing operators from all over the State.

He also reported upon the progressive program which the
association is carrying on.

“Now, you usually know when there's a good organization in a tenn-
itory, because operating conditions are
responded to the service they are
offering. Not only are they enthusiastic
customers for the equipment of every type, both new and used, which which is
available to them, but they are equally enthua-
siastic boosters of the company, which is a source of much satisfaction.

YOUR SIGNAL
FOR BIGGER PROFITS!

THE BIGGEST MONEY-MAKING
FOOTBALL BOARD EVER MADE

New DUO-GRIP
TRADE STIMULATOR PLUS
3-WAY STRENGTH TESTER

DE LUXE
GRIFFIN SCALE
3-WAY STRENGTH TESTER

IMMEDIATE DELIVERY

GOING STRONG: INDIAN DICE $24.50

YOUR SIGNAL
FOR BIGGER PROFITS!

THE BIGGEST MONEY-MAKING
FOOTBALL BOARD EVER MADE

New DUO-GRIP
TRADE STIMULATOR PLUS
3-WAY STRENGTH TESTER

GOING STRONG: INDIAN DICE $24.50

NEW LOW PRICES ON THICK AND SEMI-THICK BOARDS

HARLICH MFG. CO.,
1413 W. Jackson Blvd.,
Chicago, Illinois.

FUR COATS

SWAP OR SELL NOVELTY TABLES

SOUTHERN MUSIC CO.
505 W. Central Ave.,
Orlando, Fla.

FUR COATS

LATIN, SWEDISH, LOWEST PRICES.

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Cigars Swing for Odd Ball Success

CHICAGO, Oct. 15.—Tommy Grant, of Advertising Posters Co., is well known to operators of the coin machines in the lavishness with which he passes out good cigars. But nobody, not even the maharaja of India, makes a practice of distributing free of all charge and totally gratis the extra good 20-cent cigars that Tommy was seen handing to all and sundry recently.

It seems that Tommy was present at a preview held about two months ago at the Daval showroom and as the new Daval novelty game, Odd Ball. He liked it from the start. Indeed he fell for it like an aviator without a parachute, and he worked himself up to the point where he began to make all sorts of prophecies and predictions. Al Douglass listened to him indulgently for a while. Suddenly he interrupted Tommy's spate of praise and asked him to report his last remark.

"I said," announced Tommy, "that Odd Ball will outdistance Robin Hood in sales!" New Robin Hood was the Daval game that preceded Odd Ball.

Tommy and Al argued in circles for a few minutes and the upshot of it all was that a bet was made—Tommy had one box of extra good 20-cent cigars which said that Odd Ball would beat the sales record of Robin Hood.

The rest of the story is told. Two weeks ago, four weeks after it first went into production, Odd Ball doubled the record made by Robin Hood. Tommy gleefully collected his swag and began to brag about his victory.

Wiggins Joins Jennings Sales

CHICAGO, Oct. 15.—"After a successful trip thru Indiana and Twentable Bar,: most operators with experience in the coin machine field," reported a Jennings official.

Wiggins is an oldtimer in the coin machine field, and has now as a traveling representative. He knows operators' problems and is well qualified to discuss their troubles with them.

"Among his outstanding achievements is a machine that actually sells itself on its appearance and record?" he says. "I don't have to point out the feature, of the Oran are so favorable for Multiple Racer.

One objective of his trip is to acquaint operators with this new method of protecting their profits. Wiggins says: "With Jennings 'Multiple Racer' the slug evil is a thing of the past. It's easy to open, close, and start but no reset. This feature will save operators many dollars in collections."

Wiggins reports a very good reception for Multiple Racer. He says that the features of the game are so favorable that he finds no sales resistance. In fact, he says, 'I don't have to point out features such as the attractive translucent light-up cabinet with flasher, the high top award, one-to-four coin play, slugproof coin chute or, in fact, any of the other outstanding features. Here is a machine that actually sells itself on its appearance and record.'

Wiggins will visit operators in Colorado, Wyoming, Montana, Idaho, Washington, Oregon, Utah, Nevada, California, Arizona, and New Mexico.
TALLY

Publicity Boosts Play

Tally

More attention to licensed games in city

Sanderson Markets

Little Poker Face

(REIGN Game)

Chicago, Oct. 15.- The new low-priced
counter-game called Little Poker Face is our
latest game to be introduced to the trade," said a Sanderson Products Co.
representative.

"Among the game's attractive features
are five spinning reels, which are not
playing of realistic five-card poker with
decisive wins and seven winning
combinations. Awards are indicated and odds
are from 2:1 to 50:1. A new combination
slot accepts coins from 1 to 10 cents,
the last coin visible. Spinning reels are
removable and tamperproof, and
mechanism is well guarded. Housed in
a chrome trim, with an attractive
display of ball gum visible through
a glass window, the machine is
offered on a money-back guarantee
of satisfaction.

Sanders has been a builder of coin
and vending machines for over 20 years.
Engineering experience and up-to-date
facilities enable them to produce a low-
priced machine. By perfecting
design and perfection and quality.
Little Poker Face has set a high standard for
performance and profits on location tests.

