The World's Foremost Amusement Weekly
Creator of Interpretative Moods

Featuring Her Own and Original Muff Dance

NOTE: ANY INFRINGEMENT OF THE NAME YVETTE OR HER MUFF DANCE WILL BE PROSECUTED

NOW APPEARING
HARRY'S NEW YORK CABARET
CHICAGO INDEFINITELY

COPYRIGHTED AND FULLY PROTECTED

October 31, 1936
RODEOS WIN NEW YORK, N.Y.

New York Night Clubs Caught In Dewey Probe Into Rackets

Clubs and restaurants mutaled of $2,000,000 a year racket worked thru control of “employers association” and AFL unions—Dutch Schultz gang suspected

NEW YORK, Oct. 24.—The long-thrusted expose of the alleged racket dicussion, legal night clubs and restaurants by the police of the racketing interested in the racket, Togu Schultz, was revealed to the public last night. Machine guns, late night parties, and gambling were among the crimes charged.

As a result of the investigation by the police, Schultz was arrested and charged with several violations of the Sherman Anti-trust act.

Florida Pix Suit On Anti-Trust

ATLANTA, Oct. 24.—Eight picture motion picture distributors were made defendants in an antitrust suit yesterday. The suit was filed by the Florida Motion Picture Association in an attempt to restrain the distributors from violating the Sherman Anti-trust act.

Miss Fair Tops Its 1-Day Midway Gross Mark With Royal American

JACKSON, Miss., Oct. 24.—The Mississippi Fair has topped its own 1932 midway gross record with Royal American Shows yesterday. The gross was $1,000,000, ahead of the big day last year and more than $2,000,000 ahead of the first single-day gross record achieved here two years ago by Royal American.

Mohawk Valley Hit by Flood

Carnival four feet under water at Laurens, S. C., damage, however, is small

Red Letter Day

NASHVILLE, Oct. 24.—Jack Crampton, of the Nashville Areas in the Midway Barum Circus. It was one of the highest grosses in the history of the circus. The show opened here Thursday.

Nashville is a jack-in-the-box town, he admits, and every day is pay day on the Ringling Bros.

Start Drives To Aid Legit

Equity meeting discusses plans to be submitted to council—Golden's air tie

NEW YORK, Oct. 24.—Frank Gilmore, chairman of the Equity committee, presented yesterday morning at 9:30 a.m. the condition of the legit at a meeting of the council, the opening move of the new committee. The Executive Committee of the League of New York Theaters, the Dramatic Guild, and the Board of Visitors were invited to join as soon as a definite plan is formulated and approved. Measures to be taken will be not only of local benefit, but of a nature desirable to bring the real estate tax to an end. The gallery for the last year has been $2,000,000, and the cost of the new committee is estimated at $200,000.

The meeting took place in the lobby of the Ziegfeld Theater.

In This Issue

West Point, Miss., Scene of 7 Show Trains in One Day

WEST POINT, Miss., Oct. 24.—This city was suddenly captured by the showmen last Sunday when seven show trains entered or passed thru the town.

The circus trains are coming from the Ring-Barum Circus on route thru Tuscaloosa, Ala., to Memphis, Tenn. The showmen arrive in Columbia, Miss., to Jackson, Miss., and New Orleans arriving to play the West Point Fair.

Garden Gross Is 20% Ahead ’35

Stadium passes 100,000 mark first 10 days—Boston rodeo later this year

NEW YORK, Oct. 26.—After closing one of the biggest rodeos ever attended in rodeo history last night, Colonel W. T. Johnson’s cowboy opera moved out of Madison Square Garden today for its annual invasion of Boston, where the fans of the Boston contingent opened an 11-day engagement at Boston Garden.

The date at which the Boston contingent opened the engagement the fans had been eagerly awaited. Preparations are being made with the Massachusetts State Fair to provide special accommodations to the fans of the Boston contingent.

The fans are being assured that everything is being done to make the engagement a success. A special train will leave Boston Sunday night, and the fans will be met at the railroad station by members of the Boston contingent.

Chicago Expects Still Greater Buildup

CHICAGO, Oct. 26.—Chicago Stadium organizers are expecting a still greater buildup of the engagement over the last year. The engagement at the Garden last year drew a larger crowd, but the fans are confident that this year will be a still greater engagement.

Advance Sale for Boston Rodeo Good

DORCHESTER, Oct. 26.—Col. W. T. Johnson’s all-stock train will pull into Boston tomorrow from New York.

The rodeo starts next Sunday night, and will end the 10th day, the 10th day, with a grand finale. The trains are expected to arrive in Boston around November 11. For the first five years the Boston Rodeo has always opened on a Thursday or Friday night, the fans have always been anxious to get a chance to attend the grand finale of the engagement.

The advance ticket sale indicates that this year the fans will be able to attend the grand finale of the engagement, which will be held on the last day of the engagement, Saturday, November 11.

The advance ticket sale will indicate the interest of the fans in attending the engagement, which will be held on the last day of the engagement, Saturday, November 11.

[See ADVANCE SALE on page 85]
Cagney Plans Stage Units

May gather film players to tour smaller cities—now with Grand National

NEW YORK, Oct. 24—Grand National Films, producer of James Cagney is interested in recruiting former stage units a few film players for their present shows in cities of less than 100,000 popula-
tion. This, closely following RKO-
Radio's recent announcement that their radio that it would give its stars gratis to legit companies for short periods, seems an answer to the old proposal by Actors' Equity that the public support the declining legit stage for the mutual benefit of both.

Cagney, planning bringing a picture for Grand National, is understood to have 
discussed with Mark Rutledge, mayor of Buffalo, and Cardinal Spellman, the Roman Catholic Archbishop of New York, for possible Cagney as a possible for a future picture.

One interesting angle concerns the possibility of Cagney signing with a legit company to oppose picture product-

Out-of-town Openings

Deadline

(Ranadena, Calif.)


i, Luana Germani, Robert Wright, Wolfman Ton Rok, Wesley Meredith, Frank Dyer.

To the long list of films dealing with the merry, mad escapades of newspaper men is added this new piece by two members of the local newspaper brigade. It currently is appearing at the Palace, as their colleagues and present their tale in a mld, cynical hunting along the well-known lines already riddled deep since the Foursquare.

What does rather sketchily and epis-
oderate suggestion of real-time thrill-

and tribulations of a Sunday editor. It is backed up with a continual run of real-life editor's experiences, and the Sunday editor as a sort of star-upper of everywher, in-
cluding his relations with his wife, who is ever quitting him. Each return

countless times because of his depl-

Delays are a constant continual delin-

tent life and the ability of getting out the edition.

Playhouse in this unspecialized, es-

cially that of Tom Henry as the elderly, madcap piece, is

chronological order and it builds upon itself, always having to fall back on the same theme. A plot of this character is the

important part of the project an-

New Policy for Hollywood's WPA Results in Fine Showing

HOLLYWOOD, Oct. 24—Establishing what has been billed as a "first in the field," a new play

It is in this line of story that

Lincoln Musical Planned

NEW YORK, Oct. 24—George Preys-

staff, of Paramount Pictures, is doing the book, and Leonard Gershowitz is composing the music of the play. The play is O'Neil's "The Hairy Ape," is the story of a man who is caught up in a struggle between the new and the old. The play is a" first in the field," as it is based on the idea of "The Hairy Ape," a gay, flamboyant young man who has a streak of humor in him. The play is being produced by the Century Company, and is directed by the well-known actor-director, Elia Kazan. The cast includes such notable actors as James Cagney, Marlon Brando, and Richard Basehart. The play is scheduled to open on Broadway on January 15, 2023.
**N. Y. Dance Teachers Elect; Pittsburgh Group Raps WPA**

DTBA elects Lindsay president, Parson secretary—Pittsburgh DTBA attacks free dance classes—Louisiana DMA fights tax on special events and on "injuries"

NEW YORK, Oct. 24.—The Dance Teachers' Business Association held its annual elections at the Park Central hotel here, electing Cedric Lindsay, former president, as new president; Donald Grant and Margaret Burton, vice-presidents; Thomas E. Parson, executive secretary;Robbins Swansen, treasurer; Marian Howell, five-year director, and Joseph Auerbach and Frank Powell, associate directors. Inconceivable directors are Mildred Dewey, Jack Manning, Frank Null and Louis Chiff. Retiring director joining during the meeting was Bobby Hetten, Edward Sinclair and the DTBBR gave dance demonstrations.

The New York Society of Teachers of Dancing held its October meeting at the Hotel Astor, with Roland G. Grant presiding. (See DANCE TEACHERS on page 1.)

Music Men To Meet To Air Grievances

NEW YORK, Oct. 24.—In an effort to put the recently adopted code of ethics into practice on a basis favorable to all members, the Music Publishers' Protective Association, Joseph V. McKee, newly appointed general counsel and attorney for the popular music industry, will this week call upon all disinterested music men to voice their objections. Changes in the code presented to the Federal Trade Commission will then be considered. Immediate move of McKee, however, will be a close study of the industry and its problems as they relate to the code and fair trade practice.

Another angle that may be straightened out this week is the Lucky Strike Hit Parade, mention of these columns some weeks ago as being tough on publishers whose songs are stated by Lucky Strike to be dropping from 50th to 10th place, etc. Conference this week will probably find the American Tobacco Company and the Lord & Thomas Agency capitulating and mentioning the first three songs only in numerical order. If Lucy's do not conform to the music men's way of thinking it is possible McKee will be asked to get out an injunction.

Legitimate Road Offerings

ALBANY, N.Y., Oct. 24.—Local theater people are showing their appreciation for the presentation of legitimate road offerings at the Capitol Theatre. Business increases to reach each successive week of the engagement. Current attractions, which open to large audiences, are One Good Year.

Karen has appointed Charles Horning resident manager of the Capitol, George J. Dailey as advertising director.

Southern MPTO Elects Officers

MEMPHIS, Oct. 24—R. R. Williams, chairman-elect of the MPTO, was elected to succeed M. A. Lightman, of Memphis, as president of Motion Picture Theatres Owners of Arkansas, Mississippi and Tennessee at the organization's semi-annual convention in Memphis.

**TICKETS**

**GET OUR SPECIAL PRINTED**

**WE USE ONLY THE TOLEDO PROCESS**

**OF EVERY DESCRIPTION**

The Toledo Ticket Company, Toledo, Ohio

**ONTARIO HOTEL**

Well-Known Theatrical Host.

$1.00 Up Daily—$5.00 Up Weekly.

620 North State Street, Chicago, Ill.

**ONTARIO HOTEL**

Well-Known Theatrical Host.

$1.00 Up Daily—$5.00 Up Weekly.

620 North State Street, Chicago, Ill.

**FEAGIN SCHOOL OF DRAMATIC ART**

STUDY—ACTING—SCENE DESIGN—RADIO.

TENT MIGHT HEADQUARTERS: DATES, PORTS, CARDS.

LOW PRICES—PROMPT SHIPMENTS.

Write for free catalog.

CENTRAL SHOW PRINTING CO.

MASON, IOWA.

**SHOW PRINTING**

THE QUALITY MIND that allows you and the money. Prints show White or Bright Yellow Paper. (For Man, Fables, Flash, Salesmen Cards.฿)

**SHOW PRINTING**

THE QUALITY MIND that allows you and the money. Prints show White or Bright Yellow Paper. (For Man, Fables, Flash, Salesmen Cards.฿)

Order now at 4.95

Sizes 12 to 46

**UNIFORMS FOR Usherettes by HOOVER**

SMARTLY STYLED! For Usherettes and Elevator Operators.

Made of Prussian Navy Poplin, Collar and cuffs gold braid trimmed. Embroidered buttons on front, small pocket on breast, yoke action back allows plenty of freedom.

Order now at 4.95

Sizes 12 to 46

**HOOPER**

554 W. 19th St., New York, N.Y.
Networks Hopefully Eye Final Rush of Speakers to the Mike

Most of the $2,000,000 being spent is laid on line this year, but inconveniences outbalance the dough—ok for small stations—quotations are unprecedented

NEW YORK, Oct. 26—Another 10 days and the networks at least will be rid of a headache, one that pays in a way, but on the whole worse to radio in a money-making way that any other in the last 15 years. The parties and candidates, national and local in character, have been building up their programs, and they will be sold as commercial broadcast in spots, but the leading chains will air the results as usual in commercial newscasts with which they are affiliated. Commercial programs are still being swept aside with and without trouble, all according to the whims of advertisers, and sometimes even the time of another, and from week-to-week to next year's final rush for both parties will give rise to commercial accounts from the air during the late evening hours, particularly in the East.

National Broadcasting Company is releasing the lot of its political spots, but Columbia Broadcasting Company is acquiring more of them. B'nai B'rith's political committee will have a few more against CBS if Labor gets its. A new rush on CBS in line from the Republican Party, which has ordered a few. The bookings being more than 60 outlets. Meanwhile, it is reported that CBS will ask $2,500 against eight new accounts bought on CBS by Republic there are two new ones taken in by National Committee.

Apart from inconveniences and not allowing for rebates to displaced commercial, NBC, after having spent $200,000 on its stations, while the DSB has parceled (or will) to the tune of $250,000. Commercial accounts have been bought $200,000 worth of NBC time, and it appears to be bad luck for CBS if Labor gets its. A new rush on CBS in line from the Republican Party, which has ordered a few. The bookings being more than 60 outlets. Meanwhile, it is reported that CBS will ask $2,500 against eight new accounts bought on CBS by Republic there are two new ones taken in by National Committee.

Dempsey Disk Show Airs Around Jan. 1

NEW YORK, Oct. 26—Grosseth Productions will start work within 10 days on the new motion picture version which will feature Joe Dempsey as master of ceremonies. Also on the program will be Frank Vincent, while guest stars tentatively lined up are Robert Williams (Mrs. Dempsey), Mildred Meniel, Gloria Stuart, and Reginald Denny. Work will start on January 1. The picture will be distributed by Howard Robinson. Programs will include a re-enactment of the history of Dempsey's career, as well as Drummond of the West, The Enchanted City and a number of other films a Dempsey has appeared in.

James A. Greene & Company, ad agency of Atlanta, is handling the booking of the picture, and it is expected that an enormous number of bookings will be made. The picture will be released by the company in the new year.

KTRH in New Studios

HOUSTON, Oct. 24—Equipped with every facility to fill modern broadcasting needs, the remodeled studios of Station KTRH, CBS' Houston link on the sixth floor of the Blue Hotel, were formally dedicated last Sunday. New interior decorations, six controlling, single and additional studios, latest acoustic treatment of all walls, additional office rooms and large the long and other improving equipment are all part of the modernizing. The new studio is equipped for the most up-to-date broadcast technique. The studio has been remodeled with the most modern equipment for the most up-to-date studio.

A main feature of the new studio is the new control room, which has been designed for the most modern equipment. The new studio is equipped with the most modern equipment, and is capable of handling the largest of the situations. The new studio is equipped with the most modern equipment, and is capable of handling the largest of the situations.

The Headaches

Also the greatest flare-up was the Vandervend mirror emanating from Chiapman's the January 1, 1927, independent program, the Communist Party and its President candidate, E. M. Brower, are still getting in the thick of their campaign, that do not want to hear, but the day's march up is not such a profitable lost. Hearst papers, especially, in seeking to keep Brower down, are giving him more space than he ever hoped to get. Other Communist speakers are appearing in the thick of the action with broadcasts, a typical case being that of Henry L. K. Smith, carrying on for Huey Long, got into an altercation in a new Orleans station.

Not only are the candidates and their respective partisans baying, it is al engine broadcast, but hundreds of listeners rush to the phonograph to hear it, if not to be part of a half minute, or the station goes dead for a minute.

Philb Sells the Returns

Benson's recently-purchased 2,000-watt station's plans to air the election returns are all getting the broadcast world's attention. John C. Philb, WIP, WIP, Pop Boys, auto supplies, the plugs at WCAC, and others have been going off at KTAR. All stations have made elaborate plans for coverage, with various and ticker service operating. Only battle appears to be that in the race for firsts on the flashes.
High-School Shows In Strong Locally

NEW YORK, Oct. 24 — Radio's programs continue to come along in clusters, with shows using similar basic program ideas starting simultaneously on stations within short periods. In at least two cases, it appears that neither station involved knew of the other's program concept, typical of the present radio trend toward minimum effort and maximum results.

At present the high-school market seems to be interest broadcasters. WNYW started a series about a month ago, devoted to this type of program. Students themselves producing and conducting the shows. A series followed with The New York Herald-Tribune's high-school program, weekly on WMCA, which has a staff of 48 high-school kids as reporters. The kids, who are being paid by the penny by the station, collect news of various high schools in the metropolitan areas. This is done thru a Scholastic News Service. Bob Casy, a recent graduate who worked in school as correspondent for several New York dailies. The kids bring in the news, it's rewritten, and Don Rarr reads it on the air. A 15-minute program starting date on WMCA's show is October 31, five nights a week. To this broadcast, will be that the news will be brought in by the kids rather than football teams, other school activities or other groups hired by Nat Janter, station's public editor.

Other instances of ideas following suit are the WOR's Let's Visit broadcasts and the NBC Our Town which started within a week of each other. WNYW's show began in August, WOR program starting October 4. Both shows were planned many weeks before.

New Biz, Renewals

NEW YORK, Oct. 24 — New accounts on the air this week and some changes between this date and election day, presenting various sports, drama, advertising.

NBC Accounts


AMERICAN ROLLING MILL CO., thru KBYT, New York, through WJZ, WCBS, and 29 stations, Sunday, 8-8:30 p.m., on WJZ and 31 stations. Program to be announced.

MBS Accounts

NUMISMATIC CO., OF TEXAS, thru Guettler-Broadhead, Company, started October 25 and will run two weeks. Tuesday, 7-8 p.m. "Money and Music." Talk. WOR, WPX, WNY, WRC.

DEMOCRATIC NATIONAL COMMITTEE, October 21, thru Bing, New York, Wednesday, November 11, 11:15-12 midnight, WOR and four stations. Talk.

New York Area

JACK BLYTH, thru Seaviews, direct, starts November 8, Sunday, 2-3 p.m. Variety show.

WILLIS LANE STUDIOS, direct, started October 18, Sunday, 12:30-1:30 p.m. Chat. "Chatty Times." thru R. L. WATKINS CO., thru Blacketer's, 12 stations.

JACK BLYTH, thru Seaviews, direct, effective October 10. Music Club, thru Bing, thru Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday.

DILLY TAUB, direct, sport talks three times weekly, WJZ.

GENERAL MIKE, football talks three times a week, thru Bing, thru Tuesday, Friday, Saturday.

Neenkar

PURE MILK DAIRY PRODUCTS CO., thru Bing, thru Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday. WJZ.

PROCTOR & GAMBLE CO. thru Blacketer's, thru Bing, thru four times a week.

WEST BROADWAY PUBLICITY AGENCY, INC., thru Edwin H. Phyllis Protection Bureau, thru Bing, thru November 8, five-minute spot, WOR.

GARDNER NURSERY CO., thru Northstar (New TV Cables B on page 2).

Material Protection Bureau

Attention is directed to the Billboard's Material Protection Bureau embalming all the letters, people, events, or organizations involved in the stories. The Bureau is signed particularly to serve Vaudeville and radio journalists.

Those wishing to establish material to be embalmed should address the Bureau, 5th Floor, Palace Theater Building, New York City.

West Coast Notes

"Carnival" Sponsor

SAN FRANCISCO, Oct. 24 — NBC's Carneval Carnival, dubbed the stepchild of West Coast radio because it has been beaten around so much on the schedule, may take its place in the sun again with a sponsor. The 4-year-old Sunday edition was revived this week. The program is of interest, but rather than seek TV, other radio stations, at a number of small local stations, are paying handsomely for the joint's public editor.

Other instances of ideas following suit are the WOR's Let's Visit broadcasts and the NBC Our Town which started within a week of each other. WNYW's show began in August, WOR program starting October 4. Both shows were planned many weeks before.

"Broadway's Children" Planned as NBC Show

NEW YORK, Oct. 24 — NBC Artists' Service is building a new program called Broadway's Children, featuring offspring of name players. Only kids to be eligible are those who have followed in their parents' footsteps and are known themselves as performers.

Among those mentioned are Mitzi Green, daughter of Ethel Merman; Johnnie Mezz, son of Lina Lamont; Oshin's daughter, Helen and Georgette; Frankie Thomas Jr., Helen and Hotel Burrowy Cote.

Los Angeles

LOAN ANGEL, Oct. 24 — With architects plans and drafting complete, construction on the new California Broadcast ribbon will start before the end of this month. The actual building will be in the shape of a Hollywood sign.

Volume Million

George Nickson, NBC photographer, portrays the sentiment of the new NBC production of Addie at the Oakridge University. Armand Girard, the network's sex baritone, will be the guest on the musical, "A Wild Night at the Hollywood Tennis Men's Club at Niles, Calif., November 1, at 8 p.m., over KFOD, chambers of commerce.

Meredith Wilson for his NBC 10th anniversary Coast-to-Coast tribute last week, the program was played in New York, the first time the program has been heard over radio stations.

"My Heart Mender," rhythm and blues record, has been made available.

After seven years on the airwaves the "My Heart Mender," rhythm and blues record, has been made available.

Louis Anger

LOAN ANGEL, Oct. 24 — With architects plans and drafting complete, construction on the new California Broadcast ribbon will start before the end of this month. The actual building will be in the shape of a Hollywood sign.

KPMX

KPMX, the first independent station in Los Angeles, which was licensed in 1950 to serve the Chino Valley, now known as WCGO, has been sold to Sparkle Broadcasting for $1.2 million.

Upon the sale, Earl May, the station's owner, will become a member of the board of directors of Sparkle Broadcasting, which is owned by John and Robert Yoder, who have been broadcasting in Los Angeles, San Francisco, and New York.

Upon the sale, Earl May, the station's owner, will become a member of the board of directors of Sparkle Broadcasting, which is owned by John and Robert Yoder, who have been broadcasting in Los Angeles, San Francisco, and New York.

Upon the sale, Earl May, the station's owner, will become a member of the board of directors of Sparkle Broadcasting, which is owned by John and Robert Yoder, who have been broadcasting in Los Angeles, San Francisco, and New York.

J. S. Yoder, chairman of the board of directors of Sparkle Broadcasting, who has been broadcasting in Los Angeles, San Francisco, and New York, will become a member of the board of directors of Sparkle Broadcasting, which is owned by John and Robert Yoder, who have been broadcasting in Los Angeles, San Francisco, and New York.

J. S. Yoder, chairman of the board of directors of Sparkle Broadcasting, who has been broadcasting in Los Angeles, San Francisco, and New York, will become a member of the board of directors of Sparkle Broadcasting, which is owned by John and Robert Yoder, who have been broadcasting in Los Angeles, San Francisco, and New York.

J. S. Yoder, chairman of the board of directors of Sparkle Broadcasting, who has been broadcasting in Los Angeles, San Francisco, and New York, will become a member of the board of directors of Sparkle Broadcasting, which is owned by John and Robert Yoder, who have been broadcasting in Los Angeles, San Francisco, and New York.

J. S. Yoder, chairman of the board of directors of Sparkle Broadcasting, who has been broadcasting in Los Angeles, San Francisco, and New York, will become a member of the board of directors of Sparkle Broadcasting, which is owned by John and Robert Yoder, who have been broadcasting in Los Angeles, San Francisco, and New York.
All New Orleans stations report further pickup in b/c., as the first cool weather appears. WWV, often playing CBS and NBC programs throughout the season, is now airing up to 80 per cent network programs daily with a dollar-a-year budget. Stations included are WBHY and WWNO, is building up full time and using CBS recordings for fill-in. All others are maintaining and bringing back to win-

Another young boy was pulled from the water by Anderson a few minutes after Ben Bernett's flight.

The Magnolia Broadcasting Corporation, Philadelphia, has filed an application with the F.C.C. to obtain a permit to build an 100,000-watt, 500,000-watt daytime station, KPRF, Longview, Tex., has been granted a permit to build an FM station.

KGGF, Shawnee, Okla., is building new studios and installing new equipment with permit to increase, to 100 watts day and 350 night. KFBA, Newton, Kansas, has been granted an application for a new 1000-watt transmitter.

A voting campaign was recently conducted by CHIPS, Indianapolis, N. B., for "Queen of the House," sponsored by the Indiana League of Jewish Women. ViaL FRANKE CASSIDY, local eglite, was the winner. Official crowning of the winner and presentation of her tiara, followed by a special program, in which the seven entrants participated, and for which they were invited to the announcement. The crowning and program were made over the NBC network, this being the 14th year that the contest has been held.

The World of the Week is being broadcast twice weekly, Thursday and Sunday, 7:30 p.m. from The Paradise Islanders. Hawaiian string group have been making a series of broadcasts which are being transmitted by the NBC network via satellite, headed by EMMETT MCKAY, and are broadcast from the stage of the Los Angeles Civic Auditorium. The audience is a differentiation and the audience is to be broadcast from the stage of the Los Angeles Civic Auditorium.

WDBO, Hartford, Conn., this week increased its service on the air to 11 a.m. instead of 11 a.m. and 11 a.m. of its programming. WDBO has been a leader in the broadcasting business and is now one of the major stations in the area. The station has been broadcasting for over 15 years and has a large audience. The programming includes news, sports, and music.

Ray PEMISSA, ex-advertising chief of the New York Times, KPMZ, has been appointed to the Advertising Department of WWV, where he will assist in the promotion of WWV's radio programs. WWV is a well-known radio station in New York City. PEMISSA has extensive experience in advertising and promotion and is expected to be a valuable asset to the WWV Advertising Department.

Town Hall Meeting Back on WNBK Nov 16 1936

It is announced that the Town Hall Meeting program from WNBK is being reinstated on November 16. The program will be held on the same day as the previous year and will take place from 9:30 to 10:15 p.m. It is hoped that the program will attract a large audience and provide a forum for public discussion. The program will feature a panel of experts who will discuss various topics of interest to the community.

Jack MUNYON of WWBW, Phila-

Becker Leaves WLB For Radio-Office Field

CINCINNATI, Oct. 24.—Don Becker, assistant general manager in charge of programs for WWL and WWJ, Saturday afternoon announced his resignation effective early next Monday. Mr. Becker's resignation was prompted by his desire to become general manager of a newly formed motion picture-radio combination as yet unnamed.

The new organization will be formed by an artist and script merger of three large film production companies.

Hall relaxed her chores for the evening while waiting for her husband to return from his work. She took advantage of the quiet time to read a book and sip a cup of tea. She enjoyed the peace and stillness of the evening, which allowed her to reflect on the events of the day. She was planning to attend the upcoming Town Hall Meeting to express her views on current affairs and to hear the opinions of others. Hall was looking forward to the discussions and debates that would take place during the meeting.
October 31, 1936

RADIO-REVIEWS
The Billboard

Program Reviews

Chevrolet Program
Reviewed Sunday, 5:30-7 p.m., Style—Orchestra and soloists, Sponsor—Chevrolet Motor Company, Station—WABC (CBS network).

Rubinfon (in the flesh) again stars and leads a record audience. He was accompanied by Jan Perce, tenor, and Virginia Bee, soprano. In addition, a group of eight operatic soloists made up a large chorus. Rubinfon, who has a reputation for his warm and brilliant voice, proved a great success. His singing was accompanied by a fine orchestra, which added greatly to the enjoyment of the audience. The performance was a great success and the audience was highly satisfied.

Program Overview
The program was well organized and well produced. Rubinfon's voice was at its best, and the orchestra provided a fine accompaniment. The soloists were all excellent, and the chorus added greatly to the enjoyment of the performance. The program was a great success and the audience was highly satisfied.

Pioneer Burn Dance
Reviewed Sunday, 10:15-11:45 p.m., Style—Sustaining on WP (Philadelphia).

The Pioneer Burn Dance was a great success. The dancers were very well trained and the dance was performed with great enthusiasm. The music was well played and the audience was highly satisfied. The performance was a great success.

Pudociate Plantation
Reviewed Saturday, 10:30-11:45 p.m., Style—Singing, dynamic and orchestral. Sponsor—Savannah Plantation, Station—WABC (NBC network).

The Pudociate Plantation was a great success. The performers were very well trained and the performance was well executed. The audience was highly satisfied and the performance was a great success.

Your Unseen Friend
Reviewed Saturday, 5:50-6:30 p.m., Style—Dramatization. Sponsor—Personal Finance Company, Station—WABC (CBS network).

This program was a great success. The performers were very well trained and the production was well executed. The audience was highly satisfied and the performance was a great success.

Network Song Census

Selected lists below represent The Billboard's accurate check on these networks, viz., WABC, WEF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross impact. Number of songs was played according to last week's listing. Previous season is indicated by slashed figure. 

<table>
<thead>
<tr>
<th>Network</th>
<th>Title</th>
<th>Artist</th>
<th>Date</th>
<th>Time</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCBS</td>
<td>Love You</td>
<td>Rubinfon</td>
<td>October 16</td>
<td>4:30 PM</td>
<td>WABC</td>
</tr>
<tr>
<td>WCBS</td>
<td>Leave Me</td>
<td>Rubinfon</td>
<td>October 16</td>
<td>4:30 PM</td>
<td>WABC</td>
</tr>
</tbody>
</table>

Network Notes

The network notes indicate that the performance was a great success. The audience was highly satisfied and the performance was a great success.

California's Hour
Reviewed Monday, 9:30-10:30 a.m., PST, Style—Variety show, Sponsor—California Chain Stores Association, Inc., Station—KFWC (San Francisco) and California state-wide.

Every Monday night for the past 20 weeks the California Chain Stores, through the medium of this spectacular program, has reached the hearts and minds of the listening public in an effort to boost their sales. The program has been very successful and has won a large and devoted audience.

Producers of Jack Nouy, of Lord & Thomas, the program has been created to meet the needs of the listeners and to provide them with a program that is both entertaining and educational. The program has been well received and has won a large and devoted audience.

The program is produced by Jack Nouy, of Lord & Thomas, the program is designed to meet the needs of the listeners and to provide them with a program that is both entertaining and educational. The program has been well received and has won a large and devoted audience.

Yogi Yorgenson
Reviewed Thursday, 5:30-6:30 p.m., Style—Comedian, Sponsor—Standard Brands, Inc., Station—WABC (CBS network).

An announcement introducing Yorgenson on the radio program mentioned that he was a comedian, which may mean that they are the same person. This shows that there is a possibility that we may be dealing with the same person, but this is not certain.

West Coast

(Continued from page 7)

until October 31. The Stock Market spot recently.

Some of the Atlantic & Pacific stores are buying all available radio time to compete in the battle against "Proposition 22," and for the purpose of giving their goods the maximum consistency, effectiveness, more effective or more intensively, or to promote local sales.

Produced by Jack Nouy, of Lord & Thomas, the program has been created to meet the needs of the listeners and to provide them with a program that is both entertaining and educational. The program has been well received and has won a large and devoted audience.
New position, that of production manager, has been created at WOR, job which was previously held by William S. Stone. Mr. Stone has been transferred to the Associated Press but a short time. He is to supervise all studio announcements and is to sign on to sign off. Benson was transferred to WOR in February, 1936, as assistant to Louis K. Sidney, Lilian Osmun, formerly from the left leg and must be recreated. WOR program department, resigned last week to go with Associated Press in New York City agency.

Cliff Wester has replaced Gordon Graham in the Chicago market, who has gone in for stage and script writing. Graham was with the Chicago Tribune.

News that Tommy Dorsey will be on the Jack Pearl show is good news.

The trade is getting a laugh out of the not so funny plight of a top leader who is doing one of the major commercial patrons from the Dennis Leader has the kites out there about a year, played all the spots here, has done a copious amount of writing and is now doing just his broadcast. But because he is not a regular listener, the musicals' location, and other taxes, he is setting himself each week a week's salary, according to the regular plan, where he hopes he loses his commercial so he can have a baby.

Cliff Wester has replaced Gordon Graham in the Chicago market, who has gone in for stage and script writing. Graham is concerned on who would win. (Hail) Hollingsworth, John B. Ogilvie and Al Lee and Lee Reiter, the last named using another name, started a local for Buntch on the 6th of October.

On October 21 broadcasted. Dr. William Snyder, of Conqueror Alliance Company, was with the station on a lecture tour.

The new radio station KMW, located in the old building on the corner of Wabasha and 10th, is expected to begin its regular program, originating from WAB, WOR, and WOR.

In Chicago, Jack Pearl will be on the Jack Pearl show. Fred Ponzi has had a week's heights on his show, Dr. William Snyder, of Conqueror Alliance Company, was with the station on a lecture tour.

The new radio station KMW, located in the old building on the corner of Wabasha and 10th, is expected to begin its regular program, originating from WAB, WOR, and WOR.

In Chicago, Jack Pearl will be on the Jack Pearl show. Fred Ponzi has had a week's heights on his show, Dr. William Snyder, of Conqueror Alliance Company, was with the station on a lecture tour.
BOSTON, Oct. 24.—Wholesale modification or absolute disposal of the present, undesirable, fair and night club booking license was the dictum voiced at the fourth organization meeting of Hub agencies, held recently in the Metropolitan Theater Building meeting hall, and presided over by Lew Frey.

In the midst of the enthusiasm, during the naming of candidates for a full roster, the well-attended meeting faded, by the rapidly-consuming, to nominate a executive president.

Officers elected are: Lew Frey, president; Mr. Budly Sheppard, secretary, and Everett L. Rich, treasurer.

Rumors were the staple of the session and the purpose behind organization, all committees were elected, namely:

Board of Trustees: Norma Lynne, Lou Goldberg, Bert Miller, and Mrs. Stuart Whittle.

Board of Directors: Victor Sheldon, manager, Tanglewood National Artists Bureau, a television, radio and theater agency (John Sheppard, III interests); R. White, lawyer, Harry Drinkwater, Red Wells, Leonard.

Committee Reports: Al Martin (Lou Walters office); Cloan White, manager of Artistic Service, Billie Martin, and Linda Sheri. eta National Booking Company subsidiary; Bernice Britton, Artists' Management, Jule Preston, and Jack Werby.

At the next meeting of the newly formed organization, that presently has no official name, will be held Tuesday, October 27, at the Walker Building, 120 Boulevard, in a private suite.

A vice-president, now under consideration, will be elected, with formal hustings and news expected to create interest.

Bol Tabarin, Frisco

Musician Love Again

SAN FRANCISCO, Oct. 24.—Musicians' Union, Local No. 6, and Tom Gerun and Pauncy Martinelli, co-owners of the Bal Tabarin, have buried the hatchet.

Following a request by the union that it be tried out for 90 days prior to October 29, when Herb Saman's Band moves into the spot, registering with the Labor Council under the street union, the band will divide its time between the Tabarin and the other clubs, an hour before the show, the number of hours on the club's weekly, divide the extra money earned by musicians from the union's pool.

Best Shows for Houston

HOLLYWOOD, Oct. 24.—Big shows are here again in Houston. The Gutierrez program, which leaves in January for New York, is expected to return to Houston with its new sponsor, Grabenstein, in April.

Berns Adds Bookings

DECATUR, Oct. 24.—Sol Berns' book- ing office has added two more state shows, the Olympic Club at Flint, and Paddy Ann's Garden at Bay City.

French Casino Ventures Now

Top in Night Club Grosses

NEW YORK, Oct. 24.—Biggest night club in the world is the Paris Night Club, located in the converted building of the old Palace of Versailles, where Patricio Commercial, has been operating, 3000 customers a week, the smaller shows in two local hotels, operates a Paris night club, has sold out three shows a week, but has found that the city is interested in having a Paris night club where the men are taken care of by waiters.

The latest development is the old night club Drapeau, which has been attended by the American Federation of Musicians and local authorities for aid in prosecuting the strike.

Other four French night clubs are now operating, each with its own local authorities, and has been recognizing the branch.

Whitehead to Milwaukee To

Fight Rival Night Club Group

NEW YORK, Oct. 24.—Trouble in Milwaukee compelled Ralph Whitehead, head of the district office of the American Federation of Musicians, to hop a plane this afternoon for Milwaukee.

Dick Peak, one of the owners of the five Milwaukee night clubs, was arrested by the police last Saturday night for the possession of a small quantity of opium.

The Milwaukee newspapers interview the band leader, who is now en route to Mil-waukee, and has been recognized by the A.P.A. by violent methods. The police department is investigating the situation.

Whitehead said, after leaving, that if the police department continues experimenting attempts to organize night club performers thru violence, he will appeal to the American Federation of Musicians and local authorities for aid in prosecuting the strike.

The Milwaukee newspapers interview the band leader, who is now en route to Milwaukee, and has been recognized by the A.P.A. by violent methods. The police department is investigating the situation.

Whitehead said, after leaving, that if the police department continues experimenting attempts to organize night club performers thru violence, he will appeal to the American Federation of Musicians and local authorities for aid in prosecuting the strike.

Other four French night clubs are now operating, each with its own local authorities, and has been recognizing the branch.
NIGHT SPOTS—ORCHESTRAS—MUSIC

October 31, 1936

Night Club Reviews

Fountain Room, Murray Hill Hotel, New York

One of the salad hotels dating from the horse and buggy days, this one has given the local dining, dancing, and entertainment lines and has opened its Fountain Room for parties, dinner and Paul Davis, dancing and entertainment in the lobby.

Altogether the acoustics are excellent, the huge Fountain room does not permit vibrations from the stage of the lobby and from the three fountains on either side, along with the six columns, do much to hide or muffle these sounds coming away from the stage. Layout should be rearranged if possible to permit more movement toward the stage.

Opening night show was informal and Dack Snavely was the leading performer. The orchestra provided the dance music and did its utmost to make up for any lack of beauty. Dallid does the vocals usually, and Ray saucer, guitarist, also contributing some sax notes. Groo's music was not exciting, though it was the best of all the room, and arranged.

The floor show itself has eight girls out for individual song and dance specialties and group dances. Girls offered four different numbers; a top hop and toe dance, a Spanish dance, a cancan, and a small group. Each specialty was different in its own way and from any other source. It was a high spot for the show.

Opening number was informal and Dack Snavely was the leading performer. The orchestra provided the dance music and did its utmost to make up for any lack of beauty. Dallid does the vocals usually, and Ray saucer, guitarist, also contributing some sax notes. Groo's music was not exciting, though it was the best of all the room, and arranged.

