

OCT 28 1938

The Billboard

The World's Foremost Amusement Weekly

OCTOBER 22, 1938

15 Cents

Vol. 50. No. 43



BOB HOPE

*F*OR 16 years *The Billboard Year Book and Theatrical Index of the New York Legitimate Stage* has been the most complete and accurate account of the Legitimate Season.

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Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.
84 Pages. Subscription, \$5 per year. Copyright 1938 by The Billboard Publishing Company.

120 WEEKS OF VAUDE TIME

Chicago Vaude Outlook Bright

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

CHICAGO, Oct. 17.—From the standpoint of bookings originating in local houses and of combo houses in this area, the vaude outlook for the new season is in a healthier state than it has been in the last couple of years. Despite the temporary loss of the Oriental, a full-week stand which Balaban & Katz lost this week, new one, two and three-day stands around Chicago and a new full week in Fort Wayne, Ind., boosted the total. While still far away from vaude's prosperous days here, it is indicated that operators have open ears to stage-show policies and most of them are willing to give them a trial.

Best argument vaude bookers have these days is in the record of falling grosses attracted by pictures. Very few pictures hold up at the box office without some outside business stimulant. Independent theater operators are easier to sell vaude on an on and off basis, particularly in the towns where the far-reaching sting of chain competition is felt.

John Benson, Louis Lipstone, Warren Jones and Charles Hogan, leaders in the day and two-day booking field, have more dates in Indiana, Iowa and Illinois (See CHICAGO VAUDE on page 21)

AFA Signing Frisco Fair

SAN FRANCISCO, Oct. 15.—An agreement for all entertainers at the Golden Gate International Exposition will be signed by the American Federation of Actors on the arrival of Ralph Whitehead, executive secretary of AFA, who is expected here Thursday.

All terms regarding minimum wage scales, working conditions and hours of employment have already been agreed to, according to Al Smith, local AFA representative, who negotiated the contract with Harris Connick, chief director of the exposition.

Minimum salary for entertainers ranges from \$35 to \$65 weekly, with exception of riders and similar participants in the Cavalcade of the West pageant. Contract also provides for six-day week for performers other than chorus and ballets, who will work seven days and be paid for the extra day.

A strike clause was also written into the contract, assuring no stoppage of work during the exposition. No person will be permitted to perform at the exposition unless a member of the AFA, with the exception of foreign entertainers, provided they are natives of the country from which they come and their acts are along native lines.

Exposition officials and AFA also agreed to set up a labor board to hear and decide disputes. A high point of the contract is the clause which assures AFA workers at the exposition as favorable terms as those given performers at the New York Fair.

Free transportation for entertainers to and from Treasure Island was also agreed to. Signing of the agreement is expected to be the first official act of Whitehead when he arrives.

Yes and No?

CHICAGO, Oct. 15.—Veil of mystery shrouds the "amicable" agreement that took place Wednesday between Allied Theater Owners and the AFL's International Union of Operating Engineers. Union's pickets were suddenly called away from the 90 theaters involved here, and John Fitzpatrick, head of the Chicago Federation of Labor, stated that all demands had been met. However, a check-up with A. J. Landholt, secretary of the IWOE, brought a yes-and-no answer to the question of whether or not the 10 per cent pay cut of last May had been restored, as promised by Allied for September 1. When pinned down, Landholt admitted the pay cut had not been restored, but the strike was off anyway. Lack of support by other theatrical unions was ventured in some circles as a possible reason for the engineers' union giving in.

N. Y. Rodeo Biz Near '37 Record

NEW YORK, Oct. 15.—Madison Square Garden's annual rodeo here goes into its second week with business slightly under last year's record-breaking run. Attendance is more than satisfactory, nevertheless, considering first week-end had World's Series competition and the fact that the engagement is a week longer this year, which undoubtedly hurts early business to some extent.

Altho it is not expected to reach last year's total, which was one of the heaviest for any kind of offering at the Garden, indications point to a strong finish. Advance sale is good, having gained momentum late this week. Show is moving with clocklike precision despite short delays precipitated by an unusual number of injuries and accidents. Stock is violent this year, to say the least, and just about everything possible has happened to contestants since the opening a week ago. Officials were somewhat worried today with possibility that participant list would be hit so hard by injuries that effect would be felt by show later in the engagement.

N. Y. Club Agents in Split; New Group Pans "Old Guard"; Key City Bookers Meet Dec. 4

NEW YORK, Oct. 15.—Dissension in the ranks of the Entertainment Managers' Association reached a climax yesterday with the resignation of 12 agents and their announced intention of forming a rival group to include vaudeville agents who have been previously barred from the EMA.

This culminates a series of caucuses and backroom discussions on methods and means of splitting from what was described to be "the old guard that's running the EMA." Agents who sent their resignations to Frederic Watson, secretary, include Thomas Kelly, Dan Harrington, Charles McGoldrick, Fred Nevins, Charlie Rapp, Al Rock, Tom O'Connell, Bill Robbins, Carl Friedberg, Sid Hall, George Kuttin and Lady Sen Mel.

Spokesmen for this group claim to represent the cream of club date booking field and insist their activities were being

300 Houses Doing All Right Despite "Remember-Vaude" Gags

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

By PAUL DENIS

NEW YORK, Oct. 17.—Despite the gags about "Vaudeville, remember?" there are more than 300 theaters in this country, Canada and Mexico using vaudeville either regularly or on a spot-booking basis. At least another 100 houses are planning vaude as soon as union negotiations are completed or bookings are set. The 300 vaude theaters can provide at least 120 weeks' work, not counting scores of theaters that frequently pick up attractions on and off for anything from a single night to a full week. This surprising strength of vaude indicates clearly that

Good Start for Stadium Rodeo

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

CHICAGO, Oct. 15.—Chicago's 1938 rodeo, under management of the Chicago Stadium Corp., got under way auspiciously Thursday night at the Stadium on the west side. An intensive publicity campaign, handled by Bob Hickey, has aroused keen interest in the event, and the opening night attendance was estimated at close to 12,000. Many new contestants are entered this year. Some of the old stand-bys are missing, due to the fact that they are entered in the New York rodeo, running simultaneously. There are also many new faces among the strictly entertainment features.

Interest in the rodeo has steadily grown during the three or four years it has been sponsored by the Stadium management. The customers have been given good value in contests and exhibitions, and extensive exploitation especially this year has made the public (See GOOD START FOR on page 60)

vaude finally scraped the bottom last year after 10 years of continual decline and that it is now definitely on the way back. For the first time in years vaude bookers, agents and acts are optimistic. New York City is still the booking center of North America. Despite the steady decentralization in theater operation and in vaude booking, local bookers handle at least 134 vaude theaters which provide about 75 weeks of playing time. Chicago bookers handle 24 houses, Los Angeles, Detroit and Charlotte book around 20 each and Montreal 2. Boston is booking several weeks, as is San Francisco.

Eddie Sherman is the leading indie booker of the country, with 17 houses providing 10 weeks' work. Paramount leads the circuits with more than 17 houses booked from New York and Chicago. Warner books 19 houses (about 10 weeks), RKO has at least 20 houses using vaude (around 10 weeks) and Loew 4 houses (3½ weeks).

RKO has been experimenting timidly with vaude. For years, since it killed off its stage shows, RKO has been running amateur nights and other cheap special shows. This season, however, it has been replacing these am affairs with professional talent. As a result RKO houses have been using an increasing number of small-budgeted units on one and (See 120 WEEKS on page 21)

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23 Ticket Men Pay League Tax; Form Association

NEW YORK, Oct. 15.—Growlings to the contrary, the ticket brokers, at least 23 out of the 27 who have signed the code of fair practice with the League of New York Theaters, have come thru with reports and their three and one-half cent tax remittances up to yesterday, according to James Reilly, exec secretary of the League. List of signed-up brokers is technically 29, but two of them are corporations signed for by the same parties.

The reports were made at a regular meeting of the League Thursday, at which time the managers definitely said no to the brokers' half dozen propositions for altering the code and its regulations. Other than the few concessions previously made the law will stand as is.

League's counsel this week formulated rules of procedure for dealing with complaints and subsequent disciplinary policy, but membership has yet to mull the plan before it goes into effect. Meanwhile, Reilly is having to act as one-man policeman, arbiter and adjustment office.

Eighteen brokers who "several weeks ago formed an organization of their own for general welfare and prosperity" were last week granted a charter of incorporation by the secretary of state. Known as the Associated Theater Ticket Agencies, Inc., the non-stock body, according to Stem rumors, was built up to buck the League; but thus far it has given the managers no reason to be suspicious. In fact, according to Reilly, the League has regarded the organization as a convenience, for it removes the necessity of having to deal on many questions with 18 different persons. Group is represented by a spokesman in League (See 23 TICKET MEN on page 25)

BOB HOPE

(This Week's Cover Subject)

BOB HOPE, for whom Paramount has big plans, was born in Cleveland and started his theatrical career in and around that city. Club dates were his first contact with the profession, with Bob doing a comic monolog that was the last word in terrible, he says. Later he joined the Fred Hurley tab show as a dancing juve and finally got a chance in vaudeville, but not as a comedian. He hoofed, and the theaters in which he played, to quote him, were "so small that I was afraid to take bows for fear I'd knock down the lobby signs."

A short period of this type of work and Hope went back to comedy, assembled some stoges and got a two-week booking from Sam Katz for the Balaban & Katz Chicago Theater. He remained six months. After that lengthy engagement he came to New York for a part in Charles Dillingham's "Sidelwalks of New York" and then went into the Norman Anthony production, "Ballyhoo of 1932." His stock soared considerably as the result of his work in this revue, but, with few musicals being produced at the conclusion of its run, he went back into vaude.

Jerome Kern saw him and personally selected him for one of the leading parts in "Roberta," for which Kern did the score. This kept Hope on Broadway for another season and the following year he was back on the musical comedy stage in "Say When." His first contact with radio came during his appearance in the "Ziegfeld Follies of 1936," when he guest-starred on the Rudy Vallee show for six straight programs. This landed him his own commercial, the "Intimate Revue" for Atlantic Oils. His next legit work was in Cole Porter's "Red, Hot and Blue," and during its run he doubled on the air in the "Rippling Rhythm Revue," on which broadcasts he introduced the now-famous character of "Honeybible."

He was signed by Paramount on a one-picture deal for "Big Broadcast of 1938" but chalked up such a hit singing "Thanks for the Memory" that he now boasts a seven-year contract with the studio. Has been seen in "College Swing" and "Give Me a Sailor" and has just finished his first starring vehicle, "Thanks for the Memory," based on the song. This fall he also heads his own variety show over NBC, sponsored by Pepsodent.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

FLORENCE SUNDSTROM—young legit actress who appeared in the short-lived *The Good at the Windsor Theater*, New York. One of the most decorative youngsters to appear on the dramatic stage in seasons, she's not only pretty but possesses a figure that would make the average show-girl gasp in envy. Also, surprisingly enough, she's an eminently able young actress. Her work in *The Good* showed intelligence and a definite acting flair. She seems ready-made for films.

BETTY HUTTON—young and pretty blond doing a jitterbug trick singing act at the *Casa Manana*, New York, in addition to vocalizing with the Vincent Lopez Band. A show-stopper, she uncorks terrific vitality (reminiscent of Martha Raye), sing-alonging rhythm numbers of the *Old Man Mose* type. Looks like a real personality discovery. With proper build-up she'd be sensational on the screen.

For RADIO

RUTH PETTY—personality singer now in the floor show at the Lookout House, Covington, Ky. Possessing a clarion voice and unusual enunciation, she falls in as a natural for the air lanes. Ingratating personality, excellent appearance and grand sense of song-selling also make her eligible for a try at films or legit musicals.

For NIGHT SPOTS

TROY AND LYNNE—smart eccentric dance team doing very neat and impressive work. Appearance is tops, and their routines should have no trouble chinking in smart hotel rooms or the better class nightspots. When caught at the Chicago Theater, Chicago, they left a solid impression with a legomania number and a collegiate cut-up strut.

Vode-Visions Ready But Waiting For Gov't Probe Into Musicians

NEW YORK, Oct. 15.—Vode-Visions, a plan for vaude shows backed by sound-on-film musical accompaniment and filmed scenery, has readied a unit for booking but is holding back until it can straighten out its troubles with the musicians' union.

The unit is preceded by a trailer announcing, "Accompaniment by B. A. Rolfe's Orchestra," and consists of Three Dancella (staged by Harry King), Le Paul, Gate Grogan and the Blue Belles, Bobby Pincus and Ruth Foster and, in closing spot, a girl ensemble. Unit will carry a unit manager and a press agent and will be advertised in theaters as a four-reel film with the actors making a personal appearance.

Angle is to avoid presentation as a regulation vaude show and to sell it as a novelty film-and-stage idea. Unit will carry a silver sheet, 54 feet wide by 24

Buffalo Legit Looks Hopeful

BUFFALO, Oct. 15.—Legitimate show business is very much alive here, even tho it is being presented to local patrons exclusively by the Erlanger Theater. Gross figures and bookings distinguished the past season as the best since 1929. This fall's two shows, *Missouri! Legend* and *The Women*, attracting good crowds point to another successful season for 1938-39.

The Erlanger had 20 shows last season. Largest gross attained for any single run was \$20,000 for six performances of *Victoria Regina*, starring Helen Hayes. *You Can't Take It With You* ran a close second. Tobacco Road was also a real money earner, having been brought back four times, the last engagement totaling \$9,000.

No show played here longer than a week at a stretch. Prices varied for the different attractions, with the average scale 55 cents to \$2.75. Seating capacity of the Erlanger is 1,420. Officers of the theater are Robert C. Stevenson, manager; Fred E. Ziemer, treasurer; Charlotte Ziemer, assistant treasurer.

Katharine Cornell's *Herod and Mariamne* is scheduled for a premiere here, her home town, on November 10.

Sunday Shows in Laurel Certain Thru Jury Action

LAUREL, Miss., Oct. 15.—Sunday professional amusements became a certainty for Laurel this week as the Jones County grand jury failed to return indictments for alleged illegal operations and reported that "it is not the way of law to prevent one man or business group from operating and permit others to do so."

Other counties in South Mississippi where Sunday laws have been so pronounced for many years are expected to begin "some time soon" to take similar steps under consideration, including Hattiesburg and Meridian.

Walker at Variety Club

PHILADELPHIA, Oct. 15.—James J. Walker, former mayor of New York, will be toastmaster at the fourth annual banquet of the Variety Club, December 11, at the Bellevue-Stratford, for the benefit of the club's infantile paralysis fund.

N'Orleans FTP's New House

NEW ORLEANS, Oct. 15.—Finding itself playing regularly to S. R. O. at its project playhouse on Tulane avenue, the local unit of the FTP has leased the St. Charles, darkened vaude house downtown, for November fortnight showing *If Ye Break Faith*. Officials of unit refuse to announce if larger spot will be retained for future plays. A season of seven vehicles is planned.

deep, and also three foot mikes and a standing mike (RCA equipment). Spotlights will solve the problem of the film blocking out the performers. The film pictorial backgrounds will substitute for scenery. An additional projectionist, a spotlight man and a skeleton stage crew will be used. Musicians will not be needed except, of course, in the recording of the films.

The sound-on-film music will come out of horns in the pit to further the illusion of pit accompaniment. Backers of Vode-Visions claim they have straightened out their differences with all unions except the musicians. They are now waiting for word from the Department of Justice on its probe of the AFM's alleged "restraint of trade" actions in ordering union musicians not to record or have anything to do with Vode-Visions.

J. E. Horn, Dave Blyth, Phil Morris and Irving Rozman, who are among those pushing Vode-Visions, claim about 350 houses are ready to play Vode-Visions on a franchise system whereby only one house in each community will get the shows. Only houses that have not played vaude for one year will be offered Vode-Visions.

A demonstration of the idea was given last week in a projection studio and it made a good impression as a novel entertainment idea.



EVEN in the days when he was sitting on top of the gold heap we never regarded the average burlesque manager as a very smart fellow. Our opinion has not changed with the years—during which burlesque without intelligent, honest leadership was being battered from pillar to post—and today we say with a vehemence that is hardly necessary that burlesque will always lie in the gutter of the show business as long as it continues to be guided by men who don't know a good thing when they see it and perhaps would be too darned lazy to do anything about it if they came across something that they know is good.

Burlesque has never appealed to us as a very sparkling form of entertainment, but we have never lost sight of its vast possibilities—particularly in times of industrial depression—as a channel of revenue for smart showmen to tide them over lean days and as a similar haven for performers as well as a sorely needed bush league for the development of singing, dancing and comic talent. Yet burlesque has never realized its possibilities because its highways and byways have been contaminated by a breed of alleged showmen who are impotent when it comes to bettering their own lot and conduct themselves in such a manner as to frighten away the type of men who could make of this field a beehive of activity and an inexhaustible source of revenue for various factors connected with our business, such as actors, talent breeders, theater men, costumers, scenic people, musicians, stagehands, hotel men, etc.

Burlesque is at its lowest level in years—in every respect. It has to all intents and purposes cooked its goose in New York, which used to serve as the hub of producing and booking activity. In other key-city situations activity has been spotty, to say the least, and it is still a losing battle with reformers, disgruntled landlords and irrepresible sheriffs. Not because the public is no longer interested in earthy humor, girly shows and the orthodox burlesque formula as practiced by the Mollie Williamses, the Jean Bedins, the Bert Lahrs, the Sliding and Beef Trust Watsons and their ilk. Not in our opinion anyway. Burlesque remains hidden in the back streets, constantly waging warfare with reform elements and the scum of public officialdom because its hands are dirty; because its managers have a cockeyed conception of what the public wants; because the domination of the field by short-sighted men kills all incentive on the part of actors, gag men, producers and all others who might in some way contribute towards the revival of an industry that is waiting for courageous and intelligent leadership and the financial support of men who have faith in the fundamental desire of the public to support entertainment that meets the requirements of their purses and serves the purpose of making them indulge again in the belly laughs that spelled the end and means of entertainment in the less complex days before the world began behaving like a moonstruck maniac.

There are various projects under way to put stage attractions back into theaters. Not all of these and not even a large percentage of them will be crowned with success. Yet from out of the mass of these there will not emerge a single one in the light of day that has the promise of burlesque if taken in hand by the caliber of men who think in the same terms as successful business men; not as conniving, seemingly cunning but actually stupid entrepreneurs of flesh-pot establishments.