New Game Offered

"With or Without"

Chicago, Oct. 15.- "With or without"
"New Game"

"With or without," replied Jim Buckley, general
manager of Bally Mfg. Co., when asked to
comment on the new Thistledown one-
armed bandit, which Bally has added to its
line.

"As a rule, people are very
glad to have a change in a
game. We have a new
game for people who like
change," Buckley explained.

"And the beauty of it all is that
in one, with double
thrills, double amusement
and double awards. May be
operated for payouts, tickets, checks or
amusement only.

First, spinner light pays
indicated odds on a win-
ning selection. Then, if
player matches such win-
ing selection by pin-ball play, awards
are automatically doubled. Odds 2-1 to top of
50-1 for match play.

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

AT YOUR JOBBER OR WRITE...
SALESBOARD OPERATORS!

Hundreds of SUPERIOR, HARLICH and other Cash, Step-Up and Cigarette Boards to be closed out at once. Write for list today.

H. G. PAYNE COMPANY
312 Broadway, Nashville, Tenn.

Budins Are Hosts At Housewarming

BROOKLYN. Oct. 15.-Hundreds of guests attended a housewarming recently given by Herman Budin, one of the leading citizens in the East. Budin, celebrating the purchase of a new home, proudly showed his guests a fine one-family brick building located in the Flatbush section. They were vociferous in their praise.

The party was scheduled to begin at 2 o'clock but many succeeded in jumping the gun and the house was filled by that time. It lasted until the small hours of morning.

Among the gifts received by Mr. and Mrs. Budin was a set of genuine sterling silver tableware consisting of 140 pieces, being a gift from a group of his many operator friends. The presentation was

announced by an operator, "It's really a fine tribute to Herman Budin. For many years he has been one of the most respected and honored coin machine jobbers."

Labor Costs in Stores

NEW YORK. Oct. 15.-Defending the costs of retail prices and distribution services, Lew Hahn, general manager of the progressive National Retail Dry Goods Association, spoke at a meeting of business men at the Hotel Roosevelt here recently on the services which retail merchants render to customers.

Hahn also took a very progressive at-titude toward labor, pointing out that even if it were possible to cut the costs of labor in retail stores the result would be to add to the vicious circle of causing more unemployment and less buying power.

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ROCK-OLA'S MUSIC “COMBINATION” makes more money!

PUT THE “MONARCH 20” IN THE “MAIN” ROOM

You’ll get MORE for your money with Rock-Ola’s Music “Combination” because it gives the customers MORE for their money. The Monarch-20 with its “streamline” design, its “Borealis” light-up grille, its true tone, its 99% slug-proof coin chute, its simplicity of mechanism make it the first choice of progressive operators.

PUT THE “PLAYBOY SPEAKER” IN THE “EXTRA” ROOM


Build for PERMANENCY!!

LO-BOY SCALES
For study, dependable profit year after year, you’ll be wise to invest in Lo-Boy Scales. Guaranteed for 5 years.

$54.00
Sold on easy time payment terms if desired.

WORLD SERIES
You’re missing a great steady profit opportunity year after year if you don’t operate a model of “World Series” baseball games that makes money long after it has been paid for itself. Details and prices on request.

3-UP AND ACROSS THE BOARD

The long life one-shot payout that’s a live coin-makker and never grows old. 3 Games for one price. Extra Light-up back board panel and award chart free. ACROSS THE BOARD has base race symbols; 3-UP has fruit symbols.

ROCK-OLA MFG. CORPORATION • 800 N. KEDZIE AVE., CHICAGO, ILLINOIS
THESE THREE GREAT WURLITZER PHONOGRAPHs

MODEL 500
The "FIVE HUNDRED" . . . a de luxe phonograph of unrivalled beauty and brilliance. Features moving, changing illumination, pianotype keyboard, 24 records. Enables Wurlitzer Music Merchants to line up ultra exclusive locations they could never get before.

SENSATIONAL ILLUMINATED CABINET
LIBERAL FACTORY TRADE-IN ALLOWANCES
24 RECORD CAPACITY

MODEL 600
The "SIX HUNDRED" . . . America's most popular automatic phonograph. Features brilliant illumination, 24 records, living tone. Has proven in thousands of locations its ability to promote steady play and produce big earnings.

MODEL 660
The "SIXTY ONE" . . . A Counter Model for locations that lack floor space for a phonograph—a great extra profit producer, a second phonograph in large or locations. Brilliantly illuminated, records. Pays exceptional dividends, small investment required.

COUNTER MODEL 661

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

No question about it! Plenty of reason for it! Wurlitzer's three great phonographs literally sweeping the country.

Sweeping old phonographs out of location under Wurlitzer's Liberal Factory Trade-In Plan . . . to be totally destroyed—forever removed from competition!

Sweeping in big profits wherever the Wurlitzers are installed. See them in action. Hear them play and you'll know why.

Then take inventory! Clean house! Turn in your old instruments under Wurlitzer's Liberal Factory Trade-In Plan on brilliant, big earning Wurlitzers.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Turn in Your Old Instruments on WURLITZER AUTOMATIC PHONOGRAPHs
Under Wurlitzer's Liberal Factory Trade-In Plan