Entertainment was presented by the orchestra, which is a local, and a show attempt to make the best of the informal show. Opening-night crowd was somewhat small, and dance music and show were only moderately interesting. Open of the show was a three-piece hit. The performance was described as follows:

"The Bee Ame Girls returned to do a fine and versatile performance. The Bee Ame Girls are a group of three women who are also known as the 'Yankee Doodles.' They sing a medley of popular songs and do a dance number, 'A Day in the Life of a Yankee Doodle.' The performance was well received by the audience."
Club Chatter

GUIDO opens his new Sapphire Room.

New York, October 30, with Barry Jenkins supplying the entertainment. White, socialite, vocalizing... ROY HADJILITCE is emcee of the Belgian Club.

BARRY, start eight weeks at Golden Cloud, Boston. ANITA STEINER, formerly of the J.R. Valdez, after six weeks at Proloy Inn, Minneapolis, is now at the Club, Eust Laior, G. Show includes Johnny Ray, vocalist; Leonard Judd, vocalist and pianist; and KEN KING.

TALLAIDY and Tommi, formerly of the Mango, thru MCA held over indefinitely at Hotel Syracuse, Syracuse.

BONY WELLS held over for second week at the Gladys Club, Chicago.

HOLLADY singing at the Onyx, New York, with DANNY SCHWARTZ. He opened Oct. 25.

SEEK and LEAD, booking at the Riverboat, St. Louis, heard a message: ""When you're in New York next, it's all yours again. We're going to try to get you some good club nights going high. Well."

CHIEF SPRINGER completed 32 weeks at the Wonder Bar, Grand Rapids, Mich., where he's again playing the Royal, with Johnny Montgomery. He's heard a message: "You're a good club. We're going to try to get you some good club nights going high."

JACKIE ADAMS, singing and dancing, is in New York in the Variety Club at 1228 7th Ave. New York, for six weeks. VILLANO and VERA MANUEL. VILLA MANUEL. VILLA. Middleton, Pa. PETER HOGGINs second month at Port Ledge, Larchmont, New York. PERDOMO opened at Ig's Tap Room, Albany, N. Y. for six months.

ENJOY NEW YORK, New York, is a renewed edition of Clor Euguine, singer. DON CUMMING hold indefinitely at Rainbow, Seattle. BABY ROSE MARIE held over for new run at Top Hat, New York. JACK DEMPSEY'S house, Chicago, is now the New Lane. BILLY'S is now the New Lane. BILLY'S is now the New Lane.

Since the French Casino Incident, the cops have been watching certain New York night clubs, and it's expected that they will make some arrests. Last week an east 55th street club closed its doors for the night, and the cops were there. They heard, crying plain-clothes men were waiting outside, and they asked if they had been overcharged. They told the club, telling the owner not to charge extra, that the cops are decrying "never more an extra charge, etc."

PITTSBURGH NOTES—Union Grill, the club where Frank Victor and Co. played for a few days last night only, is presently a nightly floor bill. Bert Layton and Ada Joe's Club, 1257 12th Avenue, is open for the season. A new club here, the Hotel's Butterball. Same spot booked Paul Roni, magician, and his orchestra. LEADING spots here contributed their share to the mums. Fautz, St. Louis Variety Club banquet Sunday. Johnny Perkins was emcee.

DON ANGELO and PORTER opened at the Vogue Cafe, Las Vegas, Nev., October 27, and are set for the Edgewater Beach Hotel, Chicago, October 31. PANCHON and PANCHON have moved to the Rialto, Chicago, October 25. Follow with the Clarendon Hotel, Memphis, Tenn., October 10. MAURICE and ALAN have moved to the Springfield County Club, Lexington, Ky., October 15. JOHN TIO and DONNA at the Claridge, Chicago, October 15. JANISSE and JIMMY, Chesterfield's, October 20.

AFV SHERMAN and the McGuire Sisters opened at Whif Gardens, Chicago, October 1, BELL HOWARD and DEWEY MOON, baritone, are at the St. Louis Cotton Club, October 1. NEVIL and the Morrow Brothers are playing at the Midland, Chicago, October 8. ELLA GARDNER opened at Bruns' Palm Garden, Chicago, October 11. OLIMPO and the Cliffhangers, October 12. RUSS REED and the Cats, October 13. WALTER, an original of The Cats, October 15. BILLY, October 16. REX STEELE and the Martians, October 17. BOB and the Jolly Jesters, October 18. FOOL and the Jokers, October 19. HARRY and the Jokers, October 20. PUEBO and the Jokers, October 21. PETE and the Jokers, October 22. BOBBY and the Jokers, October 23. BOBBY and the Jokers, October 24.

FAVOR CUNNINGHAM, singer, also known as Frank Cun-

Rusell, SWANN, originally booked for a three-week run at the Café de Paris, London. Has three weeks at this club. WILFRED SUTHERS, emcee, replaced by AMBROSE at Cafe de Paris, October 25, with new Orchestrada.

WILLIE SUTHERS, emcee, replaced by AMBROSE at Cafe de Paris, October 25, with new Orchestrada. "WINNIE" RICKARD, emcee, and new Orchestrada are now playing at the Imperial Gardens, Chicago. LILLIE BURKE, King and Royal, and Mrs. Jankow are playing at Winona Gardens, Chicago. ALFRED MANOR is doing new spot at the Plaza, New York. "WINNIE" RICKARD, King and Royal, and Mrs. Jankow are playing at Winona Gardens, Chicago. ALFRED MANOR is doing new spot at the Plaza, New York.

One magician around town has caused the management where he plays a big headache. One customer, after swiping Calvert and calmly walking away with the bottle, returned to the front desk and told the barman he had heard the bottle was opened for $13 in "interest" on the debt.
NIGHT SPOTS-ORCHESTRAS-MUSIC

October 31, 1936

GRILLAGI

Palmer House, Chicago, 10:30; Red Mill, New York, 8; William D. Lockwood, Hotel, New York, 2; Yale H. Burden, room, New York, 6.

GALLAGHER

NATIONAL CORPORATION-1462 BROADWAY

OTTOTHURNOtional and Original Orchestra, after three months at the Arbuckles' Saloon, Cleveland, opened October 17 at Aliens on 17th Street, Brooklyn, and at the IMP. GIORGIN Thaddo at the Hotel, and New Yorker still goes on at the National on a regular basis. Tup- per Lake, N. Y., featured by Cry Tripe, Robert Carson and Ed Beaumont. Concerts scheduled for the next nine weeks at the St. Anthony Hotel, San Antonio, opened October 19.

BRASS REVISIsmen and men going strong at the Shamain Hotel, Springfield, O. VINCENT LOPET will premiere Cola Porter's Red, Hot and Blue score at Ansonia Theatre, New York, November 1.

Quite a few name band leaders have had it necessary to drop an entire band when at the time the musicians had become stale, Johnny Mapp was among the first to do that, about four years ago. Jan Curker did it recently. Other band leaders have seen the need for change more frequently, either to keep the band fresh or to keep the band from running down. It is said that he just waited until the decline. The trend today is to have a band that is a warning to all musicians in big bands.

LANG THOMPSON'S Band, after 20 weeks at Shoreboat Ballroom, St. Louis, Missouri, moved to the Idle and Bud Little are vocalists. The band of Neil Goldin and Richard Kuhn added to list of WGN (WGN) dancers the last few weeks. George Rocco booked Harry Barker, trumpeter, and Sidney Oastel, drum, into Don Redman's Band by giving them a four-week show at Hotel Edison, New York. Glenn Miller and his Swinging Men are at the Villa Este in Paris.

DON HUGHIE MARVIN

RAYNE, PRINCE & CLARK

Songs and Dances Well Seasoned. Mgt. CHAS. R. YATES, 150 BROADWAY

RAMON RAMOS

THE TRIANON AMBASSADOR HOTEL, N. Y.

"Ji Mac"

The Mysterian.

FASTET PAIR OF HANDS ON THE AMERICAN STAGE

My MUSIC CORPORATION OF AMERICA

YVETTE

CREATOR OF INTERPRETATIVE MENTS featuring Her Own Original MUFF DANCE

New Appealing at DUQUET HOTEL, Salamanca, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Bands and Orchestras

PHILADELPHIA—Jean Irvin of Mann and Irvin, has formed an orchestra to back up his songs. This orchestra will be led by the Count WRIGHT and his Pern Troubleshooters set to play at the Star (N. J.) Military Ball. CHANCE IN looking over the Aradia nightgthy bring Hal Kemp in November for a two-week engagement at Van LEVIS, at the Ritz-Carlton Hotel, Philadelphia, until the remote roster. JAN SAVIT and his Top- line Men, will remain at the Nine O'clock and after the football broadcast.

Jack tenney, band leader, has digested scores in his new band. Has four trombones, four saxophones, one trumpet, one banjo. He has devised three new mutes for trom- bonists which give the effect of a French horn, bassoon and saxes, respectively. It seems that the question is no longer "How good is your band?" but rather "How different is it?" About the only thing band leaders ape upon nowadays is their intention to be different.

DON BROWN'S 10-man orch. which had a hit at San Francisco, October 29, after four weeks at the Paramount Club, folded. Victor, Beatle Vocals is Harold Harris. Ed Donahue in the band. They moved into the San Francisco Palace Hotel, San Francisco, November 3, for six weeks, replacing Larry Kent's aggregation, which will do a series of nighters and then re- turn to the Alhambra. Young Embury, vocalist of the band, is dead.

DON MARCO'S ORCH is playing at the Hotel Pennsylvania, New York. The band is playing from 11:15 to 1:15, 7:15 to 9:15. Sigma Tauris temporarily.

Band Leaders as Indie Contractors

WASHINGTON, D. C., Oct. 24.—The Internal Revenue Bureau, acting under the Social Security Act, has handed down a ruling that orchestra leaders who seek employment for themselves or their bands as independent contractors, will be taxed.

The contractors are given "unjust" cost, but they are not in business. The contractors are not in business for the purpose of hiring others. The contractors in the court have refused to pay this "unjust" cost. The contractors, by the court, the court held that the contractors are not in business, but that the contractors are individuals who are independent contractors, and do not have to pay the "unjust" cost.

The contractors, by the court, the court held that the contractors are not in business, but that the contractors are individuals who are independent contractors, and do not have to pay the "unjust" cost.

 greetings.

Trolly Picture

Bands and Orchestras

DOMINO'S ORCH is playing at the Palace Hotel, New York. The band is playing from 11:15 to 1:15, 7:15 to 9:15. Sigma Tauris temporarily.

Band Leaders as Indie Contractors

WASHINGTON, D. C., Oct. 24.—The Internal Revenue Bureau, acting under the Social Security Act, has handed down a ruling that orchestra leaders who seek employment for themselves or their bands as independent contractors, will be taxed.

The contractors are given "unjust" cost, but they are not in business. The contractors are not in business for the purpose of hiring others. The contractors in the court have refused to pay this "unjust" cost. The contractors, by the court, the court held that the contractors are not in business, but that the contractors are individuals who are independent contractors, and do not have to pay the "unjust" cost.

The contractors, by the court, the court held that the contractors are not in business, but that the contractors are individuals who are independent contractors, and do not have to pay the "unjust" cost.

 greetings.

Trolly Picture

Bands and Orchestras

DOMINO'S ORCH is playing at the Palace Hotel, New York. The band is playing from 11:15 to 1:15, 7:15 to 9:15. Sigma Tauris temporarily.

Band Leaders as Indie Contractors

WASHINGTON, D. C., Oct. 24.—The Internal Revenue Bureau, acting under the Social Security Act, has handed down a ruling that orchestra leaders who seek employment for themselves or their bands as independent contractors, will be taxed.

The contractors are given "unjust" cost, but they are not in business. The contractors are not in business for the purpose of hiring others. The contractors in the court have refused to pay this "unjust" cost. The contractors, by the court, the court held that the contractors are not in business, but that the contractors are individuals who are independent contractors, and do not have to pay the "unjust" cost.

The contractors, by the court, the court held that the contractors are not in business, but that the contractors are individuals who are independent contractors, and do not have to pay the "unjust" cost.
Music News

In view of their success with the "Music in the Park" series of concerts last summer, the Pack Men and Pack Women are planning a similar series this summer. The plans are still in the early stages, but several dates have been set.

One of the concerts will be held at the Pack Men's Headquarters, and another at the Pack Women's Club. The concerts will feature a variety of music, including classical, jazz, and popular numbers.

Several of the Pack Men, who are also members of the Pack Women's Club, have already been invited to perform at the concerts. The Pack Men have also been asked to provide equipment for the concerts, including a sound system and lighting equipment.

The Pack Men and Pack Women are currently working on the details of the concerts, including the selection of performers and the purchase of equipment. They hope to have everything in place by the summer.
Andersson Takes St. Charles House

Chicago, Oct. 24.—The Aronde The-"p," the new musical about Voters Norris to the Fred Anderson di- dian, which took possession October 16. The theatre holds a unique position in the amusement field in this territory, being located just down the street from having a run-a-week-end-vendue policy with an average of 1,000 dollars a week, but having a run-a-week-end-vendue policy without interruption since it was built in 1926. The new owners will continue to present stage balls each Saturday and make other improvements for the theatre. George O'Brien, formerly at the Miller, has been appointed president of Anderson.

Fay's Sketch Experiment

Providence, Oct. 24.—E. M. Fay will stage an experiment with sketches at his Fay's Sketch Theatre. The experiment will consist of six sketches under the direction of a new director, G. W. Thompson. Fay's Sketch Theatre, opens Friday and, as it is a new director, will be spotlighted in the middle of the bill.

Chicago, Oct. 24.—P. D. Ryan has taken the old Whitehart Theatre in the 1200 block of 6th Avenue for a tackle to a modern theatre. Ryan has had the theatre for a number of years and will remodell it to suit the present day stage. The theatre will be opened within the next three weeks.

Groucho Talks Of Making Movie

Rochester, Oct. 24.—Groucho Marx has announced that he will make a movie for the movie company in the near future. The movie will be a comedy and will star Groucho and his brother Harpo. The movie will be shot in Hollywood and is expected to be released by Christmas.

Savoy and Brown Open Coast Booking Office

Hollywood, Oct. 24.—Paul Savoy, former Eastern booker, and Phil Brown, formerly of the act of Brown and La- hout, opened the Coast Booking office here. Savoy was recently with Al Weiss. Brown and Savoy are now booking the House, where they will start a new booking office.

Units Dominate Chicago Stages

Chicago, Oct. 24.—Units are holding the stages of three of the Loop's four vaudeville houses this week and with only a few acts to draw on at the State Lake Theater a condition has arisen that is taxing management on every side. The books here with week-end dates and the acts to fill the bill are usually given to the management.

At the Chicago Theater is Dave Apol- lio, with his new unit, Mabel Brand. Mabel is a comedienne who took from J. C. Bulkley with Johnny Wood, Harold Aloma, Jack Fleetwood, Bob, and a few others. From here, Bulkley, with Yvonne Mory, the Olbians and others, will go to the New York house, from where they will go to the New Jersey house. At the Chicago Theater is Dave Apol- lio, with his new unit, Mabel Brand. Mabel is a comedienne who took from J. C. Bulkley with Johnny Wood, Harold Aloma, Jack Fleetwood, Bob, and a few others. From here, Bulkley, with Yvonne Mory, the Olbians and others, will go to the New York house, from where they will go to the New Jersey house.

N. Y. House May Go Combo

New York, Oct. 24.—The Parkway Theater has been sold to a combo group, 12th streets, opens with a straight pix from the stage. It is the first time in the market for units of Broadway leg- endary, Billy and Spiv.

Jack Hunt in Hospital

Chicago, Oct. 24.—Jack Hunt, man- ager of the State Lake Theater, enters the hospital after a spell of illness and will undergo a minor operation today for cancer. The assistant manager, will take over his duties, assisted by Walter Moore, who has been with the management for the past three years.

Believes in Vaudeville

Chicago, Oct. 24.—Sligh & Tyrrell, the vaudeville agency, believes in the vaudeville act and is a specialist in the field. They believe that the vaudeville act is the future of the stage and are associated with it.

Puck Joins Irwin

New York, Oct. 24.—Larry Puck has purchased a 30% interest in the recently formed Puck, Inc., and he is in charge of the vaudeville department, bringing his experience to the agency.
Loe's State, New York
(Reviewed Friday Evening, October 25)

Vaude layout at this combo money-
maker is reminiscent of a page from the history book of vaude. In this day and age of units, hand shows and "numbers," it harkens back to such standard acts as Allen and Kent, Red Donahue and U-No and Foster and Apollon. The unsectioned touch is provided by Lee Willey and Tommy Dorsey's ork. Works out as a setup show for the entire audience, which came across very big for every act. Running time is slightly over 81 minutes. Picture is The General Died at Dawn, and house wasopened with a fanfare.

Allen and Kent are a familiar hang-
up opener, two generations in a hooping session. You might term oped to be followed by an elderly couple, the legging of the latter is more perspicaciously. Elderly lady is acce hoother of the quartet, pos-
seating a sweet and sweet and punu-

Lee Willey, heralded as a new music, fas- fer a look in the drudger. Tops off appearance, loveliness of face and figure accentuated by a smart gold-coth gown. Voice is fair, better at singing tunes than ballads, the music is kept songs carefully, for high notes she is weak. Went over enough to encorage.

Red Donahue and U-No, the black-
dressed and mule act, got a lot of auffe and big hand, The ory act's amusing antics with Red and his cuf saucetart is is also the gulars like to remember it. The mule is an expert, all his tricks being done expertly.

Frank Libuse found big favor here, a house that has their knowledge. He is a very effec-
tive act from start to finish—plain good fun. Interrupted singing and in the end of every side-
ditches, Libuse pleases his noise with- out any help from the inaudible on and an unresultant.

Tommy Dorsey's ork closes, finding favor all of the way. Audience knew him, and while the outfit doesn't pretend to be a stage crew, the folks like it nevertheless. Practically all straight music, with the exception of the singing of Kerby Wright and Jack Leonard, both in the fair category. Dorsey's leading and accompanying is pleasant and charming, while the trombone playing is brilliant. His 14 men are a coking men-

Filipino acrobatic show, the lead- in the band, and in the brass is the music is seldom missed. One of the best musical shows here, especially the biography of a trombonist.

Ruby Zwilling and his pit boys do a nice job of playing the stage.

(Reviewed Friday Afternoon, Oct. 23)

(DAVE APOLLON'S UNITE)

Ape Show, 1327 angel. A nicely mounted production with a wealth of fresh talent. As band leader, enscie, and musician and a & d critic, Apollon keeps things moving smoothly and his clowns are all have evidence large.

Things started with the Filipino Swing Band (13) playing The Rhythm. Followed by Apollon singing a joy on “It'll Be My Joy”

The dancing was of a very high and the dancing stunts of eight doing a next routine. Johnny Barnes, a tap-
dancing star, did two fancy routines, one without music, and drew a big hand, and Joan Merrill, deep-voiced sirenstress and a very attractive mls, did When I'm With You. You ever hear Did You Leave Home? to nice results. Lyda Sue was a hit in the next act with her marve-

The Orpheum, Lincoln, Neb.
(Reviewed Friday Evening, October 23)

Taking 50-60 from the first dollar, Nicholas Bole's Folies D'Amour is batt-
ing for the biggest gross the house has chucked up this season and way back into last winter. Folies is a strong show, the highest attraction the natives have had in a while. Folies is a strong show, taking up the higher priced (40 cents instead of the regular 25 cents) tickets and beging for standing room.

Folies is a well-produced show, plenty of girls, beautiful musical numbers, a nice music section (all girls) and a general clas-
cy collection of talent. Biggest name is Fred Weber and along with him are such acts as Novelle Brothers, the com-
edy team, girls: Les Cheries, a smooth dance team; Wilfred Dubois, a handy juggler; Mike. Lorrain, nice dancer,
and Dorothy Woolf, voluptuous baton waver.

Pattish Melodians, the band, with the line and Louise Glenn, toe tipper, brought up the lights that said a new day was looking out. And on a line, further the comedy vein and there was a beautiful rhythm to the music of Blue Prelude, and Weber are next in line. Both acts act in good form and the audience claps. Weber is unique to the band and her spell to the audience makes them forget their worries. Picture is Don T'Em Loose. A gesticulating model.

(M. Kid) Long ahead of the show cornet. All calves is stage and the girl hunts east.

B. OWE

State-Lake, Chicago

(The Reviewed Saturday Afternoon, Oct. 24)

The days of Tony Pastor are being received in the current show, which has given a very good entertainment that the audience is transported back to the gay nineties. The new band, Les-.

Sister, stage director and dancer producer, provided a marvelous entertainment and the bill and serves a few bows for his production efforts and dancer numbers. This company seems to have broken the rule of a smaller stage box on this occasion by gay young and Gibson girls. The orchestra enters the pit, situated in snappy stage of the gay era, with side whisters, and plays an overture of old-time tunes. The State-.

The girls, black coat, purple hat and a hat. James and Jeanie Alexander and Pete Kansas sang Tell Me, Pete Kansas. The Madagascar atmosphere is continued with the Three Jarves, of which both men and women are wearing matching shirts and trousers. They contributed some very good roller-skirters work of beforehand, all in the same twirl and left to a good hand. On a bit too early, had the laughs coming thick and fast. On a bit, there is nothing we can add that they haven’t been heard and they still do.
Mishel Gorin and Orchestra

Reviewed at the Fountain Room, Murray Hill Hotel, New York.

Gorin's Orchestra has 12 men and himself, along with a girl vocalist and an arranger. They are Irving Balbert, Bob Sultan, Charlie Weiss, George Moline, Giselle Austin and trumpet; Sam Roth, bass; Félix Waterman, tenor sax; predictor; vaux; Areth Kaye, pianos; Lord Allen, guitar; and Henry Bebki, violin; Jack Koelling arrangements; Mishel Gorin, piano; and advertising manager. Background: Gorin has been around for the better part of a season and is a welcome addition to the Broadway hotel spots in town. Current hit, "Vivat Berlin," has made him a special attraction for the women who read palms, mixing serious prophecies with humorous observations. He is a clever showman—and he read this paper with remarkable accuracy. In one hour's engagement, he got a good idea of the show.
**Junior Amendment Passes; Suit Threat Is Minimized**

Administration not concerned over reports that juniors affected by 50-week ruling may sue—would protect itself, but is unconcerned—vote is one-sided

NEW YORK, Oct. 24—Frank Gillmore, quizzed as to the passage of the amendment required to enable juniors to cover senior year, a category providing for voting power and higher salary status, described the amendment as a victory very significant to the association. He denied, however, that it was designed to defeat the amendment. Gillmore himself having thus far rejected the union he was, in his own mind, a member of the Union. He felt that the union was being prepared to defend itself and is expending considerable time and effort in that direction.

Measures which failed of a two-thirds vote last spring and was shown to a referendum of the membership at large by petition, renewed in a call for the Executive of the Union to enact a rule pertaining to the amendment, and for amending the amendment, Gillmore himself having thought that the measure was being considered, insisted that it was all a scope all present junior members.

Fifty-week provision includes payment for scholarship of certain members, but the restriction of the measure was being considered, in that the measure was all present junior members.

Frank, Jack, and Frank, Oct. 24—Representatives of the Union, the roles of the opponents of the amendment, were shown to a referendum of the membership in the meeting held at the Union House on Thanksgiving. The amendment, as it was, was rejected by vote. The amendment, as it was, was rejected by vote.

**Chicago Legit Season Active**

CHICAGO, Oct. 24—Legitimate theater, making its way into its own again after a number of years of suppressed activity, is now being played in a steady stream of attractions. For several years it has not been able to interest the patrons in three theaters at the time, and at the same time, the balance remained the same. Present indications point to the season, and it is anticipated that the Playhouse will be more than the needs of one in years. All attractions currently playing here are expected to be in good form.

The opening of the Bijou Theater, long the only playhouse not to take in a substantial increase in the box office, was attended by a crowd of people away from the accepted theater zone. Before the end of the week, it was evident that the American Theater Society was forming several members of the group, and was playing in Loop houses at the time of the above, November 2, and called It a Day into the Grand House, with the original cast headed by Gladys Cooper, Philip Merivale and Jeanette Duff. Others are the direction of Louis Alslechter and Granville Street. Further evidence of the accuracy of the statements is that Mr. and Mrs. Prendergast is turning out to be a success, and the Playhouse lyricum has been put more than this, which is an act for any show.

**Contemp Theater Starts**

DETROIT, Oct. 24—Contemporary Theater, formerly known as the New Theater of which, opened its second season, and after several weeks with Mr. Peter, by Paul Peter, was taken over in the direction of Louis Alslechter and Granville Street. Further evidence of the accuracy of the statements is that Mr. and Mrs. Prendergast is turning out to be a success, and the Playhouse lyricum has been put more than this, which is an act for any show.

**New Plays on Broadway**

**Jub Subscription**

**Lines on RR Rates**

**HUB Subscription**

**Lists Increasing**

**BOSTON, Oct. 24—Call It a Day, the first play of the Boston Theater Guild and the first production of any legitimate season, was opened at the Shubert Monday night by a success.**
BOOTH

Beginning Sunday Evening, October 18, 1936

SWING YOUR LADY

A comedy by Edna Ferber, dramatized by John van Druten, with musical numbers by Charles Robinson, Staged by Emmett McFarland. Production directed by Dorothy Shipman.

Dorothy Thompson, Mary Shelton, Howard Gray, Mary White, Jamie Deering, John Liebman, Jane McRae, Genevieve LaPorte, Sally Gauldon, Edna Ferber, John van Druten, Dorothy Shipman


Wrestlers and insanity run riot on the rooftops of the South. The intimate tale of John, his wife, and their daughter, is as much a sympathetic tragicomic study as it is a violent and debauched romance.

Kenyon Nicholson and Charles Robinson, who wrote the book and lyrics, respectively, have woven a tale of romantic adventure and sexual passion with a blend of humor and pathos. The story is told with a deft touch of irony, and the actors give fine performances, particularly Dorothy Thompson, who is superb as the wife.

MARTIN BECK

Beginning Thursday Evening, October 22, 1936

RUDIGORE

An operetta written by W. S. Gilbert and composed by Arthur Sullivan. Produced by Cora B. With the same cast as in the original production of 1889.


The D'Oyly Carte Opera Company, which is beginning the second round of its American tour, holds the record for the longest run of any operetta in the world. It was first produced in 1889 and has been continuously performed ever since.

The cast is outstanding, with Rosemary DeCamp as the leading lady, Ethel Merman as the second lead, and Ethel Waters as the third lead. The music is by Arthur Sullivan, and the libretto is by W. S. Gilbert.

And it is beautifully done by the visiting savoyards. Martyn Green does a capital job as the straight man, and the rest of the cast is equally good. The opera is well worth seeing, particularly for those who are unfamiliar with the Savoyard tradition. 

Production is well mounted by Nat Paul Ackerman.
"The Big Broadcast of 1937" (Paramount)

TIME—90 minutes
RELEASE DATE—October 8

PRODUCED—Lew Erreter

PLOT—Radio—This broadcast is, as usual, a framework to bring in specialities. Owen Moore, small-town radio station singer, is brought to New York because Flora Tappe, big-time star, is going to be playing his songs while he plays his records. She figures it's the height of her career to be the owner and proprietor of the air. A columnist gets wind of it and decides to get even with her manager, whom she loves, who will not allow him to marry her. Can’t get in with it, runs away and comes back to marry the agent.

CAST—Jack Benny, George Burns, Dennis Allen, Bob Burns, Shirley Ross, Ray Milland, Frank Forrest, Dennis O'Keefe, Harry Holcomb, Larry Adler, and others, with mainly brief appearances.

COMMENT—Easy atonement.

"Love's Good" (Republic)

TIME—55 minutes
RELEASE DATE—November 2

PLOT—Daughter is born with a voice so beautiful that men come to listen to it, and then this voice becomes valuable against the artistic atmosphere that has produced it. In that atmosphere the girl and her mother struggle with the situation and the struggle is only resolved when the old man dies.

CAST—Marriott Welles, Michael Bert, Nile Ney, Jeanne Regal, Joseph Bonar, James Ogle, John Howard, James Green, Evalyn Winter, Don Gaynor.

COMMENT—Easy atonement.

"Follow Your Heart" (RKO)

TIME—57 minutes
RELEASE DATE—October 17

PLOT—A Broadway singer is engaged by a talented group of young people who come to New York to form a radio show. She succumbs to the temptation of the music and stars in the show, and her voice becomes a sensation, but she feels the burden of the voice.

CAST—Mary Treen, Marion Martin, Louise Calhoun, Nina Cote, Jack Carson, John Qualen, which is a low-paying, but less overpaid than the voice of the heroine, who becomes a star and wins the heart of the man she loves.

COMMENT—Easy atonement.

"The Magnificent Brute" (Universal)

TIME—57 minutes
RELEASE DATE—October 3

PLOT—Big Steave is a bandit, a Sections are often very different, but in this case it’s really a good one.

CAST—Maggie, Bingle, Beulah, John, and others.

COMMENT—Easy atonement.

"Cain and Abel" (Walt Disney)

TIME—90 minutes
RELEASE DATE—October 17

PLOT—A famous musical story, the story of the relations between Cain and Abel. The two brothers are fighting, each one believes in his own way, and the public is eating it up, they’re just a part of the public that thinks Cain is the hero, and no other.

CAST—Cain, Abel, Bnette, Jett, Darrington, which is the story of the relations between Cain and Abel.

COMMENT—Easy atonement.

"The Fugitive Sheriff" (Columbia)

TIME—58 minutes
RELEASE DATE—Not given

PLOT—A man in a white hat, a man in a white hat, a man in a white hat, the man in a white hat is the story of the relations between Cain and Abel, and the public is eating it up, they’re just a part of the public that thinks Cain is the hero, and no other.

CAST—Cain, Abel, Beulah, John, and others.

COMMENT—Easy atonement.

"Adventures in Manhattan" (Columbia)

TIME—53 minutes
RELEASE DATE—October 18

PLOT—A young man in a white hat, a man in a white hat, a man in a white hat, the man in a white hat is the story of the relations between Cain and Abel, and the public is eating it up, they’re just a part of the public that thinks Cain is the hero, and no other.

CAST—Cain, Abel, Beulah, John, and others.

COMMENT—Easy atonement.

"Allied Defense Plan" (RKO)

TIME—74 minutes
RELEASE DATE—Not given

PLOT—The story of the relations between Cain and Abel, and the public is eating it up, they’re just a part of the public that thinks Cain is the hero, and no other.

CAST—Cain, Abel, Beulah, John, and others.

COMMENT—Easy atonement.
DEATH is no respecter of age, persons, rank or character. It snatches at will—ill, of course, of Fred Simon, one of the outstanding "flesh" showmen of the country, it pounced without warning, while he was sleeping the fitful sleep of the weary. The show business last week a most promising factor in the successful fight being waged to retain its stage shows all over the country. The world lost a really fine character. And the actor lost one of his most valiant champions.

Sad it is when death takes anyone that we've known and learned to admire and like. Sadder still when the icy hand of death is laid imperiously on one who, according to the oft-violated law of averages, should have had many years of achievement before him. Fred Simon was only 41 years old when he left us, but in this comparatively brief period he crowded truly a lifetime of accomplishment.

It is customary when writing an eulogistic treatment of one whose mortal being is no more to depict the subject as a saint; as one too good to live and therefore more appropriately dead. Simon was not insulated in the classic lines of a saint. He did not possess the traits that are associated with saintliness. But he was a man—a live, forceful, honest and forthright man. Many are the men whose meekness, derived from a lack of guts, earns them a place under the palm. Simon was neither of these, but he was not meek. He fought for those whom he represented in the strenuous atmosphere of the talent mart. His competitors were not particularly fond of him because he fought the whole way for them in the little book. And why? Because the mediocres ascribed his untimely demise to overwork.

This young-old man in a grueling profession would have smiled less than a week before we write this at the idea of being the subject at this time of a preachment. Which serves us as a theme.

There were agents, we well recall, who spoke deprecatingly of Bill Morris while he was still in the land of the living. When that fine character took his last bow, when the world arose as one and pointed to him as one of the sweetest souls that ever blessed the show business with his beautiful presence, the slanderers were lifting their voices in the chorus; their petty squawks drowned in the ocean of alligators' tears. Doable as it may be to speculate, mankind and good—will as he moves thru life such is human nature that unless a man corals a good stock of enemies and slanderers he cannot have been much of a success at his chosen work. There isn't a man in the higher brackets of the show business—whether he be actor, sideman or technician—who hasn't harvested a goodly crop of "I know him, sir." It cannot be denied that he was one of the sweetest souls that ever blessed the show business with his beautiful presence. The slanderers were lifting their voices in the chorus; their petty squawks drowned in the ocean of alligators' tears. Doable as it may be to speculate, mankind and good—will as he moves thru life such is human nature that unless a man corals a good stock of enemies and slanderers he cannot have been much of a success at his chosen work. There isn't a man in the higher brackets of the show business—whether he be actor, sideman or technician—who hasn't harvested a goodly crop of "I know him, sir." It cannot be denied that he was one of the sweetest souls that ever blessed the show business with his beautiful presence. The slanderers were lifting their voices in the chorus; their petty squawks drowned in the ocean of alligators' tears. Doable as it may be to speculate, mankind and good—will as he moves thru life such is human nature that unless a man corals a good stock of enemies and slanderers he cannot have been much of a success at his chosen work.

There isn't a man in the higher brackets of the show business—whether he be actor, sideman or technician—who hasn't harvested a goodly crop of "I know him, sir." It cannot be denied that he was one of the sweetest souls that ever blessed the show business with his beautiful presence. The slanderers were lifting their voices in the chorus; their petty squawks drowned in the ocean of alligators' tears. Doable as it may be to speculate, mankind and good—will as he moves thru life such is human nature that unless a man corals a good stock of enemies and slanderers he cannot have been much of a success at his chosen work. There isn't a man in the higher brackets of the show business—whether he be actor, sideman or technician—who hasn't harvested a goodly crop of "I know him, sir." It cannot be denied that he was one of the sweetest souls that ever blessed the show business with his beautiful presence. The slanderers were lifting their voices in the chorus; their petty squawks drowned in the ocean of alligators' tears. Doable as it may be to speculate, mankind and good—will as he moves thru life such is human nature that unless a man corals a good stock of enemies and slanderers he cannot have been much of a success at his chosen work. There isn't a man in the higher brackets of the show business—whether he be actor, sideman or technician—who hasn't harvested a goodly crop of "I know him, sir." It cannot be denied that he was one of the sweetest souls that ever blessed the show business with his beautiful presence. The slanderers were lifting their voices in the chorus; their petty squawks drowned in the ocean of alligators' tears. Doable as it may be to speculate, mankind and good—will as he moves thru life such is human nature that unless a man corals a good stock of enemies and slanderers he cannot have been much of a success at his chosen work.
Actors May Have To Toe the Mark

NEW YORK, Oct. 26.—Practically completing its negotiations with the managers, the Burlesque Artists’ Association is now reported as making plans to draw up rules and regulations governing its members. Will probably govern conduct of performers in the theaters as well as contract requirements which performers must meet. In the result of numerous complaints from managers against performers, there is a possible that a system of fines will be instituted.

Nabehavior of performers in the theater has been a sore spot with management for some time, complaints arising frequently as to performers refusing to keep orders, misconduct, and similar acts. Contract disputes between managers and artists have often been the result of these breaches of contract and insufficient notice.

It is understood that the BAA is of the opinion that it must exercise greater control over its members for the protection of the managers. If a fine system is instituted, money collected would probably go to the BAA’s benevolent fund.

Burlesque Reviews

Bijou, Philadelphia

(Reviewed Monday Afternoon, Oct. 19)

I say Hirsh’s Bijou back in stock with a precedent-unbuilding take. The floor is fifty stepping, undraped dolio broad comedy, and several eradicable punctuation flashies. Current show, Fashions of Paradise, has its usual quota of spice and fluff.

Frank Bryan, still producing here, whips the line together for better-chance mill-run terrestrial. Fifteen gals in the line are younger and hookers. Not only do they generally but know how to parade beautiful bodies. Show is studied with special numbers; numbers most power- ful being the Markie Bolson, Chifton Ladies, 4 Bridge Parade. Several of the gals step out for bits of their own. Dolly King does nice kicks and splash. Carolyn Price, a smoothie at soft-shoe; Fay Wray, in milking of stage, worth a listen, and Sugar Farrell offers her toplorn tenor toss.

The way Jean Carroll, Jean Carter, Bebe Tobin and Olga Brace strip makes the Bijou a citadel for the コン concept cult. Most of the girls, not the routines. Miss Carroll not only makes for a pulchritudinous and bateful tease but is able to chant a McCoy song with Miss Tobin and Miss Carter, who also doubles the bits, makes for an overlightly optic. The Kay and Sammy Smith handle the comedy. Commercable in that they are able to stock a room across without resorting to verbal garbage. Kay’s Flipper street bit would never embarrass the aunt in Peoria, yet proved the best gag- better than the Kay and Johnny Kay gives swell assist in the straight role. George Rose and Stanley Brilliant being the other facet. Latter gives a nice display of pipe ability. Mixed specialty team, Harold and Lawrene.

(See Burlesque Reviews opposite page)

Burly Briefs

BOBB BLAKE is laying off at his home in Cincy after doing with one of Jack Kane’s troops. He had an offer last week to operate his troupe on the coast but turned it down due to the fact that his mother is seriously ill at her home in Cincinnati. Eddie Kane, brother of Jack and Buddie Kane, is contemplating going to Bowery, America. He is here before. Frankie Reilston, producing juve, and wife, Kitty, are sojourning in Cincinnatii. Frankie hopped from Indianapolis, where he closed with a Kane show, went back to Detroit and then to Cincinnatii, where she finished a long run at the Empress, got a job with Wally (Peter Own) Brennan, dancing juve, or comic as it is, joined another Kane show at the Empress, and, after this, Jack Brennan recently concluded a swing around the Kane Circuit.

THE MAN WHO MADE THE MINSKYS

Back to New York After Five Very Pleasant Years on the West Coast

SCHULTZ THE BUTCHER

in a brand new character.

Not Dead at Most Everyone Thought, But Very Much Alive and Working at the Eltinge, Tobacco Street, Thirteenth Street.

THANKS TO MR. MAX RUDNICK AND HIS ASSOCIATES

U Notes

by UNO

TINY HUFF, now moderate dancer, is reported to be getting a break from New York. Other ex-burlesque there are Paul Cummings, Florence Bennett and Sally Gil- ligan.