Burlesque has an even better chance than what one would choose to call vaudeville because it has established itself with a layer of the public that does not expect anything too elaborate; is not particular about a street address and, despite what most burlesque managers believe, really desires entertainment that is wholesome according to its own standards. Perhaps it is true that burlesque cannot exist without an infusion of sex. We shall grant that for argument's sake. But the exploitation of sex need not involve smut that repels and comicallities that represent the dis-

(See SUGAR'S DOMINO on page 25)

SPECIAL PRINTED ROLL OR MACHINE 100,000 FOR \$20.00	RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS	STOCK
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Broadway Beat

By GEORGE SPELVIN

BIGGEST surprise of the week: The publicity plug that Kay Kyser got over the air during the World's Series broadcast, when Dave Driscoll, WOR announcer, was sucker for the stunt and announced that the band leader was wanted at the press gate. . . . It was a surprise to Driscoll when he found himself the butt of a p. a. stunt—and most of all it was a surprise to Kyser, who wasn't even at the park and who heard the announcement via his radio at home. . . . Success story: Blond Betty Hutton was band vocalist with Vincent Lopez all summer at the Casa Manana, and no one gave her any particular tumble; but Billy Rose was so impressed with some of her numbers at a recent rehearsal that he gave her a solo spot in the new show—and on opening night she tied the proceedings into knots. . . . Now, according to the way the columnists and newspaper boys are going for her work, she's becoming the new toast of the town. . . . At least one local night club p. a. breathed a great sigh of relief when Jack Gould went off the night club department of *The Times*—but his successor, Ted Strauss, is turning out to be tough, too. . . . *Design for Living*, with Violet Heming and Sherling Oliver heading the cast, got itself a nice reception in Albany, which is supporting legit in a big way these days—thus proving that the populace doesn't restrict its entertainment to the antics of the State legislators. . . . Terry Shand claims that there's a 110-people native African show in town from abroad looking high and low for a theater or something to show in.

A bunch of kids who've played in summer theaters but never on Broadway have gotten together and decided that they'd better do something about it; so they've founded what they call the Worklight Theater as a means of giving themselves chances at least to show in front of a Broadway audience. They're starting rehearsals of their first production, a revival of *Houseparty*, in a couple of weeks, and expect to rehearse three nights a week for six weeks, then opening at a small Manhattan playhouse. The kids themselves will pay for the production—it figures up to about \$35 apiece—and Alan Brock will direct. They have, they say, no hopes for financial success, but they do want practical experience and the chance to be seen by people who can give them jobs.

Local night club press agents are saying that they're not sorry that the TMAT has dropped Hal O'Leary as organizer; it was O'Leary who told the night-spot boys that they'd better join the organization.

FCC "Purge" Starts With Gary; Trade Wonders to What Avail?

WASHINGTON, Oct. 15.—The "purge" in the Federal Communications Commission will continue, Chairman Frank R. McNinch stated Thursday in a unique press conference. Beginning with a bellicose statement regarding his returned health, the chairman announced the ousting of general counsel Hampson Gary, effective that night. He is to be replaced by the chairman's protégé from the Power Commission, William P. Dempsey. Chairman, after describing the five-minute meeting in which the ouster resolution came to a vote with Commissioners Walker, Brown and Sykes supporting, Payne and Craven in opposition, stated that it was only the beginning. Governor Case, Ill., did not vote, but opposed McNinch's action.

As to others in the commission, the chairman indicated more were on his list for removal from the FCC pay roll. He explained that altho no formal charges were brought against Gary the reason for his dismissal was "inefficient management of the law department, and

Shades of Old

CHICAGO, Oct. 15.—Gertrude Lawrence in *Susan and God* looks as tho it might be the most profitable play to reach here this season, management at the Harris claiming a \$25,000 advance sale for the current run. Sale has been heavy for the next six weeks. As one customer complained to the theater cashier the other evening, "Apparently you've got to talk to God before you can see Susan."

or else they'd find that they couldn't get any jobs. . . . Mr. Spelvin has a newly discovered grandson; his name's Jimmy, and he did the settings for the production of *Mr. and Mrs. Phipps*, out at the Kilbuck Theater in Pittsburgh—thus taking the tradition of an old acting family into the field of scene designing. . . . Robert Alan Green, founder of the Kilbuck (it's said that he had a hand in the settings, too) claimed that George is getting so old by now that his grandson ought to be given a break; hence Jimmy. . . . Jay Fagen is one p. a. who loves performers; he says that in his entire p. a. career he's never been short-changed by one. . . . The Andrews Sisters have just bought a new convertible sedan. . . . The program for Maurice Evans and Margaret Webster's full-length *Hamlet*, which starts at 6:30 and, with half an hour off for dinner, continues until 11:15, has a leaflet explaining the details—and each instruction has an appropriate quotation. . . . Thus: "Half-hour intermission, 8:15 to 8:45," is followed by, "(For this relief much thanks. . . .)" and, "Final curtain falls at 11:15," has the tagline, "(But soft! Methinks I scent the morning air. . . .)"

Britain Swapping Dominion Air Talent

ST. JOHN, N. B., Oct. 15.—First move in an exchange arrangement between the Canadian Broadcasting Corp. and the British Broadcasting Corp. is the transfer for six months to Australian studios of Frank Willis, of Halifax, N. S., program director of the CBC for the maritime provinces. Subbing for Willis at the Halifax post is George Young, of Toronto. In Australia Willis will produce and conduct programs. Exchange of program directors and talent has been arranged to improve relationships in radio between various entities in the British Empire.

RECENT ADDITIONS TO WRTO, Richmond, Va., include Frank Koehler, Clyde A. Tibbs and Evelyn Whitlock.

his lack of administrative ability." He later declared that (despite Mr. Gary's inefficiency) he had personally offered the general counsel a post in the Reconstruction Finance Corp. at the same salary. . . . Asked if he had discussed his purge plans with the President, McNinch stated, "I talked with the President about my personnel problems and I know that I have his support." When asked further if he had specifically discussed Gary, the chairman was emphatic that the step had had the approval of Roosevelt. Questioned about his intentions toward Civil Service employees now on the purge list, McNinch stated he could not say what steps might be taken, but he thought that if he were not successful in obtaining removal of Civil Service regulations from certain positions that he may prefer charges against some of the personnel or try to have the positions abolished entirely.

Washington observers this week could not see how the chairman would be able to clear the disension for which the agency is noted. Granting that everyone from general counsel down were replaced, disension among the commissioners themselves would still be as acute as ever, if not more so. Consensus of opinion is that the fault of the commission lies among the commissioners and that, while an improvement in the personnel may be effected thru replacement, increased efficiency cannot be expected with a commission divided against itself.

Disc Mfrs. State New AFM Scale Reducing Musicians' Employment

NEW YORK, Oct. 15.—Classifying the American Federation of Musicians' new transcription scale as "crass ignorance," leading e. t. makers this week claim the new prices set would bounce back to the disadvantage of the AFM. Disk men already claim that since the scale's inception on September 15 musician employment has dropped 8 per cent.

Claiming that an employer group in such a jam will always find a way out, e. t. manufacturers are now resorting to increased use of vocal groups for production of dance music disks. Vocalists are being used in a 30-70 per cent proportion, the latter figure being singers supplanting instrumentalists. These singers, together with orchestral rhythm groups, are being supplied with regular dance arrangements. Strategy is reported as already being used by four or five transcription makers.

One transcription company this week stated that moves to reopen negotiations with the union were being bruited about, with broadcasters rather than e. t. manufacturers taking the lead, insofar as stations must eventually bear the brunt of hyped costs.

What the scale means to both the wax and broadcasting industries was estimated by one disk firm this week. Figured that a day's recording session, using a 16-piece band and contractor for six hours, comes to \$2,086 at the present scale. Six waxes comprising four times each are made at this sitting, the figure coming to \$347 per transcription. Twenty-four arrangements necessary for the six disks cost \$35 each, or a total of \$840, bringing the price per

disk to about \$487.

Under the old scale figures come to \$183 per four-tune disk, and this, plus the \$840 for arrangements brings the disk figure to \$323, against \$487.

Transcription companies, in order to clear this overhead, will have to jack up rates—and many stations cannot pay more.

Wax makers charge the new scale is not only exorbitant but was based upon a false assumption. AFM wanted scale to be approximately that paid by Class A broadcasting stations. Opposing view is that stations using wax were in no way comparable to Class A stations.

Get into the Road Show Business

Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We rent 16 mm talking pictures for from \$20 to \$25 per week, and rent and sell Projectors.

Write today

Ideal Pictures Corporation

Dept. B.B.
28 East 8th Street, Chicago, Ill.

Actor Unions' Joint Confab

SAN FRANCISCO, Oct. 15.—A mass meeting of the membership of the American Federation of Radio Artists, American Federation of Actors and American Guild of Musical Artists will be held Thursday night at the Knights of Columbus Hall. Altho the event is planned as a welcome to Frank Gillmore, outcome of confab is expected to develop into discussion of a federation of all entertainment crafts, to include musicians, actors and broadcasters.

THEATRE EQUIPMENT NEW & USED

MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCENERY, STAGE LIGHTS, EXHIBITS, THEATRE SEATING, PAIR LAMPS, PORTABLE PROJECTORS, M. P. GENERAL GENERATOR SETS, REFRIGERATORS, REFRIG. CASES, REFRIG. BENCHES, REFRIG. TABLES, STOVES, TALKING MACHINES, TICKETS, WAXES, LAMPS AND SUPPLIES. EVERYTHING FOR THE THEATRE.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by **MARTIN C. BRENNAN**,
128 City Terrace Building, Pitt Street, Sydney, Australia. Office of THE BILLBOARD.

Advertising in the Billboard since 1905

ROLL TICKETS

DAY & NIGHT SERVICE SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1 x 2

10,000..\$8.95	50,000..\$12.75	90,000..\$18.55	250,000..\$41.75
20,000.. 8.40	60,000.. 14.20	100,000.. 20.00	300,000.. 49.00
30,000.. 9.85	70,000.. 15.65	150,000.. 27.25	500,000.. 78.00
40,000.. 11.30	80,000.. 17.10	200,000.. 34.50	1,000,000.. 150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only add 50c. No order for less than 10,000 tickets of a kind or color.

FOR DUPLICATE COUPON ROLL TICKETS DOUBLE ABOVE PRICE

STOCK TICKETS
1 ROLL.....50c
5 ROLLS.....2.50
10 ROLLS.....5.00

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
TICKETS OF EVERY KIND AND DESCRIPTION SINCE 1888

Low Cost Money Orders FOR MAILING

People in show business are finding this Postal Telegraph service a simplified and inexpensive way to make remittances, pay bills, etc. All you have to do is go to the nearest Postal Telegraph Office, purchase the Money Order and mail it yourself. And the cost is surprisingly low—as little as 5 cents.

Postal Telegraph

When speed is essential telegraph money orders at low cost.

Every telephone is a POSTAL TELEGRAPH office.

ROOFLESS PLATES WITH THE 3 POINT SUCTION FEATURE!

Featherlight—no sagging—Natural Taste—No Bitter Singers. Sponges like the extra tongue room, clearer mouth. All forms false teeth—by mail—as low as \$9.75. 60-day trial. Write for FREE catalog and impression material. We treat you Monthly Payments. 48-Hour Service. **HOD LAB.** 801 Ned Williams Bldg., Tampa, Fla.

Stock Tickets

ONE ROLL...\$.50	Fall Here, Winter Coming, The \$8,000,000 Movie Fans Are Returning to the Movies, Be Ready For This and Order Now	SPECIAL PRINTED
FIVE ROLLS... 2.00		Roll or Machine:
TEN ROLLS... 3.50		10,000...\$ 6.95
FIFTY ROLLS 15.00		50,000... 9.85
100 ROLLS... 29.00		100,000... 11.75
ROLLS 2,000 EACH.		1,000,000... 150.50
Double Coupon, Double Price.		Double Coupons, Double Price.
No C. O. D. Orders	THE TOLEDO TICKET CO., Toledo, O.	
Size: Single Tick., 1 1/2"		

Radio Survey of Beaumont, Texas

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

By JERRY FRANKEN

This section of the radio listening survey made for The Billboard in Beaumont, Tex., deals with the sponsor identification percentages of favorite programs in that city. In making this telephone survey, residents of Beaumont are asked if they have been listening to the radio that day or evening, as the case may be. If the respondent answers no, the investigator then asks for the listener's favorite radio program or programs and also the name of the sponsor of the programs. Since the listener has not used his radio during the past 12 hours it is presumed he is not inclined to be "conditioned" or show preference to a program still fresh in his memory from having been heard.

The value of having the name of the sponsoring product in program titles is shown clearly in this study. Two local shows, for instance, programs called "Bewley's Chuck Wagon" and the "Hillbilly Boys," returned high percentages, as did the Camel Caravan (Benny Goodman), Lux Radio Theater and others. Bewley program is sponsored by the Bewley Mills, of Port

Worth. Hillbilly Boys are bank-rolled by the Hillbilly Flour Co. All programs mentioned have impressive correct identification percentages.

The repetitious daytime serial commercials, as evidenced on so many Procter & Gamble programs, bear dividends, it would appear, at least insofar as sponsor identification is concerned. And advertisers feel that this identification is more than half the sales battle. P. & G. programs, "Ma Perkins" (73 per cent), "Guiding Light" (63 per cent), "Pepper Young" (63 per cent), to name examples, show excellent correct naming results. In addition, these programs show a considerable hold on the Beaumont area audience by virtue of the comparatively large number of favorite mentions accorded them.

A local sustaining program, Gordon Gensch and his orchestra, shows interesting results. Program is unsponsored, but in the daytime bracket 14 listeners said it was their favorite program. Of these, seven said the originating station was the sponsor; four correctly pointed out there was no sponsor, and the other three said it was a local orchestra program. It would appear that

Gensch makes an impression on his audience, since previously published results in this survey showed him to be a dominant local program in Beaumont.

Nighttime Programs

Percentages of nighttime shows and correct sponsor identification run high. In fact, the generally good returns on this phase are surprising. It is to be expected, possibly, that the leading programs, such as the Chase & Sanborn hour, Kraft program and the Like, would bring in good identification ratings; but as the table on this page shows, they are consistently good. Chase & Sanborn drew 83 per cent, Kraft 54 per cent, and if all the correct namings on the Kraft program are totaled the correct percentage figure goes to 69 per cent. Major Bowes and his amateurs returned a total of 76 per cent correct naming, divided among Chrysler, Plymouth and Dodge autos. "Good News," while scoring fewer favorite mentions, received 81 per cent correct identification. "Amos 'n' Andy" scored 72 per cent. "Lux Radio Theater" is high with 94 per cent. In the blackface team listings,

Maybe It's an MBS Show

NEW YORK, Oct. 15.—A CBS press agent called an NBC press agent this week and asked for tickets to Information, Please. NBC p. a. advised the CBSer to ask for something else, saying that the demand for Please tickets was so great the CBS guys would have to wait for months.

"Okeh," said the CBS flack, "How about tickets to a Paul Whiteman-Chesterfield program." Paul Whiteman broadcasts Wednesdays on CBS. But the payoff is that the NBC fellow didn't even know that. "Wait a minute," he said, "I'll see if we have any."

It's reported neither of the boys believe radio is here to stay.

one listener mentioned Pepsodent tooth paste, ex-Amos 'n' Andy sponsor.

Probably the most distinct surprise of this Beaumont study is the showing of the Rudy Vallee program. Standard Brands, Vallee sponsor, is plugging its yeast and gelatine products on the program, but a rival product, Jello, scored more mentions than any of the correct items. Jello had 22 per cent of the Vallee total, as compared to Royal Gelatine's 17 per cent and Fleischmann Yeast's 5½ per cent. Handicap of selling two items on the same show seems to be a factor.

Both Vallee and Jack Benny did not come up to expectations as favorite (See RADIO SURVEY on opposite page)

Sponsor Identifications Beaumont, Texas

This table lists radio programs receiving five or more mentions as favorite programs from Beaumont, Tex., listeners. Only those set owners who have not listened for the past 12 hours are asked to name their favorites, this to avoid "conditioning" the listener in favor of a program that may still be fresh in his memory. After naming favorite programs, listeners are asked to name the sponsoring product.

On the same line as the program title is the number showing how many listeners said it was their favorite show. Beneath the program title are the products named as sponsoring the broadcast.

Percentages are not given on all programs, to avoid a false comparison. A program with five favorite mentions and four correct sponsor identifications would get a figure higher than one with 20 favorite mentions and 12 identifications, but the second show makes a better showing by attracting more favorite mentions.

DAYTIME

Mentions	Identification Percentage
Ma Perkins	72
Oxydol	52
Ivory Flakes	1
P. & G.	1
Don't Know	18
Lightcrust Doughboys	69
Lightcrust Flour	41
Flour	17
Don't Know	11
The Guiding Light	52
Procter-Gamble Soap	33
Oxydol	3
Pillsbury Flour	3
Don't Know	13
The Woman in White	43
Pillsbury Flour	28
Procter & Gamble	1
Rinso	1
Don't Know	13
Pepper Young's Family	31
Camay Soap	20
Don't Know	11
Bewley's Chuck Wagon	25
Bewley's Flour	22
Don't Know	3
Stella Dallas	19
Phillips Milk of Magnesia Cold Cream	6
Milk of Magnesia Face Cream	1
Milk of Magnesia	5
Rinso	1
Don't Know	6
Hillbilly Boys	17
Hillbilly Flour	16
Don't Know	1

Mentions	Identification Percentage
Gordon Gensch Orch. (Sustaining)	14
KRIC	7
None	4
Local Orch.	3
Don Winslow	12
Don't Know	11
None	1
Big Sister	11
Rinso	7
Don't Know	4
Betty and Bob	8
Wheaties	3
Gold Medal Flour	3
Don't Know	2
Crazy Water Crystals Program	6
Crazy Water Crystals	3
Mineral Water	3
Hilltop House	6
Palmolive	5
Don't Know	1
Vic and Sade	6
Crisco	4
Don't Know	2
Man on the Street	5
Don't Know	5

EVENING

Mentions	Identification Percentage
Chase & Sanborn Program	148
Chase & Sanborn Coffee	130
Coffee	10
Maxwell House Coffee	2
Don't Know	6

Mentions	Identification Percentage	Mentions	Identification Percentage
Kraft Music Hall Program	108	Lux Radio Theater	21
Kraft Cheese	58	Lux Soap	20
Kraft Cheese and Miracle Whip	2	Don't Know	1
Kraft Products	12	Fibber McGee and Molly	17
Miracle Whip	2	Johnson's Wax	9
Cheese	4	Don't Know	6
Kraft Music Hall	3	Wax	2
Don't Know	27	The Shadow	17
Robert Ripley—Believe It or Not	81	Goodrich Silver Town Tires	3
Post Bran Flakes	39	Don't Know	14
Bran Flakes	10	Camel Caravan—Benny Goodman	15
Kellogg's Bran Flakes	6	Camel Cigarettes	13
Don't Know	26	Cigarettes	1
Major Bowes' Amateur Hour	66	Don't Know	1
Chrysler	39	Gordon Gensch Orch. (Sustaining)	12
Chrysler & Dodge	2	KRIC	8
Chrysler & Plymouth	2	Don't Know	4
Chrysler, Dodge & Plymouth	2	Ford Hour Symphony Program	11
Dodge	2	Fords	11
Plymouth	1	Hour of Charm	11
Plymouth & Dodge	2	General Electric	8
None	1	Don't Know	3
Don't Know	15	Jack Benny	10
Kay Kyser's Musical Klass	38	Jello	10
Lucky Strikes	21	Town Hall Program	9
Cigarettes	1	Ipans and Sai Hepatics	5
Raleigh Cigarettes	1	Don't Know	4
Don't Know	15	First Nighter	8
One Man's Family	27	Italian Balm	4
Tender Leaf Tea	19	Hand Lotion	1
Don't Know	8	Don't Know	3
Good News of 1939	26	March of Time	8
Maxwell House Coffee	21	Life Magazine	3
Metro—Goldwyn—Mayer	1	Time Magazine	1
Don't Know	4	Don't Know	4
Amos 'n' Andy	25	Gang Busters	7
Campbell's Soup	18	Colgate—Palmolive Foot	2
Pepsodent Tooth Paste	1	Shaving Cream	1
Listerine	1	Don't Know	4
Don't Know	5	Alka-Seltzer National Barn Dance	6
Wayne King	24	Alka-Seltzer	5
Lady Esther	11	Don't Know	1
Don't Know	13	Tommy Dorsey	6
Rudy Vallee	18	Raleigh and Kool Cigarettes	2
Royal Gelatin	3	Kool	1
Jello	4	Don't Know	3
Fleischmann's Yeast	1	Hil Parade	6
Gelatin	1	Lucky Strike Cigarettes	6
Don't Know	9	Uncle Ezra	5
		Alka-Seltzer	3
		Don't Know	2

Technicality May Lose ASCAP Suit

SEATTLE, Oct. 15.—Report is that a technicality may lead to the State Supreme Court tossing out the appeal of the American Society of Composers, Authors and Publishers against the anti-ASCAP law of Washington. Attorney general has requested dismissal on the ground that the ASCAP appeal did not include the governor as a co-defendant.

Judicial code provides, it is claimed, that the "Application (for injunction) shall not be heard . . . before at least five days' notice of the hearing has been given to the governor and to the attorney general of the State . . ."

Assertedly, ASCAP did not name the governor in its brief. Examination of the ASCAP papers showed no mention of Governor Martin as a co-defendant.

Annenberg Sues WFIL, Rosenbaum

PHILADELPHIA, Oct. 15.—Station WFIL and its head, Samuel R. Rosenbaum, were sued for \$500,000 for damages by Moses L. Annenberg, publisher of *The Philadelphia Inquirer* and head of a chain of racing sheets, for a speech made over the station by U. S. Senator Joseph P. Guffey last week. In his speech Guffey assailed Annenberg as an "aid of the underworld" in his connection with the dissemination of horse-race news.

Station was threatened with a libel suit if it let Guffey's speech go uncensored. The speech was rebroadcast over the Quaker State network.

Others sued were *The Philadelphia Record*, which reprinted the speech verbatim, J. David Stern, its publisher, and Albert M. Greenfield, local real estate operator.

In allowing Guffey to blast, Rosenbaum offered the facilities of the network to Annenberg to refute any statements made by Guffey. The row grew out of a hot political fight.

Muzak To Sell Time For Bars and Cafes

NEW YORK, Oct. 15.—Muzak, wire music service, announced formation of a new division which will transmit "wired advertising" to bars, restaurants, etc. Called Muzak Sponsored Program Service, the new medium will send copy directly into the 18 hours of wired entertainment, via leased telephone wires, starting today. Advertising will be restricted to products sold in bars, etc.

Understood that Muzak, in its original form, will not be commercialized. Muzak interests for a long time have been contemplating selling their original service to private homes—Income from restaurants and similar sources being deemed insufficient. Drawback has been the high telephone rates, making the service prohibitive for average families.

Service is owned by Warner Brothers.

WOR's Football Spurge: Fire Hours Thanksgiving Day

NEW YORK, Oct. 15.—Five hours of sponsored college football broadcasts have been set for Thanksgiving Day by WOR. Same sponsor, Atlantic Refining Co., will bankroll two games, a morning and afternoon contest.

Morning broadcast will be the Brown-Columbia game from Providence, starting at 11 a.m. Afternoon battle will be the traditional Penn-Cornell embroglio from Philadelphia.

N. W. Ayer is Atlantic's agency.

WMCA Pipes MBS Show

NEW YORK, Oct. 15.—New Mutual commercial, *People's Rally*, starting tomorrow over WOR and an MBS chain, will emanate from the theater auditorium of WMCA here. Sponsor, Menner's shaving cream, is paying \$50 for the hall. Mutual couldn't give the format show a large enough studio, since its Playhouse (New Amsterdam theater roof) is used at this time Sunday afternoons (3:30) for *The Shadow*.

WEST PALM BEACH, Oct. 15.—Gunnar Back has been appointed program director of WJNO here. Back was formerly with WXYZ, Detroit; KPAB-KPOR, Lincoln; WTCN, Minneapolis, and WIRA, Madison, Wis.

Plugs in Oil

DETROIT, Oct. 15.—A new type of promotion plan, said to be the first made, has just been completed by Aircasters, Inc., Detroit, for Leo J. Fitzpatrick, manager of WJR.

An elaborate portfolio, hand done in oils, taking in seven shows and highly illustrated, gives the talent and a transcription of the programs.

AFRA, Agencies To Deal Direct

NEW YORK, Oct. 15.—Despite denials, inside information is that American Federation of Radio Artists will change its policy in pursuit of contracts with advertising agencies and deal with the agencies directly. In so doing, AFRA will stop dealing with the agency organization, American Association of Advertising Agencies, AFRA and the four A's have been working on the problem since the union signed its contract with NBC and CBS.

It is expected that the question of a national scale covering AFRA members' employment by advertisers thru agencies will be completed by the union very shortly and then presented to the agencies. Members of the union say the organization, frankly, does not expect much trouble in completing deals, since the majority of the agencies feel a union contract will be beneficial all around. AFRA members say there is only one agency whose practices and working conditions really concern the union.

Principal reason the union plans to deal direct with the agencies and not thru the four A's is that the latter body has no power to close a contract with AFRA and acts only as an adviser to its agency members. That means that negotiations will be protected. AFRA wants matters settled as early as possible, with November mentioned as a dead line.

Charlie Capps Leaves WMCA

NEW YORK, Oct. 15.—Charlie Capps, production manager of WMCA here for some years, has left the station. James McCafferty succeeds him. Capps had been with WMCA for years, originally as an engineer and sound effects man. He says he is going to the Coast by way of Chicago.

Charles Lutz, news commentator from WHKC, Columbus, O., is the latest addition to the staff at WKRC, Columbia's Cincinnati outlet. He began his duties October 10.

SYD MASON, recently resigned from WXYZ, Detroit, now with WWJ, Detroit, doing announcing and production.

Ex-Hungry Writer Turns Tide With Success of "Info, Please"

NEW YORK, Oct. 15.—First grade sock scored by *Information, Please*, quizery on NBC, has also resulted in a sharp turn in the tide for Dan Golenpaul, originator and owner of the show. Most widely heralded radio program in years, *Info, Please*, will soon be paying handsome royalties to Golenpaul.

Inside is that Canada Dry, which shortly assumes sponsorship of the program, is paying \$2,500 for its first 13-week stretch, but sharp increases follow. Trade figures the bubble maker's buy on the program, thru J. M. Mathes agency, an astute one, but it is not generally known that Golenpaul is practically the main reason the show was bought by an advertiser. General trade belief was that it was "too high brow."

Story is that NBC salesmen figured the program couldn't be peddled. Golenpaul discussed this angle with an NBC exec and then asked to have all the salesmen called together. When the time peddlers were in conclave, Golenpaul met them, but instead of trying to sell them the show, started playing the *Info, Please* game with them, as tho they were on the air. This was repeated for the agency and the deal was set, with the players getting steamed with enthusiasm.

Sharing equally in the success of *Info,*

Cormier Waives Rights on WINS Sale to Facilitate Biow Deal

NEW YORK, Oct. 15.—Sale of William Randolph Hearst's New York radio station to Milton Biow, head of the Biow Co., ad agency and part owner of WNEW, New York, is understood to have "cost" Al Cormier, WINS general manager, a sum of money estimated at from \$3,000 to \$5,000. Cormier, a leading radio executive, has a clause in his contract whereby if, while he is general manager of WINS, the station is sold, he is to receive 2½ per cent of the amount paid Hearst Radio. However, contract also reads that if the sale price is less than \$150,000, no commission is paid, altho Cormier is reported to have been in a position to hold up any sale for less than this amount.

Published reports have Biow paying "in the neighborhood of \$200,000" for WINS, but inside info is that the price is less than \$150,000. It is alleged that Cormier waived his cut in order to facilitate the deal rather than risk the possibilities of killing the sale and engendering ill feelings. Another angle is that if the sale had been stymied now, negotiations would have been reopened when Cormier's contract with Hearst ex-

pired. On the \$150,000 price, Cormier would have been in for \$3,750.

WINS major-domo shows an even larger paper loss, however, in the flip-flop deal with Col. Arthur O'Brien, of Seattle, and Hearst. O'Brien deal, which fell thru reportedly because of a financial problem involved, had WINS going to the Coast investor for prices ranging up to \$500,000, with Cormier figuring to make \$10,000, more or slightly less.

Six months may be required before Federal Communications Commission approval is granted on the sale. Cormier, a radio veteran, was with WOR as sales and general manager for years, and subsequently with WIP, Philadelphia, as vice-president.

K. C. Journal Ups Radio

KANSAS CITY, Mo., Oct. 15.—Change of management of *The Journal-Post* from W. Laurence Dickey and M. B. Sharp to Orville S. McPherson has brought about a greatly enlarged radio section, with John Cameron Swayze remaining editor. A full page is used in Sunday issues and more space is being allotted in week-day editions. Understanding here is that McPherson is a staunch believer in radio fare. Lowell Lawrence stays on as dramatic critic, and Dave E. Dexter will be in charge of night club and dance band columns.

WEB's tie-up with the paper, now known as *The Journal*, still is in effect, with a minimum of three daily news broadcasts being given from studios in *The Journal's* building.

Time Marches Off

NEW YORK, Oct. 15.—Time, Inc., is dropping again, its *March of Time* news dramatization program on NBC. Program has been on NBC some time, shifting away from CBS soon after RCA placed a large contract with *Life*, another Time publication.

WPEN Takes INS

PHILADELPHIA, Oct. 15.—WPEN has installed an INS wire with full coverage. News broadcasts are being translated into Yiddish, Polish and Italian. Gil Babbitt, station p. a., is doing the English newscasts.

Haven MacQuarrie Sued

HOLLYWOOD, Oct. 15.—George D. Lyons has filed a \$50,000 damage suit against Haven MacQuarrie, producer of *Do You Want To Be an Actor*, claiming he and MacQuarrie originated program and formed a partnership in 1936. Alleges that MacQuarrie broke the deal and kept the proceeds of the show's sale.

RADIO SURVEY—

(Continue from opposite page)
programs in Beaumont, Vallee having 18 such mentions and Benny 10. But the Benny gagged commercials bear fruit, with 100 per cent sponsor identification.

Table on page 6 of this issue shows all programs receiving five or more mentions and the identification totals.

The Market Research Corp. of America prepares *The Billboard* radio surveys.

VIVIENNE MAE CAMERON, secretary to John E. Reilly, WMEX, Boston, program director, has been appointed assistant program director. Miss Cameron is also Reilly's fiancée.

"We'll Loin Ya"

NEW YORK, Oct. 15.—Cecil, Warwick & Legler, handling the Metropolitan Opera Auditions for Sherwin-Williams, is trying to arrange things with the Op so radio editors will have cuff seats for broadcast opera performances. Problem has been whether radio or music editors should review these performances.

Editors feel that maybe they're just dopes and the agency is trying to be nice and loin dem sompin about culture. Agency is writing radio editors as to whether they'd like the free ticket idea, as if they'd say no.

Please, has been the click of Clifton Fadiman, literary critic, who emcees the goings-on; John Kieran, erudite *N. Y. Times* sports columnist, and Franklin P. Adams, paragrapher. Kieran soon starts his own commercial for Old Gold cigarettes. Kieran and Fadiman are both under contract to Golenpaul, as is Oscar Levant, composer, who has also emerged with a rep skyrocketed as a result of his appearances as an *Info* expert.

Legend going around about the show concerns Kieran. Golenpaul told him the show was going commersh and that Kieran would be paid very well for his contribution to the program. Kieran didn't want the additional money. Instead, he asked Golenpaul to increase his ticket allotment from the two he had been getting every week to eight. Altho called a legend, the story is authoritatively stated to be true.

Golenpaul, under sponsorship, will be earning \$1,000 a week, and more under renewals. It is acknowledged that the show still has other money-making tangents. Until Golenpaul sold the show to Phil Carlin of NBC he had been having tough sledding, with another one of his programs, *How To Bring Up Your Parents*, having folded some time before. Fields, Moses & Johns agented the sale to J. M. Mathes.

Joe Penner

Reviewed Thursday, 7:30-8 p.m.
Style—Variety. Sponsor—General Foods.
Agency—Benton & Bowles. Station—
WABC (CBS network).

Penner show opening was not so forte, with Penner himself doing okay but trying to hold up the entire program. Roy Atwell and Jay Seabrooke were there to help out on the comedy end, but script did not give them much time. Penner humor was of the usual kind—a sort of radio version of vaude-burlesque comedy, in which the lines were hokey and the delivery scrambled by Penner's style. Occasionally it clicked strongly.

Penner opened his new series as a collegiate football player en route to Huskies State College, whose dean is Roy Atwell. Atwell essays a speech and ties himself into knots. Brief but funny—even tho' it's old. Seabrooke gal gabs with Penner.

Youngster on the show, Tommy Lane, is an 11-year-old who sings with a rather mature delivery. Took a very good hand from the studio audience.

Ben Pollack's Orchestra and the Song Squad background the work. Ork is solid enough. Choral group did not do enough for an estimate of its ability. Plugs insistent. Ackerman.

Tommy Riggs

Reviewed Saturday, 8-8:30 p.m.
Style—Variety. Sponsor—Quaker Oats Co. Agency—Ruthrauff & Ryan. Station—WEAF (NBC Red network).

Tommy Riggs, former Pittsburgh radio single act, who leaped to namedom by way of his double throat and a run just shy of a year on the Rudy Vallee show, now has his own program, co-starring himself and his Betty Lou. Just for those who may not know, Riggs does a double-voice act, taking the part of Betty Lou, his 6-year-old niece, and himself. He's not a ventriloquist. With Riggs are Larry Clinton and his orchestra; Clinton's girl warbler, Beatrice Wain, and the usual weekly guest star. Seems as tho a guestless show in radio today is an impossibility; about the only ones which don't have 'em are the bugle-call shifts, early a.m. sustainers.

Riggs has had better material in the past than on his Quaker Oats debut. He'll have to brighten that up. More laughs were provided by Zasu Pitta, the guest, who figured in a travesty on *Spenser of the North*, which is almost like burlesquing burlesque. Nevertheless amusing.

Clinton gives out in his typical razz-matazz gutbucket, plenty torchy and very good in that classification. Somewhat of a contrast to the Riggs-kid stuff tho'. Miss Wain is a good singer, but *Reverie*, her number, could have been replaced by a better song. Franken.

RAY KINNEY
and his
Native Hawaiian Orchestra

NOW APPEARING
Nightly at the
Hawaiian Room
**HOTEL
LEXINGTON**
New York

also with his
**ALOHA
MAIDS**
in the
new musical hit
"Heilzapoppin"

And on the air via NBC Saturday,
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Currently
LOWRY HOTEL
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50 (1 Subject) 8 x 10 for \$3.25
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One-half Deposit With Order, Balance C. O. D.

ADVERTISERS PHOTO SERVICE
80 West 40th St., NEW YORK.

Program Reviews

EST Unless Otherwise Indicated

William A. Brady

Reviewed Wednesday, 7:45-8 p.m.
Style—Drama. Sponsor—Manhattan Soap Co. Agency—Peck. Station—WEAF.

Makers of *Sweetheart Soap* are taking a short run on NBC and WOR, locally only, to plug a 1-cent sale for the next few weeks. The NBC show is built to star William A. Brady, colorful Broadway producing veteran, as the producer of the dramatic show featured on the program. Idea is to help develop young and unknown or comparatively unknown radio actors. The Brady name should mean something in this connection. Another advantage is that each presentation is a complete play rather than a corned tune-in-tomorrow affair. Show totals up, especially considering a short budget, as good value and adequate entertainment. Its sales results, however, may largely depend on merchandising and exploitation.

Janice Gilbert and Jackie Jordan, kid radio actors, had the leads in the play on the premier performance, a manufactured little trifle built around the balcony scene in *Romeo and Juliet*. Idea is that the girl, living in a tenement, had her boy friend call on her by way of her fire escape. They got thru the Shakespearean lines with their own interpolations. It was a good twist and provided a cute show. Franken.

Burns and Allen

Reviewed Friday, 8:30-9 p.m. Style—Variety. Sponsor—Liggett & Meyers Tobacco Co. Agency—Newell-Emmett. Station—WABC (CBS network).

Radio's leading exponents of comic exasperation and hilarious non sequitur, George Burns and Gracie Allen, came back to the war September 23 and now everything is right with the world for a great many people. But their first program left a lot to be desired as far as the critical dial twisters were concerned. After the Allen inanities and the audience laughter had died down the light of cold reason revealed a weak and inauspicious return.

The format was as always, even to the reappearance of Ray Noble, his accent and his music. And being in the customary groove, there was no denying that it was an amusing 30 minutes. But the season's opener for a program like this should be better than usual. That's where the complaints come in.

First three shows are coming from New York preliminary to the regular broadcasts, which will originate thereafter from KNX, Hollywood. Because of the trio of Eastern shots Frank Parker holds down the vocalist end until things get back to normal and Tony Martin, heard on the show last year, takes over. Of all the excellent pop and film tunes current today Parker elected to lead off with something about old Hawaii, but the Parker tenor managed to cover up a multitude of composing sins. Other musical numbers were Gracie's *I'm Gonna Look My Heart and Noble's Stop Beatin' 'Round the Mulberry Bush* in a great arrangement.