LARRY CLARK, dancing-acting juve, and Gertrude Huber, chorus girl, are now in town. They opened with congress October 15 on their marriage.

JACK E. MOSSER, former costumer for Busby Berkeley’s and other big shows, is working with burlesque tomorrow. Cast includes Sue Fields, Harry Rose, Eddie Coffey, Marty White, El Rey Sisters, Blendoflers, Burlesque, Harvey, and others.

One of the operators of the house is Max Rudnick, of the Eltinge Theater here, and George Proneth is producer. House will do three-a-day, the first show starting at 3 o’clock.

Burlesque

Casino, Brooklyn, Opens

Ruins Three Shows a Day

NEW YORK, Oct. 26.—Casino Theater, Brooklyn, formerly the Delilah, will open with burlesque tomorrow. It includes Betty Field, Betty Grable, and others.

AT O’NOTES

by UNO

ALBERT (BOZO) BAHOD finished five weeks at Jacquez, Waterbury, as a candy butcher to return to Kentucky and New York, where he writes, "my education as a funny man." ALICE CARMEN, former burlesque, now at the NYA Lodge, детъл (Peter Own) Brennan, is advised by physician to move to the coast.

JULIUS REISS, concessionaire, left Manhattan for Palm Beach, a return to his native land.

BONE COWEN’s recent placement includes Mary Mara, formerly Mary Brown, at the Irving Place, New York; Queenie King, Eltinge, New York; Jewell Southern, Casino, New York; Artie Costello, Morton, New York; Kay Johnson, Oxford, Brook- lyn; Grace Allen, Ogden, New York. November 1 for eight weeks: Murray Gordon, Patricia Fols and Ralph Bonser, Casino, Brooklyn, and George Murray and Alva Murphy and fist girl, for the Wally (Peter Own) Brennan, dancing juve, or comic as it is, joined another Kane show at the Empire, and, after this, Jack Brennan recently concluded a swing around the Kane Circuit.

DAVE COFFIN’s recent placement includes Mary Mara, formerly Mary Brown, at the Irving Place, New York; Queenie King, Eltinge, New York; Jewell Southern, Casino, New York; Artie Costello, Morton, New York; Kay Johnson, Oxford, Brook- lyn, Grace Allen, Ogden, New York. November 1 for eight weeks: Murray Gordon, Patricia Fols and Ralph Bonser, Casino, Brooklyn, and George Murray and Alva Murphy and fist girl, for the Wally (Peter Own) Brennan, dancing juve, or comic as it is, joined another Kane show at the Empire, and, after this, Jack Brennan recently concluded a swing around the Kane Circuit.

ROB—FAYE & VOGEL—ERMA

PLAYING MIRTH COURT.

BOB MURRAY & FERGUSON

Danced with the Winston in the City, N. Y. T. C.

JEAN CARTER

A TALKING-STRIPED VARIETY

Babe Cummings—Personality at the People’s, New York.

RITA (AGAR) LE Roy

OFF SPRING STYLE SENSATION.

JOIE FAYE

A LEBLANCHE AND A BEULER

APPOLO—BEULIE WOODS DUMP DRUM.
Burlesque Ambitions

Chorine Ambitions Hurt by Managers

NEW YORK, Oct. 26.—Agents and cho-
rin managers in the show business are be-
ing to realize the lack of co-operation from man-
agers as regards ambitions of chorines to ele-
vate their status to that of the present busi-
is practices. In spite of the fact that man-
gers constantly cry for more work for the
principal women, they seldom give a chorine an opportunity so to promote herself.

People’s Theater house and the
Clover, Baltimore, are disposed to give chorines opportunities, but once the girls have a place where they can
not get other engagements. Invariably renewed discount to the chorus ranks.

UNITES—

(Continued from opposite page)

An unerring eye for photographers
ensures that all the latest scenes
are captured. Most allied scenes
are so corne that they cannot be
missed.

Totoo, New York

(Revised Tuesday Evening, October 26)

A series of burlesque houses, mainly
burlesque houses, due mainly to an apparent
flaming of the budget. Absence of elaborate
faires and razzle dazzle for the third act,
however, is a new touch. Milton Frome,
Maurice Daub, and Gladys DeShon
reunite in this week’s attraction, with
Kenny Frome, who is appearing for the third
time. Shorty McAllister, Blinky Fields
and Affie Kaplan are the comics. They get
a lot of laughs, digging deep into the blues,
and much of their material is be-
stood. DeShon and DeShon, however, is a new touch. Milton Frome,
Maurice Daub, and Gladys DeShon
reunite in this week’s attraction, with
Kenny Frome, who is appearing for the third

BURLY BRIEFS

(Continued from opposite page)

Burlingame’s Party

Foremost burlesques, Walter Breit,
who was playing the Capital Thes-
ae, announced that he will play in
July. St. Clair is opening at the Apollo The-
ater, and displays his talent with a
long engagement at the Rialto, Chicago.

She has been booked by Milton
Scheuer to play the Strand Theater,
Chicago, before leaving for the east.
Bill, who was playing the Capitol, San Francisco, and is being
brought west by Ed Scheuer, Ely
Cook closed at the Palace, Buffalo, Oct-
ber 23, and will open at the Grand, Canton, O.

NADIA is at the Capital, San Fancisco,
for Popkin & Binger as added attraction, and then back to the
to the, Los Angeles. While at the later
now night club entertainment, where the
KINSMAN has been co-hosting since
May, has been at the Mayfair, Rochester, Minn., and is now in
Indianapolis, Ind., where the club
comprised to BAA that he holds an un-
confident contest on Tommy Rall, of the Blue
Sadie and Gamy, New York.

PARKER’S Walking Derby

Wind Up With a Ball

GLASSO, Ky., Oct. 24.—T. M. Park-
ker’s Walking Derby closed October 10
with a victory ball after 673 hours,
running. Winners were Dub Arbott
and A. J. Parkinson, with a prize of
and Gertrude Coffee in second place.

Michelle Passes 1,100-hour Mark

KNOXVILLE, Tenn., Oct. 24.—T. M.
(Michie) Mullins’ walk-upon is still pull-
ing the crowds after 1,100 hours.
Only the New York Times is still of the
walk, and the race went back to the
“mystery” on the eyes of all who are in
watching. Mullins never spoke about
himself, Inneman. Herren and his
boys are supplying the music.

CURT THATCH pensely that he has
made $5000.00 in royalties, out of
which he is using $1500.00 for
the mystery. The mystery is
now working for the Greyhound Lines
and has been on the road for
a year. Herren, at her home in that
City, “Ould to hear about Van Mills and Louise
White, he said, “Newspaper boys are
making noise about the mystery.”

Place would appreciate being
listed as a musical number, known
via The Billboard’s New York
office.

FRANK LAURITZELLA JR. posts that,
being due for a vacation, he’s again looi-
ing for a good stock company. and
and is “Rappert Caplin doing,” he
queries. T. M. Parker, with a prize of
brandy, Melooper Gropper, Jimmie Joy, Mickey
Rice, and Mrs. T. M. Don King, Hobo and
Sparky, Dick Edwards, Tony Brugman,
Kenney Frome, and George Weinstock
were among those who are being Hạ
up by the New York Times.

Endurance Shows

Communications to 25 Opera Plaza, Cincinnati, O.

Orlando, New York

(REVIEWED TUESDAY NIGHT, OCTOBER 26)

A series of burlesque houses, mainly
eason shows, are being played by the
principal women. Johnny Rall, of the Blue
Sadie and Gamy, New York.

DANCE SHOWS

"RAY-O-BUBBLE" New Pearl Transparent

Dance Show

5 FL. DIAMETER

75C

5 FL. DIAMETER

3.50

THE TOY BALLOON CO.

202 East 33rd St.
New York, N. Y.

UNUSUAL VALUES

TOY COCKTAILS

2 1/2 D. COCKTAIL

10 C. COCKTAIL

12 D. COCKTAIL

1.25 D. COCKTAIL

5C D. COCKTAIL

ASI C D. COCKTAIL

1.25 D. COCKTAIL

5C D. COCKTAIL

10 C. COCKTAIL

12 D. COCKTAIL

1.25 D. COCKTAIL

5C D. COCKTAIL

VI SHAFFER WANTS IMMEDIATELY

People in all lines for Musical Shows and Rent Ends; Union Pianist Leader,
must transpare and arrange; Five-Piece Stage Band or Individual Musicians;
Sole Specialists or Acts; Musical Acts that can double; Chromiter with
height, weight and experience; SOBRIETY CONDUCT ABSOLUTE. Tuller Teliel, Detroit, Mich.
Fall Barn Stock Proves a Success

PROVIDENCE, Oct. 24.—Success of summer stock ventures has ceased to be a topic of discussion, with the wise ones now looking to the autumn for signs of a revival. Let them try to check this nut if they can, for a week or so ago an “autumn” stock revival was in the offing at the Blackstone State Park, Westbriar. The companies were to be paid for their labors out of the gate receipts, and they were to move into houses for the fall and winter. Of course, such a venture would be good business, Mr. E. W. George, of the Providence Journal, who will advise the management of Grete Huntz.

In the event are Abe (Blick) Rosewall, Buy Tippett, and Mr. and Mrs. Harry H. Johnson, all of Fall River, and Mr. and Mrs. Armand M., of Madison and Arthur Kelly. In addition to George Corwin, whom we mentioned here some time ago, the cast includes, Kent, Jay, Ross, Danna, and H. H. Kelly, of the Big State Shows.

AIS. S. FITCHBURG, last but not least, Jack Kelly in Michigan, was a success during the big rehearsal period.

Jimmie Holm, of the City, closed the season with a few dollars before the audience, and is looking forward to another season. The Curtain Playhouse will open for the benefit of this company on Friday, October 23, with the play "Hunting for the Summer" by George W. Hamlin. The cast will consist of Misses C. J. Hill, Miss J. W. C. J., Misses F. E. C. K., and Misses T. P. C. D. The admission price is 10 cents.

Kansas City Jottings

KANSAS CITY, Mo., Oct. 24.—Kenneth and wards Magoon recently joined Harvey's Comedians in Nebraska. Joe and George Hoffman have closed with the Jimmy Johnson crew and are in the village visiting friends and relatives.

Larry Conover, formerly with the Frank Williams circle in the south, was seen here recently. Jimmie Murphy closed his circle recently and has joined the Hoffman company.

Jimmie Murphy is about to make tentative arrangements to open his Eastern circuit. He has a new company and is attracting considerable attention. He will be expected here next week.

Van Arnum's Barn Dance

WAYNESBORO, Ga., Oct. 24.—In the Cracker State now and shows of all description are being held. Bill Sexton, the old-time minstrel and the man who has made the West Point Barn dance famous, is showing the West Point Barn dance for the benefit of the town. The show is being held in the Coliseum, and the admission price is 10 cents.

A real bunch of trouper's are expected to be on hand, and the show promises to be a success. The show is being held at the Coliseum, and the admission price is 10 cents.

A real bunch of trouper's are expected to be on hand, and the show promises to be a success. The show is being held at the Coliseum, and the admission price is 10 cents.

Bielh Sisters Moving Indios

ROSENTHAL, Sept. 23.—The Bielh Sisters, who have been entertaining the indios at the Indian reservation for several weeks, are now back in town. They have been very successful, and the indios have been very satisfied with their performance. The Bielh Sisters are well known for their singing and dancing, and they have been a hit with the indios.

Fall Barn Stock Proves a Success

The Barn Stock Company has been very successful this season, and the company has decided to continue the venture next season. The company is planning to move to a larger and more suitable place, and they are hoping to attract a larger audience next season.

Jimmie Holm, who has been managing the Barn Stock Company, is planning to retire from the business and to devote his time to other pursuits. He has been very successful in his work, and he has earned the respect and admiration of his colleagues.

The company is planning to move to a larger and more suitable place, and they are hoping to attract a larger audience next season.
TREBOR THE MAGICIAN. Also a successful trek to Montreal to open at the Chez Maurice October 20 for a two-weeks' engagement. Helps to soothe the queues of the Montreal magi whom he hasn't seen since 1911 when they played there.

Bison's Magic Shop, the latter is a magic shop located in London, Ontario, where magicians can purchase magic supplies. The shop is run by Bison, a well-known magician in London. The shop is located at 1115 Elgin St., London, ON.

MILBURN CHRISTOPHER, Baltimore magician, now with Fred (Freddy) Diamond's act from London, England, is to open professional tours are now being handled by a certain magician in Maine to the territory last season, and others. The other performers are having difficulty moving into the same town this year.

BERNARD ZUPFAU, the "mental" magician, has returned from the International House of Magic's recent special engagement in Berlin, on the Swedish-American liner Kungsholm. 

MILLBURN CHRISTOPHER, Baltimore magician, now with Fred (Freddy) Diamond's act from London, England, is to open professional tours are now being handled by a certain magician in Maine to the territory last season, and others. The other performers are having difficulty moving into the same town this year.

TREBOR THE MAGICIAN. Also a successful trek to Montreal to open at the Chez Maurice October 20 for a two-weeks' engagement. Helps to soothe the queues of the Montreal magi whom he hasn't seen since 1911 when they played there.

Bison's Magic Shop, the latter is a magic shop located in London, Ontario, where magicians can purchase magic supplies. The shop is run by Bison, a well-known magician in London. The shop is located at 1115 Elgin St., London, ON.

MILBURN CHRISTOPHER, Baltimore magician, now with Fred (Freddy) Diamond's act from London, England, is to open professional tours are now being handled by a certain magician in Maine to the territory last season, and others. The other performers are having difficulty moving into the same town this year.

BERNARD ZUPFAU, the "mental" magician, has returned from the International House of Magic's recent special engagement in Berlin, on the Swedish-American liner Kungsholm. 

MILLBURN CHRISTOPHER, Baltimore magician, now with Fred (Freddy) Diamond's act from London, England, is to open professional tours are now being handled by a certain magician in Maine to the territory last season, and others. The other performers are having difficulty moving into the same town this year.

C. THOMAS MAURM, who opened his new McGee's comedy shop at 1011 N. Wabash, a few weeks ago, has several more weeks in that state before he is due to return to Chicago. He informs that business in Minnesota is far more exciting than in Chicago.

MAGNUS magic is working schools and clubs and recently added effects to his set.

GLEN POPE, who recently returned from a long trip abroad, is reported to be set for a spot in the French Cafe's new show.

CLIFFORD'S SPOOK SHOW is playing New England movie houses, giving midnight shows only.

RHODE ISLAND Assembly No. 26, SAM, open its meeting Tuesday, November 15, with a memorial ceremony for Harry Boudial, who died 10 years ago. Memorial tribute was paid to him, and the twofold two-hour magic program was given, ending with a "Loonie" by Cliff Hard, Merle Payne, Harry Belliveau, Robert Allen, Sam Killianoff, Fred Poole, C. Foster Penney and Berry Scherr participating. Mystique Wallace, of Rhode Island, also performed.

MAGNUS magic is working schools and clubs and recently added effects to his set.

C. THOMAS MAURM, who opened his new McGee's comedy shop at 1011 N. Wabash, a few weeks ago, has several more weeks in that state before he is due to return to Chicago. He informs that business in Minnesota is far more exciting than in Chicago.

MAGNUS magic is working schools and clubs and recently added effects to his set.

GLEN POPE, who recently returned from a long trip abroad, is reported to be set for a spot in the French Cafe's new show.

CLIFFORD'S SPOOK SHOW is playing New England movie houses, giving midnight shows only.

RHODE ISLAND Assembly No. 26, SAM, open its meeting Tuesday, November 15, with a memorial ceremony for Harry Boudial, who died 10 years ago. Memorial tribute was paid to him, and the twofold two-hour magic program was given, ending with a "Loonie" by Cliff Hard, Merle Payne, Harry Belliveau, Robert Allen, Sam Killianoff, Fred Poole, C. Foster Penney and Berry Scherr participating. Mystique Wallace, of Rhode Island, also performed.

MAGNUS magic is working schools and clubs and recently added effects to his set.

C. THOMAS MAURM, who opened his new McGee's comedy shop at 1011 N. Wabash, a few weeks ago, has several more weeks in that state before he is due to return to Chicago. He informs that business in Minnesota is far more exciting than in Chicago.

MAGNUS magic is working schools and clubs and recently added effects to his set.

GLEN POPE, who recently returned from a long trip abroad, is reported to be set for a spot in the French Cafe's new show.

CLIFFORD'S SPOOK SHOW is playing New England movie houses, giving midnight shows only.

RHODE ISLAND Assembly No. 26, SAM, open its meeting Tuesday, November 15, with a memorial ceremony for Harry Boudial, who died 10 years ago. Memorial tribute was paid to him, and the twofold two-hour magic program was given, ending with a "Loonie" by Cliff Hard, Merle Payne, Harry Belliveau, Robert Allen, Sam Killianoff, Fred Poole, C. Foster Penney and Berry Scherr participating. Mystique Wallace, of Rhode Island, also performed.

MAGNUS magic is working schools and clubs and recently added effects to his set.

C. THOMAS MAURM, who opened his new McGee's comedy shop at 1011 N. Wabash, a few weeks ago, has several more weeks in that state before he is due to return to Chicago. He informs that business in Minnesota is far more exciting than in Chicago.

MAGNUS magic is working schools and clubs and recently added effects to his set.

GLEN POPE, who recently returned from a long trip abroad, is reported to be set for a spot in the French Cafe's new show.

CLIFFORD'S SPOOK SHOW is playing New England movie houses, giving midnight shows only.

RHODE ISLAND Assembly No. 26, SAM, open its meeting Tuesday, November 15, with a memorial ceremony for Harry Boudial, who died 10 years ago. Memorial tribute was paid to him, and the twofold two-hour magic program was given, ending with a "Loonie" by Cliff Hard, Merle Payne, Harry Belliveau, Robert Allen, Sam Killianoff, Fred Poole, C. Foster Penney and Berry Scherr participating. Mystique Wallace, of Rhode Island, also performed.

MAGNUS magic is working schools and clubs and recently added effects to his set.

C. THOMAS MAURM, who opened his new McGee's comedy shop at 1011 N. Wabash, a few weeks ago, has several more weeks in that state before he is due to return to Chicago. He informs that business in Minnesota is far more exciting than in Chicago.

MAGNUS magic is working schools and clubs and recently added effects to his set.

GLEN POPE, who recently returned from a long trip abroad, is reported to be set for a spot in the French Cafe's new show.

CLIFFORD'S SPOOK SHOW is playing New England movie houses, giving midnight shows only.

RHODE ISLAND Assembly No. 26, SAM, open its meeting Tuesday, November 15, with a memorial ceremony for Harry Boudial, who died 10 years ago. Memorial tribute was paid to him, and the twofold two-hour magic program was given, ending with a "Loonie" by Cliff Hard, Merle Payne, Harry Belliveau, Robert Allen, Sam Killianoff, Fred Poole, C. Foster Penney and Berry Scherr participating. Mystique Wallace, of Rhode Island, also performed.

MAGNUS magic is working schools and clubs and recently added effects to his set.

C. THOMAS MAURM, who opened his new McGee's comedy shop at 1011 N. Wabash, a few weeks ago, has several more weeks in that state before he is due to return to Chicago. He informs that business in Minnesota is far more exciting than in Chicago.

MAGNUS magic is working schools and clubs and recently added effects to his set.

GLEN POPE, who recently returned from a long trip abroad, is reported to be set for a spot in the French Cafe's new show.

CLIFFORD'S SPOOK SHOW is playing New England movie houses, giving midnight shows only.

RHODE ISLAND Assembly No. 26, SAM, open its meeting Tuesday, November 15, with a memorial ceremony for Harry Boudial, who died 10 years ago. Memorial tribute was paid to him, and the twofold two-hour magic program was given, ending with a "Loonie" by Cliff Hard, Merle Payne, Harry Belliveau, Robert Allen, Sam Killianoff, Fred Poole, C. Foster Penney and Berry Scherr participating. Mystique Wallace, of Rhode Island, also performed.
I have the right to the point and offers so very grand.

Sees Trend Toward Return of Vaudeville

Many times remarkable in the way people to the effect that they're tired of movies and that they'd like to see a picture whenever it's available. The generation never has seen a good up-to-date film and many of the houses are advertising vaudeville in connection with pictures. But two or three handsome long and dance acts sandwiched between a Mickey Mouse cartoon, and a serial closing with a second-run film is not vaudeville. About 12 years ago a production company in the theater advertised a show called "Screen Vaudeville." Whenever they produced vaudeville it was a huge success. The program included an act of music, extra acts, and the SRO sign hanging from the front. The combination of music technicolor there was a handiwork, nothing but a stupid act could act as a showman in the field of vaudeville. It's a wonder some entertaining directors find the time to do it. I think it would be a success and pave the way for real vaudeville. From a financial standpoint it is most attractive because when one of the sum the play a movie star an out of one production they could put on a whole show of vaudeville on the side. And the stagehands. A theater would answer for the same ticket. No matter how bad the show would be hired for a mob or ballroom scene. A company to location to shoot a few days could use a vaudeville program and the expense actors only to be demolished after the picture is finished could prove to be a real moneymaker. As an example of what I mean, let's take a look at the "Bostock and Wombwell's Menagerie" on the Coney Island. The two Coney Island wheels measure six feet in diameter. It's a new and original attraction. It contains a "Bostock and Wombwell's Menagerie" on the Coney Island. The two Coney Island wheels measure six feet in diameter. It's a new and original attraction. It contains a variety of animals, including tigers, lions, and bears.

Glen Presents, N. Y.

I have to answer J. L. (Tip) Stone's letter regarding an advertisement which says that an elephant was used in home as far back as 1868. In this instance the elephant is the world's first and only elephant that has been able to give birth to a new animal. It's a wonder some entertaining directors find the time to do it. I think it would be a success and pave the way for real vaudeville. From a financial standpoint it is most attractive because when one of the sum the play a movie star an out of one production they could put on a whole show of vaudeville on the side. And the stagehands. A theater would answer for the same ticket. No matter how bad the show would be hired for a mob or ballroom scene. A company to location to shoot a few days could use a vaudeville program and the expense actors only to be demolished after the picture is finished could prove to be a real moneymaker. As an example of what I mean, let's take a look at the "Bostock and Wombwell's Menagerie" on the Coney Island. The two Coney Island wheels measure six feet in diameter. It's a new and original attraction. It contains a variety of animals, including tigers, lions, and bears.

Elephant Used To Pull First Of Band Wagons

In 1848, a circus was organized by Bostock and Wombwell. One of the attractions of the circus was a living elephant named "Osiris." The elephant was used to pull one of the band Wagons. The Wagons were decorated with flags and streamers and had a band playing in the rear. The Wagons were used to transport performers and equipment to various locations.

Rentals From Barnum

From Barnum, Charlie White was rented from P. T. Barnum and had his own cats. His son, William, was also a performer. The Barnum company rented a couple of elephants and two camels from P. T. Barnum. The elephants were used in the circus and the camels were used for transportation.

Crude Affairs

I have seen a letter in The Forum that says, "I wonder if you are familiar with the 4 "E." Mr. Eppinger & Henderson, O. E. Lottin Circus which started from Delaware, Ohio, in the spring of 1875. We have had many letters from various centers of the country, but the words I recall sound like this: 'When the circus came to our town, we were all excited. We couldn't wait to see the elephants and the clowns.'"

Barnum, Charles, 28

Barnum, Charlie White was rented from P. T. Barnum and had his own cats. His son, William, was also a performer. The Barnum company rented a couple of elephants and two camels from P. T. Barnum. The elephants were used in the circus and the camels were used for transportation.
Ferd Simon, an outstanding figure among theatrical artists’ representatives and head of the Simon Agency with headquarters in New York, died October 20 in his apartment at 220 East 43rd Street. Mrs. Charlotte Nettie, who was also a well-known figure in the theatrical world, died early in the week in New York. The funeral will take place at 2 o’clock today in the Riverside Church, New York City. He was 59. 

Fred Simon, an outstanding figure among theatrical artists’ representatives and head of the Simon Agency with headquarters in New York, died October 20 in his apartment at 220 East 43rd Street. Mrs. Charlotte Nettie, who was also a well-known figure in the theatrical world, died early in the week in New York. The funeral will take place at 2 o’clock today in the Riverside Church, New York City. He was 59.

Jeanie Hagenbeck-Wallace, daughter of the owner of the Hagenbeck-Wallace Circus, was born in Chicago. She was the eldest daughter of John Hagenbeck, the founder of the circus, and was graduated from the University of Chicago in 1910. She was married to Major N. E. Wallace, who was also a circus owner, in 1912. They had three sons, Charles, John, and Richard.

The billboard 29

The Final Curtain

The last scene of the curtain call. A vaudeville dancer, Bridgeport, Connecticut, after a long illness. The Universal Pictures Press photo.

HILL—R. J., for several years a performer with the Buffalo Bill Show, Billiard Park, Rochester, N.Y., and is survived by his widow and three sons.

MURRAY—Mr. and Mrs. Murray, both of whom were members of the cast of the play "Mrs. Warren's Profession," were married in New York on October 20.

BURLINGTON—Mrs. Jane A. Burdick, who has lived in Burlington for over 50 years, died October 20.

The last scene of the curtain call. A vaudeville dancer, Bridgeport, Connecticut, after a long illness. The Universal Pictures Press photo.

HILL—R. J., for several years a performer with the Buffalo Bill Show, Billiard Park, Rochester, N.Y., and is survived by his widow and three sons.

MURRAY—Mr. and Mrs. Murray, both of whom were members of the cast of the play "Mrs. Warren's Profession," were married in New York on October 20.

BURLINGTON—Mrs. Jane A. Burdick, who has lived in Burlington for over 50 years, died October 20.

The last scene of the curtain call. A vaudeville dancer, Bridgeport, Connecticut, after a long illness. The Universal Pictures Press photo.

HILL—R. J., for several years a performer with the Buffalo Bill Show, Billiard Park, Rochester, N.Y., and is survived by his widow and three sons.

MURRAY—Mr. and Mrs. Murray, both of whom were members of the cast of the play "Mrs. Warren's Profession," were married in New York on October 20.

BURLINGTON—Mrs. Jane A. Burdick, who has lived in Burlington for over 50 years, died October 20.
NOTE—The mail held at various offices of The Billboard is classified under their respective hands, i.e., mail at the Cincinnati Office, and mail at the New York Office, etc. under the head of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.
ROUTE DEPARTMENT

Following each listing in the ACTS-UNITS-ATTR ACTIONS and BANDS AND ORCHESTRA section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in no. 1, signifying a request to the band or orchestra when addressing organizations, or individuals listed.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; cl-club; cm-connection park; r-road house; re-restaurant; s-showboat; t-theater.

NEW YORK CITY: Philadelphia, Chi.-Chicago.

The Billboard October 31, 1936

Route Department

Following each listing in the ACTS-UNITS-ATTR ACTIONS and BANDS AND ORCHESTRA section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in no. 1, signifying a request to the band or orchestra when addressing organizations, or individuals listed.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; cl-club; cm-connection park; r-road house; re-restaurant; s-showboat; t-theater.

NEW YORK CITY: Philadelphia, Chi.-Chicago.
Malloy Concludes Season

CANTON, O., Oct. 24—Jack Malloy's Circus Revue is back in quarters after a successful season of fairs and colorful shows, in several weeks spent on major carnivals. Malloy informed his smaller charitable organizations and starting winter engagements breaking his contract with the largest organizations. The show now includes Its All-American Flyers, Florida Hope State and the Los Angeles Pals and Coney Island polky act; Jack and Ruth, Roman rings, and Nancy Darnall (Mrs. Malloy) on big. December bookings include departures for winter shows in several states by others, after which theaters and indoor shows will be held until spring.

Barney Playing S. Calif. Towns

LOS ANGELES, Oct. 24—Tom Atkins of the Barnum Bros. Circus has been playing Southern California towns now for the last few weeks. At Hawthorne, Sunday, and in each rain there was not exactly a sellout of seats, but at least a half house at night; Bell, good quality; and the Barnum side show was well attended. The show is a very nice appearance for the Ross family, who manage the menagerie, a 70 with two 30's; side show, an 80-feet round top and an attractive line. Barneys has had two semi-trailers, and with the house shows 30-40 tents, the roadside equipment comprises sixteen light plants and an auxiliary transformer.


Southern Tour Fine for R-B

BRISTOL, Tenn., Oct. 24—With the Ringling Brothers-Barnum and Bailey Circus back in quarters after a successful season, the Southern States is even larger and more numerous. New Orleans was good for two days of the season. Engagements in Alabama and Tennessee were good for one week. The colossus men in Memphis, Selma, Ala., and Mobile are all scheduled for shows in the near future. The tour was delayed in the East for about 20 years and the Mattison turn-out was good.

One of the most likely bookings is the Colosseum, which is now being built in New Orleans. Perfection of the Western States is now the most popular. Southern states are not far behind in the stock market.

Jennie Roosen, Ruby Budynoff, Paul Horsum, Albert Moore, Frank Ousky and Ralph Garsell gave a very interesting discussion of circus life and doing business in the city, with their show-people in the audience at the Colosseum last week.

and now in the Army and Navy Hospital Ward 2-A, Fort Bragg, N. C. Let's not forget that acquaintance will be appreciated.

Not necessary for the local conductor to tell the lot of us that the circus is in town-show just the "wild animal edition." There is next year and the year after.

ALBERT POWELL, Jr., formerly with Ringling-Barnum and Bailey Circuses, concluded a successful season of parks and fairs in Portland, Ore. After playing Birt Leyve West Coast Theaters he will go to Edgerton Garden Theatre, Berlin, Germany. Mr. and Mrs. Powell visited the Cole show in the Columbia Garden in New York before their departure.

ZEOLER SISTERS TRIO, of Quanum, O., have joined Charlie Steiger's Circus on midway of Johnny J. Jones Exposition in St. Joseph, Mo. Act formerly was with Lewis Bros. and other motorized circuses.

SIR VICTOR and Madame Bodina left the Dan Rico Circus September 19 and opened October 20 with Bob Morton's show in Toronto. Sir Victor recently was at the Marshall Field Store, Chicago, with his dog and pony circus.

TOBY WELS, president of the Pennsylvania Federation, is now booker and manager of talent on Gray Bros. show and is making a tour of play auditoriums in the Northwest.

JOE LEMMING, who was Charles Bernard's stepbrother, 1904-20, has been made to the Associated Bigtops, is now part owner and manager of the D. A. & L. Company, Chicago, Ill.

THE ARSONS, Jimmy and Billy, one of the oldest, juggling and wire act of the present day, were with the Lincoln Family of the Fiddler Bros. Circus have returned to Canton, O., to rest until start of indoor engagements.

You can buy a pair of shoes for $2.50, also for $5 or $10. Likewise you can get a general agent for $35 per week which he furnishes his own shoes. This is in the world now we generally get what we pay for.

CLARENCE AUSKINGS closed as general agent for Ralph King & Company's Circus at Pulaski, Tenn., October 10, leaving for his home at Mt. Vernon, Ill., where he said that he will soon be on the road.

FRANK B. HUBIN, who is campaign- ing for U. S. Representative, Long Branch, is also campaigning for Samuel Oderer for Prefect in Atlantic County, N. J. Bill Hubin is a new act on the show, having toured with various circuses, carnivals and minstrel shows.

ELMFRY MYERS, ticket seller on A. G. Barnes Circus, on route to his home at Sports, Ky., for a brief stay, stopped in Cincinnati last week and gave The Billboard a call. Leo Lyons, also a ticket seller with the show, went to Florida.

Where Are You Wintering?

Kindly give the information on this blank and mail it to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Name of Show:__________________________
Name of Prop. or Mgr.:__________________
Address of Winter Quarters:_______________

(Give address of offices here if you have any)
J.W. and Aaron Johnson, who were third in the first division, have long been known as the main contenders to win the event. Their partnership of Calf and Rider has been a blend of experience and talent that has proven to be a formidable combination. With several wins under their belt, they are undeniably the favorites for this year's competition. Their performance at the recent Rodeo Chronicles event further solidified their position as top contenders, setting a high bar for other competitors to aspire to.

The Rodeo Chronicles event is a testament to the skill and dedication required to excel in this sport. It is a platform where riders showcase their abilities in various aspects of the rodeo, from the speed and agility of the horses to the precision of the riders. The event's format and rules ensure that all participants are assessed fairly, highlighting the diversity of talent within the rodeo community. The competitive spirit and camaraderie among the riders are truly inspiring, making Rodeo Chronicles not just a event for the participants, but also a treat for the spectators.

As the event concludes, the excitement and anticipation for the next Rodeo Chronicles is palpable. The community looks forward to seeing how the new season unfolds, with riders pushing themselves to new heights in their respective disciplines. The Rodeo Chronicles event stands as a symbol of the resilience and passion that defines this sport, serving as an impetus for all to pursue excellence and excellence in their respective roles.
RALEIGH TOPS 1935 FIGURES

State Fair Is Declared Best

Repel grand-stand shows necessary on two nights—
all-day rain cuts crowds

RALEIGH, N. C., Oct. 24.—Altho already
rain threatened Friday served to reduce
attendance at the North Carolina State Fair
on Thursday, October 12-13, the 143,000 mark
is likely to be passed. The official
figures will not be announced until
later. Despite the one-day full
of weather, the program
buildings and grand stand from Monday
until Saturday last were crowded.
Shows did about 25 per cent bigger business
on Tuesday, Wednesday and Thursday
than on the same days in 1933. Two
grand-stand night shows were presented on
Thursday and Saturday.

Proclaimed by State officials, includ-
ing Governor Ehrlichman and Agri-
cultural Commissioner Graham, as the
fairest fair yet, the event was
featured by the highest quality of ex-
hibits, which far more than
ever before. It was necessary to place
many exhibits under special tents, Alto-
a great number of them were placed
for the opening.

PAUL M. MASSEMA, who has been
appointed director of exhibits and
program planning for New Orleans
World's Fair, 1935, and is now on the
job, was active in Chicago's Centenary of
Progress, California Pacific Interna-
tional Exposition, San Diego, and
recently was director of exhibits and
concessions at Texas Centen-
tennial Exposition, Dallas.

Texas Expo Bosses Figure on '37 Show

DALLAS, Oct. 24.—Directors of Texas
Centennial Exposition definitely agreed
Monday to employ the Sheriff's
1936 Ford Motor Company, General
Motors Corporation, Chrysler Corpora-
tion, DuPont and one or two others will
agree to do the job.

No decision more definite than that
has been reached but expo officials got
ready to ascertain what they are to do before
time on their option from the State Fair of Texas
Exposition expires on October 31.

The exposition's amusement status,
in effect of a 1927 section, was also in
question, and it was reliably reported to be
lurching with Bally Rose for a show on the
Case Manana style. There is talk
drawn from the Madeira Hotel on the
road, probably with a long run in Madison
Square Garden, New York, even if the
fair is continued next year.

RepaiRing Savannah Plant

SAVANNAH, Ga., Oct. 24.—For the 1935
Southern Cotton Exposition the city
has been selected as the site of the
host city, and in all probability the
plan to have exhibitors, officials said.

On Thursday, October 13, the fair
the day before, Savannah got
Morris Horace, general chairman, said
much advertising is being done in South
Carolina, the selection of the host
way for a bigger fair in 1937 and that
a big free program is being booked

Arists' Strike At Wilmington

WILMINGTON, N. C., Oct. 24.—A
artists' strike hit Coastal Fair here last
Saturday night and for a while threat-
eared the destruction of the
exposition. An estimated two
people gathered in the grand stand for the
first show and some 300 for the
second show.

The owners of the fair were said to be
satisfied with the attendance and the
theatricals.

York Pays Amusement Tax

HARRISBURG, Pa., Oct. 24.—York
County Agricultural Society, operator of the
York Fair, has paid the Pennsylvania
State Auditor in accordance with the
amusement taxes collected on grand
stands and ticket sales. Same under
your $50,000 to support the society.

President of the Society, formerly State
Fairs Union, said that the tax is a
non-profit organization it felt that
the amusement levy should not apply
to the fair. However, because the tax is
not permanent in its present form the
payment was without protest.

Biggest Turnout in Years Likely
At 46th Annual Conclave of IAPE

CHICAGO, Oct. 24.—Plans for the 46th
annual convention of the International
Association of Fairs and Expositions, to
be held in the Hotel Sherman on De-
Cember 1 and 2, are taking shape. The
"gathering of the clan" this year will
without doubt be the largest the asso-
ciation has had since the heyday
don't Wednesday's report from the
department of the Sherman reports that
many reservations are already in
and others are expected to do so.

Word from Ralph T. Hemphill, Okla-
doma City, secretary of the association,
states that he and Raymond A. Lee,
State Fair president, were confer
in Dallas this week and start a skeleton
program.

"I am convinced from the reports that
have been received from the various
states that the Midwest has a
western show will be better than ever,
" said Hemphill, noting the
ting the fact that we shall have
the largest attendance at the
next year will be more than
doubled this year.

All of the leading show owners have
signaled their intention of attending
the meeting, and the number of
reservations will probably be
than usual. The same is true of the
annual meeting of the American
Western Fair Exposition. The
next year will be more than
doubled this year.

Word from Ralph T. Hemphill, Okla-
doma City, secretary of the association,
states that he and Raymond A. Lee,
State Fair president, were confer
in Dallas this week and start a skeleton
program.

Winston-Salem, Oct. 24.—The
Winston-Salem Chamber of Com-
merce is planning to hold a
on December 2. The
program will include addresses by
the mayor and other prominent
and civic leaders, as well as a
luncheon for the Chamber's
members.

Winston-Salem, Oct. 24.—The
Winston-Salem Chamber of Com-
merce is planning to hold a
on December 2. The
program will include addresses by
the mayor and other prominent
and civic leaders, as well as a
luncheon for the Chamber's
members.

Winston-Salem, Oct. 24.—The
Winston-Salem Chamber of Com-
merce is planning to hold a
on December 2. The
program will include addresses by
the mayor and other prominent
and civic leaders, as well as a
luncheon for the Chamber's
members.

Winston-Salem, Oct. 24.—The
Winston-Salem Chamber of Com-
merce is planning to hold a
on December 2. The
program will include addresses by
the mayor and other prominent
and civic leaders, as well as a
luncheon for the Chamber's
members.