Paul Douglas handled the commercials. Occupying the opposite spots on NBC are the Cities Service Concerts, 8-9 p.m. on the Red network, and Cal Tinney's sustainer, *If I Had a Chance*, on the Blue. Richman.

"Ask-It-Basket"

Reviewed Wednesday, 7:30-8 p.m.
Style—Quiz. Sponsor—Colgate-Palmolive-Peet Co. Agency—Benton & Bowles, Inc. Station—WABC (CBS network).

Ask-It-Basket, which seeks to sell tubes of Colgate Dental Cream, is just another quiz program, neither better nor worse than the average. For quiz-crazy listeners it will fill the bill, but it won't attract anyone outside the cult. Only new gimmick—and tho' it may mean something to a studio audience, it's meaningless on the air—is that the questions are drawn from a set of six market baskets, one basket for each round. Only five rounds were completed on the initial showing. Stanza is conducted by Jim McWil-

liams, who's billed as radio's original question-and-answer man. Again studio audience seems to get the best of it; the crowd was in convulsions frequently over things that were unintelligible to the common people listening in. McWilliams gets too close to being the Personality Kid for this reporter's stomach, but a lot of people seemed to like it.

Six contestants are chosen from the studio audience, with prizes scaled at \$25, \$10 and \$5. Anyone sending in a question that's picked has his name announced over the air and receives a year's supply of the sponsor's product. So do the winners. A dentist won on the program caught. Burr.

Ben Bernie

Reviewed Sunday 5:30-6 p.m. Style—Variety. Sponsor—American Tobacco Co. Agency—Young & Rubican. Station—WABC (CBS network).

At the time this review is written it is not certain whether Ben Bernie will be on the Half and Half tobacco program for the next four weeks due to illness. But the program caught, second in the series, gave no evidence that the comedian-maestro was under the weather. He handled his assignment in the customary Bernie style. Got off one nifty based on Baby Snooks' bowl. Keeping step with the times, Bernie's band is now strong on swing and gets out plenty of it.

Co-featured on the show are Lew Lehr, newsworld Dutch comic, and Mary Small, vocalist. Actually you either like Bernie and Lehr or you don't. I don't, but others present did and had a swell time, getting plenty of laughs from Lehr's *Malpropria* a la Dutch.

It's not so long ago that Miss Small started on the Bab-O show, introduced as "Little Mary Small." She was a teen-ager kid then but a crackerjack performer. She still is and can warble a pop to a fare-thee-well.

Bobby Gibson and Manny Prager vocalize satisfactorily. Franken.

Fred Waring

Reviewed Saturday, 8:30-9 pm. Style—Musical. Sponsor—Grove Laboratories. Agency—Stack Goble. Station—WEAF (NBC-Red network).

Since ending his Ford series some time ago Waring has been off the air for other than occasional dance remote (Drake Hotel, Chicago) spots. His new sponsors, makers of Bromo-Quinine cold tablets, have heretofore not spent as much on radio appropriations as is represented by the Waring costs. An astute showman, Waring's first program was a well-rounded musical affair, strong on orchestral and vocal arrangements and quality and missing any true whammo sock. It may be unfair to expect too much, especially since the program was so far superior to the average straight musical radio program, but Waring has led the trade and listeners to expect a sock on each show. In other words, Waring raises the expectancy quotient.

In addition to the orchestra and stand-by Foley McClintock, frog-voiced skin beater, Waring now has an augmented choral group—he started this and is still tops at it—Stuart Churchill, high tenor; Two Bees and a Honey, trio (Hal Kenner, Murray Kane and Honey Perron); the Twin Trio, Roy Ringwald, Craig Leith, Paul Gibbons, Margaret Bullard, Lucy James and Jean Norman, and other too rapidly introduced performers. Included on the show were a bright trio number, *A, B, C*; an over-worked handling of *If I Loved You More* and the usual choral excellence in *Rosary*. Franken.

Metropolitan Opera Auditions of the Air

Reviewed Sunday, 5-5:30 p.m. Style—Classical music. Sponsor—Sherwin-Williams Co. Agency—Cecl, Warwick & Legler. Station—WJZ (NBC-Blue network).

Even if the Metropolitan Opera Auditions of the Air don't manage to sell a single can of paint for Sherwin-Williams Co., at least they earn the organization the gratitude of intelligent members of

the listening public. Auditions, which test young singers on the air after a weeding-out process in private auditions, have started their fourth season, with two or more of the candidates getting themselves Metropolitan Opera contracts as the eventual result. The public, even when the aspirants aren't too good, can at least share in the thrill of discovery. It's an excellent set-up.

Aspirants weren't too good, as a matter of fact, on the first session of the current series. Margaret Carlyle, soprano, who sang *All of My Heart* and *Mi Chiamano Mimi* from *Bohème*, displayed a thin, rather shrill and woefully uneven voice that is extremely unsteady in the upper registers. Throaty lower tones, extremely bad phrasing and disjointed interpretations unite in indicating that she probably won't be one of the winners. Mack Harrell, baritone, sang *Drink to Me Only and Amfortas' Prayer* from *Parsifal* in a hard and rather nasal voice that never emerges easily and probably marks him as a victim of the Russo-French technique. The third aspirant, however—Vivian Bauer, mezzo—showed possibilities in a hunk of *Saviano et Delilah*. She's not ripe yet by any means (she gets lost pretty badly in her middle register), but she has lovely high notes and a full, rich quality which definitely indicates that, with further training, she'll be eminently okeh.

Edward Johnson, generalissimo of the Met, as usual introduced the new series in a brief talk and also added a new feature to the program. Each week hereafter listeners will be asked a general question and urged to write in their reactions. First was, "Will full-length opera ever make generally acceptable films?" It's a nice idea.

Milton Cross announces, and commercials are held to a brief spate at the end of the program, after the singers have had their innings. Which is only another instance of the sponsor's taste and intelligence in handling an entirely commendable and excellent program.

The Metropolitan Opera ork, under Wilfred Pelletier, is also heard each week. Burr.

"First Prize Time"

Reviewed Thursday, 6:30-6:45 p.m. Style—Musical and dramatic. Sponsor—Peter Doelger Brewing Co. Agency—Ray McCarthy Advertising Service. Station—WJZ (New York).

Program is strong musically, with Jean Ellington as premiere chanteuse supported by the Beale Street Boys and organist William Reid. Ellington has a fluid voice without any of the hard tonal quality found in so many women vocalists today. Beale Street Boys, harmony group, are on the swingy side. This reviewer thinks they could have chosen better tunes for their stint.

Program's dramatic group, known as Peter Doelger Players of the Air, presented a playlet, *The Best Way Out*. Cast did okeh but material was very hokey and melodramatic. These sketches are dramatizations of stories submitted by listeners—those submitting usable ones receiving a wrist watch.

Plenty of commercials. Ackerman.

"True Story Hour"

Reviewed Tuesday, 9-9:30 p.m. Style—Dramatic. Sponsor—Macfadden Publications. Agency—Arthur Kudner. Station—WJZ (NBC-Blue network).

After an absence of five years Mary and Bob returned to the *True Story Hour* Tuesday (11), replacing the *Court of Human Relations* which Macfadden presented during that period. The pair are back with a similar set-up to that which they offered when they started the series in 1927, presenting their unusual experiences and revealing supposedly true human-interest stories of people with whom they come in contact during their wanderings.

Initial dramatization was exceedingly well written and acted, and if there is no letdown in subsequent broadcasts this series stands a good chance of becoming one of radio's favorite shows. Story dealt with the tragic consequences of the inclusion within a family group of a man to whom people and especially women were peculiarly attracted. Setting was a fishing village on the Massachusetts coast, and a neat blend of romance, suspense and psychological overtones was achieved thru a compactly written, intelligent script. Acting was on a par with the lines.

Drawback to really popular appeal, however, is the withholding of the final outcome of the story, which can be learned only thru reading it in the such-

and such issue of True Story mag. This is a cheap form of advertising, which will stimulate only disgust rather than the desired magazine purchasing. It's a shame, too, because up to the last couple of minutes this is first-rate radio entertainment. Bernard Macfadden lent the opener the dignity of his presence, and his spiel, far too long, was typically bombastic and blasphemous.

Nelson Case attends to the announcing of the show, which occupies the spot opposite We, the People on CBS.

Richman.

La Rosa Program

Reviewed Wednesday, 8-8:30 p.m. Style—Classical music. Sponsor—V. La Rosa & Sons. Station—WOR (Mutual network).

Now back on the air for a second season, La Rosa offering shaped up as having solid appeal for lovers of classical music. Program has Bruna Castagna, contralto, in the featured spot, supported by a mixed chorus and orchestra under Alfredo Antonino.

Choice of selections on the first show indicated that La Rosa's program builders were not only aiming at a high-brow listening audience. Plenty of the tunes had a more general appeal, and if the policy is continued the half hour is likely to build very well.

Miss Castagna has a warm, liquid voice. She sang pieces from Carmines, Tchaikowsky, etc. Antonino's Band supported ably, doing well on its own with a gypsy medley. Choral group gave volume where needed, particularly in introducing an aria from La Gioconda. La Rosa will rotate its featured artists. Miss Castagna being slated for the first four broadcasts. Carlos Morelli, Arnold Tokatyan to follow.

Best commercial on the show was a spot by a La Rosa exec, his speech introducing the program. Mail bid is a recipe book.

Harry Graham emceed, prefacing the musical numbers with short expositions. Ackerman.

"Quite by Accident"

Reviewed Tuesday, 7:30-8 p.m. Style—Dramatizations. Sponsor—Nestlé's Chocolate. Agency—Cecil, Warwick & Legler. Station—WEAF (NBC-Red network).

Program idea in this series is to present dramatizations of true events which had a fateful bearing upon the lives and careers of those involved. William Worthington digs up the people to whom these "accidents" happened, and they are presented before the mike in addition to the regular dramatization.

Program opened showing how Bob Okun, newspaper man, scored a beat on the Hindenburg disaster, and as a result got a job in New York. The Western Union telegraph operator who worked with Okun spoke briefly, lending authenticity to the dramatization which followed.

Program also had Nils T. Granlund, the occasion being the fact that he is now guiding the destinies of a girl whose mother he had helped to stardom years ago. Presented in a rather interesting way.

Program seems a good enough idea but will naturally depend upon production. Opener was fair but leaned toward the melodramatic side. Jack Menkin's Orchestra okeh.

Commercials good. Ackerman.

Guy Lombardo

Reviewed Monday, 10-10:30 p.m. Style—Musical. Sponsor—Lady Esther Co. Agency—Lord & Thomas. Station—WABC (CBS network).

After what seemed like ages but was actually only years, Wayne King has relinquished the Lady Esther Serenade podium to Guy Lombardo, which makes the program almost lively, comparatively speaking. The Royal Canadians took over Monday (10), and their efforts should do much to lessen the stigma of boredom which this show has engendered for so long.

The Lombardo format closely follows that employed on his previous commercials. Even the "Hit Tunes of Tomorrow" section was labeled on the opener as a regular feature with the air of excitement usually attending an innovation, it takes no odd-timers among dial twisters to recall that Guy has always used a similar stunt of introducing a new song each week with the prediction that it will be a future hit. Selection on the program heard was The Girl

Friend of the Whirling Dervish from Garden of the Moon. Choice was a bit surprising, inasmuch as this isn't strictly a brand-new number.

Also billed as a weekly feature is "Songs of Yesterday," with the boys going highbrow for the lead-off anyway, doing O Evening Star from Tennanauer. At least Carmen didn't sing it, which was something, altho he was right there with the old quaver on a pair of songs which deserve better, My Severie and You Go to My Head.

Program rounds out with the usual straight numbers and a medley of alleged requests. Admirable part of the show is a startling playdown of commercials, with the eulogies for Lady Esther's face powder pared to the bone. Otherwise it's typical Lombardo; either you like him, or you don't.

Opposite on NBC is the Carnation Milk show on the Red, and True or False on the Blue.

"Of Mutual Interest"

Reviewed Tuesday, 7:15-7:30 p.m. Style—Radio chatter and interviews. Station—WOR (Mutual network).

Program is nothing more than an etherized house organ for Mutual, aimed at a radio fan audience. C. J. Ingram is the speller, his purpose being to acquaint listeners with Mutual's radio personalities.

Ingram opened with gossip stuff, mentioning Jack Arthur, Albert Mitchell, Alan Kent, Gabe Heatter, etc., telling a bit about their programs, background, travels, etc. Last part given over to interview with Benay Venuta. This went over in interesting fashion, even tho Venuta did get in a couple of plugs for her Broadway legit show. Told of her ancestry and work in vaude, legit and radio. Ended with a tune, So Help Me, sung in dramatic, intense style. Ingram then wound up with a physical description.

Program presented in workmanlike way, with Ingram talking a bit too fast during the beginning of the show. Ingram, radio editor of The Jersey Journal, has had a show of this nature on WAAT, Jersey City, for years. He's both a veteran radio editor and broadcaster. Ackerman.

The Chevroliers

Reviewed Sunday, 5:30-6 p.m., CST. Style—Variety. Sponsor—Chevrolet Motor Corp. Station—WSMB (Dixie network).

Replacing the popular Pepper Uppers of four years' standing on this special Dixie network of about 28 stations, with WFAA, Dallas, as key, the Chevroliers are apt successors. With music still under direction of the swingy and versatile Karl Lambertz, program moves along smoothly as to entertainment, altho there are some draggy spots. Music for occasion was well selected, and the guest-starring of Lani McIntyre and his Hawaiian natives was not such a bad start for something that is piped outside of Chi or Gotham.

In addition to the special guests, Lambertz is aided by Ruth Salter, a soprano good enough for any net spot; Jimmie Jeffries, emceeding as the Chevrolier Chauffeur, and Ruth Bickford, regular soprano of the Lambertz crew. A jam session by hand-picked swing-croos from the ork with a Diga-Diga-Do and later the Lambeth Walk are good. There is also a singing ensemble. Miss Salter did two unusual numbers that clicked. Muth.

"Humbug Weed"

Reviewed Monday, 10:30-11 p.m. Style—Dramatic. Sustaining on WBEN (Buffalo).

This program, with a staff of about 15 to 20 players, produces a different play each week, varying from comedies, tragedies and modern skits to portrayals of the lives of the famous.

Humbug Weed was a homey, comical and well-executed story of true Vermont life, written by Merritt P. Allen. Play was done in a convincingly genuine dialect of the New England countryside and left plenty of room for the imagination to run wild, making one long for the peace and quiet of the country. Play embodied the age-worn theme of "good wins over bad"; however, parts were warm and human and gave the story life and spark.

Edward Cullen, studio drama director and announcer, directed the production and played the part of Amos Bartlett, aided by Charles Ford, Margaret Ryan and Edwin Reimers. Warner.

Radio Talent

By JERRY LESSER

DON BECKER and Carl Dixby are said to be the highest paid strip show writers in the business. Their Life Can Be Beautiful series is socko. Incidentally, it moves to Columbia November 7. . . . The following radio actors are now appearing or are in rehearsal in Broadway shows: Mark Smith, Richard Kollmar, Louis Hector, Ned Wever, Helen Claire, Albert Phillips, Winfred Honey, Richard Gordon, Peter Capell, Howard Smith and Bob Strauss. . . . Jay Hanna, formerly with N. W. Ayers, is now radio supervisor for Phillips Lord. Alonzo Deen Cole, author of Witch's Tale, is also with that office. . . . Rumor has it that the Helen Hayes radio show will originate from the New York studios this winter.

Most amazing radio show title is a Saturday NBC-er called "Saturday Getting Up and Singing Like Anything With Music Club," which features Peter Donald. . . . Chet Stratton has two shows for the same outfit on the air at the same time, so that when he appears on one script one day he is written out of the other and v. v. . . . Larry Holcombe is understood to be the first agency man to confer and agree with AFRA's price quote on recordings taken from live broadcasts. Took effect this week. . . . Jack McBrade, the Old Ranger on "Death Valley Days," started his sixth year with that show September 30. . . . Bennett Kilpeck, who portrays "Mr. Keen, Tracer of Lost Persons," starts his second year on that series this week. . . . Clarence Straight, known for his animal pieces, leaves for the road to play the role of young Whit in "Of Mice and Men." He will also do the off-stage animal sounds. . . . Charles Slattery will also leave to carry on in

the role he created on Broadway, that of Carlson. . . . Actors assuming new roles in shows include Charles Webster, who does the newspaper man on "Her Honor, Nancy James"; Jack Davis, who is the defense attorney on "Your Family and Mine," and Ken Daigance, who supports Carson Robison and his Buckaroos. Louis Van Nuyten assumed the leading role in "John's Other Wife," left recent when Dick Kollmar joined the cast of "Knickerbocker Holiday."

FORMER New York radio actors now doing well in Chicago include Percy Hemus, Leo Curley, Jonathan Hobe and Spencer Bentley. . . . Tom Terris, the Vagabond Traveler, is closing a contract for a series of syndicated articles to be based on his present Letters From Abroad series which has been on NBC for the past year. . . . Fred Weighe, whom we used to poster for tickets to broadcasts at NBC, has been promoted to the production department. . . . Fred Lewis, who plays Hutch in The Mighty Show, claims the part is the "loveliest" he has ever portrayed. . . . Helene Dumas and Amy Sedell limp thru the studios, both having sustained leg injuries, the former during the recent hurricane and the latter when thrown by a bucking street car. . . . Santos Ortega is back from a two-month vacation on the Coast. . . . Jay Joystyn did the narration for a commercial picture this week, plus his many radio shows. . . . Fred Bacon, actor, may soon prove successful as a writer, his new show having been auditioned commercially this week. . . . Candid camera sends of the airways include Ralph Locke, Jackson Beck, Milo Bolton, Eddie Dunham and Ben Grauer.

Advertisers and Agencies

By PAUL ACKERMAN

JIM DILLINGHAM, of Benton & Bowles research department, ambled into the Hickory House for lunch one day last week and was startled to have his image peer at him from a mural depicting a football game. Dillingham played at college, and the specific picture was caught by the daily newspapers. . . . Nag owned by Mary Eastman, soprano on the Saturday Night Serenade, won a blue ribbon at the Purchase County Horse Show. . . . Elaine Sterne Carrington, authoress, will go to Hollywood for a gander at production of her script, Dr. Christian.

Osborne B. Bond, who resigned from the Joseph Katz agency, Baltimore, to become business manager of the Elks Magazine in New York, has been succeeded by Roy Schultz, formerly of Compton Advertising Agency. . . . Ralph Wentworth, of Langlois & Wentworth, was an NBC announcer and in his very early days a vaude performer. . . . Feltz B. Dyck Hoff, who was business manager of Compton radio department and left about a year ago to be assistant to George Washington Hill Jr., is back with the agency. . . .

Tony Stanford and George Faulkner, producer and scripter on the Valley show, to the Coast for the November 19 broadcast.

WINS, recently sold to Milton Blow by Hearst, was dickering for two floors in the Capitol Hotel Building this week. Deal, it is reported, fell thru. . . . Tom Revere, head of Benton & Bowles radio department, left for the Coast Monday. . . . Pattie Morgan, brunet lovely at the Belmont Plaza's Glass Hat, vocals at WNEW starting Monday. . . . Lenox Lohr will be host at a series of interdepartmental pep luncheons of NBC employees. . . . Paul Douglas, CBS announcer, in Hollywood for the fall and winter. . . . WMCA publishing a book containing Johann Steel's talks for the past few months. . . . Lester Gottlieb, publicity co-ordinator, touring Mutual stations. . . . NBC has a board of brass hats to decide on issuance of tickets for the Toscanini broadcasts. . . . Helen Hayes to have two weeks on Silver Theater in November. . . . Arthur Vinton, villain on The Shadow, is president of the Humane Society of Orange County, New York.

Chicago Air Briefs

By HAROLD HUMPHREY

A LOT of red faces were seen in the city room of The Chicago Tribune this week when it was discovered that R. M. Lee, managing editor, was the author of The Tribune's new WGN Crimson Wizard show. Before this revelation none of the paper's scribes had anything good to say about the program. . . . Arch Oboler expected in town this week, but not to launch the new Lights Out series, 'cause NBC didn't figure the show was worth the \$500 per script price that Arch wanted. Chiller is now on the open market, with Leslie Edgely doing No. 1. . . . Judge J. M. Braude, who used to broadcast the local safety court proceedings, smacked into a safety isle with his car the other eve, sustaining minor injuries. . . . Ferris & Livingstone, Inc., expanding its office space on the strength of upped fall biz.

One of the local net outlets was seriously considering renting the new recent downtown Oriental Theater for a series of audience shows, but reconsidered and decided it did not

want to antagonize other Loop theater ops. . . . WMAQ started "Give Me a Job" Sunday to compete with WGN's "I Need a Job" which was originally scheduled for WLS. Both stints have the applicants spiel their own story. . . . Gene Krupa and ork will follow Krupa's former employer, Benny Goodman, into the Palace, Milwaukee, next week and compete with Phil Spitalny's femme outfit, which plays the Riverside that week. . . . NBC is rooting the press Tuesday with a special "newspaper edition" of its Jamboree show, at which will be some 250 members of the Inland Daily Press Association, gathered here for its annual convention. . . . Eddie Cavannah returns to the local air waves with a new show titled "Koffee Klatsch Time," to be aired from the Old Heidelberg Cafe over WGN.

IN THIS space last week it was recorded that the local AFRA was giving its first dance on October 11, but Phil Lord, (See CHICAGO AIR BRIEFS page 14)

Frederick Bros. Locate in N.Y. Bringing Midwest Names East

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

NEW YORK, Oct. 15.—Frederick Bros. Music Corp., prominent Midwest indie booking agency, plans to center its activities in New York City. Office space has been leased and operations are expected to get under way by mid-November. Present offices in Kansas City, Mo., and Cleveland will be continued. Carl Snyder remaining as head of the former branch and Roy Johnson continuing to direct activity in the Cleveland territory. B. W. Frederick, secretary and treasurer, will head the new offices here. His brother, L. A. Frederick, prez of the booking agency, will undoubtedly spend a great deal of time here at the start.

Entrance of FBMC into local hand-booked picture brings a wealth of Midwestern territorial names to these shores. Band roster at present includes among others Lawrence Welk, current at William Penn Hotel, and Ray Herbeck at The Willows, both in Pittsburgh; Herbie Holmes, opening Friday (21) at Chase Hotel, St. Louis; Henry Halstead, at Greyhound Club, Jeffersonville, Ind.; Cecil Golly, Rainbow Ballroom, Denver; Dick (Hotcha) Gardner, opening November 1 at Commodore Perry Hotel, Toledo; Larry Punk, opening next Monday (27) at Claridge Hotel, Memphis; Little Joe Hart, at Tantara Gardens, Richmond, Va.; Ralph Webster, opening October 27 at Music Box Ballroom, Omaha; Harry Green, at Broadmoor Country Club, Denver; Jimmy Barnett, at Pla-Mor Ballroom; Wally Stoefler, at Kansas City Club, and Johnny Burkhardt at Southern Mansions, all in Kansas City, Mo.; Southern Gentlemen, fronted by Grady (Moon) Mullins, one-nighting out of Cleveland, and Howard Becker, playing the solo stands out of Kaycee.

Deal is also in the wind for an indie New England booker to close shop and join FBMC, undoubtedly bringing in many of his bands in addition to his personal services.

Slow Start for Swing Set

HOLLYWOOD, Oct. 15.—Management of the new Swing Set ballroom, on the old Warner Bros. Sunset boulevard lot, expects dancers to catch on in spite of a poor start. Operating Fridays and Saturdays, opening found the spot taking in only \$200. Till was tilted to \$300 last week, and Ken Baker, starting attraction, will linger for four more weeks. Swing set has 10,000 square feet of dance space and has a top capacity of 2,500. Admission is 35 cents, with logs going for 55 cents.

Blue & Gray Set by Green

NEW YORK, Oct. 15.—Maria Kramer has signed Blue Barron and Gray Gordon to open February 1, 1939, at her Lincoln and Edison hotels here. Which hostelry each band will go into has not been set definitely as yet. Barron recently closed a nine-month engagement at the Edison's Green Room. Booking set by Charles E. Green, CRA prez.

Heidt Jams In Over 3,000

COLUMBUS, O., Oct. 15.—On his way back to New York, Horace Heidt stopped off here last Sunday to give Lou Peppe one of his best dance promotions at Valley Dale Ballroom. A capacity crowd of more than 3,000 persons overtaxed every inch of floor space and hoofing was impossible as well as hazardous. But none seemed to mind, the mob being treated to a look-see at Heidt's radio commercial airing from the band stand.

Expect a Meaty Decision

DETROIT, Oct. 15.—Robed jurists sitting in Circuit Court forgot their usual decorum when Joseph DeVilliers, local nitery op, came before the bar this week seeking an injunction over contract difficulties against a colored swing band he had hired. DeVilliers claimed the boys walked out on him after playing one week of a four-week contracted stand to go to a rival nitery.

Bill of complaint registered against the band listed the boys as Sausage and his Five Pork Chops.

Mills Sets New Deal With ARC for Master

NEW YORK, Oct. 15.—Irving Mills negotiated a new deal with American Record Corp. which gives him greater scope in the production of his Master discs. New set-up has Mills producing a minimum of 12 sides out of Brunswick's 32 sides issued a month, and a minimum of 12 out of Vocalion's 48. In addition, Mills will have complete charge of the recording, choice of artists and material, etc., whereas formerly he submitted his selections to approval by the wax company. There will be no resumption of the Master and Variety labels used by Mills at one time.

Mills also has an offer from the British Broadcasting Co. for the use of his platters, which means additional profits, since England differs from this country in that performance fees are paid by broadcasters for the use of recordings. It also gives Mills a chance to crack the Decca-Parlophone and His Master's Voice (Victor) set-up in England. D-P distributes Brunswick and Vocalion discs but not those made by Mills' Master Record Corp. Mills controls the foreign rights, and has been holding out for a better distribution deal. Now, with recording artists like Duke Ellington plus an air outlet on BBC, he is in a position to effect such a deal.

Goodman Gives Theater A Grand 4-G on Single

MADISON, Wis., Oct. 15.—About 10,000 payees packed the Orpheum Theater last Monday for Benny Goodman's one-day appearance. Biggest headache, compensated by the box-office take, belonged to Hugh Finnelly, manager of the Ashley Theater Co. house, who had a time of it trying to get audience turnover, what with some staying for all five shows.

Local jitterbugs and swing fanatics eyed the flicker so many times they were able to repeat the actors' lines by the time the night shows rolled around. Admission was scaled at 35 cents to 8 p.m. and 50 cents thereafter, making a take better than \$4,000.

Kenney Kicks In Oke \$900

REGINA, Sask., Oct. 15.—Mart Kenney and his Western Gentlemen made money for the local Kinmen Club, which sponsored a dance last Thursday at Regina Armory. Turnstiles clicked for 1,400, and the registers rang in \$900. Ducats peddled at \$1.50 per couple, with no stags.

Dorsey's \$915 Only Even

LINCOLN, Neb., Oct. 15.—Jimmy Dorsey, playing at King's Ballroom last Saturday, got \$915 in the door, a little better than an even break for the spot. It's the first name band booked by King's in several weeks and was done on a hook-up with Tom Archer, who had bought the band for several dates.

Berigan a Beaut at \$765

NORTH ADAMS, Mass., Oct. 15.—Joseph Sosnini, Pittsfield, Mass., booker promoting the dances at State Armory here, picked a prize package last Friday with Bunny Berigan. Nipe hundred dancers at 85 cents per made a \$765 gate and gravy for all concerned.

Mutiny

KANSAS CITY, Mo., Oct. 15.—There was a nigger in the waxpile during the engagement of Glen Gray at the Fox Tower Theater. Casa Loma records were played continuously from the lobby, with speakers allowing the music to blare forth in front as a sample of what was going on inside—on the stage—in the flesh. But Eddie MacLurg, the band's manager, was none too pleased after five days of appearances when he happened to walk by the theater's entrance to hear a torrid version of *Sugle Call Rag* come out of the speakers—as played by Benny Goodman.

Omaha Union Drops Local Income Tax

OMAHA, Oct. 15.—Members of Local No. 70, American Federation of Musicians, voted to cancel a 2 per cent income tax on members' earnings, levied for several years. Ruling will save each man about one week's salary per year. Traveling orks, however, will continue to pay a 4 per cent tax to the local's strong box, with 6 per cent going to the national as usual. Assessments of traveling bands playing in Omaha will provide enough revenue, officials said, without taxing the local lads.

More than 300 local musicians will profit by the ruling, adopted at this week's meeting. Several previous attempts had been made to push a resolution canceling the tax, said Pete Christman, local's secretary, but failed to pass.

Trombar's \$505 a Weakie

KANSAS CITY, Mo., Oct. 15.—Frankie Trombar wasn't strong enough to match the local competition, and his stand at Pla-Mor Ballroom last Saturday is chalked up on the losing side of the ledger for operator Will H. Wittig. While the hot weather hasn't hindered other bands much, Trombar had to contend with night football games on near-by campuses, the final baseball game in "Little World Series" and the appearance of Glen Gray at the Fox Tower Theater. About 800 dancers paid 60 and 75 cents a head to make the box-office take plenty weak at \$505.

*Ray Clicks With \$700

SAN CLEMENTE, Calif., Oct. 15.—Last Sunday found Floyd Ray, colored combo, giving Casino Ballroom its biggest biz since the closing of the regular summer season. Top gross is held by Glen Gray, who pulled in a grand. Ray tucked \$700 into the till.

BVC's Shuffle Series

NEW YORK, Oct. 15.—For the swingeroo stuff Bregman, Vococo & Conn are spotlighting the original shuffle syncos of ork leader Jan Savitt, Philly maestro and exponent of the shuffle rhythm in dancipation. Music pub. plans a "Shuffle Series" comprising a half dozen orchestrations of Savitt's original tomes. Three of the set are already at the printers, *Futuristic Shuffle*, *Top Hat Shuffle* and *Big Ben Shuffle*.

MPPA-Local 802 Pact

NEW YORK, Oct. 15.—Music Publishers' Protective Association is negotiating a new wage scale with Local 802, AFM, for pianists, arrangers and copyists. Present agreement ran from June 1, 1936, to December 31 of this year.

Y-O-U Week in Atlanta

ATLANTA, Oct. 15.—Local radio stations have declared the next seven days "Y-O-U Week" in honor of two local tune titlers, Remus Harris and Irving Melcher, whose latest compo is Y-O-U. Twosome first hit the local limelight when Shapiro-Bernstein plugged their *Roses in the Rain* into hit proportions. S-B has been publishing their songs, but the boys have also cracked *When Moonlight Falls on Dixie* with Berlin for early release.

EVERETT HOAGLAND is again fronting his band in Hollywood. He stepped aside last summer when movieland's Tony Martin took the boys over for touring.

Jit'bugs Give Union Jitters

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

LOS ANGELES, Oct. 15.—Local musicians' union officials are frowning on jitterbug contests being staged by local theater ops in an effort to boost attendance. With jitterbug jamborees currently going over at the Legion Stadium and local ballrooms, theater managers decided to cash in on the craze.

Union may plan action if practice is not stopped of allowing swing fans to pay regular admission to theaters, bringing their own music along in return for a place to strut.

Fox Alexander in Glendale reported a sellout at a midnight Saturday show, with 2,100 paid admissions. Only cost to theater was hiring of emcee, music being furnished by the fans themselves, who brought their own favorite discs to play on the theater's turntable.

Idea was originated by Warner's Forum here, which put on a jitterbug contest last Thursday with recordings furnishing the music. So great has been the success of the idea that many theaters are now planning weekly sessions.

Only house to stage jitterbug shows with union sanction is the Fox Mesa, which will have 14-piece band to dish out the tunes, coupled with an emcee. Shows here are planned for Friday nights. It was learned that a special scale was oked by union for these one-night stands.

Local 47 officials claim they have agreement with Fox houses not to stage vaude shows without a minimum of a four-piece band. Whether point will be raised that jitterbug contests do not come under classification of vaude remains to be seen.

Artie Shaw, Inc.

ALBANY, N. Y., Oct. 15.—Artie Shaw and his Orchestra, Inc., was granted a charter of incorporation this week authorizing the band to conduct an artists' management business. Company has a capital stock of 100 shares of no stated par value. Three shares have been subscribed for. Shareholders and incorporators are Benton Cole, William D. Collier and Andrew D. Weinberger, all of New York.

AFM Returns Grier to MCA

NEW YORK, Oct. 15.—Jimmy Grier is back under the wing of MCA after a Rockwell-O'Keefe tie-up that lasted only a few months. A ruling by American Federation of Musicians that the MCA contract was unbreakable was the reason for the return. Decree, handed down by prexy Joe Weber and the executive board, voided Grier's R-O'K pact.

Nelson Leaves R-O'K

HOLLYWOOD, Oct. 15.—Harmon Nelson, of the Bette Davis Nelsons, has severed his association with the local Rockwell-O'Keefe branch. Had been handling picture contacts for the agency for the past two years and managed the office before Ralph Wonders took over as general manager. Nelson said that the agency's lack of prospective picture talent was his reason for bowing out.

Coast Musicians' Union Tests Anti-Picket Law

LOS ANGELES, Oct. 15.—First test for the new local anti-picketing ordinance will be tried in court next week upon the arrest of four Local 47 musicians for violations. Union was picketing the Palomine, nabe nitery, for alleged failure to live up to union contract and insisted the cops make the pinch in order to test the law.

Pickets were doing everything contrary to ordinance, which outlaws banners, selling papers or walking closer together than 25 feet. Pending outcome of court decision, union has pulled picket lines from Olympic Auditorium and Million-Dollar Theater. Cooks' and waiters' unions are co-operating with the musicians in pushing the test case.

SONG SCREENINGS NIXED

Music Items

Boogie Woogies Two at a Time

ASCAP checkers will have to watch their credit-giving more carefully than usual when chalking up the plugs for *The Boogie Woogie*, J. Fred Coots-Benny Davis tune from the new Cotton Club score. Pinetop Smith had an old-time classic of the same name, and recording companies are reviving the original.

As if the bumper crop of New York band openings weren't enough, song pluggers will have to take in out-of-town debuts. Pubs are already assigning the boys to make the Jan Savitt opening November 9 at Arcadia-International, Philadelphia. Excursion will be strictly his; lads will have to be back in New York the following night to fete Guy Lombardo when he starts at Roosevelt Hotel.

Bernice Petkere, noted for *Lullaby of the Leaves* and *Close Your Eyes*, has knocked out a score of eight songs for the new Casa Manana night club in Hollywood. Nitery is the former Sebastian's Cotton Club.

Mose Gumble, erstwhile professional manager of Witmark, goes to the Coast this week to supervise contacting of commercial broadcasts for the Warner combine, Witmark, Remick and Harms. Post was created for him, his present job going to Norman Foley. Harold Lee, brought in to New York from Chicago as Gumble's assistant, returns to the Windy City as branch manager.

ASCAP Wins License Suit

COLUMBUS, O., Oct. 15.—When Nick Kenny says *There's a Gold Mine in the Sky* there really is a gold mine in the sky. But it's publisher Irving Berlin's gold mine, and all souvenir hunters will be charged high rates. U. S. Judge Mell G. Underwood so decreed in the case of Irving Berlin vs. John Cifani and Eugene Di Carlo, operators of Roma Cafe, Steubenville, O., who refused to pay ASCAP for a performance license. Music pub charged that on February 28 of this year the defendants "gave a public performance of said composition for profit" and Berlin wanted his cut, which he claimed was \$250. Case was filed March 28, and the nitery ops ignored it. So hizzoner ordered that the pub "shall recover \$250."

Sheet-Music Leaders

(For Week Ending October 15)

Sales of music by the Maurice Richmond Music Corp., Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corp., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Title
1	1. I've Got a Pocketful of Dreams
4	2. Change Partners
2	3. Alexander's Ragtime Band
3	4. So Help Me
8	5. Lambeth Walk
5	6. I've Got a Date With a Dream
6	7. A-Tisket A-Tasket
9	8. Small Fry
13	9. Garden of the Moon
11	10. What Goes On Here?
7	11. When Mother Nature Sings Her Lullaby
10	12. There's a Faraway Look in Your Eyes
12	13. Now It Can Be Told
—	14. Heart and Soul
15	15. Stop Beatin' 'Round the Mulberry Bush

Just Plugging Along, Hoy!

NEW YORK, Oct. 15.—Jack Mills is basking in the sun of growing sheet music sales and performance credits for *Lambeth Walk*, published by Mills Music, but he's pretty much in the shade when it comes to doing the dance. Having taken quite a ribbing from his Tin Pan Alley friends and associates because he couldn't strut to the tune he's plugging, he took some 10 lessons from Arthur Murray in an effort to master the intricacies of the number.

He was all set to try out the results of the instruction at a recent opening, and got on the floor with Mrs. Ray Noble, wife of the English maestro. He was doing all right—he thought—when his partner stopped him and told him that his *Lambeth Walk* was all wrong and most certainly not the way it was done in London. So now Mills is in the dog-house again.