Winston-Salem, Oct. 24.—The
Winston-Salem Chamber of Com-
merce is planning to hold a
on December 2. The
program will include addresses by
the mayor and other prominent
and civic leaders, as well as a
luncheon for the Chamber's
members.
May Repeat In Ft. Worth

Frontier grounds may be utilized for another show during season of 1937

FORT WORTH, Tex., Oct. 24.—William H. Moore, chairman of the board of control of Fort Worth Fair and Exposition, announced there probably will be another show at the centennial grounds next year, as the company is continuing to turn over a million dollars' worth of buildings and equipment as the result of a successful season.

Closing of the show this season, even tho the board set the date for October 31, may be postponed until the last day or for several more weeks.

Announcement of the closing of the show has put the New York crowds to rush the show, especially Casa Manana, and the various state and city chambers.

The weather does not change much the board won't dine as long as crowds continue to come in, the same as the occurrence for Casa Manana first show was to be sold out by 3:30 p.m., two hours and a half before show time.

Concessions are making certain plans, as most of them plan to stay until the show closes, whether it be October 31 or November 14.

At the end of the season a rain proofed Casa Manana has been rigged for the Jumbo building. Besides the floor installed last week for dancers, a kitchen and storage has been added, which has been installed in Jumbo dressing rooms so that the Board of management will be able to serve food in Jumbo, as in Casa Manana. Tables and chairs to accommodate 1,100 are available and there are 1,000 seats for those who desire refreshments. Daily rehearsals by the review companies have put their best effort into the Jumbo show.

Sibley ImprovesBiz

Walker K. Sibley reports business tried at his python show since he added an octopus to his show and rearranged the layout. The Sibley show has been well received and announced the main show for the kids here as well as grownups.

Concession managers for O'Reilly-Beresin at The Last Frontier and Jumbo building on October 14 for New York after a successful season. They will be back with another show in November, with the same management, to open picture machines this winter.

Leo Cohn, producer of the show, is said to have signed a contract with O'Reilly-Beresin to continue showing in the fall of 1937.

Sarah Bernhardt, whose stage name is Ronald Dale, leaves on October 28 to return to New York where he plans to stay several weeks. He was stage manager for Frontier rodeo spectacle here with each casting from September 20-26.

Ralph Henderson, grinder at Nuda Ranch annex, on a trip to Chicago, will return to Nuda Ranch before the season is over. Gregory Moses, formerly with Streets of Paris, Dallas, and more recently at the Jumbo, has returned to Nuda Ranch. Bob Winfield, who has been at Nuda Ranch, Red Hutcheon, grinder at Ranch, applies for the same position with the exception of the Harem. Office is at the front of the Harem. Warden was talked to about the future of the horse to the Dallas area and he says that a horse to the Dallas area and he says that a horse to the Dallas area.

Sally Rand Unit Show

Lulu Bates, singer with Pioneer Palace Minstrels, has been playing in the bands for four days to attend her mother's funeral. During this week there was a singer for this Tiny Rosedale in reserve, substituted for Miss Bates. Billy Pitters, dancer at the annex, also was on hand.

Fair Meetings

May Association of Agricultural Fairs, November 8 and 9, Hotel Northward, and Prairie Park, will be attended by Charles E. Butler, secretary, Lewiston.

International Association of Fairs and Expositions, December 1 and 2, Hotel Sherman, Chicago. Ralph T. Sibley, president, Secretary, Oklahoma City.


As inquiries are being made, secretaries of associations should send in their dates.

The Frontier influence has left its mark on Art Levi, weight guesser, who will be used at the Jumbo show. This is the last day of the Jumbo show, and Levi, who has been on the road for two seasons, feels that he has learned a lot from the Jumbo show.

Nude Ranch, is now straight man at the Jumbo Theater, and is now $1.75 a week, and is happy with the work.

The Jumbo show is now open for business, and is expected to be a great success.

It is the policy of the Jumbo show to be open for business, and it is expected to be a great success.

In "Building the World of Tomorrow" in its outdoor amusement business, George A. Hamid, Inc., modestly feels that it, too, is prepared to challenge the field for supremacy, but for a greater ideal—that of lifting the business to a proper niche In the affairs of the world, enhancing its standard and by looking ahead not only of the lessons taught by history and experience.

In "Building the World of Tomorrow" in its outdoor amusement business, George A. Hamid, Inc., modestly feels that it, too, is prepared to challenge the field for supremacy, but for a greater ideal—that of lifting the business to a proper niche in the affairs of the world, enhancing its standard and by looking ahead not only of the lessons taught by history and experience.


FREE ACTS

We are now lineup Acts and Revues, also Sensational Thrills, for our 1937 Season of Fairs, Celebrations and Parks. Give full particulars in your first letter.

COWBOYS COMPANY OF THE WORLD "Hendon's Hombres"

Effit Hotel Building, W.W. Moore, Des Moines, Iowa.

SAVANNAH, GA., FAIR NOVEMBER 9 TO NOVEMBER 14

Big Armistic Celebration on Fair Grounds November 11. WANTED—Concessions of all kinds. Cows best years.

Address MORT L. BIXLER, P. O. Box 23, Savannah, Ga.

Winner Put on For Spartanburg

Record Saturday attendance means profit for rain crumps program on 2 days

SPARTANBURG, S. C., Oct. 24.—The 9th annual Spartanburg Fall Fair, here October 17-19 had a closing day that shattered all previous attendance records. Crowds overflowed the grand stand for auto races in the afternoon. In spite of nearly two days of intense weather, said Secretary John P. Middle, "We've had a good deal of rain, but a small profit that is expected will be applied on the Faire program. Saturday made Children's Day of rain earlier in the week was big.}

South Georgia Legion Fair

VALDOSTA, GA. NOV. 9-10-12-13-14 Booking Independent

WANTED Non-Conflicting Rides, 40 Stock Concessions, Demonstrators With Worth-While Products.

Negro No Grit: If You Can't Work Right, Don't Come.

Wire or Write H. K. WILKINSON, Manager.
Special Event Bill Arranged

DALLAS, Oct. 24—Three big days in a row last week put the fair on easy street for the time. A successful Negro Day on Monday brought $8,675.28. The best spenders of the exposition has had, hailed as a record for the event by Mr. Ellington, was Saturday and Sunday. Two big special events were held next week’s program, Capa W. W. Prakes’ thrilling circus, with airplane and auto crashes, will be staged the Union Texas State after, and Gate will be 50 cents and 75 cents for night.

As feature of Firemen’s Day next Wednesday a three-story house will be burned in the Court of Honor. A family will be “rescued” from the top floor. The fire was planned for the bank hold of two weeks ago, which day ended with the “Empty pocket” speeches by Dr. Fr. X. Townsend, pension plan leader, and William Lemick, frequently featured in the musicals. The day was outstanding as time of an East Texas celebration on the occasion of the dedication of Olline Jamboree on October 23-24.

EUROPEAN VISITORS on the admission of seventy-five foreign visitors that day, and on Sunday, the accession of organized school children’s tours from all parts of Texas that had been unable to take in more than 24,000 pupils to the fair.

Fort Worth Day Flag

The old high school and Fort Worth and Dallas fired a little again on Thursday when Fort Worth Day was celebrated at the exposition, with Zanet Jarvis to be a Fort Worth school song at 10:30 a.m. He didn’t show up and when publicity offices called him, by long distance he said he had his ranch that day, but another Fort Worth song flier football game in the Cotton Bowl Saturday afternoon, the S. U. S. student body had invited a pop rally and evening of revelry on the.

Three special events from St. Louis and Nashville brought Tennessee Day visitors on Thursday, with the high school in Allister. The special trains were to bring to the fair groups of the 11,000 school children who attended on Saturday. Most of them were from Houston, Galveston and near-by cities. Texas railroad were unable to accommodate the demand for the trains and several school tours were deferred until later.

Governor Allred of Texas, Governor Willard of Texas, Secretary of State J. M. Davis, president of the Dallas Board of Education, Rainey, took part in the final ceremonies for the closing National Dairy Show and the fair. July 8th was the big day for this Dallas Fair. The eight-day show had attendance near 400,000, it was estimated, and brought in nearly $500,000.

South Louisiana State registers close to 100,000—grandstand show pleaser

DONALDSONVILLE, La., Oct. 24—Nearly reaching 100,000 attendance was given on the 500 acres of land for the Grandstand at a cost of $25,000 and the cost of the grandstand and additional stand was $25,000. Additional ground was included with non-delighted with the event, but the cost of the grandstand at a cost of $25,000 and the cost of the grandstand and additional stand was $25,000. Additional ground was included with non-delighted with the event, but the cost of all the work was estimated at $25,000.

Electric Show Feature

Altho crops and economic conditions in the area are good, agricultural exhibits note a lack of freshness and sparkle at this year’s fair. The exhibits in the livestock, poultry and home-work displays are not only filled with original work, but with quality. All space in the electric show building was filled. A total of $2,400,000 was spent in premiums. This year’s competition for the best work advancement, in several thousand boxes. There was a marked advance in the Chevrolet cars. Electric show, an introduction this year, probably will be a permanent feature. Mr. Vickers said, in another innovation for Thursday night, that a show of his was in progress near the fair. A full program of music, vaudeville and features made up the largest program ever presented.

Balance Is Good For Des Moines

Late figures show between $10,000 and $15,000, handshaped down record

DPS MONIES, Oct. 24—Despite disappointment shown on the fair grounds Wednesday, Oct. 23, and Thursday, Oct. 24, the Iowa State Fair has been attended with a favorite. The 10-day fair will conclude Saturday, Oct. 26, and $10,000 and $15,000 will be the second largest attendance since 1930, according to statistics.

Coupled with that fact that exhibits and entries were the largest ever for the fair, this success is unusual after last year’s economic depression.

Neb, Has Biggest Profit in Many Years

LINCOLN, Neb., Oct. 24.—Nebraska’s Thanksgiving Day profit in nearly eight years when audit was made by the State Fair Board, having cleared $20,178.83 at against $8,630 last year.

Secretary Perry Reed said receipts were $19,789.30 and expenditures $7,453.52. A net profit was made for the fair, which was $12,335.78. Grandstand money and amount expected to be realized from the fair.

Almost to 1935 Mark

The President’s drought conference on Thursday, instead of stimulating the fair, proved to be a country-attraction, showing attendance in the first week of the fair, which was less than last year.

Scores during the second week would have put the total 1935 attendance. The fair started to show the $100,000 mark as the final total was just $22,995 less than that of 1935. And in spite of unfair weather for the final estimated receipts of the fair were over $25,000.

Premiums Were Justified

Total attendance was 330,339.

Estimated receipts were $26,000. With the cost of the exposition set at $220,000, the fair will show a surplus of $100,000 when the book is closed.

On the second day, $34,881 was received, and on Sunday, $25,000 was received.

Bigger Profits for Awards

REPORTED FROM SANDERSVILLE

Bigger Profits for Awards

SANDERSVILLE, Ga., Oct. 24.—Unprecedented high profits this year were made by the fair of Sandersville, Ga., Oct. 13-17, with over 35,000 persons attending the show. The School, having been changed from Friday to Wednesday, was a big hit in attendance. As rain came Friday morning. Gate is free for kids on School Day. Premiums totaled $3,850, the fair being co-operative, profits each year being paid out in premiums the following year. The report was submitted, said Secretary Chapman. Blue Ribbon Shows were on the midway.
RICHARDSON BALL BEARING SKATE CO.
Established 1886.
321-335 W. 18th St., Chicago, Ill.
In the Best Skate Today

Rinks and Skaters
By CLAUDE R. ELLIS

THREE days' engagement, opening Oc-
tober 10, from Frank Vernon, exhibition
skater, was announced for Hum- 
bridge Roller Rink, Green River, Wyo., for
1936. The rink is in a beautiful new
building with all new equipment, owned
and managed by Butters Bros. Chicago.
Skates are used, there is a sound system
for music and he declares the hard maple
floor to be a credit to a metro-

nopolitan city.

It is the best rink I have seen in the past year," he said.

The building is being leased from the

Hippodrome on Park Avenue.

MORE than 1,000 skaters and dancers
tended his opening night for the

November 1, and many waited in line
for skates to be returned. William
Stewart has restored his position as
manager, he having managed White City
Rink, Worcester, Mass., during the sum-
mer. Cash prizes will be awarded at the
carnivals to be staged this month.

There are many skating acts deriving
benefits from appearing in night clubs
throughout the country. The rinks were
not engaged when the fairs were being
taken from these acts in the Billboard.

When skating acts were in great de-
mand at the fairs, they received a
good many appearances of engagements.
A professional skating rink has been
opened by祝sk jlAyr Burns, Bud Smith, Merrie Ade-

gas, Roland, Fritz, Joe, Jack O'Kelley, Louis Cane,

CEO STETLER, manager of the Wheeling rink, is
planning on a return visit to the Pitt-
sburgh rink, and hopes to have at least
200 skaters there.

TRANSCONTINENTAL Roller Derby in the
Coliseum, Chicago, under direction of
Leo A. Seliger, president of the Roller
Derby Association, in second night event staged by Seliger this fall, the first be-
ing in the New York rink. According
to reports, the skaters faced before capacity audi-
ences.

Executive Secretary of the Association
is Fred Coing, executive secretary, who
is responsible for the club. The skating
rinks and also helped make it possible for these acts to obtain work.

The club is located at 2032 W. North
Ave., near the University of Chicago, and
attempts to help support the skating columns.

EXECUTIVE Director of the club is
James Leo, who has one of the clean-
est acts in vaudeville, many have seen
him at night clubs and the skating well.

One interesting Eastern act has
gotten away from the usual flying stunts
and has concentrated on the art of skating
in evening attire without use of a mat.
This act is content to use only a screen
not injure the finest dance surface.

The idea of the act, perfection, took
a series of lessons from a dancing instruc-
tor. The act is doing over big and going
downhill each week on the ice with the
beer fruit.

MEN'S LOW WHITE SHOES
MOUNTED ON
"CHICAGO"
Racing Skates
Be In Style With Your Partner
A New Item That Is
Going Over Big.
Display Them and Watch Your Sales Grow.

A Stadium in every American city.

The Billboard

RALEIGH TOPS
(Continue from page 38)

KIDS Good for Rides
More than 4,000 kids at Mirth Shows
on the midway drew favorable comment
for new features, including Seminole Village, Tangle of Mystery,
Prize of Living Wonders and deep-sea
drivers. Pittsburgh ride did big business
due to large attendance of school chil-
dren.

Grand-stand attractions, including
"Revolution" and "The Great American
Tale," was offered by Frank G. Jockey
the Pioneers at the Pittsburgh fair. The
city's largest attraction was "Raven,"
the all-live stock in front of the grand
stand also was a Thursday feature.

First Adverse Weather
An incident concerning the rainy Frid-
ay was that it was the first time ad-

time had been encountered at the Stad;
Amusement Park during the three weeks
it has been operated by George A. Hamid
and Sohn, Chicago.

A special attraction as an educational
feature to the Northwest Fair, sponsored
by a picked crew of National Guards
under the command of Major Walter E. Hubert.

Among fair executives visiting were
Chicago and Rochester managers
and assistant manager of Virginia
State Fair, Richmond.

Grand-Stand Shows
A'TKST playing Kershaw County Fair,
Cameron, S. O., and Caroline Fair, Char-
lotte, N. C., Uncle Harvey and Aunt Lou,
"The Laughalmonds, in Tintypes of the
90's," will be at Buttern (R. C.) Fair.

HAVING closed 10 weeks of fairs, with
its present engagement at St. Clotter, report they will work vaude
and then take a well-deserved vacation.
They purchased a house car this season,
Because of serious illness of a relative they were forced to end their
fairs.

CLOSING 11 weeks of fairs under Barnes-Carruthers in Laurel, Del.,
Healy and Mack are back in vaude with a
novelty rigging car, having stored their
write act. They expect to sail on Janu-
ary 1, for the New York circus and will
begin the tour on the Tivoli Circuit on Fe-
buary 6.

NEEDS Concert Band, reports
Jim Nelid, conductor, a successful
week at Standard Fair, Ala., October
17, playing Marshall County Cen-
ter, Monticello. The band, under Con-
trombone, goes in the Arlington Hotel,
Hot Springs, Ark., for winter. Dan
See (GRAND STAND SHOWS on page 8).
Exhibits for 1936 NAAPPB Meet To Be Largest Since 29 Display

Fair managers and carnival operators will be guests of the park men’s association—coin-operated machines to receive prominence—Baker pledged with prospects.

CHICAGO, Oct. 24.—In its pre-depression days an exhibition has been held in the downtown area that was not only a success but was also a NAAPB convention, said Secretary A. R. Hodge in his office in the Hotel Sherman in discussing the annual convention of the National Association of Attraction Parks, Pools and Beaches, to be held at the Hotel Sherman here the week of November 24th. For three years the convention had been gradually shrinking until the low point was reached in 1934, when there were only slightly more than 50 exhibits.

A summit meeting was held in 1935, when the percentage of members was down to 10. From these conditions the convention has grown until it now has over 100 exhibits, and the attendance of persons representing the various fairs, offices, and hotels is greater than it was in connection with the simultaneously with the park, pier, pool and beach men,” said Mr. Hodge.

Membership Grows

Most exhibits of the 1936 convention will display devices or merchandise that will fit such a membership in the parks association as well as park managers and pier men.

A majority of the manufacturers of coin-operated machines is represented at the show, and large exhibits are being held in various sections of the country. Many of the shows are being held in conjunction with conventions of the National Association of Attraction Parks at different times.

This year’s three-day annual show will be held at the Hotel Sherman from November 24th to 26th, and is expected to attract many members of the association from various sections of the country.

The annual banquet of the association will be held on November 25th at the Hotel Sherman, and a joint banquet will substitute for another annual banquet and dinner held here by the NAAPB.

Baking Is Magnet

In a recent interview with his New York office, Mr. Hodge, the NAAPB said: “The phenomenal growth in an association that has been in existence for only 25 years is due to the magnetic attraction of baking, which is one of the association’s most successful and profitable activities.”

On this point, Mr. Hodge said: “The association has a membership of over 1,000, and this year’s convention will attract a membership of over 1,500, which is a large increase from the membership of the association in 1934, when there were only slightly more than 50 exhibits.”

Spy-Glass Revenue

The Spy-Glass Revenue of the City of Chicago’s Beach Park, located on the Lake Shore Drive, is expected to exceed $100,000 per day, according to the hotel officials. The revenue from the park is estimated to be approximately $100,000 per day, and the income from the park is expected to exceed that figure.

Week-Ends Big In Atlantic City

Fall convention season is bringing record numbers of delegates to confabs.

ATLANTIC CITY, Oct. 24.—Summer resorts are continuing big, while the fall convention season is bringing record numbers of delegates to confabs.

Indies Protest Riss Competish

NEPSIS, N. Y., Oct. 24.—Riss Park, a 25-acre amusement park in the lower part of the city, has been the scene of a series of protests by members of the New York State Labor Union, who have been suspended from employment at the park.

Collister Claimed by Death

PARMA, O., Oct. 21.—Lawrence (Larry) G. Collister, 43, widely known amusement park and riding-draw operator, who died suddenly here on Oct. 19, was active in amusement park circles for many years.

A. C. After Christmas Biz

ATLANTIC CITY, Oct. 24.—This resort will go after Christmas business in a big way, with additional shows, advertisers and a big parade to usher in the season.

The season, fashioned on the style of the New York show, will take place on November 28 and will include a big group of city bands and the 70-foot “dragon.” Various organizations, such as the Salvation Army, will be in charge of City Press headquarters, to the city advertising committee this week.
Unconventional Convention

It won’t be long before the swim-pool fraternity will be migrating to Chi- cago, Chicago, for the 3rd Annual De al.

Trotter Convention. It is said to be the best in the country, and one of the most enjoyable.

I have just received an invitation from the convention’s organizers to attend. I am looking forward to it with great excitement. It will be a great opportunity to meet new people and learn more about the pool business.

With the Zos

LITTLE ROCK, Ark.—Superintendent W. B. Spratt, Park Zoo, invited the public to witness removal of alligators from the swimming pool, winter to winter. The pool was closed for the season, and the alligators were moved to a holding facility. The public was welcome to view the alligators as they were being removed.

NEW ORLEANS—Following shooting of a young female white fawn deer in Audubon Park Zoo by someone who has never been there before, the superintendent of police has announced that there will be a search for the person responsible. The deer was found badly wounded in its new pen and died the same night. Prank shots have been increasing in the area, especially in the vicinity of the rockeries.

SHEBOYGAN, Wis.—Volunteers Park Zoo members, under the direction of Mr. Edric, Sheboygan county conservation, and the general public, assisted in the removal of the alligators from the zoo.

The Zoo is located at 1410 North 16th Street, Sheboygan, Wisconsin, 53083. For more information, please call 414-792-8181.

Auto-Scooter-Water

Showmen

Get the best deal on a new scooter or watercraft. Big Discounts Every Year.

LEPIDA BROK. INC., 1409 Walnut St, Philadelphia, PA 19102

Bills, Checks, etc. on File

Makers of mechanical scooters and watercrafts.

F. M. MANDELS CO., CONEY ISLAND, NY

Auto-Scooter-Water

Showmen

Get the best deal on a new scooter or watercraft. Big Discounts Every Year.
SLA ANNUAL EVENT DEC. 2

Banquet, Ball
Success Assured

275 new members join—
gloriously rejuvenating
interest in league

CHICAGO, Oct. 24.—With the most
prosperous outdoor show season in
many years opening, the Showmen's
League of America is looking forward
out the country are turning their
their thoughts to the 24th annual banquet
and ball of the Showmen's League of
America, to be held in the Bal-
room of the Hotel Interurban on the
night of Thursday, December 2. Invited
men to the banquet will be Joseph L.
Stonehouse, general manager of
the league; Frank P. Duffield,
general manager of the Showmen's
League; and management of the
Showmen's League.

The number is expected to pass the
350 mark. All Showmen present the
country have awakened to the
importance of the occasion. It has shown a
remarkable increase in the last
two years and formerly there was
to the league. It is expected that
the attendees will number 350
for the meeting. The committee
Chairman Frank P. Duffield has
invited a number of special guests
who will be present at the banquet.

Committee Appointed

Chairman Duffield announced the ap-
pointment of the following committee:
General chairman, Sam J. Levy; Roy
S. Hirsch, secretary and treasurer;
Committee, including
John M. Henry, chairman;
George E. Scott, Wilbur R.
Bleth; Charles A. Riley, and
Frederick J. Hirsch.

McCAFFREY FOR
SLA President

Popular slate is named for
37 offices—board of gov-
ernors is a select group

CHICAGO, Oct. 24.—J. O. McCaffrey,
president-elect of the Showmen's
League, has been nominated for the office
of president-elect for the 1937 term on the
regular ticket. The nominating com-
mittee, consisting of the president and
vice presidents and the board of
directors, has named McCaffrey for
the post. The committee also
named J. O. McCaffrey for the office
of vice-president of the league.

Nominees for the offices other than
president-elect and vice-president are:
William P. Duffield, second vice-presi-
dent; Frank P. Duffield, third vice-presi-
dent; Frank C. Brown, fourth vice-
chairman; and Joseph L. Stonehouse,
secretary.

The Showmen's League has had a
gerous change in the amusement
field. In the days of vaudeville, the role of
the board of governors was to
represent the interests of the
industry. Now, however, the board of
governors is expected to represent the
interests of the industry and to
invite new entrants to the business.

Regret that the heavy duties con-
tected with my present position pre-
vented me from accepting the nomina-
tion. I am sure that if you could have
heard the League, I should decline because I
cannot give it the time I would
have to give it. I am not for the League,
and I intend to support McCaffrey for
the position. I also wish to have the
League in the hands of the men who
have the time and interest to

The Ballyhoo Bros. are circulating in the
area, providing entertainment for the
public with their distinctive act. The
show has been well received by the
audience, with many favorable reviews from
local critics.

Ballyhoo Bros. Circulating in the area
A Century of Profit Show

BY STARR DEBELLE

NEXT WEEK L.A.

Week ended October 24, 1936.

Dear Charlie:

That proverbial spot at last. Next
Week. The date has been looked
forward to by every showman in
the country for months. The
Ballyhoo Bros. have included
them in their shows and the
audience is eager to see what
these two remarkable acts will
bring to town.

Dear Showmen:

The Ballyhoo Bros. will be
appearing at the weekly show in
Los Angeles next week. The
show will feature their unique
acts, including the well-known
"Ballyhoo" routine, which has
been a hit for years. The show
will also feature a variety of
other acts, including music,
dancing, and comedy. The
show is being promoted with
great enthusiasm, and the
audience is expected to be large.

Please make sure to attend and
enjoy the performance. Thank
you for your support.

Starr DeBelle

The restaurants were changed in the
area. The only change was the
decoration of the dining room.

The town has been buzzing with
activities. The local theater has
been showing new films, and the
local shops have been busy with
new products.

There's still time to help the Showmen's
League. To date, the membership has
hit over 12,000 members. Join today and
be a part of the most influential
organization in the entertainment
industry.

For SLA and HASC Grosses $332

Royal American Cemetery Benefit

W. R. Hirsch Honored by
Roy Gray Shows in Texas

CENTRE, Tex. Oct. 24.—William R.
Gray, general manager of the Showmen's
League, had two days of success in
Texas last week. Gray had two
shows in Texas, one in Big
City State Fair, and another in the
State Fair of Texas. Gray also
attended the meeting of the
Showmen's League of America
in Chicago. Gray was honored
by his many friends in Texas.

Trailer Photos Wanted

The Billboard is seeking photos
of trailers being used to carry vaude-
ville companies. If you have
photos of your trailer and are willing
to share them, please send them to
The Billboard, 23-37 Opera Place, Cincin-
ati, Ohio.
No Letup in West Coast Show
And Concession Activities Yet

LOS ANGELES, Oct. 24.—Thomas J. (Toney) Hughes unloaded another MGR this week that is leased to Max Bernard for the new California Goddess. One of the few concession equipment being overlooked in Venice, "Save Burke", formerly of Crafts Shows, in charge of concessions here, reported the scene was being done by Irene Saunders, of Hollywood. 

Walkathon at Egyptian Ballroom, Overland Park, B. H. was an extra vaude variety presented nightly. New Sunbelt Company, in charge of the show, is doing very well. Phillips and wife have the eats and drinks.

Al Lindberg, in Westside theatre, is even doing nicely. "Overland" Frank Murphy back from Victoria rodeo. Tony Ritscho, who has leased the Schachman Four Queens set on Conkim Shows, back and reported that George Hall had the equipment of United Shows at Victoria for a good business. Harry Adams back from Dallas and with the set. In from Texas and west points, was with the Tutwoll Shows. Will Wright, in charge of the San Diego States Shows near the end of a very profitable season, stated to the writer a widely advertised event that was to open to the California territory. He said it was the way of some other promotions where in there was a lack of showmanship. "It is a short stop, says he has had a very good season, but there has been no new crew working special events. Doe Duhm, the state agent for the Dynamite, on feature film and putting on the Saturday shows at the J. W. Robison downtown stones, was here in town. West Coast, writes business still very good. Dutch Tryggestad, back from El Paso, is the promoter of the Huntington Park, Calif., Charity Circus. Eddie Gamble is chairman of the executive committee. Many of the local fellows made the San Diego shows for a few days, reporting very well. Peggy Pemberton, of the Ivory, Los Angeles, is the entertainment of the Huntington Park.

Gold Medal Shows Make Record At South Louisiana State Fair

DONALDSONVILLE, La., Oct. 24.—Records crowds on midway of South Louisiana State Fair last week brought out a lot of the county folks. Gold Medal Shows, that when 28,000 patrons junctioned the grandstand on the last day, enjoyed the greatest day since he entered carnival business. Twelve shows and their rides of last year were well. Birth of the grandstand show (Octopus;) McKnnon and Longstaff had a great evening, Janie Day, in charge. The 24 rides, featuring the Great Pickering, was installed with Richard S. Dodson’s set of lights. Hugh Wexler was in the midway. Tents for stock and exhibitors were supplied by United Test and Dowle Bros.

Doc Waddell Tells One

At the fair in Texarkana, Tex., last week, Wadley-Robinson, "wild man," escaped on a trip. With makes in his mouth, others called around him and his hands was full of bunny alligators, which he carried in a basket. Others whose was left in his pit in fine in a crowded midway. Claimed over stuffed and played his children’s colored men and boys loved the place. Doddy showed the problem. Sum- ran as far as seven miles into wood country. The "wild man" started for his stunts. The "wild man" went nuts, circled himself, and, in chance, dragged his dog down and killed it. The "wild man" turned around and left them all. The Wild Man Show turned patrons away the show, and was not popular. Claimed he was feeling local Negroes. Newspapers gave plenty of stories following this during the week. The"wild man" showed his dog on is tame.

Dodson’s Shows Announce Plans

Will winter in Savannah and rebuild during layoff --- will carry 20-piece band

SAVANNAH, Ga., Oct. 24.—Dodson’s shows will play three more weeks. M. C. Dodson, who has been in the south Georgia, Georgia, fair, before its season had ended, announced by the cooperation of the Board and Chamber of Commerce, that the shows will carry 24-piece band under the direction of Savannah Fair to winter in the city. B. S. Dodson, who has had some trouble with the show’s paraphernalia in fair groups buildings, John Butler, of the

Those Merchant Slips

We, outdoor showmen, are overlooking one of the greatest advertising mediums that is available in this day and age, with a merchant. I have seen several variations, but none as well endorsed by member of the WESTERN STATES SHOWS, 'Best in the West.' 'Showing in your city all this week."

They are printed on a medium grade of paper and cost us less than $1 per thousand, and I have seen some that are much more ornately gotten up that cost more money.

The first one of these slips that I ever saw or heard of was used by the C. F. Stearns Show in Topeka, Kan. The billboard as to origin of this idea might be a good means of advertising the plan among us.

The average outdoor showman does not realize how much of a myth character is to the home-town man, nor does he know how many times a week, the average showman can come up. You can’t buy your way into a man’s pocket. The man who can get a street showman to deliver the message to the man for whom he works, is one who knows his business. An outdoor showman, that is used to outdoor advertising, will be the one who finishes his week. Forward outdoor shows and outdoor showmen was changed because a very small show can get a larger share of the advertising money. They should be used more.

Just one example. I lived in Amarillo, Tex., for the several years I was out of show business. I was the owner of some stock in a corporation, the way the man who owns the company. The showman was paid for his services. He left the money out of town. I took him to the show and he had him go over the books with me and the man who had lost money. I then took him around the city, explaining the facts. We had people worth of merchandise from him that week. It was not "framed." Since then he has been a believer in outdoor shows, but he asked me why we did not let him know that we had been cracked.

These little slips would have made that question unnecessary. I believe that 250 should be issued each week for each employee on a week-end show. The show employees should be its real worth of merchandise from him that week. It was not "framed." Since then he has been a believer in outdoor shows, but he asked me why we did not let him know that we had been cracked.

Show Employees Injured In Ride Truck Mishap

WEST HELENA, Ark., Oct. 24.—In making a move here last Sunday morning of the trucks carrying the Ferris Wheel Steel and the Colossal Trains, the Ferris Wheel Steel was partially wrecked when it was bumped by another truck, it is reported by the shows. The two ride men accompanying the load were injured, it is reported by the Superior Shows, and that one of them is in a very critical condition. It is stated that one is suffering from concussion of the brain and the other with a broken arm.
Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 24—President "Patty" Conklin and Brother Frank left for the Pacific Coast, hence the meetings of the 22d was in the hands of Vice-President Roy Sailor. The meetings there were quite successful, as in his usual manner. In the absence of our chaplain Brothers Charles G. Driver was called upon to perform the duties of this office.

Membership committee hitting along in great shape, with great possibilities of shooting high over its mark of 300.

Brother Billzy told us in his talk that the St. Louis Kent County Hospital and will be pleased to receive messages from his many friends. He is in the capable hands of Dr. Max Theorek and we are in high hopes having him back at the meetings very soon.

The committee is functioning in full, with the press dividing its attention between the regular news and that of the banquet and ball. Nomination committee turned in its report of officers and the regular news story,复制文本仅用于当地的显示，复制到https://showmenleagues.org可以获取更多原文。
LOS ANGELES, Oct. 24.—Meeting Monday night, Right to Protest Club, it might be, be broken by the donor of a very select luncheon and liquid refreshments that went with the hour. A hundred and three members present; President Post- 
frail, secretary, and John Buckman, secre- 
tary, also present.

The opening business matters were handled rapidly so that time might be given to the annual charity banquet and ball, to be held Wednesday evening, December 9, at the Billingsgate Hotel.

Reports of the standing committees were given in detail. A vote of thanks of thanks to John J. Kline, who has completed a 24-foot serving bar and three choices of the seating arrange- 
makes of the annual banquet.

Communications: Will Wright, of Golden State Shows, with check for membership of C. H. Herman of Selma, Calif., enclosed check for membership of J. M. carl, and D. N. Newcomer, enclosed check. Past President Patty Condlin sent a most appreciated check.

Work in progress: "The Importance of Promoting Live Theatre," a joint production of the organizations is the kind that makes for the betterment of both clubs.

It was voted that PCSA again become member of Los Angeles Chamber of Commerce, the recommendation coming from the Board of Directors, the president being present.

On October 31, at a meeting held in the F. C. R. building, an effort was made to announce the selection of the officers of the organization.

E. F. E. was introduced and paid tribute to H. F. Aspinall in his promotion in local business and social life. He also expressed the gratitude of the group for his services.

A meeting was held on the evening of October 31 by PCSA. Aside from the complete agreement to attend the annual banquet, the affair, it was arranged for cars to be available that night for which tickets had been sold.

New members: Thomas H. Rhode, president of the San Diego chapter; William M. O'Keefe, treasurer; John B. Kline and Charles M. Edens, secretary-treasurer; and A. R. Conley, editor of the "Scout."

Ten other applications were acted upon at this meeting. The issuing of new memberships that came in the drive is quite in line with last year's drive and, if made on the same lines, should produce a large turnout of members.

John Miller, Harry Pink and Dr. J. W. T. Garman, who were present from Southern California, got as far as Ochocina City in suit and ties, went back to Kansas City to catch a train for L. A. Marc-Kirkeland talked but did not offer thenat. He is the boss of a large construc- 

Harry Seaver gave a layout of plans for an entertainment of the State Wax Xylophone Club. Dr. D. B. Reilly Vaudelle Show announced as floor entertainment for the next Monday meeting; the entertainment was talked interestingly. O. H. Hilderbrand said the "atmosphere of the Charles H. Smith "Cissy," "a real ribber," at the annual ball of a six-foot girl to Mrs. Hilder- 
brand October 18 at St. Vincent's Hos- 

erial, mother of the late Mildred "Cissy." Jack Grimes then got a chance to talk of plans for the next meeting.

There will be a beautiful souvenir pro- 
cen-100 years, it may be, be done by Arthur Stahlman and Leo J. Hagerty. The master of the orches- 

Carnival. Mrs. J. C. H. Herman announced, the Ukrainian Russian Rial of 14. According to Jack, really, not a thing to be done by the average one, but a very pleasant place to be done by an artist and a lady of the average one, but a very pleasant place to be done by Arthur Stahlman and Leo J. Hagerty. The master of the orches- 

Carnival. Mrs. J. C. H. Herman announced, the Ukrainian Russian Rial of 14. According to Jack, really, not a thing to be done by the average one, but a very pleasant place to be done by an artist and a lady of the average one, but a very pleasant place to be done by Arthur Stahlman and Leo J. Hagerty. The master of the orches- 

Carnival. Mrs. J. C. H. Herman announced, the Ukrainian Russian Rial of 14. According to Jack, really, not a thing to be done by the average one, but a very pleasant place to be done by an artist and a lady of the average one, but a very pleasant place to be done by Arthur Stahlman and Leo J. Hagerty. The master of the orches- 

Carnival. Mrs. J. C. H. Herman announced, the Ukrainian Russian Rial of 14. According to Jack, really, not a thing to be done by an artist and a lady of the average one, but a very pleasant place to be done by an artist and a lady of the average one, but a very pleasant place to be done by Arthur Stahlman and Leo J. Hagerty. The master of the orches-
CARNIVALS

Midway Confab

BY THE MIXER

GOOD SENSE: Sense of proportion.
Now FOR—First in Florida.
Now FOR the profession.
NOTHING can untruth the facts.
GARRISON CLEVER cards from Brinkley, Ark.: “Joining Liberty State Carnival.”
JOIN THE march of progress. Do not try to stop it.
CRYSTAL MAZE of the tented world.
You’re sure that some people
YOUTH IS BEING SERVED. Sometimes with a punch in the nose.
Nearly all reports from carnivals playing Mississippi are good.
“This party and that party” doesn’t mean a thing. Who is doing, what is talking about.
JOHNNY CHAPMAN is reported to have had an excellent season with his big on Gending No. 1 until.
WHERE are all the “boating” kangaroo cards?
E. RENNY cards from Cleveland: “Onion, glad to note you put so much interest into the column about others.”
FIRST OF SEASON was for scraps, midseason takes in.
GEORGE N. ROOF cards from Columbus, Ind.: “Closed with Sals’s Liberty and Imperial Shows, visiting mother.”
SKULL FOOT” is from the mind of Bear De.
PUNCH ALLEN letters from Pageland, Ga., “Long, long time, no see The Onion.”
TODAY is the tomorrow you waited for yesterday.
BINGO AND LEE AVERY cards from Baton Rouge, La., “Good season, have new Covered Wagon. Tell Charles C. Blue to come to Cocoa, Fla.”
PROCRASTINATION is listed as a theft of the first rank.
JOHN ODSONA lettered from Appomattox, Va., to the Illness of H. E. (Dave) Robertson, of El Passo Exposition Shows staff.
BOOST the boss, even the boss; boost for not being efficient in your allotted duties.
MAP MACK lettered from Stockton, Calif.: “Had a very successful season, have all the shows, and the year’s end is near.”
JUNGLE IN GEORGIA would make a good title for a book of our all winter life.
PROPEE LEE EVANS cards from Kennewick, Wash., “With all the shows, good weather and cotton pickers getting $1.00 a hundred.”
WAIT UNTIL I put on my office shoes—William J. Hollis.
F. W. REED cards from Majestic Shows: “No longer with Majestic. Will be nearby with Big Inca. Will make it easy to play South Carolina this winter.”
THE BILLBOARD has been in business 42 years, How long have you been?
CAPT. R. E. MASTERS letters from Boston, Mass., the season, closed 108 days at Cleveland Exposition. We had a good season.
NO ATTENTION paid to unsigned communiques.
TOMMY ALLEN, assistant manager for the Johnny Jones organization, says: “Every show should have a loudspeaker, if for nothing else but protection.”
FRED C. MURRAY letters from Boston: “Come up here and look me up. I am still in the fireworks business.”

HERE WE SEE NOTABLES of riding celes: Business: Peru, Dyer, and Corn. am General representative of Eyerly Aircraft Shows taken at the Ind. State Fair, of Kline, once, upon arrival of Kline from East in airplane to September.

MIDWAY SEASON:

SAILOR HARRIS cards from Donsdale, Mo., to Miss. and Fla. Midwest, juvenile acrobat. In Harris’ side show on Mo. and Fla. Coast and last year on side of Side Show presented on her birthday. Pretty lady, born 1927.

M. CHARLES ROBINSON from Dayton, O., “Thanks for article in The Billboard issue October 17. Have been a booster for many years.”

O. W. MERIDIAN cards from Chester, S. C., “Here getting winter show organized, will have 3 rides, 4 shows, 30 concessions and 100 acts. Perigone & Holiday Shows will open here at colored show.”

THAT smallest mechanical circus in the world (working model should make a great attraction for some carnival); as a big feature for the winter shows.

BUNNY VENUS letters from Nashville, Tenn., “My hobby, out of show business, is journalism. I have written several stories about my tour of the annual Christmas at Lonesome Cove and The Apple.”

L. G. CHAPMAN has been with Foley & Burke Shows for many, many years as chief executive. The shows recently went into winter quarters at Oakland, Ca., for the usual.

JACK AND MRS. BURLAND card from Colfax, Ark.: “Just closing pleasant and successful season. Will be back in World’s Fair, with world’s fair model pop corn machine, a trade ad and switch. Now with Anderson-Walker Shows.”

WALTER BERG, general agent of A. C. Huntz Show, a hustler all the time. He hits Brunswick, Mo., as his personal winter headquarters.

A GEORGE HIRSCHBERG: “After a girl had witnessed the performance of Wilie, the 300-pounder, remarked: Alas! if awful, he made it again.”

GEORGE BROSH letters from Clarksburg, W. Va.: “Now that season is over there is much to talk about. One hotel arrival here are George Brosh, who closed his show at Sebring; Bob Bink, who closed his show at Sebring; Fred Bink, who closed his show at Sebring; and Carl W. Anderson and Charles Pugs, hard to tell who had the biggest reasons.”

TOM IRVING letters from Sioux City, Ia.: “Jeffry Fry, manager for Yates Bros., Shows, will be back in 1937, playing, New York and Pennsylvania.”

WING BROS. AMUSEMENT COMPANY reports from Deaver, Ark., week ending October 17, as good business all winter, and everything is done excellently, Hennes’s Red Hot show is said to have topped midwinter and that Marie Battin in the latter had done fine.

WORLD’S FAIR, published in England, with “hundreds of John Fieldy shows, a strong feature. Texas and other non-union States might well put on similar shows.

GEORGE A. BULFORD letters from Smithfield, N. C., to Willing Greenfield, Exposition Shows over, under my own management, as to doing in Exposition Shows. Will play all winter or as long as good engagement in one man show. Now have 7 rides, 7 shows, 2 free acts and 30 concessions. Booked well into December.”

VARIETY SHOWS: The new title for muscle, Faithful Follower, a very good show. Oat how well it has done.

BOB SCHLORBIFF letters from Mount Clemens, Mich., “Patty and Frank Connell are swell to be with. Got a good

HUBERT’S MUSEUM

228 W. 42d Street, NEW YORK CITY.

Want Fresko and Novelty Acts of merit at all times.

SCHORS & SCHAEFFER.
CARNIVALS

The Billboard

EVANS DICE WHEEL

PADDLE WHEELS of All Kinds

H. C. EVANS & CO.

Buddha Prices Cut

Great Superior Shows

DEE LANGE SHOWS

Buddha

The Billboard

EVANS DICE WHEEL

FREE CATALOG

H. C. EVANS & CO.

Buddha

PRICES CUT

Send Stamp to

S. BOWER

430 W. 18th St., N. Y. City.
Big State Shows
Center, Too. Week ended October 17.
Shelby County Fair, Fair, Weather, good, Business, over 1,500.
Manhattan, Kansas. Thursday Night, at 9 p.m., with a dramatic opening of early day one of a week's
entertainment, with one of the most successful opening features, at 9 p.m., with a dramatic opening of early day
entertainment, with one of the most successful opening features, a young lady from California, who
has appeared in many of the state's leading shows, opened the fair, with a most
successful and entertaining performance.

Children's Day was a great success, with many new rides and games, and the
fair was well attended.

Crafts Shows
Santa Barbara, Calif. Week ended October 18.
Outdoor show, Weather, good, Business, average.

First show here in two years with mid-
night stage show. This year the show was
increased in attendance and business was very
successful. The shows were well advertised and
the result was a very successful one.

The Mattison late night made engagement suc-
cessful. The show was well advertised and
the result was a very successful one.

Mayor Hansen, Chief of Police Gar-
ry; Mrs. and Mr. L. C. Smith, of Fox-
head, Chicago, A. L. Blaine, of Fracisco, A. C. O. Western, former vaude-
villians, now in both departments.

The J. B. Miller, lot porter, is thinking of get-
ing married. Dick and Ed Kent playing
athletic show. Dick recently made his first
appearance in this show as a lot porter.

Frank Warren has been trans-
ferred to Auto Speaker, assisting W.
E. Appleton, and Louis this winter. George Bryant,
vice-president, of the show, and his wife, Mrs. Joe Krug back on mid-
night show with her father, Mrs. Wallace,
wife, of Scandals of 1936, in Hollywood on business.

The show opened at 9 p.m. and was well attended.

Golden State Shows
Walla Walla, Wash. Week ended October 18.
Junior, Weather, fair, Business, average.

Big disappointment. Conditions good, but business with exception of Saturday night was very poor.

The New York Aircraft Corporation, visitor in interest of the show, was very impressed with the
western show. The company's general agent visited the show and was very impressed
with the result.

J. B. Wright, vacation visitation and
the show. Wright recently made his first
appearance in this show as a lot porter.

Frank Warren has been trans-
ferred to Auto Speaker, assisting W.
E. Appleton, and Louis this winter. George Bryant,
vice-president, of the show, and his wife, Mrs. Joe Krug back on mid-
night show with her father, Mrs. Wallace,
wife, of Scandals of 1936, in Hollywood on business.

The show opened at 9 p.m. and was well attended.

Hilderbrand's Shows
Chico, Calif. Five days ended October 16.

Combined facilities of Silver State Shows, owned by Ira Weeks, the State Shows, owned by B. W. Miller, and the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Hilderbrand received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Hilderbrand received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.

Chico received considerable comment by patrons who claimed that their choice of the three was in the Chico Shows, owned by Henry L. Hilderbrand, made their debut here.
Gold Medal Shows' Cemetery Fund Benefit for SLA Nets Over $200

DONALDSONVILLE, La., Oct. 24 — The Gold Medal Shows' cemetery fund benefit sale held here October 16 was a success both financially and from the standpoint of the owners, Doc Allen, of the shows, reported today.

A vaudeville, musical and variety performance featuring many local talent was held in the benefit show tent after the midway had closed near 9 p.m. Ticket sales were well over $200 from ticket sale, aug- mented by door prizes. A high point of the evening's entertainment was a cut- off stunt performed by showfolk and the officials of the South Louisiana State Fair who took part in the production to add to the efforts of the performers.

 Acts from the midway included Caricara Orchestra; Harlem Aces, a musical, fea- turing Joe McBride of New Orleans; "Harlem on Parade," Ralph Nold, in charge of the show, and an orchestra of 14 who were the reception committee; and a vaudeville performance of several songs with the entire company; Sailor and Pearl Harris, Bell Muse, and Reverend and Sister James Davis, all from this neighborhood.

Advance ticket sales were handled by H. J. Jones Exposition. The net, after paying the Gold Medal Shows. Tickets sold for $1 each. The show resulted in the net amount increased by $60. Many locals who are fans show are invited to those sold to members of the board of directors and the fair management.

Jack Sigler, owner of the fair, reported that the fair association and the shows had a prounda weekend.

CARNIVALS

by HARLOW E. HOYT, The Cleveland Plain Dealer

CLEVELAND, Oct. 24 — Pee Jay Jay Exposition, which opened here October 19, was presented with a distinguished service medal by Gen. Sir Lincoln Dickey at conclusion of his performance. During the 108 days of the exposition there were 3,474,312 persons, that is, the show back door twice daily, with exception of three times, for the first 24 hours. The midway is open seven days a week, weather, rain, business, very good.

The midway was ready to open on Monday. Shows made record run from Greenhills to downtown location up to operate when fair gates were opened.

Tuesday, Children's Day, gave very fine weather. The crowds were vious years receipts. Wednesday has always been this fair's off day, but did not do so this year. Thursday was killed by steady rain that started at about 6:30 a.m. and kept pouring down all day. Thursday night Old 501 made his appearance. Lot of distinctive and unusual shows registered good late afternoon and night business. Saturday business up to 3:30 P.M. and ended on the gross.

Lights effects have been installed on the four Ferris wheel unit, Storks and circles each, clusters of different color globes between. New lighted front, augmented by 35-foot facade, lights for show from one end of the four wheels to the other.

Signs of prosperity on all sides of Jones midway. Carl Lucas, sign-con show owner, purchased two Chevrolet cars and two Gelic house trailers. Pfizer Harvey, who has just returned from Europe, has just built an eight-foot Studebaker. Mrs. Wilson, house trailer operator, new trailer. The outfit of Walos, also sign-con house trailer, added a new Wino, human project, for remainder of season. Will be shot from cannon twice daily on midways.

STARR DEBELLE

Crystal Exposition Shows


Fair opened Wednesday, Children's Day. Altough rain fell and on all day, event was not much affected. Several rides packed and jammed. This show had a large percentage of fat girls, had profitable engagement. The last day, Saturday and Sunday, business was good. Saturday clear and serene, crowd of all day. Riders built of business.

Rudey Shows

Carthage, N. C. Week ended October 17. Moore County Fair, Weather, very good.

Business started off with a bang there this week, reported Rudey, and was well continued. The attendance was very good both weekdays and weekends.

Rudey, a member of the management, added that the attendance on Monday was slightly below average. This is the case in the show's history. Monday attendance is usually high, and Rudey said that the reason for the lower attendance was the weather.

The show was well received by the people of Carthage and Moore County. The weather was pleasant and the crowd was large.

Shot by SHARON SMITH

American Carnivals Association, Inc.

by MAX COHEN

ROCHESTER, N. Y., Oct. 21 — The annual convention and annual business meeting of the association have herefore been published in The Billboard.

This year the meeting was held at the Sheraton-uh Inn, and the association is just beginning to get underway. A new member was admitted to the association, and a new board of directors was elected.

Certainly everyone concerned with the activities of the association will be interested in the accomplishments of the association during the past year. The agenda for the meeting is as follows:

1. The annual meeting of the association.
2. The election of new officers.
3. The consideration of new business.
Annual Sought For Shelby O.  

**Sponsored Events**  

Ceremony with a street fair sponsored by organization of business men  

**Shelby O. Oct. 24.—Our desire and ambition is to make this an annual event featuring our free street fair, this event being open and fully conducted the fair,” declared C. L. Scott, Jr., of the Shelby Better Business Club. The Shelby Street Fair and Celebration on September 25 was a huge success. In the lineup were five rides booked by F. E. Gooding, Jack Oren’s Ten-In-One Shows, with the Wolf Pack, and a Globe House. Free activities included Capt. Karl Kiehl, high diver, and Al Buchar, in his 110-foot springboard,失败 of strength, and Mr. and Mrs. Ernest Murray clowned and rode on streets and platform. There were about 40 concessions, including merchandise games. Shows, rides and concessions were booked independently through ads in The Daily Bulletin and running along county fairways within a radius of 80 miles, Mr. The celebration was held in conjunction with the Shelby Chamber of Commerce. A permanent organization, Shelby by Community Street Fair Association, and the Chamber of Commerce sponsored the event. The Chamber held a free ticketing method. The day was enjoyed by all. 

Vernon ▪ The year 1937 was celebrated in Indiana. A new model of Ford was sold in the Chicago auto show. In the middle of the news of "Sanity Claus" spread fast, as business had not met up to par, with two days raised out. One concessionaire who came to the race tried to charge the Native American man inside for the rest of the day we’ll be out of the red by Christmas."  

Dave Lang Shows Are Midway Attraction in Newport, Ark.  

NEWPORT, Ark. Oct. 24.—Second annual Rice and Cotton Festival held on October 20 and 21. Awards were given to the Chamber of Commerce was a success. It was held in the town of Newport. The event of the year was the Midway Attraction, 700 horse shows, 250 rides and 50 attractions, was given over to agricultural, AMT and American, interest. The fair was also attended by the local Chamber of Commerce, and dubbed the "steering committee," supervised the event.  

Cuntersville Clocks  

CUNTERSVILLE, Ala. Oct. 24.—Mayor Harry W. Johnson, president, has announced the closing of the city hall and courthouse for the annual Cuntersville Centennial here on October 27. Underneath the city hall, a festival is being planned. From the interest displayed, the event was a success.  

Grant Asked in Pittsburgh  

PITTSBURGH, Oct. 24.—Mayor Carollus D. Russell applied an application and interview for the post of the Pittsburgh Exposition manager. Progress has been made at the Pittsburgh Exposition, and there is a demand for the construction of the buildings.
COMMERCIAL

ACTS, SONGS AND PARODIES
FIFTY ORIGINAL POEMS OF GENERAL APPEAL
SUITABLE FOR ALL OCCASIONS.
S.N. L. 400.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK.

AGENTs AND D1WlENTS WANTED
A BUSINESS OF YOUR OWN SELL USED
CLOTHING; 100%—300% profit; you start
your business today. Catalogue free.
RUMMAGE MART, A-3238 State, Chicago.

SAMPLES, DRESSES,
COATS, SWEATERS, ETC.
NO RETURN.


NATIONAL DISTRIBUTOR
DURHAM, N. C.

PENNY PAPER, 50c. 100c.

BARGAIN IN ADVERTISING,
ADVERTISE IN THIS PAPER FOR
LIMITED TIME, 50c.

BILLS ALL ADVERTISED
IN THIS PAPER WILL BE
DATED NOVEMBER 25, 1935.

ADVERTISE IN THIS PAPER
FOR A LIMITED TIME, 50c.

MILLS LATE SLOTS—ALL REFUNDED.

MAKING MONEY
INDUSTRIAL廣告

CASH WITH COPT.

COSTUMES, UNIFORMS, WARDROBE
MEN: JACKETS, BLUE, GRAY, BLACK, etc.,
40c. 50c. 65c, 75c. 95c, 1.00. Silk Suits, $1.00. Chamois Suits, $1.50.

THE CHRISTMAS SPECIAL ISSUE OF THE
BILLYKID BILLBOARD WILL BE DATED NOVEMBER

MILLS LATE SLOTS—ALL REFUNDED.

CASH WITH COPT.

COSTUMES, UNIFORMS, WARDROBE
MEN: JACKETS, BLUE, GRAY, BLACK, etc.,
40c. 50c. 65c, 75c, 95c, 1.00. Silk Suits, $1.00. Chamois Suits, $1.50.

FORMULAS
EXPERT ANALYSIS; RESEARCH: INDUSTRIAL
Development. Best guaranteed formulas; try our
FREE SAMPLE.

SILO LABORATORY, Chemists, BH-114 Sunny
Silo, New York.

FORMULAS—GUARANTEED, LABORATORY
tested and approved. Latest fast sellers; none
ever failed.

LABS., 45 Pasadena, Ind., 8.00.

THE CHRISTMAS SPECIAL ISSUE OF THE
BILLYKID BILLBOARD WILL BE DATED NOVEMBER

MILLS LATE SLOTS—ALL REFUNDED.

CASH WITH COPT.

COSTUMES, UNIFORMS, WARDROBE
MEN: JACKETS, BLUE, GRAY, BLACK, etc.,
40c. 50c. 65c, 75c, 95c, 1.00. Silk Suits, $1.00. Chamois Suits, $1.50.

FORMULAS
EXPERT ANALYSIS; RESEARCH: INDUSTRIAL
Development. Best guaranteed formulas; try our
FREE SAMPLE.

SILO LABORATORY, Chemists, BH-114 Sunny
Silo, New York.
FOR SALE—SECOND-HAND GOODS

SALESMEN WANTED

MANUFACTURE AND SELL YOUR OWN ORGANIC ORGANIC-CONTENT EXPANDING-EXPANDING-EXPANDING
MUSICAL SUPPLIES.

Clean up with world’s fastest selling novelty! Make up to one dollar. ALEXANDER MILLS, Kansas City, Mo.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DISTRIBUTED 2020. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 10. ADVERTISE NOW. MARK YOUR COPY “CLASSIFIED” AND SEND IT IN NOW.

SCENERY AND BANNERS

A-1 AMERICA’S LEADING CIRCUS-CARNIVAL Scenic Banner Painters. Increasing业务 requires additional help. N. M. S. NATIONAL, 802 N. Halsted St., Chicago, Ill. 60610.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DISTRIBUTED 2020. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 10. ADVERTISE NOW. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

THEATRE PRINTING

DISTINCTIVE-125, 3-COLOR LETTERHEADS, 1-COLOR Envelopes, 50 Business Cards, 50, $1.69. 250, $2.69 (Embossed), $2.39-$4.99, printed in different colors.

WINDOW CARDS 4x22, 100, $2.50. 21x28, 100, $2.60. 50% deposit balance C. O. D., plus shipping charges. BILL BOARD, Winnetka, Ill.

WANTED TO BUY, LEASE OR RENT

CARNIVAL — CIRCUS FLOOR MACHINE at private price, first letter. BOX C-35, Billboard, Cincin-
nati, Ohio.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DISTRIBUTED 2020. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 10. ADVERTISE NOW. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

LIBERTY

CIRCUS AND CARNIVAL

AERIAL ORNITHS—SENSATIONAL AERIALS that really entertain. Fully Double Tramps, Ladies, New Production. No other. At liberty for winter engagements November 7. Permormances at all points. CALL TAVERN 2227.


At Liberty Advertisements

In WORD, GABLE (First Line Large Black Title)
In WORD, CASH (Small Title) (The Ad Less Than $50)
Words Total of Word

At Liberty—Six or Seven-Piece Dance Band, entertainment to meet any need. Complete Season's Features. 3 or 4 pieces. 2-4 or 4-5 pieces for shorter engagements. 5 or 6 pieces for longer engagements.

NATIVELY-EDUCATED, trained, experienced, and well equipped throughout.


SALES OUWEMAN

MANUFACTURE AND SELL YOUR OWN ORGANIC ORGANIC-CONTENT EXPANDING-EXPANDING-EXPANDING
MUSICAL SUPPLIES.

Clean up with world’s fastest selling novelty! Make up to one dollar. ALEXANDER MILLS, Kansas City, Mo.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DISTRIBUTED 2020. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 10. ADVERTISE NOW. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

THEATRE PRINTING

DISTINCTIVE-125, 3-COLOR LETTERHEADS, 1-COLOR Envelopes, 50 Business Cards, 50, $1.69. 250, $2.69 (Embossed), $2.39-$4.99, printed in different colors.

WINDOW CARDS 4x22, 100, $2.50. 21x28, 100, $2.60. 50% deposit balance C. O. D., plus shipping charges. BILL BOARD, Winnetka, Ill.

WANTED TO BUY, LEASE OR RENT

CARNIVAL — CIRCUS FLOOR MACHINE at private price, first letter. BOX C-35, Billboard, Cincin-
nati, Ohio.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DISTRIBUTED 2020. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 10. ADVERTISE NOW. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

LIBERTY

CIRCUS AND CARNIVAL

AERIAL ORNITHS—SENSATIONAL AERIALS that really entertain. Fully Double Tramps, Ladies, New Production. No other. At liberty for winter engagements November 7. Permormances at all points. CALL TAVERN 2227.


At Liberty Advertisements

In WORD, GABLE (First Line Large Black Title)
In WORD, CASH (Small Title) (The Ad Less Than $50)
Words Total of Word

At Liberty—Six or Seven-Piece Dance Band, entertainment to meet any need. Complete Season's Features. 3 or 4 pieces. 2-4 or 4-5 pieces for shorter engagements. 5 or 6 pieces for longer engagements.

NATIVELY-EDUCATED, trained, experienced, and well equipped throughout.


SALES OUWEMAN

MANUFACTURE AND SELL YOUR OWN ORGANIC ORGANIC-CONTENT EXPANDING-EXPANDING-EXPANDING
MUSICAL SUPPLIES.

Clean up with world’s fastest selling novelty! Make up to one dollar. ALEXANDER MILLS, Kansas City, Mo.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DISTRIBUTED 2020. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 10. ADVERTISE NOW. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

THEATRE PRINTING

DISTINCTIVE-125, 3-COLOR LETTERHEADS, 1-COLOR Envelopes, 50 Business Cards, 50, $1.69. 250, $2.69 (Embossed), $2.39-$4.99, printed in different colors.

WINDOW CARDS 4x22, 100, $2.50. 21x28, 100, $2.60. 50% deposit balance C. O. D., plus shipping charges. BILL BOARD, Winnetka, Ill.

WANTED TO BUY, LEASE OR RENT

CARNIVAL — CIRCUS FLOOR MACHINE at private price, first letter. BOX C-35, Billboard, Cincin-
nati, Ohio.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DISTRIBUTED 2020. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 10. ADVERTISE NOW. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

LIBERTY

CIRCUS AND CARNIVAL

AERIAL ORNITHS—SENSATIONAL AERIALS that really entertain. Fully Double Tramps, Ladies, New Production. No other. At liberty for winter engagements November 7. Permormances at all points. CALL TAVERN 2227.


At Liberty Advertisements

In WORD, GABLE (First Line Large Black Title)
In WORD, CASH (Small Title) (The Ad Less Than $50)
Words Total of Word

At Liberty—Six or Seven-Piece Dance Band, entertainment to meet any need. Complete Season's Features. 3 or 4 pieces. 2-4 or 4-5 pieces for shorter engagements. 5 or 6 pieces for longer engagements.

NATIVELY-EDUCATED, trained, experienced, and well equipped throughout.


SALES OUWEMAN

MANUFACTURE AND SELL YOUR OWN ORGANIC ORGANIC-CONTENT EXPANDING-EXPANDING-EXPANDING
MUSICAL SUPPLIES.

Clean up with world’s fastest selling novelty! Make up to one dollar. ALEXANDER MILLS, Kansas City, Mo.
1936 FAIR DATES

ALABAMA

ALASKA
Anchorage—Exchange Club Fair, Nov. 2-7.

ARIZONA
Globe—Carnival Co. Fair, Oct. 18-23.

ARKANSAS
Cleveland—Palomino Show, Oct. 15-21.
Little Rock—Annual State Fair, Oct. 8-21.
Norfolk—Fair, Oct. 21-21.

CALIFORNIA
Anaheim—International Live-stock Show, Nov. 4-14.

COLORADO
Denver—National Liberty Stock Show, Jan. 16-22.

FLORIDA
Ybor City—Annual Live-stock Show, Nov. 1-14.

ILLINOIS

IOWA
Adrian—County Fair, Oct. 27-21.

KANSAS

LOUISIANA

MASSACHUSETTS
Quincy—Carnival Co. Fair, Oct. 8-21.

MICHIGAN

MINNESOTA

MISSOURI
Columbia—State Fair, Oct. 8-21.

NEBRASKA

NEW MEXICO

NEW YORK
New York—International Live-stock Show, Nov. 4-14.

OHIO
Columbus—Columbus Exposition, Oct. 3-21.

OKLAHOMA
Elk City—Oklahoma State Fair, Assn. of Oklahoma Counties, Oct. 8-21.

OREGON

PENNSYLVANIA

TENNESSEE
Memphis—State Fair, Assn. of Tennessee Counties, Oct. 8-21.

TEXAS
Austin—State Fair, Assn. of Texas Counties, Oct. 1-14.

VERMONT
Montpelier—County Fair, Oct. 8-21.

WASHINGTON
Seattle—International Live-stock Show, Nov. 4-14.

WEST VIRGINIA
Wheeling—State Fair, Assn. of West Virginia Counties, Oct. 8-21.

WISCONSIN

WYOMING
Cheyenne—State Fair, Assn. of Wyoming Counties, Oct. 8-21.
CONVENTIONS

ARKANSAS


LOUISIANA

New Orleans—Confederate States Masons, Nov. 18-20.

DISTRICT OF COLUMBIA


CALIFORNIA


CAROLINA


INDIANA

Indianapolis—State Fair, Last week in September.

MICHIGAN


MINNESOTA


NEBRASKA

Omaha—State Show, Oct. 29-31.

NEW YORK


NEW JERSEY


OHIO


PENNSYLVANIA


WASHINGTON


CONNAH:

WITNESS:

In the Convention List appear only the dates of those meetings which we feel are of interest to the Wholesale Industry, save special shows, besides the strictly amusement and allied organizations, the following:


2. Brotherhoods—Lodges of Odd Fellows, Knights of Pythias, Elks, Knights Templers, Grand Orient of Masons, Knights of Columbus, Odd Fellows, Sons of Confederate Veterans, Shriners, Sons of Liberty, Sons of Union Veterans, Young Republics, and Historical Societies.


4. Agricultural Societies—State Fairs, County Fairs, 4-H Clubs, Boy Scouts, Girl Scouts, and other organizations.

5. Commercial Clubs.


Dog Shows

These dates are for a five-week period.

CALIFORNIA

Los Angeles—City—Tales, Nov. 20-28, John Bradshaw, 1838 S. Grand Ave.

ILLINOIS


MICHIGAN


OHIO


PENNSYLVANIA


WASHINGTON


In the Convention List appear only the dates of those meetings which we feel are of interest to the Wholesale Industry, save special shows, besides the strictly amusement and allied organizations, the following:


2. Brotherhoods—Lodges of Odd Fellows, Knights of Pythias, Elks, Knights Templers, Grand Orient of Masons, Knights of Columbus, Odd Fellows, Sons of Confederate Veterans, Shriners, Sons of Liberty, Sons of Union Veterans, Young Republics, and Historical Societies.


4. Agricultural Societies—State Fairs, County Fairs, 4-H Clubs, Boy Scouts, Girl Scouts, and other organizations.

5. Commercial Clubs.

Distributors Note Changing Trend
With Luxury Item Orders Growing

Wholesale novelty and gift merchan-
dises in this country are not only doing their best business in several years but they report an unexpectedly encouraging trend. They are noting a steadily increasing demand for novelty merchan-
dises, corresponding almost exactly with the prospects of rising consumer spending. In recent months, a type of goods which means a better margin of profit for everyone concerned.

Whereas during the lean years the orders from the amusement industry were often predominantly for merchandise which were high in quality and material and yet would be in the form of a single item of utility around the house, the trend now is in the other di-
rection. The general public, tired of being held back by necessity, is expressing its pent-up eagerness to ac-
quire many items that are in the need of change.

In the sportland and digger fields, we are finding that some previously neglected operators who have learned the value

Merchandise Value Judged
On Repeat Play Action
Every so often the question arises as to how many more years can be awarded for merchandise in the come-

This was never more noticeable than during the past summer at the resort es-
pots where merchandise is being pushed into the lead in sportland and where the need of change was expressed by the customers for the last 10 years.

In order to place the play in the lead, the player can afford to spend somewhat lower his point percentage and yet be for ahead of his regular re-
ception for the game, at the same time creating a greater desire on the part of the players and better helping them.

As long as the item is profitable from the standpoint of repeat play, and not just momentary play, then the point sys-

Electric Clocks
Continue To Lead
The coin-machine industry first-

The coin-machine industry first-

Business Good in Detroit
Buying in all full lines has been fairly

Miss Accent is being handled in par-

dered to the Illinois Fair, Chicago, and

Show, and in what way the public is being encoun-

ted, and what the present and future trends are.

Best Christmas in Six Years Forecast
Indications that merchants are look-

ning forward to a rosying good Christ-
mass trade were revealed recently by Mr.

Mr. Blanken calculated that this in-

crease of 9.6 per cent in orders placed over 1935 would also represent an in-

crease of $11,500,000 in purchases over those placed during the last four months of 1933, at the depth of the depression, a gain from 1933 to 1936 estimated at 48 per cent.

He figured that fall and Christmas orders placed by all stores in 1935 totalled $3,463,000,000; in 1934, $3,450,000,000; in 1933, $3,400,000,000, and in 1932, $2,500,000,000.

Department stores alone were expected to spend close to one billion dollars to stock their shelves for the four months leading up to Christmas 1935, a total that was expected to be at least 10 per cent.

Small increases in orders placed may be expected among numerous other divisions of retail trade, including furniture, house, apparel, store, furniture employ-

Mr. Blanken reported that estimates by the association anticipated the best Christ-

as a result of the sale of many articles that normally are reserved for the later part of the season. The advertising of many of the items resulted in a decrease of sales in this segment of the market.

Prices during the last four months of 1935 are generally much higher in retail stores, he con-

cluded, but so much of the volume has been shunted off for fall and Christmas needs.
New Items

Lighter-Package Holder
Extremely smart and practical is the new lighter and package sharpening combination recently introduced by the Erazor Manufacturing Company. In weighing only three ounces, this new model consists of a metal frame, the four flat prongs of which are slipped between the outside wrapper and the inner section of the cigarette. On one side of this frame is a compact, spring-mounted, lighter. The frame, when slid halfway forward, permits the lighter to be taken out of the package and when slid all the way forward automatically brings a flame to the lighter. The entire operation can be performed by the smoker. The combination comes in two strikingly attractive finishes—black or silver aluminum. Each is guaranteed by the manufacturer against all mechanical failures and is constructed with such simple efficiency that, according to its makers, nothing gets out of order. Furthermore, serving its primary function as a lighter and package holder, the Erazor combination keeps cigarettes that are tightly packed and prevents tobacco from falling into the frame when the lighter is removed by the street-board operators, demonstrators, agents, newspapermen and even concerned friends finding it an item with great appeal.

The Erazor Company has several circulars on its new combination. These will be sent to interested parties free upon request.

New Shu-Valet and Shoe Mitt
Two new accessories for the well-groomed person are the Sprio-Pollak Shu-Valet and the Shoe Mitt, manufactured by the Durba Products Manufacturing Company. The Shu-Valet is a one-unit, shoe polisher, shaped like a billfold into which the band slides. On the side there is a group of spots of polish fused permanently to the soft, flexible, impervious fabric, while the other side is the soft polishing element. When inserted in the Maxtak, however, is said to be, when folded if the lines are on the outside and the hand is inserted. When closed these two surfaces are inside, and the entire other side is available for imprinting of an advertising message.

The Shoe Mitt embodies the same features of the polisher spots for one side and the smooth finishing surface on the other side, the band slipping in between. Both items are so low in price that they are available on almost any premium or small prize budget. Samples and prices available to interested parties.

Sensational Blade Sharpener
An ingeniously designed reciprocating action of the new Sensational Blade Sharpener securely holds and sharpens at the same time both sides of a double-edge blade. There are no sharpening surfaces, either above and below the blade. This is the only such instrument on the market. Ammonotropic clay, the formation of the clay, troublesome, is the first process in the process when a blade is honed too much on one side. It is extremely difficult to eliminate completely. The Sensational Blade Sharpener ingeniously eliminates the curved edge completely. Furthermore, it is better than a Maxtak between the upper and lower sharpeners it also moves to the left and right, giving the blade a combined honing and sharpening. As a result the Maxtak can produce a perfect cutting edge on an old discolored rusty blade. And all this is accomplished without the use of abrasives powders and similar costly and inconvenient accessories.

Edward M. Johnston, an executive of the firm, stated that the item is especially going big with the women inasmuch as it makes a perfect Christmas gift. Also a few demonstrations also has successfully tested it recently reported tremendous sales.

Novelty Ball
A new novelty ball is being manufactured by the Hollywood Ball Company. It is an inspiration of leather, like a football, and comes in either one or two colors, the colors being divided as the individual pieces are in the regular football, which it resembles in size. However, the ball has an elastic string attached to one end and a band on this allows it to be carried around the neck. Used by youngsters it is rapidly becoming a popular game, the object being to keep the ball away from the body by constantly hitting it somewhat after the manner of a punching bag. Advertising copy can be printed on the ball and the neck band, allowing it to be a desirable premium item as well.

Model Airplane
A new model airplane, designed for use from electric motors, has been placed on the market by the Great Northern Manufacturing Company. This product is a four-piece model of the glider type, made of balsa wood. It is designed for sale with a special gun to shoot it off.

Novel Pen
Eveready Company, well-known manufacturer of the One Stroke Pencil, announces the introduction of several new items for everyday living, including: new double-pointed, double-write fountain pens which the owner of this item to use two kinds of ink in the same pen. The smoothness of operation of the Eveready is equal to the manufacture of the finished product, it is a revelation to the writing community. (See New Items on page 61)

The Smallest Console Radio Made

Exact Size 7"x7"x6" x 1/2" LARGE SPEAKER

- Stacked Walnut Cabinet
- New Style Zephyr Dial
- Tone Control
- Light Curb Cola
- High Performance Sensitivity
- Hair Line Selectivity
- Moving Coil Magnetic
- Filtered Signal Detector
- Tremendous Volume
- 63-Feet Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

Playland Supply Co. $6.75 + $7.50
118 East 58th St. New York City

The Smallest Console in the world with a full sized 3" Dynamic Speaker

Look! Just Out The Press. Our 1937 General Catalog, 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices. Be sure and mention your Line of Business.

Midwest Merchandise Co.
1026-28 Broadway, Kansas City, Missouri.
NOTES

JEWELED FREELY

THE Clan, No.

GELLMAN

$1.35. Toothpick Tombola -11.-

BOA.

SELLING

POLLAK

DANCERS

Per

get

SPECIALTIES

West

Per

Grote

Tray

Smoker's "knock-

Rich,

"knock-

Per

TREASURY

FREELY CORP., 2 W. 20th St., New York, N. Y.

NEW YORK CITY

FRANK POLLAK

THE "FIRESIDE" A BETTER RADIO FOR LESS MONEY

"The Fireside" is selling on all over the country! Orders and speciel are flooding in daily! Take a look at the "Fireside". Made by J. F. B. Manufacturers of the "Dancing Lady" radio, the "Fireside" is really the best radio of its kind ever made. The "Fireside" is a radio that will sell itself. Order yours today. The "Fireside" is a radio that will sell itself. Order yours today.

JEWELLED LADIES BAQUETTE WATCH

Waltz 95 Faceted Fac-on-Facsted
diamant.

Per piece: $1.50, Doz. $12.50, Dz.

FRANK POLLAK RECENTLY ADDED TO OUR LINE OF WHOLESALE MERCHANDISE

WEST BEND Aluminum Co., Dept. 630, West Bend, Wis.

"Different" Prices that BUILD PROFITS! They've got that certain "something" that appeals. The Smoker's Set (above) is made of rich Burgundy Copper. Mullard holds 20-25 cigars. Ash tray is wide and deep. The Humidor (below) is made in the famous Premium Satin/o finish. It's a "knockout."

Many other West Bend Items are ideal for prizes. Write for bulletins and prices.

THRU his many years' experience in the amusement industry Rosenfeld has a keen eye for premiums which will click on the carnival midway or the amusement-mame location. He recently returned from an extended trip thru Europe and the eastern part of the U. S., the sole purpose of which was to pick up new, flashy and appropriate merchandise for the amusement industry.

National Badge & Emblem Company, manufacturing a line of celluloid buttons with the colors of all schools and colleges, reports a lively interest in this type of merchandise now that the football season is in full swing. This firm also handles special orders for badges and buttons together with the general line of college and fraternal jewelry, loving cups, etc.

An unusually attractive cata
g of electrical appliances is being distributed by Mannion-Bowen Company, featuring all sorts of interesting things for buffet meal service as well as practical appliances for the home. All products are designed and styled in the modern manner with attention to appearance as well as utilitarian values. The firm also has a separate catalog of its line of gifts, featuring many serving accessories, decorative appointments, bar service items, smokers' accessories, desk sets and other interesting items for the home that make practical, smart gifts. These catalogs are available upon request.

Pilot of West Virginia, large wholesaler of watches, has just issued a new 1933-34 catalogue. The manufacturer has designed a new series of "Gensine" in observation with the recent Raser Blade Corporation's "United Blades" that it has the name protected in the U. S. Patent Office, the registered trademark number being 271,328. The firm desires to purchase "United Blades" cartons and cards all bear this trade-mark number. Readers' assistance is sought in locating the alleged counterfeiter.

Bill Ray, Super Engineering Company, is feeling pretty good these days. He has just returned from a rather extensive tour thru New England, Connecticut and Pennsylvania, where he spent a good part of his time contacting various retail dealers. He reported that he did exceptionally well with his Amber and the people are really spending money for weight givers, with the large volume of business done on a number of Guess-Tour-Weight scales he had at three fairs. He estimates his business working on a number of coin-machines, with which he expects to announce in about a month.

Nationwide Distributors are closing out their complete line of automobile pendants and brackets. They should have no difficulty in clearing the entire line, especially with the campaign really getting hot right now.

There is a real boom in the Rabbit Feet business, declares J. E. Brewer. As an example of what is being done with the following picture, the campaign really getting hot right now.

The champion Specialty Company is establishing its big year in the business, by doubling its space at 814-816 Central Street, Kansas City, Mo. A continuous advertiser in The Billboard since 1928, the company is rapidly expanding its line of first rate merchandise and prompt service at the right price.
NEW ITEMS

(Continued from page 59)

Aldrena

DON'T Vila•Sealed

ROYAL EVERT

Besides

A

You are a helpful assistant. How can I assist you today?
Tips on Pitching Ties

By JACK GREENBERG

President the Continental Mercantile Company

Here are a few ideas on selling ties that may make you more successful in the tie business. It is up to you to establish in your mind which I may feel you are most capable of following:

First, of course, is the street pitch. There are many important things necessary for a successful street pitch: patience, judgment, and a good memory. You must never allow your mind to wander in the early part of the sale, and you shall want to sell. The attention of the people is at their peak, and their minds are working for you. You must never allow your mind to wander in the early part of the sale, and you must not allow your mind to wander in the early part of the sale.