Crawford's Class Score

NEW YORK, Oct. 15.—Crawford Music Co. gets a bit more longhair than usual publishing the songs from the Maxwell Anderson-Kurt Weill musical show, *Kickerbocker Holiday*, soon to open on Broadway under the aegis of the Playwrights' Producing Co. Numbers, three already printed and issued in sheet-music form, with five more to follow next week, have little commercial value, and Crawford is not even bothering with releasing professional copies. Songs will also probably be air-restricted.

SESAC Gets Kelman Music

NEW YORK, Oct. 15.—Society of European Stage Authors and Composers, performing rights society for classical and semi-classical music, has acquired the catalog of the local Kelman Music Corp. Kelman specializes in modern orchestral arrangements.

Songs With Most Radio Plugs

Cigarettes Burn the Airlines To Lead From Out Nowhere

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, October 13. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs	Ind.
1	1. While a Cigarette Was Burning	Berlin	33	15
5	2. I've Got a Pocketful of Dreams (F)	Santly-Joy	30	21
3	3. At Long Last Love (M)	Chappell	26	26
3	4. Stop Beatin' 'Round the Mulberry Bush	Bregman	25	15
12	4. Small Fry (F)	Paramount	25	11
2	5. So Help Me	Remick	24	25
7	5. What Goes On Here? (F)	Paramount	24	15
1	6. Change Partners (F)	Berlin	22	22
9	6. Summer Souvenirs	Bregman	22	13
6	7. I've Got a Date With a Dream (F)	Felst	21	14
8	8. Lambeth Walk	Mills	20	16
10	8. Heart and Soul (F)	Famous	20	15
14	8. Who Blew Out the Flame?	Felst	20	14
11	8. Alexander's Ragtime Band (F)	ABC	20	11
—	9. I Won't Tell a Soul	Crawford	19	12
7	9. All Ashore	Shapiro, Bernstein	19	9
12	10. If I Loved You More	Words and Music	16	16
4	10. My Own (F)	Robbins	16	13
—	11. Don't Let That Moon Get Away (F)	Santly-Joy	14	13
14	11. Don't Cross Your Fingers	Ager, Yellen	14	10
17	15. There a Faraway Look in Your Eye	Tenny	13	7
11	16. You Go to My Head	Remick	12	22
—	16. I Haven't Changed a Thing	Mills	12	14
—	16. Now It Can Be Told (F)	Berlin	12	13
11	16. A-Tisket A-Tasket	Robbins	12	12
14	17. Why Doesn't Someone Tell Me?	Shapiro, Bernstein	11	14
18	17. Sixty Seconds Got Together	Santly-Joy	11	9
—	17. When I Go a-Dreamin'	Lincoln	11	9
10	17. Garden of the Moon (F)	Harms	11	8
—	17. Simple and Sweet	Miller	11	8
—	17. Could You Pass in Love? (F)	Felst	11	8
—	17. Is That the Way To Treat a Sweetheart? Olman	—	11	13
—	18. Put Your Heart in a Song (F)	Miller	10	10
15	18. Girl Friend of the Whirling Dervish (F)	Harms	10	9

Film Musicals Out for the Second Time Since Talkies

All major lots buying up songwriters' contracts—music in new season's product down to a minimum—general exodus of tunesmiths from the Coast

HOLLYWOOD, Oct. 15.—Handwriting is on the wall for tunesmiths and lyricists working for picture studios, and after the moving finger writes and moves on, this town will find its population materially depleted by a general exodus of its song-writing fraternity. Producer meetings on various lots have resulted, among other things, in the decision to play down musical films, and the studios are now busily engaged in buying up as many song-writing contracts as possible. Companies will retain one and possibly two good writing teams, but the majority of Hollywood's Tin Pan Alley denizens, those who contribute interpolated numbers to a pic score as well as those who have been drawing down sizable pay checks without writing a note, are out, and New York can expect an influx of the composing gentry such as it hasn't seen since talkies were born.

Pic Songs for Air Show

NEW YORK, Oct. 15.—Don Albert, of WHN, is the first radio musical director to draw up a program of picture theme songs for "Music Week" in the "Motion Pictures Are Your Greatest Entertainment" drive. Half-hour program October 31 features musical hits from past and present films. Show will have tenor angle, listeners asked to guess identifying pictures. Sam Taylor, station's movie commentator, intends a series of three broadcasts soon along similar lines.

Gilbert's 25th Anniversary

NEW YORK, Oct. 15.—L. Wolfe Gilbert Music Publishing Co. is promoting October 17 week as L. Wolfe Gilbert Week, and is asking radio artists to do Gilbert's past and present songs as a salute and celebration on the writer's 25 years of contributing to the country's pop hits. Trade was circularized with a long letter eulogizing Gilbert's tunes, listing his outstanding numbers.

First known casualty is Hoagy Carmichael, who is headed back east. Many others will be following, with the studios paring down to the bone. Industry believes musicals are de trop with the public again—the second time since 1927 and the advent of sound—and points to the success of *I! I Were King*, originally an operetta but now a straight drama in the Frank Lloyd-Ronald Colman version, as proof. Companies feel that only an *Alexander's Ragtime Band* has a chance for public popularity, and that formula can't be repeated now. The extent to which music is out is revealed by Paramount's announcement that Gladys Swarthout's last film on her current contract, originally planned, as all of the Metop star's pictures, as a musical, will be melodysless drama. Studios intend to continue the use of incidental music but only where absolutely necessary.

With the finger on music, songwriters aren't the only ones who will be hit. There are about 300 musicians employed in the studios for recording purposes, but with so much music being put on film the past few years these were constantly augmented by outside men called in to score pictures. All this extra work, of which there was plenty, will now go by the board, altho the 300 men on studio pay rolls will remain. Their continued employment was set some months ago in negotiations between the pic companies and American Federation of Musicians.

Music ban may have a good effect, however, on the current attempt of the AFM to bring pit men back into movie-controlled theaters, with the argument that live music can now replace canned to be offered probably when Joe Weber and union officials get together with picture moguls in New York on Thursday (20).

Repercussions will certainly be felt in (See SONG SCREENINGS on page 13)

Was Exclusive's Face Red, White and Blue!

NEW YORK, Oct. 15.—A standard warning which appears on practically every piece of published sheet music in this country reads, "The copying of the words or music of this song, or any portion thereof, makes the infringer liable to criminal prosecution under the U. S. copyright law." The embarrassment of Exclusive Music, therefore, was little short of colossal when printed copies of their revised version of the *Star-Spangled Banner* were delivered bearing the stock warning. Vincent Lopez's tinkering with the melody to make it more singable could be classed as such an infringement, except that he had the sponsorship in Congress of Representative Emanuel Celler, of New York, so that the inclusion of the phrase on the new copies was a bit inadvertent.

Copies were held up while the printer corrected his tactical error by inking out the lines.

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Theater Bookings Tax Dance Bands

NEW YORK, Oct. 15.—Charley Yates, head of CRA's theater booking department, has flooded the books with a bumper crop of placements. Princess Theater, Nashville, Tenn., gets Johnny Hamp, October 24 to 26, and Barney Rapp, October 31 to November 2. Rapp jumps to Ann Arbor, Mich., for November 4-5 at Michigan Theater and on the 9th and 10th engages in a staged battle of music with Fletcher Henderson at the Orpheum Theater, Madison, Wis. Charlie Barnett battles it out with Lucky Millinder for the October 28 week at the Howard Theater, Washington.

Rita Rio plays the Ohio Warner houses thru November, taking in 15 to 17 at Lima, Mansfield 18 and 19, Lorain 20 and 21, Coshocton 22, Sidney 23, Chillicothe 24 and Portsmouth 25 and 26. Chick Webb plays Shea's Buffalo Theater, Buffalo, the November 11 week and the following seven days the Regal, Chicago. Henry Busse is set for the December 9 week at the Fox Tower, Kansas City, Mo.

Horace Heidt set for the November 4 week at the Earle, Philadelphia, and the following week at Baltimore's Hippodrome. Jimmy Dorsey has the November 11 week at Philly's Earle.

Salvos to Steppe as Sub

NEW ORLEANS, Oct. 15.—Mr. Fixit's bow this week goes to Norman Steppe, of the MCA Dallas office. Steppe came here for the debut of Joe Reichman at the Jung Hotel. Piano-playing Reichman was too badly bungled up from an auto accident suffered on his way to the Crescent City from Dallas, and Norman carried on as oak leader with nary a flaw. Steppe was an oak leader before he joined MCA, and seven years shelving failed to hamper his style. He tickled the ivories very well, too. Reichman appears to be out for his entire booking here and has left for his home in Dallas to recuperate. Red Nichols may replace him this week-end to cut short the original contract time.

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Orchestra Notes

By M. H. ORODENKER

Broadway Beschomber

THE ultra St. Regis Hotel broke racial barriers by bringing in a septet, Billy Hicks, and is now doing all they can to live down their presence, a near-by hostelry is wooing a colored combo . . . but strictly because of the box-office value . . . closer to the Broadway belt, Park Central Hotel is at the signing stage to bring in CHICK WEBB . . . opening date will be in January, depending on COUNT BASIE'S closing at the near-by Famous Door . . . the Count, incidentally, has been set for a fortnight before the year runs out at Paramount Theater, which means as much to a band as the Palace Theater in vaude's heyday . . . openings on the 52d street lane continue to crowd the calendar . . . newest of the dens preparing for a barrelhouse baptism is the Little Club, at the site of the original Onyx . . . PEE WEE RUSSELL, clarinet swing ace, brings in the band which will number such aces as trumpeter MAX KAMINSKY and pianist JOE BUSHKIN, who is leaving Bunny Berigan for this calling.

Chi Chatter

Talk of a competitive booking office grabbing off the Palmer House plum ended when MCA set ORRIN TUCKER for an indef engagement to follow GUY LOMBARDO November 10 . . . plan is build Tucker for a season's stay since his summer stay here at Edgewater Beach Hotel was a money maker . . . at Drake Hotel HAL KEMP this week celebrates the band's 18th anni . . . Kemp bows out November 3 for a theater tour, when OZZIE NELSON follows for a four-weeker . . . there is a strong possibility that Kemp will return to New York in January to follow BENNY GOODMAN at the Waldorf-Astoria . . . XAVIER CUGAT is also set to return to that hostelry at the same time . . . FRANKIE QUARTELL, local maestro, has set aside his baton for the nonce to operate The Trumpet, local cocktail lounge . . . OLIVER HARRIS finishes out the month at Club Al and then jumps to Iron Mountain, Mich., to open the season at Mancini's Riverside Club . . . JAN GARBNER takes in the November 11 week at Shubert Theater, Cincinnati, as warmer-upper for his debut at Blackhawk Cafe . . . BILTMORE BOYS renew for a fifth time at Hotel La Salle, ticket good till November 15 . . . FLETCHER HENDERSON plays Chateau Ballroom November 26 and the following night at Park Casino terp tavern.

Cocktail Combos

FOR the first time MILLS' ARTISTS adds a cocktail combo to the talent roster in taking over the TAY BOYE QUARTET (vibes, bass, guitar, clarinet) and the first assignment calls for a recording session at the Brunswick-Vocalion studios . . . in view of the increased union scale for recordings the waxworks are beginning to pay attention to the big-little bands . . . ELI OBERSTEIN, Victor-Bluebird talent and production chief, has indicated that he will hereafter lend an attentive ear to the efforts of the strolling societies with an eye on their recording possibilities . . . The Midnight Sun, New York nitery, adds a cocktail combo, call going to LOLA KING and her Ladies of Swing . . . gals are also getting in a movie short date at the Vitaphone studios for the Sarsde Sarsade two-reeler . . . EDDY MAYHOFF and his Music in a Million Moods will be featured in the new Cocktail Room of Hotel Governor Clinton, New York, which opens the 28th . . . down in Baltimore sippers of the spirits at Lord Baltimore Hotel get the strolling synops of the RUSS PERRY TRIO, and at Doc's, one of the tonier uptown tipping stalls, RULEY'S STRING ENSEMBLE hold forth . . . THE COMMANDERS linger till mid-November at Oak Grove Tavern, Lafayette, La. . . EMBASSY FOUR open this week for a fortnight at Nelson Hotel, Rockford, Ill. . . ARISTOCRATS OF RHYTHM take in four weeks at St. Nicholas Hotel, Decatur, Ill., starting the 31st . . . THE BATCHELORS locate at Community Lounge, Binghamton, N. Y.; CARL PHILLIPS at Penn Allen Hotel, Greensburg, Pa.; KARSON'S MUSICALES at The Tavern, Steubenville, O., and VALLI and REED at Vendome Hotel, Evansville, Ind.

Coast to Coast

AL KAVELIN returns to orkdom the 28th, debuting in Pittsburgh at the New Penn Club . . . VERN WALTON takes in four weeks at The Tavern, Reno . . . 27th brings BUDDY FISHER to Crystal Terrace, Louisville . . . CARL RAVAZZA goes into Blackstone Hotel, Ft. Worth, Tex., the 21st . . . CHARLIE STRONG bows out of Queen's Terrace, Long Island, N. Y., for a Southern tour, with TOMMY WHALEN making the replacement . . . both bands handled by GENE GAUDETTE, and it marks the metropolitan debut as a maestro for Whalen, who formerly dished it out at the drums for Don Bestor . . . JERRY McRAE and her Rangerettes locate at The Gleam, San Antonio nitery . . . RIMAC'S rumba band goes into New York's Hollywood Cafe the 28th . . . MITCHELL AYRES locates the 25th for an indef stay at Murray's, Tuckahoe, N. Y. . . RAMONA prems the new salon at Van Cleave Hotel, Dayton, O. . . Plaza Hotel Roof, San Francisco, lights up this week, with JOHNNY FIELDER taking command of the band stand . . . in Pittsburgh Webster Hall Hotel gets the week-end dancing season in swing with MAJOR HOLMES . . . STUFF SMITH extended to January 22 of the new year at Merry-Go-Round, Newark, N. J. . . with FREDDY FISHER taking over the stand at St. Paul (Minn.) Hotel November 4, MARVIN FREDERIC moves to Park Plaza Hotel, St. Louis, following TOM GENTRY . . . EDDIE VARZOS holds over till the first of the month at Schroeder Hotel, Milwaukee, and CHAUNCEY CROMWELL and his Commodores linger till the 15th at Commodore Club, Detroit.

Notes Off the Cuff

WALT SEARS and his Strings in Rhythm, featuring a choir of seven fiddlers, are back in Midwest territory, playing this week at Club Hollywood, Kalamazoo, Mich.; finish out the month at Riviera Ballroom, Sidney, O.; first November week at East Market Gardens, Akron, O.; November 7-13 at Richmond Leland Hotel, Richmond, Ind., and 13-19 at Senators Country Club, Charleston, W. Va. . . FRANK POSTER is enlarging the scope of his booking activities in Dallas, opening larger offices in new quarters . . . JIMMY LOSS, closing at Hotel Nelson, Rockford, Ill., jumps to Augusta, Ga., to light up Club Oakdale, set for the season's stay . . . another ISHAM JONES alumnus is breaking out with his own band . . . this time EDDIE STONE under the watchful eye of BILLY (CRA) SHAW . . . and so we send our cuffs to the cleaners.

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The Reviewing Stand

Benny Goodman

(Reviewed at Trianon Ballroom, Chicago)

SWING, as it is technically understood by the musician, is what you hear when the Goodman Ork takes the stand. It may or may not be of the commercial variety, but a leader can't be condemned for that when he is appealing to a mob that wants to be moved hard and doesn't understand all the really subtle passages of hot jazz anyway. Since 1934 Benny Goodman and crew (five brass, four reed and four rhythm) have been giving out with a brand of stuff which has set the pace for a distinct type of music that will in all probability carry a niche all its own in American music history.

As for versatility, that is not one of the long suits of this aggregation. They're specialists in their own field and rightly enough stick to that. Boys work with an energetic and rhythmic precision which is good to watch as well as to listen to. It is this intensity of each member's efforts which constitutes the larger part of the ork's showmanship. Seeing Benny Heller whack away at that guitar gives those present a lift comparable to the claims of that eggie which the boys plug over the air. Goodman also carries Lionel Hampton and Teddy Wilson on the dance dates, making up the quartet with drummer Dave Tough and Goodman on his hot-pipe. A hot and short session by this foursome drove the roof off the place when caught and had the hoofers whistling and screaming for more.

Danceability is above par. Benny gives every one of his musickers an even break so no one member is outstanding, and the solo work, of which there is plenty, is woven into the arrangements so smoothly that the dancers are not even conscious of the individual's work, including Goodman's clarinet. Yet it all goes to make up some of the most danceable music ever pounded out by any outfit. Library is filled with pop hits, strict swing arrangements and also several oldies built into the swing groove. Martha Tilton's vocal work on the hits of the day fits hand-in-glove with the band. She gets right in there, puts her song across with just the right amount of restraint and a good pair of pipes.

If you compare this ork with a well-oiled machine which is set to turn out a certain kind of a job you have come pretty close to an appraisal of the Goodman Band. Humphrey.

Dean Hudson

(Reviewed at Beverly Hills Country Club, Newport, Ky.)

FROM a humble start at the University of Florida two years ago, Dean Hudson has welded this youthful crew into a neat-appearing capable combo that seems destined for orkdom's upper strata. Co-operative spirit of the Hudson lads plus the dogmatic initiative of their leader will accomplish much towards keeping them pointed in the right direction.

Band (five brass, four sax, four rhythm) takes the middle of the road on style, leaning neither to the sugary side nor extreme swing, but capable of handling either when the occasion demands. The Hudson toolsters, with their keen dance rhythm, excellent change of pace, sharp arrangements and campus background, should prove meat for the college trade. That Hudson has a knack for judging his crowds was proved here. He tossed lots of waltzes at 'em thruout the evening, reserving the rumbas for the late-night periods and tying it all up with the proper dosages of swing of the type to make even this class trade jitterbug-conscious.

A feature that clicked with the Beverly clientele was the combo's outstanding glee club work, done from the middle of the floor. Boys lay stress on A Cappella harmonizing and it brings the desired results. Voices are above the average for a group of bandmen and

good coaching is apparent, but the lads could inject some more sprightly ditties. Another valuable asset to the band is Frances Colwell, a lovely with dignity, class and a voice.

Other warble assignments are handled by the Miami Trio (Miss Colwell, Howard Able and Dick Bryan), a sweet-voiced threesome; Sam Lalimer, baritone; Harold Willis, who succeeds in putting over a number with his personality rather than his voice, and Dean Hudson, who lays aside the baton to fill several spots with agreeable vocalizing. While the outfit is strong on vocal specialists and succeeds in drawing the terpers close to the stand during the song sessions, the aggregation could add much to the entertainment angle by sprinkling a dash of comedy hither and yon at intervals to break the monotony of too much straight warbling.