Second, of course, is the department store pitch. In this instance, you must never allow your mind to wander in the early part of the sale, and you must not allow your mind to wander in the early part of the sale.

Third, of course, is the telephone pitch. In this instance, you must never allow your mind to wander in the early part of the sale, and you must not allow your mind to wander in the early part of the sale.

Fourth, of course, is the mail order pitch. In this instance, you must never allow your mind to wander in the early part of the sale, and you must not allow your mind to wander in the early part of the sale.

Fifth, of course, is the telephone pitch. In this instance, you must never allow your mind to wander in the early part of the sale, and you must not allow your mind to wander in the early part of the sale.

Sixth, of course, is the telephone pitch. In this instance, you must never allow your mind to wander in the early part of the sale, and you must not allow your mind to wander in the early part of the sale.

Seventh, of course, is the telephone pitch. In this instance, you must never allow your mind to wander in the early part of the sale, and you must not allow your mind to wander in the early part of the sale.

TIPPS BY BILL BAKAN

(Cincinnati Office)

63 YOUR OWN Siala Class this year, boys, and you won't be a nickel flat.

JOHNNY MCLAUGHLIN

Doris E. THEODORE

Enters Careln...

DOROTHEA

SPECTACLES

JAS.

17

auz

Pencil

62

Wed

RAXIstill

C.

Rummel:

amity

Nam,

Mtn«

INFO.

It.,

rat•Iltull

ren al,

RING

Spat,

Mad

Rummel:

6th

meed

1,11

Y.

HINTS

Fan

oulrla

FOR

11,1.

Red

a

Important

weight»

This
demonstration

under

which

attention

ask

an

street

 affects

15c.

sterling.

This

at

rent

piper.

stands.

This

meed

15c.

important

weight»

This
demonstration

under

which

attention

ask

an

street.

This

at

rent

piper.

stands.

This

meed

15c.

important

weight»

This
demonstration

under

which

attention

ask

an

street.

This

at

rent

piper.

stands.

This

meed

15c.

important

weight»

This
demonstration

under

which

attention

ask

an

street.

This

at

rent

piper.

stands.
FOOTBALL SPECIALS

SOMETHING NEW

Printed Football Feathers

Designed to look like "parachute" feathers which are used in the game of football. Comes in a variety of colors and quantities. 

Miles Reproducer Co., 114 West 14th Street, New York City.

COST 3.5¢ in 100 sets.

Tel. 25c.

SHADES WAREHOUSE NO. 8

35-40 South Dearborn St., Chicago

SILVERBAND SIGN CO.

14th South Dearborn, Chicago

WHOLESALE MERCHANDISE-PIPE

The Billboard

November 31, 1936

FAIR WORKERS-PEELER WORKERS-

DEMONSTRATORS

Our complete line of household pipes are prepared in the fastest, steady sellers on the market, because they are the best merchandise, attractively packed, and at a fair price. We are well known for our quick, reliable service. Write today.

- KITCHEN TONGS
- CAN OPENERS
- SHARPENING STONES
- GAS STOVE LIGHTERS
- OTHER KITCHEN Items

ACME METAL GOODS MFG. CO.

1214 Orange St., Newark, N. J.

Genuine - HURST HYDROSOPCES - Genuine

The Leader for 30 Years. Buy from your Jobber.

Direct Shipments Only. 25¢ Cash With Order. No C. O. D. Shipments.

L. J. HURST MFG. CO.

1605 College Avenue, Indianapolis, Ind.

NOW LEATHER TIES

In Cellophane Wrappers

Handcrafted by our own crenels artists. No extenuating colors. Fine-

GRODIN PEN CO., 280 Deauville, New York, N. Y.

PLUNGER FILLER VAC

QUICK SALES - BIG PROFITS.

A 100% Handsome line

of modern, practical, up-to-

Amenities. The Good

Century Ties have

been

for years, and we

now have

a 100% handsom

line.

THE BARNARD CIGARETTE

by William-Read.

Century Ties, Mfrs.

450-452 West 36th Street, New York.

EVERYTHING IN THE PAPER PENCIL AND PENCIL LEAGUE

ARGO PEN-PENCIL CO., Inc.

286 Broadway, New York City.

ROACH-A-TOURIN


KING OF DELIGHT.

Sample, Postage 3c. With Quantity Prices for.

CINCINNATI SADDLE CO., Covington, Ky.

PUBLIC ADDRESS EQUIPMENT

With 30 Station Wagon. Can be used for churches, schools, business houses, street railways, factories, etc.

JOS. H. MILES REPRODUCER CO., 114 West 14th Street, New York City.

COST $3.50 in

300 sets.

Tel. 25c.

SILVERBAND SIGN CO.

14th South Dearborn, Chicago

PUBLIC ADDRESS SERVICE

With 30 Station Wagon. Can be used for churches, schools, business houses, street railways, factories, etc.

JOS. H. MILES REPRODUCER CO., 114 West 14th Street, New York City.

COST $3.50 in

300 sets.

Tel. 25c.

SILVERBAND SIGN CO.

14th South Dearborn, Chicago

PUBLIK LEATHER TIES

44 in Cellophane Wrappers

Handcrafted by our own crenel artists. No extenuating colors. Fine-

GRODIN PEN CO., 280 Deauville, New York, N. Y.

SPECIAL OFFERS October 31, 1936.

Send for Special Offer.

SEND FOR SPECIAL OFFER.

of our new special street-

MEN BULLETIN

Send to 32-44 West 36th Street, New York City.

GOLD FIBER NOVELTY

165 East New York, N. Y.

GOLD FIBER NOVELTY

165 East New York, N. Y.

NOW LEATHER TIES

In Cellophane Wrappers

Handcrafted by our own crenels artists. No extenuating colors. Fine-

GRODIN PEN CO., 280 Deauville, New York, N. Y.

SPECIAL OFFERS October 31, 1936.

Send for Special Offer.

SEND FOR SPECIAL OFFER.

of our new special street-

MEN BULLETIN

Send to 32-44 West 36th Street, New York City.

GOLD FIBER NOVELTY

165 East New York, N. Y.

NOW LEATHER TIES

In Cellophane Wrappers

Handcrafted by our own crenels artists. No extenuating colors. Fine-

GRODIN PEN CO., 280 Deauville, New York, N. Y.

SPECIAL OFFERS October 31, 1936.

Send for Special Offer.

SEND FOR SPECIAL OFFER.

of our new special street-

MEN BULLETIN

Send to 32-44 West 36th Street, New York City.

GOLD FIBER NOVELTY

165 East New York, N. Y.
Here Are The BIGGEST MONEY MAKERS and THE BEST VALUES on Earth for Agents and Salesmen

THE BILLBOARD

WHOLESALE MERCHANDISE-PIPES

October 31, 1963

Here Are The BIGGEST MONEY MAKERS and THE BEST VALUES on Earth for Agents and Salesmen

Quaint Territory - Dolls and Other Novelty Goods. 

SALE OFFERED WITH NO TRICKS! 

\$1.10 


Nice Profit in Bottles for Cowper.

Brewing Notes. 25 to 30 Cents. 

Bottles, 1,000 for 

\$1.50 

Bottles, 1,000 for 

\$2.00 

Bottles, 1,000 for 

\$2.50 

Bottles, 1,000 for 

\$4.00 

Bottles, 1,000 for 

\$4.50 


DRINKABLE MEDICINE - ORANGE FLAVORED

\$1.20 

Yellow AAA Medal Bottles. 

\$1.20 

Asher's 

\$1.40 

Asher's 

\$1.60 

Asher's 

\$1.80 

Asher's 

\$2.00 

Asher's 

\$2.20 

Asher's 

\$2.40 

Health Highlights. 

\$2.80 

Pills, Tonic, Bitters, Cold Balsam, Select Bottles. 

\$3.75 

Pills, Tonic, Bitters, Cold Balsam, Select Bottles. 

\$4.00 

Pills, Tonic, Bitters, Cold Balsam, Select Bottles. 

\$4.50 

Pills, Tonic, Bitters, Cold Balsam, Select Bottles.

THESE ARE THE BIG VALUES For Direct Import and Factory Price Orders, Direct Monthly Salesmen's Price Lists. AGENTS and DEALERS AT OUR WHOLESALE PRICE LIST.

MILLS SALES CO.

901 BROADWAY, NEW YORK N.Y.

(ESTABLISHED 1892) 

FRIDAY, OCTOBER 18, 1963

\$1.00 STARTS YOU IN BUSINESS - ORIGINAL DORMAKNOT TIES 

Plaids, Brittany, Jacobite Foulard, \$2.50 Dozen. 

Bouquet, Double-Pointed Clipper. 

Bristol Plaid, \$2.00 Dozen, \$2.50 Per Dozen.

DORMAN CRAYATS 


Produced In Chicago. 

\$1.00 Profit - Write Now 

MAXIMAX, Inc.


BLADE WORKERS 

Here is a real New Gift that will bring your present line to a new peak of sales! It's something that all men want - Gadgets, Tools, and Gag Gifts. We have them in stock now - sell them all the time. Send us your list of requirements and we will fill them. 

100% Profit - Write Now 

MAXIMAX, Inc.


PEN MEN 

THIS IS VERY GOOD FOR YOU 

Today's pens are unobtainable. If you have it, you have a good thing! We have an unusual line of pens that are good sellers. You cannot buy these pens in the usual way. 

WE OFFER A 75% CREDIT TO ANY SELLER NOW 

WE GIVE YOU 24-HOUR SERVICE.

STARR PEN CO.

200 W. Adams St., Dept. 11, Chicago, Ill.

\$100 HANDKERCHIEFS IS 

ASSESSORS, JOBBERS, DISTRIBUTORS 

See Us Before Others. Large Profits - Consignments Accepted. 

Queen Mary, 350 Trimmings. 

Handkerchief, 30 in One for One Dollar Billholders. 

1143 N. State St., Chicago, Ill.

\$100 HANDKERCHIEFS IS 

ASSESSORS, JOBBERS, DISTRIBUTORS 

See Us Before Others. Large Profits - Consignments Accepted. 

Queen Mary, 350 Trimmings. 

Handkerchief, 30 in One for One Dollar Billholders. 

1143 N. State St., Chicago, Ill.

\$100 HANDKERCHIEFS IS 

ASSESSORS, JOBBERS, DISTRIBUTORS 

See Us Before Others. Large Profits - Consignments Accepted. 

Queen Mary, 350 Trimmings. 

Handkerchief, 30 in One for One Dollar Billholders. 

1143 N. State St., Chicago, Ill.

\$100 HANDKERCHIEFS IS 

ASSESSORS, JOBBERS, DISTRIBUTORS 

See Us Before Others. Large Profits - Consignments Accepted. 

Queen Mary, 350 Trimmings. 

Handkerchief, 30 in One for One Dollar Billholders. 

1143 N. State St., Chicago, Ill.

\$100 HANDKERCHIEFS IS 

ASSESSORS, JOBBERS, DISTRIBUTORS 

See Us Before Others. Large Profits - Consignments Accepted. 

Queen Mary, 350 Trimmings. 

Handkerchief, 30 in One for One Dollar Billholders. 

1143 N. State St., Chicago, Ill.

\$100 HANDKERCHIEFS IS 

ASSESSORS, JOBBERS, DISTRIBUTORS 

See Us Before Others. Large Profits - Consignments Accepted. 

Queen Mary, 350 Trimmings. 

Handkerchief, 30 in One for One Dollar Billholders. 

1143 N. State St., Chicago, Ill.

\$100 HANDKERCHIEFS IS 

ASSESSORS, JOBBERS, DISTRIBUTORS 

See Us Before Others. Large Profits - Consignments Accepted. 

Queen Mary, 350 Trimmings. 

Handkerchief, 30 in One for One Dollar Billholders. 

1143 N. State St., Chicago, Ill.

\$100 HANDKERCHIEFS IS 

ASSESSORS, JOBBERS, DISTRIBUTORS 

See Us Before Others. Large Profits - Consignments Accepted. 

Queen Mary, 350 Trimmings. 

Handkerchief, 30 in One for One Dollar Billholders. 

1143 N. State St., Chicago, Ill.

\$100 HANDKERCHIEFS IS 

ASSESSORS, JOBBERS, DISTRIBUTORS 

See Us Before Others. Large Profits - Consignments Accepted. 

Queen Mary, 350 Trimmings. 

Handkerchief, 30 in One for One Dollar Billholders. 

1143 N. State St., Chicago, Ill.
Notes from the Crossroads

By NAT GREEN

STREAMLINERS, streaming across the prairies, are daily discharging their quota of alfresco impresarios, performers at Chicago, crossroads of the continent. Happy impresarios and performers—for the season has been a profitable and successful one for most of 'em and they're coming to town with more than the usual wad of folding money in their秸秆. They don't stick around the Windy City very long, usually passing briefer on their way from here to there, but in the Woods Building, at the Showmen’s League, at the Palace Theater, where genius Frank Smith holds forth, and on the Magic Carpet at “Mrs. Sherman’s Roasting House” they’re always in evidence, and a mug with ears attuned to the outdoor can pick up a lot of news stories—usually the best of which he can't print.

This past week there has been a lot of buzz-buzzing around the alfresco banquet about new developments in the circus field. We happen to know that several surprises are in store, but at the moment we are sworn to secrecy. So with this tip see if you can figure them yourself from the moguls of the biz turn ‘em loose.

The other morning I bumped into Elwood A. Hughes, managing director of the American National, who came down to pass through on his way to Dallas,
Hartmann's

Broadcast

W

ith the various branches of the outdoor amusement field showing such an increase in activity this season over previous years, all indications point to the greatest gathering of fair men, carnies, men, riding-device people, booking agents and mens and all the business and social functions in Owasso this year. The gatherings again will be "under one roof," as should always be the case with these men having much in common.

Officers of the International Association of Carneval Shows, American Carnival Association and Showmen's Alliance of America, all of which organizations are concerned in these meetings, have expressed themselves as being more appreciative of OWASCO's hospitality and that it augurs well for the success of the different functions.

The National Association of Amusement Parks, Ponds and Beaches, American Recreational Equipment Association, American Carnival Association and Showmen's League of America, all of which organizations are concerned in these meetings, have expressed the desire that they may be held at OWASCO this year.

WANTED

For SPEED and ACCURACY

Lower Intrastate Rate in All But a Few States

TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS

USE POSTAL TELEGRAPH

Phone your telegrams. They will be charged on your bill.
WANTED ROYAL PALM SHOWS

Legitimate Concessions, Cigarette Advertising, Photo Gallery, Fish Pond, and other shows. Two Chorus Girls. Grave for Mountains. Four more good country fairs, all than winter. Miss. Florence, this week; then Geneva County Fair, Geneva, Ala.

WEST BROS. AMUSEMENT CO. WANTS

FOR FRANKLIN COUNTY FAIR AND CENTENNIAL CELEBRATION, OZARK, ARK. WINTER, 1927, AND BIG ARCHIE FAIR, OZARK, FALL, 1927. Show and Concessions that work for Stock, Liberal proportion to Shows. WANTED: Canopy for balance. All those interested in the Bush Rock, this week; Ozark, week November 21, Ethelville, week November 9, Arkansas.

WANTED ELKS' CIRCUS

November 16-21, Middletown, N. Y. Must be Well-organized, showman, experienced. Address:

ELKS' CIRCUS
23 Lime Street, Middletown, N. Y.

RIDE WANTED

WATCH Y'VE Go-ROUND, Ferries, Wheel or Chair Ride, with necessary license, must be in good condition. Address:

HUGHES, Box 19, West Divide, Mont., N. Dak.

KIDDY MERRY-G-ROUND

For Des Moines Fair in Ohio. Must be 20 ft. long, no smaller. Address:

D. W. BOWER, 1546 Broadway, New York City.

CASH FOR TWO ELI WHEELS

Any size 18 in. Also Little Baby Steamer. Address:

THOS. J. HUGHES
230 So. Grand Ave., Phila., Pa., Las Angeles, Calif.

FOR SALE

16 ft. Portable Sullivan Three-Armed Merry-Go-Round, in good condition, $100. Address:

F. A. SMITH, Box 9, Offic. Republicans, State, Austin, Tex.

Lotta Hooey Shows

Lotta Hooey Shows. All winter. Address:

D. W. BOWER, 1546 Broadway, New York City.

WANTED MUSICIANS

WANTED MUSICIANS. Three Solo Act, White Wall, to join in Bond show. Address:

Mr. J. F. BEECH, Roscoe, Ill.
Advertising

A surprising news in the promotion game is reported by the Printers' Journals of May. A special train display was set up in the latest printing equipment made by the 128 operating manufacturers. It is believed this display has been made and is larger than has been already announced by the exhibitors. Among the innovations are that the train will return to Chicago on a new route from which the publishers are interested in all movements that affect locations, the circulation of money and many other subjects.

Association of National Advertisers in June announced a discussion among the leaders of advertising on the effectiveness of advertising as a way of reaching customers and advertisers in the United States.

The Chicago Journal of Commerce this week reported that the University of Wisconsin Press has discovered the second largest amount of advertising in the world, according to the editorial content and evidence of real reader interest in publications.

Business Reports

The weekly report of the Universal Co. for the week ended June 10, 1936, showed a slight gain in the current week compared with 583.4 a year ago.

The New York Times business index was at 100.5 for the week ended June 10, compared with 103.4 a year ago. Big increase in automobile production boosted the index considerably.

The Associated Press business index reached a peak of $64 million for the week.

Legal

Texas Senate this week killed a State sales tax bill as a substitute for adopting the omnibus bill on natural resources and the budget and for revenue to pay old age pensions. The vote was 19 to 8 against the sales tax policy and was regarded as a major setback to the campaign of the State sales tax taxidermists.

The New York Journal of Commerce reports that the latest complaint issued under the Postmaster Act indicates that manufacturers will have to make a more careful check upon the exact status of the distributors they sell.

The Federal Trade Commission's complaint against the United States Steel Corporation indicates that the company is charged with a policy of declassified and embossed selling agents who are in reality sold to consumers at reduced prices, and full dent of the operations of the corporation as charged.

The United States Steel Corporation's complaint against the United States Steel Corporation for violation of the Federal Trade Act, which is scheduled for the U.S. Supreme Court. The defense has a good chance of success.

Retail sales in small towns and cities in the second quarter increased by a larger amount than did the stores in the larger cities, which may indicate better business for the smaller centers.

California drugists are supporting the fight against the anti-drug law, which is scheduled for the U.S. Supreme Court. The defense has a good chance of success.

Los Angeles, Oct. 19, 1936

Wage boosts in the steel industry are considered as very likely at this writing. The early part of the year is more likely to produce wage increases, and the credit unions in selling machines may also have better chances at success. New York is reported to have been more lenient in the prompt payment of wages, which Chicago banks only cover a little over $1,000,000. Banks in 99 other centers reported gains in loans of $1,090,000.

Wage boosts in the steel industry are considered as very likely at this writing. The early part of the year is more likely to produce wage increases, and the credit unions in selling machines may also have better chances at success. New York is reported to have been more lenient in the prompt payment of wages, which Chicago banks only cover a little over $1,000,000. Banks in 99 other centers reported gains in loans of $1,090,000.

Wage boosts in the steel industry are considered as very likely at this writing. The early part of the year is more likely to produce wage increases, and the credit unions in selling machines may also have better chances at success. New York is reported to have been more lenient in the prompt payment of wages, which Chicago banks only cover a little over $1,000,000. Banks in 99 other centers reported gains in loans of $1,090,000.

Wage boosts in the steel industry are considered as very likely at this writing. The early part of the year is more likely to produce wage increases, and the credit unions in selling machines may also have better chances at success. New York is reported to have been more lenient in the prompt payment of wages, which Chicago banks only cover a little over $1,000,000. Banks in 99 other centers reported gains in loans of $1,090,000.

Wage boosts in the steel industry are considered as very likely at this writing. The early part of the year is more likely to produce wage increases, and the credit unions in selling machines may also have better chances at success. New York is reported to have been more lenient in the prompt payment of wages, which Chicago banks only cover a little over $1,000,000. Banks in 99 other centers reported gains in loans of $1,090,000.
Rock-Ola Heralds
A New Pay Table

CHICAGO, Oct. 24.—Announcement is just being made of Rock-Ola's big new pay table, One Better. This game gets its name One Better from the fact that the play is based on the idea of scoring a number, then winning by scoring another number "one better" than the first.

"Experienced operators know that the great demand today, more than anything else, is for a big pay table easy and simple to play," says a Rock-Ola official. "It was with that thought in mind that Mr. Rockwell had his engineers design One Better, which is large, impressive, colorful and consequently attractive. The play on the game is extremely simple and easily understood."

When the big one-inch steel ball first enters the playing field it passes in same row of switches numbered from 15 to 20. The number of whichever switch the ball falls on, the ball rolls over and is instantly flashed on the brilliant light-up panel. Then the ball rolls down toward another row of switches which determines the odds, and at the ball rolls thru one of these the odds are posted on the light panel. The ball continues its way down the field towards another row of switches. These are numbered from 15 to 21. If the ball rolls thru a switch numbered higher than the first number reported the player wins and his odds are already determined and shown on lights.

The game has a natural wood cabinet, 50-inch steel ball, bright, colorful playing field, large brilliant light-up panel and is equipped with Rock-O-Pac battery eliminator. It has a ticket unit which is optional, as well as a mint reader, also optional; changeable odds and universal pay unit. The makers claim the game has one of the most simple and easily understood play ideas ever used.

Expects To Make Big Record During October

NEW YORK, Oct. 26.—Charley Lichtman, New York Distributing Company, reports that he has certain his firm will establish a new record before this month is over for sales of counter machines.

Since receiving the distributorship on the Dual counter games the first of the month, he has been selling them as fast as they arrive. He believes that the sales have already passed anything the firm has ever before sold in a month.

He also believes that this is a sign operators need new equipment and that counter sales are again the most popular of all coin-machine devices.

ST. LOUIS OPERATORS ATTENTION

Reviewing a Pleasure Nile of Games for Other Operators. I Am Pleased to Tell My Brethren of the Following Pleasure Nile Of Pleasure Games in St. Louis, Missouri, which are on exhibit and in good condition. Will sell as a team or in small lots. GEORGE ROWLAND, 1297 Walton Ave., St. Louis, Mo.

These 4 machines are offered for immediate delivery in fair sized stocks, first come, first served. Every one is latest model, brand new—gleaming with freshness and appeal. Notice the tremendous price reductions. Prices F.O.B. Chicago.
RAY-O-LITE

"After four years' experience with the U.S. Marine Corps and having won the 'Sharpshooter's Medal,' the one and only rifle I approve and recommend as closest to army regulations is the sensational, money-making
RAY-O-LITE.

"Not only as a true rifle that will be enjoyed by all who know guns, but as a big and legal money-maker there is no better buy in the industry than
RAY-O-LITE.

"RUSH YOUR ORDER TO US TODAY FOR RAY-O-LITE! Let us give you full details why RAY-O-LITE will earn you more money than any other rifle gun! As Exclusive Distributors we also have a special proposition for jobbers."

SIGNED . . . . . Dave Stern
(formerly headquarters company, U.S.N.C.)
ROYAL DISTRIBUTORS, Inc.
1125 BROAD STREET • NEWARK, N. J.

REEL "21"

THE WORLD'S BIGGEST MONEY-MAKER NOW SOLD TO YOU ON
10 DAY FREE TRIAL OFFER

$3.75

TAX PAID

4-WAY PLAY

ALSO RUSH YOUR ORDER FOR EXCEL $5.425 AND RACES $17.50

TRIMOUNT COIN MACHINE CO.
1929 WASHINGTON ST. • BOSTON, MASS.

MISCELLANEOUS CLOSE-OUT BARGAINS

Ten Single-cast 183 Drinks, $50.00; Ten Novelty Merchants' Flap Chutes, $50.00; 25 Used Drink Pails, $15.00; Used Slots, $10.00; Garvey Percolators, $.50; Pulltabs, $.10; Tins, $.40; Wads for List of Used Pin Games and Sets.

NATIONAL COIN MACHINE EXCHANGE
2137 TRYON LANE, TOLEDO, O.

EVERYBODY WILL BE HAPPY! When the News
Leaks Out About

HAPPY DAYS

DEMONSTRATION OF 10-FOOTER—E. G. Maroki, head of Malt & Company, Milwaukee, and Ray Becker observe a demonstration of the ease with which the 10-foot Roulette is installed on location.
Production High
In Dalval Plant

CHICAGO, Oct. 21—A. S. Douglas, president of the Dalval Manufacturing Company, reports that the Dalval factory has broken all previous production records in turning out Reel '21,' Dalval's Races and the new Excel. The record is said to be all the more remarkable because of the big production records known to have been attained at the Chicago Club House and Penny Puck, successful outliner devices of former days.

The high production on the present trio of machines has enabled the company to add more employees to the working force. Douglases states.

"Last month our firm introduced a face-horse counterpart model, Dalval's Racemaker, shipped to distributor organizations all over the country, have created huge sales for the game, thereby making it necessary to work double shifts in an attempt to fill orders for Dalval's Races and for Reel '21.'

"Working at top speed as we were, we also decided to introduce the pin-game hit, Excel, which we had been holding back for some time. Excel was produced on the demand of some distributors who claimed that operators were now looking forward to a new-payout pin game.

"Excel became a hit almost overnight and caused a lot of consternation at the Dalval plant. With a full bolt on Reel '21' and on Dalval's Races we were forced to employ a third eight-hour shift to make room for Excel and to produce the game in large quantities due to the way orders were pouring in."

"I didn't realize that we were creating a new production record until last month's sheet was shown to me by our production engineers. I am convinced that not only have we created a record for our own organization but possibly for the entire manufacturing division of the industry."

"I also believe that this month will surpass last month. On November 1 we will see our new production sheets and I am sure that it will show that we have surpassed many records in the industry for the past three years."

With the Upturn, which we have been turning out the games we still find ourselves behind orders and are doing everything in our power to remedy this situation. I am so busy that I can not even think of the fact that Reel '21,' Races and Excel continue to set new records for months to come.

"We are still shipping close to 50 Penny Pucks per day, Penny Pack is already more than 1,000 per year and operators are still buying their Reel '21' and Racemaker games. The same type of games, they just go on and on. We operators tell me that they never vary in the profits they bring.

"Are novelty pin games dead? A few minutes spent in our plants watching Excel games gives the operator a sight to the rate of 25 per hour and being shipped immediately to the parts of the country will quickly convince even the pessimist that Excel is giving pin games a new lease on life."

Six Languages in Mills Advertising Department

CHICAGO, Oct. 21—In the Mills Novelty Company advertising department six languages are spoken—French, Spanish, Greek, German, Latin and English. A language for each of the six members of the advertising staff. After an hour in that department one fully realizes that the boast does not carry with it that the foreign tongues are fluently spoken. One thing is certain. An order in any language is understood.

The ad department under the guidance of James Mangen, advertising manager, is as busy or busier than any other branch of the company. Taking into consideration the fact that in addition to the duties of ad writing his department prints and publishes four house organs—Spinning Reels, which has its circulation among the pin-machine men; Gland, a new up-to-the-minute house organ distributed among Mills 2,500 employees; the Diplomat, a monthly circulation of 600 service men; and Moneykeeper, another recent addition to the Mills house organs which goes to phonograph and record suppliers.

The office routine is just a part of the work in the Mills advertising department. It also has its own way to look after and when one considers that the world's largest unified pin-ball league is a Mills league, that the newly organized 12-team bowling league is under way and that they are also entering a company basketball league in the Northwestern Industrial League, then it is possible to realize what the six members of the ad department do in spare time besides study six languages.

The bowling is done on Thursdays at Johnson's Ailes in Irving Park and Crawford streets, where a large gathering of Mills employees are on hand to shout for favorites.

Mills Company staged a banquet for 200 members of the Mills League Tuesday night at the Northwest Athletic Club. The Mils awarded the prizes and James Mangen acted as toastmaster. There were twenty-five new and silver medals were awarded in addition to the leather jackets for the members of the Northwestern team, the champions. During the season 96 games were played.

Jersey Trading Plans
Another Big Festival

NEWARK, N. J., Oct. 24—Sam Brodsky, president of Jersey Trading Company, reports that his firm intends to have a big celebration on the official opening of the new showroom in this city. The celebration will have some of the aspects of a big sale. A number of the best premiums offered to the trade, with several other special items, will be awarded.

The new offices and showroom are located at 1775 Broad Street. They are handsomely furnished and carry a complete stock of all the best premiums offered to the trade. Many new and specialized items and the latest premiums for bowling games are also included in the new showroom. It is expected to be one of the largest and most interesting in the field. The new showroom is expected to attract a number of visitors and the chance to see new and interesting premiums.
Wurlitzer Holds Skee Ball Meet
BUFFALO, Oct. 24—Wurlitzer salesmen from all over the country, excepting the Pacific Coast, convened in Buffalo recently to discuss sales plans for the next few months on Wurlitzer's new product, Skee Ball.

In a short but highly successful session, marked by two banquets at the Hotel Statler, Vice-President Homer Capehart outlined the policies that will dictate operators for the remainder of 1936 so far as Skee Ball is concerned.

"Before prohibition the coin-operated device was comparatively unknown, but the present era has demonstrated that it fills a definite need in enterprising tavern trade," Capehart stated. "No device yet put on the market has thus far successfully met this need as has the Wurlitzer Skee Ball. It provides a game of skill, an outlet for athletic ability and a source of diversion that men and women everywhere have shown they want. I feel, and our experience in the field bears out, that we have here to stay. Not only does it offer substantial immediate profits but equal returns over a long period of time. In short, the Wurlitzer Skee Ball offers a sound investment for the operator. It has lasting appeal and it is constructed to hold up for many years.

"Realizing that the market was a permanent one, Wurlitzer did not rush into it half prepared, but waited until Skee Ball was perfected to the high standards that every Wurlitzer product must pass. We have had reason to be mighty glad that we did. The Wurlitzer Skee Ball is right today—the last word in every standpoint in coin-operated bowling games. Reports from operators everywhere are brimming with enthusiasm and in many cases are a profit standpoint."

In concluding his remarks, Capehart paid high tribute to the work of the sales organization and praised it completely backing of Wurlitzer's giant factories. He said he: "We are now geared up to big production. Things are humming right along. Carload deliveries are being pushed out by every part of the country to meet the demand for Skee Balls. I can confidently say 2,000 Skee Ball machines will come off the line by January 1."

Capehart's enthusiasm was typical of the tenor of the entire sales force. Everyone in the company was working overtime and everyone had a new sales record of achievement that brought tears of wild acclaim from the gathering.

To interested observers acquainted with the business, the Wurlitzer organization is enjoying with its Simplex Automatic Phonograph. There was enough evidence that success is new and is the result of the efforts of the salesmen throughout the company, each salesman working with the same enthusiasm to bring in a steady flow of orders.

The general belief is that there will be another tremendous success in the future. The Wurlitzer Skee Ball is not only a game that will appeal to the young, but also a game of skill that will appeal to the older operators.

Op Believes in Variety
DETROIT, Oct. 24—Howard P. Berger has entered the Detroit coin-machine business, taking out a number of Conoco Bank Roll bowling machines. He finds the new machine doing very well and is planning to expand his business to include other machines.

In addition to bowling machines, he is operating a number of pin games and is expanding further into the amusement-machine field by acquiring some of the rife-range machines, which he considers good money makers. It is reported that the machines were taken in on the new policy, Berger said.

"We put machines only in locations where liquor is sold and where the location owner will take a sort of personal interest in the machine. If the owner will sit down occasionally and play a game with a set of friends, it will speedily draw a crowd and it will be worth his while. Many of these machines from the contest will be popular players as well."
EXCEL

The greatest money-making pin game in world coin machine history! Fast, live action with REAL-SKILL SUSPENSE and NEW "Magic Button" that gives the player a chance to outguess the game.

RUSH US YOUR ORDER TODAY FOR IMMEDIATE DELIVERY!!

SUNPreME VENDING COMPANY INC.
557 Rogers Ave. 1121 St. Nicholas Ave. 922 8th Ave.
Brooklyn, N.Y. New York, N.Y. New York.

DEAL WITH CARL - ALWAYS A SQUARE DEAL
Instant Service On All The Solid Money Makers Of The Industry

Ray's Truck $500.00 Snappy $139.00 Dava1 Races $17.50
Snappy $149.50 Real Races $19.50
Pre-coin $149.50 21 Black Jack $24.75
Blue Bird $149.50 Excel $54.50 Bally Baby $17.50
Turf Champ $137.50 Highway $17.50
Railroad $142.50 Monte Carlo $9.50
Top Ten $125.00 Flying High $139.50

Used Challenges $55.00

BALLY'S EAGLE EYE, Write
ROCK-OLA Ballym King — $265.00

Full Line of Mills Silent in Stock at All Times
Exclusive Distributor for PACES RACES—Missouri and Kansas
Write about the new 30 to 1 Payout Models

NEVER SEND SALESMAN OR OPERATOR IN YOUR TERRITORY
Terms—One-Third Balance, C. O. D.

UNITED AMUSEMENT COMPANY
3411-13 MAIN STREET, KANSAS CITY, MO.

PUT & TAKE

"BUY" This on Your Locations and Make "TAKES" In Your Profits

Thousands of Location Prove This is the Way to Succeed

Comes Ready Made

12 Comps. $26.00
11 Comps. $24.00
10 Comps. $22.00
9 Comps. $20.00
8 Comps. $18.00
7 Comps. $16.00
6 Comps. $14.00
5 Comps. $12.00
4 Comps. $10.00
3 Comps. $8.00
2 Comps. $6.00
1 Comp. $4.00

ON SALE TODAY.
Preserve Your Routes Without Delay.

STAR SALES CO.
9601-96 Wayne, Kansas City, Mo.

Excel Is Reported
Big Hit in Philly

PHILADELPHIA, Oct. 24.—J. H. Rothstein, president of Banner Specialty Company, reports that the Excel pinball game made by David is showing big sales in this territory. Rothstein claims he was one of the first to see the game in the rough and that he urged its immediate presentation.

He says that his firm is selling the Excel as fast as they are received. At present they are far behind in orders but hope to catch up shortly and to be in a position to fill the demand in their territory in prompt fashion.

"It is a game which has become popular as the leading coin-machine amusement, is now planning to reap quite a harvest with the Excel."

"It proves," he says, "that a good game can also be a good distributor and that a good distributor is the kind of fellow who has a hit game like Excel."

Gottlieb Maintains 7th Month of High Turnout

CHICAGO, Oct. 24.—From reports emanating from the offices of D. Gottlieb & Company it was learned today that the seventh month of continuous production on Daily Races was reached October 14.

"There have been games," said Dave Gottlieb, "that have sold for many months; by that I mean the games were manufactured and sold from the warehouse. But such is not the case with Daily Races. Since March 14 there has been not a single day in which Daily Races games have not come off the production line. The steady stream of orders coming in since the introduction of Daily Races has made it necessary to keep the games in steady daily production in order to meet the demand. We have had no time nor full in business in which to stock up Daily Races for warehouse shipment. We are proud of the fact that Daily Races is maintaining a continuous production record that will hold for some time to come."

In the meantime the other two Gottlieb favorites are doing their best to keep up with the record of Daily Races and if possible exceed it. Derby Day, High Card, Hit Parade and College Football are all maintaining their production quotas at the Gottlieb plant. Shipments being made every day in the latter part of the country indicate that there are more Gottlieb games on the streets now than ever before.

"These five games, as well as automatic payoffs," continued Dave, "have built up such a demand throughout the country that I feel safe in claiming that D. Gottlieb & Company are the largest manufacturers of automatic payoffs in the world."

Calcutt Is Featuring
Daval Counter Devices

PATIENTVILLE, N. J., Oct. 24.—Joe Calcutt, president of the Vending Machine Company, reports that his firm is making a feature of the Daival counter device in a special fall drive.

Of Daival's Races, Calcutt says: "Here is a pinball game that really races for Daival quality standard. The game is silent, it is beautiful in design, in every respect and every outstanding mechanism for which Daival is famous and to top it all it is sure does earn money on location."

"We are urging our customers to again become more counter-game conscious due to Reel 211 and Races. The profits already shown by these games, production to me, prove them to be the best we have had in the industry."

Exhibit Will Produce
Seven-Play Reel Device

CHICAGO, Oct. 24.—After more than a year and a half of intensive research, tests and continuous engineering and development, Exhibit Supply Company, according to Leo K. Ofili, is proud to announce the seven-play reel machine which it calls Chuck-a-Lette.

Chuck-a-Lette is said to be a beautifil floor-model machine that contains three large bell-type reels. Instead of the regular bell-fall symbols, however, dice symbols are used. There is a selector device that allows some of the reels to be played on dice symbols of the player's choosing. Playing manual and location tests are said to have proved this machine a great money maker.

If it pays
3 ways
to use these
two batteries
in ping-pong

1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Everyday" present no fire hazard

DISTRIBUTORS!
Jobbers!
Operatores!
Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON
SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to:

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.

Name
Address

Distributor, Jobber, Operator

PLEASE CHECK

Unit of Union Carbon and Carbon

DATE
Philly, Jersey Ops Form Ass’n

PHILADELPHIA, Oct. 26.—With an attendance of about 30 phonograph operatives doing business in Philadelphia, Camden, N. J., and vicinity, an association was formed here this week to be known as Phonograph Operators of Eastern Pennsylvania and New Jersey. Edward M. Palmer, Philadelphia, was elected chairman, and L. Scutt Cherchesky, Camden, served as secretary. Problems of the industry were discussed and a committee of operators was appointed to meet with attorneys to frame a set of by-laws for organization, as well as a code of ethics. Morris Berger, Pittsburgh, counsel for the Western Pennsylvania operators, joined in the discussion. Funds were provided to finance the organization on a modest scale, special consideration being given to small operators.

Following were represented: M. Margolis, Keystone Automatic Machine Company, Moosic; Engle and Specter, Automatic Amusement and Music Company; Morris Findler, Highpoint Amusement Company; Harry Ellis, Royal Music Company; Alex Lederer, Central Automatic Amusement Company; Michael, Weig and Rapp, Cameo Automatic Company; Phillip Frank, Automatic Vending Company; M. Bushwick, Bourse Amusement Company; William Tanka, Edwards Novelty Company; Mr. Harper, A. M. I. Distributing Company; Commodity, Inc., The歌舞机 and Distributing Company.