Band's tasty line of arrangements is furnished by George Barden, carried expressly for that purpose. He is assisted by Lowell Martin and Dick Bryan.

Sachs.

Frank Novak

(Reviewed at Bowman Room of Hotel Biltmore, New York)

A STAR instrumentalist and sometimes the leader man for radio and electrical transcription propositions, Frank Novak makes his public debut here as a full-fledged maestro in his own right, fronting a 16-piece combo, most of whom double in brass for special numbers and arrangements. While he is destined for a long stay at this hotel, seven months a year for the next five years, he is working on arrangements and specialties designed for "road" work.

Accent of music is on the sweet side, and the style is of the better-than-average variety. As this is a staid, conservative salon, the swing-nutty fans find no haven. There is a woodwind ensemble adding melophone effects, a Neapolitan group and string ensemble that engage in melodic variations. Thruout, the rhythm is well appointed and extremely danceable.

Chief among Novak's specialty arrangements is a modern version of *New World Symphony*. They take it apart and put it together again, first in the stringy classical mood and then swing it heavily with the brass. Band also assembles voices for glee-club arrangements of *Juonita* and *Sweet Mystery of Life*, good in substance but lacking the finesse of organized group singing.

Included in the line-up are a trio of fem songsters who are, for the most part, pleasing on the eye and easy on the ears. Orlo Thomas, violinist, also appears in front with a tuneful gypsy ensemble.

As for Novak himself, he is a quick-change artist, the master of some 30-odd instruments. It's hard to think of one instrument he doesn't play, all of which adds up his showmanly attributes. He definitely has something on the ball, and his ascension to the top is a matter of natural development and build-up. Zett.

Jack Kurtze's Three Rollickers

(Reviewed at Hotel Bennett, Binghamton, N. Y.)

ONE of the smartest of the stroller combinations heard at this hospice, where the calling goes to the cocktail crews. Threesome includes Jack Kurtze, guitar and some vocals; Slat Houseman, expert at both string bass and guitar, and Bob Hoffard, at the electric organ and accordion.

For the dinner sessions, playing in the hotel's Crimson Dining Room, trio limit their music to light classics and pop stuff. For the Sans Souci Grill they remove their musical wraps, running the gamut from gay gypsy music to swing genre. And for a welcome change of pace, indulge in comedy and novelty sketches. Sarlow.

Henry (Hank) Halstead

(Reviewed at Turnpike Casino, Lincoln, Neb.)

HALSTEAD has found his principal traffic in hotels and niteries, this being his first fling in ballrooms. As a result, his music is fashioned more for the salons than the barns. Further, his name means little or nothing in these

Babies Cry for It

NEW YORK, Oct. 15. — Benny Goodman, now touring the hinterlands, sends in a report that the further west he goes the younger he finds the jitterbugs. In Minneapolis EG writes that the shaggers and hoppers were about 14 years old. He adds that by the time he reaches California he expects to hear the kids crying for their bottle and a sock chorus of *Tiger Rag*.

parts, better known east of the Mississippi. In fact, this is only his second trip here in many a moon.

Musie leans to the soft side and if the occasion demands can take the swing tunes in stride. Playing is entirely legit; there are no nut or clown numbers to change the pace. His bandmen are capably voiced, working in everything from trios to glee-club formation. Band's instrumental balance is three fours—four rhythm, four brass and four sax. Margaret Reed, chirper, gives evidence of good voice. Halstead slides away from the mike, limiting his appearances to number announcements, altho patter and vocal stuff would enhance his frontal presence.

Their syncos are swell for dancing with dining but only fair to middling for ballrooms. Oldfield.

Vincent Lopez

(Reviewed at Casa Menans, New York)

IT'S been some 17 years since Lopez first forged ahead to the top of the ork heap. And now, with girl friend Nola behind, still stacks up against the current crop of crack dance dispensers. Tho he hasn't achieved any distinction of style, his music has kept abreast of new likings in public tastes and goes a long way toward satisfying the steppers. Has even added a "Buave Swing" by-line to his musie-making which means little and far less commercially. There's still magnetism in the Lopez moniker, and as long as he continues to keep dancing feet happy, his name will still spell shekels for the box office.

Lopez makes for an impressive and showmanly front man, going in for relaxation and little fireworks except when sitting down at the Steinway occasionally for his familiar ivory-stroking flashes. Instrumentation is orthodox (three rhythm, four sax, three trumpets, trombone and violin) and the sections blend adroitly for the ensemble-scored arrangements. Band sounds plenty alik on the straight stuff and can beat it out to conform to the jitterbug yearning with original stomperos. However, it's not styled to make the slap-happy swingers heave and howl. In addition, there's a generous sprinkling of novelty lyrics, expertly handled by drummerman Johnny Morris, that's sure-fire to make 'em stop stepping for a listen. Only Morris, fiddler Nick Pisani and whistler Fred Lowry remain from the old Lopez unit.

For the conventional song selling Johnny Russell is quite capable. But the big vocal kick comes from the blond bombshell, Betty Hutton, who is show-stopping the Casa shows on her own account. Gal is quite a looker, lets out with fair pipes that are covered by an abundance of swingy motion and has plenty of what it takes in making the rhythmic ditties peppery potens. Orendenker.

SONG SCREENINGS

(Continued from page 11)

New York music publishing houses, those without pic tie-ups as well as studio-affiliated firms. Robbins-Peist-Miller will have to look elsewhere for their new catalogs, as will Remick, Witmark and especially Famous Music, whose sole function has been as publisher of Paramount's film tunes. And conversely, pubs like Shapiro, Bernstein; Bregman, Vocco & Conn; Marks, Mills and others without Hollywood connections will undoubtedly have a clearer field for their strictly pop songs. In addition, so much writing talent returning from the Gold Coast will give them greater resources to draw upon for manuscripts.

With the thoroughness that only Hollywood can apply to a purge, the order has also gone out to film talent scouts to corral only those possessed of straight dramatic acting ability. Singers, hoofers, etc., are to be given the go-by, and on the studio end this type of performer is getting his walking papers at the expiration of contracts.

Dance and Club Band Bookings

NEW YORK, Oct. 15. — One-night stands for bands playing hinterland ballrooms, including club dates and sponsored dances, finds Chick Webb taking in the Coliseum, Tulsa, Okla., December 8; City Auditorium, Oklahoma City, the following day, and a single stop at Blue Moon Club, Bunkie, La., the 17th. Jan Savitt plays the Cy Shribman circuit of New England ballrooms, starting the 22d. Glen Miller takes in the November 24 date at Broadwood Hotel, Philadelphia. Maurice Spitalny, KDKA (Pittsburgh) musical director, plays the 29th at Gold Hall, Zanesville, O. Freddy Goodman has a dance date the 23d at Carter Hotel, Cleveland. Greystone Ballroom, Detroit, gets Erskine Hawkins December 11 and 12. Lou Breesee plays Mather's Ballroom, Decorah, Ia., the 21st and the following night at Rink Ballroom, Waukegan, Ill.

Madura's Danceland, Hammond, Ind., gets Eddie Camden the 29th; Johnny Hamp, 30 and 31; Emil Velasco, November 15, and Henry Busse, December. Busse also takes in Rainbow Gardens, Fremont, O., November 6. Barney Rapp rests at Bagley's Pavilion, Madisonville, Ky., November 23 and the following night at Rainbow Gardens, Owensboro, Ky.

Second annual ball of the Berkshire, Mass., musicians' union on the 21st gets Bob Richmond, set by Joseph Sosnial, Pittsfield, Mass., booker. Alexander Haas and his Budapest Gypsy Ensemble play a dinner party the 29th for Ruth Vanderbilt Twombly at her Convent, N. J., estate. Nick Troilo, Philadelphia booker, has Len Leslie playing the exclusive Spring Valley Hunt Club Ball the 22d at Morristown (N. J.) Country Club. Felix Ferdinando and Paul Chelly, recently returned from Europe, play the Roms Democratic Club hall the 28th at Arcadia Ballroom, Brooklyn. Consolidated Radio Artists copped the Firemen's Ball November 23 at New State Armory, Schenectady, N. Y., using Blue Barron, Freddy Goodman and Gordie Randall. And Johnny Hamp plays the annual fall dance of the Indianapolis Auto Club the 19th, also taking in River-side Ballroom, Green Bay, Wis., November 3.

Off the Records

By M. H. ORODENKER

Shades of Meade Lux

SINCE the overemphasis on licks and riffs as a swing style has overstayed its welcome, which is one of the reasons it gets wearisome over the stretch in listening to the last release of WILL HUDSON on Brunswick with an apropos title, *Break It Up and Break It Down*, the swing masters are dipping into the ancient jazz hot styles in the hopes of striking public fancy once more. Swinging the classics is purely a matter of taste in gaining popular approval while banking on the blues form presupposes that your general public is understanding and sympathetic. Personally, our brief is that public appreciation of the blues begins and ends with *St. Louis Blues*. Favor is yet, we believe, too selective and even more so for the yester-year boogie woogie style which rises again from its deep slumber.

While the current Cotton Club show on Broadway features a *Boogie Woogie* production number, it's the old Pinetop Smith compo exemplifying that style of piano playing that carries major interest. And it is for that tone that TOMMY DORSEY makes a brave stand to impress on the Victor wax. It's fine tooting the dandies dish out, but that free rhythmic movement to make the boogie so woogie just doesn't roll along. The rhythm is too forceful to make for the necessary flow. For some of that real boogie woogie without any artificialities, we suggest you dig into the Vocalion race list and lend an ear to the piano backing Big Bill's wailing for *Sed Pennell Blues*. Or better yet, your old Meade Lux Lewis piano classics.

The Dorsey disk is interesting for another feature. Plattermate is Artie Matthew's *Weary Blues* at a beat-up tempo and rich in royal rides. It's a re-issue, originally made about three annums back when Tommy's band was really terrific. The comparison is obvious.

(See OFF THE RECORD on page 65)

For Additional Band Reviews

Turn to the review section of the Night Club-Vaudeville Department for additional reviews of bands playing vaude houses, niteries and hotels.

(Routes are for current week when no dates are given.)

A
 Alberto, Don: (El Chico) NYC, no.
 Alfredo, Don: (Cuban Casino) NYC, no.
 Alton, Orie: (Roseland) NYC, no.
 Alvarado, Tony: (Coca Plantation) New Orleans, no.
 Alomona, Harold: (Pepper Pot) NYC, no.
 Andre, Itzas: (Child's Rainbow Room) NYC, no.
 Angelo: (Bertolotti's) NYC, no.
 Anderson, Dave: (Casanova Club) NYC, no.
 Ash, Paul: (Roxxy) NYC, no.

B
 Bachelors, The: (Community Lounge) Birmingham, N. Y., no.
 Baer, Billy: (Palace) Cleveland, t.
 Barrie, Dick: (Stables) Cincinnati, h.
 Barriol, Jess: (Piccadilly) NYC, h.
 Basie, Count: (Famous Door) NYC, no.
 Baum, Charles: (St. Regis) NYC, h.
 Becker, Dorothy: (Herald) Canton, O., no.
 Belmont, Ray: (Montparnasse) NYC, no.
 Berger, Maximilian: (Versailles) NYC, no.
 Bester, Don: (New Kenmore Albany, N. Y., h.
 Biltmore Boys: (La Salle) Chi, h.
 Blaine, Jerry: (Park Central) NYC, h.
 Blake, Les: (Atlantis-Biltmore) Atlanta, h.
 Blum, Americo: (Chez Ami) Buffalo, no.
 Brandt, Eddie: (Nell House) Columbus, O., h.
 Brashoff, Irving: (Jack Stamp's) Phila, no.
 Brown, Les: (Edison) NYC, h.
 Burkhardt, Johnny: (Southern Mansion) Kansas City, Mo., no.
 Burnside, Dave: (Ansley) Atlanta, Ga., h.

C
 Calloway, Cab: (Cotton Club) NYC, no.
 Campbell, The: (El Club) Peoria, Ill., no.
 Candido, Johnny: (Seven Seas) Los Angeles, no.
 Candullo, Harry: (New Penn) Pittsburgh, no.
 Castro, Elmandu: (Netherland Plaza) Cincinnati, h.
 Chubb, Ray: (International Casino) NYC, no.
 Collins, Bernie: (Tutwiler) Birmingham, h.
 Commanders, The: (Oak Grove Tavern) Lansing, La., no.
 Conroy, Jack: (Tower) Kansas City, Mo., t.
 Coquette: (Ausable Chasm) Ausable Chasm, N. Y., h.
 Cornelius, Paul: (New Cooper) Henderson, Tex., no.
 Covato, Elsi: (Italian Gardens) Pittsburgh, no.
 Crawford, Jack: (Gibson) Cincinnati, h.
 Crocker, Mel: (Auld) Washington, Pa., h.
 Cromwell, Chauncey: (Commodore Club) Detroit, no.
 Crosby, Bob: (Blackhawk) Chi, h.
 Cugat, Xavier: (Stalder) Detroit, h.
 Curran, Bernice: (Bismarck) Chi, h.

D
 Davis, Eddie: (Lara's) NYC, no.
 Davis, Milton: (Hamilton) Washington, D. C., h.
 Davis, Del: (Hertrand Island Casino) Lake Hopatcong, N. J., h.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., no.
 Davis, Johnny: (Palace) Cleveland, t.
 Daw, Freddie: (Town Casino Club) Miami Beach, Fla., no.
 De La Rosa, Oscar: (La Conga) NYC, no.
 DeLange, Eddie: (Show Bar) NYC, no.
 DePaul, Hugo: (Colony Club) Chi, no.
 DeVodi, Don: (Piazza) NYC, h.
 Del Mar: (St. Nicholas) Desator, Ill., h.
 Demmer, Paul: (Van Cortlandt Tavern) NYC, no.
 Dixon, Dick: (Cloria Palais) NYC, no.
 Doe, Dudley: (Seven Ponds Inn) Southampton, L. I., no.
 Donahue, Al: (Rainbow Grill) NYC, no.
 Donath, Jerry: (Walton Roof) Phila, h.
 Dorsey, Tommy: (New Yorker) NYC, h.
 Dorsey, Jimmy: (Orpheum) Minneapolis, t.
 Driscoll, Murray: (St. George) Brooklyn, h.
 Drummond, Jack: (Igo's Tap Room) Albany, N. Y., no.
 Duchio, Eddy: (Piazza) NYC, h.
 Duerr, Dolph: (Green Derby) Cleveland, no.
 Duke, Jules: (Bismarck) Chi, h.
 Durando, Eduardo: (La Conga) Hollywood, no.
 Dworkin, Abe: (State) Columbus, O., no.

E
 Eby, Jackson: (Roadside Rest) Miami, Fla., no.
 Edwin, Earl: (Club Astor) Milwaukee, no.
 Eichler, Fran: (Nixon) Pittsburgh, no.
 Elliott, Barton: (Riviera) Pittsburgh, no.
 Ellis, Joe: (Queen Mary) NYC, no.
 Ems, Seger: (Gul Zen) Gary, Ind., no.
 Ennis, Charles: (Harry's New York Cabaret) Chi, no.
 Ennis, Skinnay: (Mark Hopkins) San Francisco, h.
 Ernie, Val: (Versailles) NYC, no.

F
 Farber, Bert: (Netherland Plaza) Cincinnati, h.
 Felton, Happy: (Arcadia-International) Phila, no.
 Fielder, Johnny: (Piazza) San Antonio, h.
 Fielding, Allan: (Adelphi) Phila, h.
 Fields, Ebbey: (Beverly Wilshire) Beverly Calif., h.
 Flo-Rito, Ted: (Topsy's) Southgate, Calif., no.
 Fodor, Jerry: (Jack's) Toledo, O., no.
 Fodor, Ernest: (Stork's Nest) Toledo, no.
 Folsom, Basil: (St. Moritz) NYC, h.
 Forman, Lou: (President) NYC, h.
 Frankie & Johnnie: (Sagamore) Rochester, N. Y., h.
 Frederick, Marvin: (St. Paul) St. Paul, h.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Ferris, Jan: (Boulevard Tavern) Elmhurst, L. I., no.
 Ferry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.

G
 Gansbte, Jack: (Lincoln Terrace) Pittsburgh, no.

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Orchestra Routes

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

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

Garber, Jan: (Earle) Washington, D. C., t.
 Gasker, Dick: (Commodore Ferry) Toledo, O., h.
 Gasparre, Dick: (Ambassador) NYC, h.
 Gates, Marnie: (Royal Palm Club) Miami, no.
 Gendron, Henri: (Colosimo's) Chi, no.
 Gerard, Gerry: (Capitol City Club) Atlanta, Ga., no.
 Gill, Joaquin: (Biltmore) Dayton, O., h.
 Gobo, Billy: (Bedell House) Grand Island, N. Y., h.
 Gordon, Nell: (De Witt Clinton) Albany, h.
 Gonzalez, Ralph: (St. Moritz) NYC, h.
 Goodman, Freddy: (Hollywood) Tonawanda, N. Y., re.
 Gordon, Gray: (Syracuse) Syracuse, N. Y., h.
 Graf, Johnny: (Benny the Bum's) Phila, no.
 Grazzler, Frenchy: (Cocoanut Grove) Minneapolis, no.
 Gray, Antoine: (Bal Tahrin) NYC, no.
 Griffin, Jack: (Little Rathskeller) Phila, no.

H
 Hall, George: (Claridge) Memphis, h.
 Hall, Sleepy: (Arcadia) NYC, h.
 Halstead, Henry: (Crystal Terrace) Louisville, no.
 Harris, Phil: (Wiltshire Bowl) Los Angeles, re.
 Hartigan, Dick: (Newman's) Barstow, La., N. Y., h.
 Mason, Joe: (Continental Arms) Baltimore, no.
 Haymes, Joe: (Club Palermas) Schenectady, no.
 Heald, Horace: (Strand) NYC, t.
 Heller, Jackie: (Stevens) Chi, h.
 Hendricks, Dick: (Pia-Mor) Cedar Rapids, Ia., h.
 Hendricks, Roy: (Newark, O., 19; Columbus, O., 25)
 Herbeck, Ray: (Willows) Pittsburgh, no.
 Hicks, Billy: (St. Regis) NYC, h.
 Kimber, Richard: (Essex House) NYC, h.
 Hines, Earl: (Grand Terrace) Chi, no.
 Hoagland, Claude: (Milwaukee Athletic Club) Milwaukee, no.
 Holmes, Herbie: (Chase) St. Louis, h.
 Holt, Ernie: (El Morocco) NYC, no.
 Hopkins, Len: (Chateau Laurier) Ottawa, Ont., no.
 Horton, Harry: (Le Mirage) NYC, no.
 Howard, Ray: (Shadowland), Wichita, Kan., h.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

I
 Irish, Mace: (Chantier) Millburn, N. J., no.
 Iak Spots: (Bennett) Birmingham, N. Y., h.