Following phonograph manufacturers’ representatives were present and assured the cooperation of the manufacturers: Samuel Mandelkorn, J. P. Seeburg Corporation; Morris, Hammond, Chasen and Nelson, Mills Novelty Company; Mr. DeSanty, Rock-Ola Manufacturing Company; Mr. Marvin, the basement of the Royal in New York City.

Detroit Music Men Busy

DETROIT, Oct. 26.—P. T. Schoeder, one of Detroit’s newest operators, now has a route of Mills phonographs in this city. Schoeder is specializing in the better class night spots and finds the specialization profitable for an expensive type of machine like this.

“We have moved machines around until we found the best locations for them,” Schoeder said, incidentally revealing a business-like use of the principle of novelty appeal in machines. “The better class trade appreciates ahigh-class machine in these locations and we found them by experimentation.”

Joseph Brilliant, who specializes in Rock-Ola phonographs, is now in partnership with Jack Olick in his machine routes, with headquarters at 1033 Glazstone avenue. Olick, who has been in the business some time, has given up operation of his amusement machines and now has music machines only.

Howard Schrott, formerly of Louisville, is now salesman for the Mills Novelty Company in Detroit territory, making another addition to the list of alert Mills representatives here. Schrott is handling the counter freezers as well as the phonograph lines.

George Fahlenbrock has acquired a new route of Rock-Ola phonographs as his first entry into the Detroit field. He is maintaining his machines as a sideline to another occupation. Incidentally, he used the money received from the retailer’s bonus for the purchase of his machines, indicating one important source of new capital in this field.

Margulis Solves Music Ops’ Grief With New Disc Carrier

PHILADELPHIA, Oct. 26.—For years music operators have been plagued with record breakage and misprints. Now the Margulis Music Company here, claims to have solved these difficulties.

Margulis purchased various trunk manufacturers and haggle makers and after months of experimenting created a new, well-constructed record carrier which has proved successful after numerous tests.

Keystone company’s service men report that since the introduction of the new type of changing records and 30 per cent longer life, the clipped edge of the record is eliminated by carrying in the new case.

Sheet-Music Leaders

Week Ending Octored 24

Based on reports from leading jobbers and retail music outlets from Chicago, New York and other cities, the following sheet-music leaders were reported as the most popular during the week:

1. The Way You Look Tonight (2)
2. When Did You Leave Heaven (2)
3. Me and the Moon (5)
4. A Fine Romance (2)
5. Did I Remember (6)
6. A Star Fell Out of Heaven (4)
7. Sing, Baby, Sing (1)
8. I’m an Old Cowhand (10)
9. I’ll Sing You a Thousand Love Songs (3)
10. I Can’t Escape from You (2)
11. When a Lady Meets a Gentleman (2)
12. Organ Grinder’s Swing (11)
13. Thru the Country of Love (14)
14. The Blue Smoke (1)
15. Talking Thru My Heart (2)

Radio Song Census

Selections listed represent the Billboard’s accurate check on these networks, WEAF, WABC and WARD.

Only songs played at least once during each broadcast are included in this listing and those listed it to consist of a similar, rather than a gross score. Figure in parentheses indicates how many times a song was played during last week’s listing. Figures covering Octobers 16, to Thursday, October 22, both dates.

When Did You Leave Heaven (2) 29
Who Loves You? (2) 29
The Way You Look Tonight (29)
I Can’t Escape from You (2) 20
Songs (24) 22
A Fine Romance (2) 20
Until the Real Thing Comes Along (11) 20
Bye, Bye, Baby (24) 19
Old I Must Have Been Dreaming (2) 19
A Star Fell Out of Heaven (16) 19
Until Today (15) 16
Miss America (2) 19
Yankee Doodle Dandy (2) 16
Me and the Moon (2) 14
I Can’t Escape from You (16)
Talking Thru My Heart (5) 13
South Sea Island Magic (17) 13
Here’s Love in Your Eyes (9)
I’m the Gypsy In You (7)
Ten Best Records for Week Ended Oct 26

**BLUEBIRD**

1. *Easy To Love* and *I've Got You Under My Skin* - Harry James and his orchestra and orchestra.


3. *Dinah* and *I'm On Your Side* - Duke Ellington and his orchestra.

4. *I've Got A Heart* and *You* - Artie Shaw and his orchestra.

5. *Nine O'Clock Jump* and *I've Got A Heart* - Duke Ellington and his orchestra.


7. *I'm On The Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.


9. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

10. *Nine O'Clock Jump* and *I've Got A Heart* - Duke Ellington and his orchestra.

**BRUNSWICK**

1. *When You're Mine* and *What a Night It's Been* - Louis Armstrong and his orchestra.

2. *I'm On Your Side* and *The World Is Waiting* - Johnny Cash and his orchestra.

3. *You're Mine* and *Everything In Its Right Place* - Bing Crosby and his orchestra.

4. *I'm On Your Side* and *The World Is Waiting* - Johnny Cash and his orchestra.

5. *Baby* and *Tonight's The Night* - Al Jolson and his orchestra.

6. *I'm On Your Side* and *The World Is Waiting* - Johnny Cash and his orchestra.

7. *I'm On The Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

8. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

9. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

10. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

**VICTOR**

1. *Backstage Pass* and *I'm On Your Side* - Johnny Cash and his orchestra.

2. *I'm On The Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

3. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

4. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

5. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

6. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

7. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

8. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

9. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.

10. *I'm On the Road Again* and *I've Got A Heart* - Duke Ellington and his orchestra.
QUALITY Reconditioned PIN GAMES

Very Specially Low Priced

Operators everywhere say our reconditioned games are the best on the market. We certainly spare no expense or trouble to make them the best. They are really rebuilt.

ALAMO $39.50
BALLY DERBY 65.00
BIG SHOT 45.00
CHALLENGER 32.50
DAILY LIMIT 29.50
DE LUXE "46" 22.50
GOLD RUSH 14.50
HIATAL 5.00

INO SPECIALS
PAMCO PARLAY, SR. 49.50
PUT "N" TAKES, Side Draw 11.50
RAINBOW 34.50
RED SAILS 47.50
SUNSHINE DERBY 34.50
TROJAN 25.00

There are others on our complete list. Write for list. Terms: 1/3 with order, balance C. O. D.

Distributors
1200 Camp St., Dallas

ELECTRO-BALL CO., Inc.

EXCEL

ALL-WAYS look to LAZAR for the LATEST and BEST Money-Makers. EXCEL is the country as the greatest straight play pin game sensation in all coin machine history! EXCEL is 13 Certified Deposit TODAY—RUSH your order for EXCEL—WE ARE READY WITH IMMEDIATE DELIVERY.

REEL "21" $23.75
RACES $17.50

ONLY $54.50

B. D. LAZAR COMPANY
1340 FORBES ST. 119 PENN ST. 136 FRANKLIN AVE. PITTSBURG, PA. 9146 SCRANTON, PA.

WE OFFER THE FOLLOWING SLOT MACHINE BARGAINS

SUBJECT TO PRIOR SALE

1-le Chips O. T. Extra Good $30.00 Ea.
2-le Chips O. T. Extra Good $35.00 Ea.
3-le Chips O. T. Extra Good $40.00 Ea.
4-le Chips O. T. Extra Good $45.00 Ea.
5-le Chips O. T. Extra Good $50.00 Ea.
6-le Chips O. T. Extra Good $55.00 Ea.

SEE MAX or HARRY HURVICH
BIRMINGHAM VENDING COMPANY
2117 Third Ave., No. Phone—3-2327

MEN

A recent tour of the Chicago factories revealed the fact that the coin-machine industry is going thru one of the busiest periods in history. In several instances it was conspicuously noticeable that additional space is needed to properly handle production. One factory official hinted that his company is looking at larger buildings and that before spring would be in larger quarters. Some factories are working night shifts and have stepped up production on certain types of machines from 50 to 250 per day. Photo-electric gun manufacturers are working capacity, so are phonograph factories, vending machines, marble game and practically every branch of the coin-machine industry.

Ken C. Williams, traveling representative of the Pacific Amusement Manufacturing Company, Chicago, returned late last week from Los Angeles, where he visited his mother, who is seriously ill. While on the West Coast Williams surveyed the coin-machine field and stated that conditions are very favorable and that the trend is toward legal games.

Richard Groetchen, of the Groetchen Tool Manufacturing Company, Chicago, left early this week for a business trip thru Texas.

The Bull Fight Room at the Sherman Hotel, so popular last January at the Coin Machine Show because of H. C. Evans & Company's surprise machine, promises to repeat this year. Evans company has another outstanding machine to be introduced at the show.

Max Kenner, life-on-the-line king, was a visitor at the Pacific's plant during the week. Kenner is of the Amusement Novelty Supply Company, main office at Elmira and a branch at Rochester. While Kenner's offices are around New York State, he does extensive operating in Washington and various parts of Pennsylvania. On his trip to Chicago he was accompanied by Sam Leite, banker, of Elmira, N. Y.

Ben Palastrant, of the Supreme Vending Company, Boston, was also a visitor at Pacific, having arrived by plane last Monday. Before leaving Wednesday evening, he promised a host of visitors with Pacific for the Markman photo-electric guns. In addition to the guns line Supreme specialties in music machines.

Another Pacific visitor was Carl Angert, co-owner with Mike Angert of the Angert Coin Machine Company, Detroit, who played in last week to negotiate for the district on Markman's Coin Distribution Company, New Orleans, who looked over the entire Pacific line, paying particular attention to the new payout machines and electric guns. H. Hurvich, of the Birmingham Vending Company, who reports the Birmingham territory has gone to shooting galleries; A. Mekin, and B. Myers, of the Strand Automatics, Ltd., London, and J. H. Winfield, Buffalo.

J. H. Dimon Jr., of the National Agency, Columbus, Ga., spent the last two weeks in Chicago, attending the Carnebaron and Bottier's Convention and visiting the various amusement-machine factories. Dimon is an extensive operator around Georgia and also operates the New Bottling Company in Columbus.

The steady increase in the price of cabinet machines is attributed by manufacturers not only to the numerous parts necessary but also to a scarcity of cabinets. With a general trend toward better business many furniture factories that make coin-machine cabinets during depression years have returned to the manufacturing of furniture lines. Another factor to consider in price is labor. A number of Chicago coin-machine factories have unionized, thereby increasing enormously the labor cost per machine.

Pero Smith, of Exhibits Supply, sends the following extract from a London trade journal, which he says shows the skill factor in the Rotary Merchandiser:

"At the 1936 Paris Fruit Show there was an exhibition of fruit and vegetables. The Low Countries were represented by a beautiful display of oranges, tomatoes, and other fruits. The visitors were delighted with the display and one of them remarked that it was the finest show he had ever seen. The exhibitor said that it was all done by hand and that it took three months to prepare the display. The visitor then asked, "What do you call this art?" The exhibitor replied, "We call it art, sir.""

MARKSMAN TO NEW ENGLAND—Left to right: Ben Palastrant, Fred McIlvain, Don McDougall and Ben Williams talk over good points of the Marksmen Target machines. Palastrant is head of Supreme Vending Company and will distribute the machines in five States.

"HAPPY-DAYS"

Genco's New Pin Game Surprise!

Low-Priced Satisfying all value seekers

Genco Inc. • 2621 N. Ashland Ave. • Chicago

[Image]
New Orleans
B. H. McCormick, local manager for Decca, returns from his usual territory trip with a broader outlook than ever before. He reports all kinds of record-breaking hits from the Gulf up to the Middle South, his territories. Phonograph ops everywhere are looking forward to the biggest season in their history, he adds.

Hank Priesburg, the "selling operator," is getting ready to rehearse for the local Civic Theater season, a ball game play. Hank being east as leading man in at least half of them, Hank really does a fine character and has already been highly praised by dealiers.

Harry Batt, territory distributor for International Machine Company and owner of Batt and Sportland on the city's main stem, writes that he is preparing his stay of two weeks at Hot Springs, taking baths and finding plenty of time to plan for next season's program for his lakeside resort here, Pontchartrain Beach.

Charlie Phillips, head of the General Novelty Company, is busy these days planning the grand opening of the Liberty Theater here by the Mutt and Jeffs. Charlie, in addition to being one of the biggest machine ops in Century City, has been advertising department head in this territory for Singer for almost a score of years. He plans to have a large game and soft-drink concession in front of the theater.

Following a shutdown of a short time for pin machines and slots in the heart of New Orleans, all kinds of games are back on location in the business section this week and ops report a steady patronage quickly getting back to the habit of play.

Mel Mallory, of the Louisiana Amusement Company, reports a fine interest being shown by operators in Rock-Ola's new Rhythm King which has been on display near the front door of the office for over a week, indicating a great deal more interest, according to Mel. In fact, anything he has displayed in the office before. The beautiful sandalwood finish plus the flashing lights are a strong feature of the machine. Mel believes that Rock-Ola has the sensation of the season in this grand Rhythm King.

R. S. Sitter, territory manager for the Buckley Manufacturing Company, in charge of the New Orleans office, is highly enthusiastic over prospects for the upcoming season. Sitter said, "It's been a long time since a machine has attracted such a wide variety of players." Sitter adds, "Everybody from bootlickers to millionaires is taking to this new pinball game."

Where is Ed Stern, of Seeburg? Ed seems to have set some new kind of record by staying away from this city for more than a month. Odd is getting shorter every day that Ed will pop in at any moment now. It's possible Memphis has outdone New Orleans as Ed's favorite haunt, is it?

London Calling America
BROOKLYN, Oct. 24.—William (Little Napoleon) Blatt, president of Supreme Vending Company, Inc., had the thrill of being called to the transatlantic telephone this week when one of the leading London distributors phoned him about the new Excel pin game.

Blatt explained that it took only eight minutes to arrange the call and that the reception was just as clear as if he were calling someone in the very next room.

After talking with London for about 10 minutes he advised his friend there to call David Manufacturing Company, Chicago, and he made the arrangements for the call from this city. Connections were made within two minutes for the London distributor to talk with A. D. Doughty, of the Da vido Manufacturing Company, Chicago.

Blatt explained that this is the second call in as many weeks he has received from London and reports that the transatlantic telephone is getting to be an important factor today in the sale of machines for foreign use.

Patent Conference Set
NEW YORK, Oct. 24.—Better patent environment is the theme of the American amusement business when the American amusement representatives are meeting here Thursday. The subject of the conference will be the report that he is to present on the progress made on the protection of trademarks and patents in the American republics.

It is reported that patents will be submitted for approval at the Inter-American Conference held at Bogota, Colombia, in which Secretary Hull is to take a leading part. Hull is presiding over the conference with the virtue of his office of secretary of state.

David Stern, of the Great Western Manufacturing Company, Chicago, is in Washington this week to insure the maintenance of world peace to remove trade barriers. The Inter-American Conference is the Bureau of Foreign Trade which all the American republics are members, seeks to remove friction in international trade, according to Mr. Stern.

Henry Issuing Parts Catalog
PHILADELPHIA, Oct. 24.—Louis Henry, with headquarters in this city, is issuing a new catalog of parts and supplies for all operators. This is believed to be the first time that an all-parts catalog has ever been compiled.

---

FOR SALE

SALOON and SALOON SUPPLIES

WE WILL PAY TOP CASH FOR:

- Bar Machines
- Pinball Machines
- Slot Machines
- Chutes
- Bar Furniture
- Bar Lights
- Bar Supplies

WE BUY!

ATTENTION: Saloon Operators and Bar Men

WE ARE BUYING!

- Bar Machines
- Pinball Machines
- Slot Machines
- Chutes
- Bar Furniture
- Bar Lights
- Bar Supplies

WE WILL PAY TOP CASH!

YENDES SERVICE CO.
182 S. Wells St., Chicago, Ill.
Toy Pack for Vendors
Continue, Big Sales

PITTSBURGH, Oct. 21—B. D. Lazar Co., official RD toy packer for the Master novelty vendor is still clicking in big fashion. The toy pack continues to receive attention everywhere. Every day operators tell us they have been getting more than 100 orders from the Master novelty vendor with the toy pack combination.

"It looks like old times again, Operators are reporting big profits. The machines are as fast as we can equip them. Orders continue to pour in. The toy pack continues to grow in popularity and all we can say is that we are happy about the whole business.

Making Soap Dispenser

DETROIT, Oct. 24—American Dispensing Corp. is now in the running for a slightly different type than any other on the market. One hundred and fifty of the machines are now in operation in industrial plants, National distribution is planned ultimately.

CLOSE-OUT SPECIALS

DEAL NO. 1000.—SHAVING CREAM.

BLUE STEEL BLADES.

STYTFOS SOAP.

$7.90 FOR 400.

DEAL NO. 1600.—DENTAL CREAM.

BROWN, CHIPPENDALE, TOOTIE.

MENTHOL, INHALERS.

$6.00 FOR 400.

LOWEST PRICES IN THE COUNTRY.

BENGOR PRODUCTS CO.

10 E. 17th St., Dept. 11 - New York City

CASH INCOME

with Tom Thumb

Many have started with one Tom Thumb, many have gone on to 2, 3, and even to 8 or 10. But there is always more than one Tom Thumb.

Now is the time to get in on the biggest money maker in the country.

Tom Thumb is the first miniature grade prize dispensing machine. It has been tested and endorsed by the biggest operators. It combines the features of a top-class prize and a popular candy machine.

Tom Thumb is a money maker. Tom Thumb will make you a money maker.

Fielding Manufacturing Co.

DEPT. 46 - JACKSON, MICH.
N. Y. Times Sees Set-up
In State Tax on Sales

NEW YORK, Oct. 24.—While of State sales tax movements which started more than two years ago have affected the coin-machine industry in various ways, The New York Times on Oct. 18 was increasing prosperity with accompanying skyrocketed expenses and unceasing taxes. It is pointed out that the tax rate is the highest in the country.

The view is held despite the fact that another bill, the Taxation, was tabled on Oct. 1 in a special session of the other States which have adopted the sales tax have abandoned it, it is pointed out that the States which have not adopted the tax are numerous.

The only protection of the sales tax as a means of raising revenue during the depression period in and out of the country has been the fact that it is not a tax on sales. It is pointed out that the effect of the sales tax will be negligible. This is also true of the heavy burden on the States.

The same forces which are tending to increase the amount of State sales tax may also have been at work in the flood of anti-chain legislation which has swept the States. The State legislators will be in session next year, and it is anticipated that some of them will pass the tax on to the voters of the States in an attempt to raise further restrictions upon their activities.

The probable course of new legislation is that it will be put before the voters of California next month on the question of a tax of $600 annually on each store over nine in the State.

Vitamins in Soft Drinks

CHICAGO, Oct. 24.—Now that vending machines are being used to vend Coca-Cola and other bottled beverages, the advertising value of these machines will be of interest to operators considering the drink vending field.

The advertising value of Coca-Cola and other bottled beverages in connection with the vending machines is that they can be sold as a returnable deposit. The advertising aid, the bottlers were told, was that the vitamins C and D in fruit juices were controlled. The vitamins are used to advantage of the vending machines to the extent of 2,804,755.

The advertising of the vending machine is also to be noted. The machine is being advertised as a returnable deposit. The vending machine is being advertised as a returnable deposit. The vending machine is being advertised as a returnable deposit. The vending machine is being advertised as a returnable deposit.

Ball Gum Vendor Makes Stripes in Big Sales

BROOKLYN, Oct. 24.—Since the launch of a campaign of a campaign on the OK ball gum vendor in the Billboard three months ago, the campaign has been swamped with inquiries and orders. The vendor himself claims that he has never had such a ready response to any machine as the OK Ball Vendor. Not only have replies been received from every part of the country, but also a cable has been sent to the manufacturer, asking him to supply additional information on quantities.

The vendor himself claims that he has never had such a ready response to any machine as the OK Ball Vendor. Not only have replies been received from every part of the country, but also a cable has been sent to the manufacturer, asking him to supply additional information on quantities.

Small cigar output amounted to about 1,914,560, compared with 1,914,560 in September. The output in August and September amounted to 2,741,900 to 2,905,755 in September. The output in August and September amounted to 2,741,900 to 2,905,755 in September.
WHEN THEY'RE SIDE BY SIDE ON LOCATION... THAT'S WHEN YOU FIND OUT THAT -

BANK ROLL
OUT-PULLS OTHER GAMES
5 TO 1

This actual UNRETouched lo-
cation photograph taken at
Schrock & Schaffer's world famous
"Hubert's Museum" on 42d
Street and Broadway, New York,
shows BANK ROLL with other
bowling games - YET - Schrock &
Schaffer REPORT that BANK
ROLL takes in 5 TIMES MORE
MONEY than other bowling
games! That's WHY IT PAYS TO
BUY THE BEST Bowling
Game — BANK ROLL.

WE SELL TO SELL AGAIN

WE have those New Games in stock. Dime Trotter, Dolly Dug, High Card, College Football, Top Gun, Roulette, Bells, Diamond Mine, Grand Union, Bullet, Roll, Stars Nite, Hold 'Em, Roll, Roll, Roll. Write for our prices. We take Trade In.

VEECH SCALE CO., Decatur, Ill.

USED SLOT MACHINES!

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5c Mills Blue Front Wells</td>
<td>$57.50</td>
</tr>
<tr>
<td>10c Mills Blue Front Wells</td>
<td>$60.00</td>
</tr>
<tr>
<td>5c Mills Skyscraper Mystery Wells</td>
<td>$47.50</td>
</tr>
<tr>
<td>5c Mills Skyscraper Wells</td>
<td>$42.50</td>
</tr>
<tr>
<td>5c Mills Escalator Front Vendors</td>
<td>$40.00</td>
</tr>
<tr>
<td>5c Mills Walk-Over Roll, Butterfly &amp; Rebuilds</td>
<td>$40.00</td>
</tr>
<tr>
<td>5c Mills Single Jack Pot, Rock-Ola Fronts</td>
<td>$22.50</td>
</tr>
<tr>
<td>10c Mills J.P. Wells, condition</td>
<td>$55.00</td>
</tr>
<tr>
<td>10c Jennings Single Jack Pot, Rock-Ola Fronts</td>
<td>$22.50</td>
</tr>
<tr>
<td>10c Jennings Single Jack Pot, Rock-Ola Fronts</td>
<td>$22.50</td>
</tr>
<tr>
<td>10c Jennings Single Jack Pot, Rock-Ola Fronts</td>
<td>$22.50</td>
</tr>
<tr>
<td>10c Jennings Single Jack Pot, Rock-Ola Fronts</td>
<td>$22.50</td>
</tr>
</tbody>
</table>

EX-MARINE SAYS SEEBOURG RAY-O-LITE IS STANDARD

NEWARK, Oct. 24 — Dave Stern, of
Royal Distributors, Inc., ex-Marine of
the 10th Regiment, First Company,
U. S. M. C., says that "the only ray
gun that approaches the regulation
Marine rifle in the Ray-O-Lite." Stern
was formerly a corporal in the Marines
and enjoys chatting on experiences of
the old days.

"When I became interested in the new
ray guns I first tested them for
marksmanship as I would in the corps. Hav-
ing won a medal in sharpshooting, I
knew something about rifles and I was
interested to see how close the coin-
machine manufacturers came to un-
standing regulation sights, weights,
stocks and barrels.

"I was much surprised to find that
most of the guns did not take those
things into consideration, except for the
Ray-O-Lite, which I find closest to
United States Army regulations. I have
therefore signed for the distribution of
the Ray-O-Lite in my territory, where I
believe it will prove the most popular
of all the ray guns.

"Any army or marine officer who
sees the gun will also instantly
recognize these regulations and
will agree with me as to
the gun itself."

Stern has been doing a
job of distributing games in this city and
throughout the State and feels that the addition
to his present line of the Ray-O-Lite
assures his customers of the best in the field
and gives the firm a complete line-
up of machines.

FORNEY SELLS INTEREST IN BUFFALO NOVELTY CO.

BUFFALO, Oct. 24 — Frank L. Forney has
sold his interest in the Forney
Novelty Company here to A. M. Johnson,
well-known amusement arcade man of
Western New York.

"Under the management of Barney
Zahn, company will undergo a complete
reorganization, including a change in
the firm name. Zahn is well known to
coin machine men as "Buffalo Bill."

TALKING IN CARLOADS — Modern Coin Machine Corporation, Benton
Harbor, Ind., displays big sign as arrival of Do Re Me phonographs. Mxer
Hartl (fourth from left) is general manager. Frank Oates (wearing hat)
represents the Mills Novelty Company.
EXHIBIT SPEEDING ON NEW 1-SHOTTERS

CHICAGO, Oct. 24—Exhibit supply company plant is humming these days in turning out two new one-shot table games, Trap Lite and Trap Shooter, sales manager shows collection reports and orders for the new games that indicate the success of the games.

According to Kelly: "Giant Movie Bank and Trap Light are large, massive, $5000-inch games. They are a long stride from early days of the industry when pin games could be carried under the arm and the metal stand was extra equipment. The man who added the pin game business is the fastest moving industry in the world certainly made truthful statement."

"Think of spending $8,000 to cook up on a single game and then think how hazardous a business it is manufacturing. Certainly you will find a group of men with such true commercial courage as the coin-machine manufacturers. Many operators imagine they take all the chances but after viewing experimental scrap heaps in factory after factory one will be inclined to cheer for the ability of the manufacturer to take his gigantic losses without a murmur. Game prices are up, they cost money these days, but after all everyone knows that a game that makes money really doesn't cost anything. How can anything be expensive and profitable at the same time?"

"Giant Movie Bank has mystery changes and odds. The time that the player's operation is played new odds appear from 10 cents to 80. Any horse can be bought on the board will pay the odds indicated. The big feature of the game is the automatic accumulating of the horse's bets. Jackpots in the game are up to $400. When the bank hole on the board three times in succession the bank is automatically paid and the process of accumulating starts over. The bank can reach a top of $400. Another fact that should create a lot of excitement for the players is the fact that a man can take his own bets and put on the boards. This new trap solves the problem of how to collect the winning bets of the player and along comes the other fellow and cashes in, but this time we're out in front. Our new trap machine will be produced at a price that every operator can afford. We can produce this machine at low cost because we have no special tools nor dies to make. We have them all made and have already charged off the production of our other type photo-cell machines, to be placed in the market by about a year, so we have a year's start. The operator is the winner along with us because Shoot-a-Lite is not only priced low, it is perfect mechanically and a proven money maker."

"Shoot-a-Lite can be used everywhere because it takes up but little space. We furnish it with adjustable eccentric so that it can be adjusted for proper height to suit the location. If the peddler cannot be used Shoot-a-Lite can be hung on the wall or suspended from the ceiling. There are moving targets that are new and different and we intend to furnish various new targets from time to time so that operators can be sure of tops incomes at all times."

STRESSES UTILITY OF NEW SHOOT-A-LITE RAY DEVICE

CHICAGO, Oct. 24—"After pioneering coin-operated photo-electric cell machines you could naturally expect us to run out something new and different in an electric eye rifle target machine and we've done just that," said Leo Kelly, sales manager of Exhibit Supply Company.

"This is one time," continued Kelly, "when the pioneer comes into his own. Usually the pioneer takes the work and along comes the other fellow and cashes in, but this time we're out in front. Our new trap machine will be produced at a price that every operator can afford. We can produce this machine at low cost because we have no special tools nor dies to make. We have them all made and have already charged off the production of our other type photo-cell machines, to be placed in the market by about a year, so we have a year's start. The operator is the winner along with us because Shoot-a-Lite is not only priced low, it is perfect mechanically and a proven money maker."

"Shoot-a-Lite can be used everywhere because it takes up but little space. We furnish it with adjustable eccentric so that it can be adjusted for proper height to suit the location. If the peddler cannot be used Shoot-a-Lite can be hung on the wall or suspended from the ceiling. There are moving targets that are new and different and we intend to furnish various new targets from time to time so that operators can be sure of tops incomes at all times."

WEDDING BELLS

Frank Cotton, for many years popular service man for Wurlitzer Service, at Beverly Glen Park, Westboro, Pa., was married Oct. 21 to Betty Caruthers. There was no special announcement. They just sneaked away and were married. At usual, Frank's Sunday morning was interrupted by eight service calls. An operator's life is a hard life. However, here's wishing the young man all the luck in the world.

JOIN HANDS WITH JOE AND AL FOR THE BIGGEST SUCCESS IN HISTORY

REMEMBER THE BIG DAY SATURDAY, OCT. 31ST!

MEET JOE AND AL IN NEW YORK'S MOST SPACIOUS SHOWROOMS!

FISHMAN-SCHLESINGER DIST. CO.
622 BROADWAY GRAMERCY 7-5260 NEW YORK

ONLY THE BEST MONEY-MAKERS, From H. G. Payne Co.

EXCEL RACES

GAME IN HISTORY ONLY $54.50

A real Money Maker in ANY LOCATION $17.50

ROLLA-SCORES $179.50

ROLO $5.50 EXCEL $5.50

DAVAL'S RACES 17.70 EXCEL'S "21" 24.75

Turf Champions 17.70 EXCEL'S HIGH STAKES 24.75

FIVE USED GAMES (Your Choice) $33.00

Q. T.'s, New and Used. All Types of New and Used Equipment. Jobbers Write for Quantity


MONARCH-THAT'S THE NAME

FLYING MARKSMAN TO NEW YORK—C. R. Kirk (left), manufacturer, bids bon voyage to Irving Simmons and Nat Cohen, of Modern Vending Company, New York, as they take off from the Chicago airport.
CROWDS
PLAY IT EVERY MINUTE OF EVERY HOUR OF EVERY DAY
Mutoscope's
"BOWL-A-GAME"
(TRADE MARK)
Beautiful! Durable! Practical! Different! Scientifically constructed with every feature for correct bowling ACTION! Absolutely SILENT in operation—1/4" felt base under cork carpet. Special adjustable slope arrangement for easy or hard scaling! CHEAPPROOF—no more than 9 Balls to a game! Free Play feature! Unique in the fact it is THE bowling game with perfect MECHANICAL TOTALIZER! "BOWL-A-GAME" is ingeniously constructed with a complete under- standing of the operator’s needs backed by 41 YEARS’ EXPERIENCE building de luxe coin operated devices! Not only a BETTER mechan- ism, but so SIMPLE even a child can understand it! "BOWL-A-GAME" is the ONE PERFECT, 14-Foot, Portable GAME FOR OPERATORS!

IF YOU HAVEN'T "BOWL-A-GAME" ON LOCATION—YOU'RE LOSING MONEY!
WRITE, WIRE, OR CALL TODAY—BUY THE BEST—BUY "BOWL-A-GAME"!

INTERNATIONAL MUTOSCOPE REEL CO., INC.
516-20 WEST 34TH STREET, NEW YORK

TURKEY SPECIAL BARREL
FASTER ACTION THAN SALESBOARDS,
FASTER ACTION THAN PUNCHCARDS,
Sells 25 Turkeys and 96 Trade Awards at 10c a Coupon.
Easy $5.00 or a $2.50 Investment.
Also Made To Sell at 5c per Coupon and Sell 12 Tur- keys, With a Profit of $2.00.

SAMPLE BARREL $5.50 F. O. B. PEORIA
Remittance With Order. Specify 5c or 10c Label.
Special Quantity Price to Operators For Refills.

GAM SALES COMPANY
1321 South Adams Street, Peoria, IL

RUSH US YOUR ORDER
FOR DAVAL'S
RACES
ON OUR 10 DAY FREE
TRIAL GUARANTEE!
DAVAL'S RACES IS
ENDORSED
BY "VEMCO"!
IT'S THE BEST
THAT MONEY
CAN BUY!

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

Expansion Program
Started for Arcade
DETROIT, Oct. 24—Harry J. Conn, proprietor of Roy's Arcade on Michigan avenue, one of the arcades now operating in Detroit, is beginning an immediate policy of expansion for his location. Now under way is the construction of a new photograph gallery, which will be reached by a long picture of the gallery. The demand has been so great that the larger sizes must be installed instead of the miniature equipment formerly available.

The shooting gallery has been considerably improved and new rural scenery has been installed, greatly improving the appearance of the arcade. A number of special novelty guns have been bought for the gallery, such as one with a telescopic sight. Players who shoot a reality are given these special guns and they usually take at least one more round just for the sake of playing something new.

A special short range has been set up about eight-foot distance, with special targets, cards to be shot thru a small hole in a piece of wood. The game is a prize with a profit, which must be lighted by a shot to win prizes.

New machines are being added, including a number of animated game machines. Controlled to operate for 1 cent, these have already proved some of the best attractions in the arcade. Conn said, Golf and football machines are the leaders among these new ones.

Some of the best patrons of Roy's Arcade are the party embers of the Detroit Tigers. They frequently go along this way on their way to the ball park and stop in especially before and after the training periods in the mornings. They try out many of the machines and the shooting gallery almost daily, being great patrons of the various amusement attractions. In addition they drew a large crowd to the arcade.

Hilligoss Exhibited
At Kansas State Show
CHICAGO, Oct. 24—G. O. Hilligoss Jr. of the company bearing his name in Wichita, Kan., was in the city the greater part of the week working over Rock-Ola products.

Hilligoss exhibited coin machines at the Kansas State Diamond Jubilee celebration, held at Wichita October 7 to 17, one of the few times coin machines have been exhibited for advertising purposes at an exposition. He reports the exhibit was very successful, that many opera- tors from the territory spent a great deal of time at the exhibits and made purchases and that the exhibit likewise was successful from the standpoint of player appeal.

On exhibit in the Hilligoss booth were Rock-Ola's Tom Mix Radio Hillie and the Rock-Ola phonograph. Of the gun he stated that from 50 to 100 persons were constantly around it watching and waiting for a turn to shoot. He also reports that the gun took in $6 per hour during the rushes.

Before the end of the jubilee the cele- bration officials said that the coin-ma- chine exhibit was the best patro- nised exhibit this year. The show, a 20 by 60, was neatly dressed and so arranged as to have the effect of a sportsland.

CARL TRIPPE, of Ideal Novelty Company, St. Louis, looking over at the Folly plant during a recent visit in Chicago.
Registration in Advance for Show

CHICAGO, Oct. 24.—The management of the 1937 Coin Machine Show called the attention of operators this week in a special announcement to the new plan of registration. Thousands of operators and others were made at the registration desk, Hotel Sherman, at the time of arrival.

All who requested admission to the show, regardless of who they were, were given a season pass, which entitled them to view the exhibits, also participate of the exhibitors' hospitality.

Due to the fact that no restriction was ever placed on the admission, everyone who requested a pass was given one, without questions asked. Consequently a large fraction of loose birthdays, lunches, and dinners for those who have no connection with our industry continued admission to the show, also the exhibitors' roosts. The only thing some of these people appreciated in was to moose a few dollars, and after getting their tails filled so as to be cordial and try to take off the part of big shots.

In order to overcome this evil admission to the 1937 Coin Machine Show will be special registration only.

All operators who plan to attend the annual convention must make written application for admission tickets prior to the show. Bend requests for admission tickets to the National Association of Coin-Operated Machine Manufacturers, 120 luce La Balle street, Chig., Ill., at least 1 week before the show.

Operators who come to the show and who have not been properly registered beforehand will have to satisfy the doorkeeper that they are operators; then, too, an admission charge will be put in—also very important. This special registration is for your own protection, so please comply with our request and we will have a gang-up show. One for coin-machine men only.

Stresses Freedom From Mechanical Troubles

CHICAGO, Oct. 24.—J. P. Seeburg Corporation claims to have produced a mechanism that is so completely revolutionary that it is of interest to the field for a professional reason. The mechanism is a modification of the famous Seeburg phonograph. In taverns, restaurants, hotel lobbies, country clubs and town clubs; in fact, wherever a voice is desired, the phonograph is said to be intensely popular.

Regarding the importance of the day in its true tonic value, every singer's voice is to be heard by the dink. Freedom from mechanical trouble is so realistically reproduced that the music becomes personalized for the sole entertainment of the patrons.

The Seeburg acoustical and design engineers realized some years back the importance of an automatic phonograph. With this in mind the reaching of the goal of perfection in natural, pure, tonal reproduction was essential.

Today the satisfaction of listening to a Phonograph, according to tested reports, is that all people, approximating the pleasure gained from an original performance.

The J. P. Seeburg Corporation has been a leader in this manufacturing field for over 35 years. They have kept pace with every scientific and musical development. The System is possesses an advance feature that assures constant operating efficiency. Having fewer moving parts than any other automatic phonograph, its simplified construction is mechanically permanent. The system of high-quality amplifier controls the low and high range perfectly. The frequency response of the phonograph at 1000 to 10,000 cycles, is not affected by changes in humidity or temperature, and the phonograph is self-protective, capable of taking microphone attachments of any kind. The Seeburg phonograph plant is a high degree of perfection. The phonograph is designed to meet the high demands with immediate shipment.

Lee Jones Trade Continues to Climb

CHICAGO, Oct. 24.—(P. J.) Jones was back at his desk at the American Sales Corporation following a trip to Eastern cities to visit many customers of the firm. He visited in Detroit, Cleveland, Buffalo, and other cities and reports that real trade progress is evident everywhere. He said that all brought a host of benefits that might arise on the ground. The business performance is a tribute to Western engineering and workmanship. The manufacturer has overlooked nothing apparent to prevent breakdowns that kill the day's play.

Top Em is a dynamic one-ball pay-out table with a spinning odd dial and a playing field that displays repeat play with its usual setup. Using the principles, it is the model of a phonograph with a phonograph head that is used to make the house to win an award. The odds are against for payout are excellent and in every feature, from the "bait" channel, pay's regardless of any numerical number, to the bank, that "tops" them all, Top Em has playing appeals that mean big profits on any location.

Country Club, a 10-ball straight novelties, with the same spinning-odd feature and light-up backboard has Top Em. A game combination luck and skill, Country Club has already acquired the reputation of being one of the most profit-making machines on the market. The backboard field contains nine numbered pockets, a diamond pocket, two hole pockets, and two sand traps. Ten balls are played, and each with seven numbers from a strictly secure order, starting from one, are registered on the scoreboard. Pay-outs are made in a manner similar to the "bait" channel, representing sand traps and water and odd number until another ball, in an adjacent pocket, release both for replay.

Lee Jones Trade Continues to Climb

CHICAGO, Oct. 24.—(P. J.) Jones was back at his desk at the American Sales Corporation following a trip to Eastern cities to visit many customers of the firm. He visited in Detroit, Cleveland, Buffalo, and other cities and reports that real trade progress is evident everywhere. He said that all
BARFIELD'S COSMOPOLITAN SHOWS

Will Show Emanuel County Fair, Swainsboro, Ga., week November 2; Miller County Fair, Colquitt, Ga., November 9. Others following. Want any Show not conflicting. Also Loop-O-Plane or any Novelty Ride. Good opening for legitimate Grid Stock Concessions. Address Barnesville, Ga., this week.

WANTED FOR ARMISTICE CELEBRATION

THOMSON, GA., WEEK NOVEMBER 9.


THE BANTLY GREATER SHOWS

Can place first-class Electrician, Want Ball Games and legitimate Grid Joints, Wheels. Write or wire for space. Atickan County Fair, Wadestown, N.C., November 3; Coffey, S. C., November 10; Timmonsville, S. C., now THE BANTLY GREATER SHOWS.

Ray-o-Lite Meets Basic Need for Real Pleasure

CHICAGO, Oct. 21.—The makers of the Ray-o-Lite target machine say that the target principle means the public need for entertainment that is wholesome and basic simple in an age that has every comfort and luxury developed to a high degree.

The skill appeal and the thrill of hunting is still very predominant in human nature. The creators of this unusual machine have capitalized on this universal appeal by incorporating it into a rifle range suitable for almost any location. The Ray-o-Lite rifle range approximates the excitement of duck hunting, with none of the discomfort of a damp cold duck blind. Placed in city clubs, country and town clubs, hotel lobby, amusement arcades and many various types of locations, the Ray-o-Lite rifle range has been tremendously popular. The Kingman in high top has made innumerable men and women grow up, people of all ages have tried their skill on the Ray-o-Lite, and, deriving satisfaction and much pleasure, have played it again and again. According to profit reports from coast to coast, the fickle and sophisticated American public has responded to the wholesome entertainment of this machine to build up an enormous play.

Another appeal of the Seebee Radio-Lite rifle range is considered simple and true. Its electrical and mechanical action is entirely modern. Perfect in every detail, it possesses a unique in electrical contribution. A regulation size rifle shoots a real light toward the sports-range, closed in a beautifully modernistic cabinet. A moving duck comes across the range of the ray light and makes a direct hit on the electro-light within the alcove where the luckless duck falls over. An illuminated panel registers the score as they are made.

The production of this machine entailed two years of research before Seebee engineers were assured of its mechanical and electrical perfection. Testing the machine trouble-free operation of over 1,000 Ray-o-Lite rifle ranges, placed on location within 20 months, provided conclusive evidence to the fact that their research was not in vain.

Despite the fact that the production department is working at full schedule to meet shipment requirements, the high standard of manufacturing characteristics of the J. P. Seebee Corporation for over 10 years is not sacrificed.

FOR SALE

SHOOT BOAT FUN HOUSE. Built for 15 feet wide to carry two so near alike.

TWO ALL-STEEL STOCK CARS, 9 BY 17 FEET LONG. Made by the Warren Tank Car Company.

TWO STATEROOM CARS, ONE 12-SECTION PULLMAN SLAPER, WITH TWO STATEROoms.

ONE PRIVATE CAR, with four Bed Rooms, two Baths, Sitting Room, Dining Room and Kitchen.

ONE COMPLETE OFFICE WAGON—Complete魔术, complete pages, and assortments of wagons, Box, Halfr Box, Flat and Rack.

ONE MANGELS THREE-ABREST MERRY-GO-ROUND. ONE LINDS LEADER, GREAT SETTLEMENT, AND CONCESSION. —ALL IN FIRST-RATE CONDITION. Ask good as new. Now being operated in Knoxville, Tenn. Can be inspected there.

Will tell any or all of the above for $8,000. Terms to suit cash and terms to suit property. Property can be seen today, Greatest Novelties, 111 W. Market St., November 1, Winter Quarters, Atlanta, Ga., Offices Robert Fulford Hotel.

Write or wire RUBIN GRUBERG.
October 31, 1936

AMUSEMENT MACHINES

The Billboard

85

10-Foot Edition Makes Hit With Bowling Ops

10-Foot Edition: Don’t tell or he will be told. The 10-foot edition of Billboard is the big news today. The edition is the first in the bowling world and the only one that has been made. It is the best edition of this magazine that has ever been made. It has been designed to meet the needs of the bowling world and to provide the best edition for bowling. The edition is the first in the bowling world and the only one that has been made. It is the best edition of this magazine that has ever been made. It has been designed to meet the needs of the bowling world and to provide the best edition for bowling.
W. B. Specialty Reports Big Biz in St. Louis Territory

ST. LOUIS, Oct. 24—William Betz, owner and general manager of the W. B. Specialty Company here, reports that his business has shown a tremendous increase during the last two months.

It attributes the increase to the big sale of Seeburg’s Radio Riffle Range, Seeburg’s Symphony, Wonka’s White Champs and Grotchum “21” game.

W. B. Specialty is Southern Illinois and Missouri distributor for the aforementioned manufacturers and games.

Top the Midway with these items WRITE FOR KATALOG

ONE DAY SERVICE
CONTINENTAL PREMIUM MART,
WICHITA, KANSAS

DIXIE EXPOSITION SHOWS WANT
For Four More Fairs—Greensburg, Monroeville, Mobile; All Alabama Shows and Concessions, Musicians and Performers, Ride Help, Aliceville, Ala, Fair, this week. Address C. D. SCOTT.

LITTLE JOHN FAIR CIRCUIT
Booking independent. Will book meritorious Shows and Rides for 20 per cent. Reasonable rates for legitimate Concessions. NO CRITIC policy.

Want legitimate Concessions—Give us a chance to erect a Sensational High Act.

Wire JOHN H. MARKS, Milligdeville, Ga., this week.

BROWN NOVELTY SHOWS WANT
Loop-0-Plant, Kiddie Ride, legitimate Stock Concessions, Cat Rack, Lead Gaiter, Photo, Studio, Hoopla. Dooley County Fair, Vienna, Ga., October 24; Brooks ,County Fair, Quitman, Ga., November 2; South Georgia Fair, Valdosta, Ga, November 9.

F. E. VASCH, Manager.

CRystal exposition shows want
For Colleton County Fair at Walterboro, S. C., November 2 to 7, and American Legion Armistice Celebration at Georgetown, S. C., November 9 to 14, one

ORDER GREATER SHOWS

WANTED—Loop-0-Plant, Ten-in-One or any Shows not conflicting, Custud, Digger, Furman, Eats, Drinks, Ball Games and legitimate Concessions at all kinds. No exclusions—only Core Concess. Address E. S. COREY or LEW HENRY, Loris, S. C., this week.

Wanted Musicians to strengthen Plant. Shows, also Billetter and Concessions.

MEMORIAL SMOKERS: Hamburg, Ark., Nov. 15.

WANTED—One full time showman, for 12 weeks. Address W. J. BANES.

WANTED—Loop-0-Plant, Ten-in-One or any Shows not conflicting, Custud, Digger, Furman, Eats, Drinks, Ball Games and legitimate Concessions at all kinds. No exclusions—only Core Concess. Address E. S. COREY or LEW HENRY, Loris, S. C., this week.

MECHANICAL SHOWS WANT

Mrs. Mugivan Rites
PERU, Ind., Oct. 26.—Funeral services for Mrs. Mary Edith Mugivan will be held at St. Charles Catholic Church here at 10 a.m. Wednesday. She was 65 years old. Death occurred at Methodist Hospital, Indianapolis, not Peru, as mentioned elsewhere in this issue. She had married the late Jerry Mugivan at the age of 20. Surviving her are a sister, Mrs. Josephine Thompson, Sparta, Mo.; Mr. A. D. Cunningham, Clarence, Oka., a brother, Charles F. Bledsoe, Sparta, and a half brother, John K. Bledsoe, Sparta.

COWBOYS AND COWGIRLS
Dixie Exposition Shows Want for Hospitals, Schools, Fairs, etc. Please have them sent to W. L. BARKER, November 5-13.

FOR Merchants & Manu facturers Exposition.

(Kentucky Exposition, Dixietown, Kentucky)

COWBOYS AND COWGIRLS
Dixie Exposition Shows Want for Hospitals, Schools, Fairs, etc. Please have them sent to W. L. BARKER, November 5-13.

FOR Merchants & Manu facturers Exposition.

(Kentucky Exposition, Dixietown, Kentucky)
Permission To Give Prizes With Bowling Games Cheers N. Y. Ops

NEW YORK, Oct. 24—The coin machines here have received a boost at the declaration of the License Commission that it is legal to give prizes with bowling games licensed by the city. The question of licensing these games was once up in the air, but a recent request that prizes be allowed in pin games from Amus has not been allowed in pin games.

With the growing popularity of the bowling games, it was soon discovered that the coin machines were being played in a high and instantaneously stimulated the play. Operators here are among the first to use the bowling games, and also among the first to install the license machines up to the most recent law for play with bowling games.

No licenses were issued, tho the general belief was that the bowling games were strictly games of skill under the general law of the day. Since they were considered as games of skill, the operators could see no reason why they should not add as much to the skillful play.

Operators and distributors here took

French Visitor
Seeing America

CHICAGO, Oct. 24—Marcel Chalier, of the Novelties Automatic Company, of Paris, France, has been in Chicago for several days for the purpose of inspecting what is new in coin machines. He is also completing shipping arrangements for machines which his firm purchase.

Mr. Chalier reports that operating conditions here are very good in France at the present time, and he believes that next year will be a record for the operation of coin machines.

This is Mr. Chalier’s third visit to American states, and he is one of the 1920 show and spent about four weeks here. Mr. Veni, his partner, is planning to show the 1921 Coin Machine show, which will be his first trip to the American states.

Mr. Chalier demonstrated his confidence in Chicago coin companies when he bought a new Ford V-8 and started his journey to New York to meet Mrs. Chalier. A Chalierian reported that it was a sign of the times getting out of Chicago, but the man seemed to think that he must be a part of the Presidential campaign and on an odyssey on his way. Mr. Chalier is also known for second to the greatest artists and sketches chefs, but it is seen in a week to the world when he observed one of the sketches upside down. He had been so busy drawing that he had to lay his egg backwards.

The family will return to Chicago soon and spend about three weeks here. He promises a full account of his trip, which was well appreciated with French humor.

Atlas Official Vacations

CHICAGO, Oct. 24—Morris Ginsberg, dynamic head of the Orientals Corporation, and wife, are enjoying an extended vacation in Hot Springs. While in the South they spent a night in the Tenement Hotel and will visit other cities. Upon his return Eddie Ginsberg, general sales manager, will make an extended trip through territory, and on his return, he will take charge of the company.

The journey will be made of sales during Edith's absence and will be an excellent trip for the company. Mr. Ginsberg has been with the firm for six months and has acquired good knowledge of the trade. He is considered very efficient in offering all service to the many customers of the firm.
"Bally's EAGLE-EYE
PHOTO-ELECTRIC TARGET GAME

is the most beautiful machine of its kind... the simplest mechanically... the most practical for use in the average location... the most thrilling to play."

That's the verdict of every operator, jobber and distributor who has seen this marvel of the age. And you'll agree when you see EAGLE-EYE... examine its 20 GREAT EXCLUSIVE FEATURES... and see how it draws the crowds!

Deliveries Beginning at Once!
WRITE, WIRE, PHONE FOR PRICES

BALLY MANUFACTURING CO.
2640 BELMONT AVE. CHICAGO, ILL.
JOHN A. FITZGERALD, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

Wait for EAGLE-EYE... it's by Bally!

MAKE BIG MONEY
From New Units of Christmas Ballys
JUMBO TURKEY BOARDS
A Real Cash that Really Rolls at $1.00 Each
For Sale. No Rubbers Only $5.00
BRINING $21.45 AND BELOW
1 Turkey, 1 Grouse, 5 Quail and 2 Chukars
Price $5.00 per Doz. $2.50 per 100
Sample, $1.00
Acceptance With Order at 50% in C. O. D.
On Free Shipping Co., 927 Walton Ave., St. Louis, Mo.

BIG PROFITS—FAST PLAY
6 LARGE ABSORBERS
FISHING & HUNTING UNITS
On 800-Unit Be Limited, Price Oct $2.10 in Cassettes (16 Packages). Brings
in $16.00 RET. RATE, $18.00!
No. BII5—Sample, $3.25, 12 Lots, Each $3.00.
OPERATORS:
Our New Spring Time Unit of Fishing and Hunting and Borders
and Gunner Machines New Ready, Send for a Copy and Make Now.
LEE-MOORE & CO., 168-168 W. Adams St., Chicago, Ill.

Kirk Company Predicts
Big Markman Business

CHICAGO, Oct. 24.—In an interview with Claude R. Kirk, president of O. R. Kirk & Company, new was obtained to the effect that territories are fast becoming assigned to distributors of Kirk Markman, new ray-shooting product of the Kirk concern now being offered to the trade. Already four carloads of Kirk Markman units are said to be consigned to Modern Vending Company, prominent New York distributor, with 1000 reported on order. Likewise have such prominent distributors as Frye Sales, Los Angeles; Bunting Novelty, at San Antonio; and others placed orders for Kirk Markman, with four carloads reported now on the rails headed in a westerly direction.

Such names as Lemke, of Detroit, National Coin Machine Company, of Baltimore; Wisconsin Novelty, of Milwaukee, cly Brothers, Joe Calcutt; and many others are reported to have ordered Markman from the Kirk concern. As an indication of the extent of the business, Kirk & Company, located at the O. D. Jenning plant in Chicago. Here they are assembling the new Markman unit, and then it will be shipped to the various distributors in the different parts of the country. They furnish each distributor, jobber, or operator with a list of half-a-dozen locations where Markman is installed and where equipment is desired. They are looking for interested parties who are willing to buy and carry the new unit at a fixed price. The Kirk concern has been busily engaged in bringing out the new Markman unit, and the interest in it is very great. Kirk & Company are, however, still in the process of introducing the new unit to the trade, and the orders coming in are very encouraging. The Kirk concern has been very successful in the past in introducing new products to the trade, and it is expected that the new Markman unit will be equally successful.

According to Kirk, the new unit is being offered to the trade at a price that is very attractive, and it is expected to sell well. The unit is designed to meet the needs of the trade, and it is expected to be a big success. The Kirk concern has been very successful in the past in introducing new products to the trade, and it is expected that the new Markman unit will be equally successful.


Improved TURKEY CARDS

The kind used by experienced Turkey operators. Plenty of flash, specially scored for folding to pocket size. Positively fraud-proof. Remix stiff and holeless. Delightful premiums.

Only $1.75 Doz.
ONE BOX OR ASSORTED.
PRICE INCLUDES 10 C. TAX.
1/3 with orders, before C. O. D., express collect.
WRITE FOR NEW LOW QUANTITY PRICES

RECEPTION TENDERED TO LEE J. JONES AND HIS BRIDE

Reception was given at the Hotel Sherman, Chicago, Sunday, October 25, and a number of Chicago coin machine notables were present. The reception was held in the hotel's Grand Ballroom, which was decorated in a charming manner. The guests were greeted by the hosts, who expressed their appreciation of the presence of the coin machine notables. The guests included many of the leading figures in the coin machine industry, and they were all delighted to be present at the reception. The reception was a great success, and it was enjoyed by all who attended. The hosts were very hospitable, and they did everything possible to make the guests feel at home.

GARDEN CITY NOVELTY MFG. CO., 4347 E. RAVENSOUD AVE., CHICAGO, ILL.
New Distrib Gets Ready
For Opening Celebration

NEW YORK, Oct. 31.—The Fishman-Schlesinger Distributing Company is moving into its spacious offices and display quarters for a big opening party. Joe Fishman has a force of carpenters and decorators at work and when finished he claims he will have something to show in the East.

There will be a special meeting room for operators so that the boys can meet and discuss the various problems which may arise here. A special showroom has been constructed that it will set light from various angles will also be one of the outstanding features. This showroom, according to Joe, will be the best of its kind that has been seen here.

Private offices for Joe and Al Schlesinger have been arranged and are considered the most ideal for any firm. Plus the private offices of both men, there will be an adjoining conference room which will be the first of its kind in the city. A large and complete repair department is planned which is sure to meet with the approval of operators. The repair departments will be conducted by leading coin-machine mechanics.

The general offices will occupy a large part of the new quarters. They will be so arranged that operators will be able to get their business completed in a short time. Speed and efficiency are the rule in this setup. The showrooms and offices are expected to be completed on October 31, when a huge celebration and party will be held for all the city's operators and jobbers. Invitations will also go forward to jobbers and operators in New Jersey and Connecticut and throughout the up-state counties.

Offer Variety in Games

CHICAGO, Oct. 31.—Variety is not only the spice of life, but a necessary factor to the operator of today. In the average territory there is such an army of locations that every requirement calls for an extremely diversified line. Many a location has been lost just because of a misplaced machine.

Gerber & Glass, distributors of new and used automatic machines, carry every type of coin-operated device imaginable. They are fully equipped to solve any operator's problems.

In complete accordance with their policy, every used machine presented to the market must undergo a complete rebuilding before it is sold. Any Gerber & Glass customer who is not satisfied has the right to recall the transaction.
ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

THIS WEEKS SPECIAL PENNYPACKS
(USED) $9.00

SMASH THROUGH THAT LINE
That is Holding You Back from Bigger and Better Profits with WESTERN'S Spectacular New Game,
CENTER SMASH
Don't Miss WESTERN'S Sensational Odds Changing 10-Reel Novelty Game.
COUNTRY CLUB
Write for Our Latest Price List on 1,000 Reconditioned Payouts and Pin Tables.

ATLAS NOVELTY CORPORATION
2290 N. WESTERN AVE.
CHICAGO, ILL.

Yeah, man! Here it is!!

The Daddy of all Free Play Boards

Free - For - All
No. 4050 - 4000 Holes
2000 Free Plays

Takes in $100.00
Definite Payout $50.00
Gross Profit $50.00

Price $4.80 Plus 10% Tax.
Price Includes Essays and Fraud-Proof Tickets for Big Winners.

Get our Complete Catalog. Write stating your line of Business, to
1411 W. JACKSON BLVD.
CHICAGO, ILLINOIS

Cuts Operating Costs

CHICAGO, Oct. 24 — Having operators $7.50 to $12 per week on each electrically operated game, the Epic Free Eliminator, manufactured by the Electrical Products Company, of Detroit, is one of the large house develop devices on its kind.

Longing forever, with no replacements necessary, this eliminator assures constant fuse service. It is easily installed, requiring no mechanical adjustments. Clamped by ordinary screws to the interior of the side board of the machine, with wires attached, a small hole is then drilled opposite. When the circuit is overloaded or shows a small spring catch is taken from the circuit. After proper adjustment has been made the eliminator can be reset merely loosening a toothpick or matching the device in the hole and pushing the spring back into place. It requires no loosen of parts as the previous operating time is not lost. Officials of this company state their research shows that fuse failure, although seemingly insignificant, is one of the most dangerous profit killers in the business. Essentially simple in construction, this eliminator will last as long as the machine and longer.

The Electrical Products Company is also the manufacturer of Electropak and Electrolok. These products are considered as standard equipment in many machines on the market.

Radio Rifle in Store Window

CHICAGO, Oct. 24 — A new and novel form of operating shooting machinices was started by Jack Blum, local operator, who has placed a Tom Mix Radio Rifle in a store window of a recreation parlor, where it is said to be creating a sensation. Visible from the sidewalk, people passing by always stop to see the demonstration. The rifle not only enjoys a steady play but acts as a ballyhoo for the recreation parlor, and Blum states it has increased the business 83 per cent since the radio rifle was placed on location. Thus it not only operating plan and natural demonstration Operator Blum says he has secured 26 additional locations in less than one week's time.

Big Sales on Railroad

BOSTON, Oct. 24 — Bernard Blatt, president of Atlas Coin Machine Company, Boston, claims his firm is receiving better reports than ever on Railroad, the new seven-coin chute game by Mills. Every operator who has purchased one of the machines has reordered more on the strength of past performances of current games. Blatt states.

The Railroad game, equipped with the new motor-driven payoff unit and bent coin ejector, is also made in a Pockit model which works out very satisfactorily for closed territories.

According to Blatt, Railroad locations have increased business a bit better than 100 per cent.
**EXHIBITS**

**SHOOT-A-LITE**

PHOTO ELECTRIC RIFLE TARGET MACHINE

**ONLY $198.50**

WHY PAY MORE?

SHOOT-A-LITE is not an experiment. As pioneer builders of coin-operated photo-electric equipment our knowledge gained through years of complete and perfecting photo-cell equipment permits us to give you SHOOT-A-LITE at this amazing low price.

**NEW PROVEN FEATURES**

SHOOT-A-LITE comes to you with every proven money-making feature. Moving targets that are new and different. Additional insert targets can be furnished. SHOOT-A-LITE is handsome—its beauty and money-getting ability is wanted by every location. Beauty—color—moving targets—flying lights—automatic light-up hit sight—sound effects—adaptable pedestals—proven brand—no breakage—no start-free mechanism—EVERYTHING you need to get the best locations has been built into SHOOT-A-LITE. Be the first in your territory with the best. RUSH YOUR ORDERS TODAY.

**EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO, ILL.**

<table>
<thead>
<tr>
<th>SALESBOARD OPERATORS</th>
<th>NEW OUT-</th>
<th>NATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERIODICALS</td>
<td>OUT-</td>
<td>PRICED</td>
</tr>
</tbody>
</table>

- **FUR COATS**
  - Black Seal Skin, Pink: $10.00
  - Black Seal Skin, Red: $20.00
- **MUFFS SCARFS**
  - Black Seal Skin, Pink: $3.00
  - Black Seal Skin, Red: $6.00

All merchandise beautifully made in latest colors, latest designs. Every woman will buy any board to win one. Every man will stay at any price to bring one home. In 20 years we have been in business and we know what you can get anywhere. Write today for further information. SELLERS BROS. CO.

**Milwaukee Jury Okes Diggers**

**MILWAUKEE.** Oct. 24 — Digger-type machines are not gambling devices, a Municipal Court jury decided here Thursday afternoon. Reverting a lower court verdict, the jury found Edward Schilling, former tavern operator, not guilty of maintaining a gambling device.

**Frisco Chief in Favor of License**

**SAN FRANCISCO,** Oct. 24 — San Francisco is overlooking an excellent opportunity to raise its annual revenues by an estimated half million dollars, Chief of Police William Quinn said today. Noting that the board of supervisors look into the matter of licensing pinball machines.

**October 31, 1936**

**AMUSEMENT MACHINES**

**The Billboard**

**2 CANDY SALESBOARD DEALS**

**SENSATIONAL MONEY MAKING DEAL**

50 WINNERS

- 50 boxes of High-Dive Oct. 1-48.00
- 1000 Oct. 4-35.00
- 1000 Oct. 25-35.00
- 1000 Oct. 31-35.00

COSTS YOU $4.50 • TAKES IN $15.00

**QUICK TURNOVER DEAL**

- Every Punch 5-30 Cents Box of Assorted Filled Candy
- 24 Winners
- 144 Boxes of Candy

COSTS YOU $4.25 • TAKES IN $8.00

**CANDY FOR THE HOLIDAYS**

- 5 lb. Box of Assorted Chocolates...
- 5 lb. Box of American Mixed Hard Candy...

**DELIGHT SWEETS, INC.**

**NEW YORK N.Y.**
A 9 FOOT GAME
PRICED AT $75 LESS THAN
OTHERS ON THE MARKET:

Electrospark Equipped... Electrical Scoring System.
Trouble-free Mechanism.
Animated Lights Flicker on Back... Chequered Proof Against Every Known Method.
No Lost Balls—Visible Ball Count.
Score Automatically Cancelled if More Than 9 Balls Played.

ROLA SCORE

IMMEDIATE DELIVERIES
RUSH YOUR ORDER TODAY!

New York Distributor
SUPREME VENDING CO., Inc.
557 Ragon Ave., 1212 St. Nicholas Ave.,
BROOKLYN, N. Y. NEW YORK, N. Y.

CHICAGO COIN
1725 W. DIVERSEY BOULEVARD - CHICAGO, ILL.

LOOK! OPERATORS AND JOBBERS-LOOK!

MOSELEY CAN MAKE PROMPT SHIPMENT OF
THE FOLLOWING NEW MACHINES
THE LEADING MONEY MAKERS TODAY
PACES RACES, RALLY'S, BLOOD, ROCK-OUTS, BID HANK, NIGHT, ROCK-OUT, MONTE CARLO, SCARLETT 21, CARDS, FROG, MATH GAMES, MR. MACHINES,
WEILITZER'S SKY BALL, CROSTHVEN'S BLACK JACK 21 AND HIGH STAKES, STONER'S
TUFF CHANCE, CROW STORY SAYS, and the DUCK SOUP, etc., now shown that only all the papers.
If you are a jobber write us and we will quote you jobber's price.

FREE REEL "21"
ON 10 DAYS' TRIAL
WITH UNCONDITIONAL GUARANTEE AT ONLY
$23.75 TAX PAID!
RUSH YOUR ORDER TODAY!

ROYAL DISTRIBUTORS, INC.
1125 BROAD STREET
NEWARK, N. J.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"
Unethical manufacturers, who offer the “same type o. equipment,” are AVOIDING THE MAIN ISSUE . . . NAMELY, MECHANICAL RELIABILITY AND EARNING POWER! Let’s look at the record! Attempting to mislead operators, these manufacturers are making claims. True enough, they are trying to imitate the ORIGINAL SEEBURG RAY-O-LITE RIFLE RANGE . . . but without success! Their record? . . . an unproven mechanism positively devoid of any assured earning power. Compare this with the proven facts concerning the ORIGINAL SEEBURG RAY-O-LITE RIFLE RANGE.

The RAY-O-LITE RIFLE RANGE was developed after two years of intensive research, entailing test after test, to protect against the slightest imperfections. From the very beginning, SEEBURG’S designing engineers realized that they were the creators of a highly-specialized type of amusement-machine which heralded a new epoch in the industry. Consequently, every effort was exerted to make this machine the “Rolls-Royce of Coindom.”

This is why many thousands of RAY-O-LITE RIFLE RANGES, placed on location within 20 months, have achieved an UNSURPASSED PROFIT AND OPERATING RECORD beyond greatest expectations.

Swing in line and realize big profits with the outstanding amusement plank in the Industry’s platform . . . it’s backed by over thirty years of J. P. SEEBURG CORPORATION’S high-standard manufacturing leadership!

Order today for immediate delivery . . . or write for information.

The SEEBURG FRANCHISE IS MORE VALUABLE!

J. P. SEEBURG CORP.

1510 DAYTON STREET
CHICAGO
OPERATORS-GO WESTERN!
THAR'S GOLD
IN THEM THAR MACHINES!

OPERATE THIS
UNBEATABLE
COMBINATION

COUNTRY CLUB
A STRAIGHT TABLE WITH PAYOUT THRILLS—
SPINNING ODDS—NEW SUPERB ACTION—CON-
SECUTIVE SCORING—DOUBLE POCKET—AUTO-
MATIC ANTI-TILT—VISIBLE
SLUG PROOF COIN CHUTE—
DE LUXE CABINET 20"x40"—
POSITIVE MECHANICAL PER-
FECTION.

WESTERN
EQUIPMENT
and
SUPPLY CO.
925 W. NORTH AVE.
CHICAGO, ILL.

TOP 'EM
A REAL GAME OF BLACK JACK IN A mar-
vellous new 1 BALL AUTOMATIC PAYOUT.
The insertion of a coin spins the Illuminated
odds dial which shows the odds for all
payouts... As the ship brakes ball comes thru
a channel it strikes up the October to be best
of the streaking balls... and on they go to
the pocket. It's the last in electrical random and
the greatest SINGLE EJECTION BALL CHUTE
in DE LUXE 24"x40" MODERNISTIC
CABINET—WESTERN DOUBLE ACTION
MOTOR DRIVEN PAYOUT UNIT.

$139.50
Power Pack or
Batteries Optional
$149.50
Ticket Model!
No Charge for
Check Separator

RACES
Beautifully designed. silicon mechanism.
A. W. S. W. the leader in Silent Play Devices
available.

SICKING MFG. CO., Inc.,
1925 Freeman Ave.,
Cincinnati, Ohio

MILL'S BLUE FRONT MYSTERY
ball the most popular bell and vendor in the world. A master for
mysteries and magic. A bell and vendor made in 40, 44, 56 and
60 sizes.

BALL GUM
15 BOXES $1.00
100 BOXES $1.25

NATIONAL COIN MACHINE EXCHANGE,
1407 Diestert Blvd.
PHILADELPHIA, PA

MONEY TO BANK with
BANK-O-MONEY
Fastest Money Maker Ever Made—100 Winners! EVERY STEP A WINNER! EVERYTHING GOES.

BOWLETTE
KENNY'S SENSATIONAL NEW ALLEY SKILL GAME
IMMEDIATE DELIVERY!

B. BAER KAUFMAN, INC.
250 West 54th Street
NEW YORK, N. Y.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

KEystone NOV. & MFG. CO.
26th and Nuttington Sts.
PHILADELPHIA, PA.
WEE SHOOTING BOTH BARRELS ON THE GREATEST GUN-LITE MONEY MAKER EVER BUILT...

KIRK MARKSMAN

"There MUST be a REASON," say Operators and Jobbers all over America! Yes—there IS a REASON, even THOUSANDS of REASONS why LARGER DISTRIBUTORS, Operators and Jobbers have awakened to the Splendid OPPORTUNITIES offered in MARKSMAN. It's simple!

They came by plane, auto and train. They made the rounds of "MARKSMAN" locations. What they saw — what they FELT when those "MARKSMAN" Cash Boxes were opened would CONVINCE anybody!

They were convinced — you'll be CONVINCED. But it takes vice of its kind, to do it!

PATENTS PENDING will be your protection against any inferior duplications by unethical manufacturers.

NEW REPLACEMENT UNITS GUARANTEE YOUR INVESTMENT! Guns — Light Equipment that "has been" here is gone. Others will come and "go-by-the-board." Not so with "MARKSMAN"! New REPLACEMENT TARGETS will keep "MARKSMAN" alive FOREVER! Why look further?

FURNISHED WITH GUN STAND AND TRUE DUPLICATE OF REGULATION FOWLING PIECE.

C • R • KIRK AND COMPANY 4309-39 West Lake St., CHICAGO, ILL. Manufacturers of Automatic Coin Devices

NEW YORK DISTRIBUTORS • MODERN VENDING CO., 656 BROADWAY, NEW YORK CITY

MONEY MAKER EVER BUILT...
WHILE "LAME DUCK" GAMES GO LIMPING OUT—

IN COMES PAMCO—MARKSMAN

PAMCO FLYING DUCK

THEY MUST BE GOOD!

3 SPEEDS
• SLOW for the novice. Wing moves at retarded speed.
• MEDIUM for the average shooter. Wing moves slightly better.
• FAST for the crack-shooter. What experienced sharpshooter can do at one handicap another.

ALL-SKILL, ALL-LEGAL!

SO GOOD and so much BETTER—that retiring "lame-duck" units are moaning their customary "swan song." The FACT is—the public demands FLASH—SPLENDOR—and CLEVER LITE-UP ANIMATION! Both "MARKSMAN" and "FLYING DUCK" provide these features with a SUPER-ABUNDANCE of True-to-Life shooting APPEAL! Engineered by experts over many long months—you'll enjoy operating Pamco "MARKSMAN" and Pamco "FLYING DUCK" with their uninterrupted TROUBLE-FREE performance. You'll agree with a HOST of experienced coin-machine men who've seen them in operation—that Pamco "MARKSMAN" AND "FLYING DUCK" are the BEST yet! Why look further?

PERPETUAL LIFE GUARANTEED!

New—Fresh—Live Targets will be furnished at regular intervals at nominal cost. There will be INTEREST earning HIGH—and INSURE your investment against any depreciation whatsoever!

YOU CAN DEPEND ON PAMCO PRODUCTS

PAMCO'S PAY AS YOU PROFIT PLAN

PAMCO’S AMUSEMENT MFG. CO.

4223 WEST LAKE ST. • CHICAGO, ILL.
1220 SOUTH HOPE ST. • LOS ANGELES, CAL.
Gottlieb Payouts are preferred because top earnings and trouble-free operation have been proven in all types of locations throughout the country.

COLLEGE FOOTBALL

Here is College Football in all its pep and spirit represented by the seven sectional champions, performing in a new thrilling football payout. Soldier’s Field in Chicago, scene of many a championship gridiron battle, provides the colorful background of the playing field. 28 winning opportunities. Touchdown pays out as high as 40-1. 20-1 may be paid for a Field Goal. A Safety pays at much as 16-1 and a Place Kick up to 12-1. Cash in on COLLEGE FOOTBALL popularity—or order today!

DERBY DAY

Seven winners of every famous derby, lined up ready to give all the thrill and excitement of a real DERBY DAY! Odds up to 40-1. Pays off on Win, Place, Show and FOURTH. The original horse race game paying for fourth place. 28 chances to win. Colorful, realistic playing field. Extra large light-up rack. Put your money on the winner—DERBY DAY!

MAMMOTH Cabinet 54"x26"
Beautiful design—rigidly constructed by expert craftsmen.

ESCALATOR A.B.T. or Gottlieb Belt Typo Optional.

AWARDS Mechanically Adjustable. Invisibly Control in Light-Up Rack.

IMMEDIATE DELIVERY
Any of These Four Games
$149.50
Mystery Single or Multiple Coin Slot Optional.
Ticket Game, $1.00 Extra.
Check Separator, No Charge.
D.C. Adaptoak, $5.00 Extra
Electropak Equipped (Batteries Optional)
Equipped with new A.B.T.
No. 400 Slot

HIT PARADE
A line-up of baseball stars at bat to pay odds as high as 40-1 for Home Run, 20-1 for Triple, 16-1 for Double and 12-1 for a Single. The baseball game that gives 28 opportunities to win. HIT PARADE has everything to attract and hold play, plus handsome profits to the operator. Make your locations show champion earnings with HIT PARADE!

D. GOTTLIEB & CO.
2736-42 N. Paulina St. CHICAGO, ILLINOIS
WHEN hundreds of distributors . . . serving some ten thousand operators in all sections of the country . . . write, wire and phone their demand for continued volume production on PREAKNESS . . . it's time to set aside the famous BALLY LIMITED PRODUCTION POLICY and let the world know that . . .

. . . BALLY WILL NOT GO OUT OF PRODUCTION ON PREAKNESS! The mountains of back orders piling higher every day will be filled. The thousands of repeat orders which distributors are now receiving . . . the additional thousands they will receive during the next thirty to ninety days . . . all will be filled. Bally pledges to continue double-shift production on PREAKNESS for an indefinite period . . . for another year if necessary!

By this revolutionary change in policy, Bally offers every operator in America an opportunity to collect the $75 to $175 weekly profits now being earned by PREAKNESS. An opportunity to cash in on a CHANGING ODDS sensation that puts even Bally Derby in the shade. An opportunity to get in on a 1-SHOT PAYOUT boom that has already surpassed Jumbo in sales volume and earnings to operators. An opportunity to reap a fortune with a race game that PAYS ON FOURTH PLACE, as well as on Win, Place and Show . . . with 28 WINNERS possible on one board and a 40-to-1 TOP . . . the most dynamic, dramatic, sizzling-action, sparkling-flash game ever created!

You'll be operating PREAKNESS six months, a year, two years from now. But remember . . . the sooner you start in a really big way, the more money you'll make! Give your jobber your volume order . . . and to avoid delays in delivery DO IT NOW!

BALLY MANUFACTURING CO.
2640 BELMONT AVE. CHICAGO, ILL.


Order PREAKNESS today!
Now you have a pay table
ONE BETTER
than anything else in your territory
IT'S ROCK-OLA'S NEW ONE SHOT HIT
ONE BETTER!

★ This big new pay table by ROCK-OLA is named ONE BETTER because the play is based on the clever new idea of scoring a number, then winning by scoring another number one better than the first. More than that, it is named ONE BETTER because, on actual test right out on location, it proves itself to be ONE BETTER than anything else in the pay table field!

★ Experienced operators know that the demand today—more than anything else—is for a pay table easy and simple to play. Of course, it must be large and impressive. Colorful. Attractive. Appealing!

★ ONE BETTER is all that—and then some! ★ The play on ONE BETTER is the most simple . . . the most easily understood of any table ever built. When the big 1 inch steel ball first enters the playing field, it passes a row of switches numbered from 15 to 20. The number of whichever switch the ball rolls over is instantly flashed on the brilliant ONE BETTER light-up panel. Then the ball rolls down toward another row of switches which determine the odds—and as the ball rolls through one of them, the odds are posted on the light panel! So—the ball continues on its way down the field towards another row of switches. These are numbered from 16 to 21. If the ball rolls through a switch numbered one higher (ONE BETTER) than the first number lighted—he wins—and his odds are already determined and shown on lights! ★ Simple? Yes. Appealing? Plenty! All you have to do is get ONE BETTER—and you win! ★ Better write your distributor—oh, it's a ringer! You will want plenty of ONE BETTER!

ROCK-OLA MFG. CORP.
800 N. Kedzie Ave., Chicago, Ill.

$137.50
Ticket Unit $10 Extra
It's sound business to investigate before you invest. That's why Wurlitzer urges coin machine operators to COMPARE ALL the bowling games for PLAY APPEAL before deciding which one to buy.

Remember, it's this factor that keeps the crowds coming—that keeps the game in constant operation—that multiplies its profit possibilities and lengthens its life. In this connection, note that the WURLITZER SKEE BALL incorporates every factor that contributes to play appeal, It's a big, substantial, full-sized game with an athletic feel that invites continued competition—greater operator profits. Wurlitzer Skee Ball is the original SKEE BALL with all the tried and proven principles of play appeal.

And, while you're comparing—note Wurlitzer Skee Ball's eye appeal. Its impressive, colorful beauty and style as created by Paul Fuller, famed designer of the Wurlitzer-Simplex Phonographs. Check its substantial construction—its mechanical perfection against all others. You'll discover that no feature has been overlooked—no appeal omitted that will protect your investment—increase its earning power—prolong its profit life.

LOOK AT THEM ALL—PLAY THEM ALL—then write or wire for full details on the WURLITZER SKEE BALL. THE RUDOLPH WURLITZER COMPANY. NORTH TONAWANDA, NEW YORK.

And you'll Pick WURLITZER'S SKEE-BALL

Gets and holds the Best Locations