J
 Johns, Al: (Biltmore) Providence, h.
 Jody, Harold: (Piazza) Biloxi, Miss., h.
 Jurgens, Dick: (Aragon) Chi, b.

K
 Kahn, Paul: (Rainbow Grill) NYC, no.
 Karda, Gene: (Hungaria) NYC, no.
 Kays, Sammy: (Commodore) NYC, h.
 Kemp, Hal: (Drake) Chi, h.
 Kendis, Sonny: (Stork Club) NYC, no.
 King, Henry: (Fairmount) San Francisco, h.
 King, Wayne: (Cocoanut Grove) Los Angeles, no.
 King, Lola: (Midnight Sun) NYC, no.
 King, Teddy: (Strand) Brooklyn, N. Y., t.
 King's Jesters: (Glover Club) Hollywood, no.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John: (Onyx Club) NYC, no.
 Knepp, Johnny: (Sagamore) Chi, h.
 Krupa, Gene: (Orpheum) St. Paul, t.

L
 La Marr, Ayars: (Blue Moon) Tulsa, Okla., no.
 LaBethe, Ollva: (Paradise Grill) Hartford, Conn.
 LaForte, Joe: (Old Roumanian) NYC, no.
 LaForte, Walt: (Club Hollywood) Kalamazoo, Mich., no.
 Lake, Sol: (606 Club) Chi, no.
 Landis, Marty: (21 Club) Phila, no.
 Lang, Sid: (Hi Hat) Chi, no.
 Layne, Leslie: (Crocetto's) South Beach, Staten Island, N. Y., re.
 Le Baron, Eddie: (Rainbow Room) NYC, no.
 LeCroy, Trent: (Dempsey Tavern) Mecon, Ga., h.
 LeRoy, Howard: (Arcade) St. Charles, Ill., no.
 Lee, George: (Brookside) Kansas City, Mo., no.
 Leonard, Harlan: (Dreamland) Kansas City, Mo., b.
 Lewis, Ted: (Earle) Phila, t.
 Lewis, Johnny: (Lookout House) Covington, Ky., no.
 Light, Enoch: (Taft) NYC, h.
 Lombardo, Guy: (Palmer House) Chi, h.
 Long, Johnny: (Bill Green's Casino) Pittsburgh, no.
 Lopez, Vincent: (Casa Marana) NYC, no.
 Long, Gaudes: (Club Gaudes) NYC, no.
 Loss, Jimmy: (Club Oaktide) Augusta, Ga., no.
 Loveland, Archie: (Olympic) Seattle, h.
 Lucas, Clyde: (Stalder) Boston, h.
 Lunsford, Jimmie: (Hi Kat) NYC, no.
 Lyman, Abe: (Chez Paree) Chi, no.

M
 McCann, Will: (Bossert) Brooklyn, h.
 McFarlane, Frank: (Chateau Moderne) NYC, no.
 McKeith, Garrick: (Yacht Club) Chi, no.
 McKeive, Dick: (Hul Hut) Hollywood, no.
 McKay, Coyie: (Jefferson Beach) Detroit, h.
 McRae Bros.: (Havana Casino) Buffalo, no.
 McRae, Jerry: (The Clean) San Antonio, no.
 Malville, Bud: (Rio Del Mar) Los Angeles, no.
 Malone, Don: (Turks Club) Shelby, Mont., no.

Manararas, Jose: (Colony Club) Chi, no.
 Martel, Gus: (Club El Rio) NYC, no.
 Marsala, Joe: (Biechey House) NYC, no.
 Mariani, Hugo: (Club El Rio) NYC, no.
 Martin, Lou: (Leon & Eddie's) NYC, no.
 Martin, Freddy: (St. Francis) San Francisco, h.
 Master, Freddie: (Nut Club) NYC, no.
 Maul, Herbie: (Silver Moon) Pueblo, Colo., no.
 Maya: (Moito Carlo) NYC, no.
 Mayhoff, Eddy: (Governor Clinton) NYC, h.
 Maylin, Jack: (Midnight Sun) NYC, no.
 McElen, Earle: (Coral Gables) Lansing, Mich., no.
 Meyers, Vic: (Trianon) Seattle, Wash., h.
 Mickols, Joe: (Evergreen Casino) Phila, no.
 Miller, Glenn: (Blaise) Boston, h.
 Miller, Walter: (Copley-Flaxa) Boston, h.
 Miller, Gene: (Gladstone) Casper, Wyo., h.
 Monchita: (Hollywood) NYC, no.
 Mooney, Art: (Webster Hall) Detroit, h.
 Moore, Carl: (Danceland) Hammond, Ind., h.
 Moore, Eddie: (Eagles) Itasca, N. Y., h.
 Morgan, Russ: (Paradise) NYC, no.
 Moston, Gerry: (Warwick) NYC, h.
 Moston, Hughie: (Anchorage) Pittsburgh, no.
 Moston, Bus: (White Horse) Kansas City, Mo., no.

N
 Nagel, Harold: (Pierre) NYC, h.
 Neibauer, Eddie: (Paradise) Chi, b.
 Nichols, Red: (Showboat) Ft. Worth, Tex., no.
 Nielsen, Paul: (Moonlight Garden) Saginaw, Mich., no.
 Niss, Bert: (Palais Royale) Toronto, Ont., no.
 Noble, Leighton: (Edgewater Beach) Chi, h.
 Novak, Frank: (Biltmore) NYC, h.

O
 O'Hara, Ray: (Greenwich Village Casino) NYC, no.
 Olin, Val: (Belmont Plaza) NYC, h.
 Olson, Major: (Webster Hall) Pittsburgh, h.
 Olson, George: (Waldorf-Astoria) NYC, h.
 Osborne, Will: (Meadowbrook) Cedarbrook, N. J., no.
 Owens, Harry: (Baker) Dallas, h.

P
 Pablo, Don: (Palm Beach) Detroit, no.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
 Panchita: (Versailles) NYC, no.

P
 Panchito: (Central Park Casino) NYC, no.
 Parks, Bobby: (Yacht Club) NYC, no.
 Patrick, Henry: (23rd Century) Phila, no.
 Pedro, Don: (Graemere) Chi, h.
 Penland, Paul: (Palace) San Francisco, h.
 Perez, Chuy: (Club Zorago) Hollywood, no.
 Perry, Ron: (Dapont) Wilmington, Del., h.
 Pettit, Emile: (Savoy-Piazza) NYC, h.
 Peyton, Jimmy: (Piazza) Pittsburgh, re.
 Pierce, Ross: (Gibson Sidewalk Cafe) Cincinnati, h.
 Plummer, Russ: (Rendezvous Casino) Balboa, Calif., no.
 Pooley, Bob: (Deshler Wallick) Columbus, O., h.
 Pryor, Roger: (Roosevelt) NYC, h.

R
 Ramona: (Netherland Plaza) Cincinnati, h.
 Ramos, Ramon: (La Conga) NYC, no.
 Rapp, Barney: (Paramount) Ft. Wayne, Ind., t.
 Ray, Floyd: (Paramount) Los Angeles, t.
 Redman, Don: (Savoy) NYC, h.
 Reyes, Al: (Lemox) Troy, N. Y., re.
 Reyes, Chica: (Continental) Detroit, no.
 Richards, Jimmie: (Merry-Go-Round) Dayton, O., no.
 Rita, Rio: (Moonlight Gardens) Saginaw, Mich., no.
 Robbins, Billy: (Coronado) Worcester, Mass., h.
 Rodriguez, Nano: (Havana-Madrid) NYC, no.
 Rogers, Buddy: (Sherman) Chi, h.
 Rogers, Harry: (Half Moon) Coney Island, N. Y., h.
 Roland, Don: (Utah) Salt Lake City, h.
 Rollins, Adrian: (Piccadilly) NYC, h.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, no.
 Royal Palm Boys: (New Willard) Toledo, h.
 Rund, Ralph: (Hi-Hat Club) Stensenville, O., no.
 Russell, Buddy: (Community Coffee Shop) Birmingham, N. Y., e.
 Ruth & Her Swingbeats: (The Half Moon) NYC, no.

S
 Sablin, Paul: (Chez Paree) Omaha, no.
 Sack, Coleman: (Bankhead) Birmingham, h.
 Salzmack, Tony: (Blue Meadow Club) Lexington, Ky., no.
 San Miguel, Manuel: (Court of Two Sisters) New Orleans, e.
 Sanders, Joe: (Trianon) Chi, b.
 Saprunza, George: (Silver Grill) Buffalo, no.
 Scoggin, Chick: (400 Club) Wichita, Kan., no.
 Scott, Lee: (Club Bagdad) San Francisco, no.
 Scott, Raymond: (Le Mirage) NYC, no.
 Sears, Carl: (Child's Spanish Garden) NYC, no.
 Sears, Walt: (Club Hollywood) Kalamazoo, Mich., no.
 Shaw, Artie: (Lincoln) NYC, h.
 Shelley, Lee: (Hollywood) NYC, no.
 Silvers, Buddy: (Casa Grande Dude Ranch) Newry, Mo., re.
 Skinner, Fred: (Capri) Hollywood, no.
 Smith, Joseph C.: (La Rue) NYC, no.
 Smith, Buster: (Apters) Kansas City, no.
 Smith, Paul: (Peckwick Club) Birmingham, Ala., h.

Smith, Staff: (Merry-Go-Round) Newark, N. J., no.
 Snyder, Mel: (Beverly Hills) Newport, Ky., no.
 Socarras: (Gotton Club) NYC, no.
 Southern Gentlemen: (Music Box) Omaha, h.
 Spillate, Phil: (Lyric) Indianapolis, t.
 Stabile, Dick: (Edgewater Beach) Chi, h.
 Stanley, Red: (Hollywood) NYC, no.
 Steel, Leonard: (El Greby) Detroit, h.
 Stetney, George: (Coca Rouge) NYC, no.
 Stone, Blue: (La Conga) Hollywood, no.
 Strong, Benny: (Brown) Louisville, h.
 Sudy, Joseph: (St. Francis Drake) San Francisco, h.
 Swanson, Billy: (Lowry) St. Paul, h.
 Sylvio, Don: (Bertolotti) NYC, no.

T
 Tatro, Bill: (Bridgway) Springfield, Mass., h.
 Thompson, Grant: (Wellington) NYC, h.
 Thompson, Lang: (Muehlebach) Kansas City, Mo., h.
 Three Shades of Blue: (Skyrocket Club) Chi, no.
 Thurn, Otto: (Alpine Village) Cleveland, re.
 Tison, Carl: (Troika) Washington, D. C., re.
 Tito & His Swingers: (Hocolin) NYC, h.
 Tom, Noman: (El Chico) Birmingham, N. Y., no.
 Travers, Vincent: (International Casino) NYC, no.
 Travers, Ted: (Old Vienna) Cincinnati, re.
 Trotter, Frank: (Adolphus) Dallas, h.
 Tucker, Orrin: (Tower) Kansas City, Mo., t.
 Two Marines: (Onesto) Canton, O., h.
 Two B's: (Vendoms) Evansville, Ind., h.
 Tye, Bill: (Roxxy) Columbus, O., no.

V
 Varnos, Eddie: (Schroeder) Milwaukee, h.
 Venuti, Joe: (Book-Cadillac) Detroit, h.
 Versailles, The: (Thomas Jefferson) Birmingham, h.
 Vincent, Carl: (Club Mayfair) Detroit, no.
 Vossen, Nick: (Coo Rouge) NYC, no.

W
 Walder, Herman: (Spinning Wheel) Kansas City, Mo., no.
 Wallace, Roy: (Schmidt's) Indianapolis, re.
 Waller, Pat: (Yacht Club) NYC, no.
 Waples, Bud: (Marquette) St. Louis, h.
 Ward, Dick: (Black Cat) NYC, no.
 Wardlaw, Jack: (Dempsey) Mason, Ga., h.
 Warren, Arthur: (Nairagansett) Providence, R. I., h.
 Watkins, Waddy: (C. S. T. C.) Edmond, Okla.
 Watkins, Sammy: (Hollieden) Cleveland, h.
 Wayne, Penn: (Safe Loyale) NYC, re.
 Webb, Chick: (Stanley) Pittsburgh, t.
 Weeks, Anson: (Roosevelt) New Orleans, h.
 Weik, Lawrence: (William Penn) Pittsburgh, h.
 Wrenn, Ted: (Palomar) Los Angeles, h.
 Wrenn, Tommy: (Queen's Terrace) World's Fair, Flushing, L. I., no.
 Wharton, Harry: (Village Barn) Phila, no.
 Williams, Gruff: (Victor Hugo) Beverly Hills, Calif., no.
 Wilson, Sammy: (Coronado) St. Louis, h.

Y
 Yates, Billy: (El Tivoli) Dallas, no.
 Young, Johnny: (Excelsior House) Snyder's Lake, N. Y., h.

Z
 Zito, Horatio: (Casanova Club) NYC, no.

CHICAGO AIR BRIEFS

(Continued from page 9)
 AFRA treasurer calls to tell us that there is a slight discrepancy in that statement. Hop, to be called AFRA Antics, is to be held in the Sherman Hotel, and the date will be Armistice Day, November 11. . . . Norman Barry takes over the emcee job on the WGNB Radio Fantasy shot. . . . Harold Turner, WGN staff pianist, leaves for death of England within a fortnight and will remain for 10 months. . . . L. J. Fitzgerald, NBC's New York artist bureau head, came in to visit Alex Robb and to do a little talent scouting.

From All Around

JACK FIELD, WPTF, Raleigh, sales manager, left for Norfolk, Va., Wednesday to audition The Smiling Sangers. It's a 190-mile jaunt. . . . Campbell Arnoux, general manager of WTAR, Norfolk, back home after a week-end in Washington. . . . Henry Dupre, publicity director, announcer and special events man at WWL, New Orleans, celebrated his sixth anniversary with the station last week. Started as an actor. . . . Vicki Chase, prima donna at WLW, appearing on Metropolitan Auditions of the Air October 23. . . . WIRK, Cleveland, has installed a line to the Trianon Ballroom and will broadcast bands of Henry Giagini, Larry Funk and Benny Goodman.

KDYL (Salt Lake City) Doings:
 Dave Simmons, assistant program director, authoring and directing "What's New," a collegiate show. . . . Florence Huntzinger, traffic manager, engaged to Burke Brathwaite. . . . Ted Kimball getting a thrill out of broadcasting from Roller Coaster and other concessions at State Fair. James D. Shouse, vice-president of Crosley Radio Corp. in charge of broadcasting, left WLW, Cincinnati, last week for a business trip to New York. . . . Mr. and Mrs. Edward K. Bauer—hubby is business manager of WLW and WSAJ—visited by the stork early this month. A son. And one week later Bernard Cook, on WLW technical staff, became father of a girl.

GUILD

Beginning Thursday Evening, October 13, 1938
I HAVE BEEN HERE BEFORE

A play by J. B. Priestley. Staged by Lewis Allen. Setting designed by Laurence Irving. Presented by Gilbert Miller. Press agent, Helen Deutsch. Associate press agent, Martha Dreiblatt. Stage manager, Knox Laing.

Sally Pratt Eileen Beldon
Sam Shipley Harry Roubey
Dr. Cortler Ernst Deutsch
Oliver Ferrant Eric Portman
Janet Ormound Lydia Sherwood
Walter Ormound Wilfrid Lawson

ACT I—Friday, ACT II—Saturday, ACT III—Sunday. The Scene Throat is the Sitting Room of the Black Bull Inn, Grindle Moor, North Yorkshire, at Whitsumtide.

J. B. Priestley, the British Pirandello, takes another high jump into the empyrean in *I Have Been Here Before*, his newest play, which was presented by Gilbert Miller at the Guild Theater Thursday night. Fascinated, as is his wont, by the wonder-filled mysteries of time and space and reality and essential life, he tackles in this one the always popular theory of time cycles, a theory which was probably born with the first metaphysician and which has had as many incarnations as are provided for in the idea of incarnation itself, which is one of its most famous results. Metaphysicians, according to Santayana, usually find themselves pretty chilly in the rarefied atmosphere of disembodied thought, with the world a disregarded speck spurned by their bounding heels; but Priestley at least escapes this danger. His metaphysics in *I Have Been Here Before* are singularly anchored to the ground. Paradoxically, his flights are pedestrian and his imagination prosaic; he soars only to earth.

In *I Have Been Here Before* he examines the feeling, common to all humanity, that certain events or places are familiar, that we have walked thru the actions and seen the views before. The common psychological phenomenon is, of course, the reason for all the mystical abracadabra concerning previous existences, transmigrations of soul and cycles of time that has inundated the world since Adam and Eve first marched out of the gateway of Eden and said, "Well, boys, here we go again!"

Priestley, in a program note, claims that his ideas are borrowed largely from Ouspensky's *A New Model of the Universe*, and that does not necessarily share them. But at least, thru his characters, he summarily dismisses the psychological explanation of "double memory"—imperfect alignment of the lobes of the brain—and falls back on the not very new and certainly somewhat prosaic theory that our lives speed around and around circular time tracks again and again, always seeking to spiral upward, but never succeeding unless, thru knowledge of our previous states, we exert our wills and change our predestined decisions. Then we spiral up to the next track and we take with us all those multitudinous others whose lives are inextricably bound up with ours thru the mazes of cause and effect.

It is a disappointingly pedestrian and stale theory—all the more disappointing because the play to which it serves as a climax is an altogether fascinating and theatrically exciting affair, its atmosphere built up with delicacy and beautiful effect, its mental tension a rare experience in the theater. Briefly, an extremely unhappy rich man and his young wife who don't love him go to a little Yorkshire inn and feel that they've been there before. Also present is a German professor who is Priestley's theorist and a young teacher with whom, under the compulsion of their previous lives, the wife falls in love. Everything is setting out merrily toward tragedy, as it has in all the other previous circles of the time track, when the German intercepts the merry-go-round. He has actually been able to remember these previous incarnations, and he warns the principal actors of what will befall. With this added knowledge they seize their destinies and manage to shunt themselves to a new route on the chronological railway. How they do it is so beautifully told by Priestley that there is no point in spoiling it in this ineffective synopsis.

For, jibe at the disappointing theory as we may, the play that leads up to it is a thing of delight, filled with beautiful dialog, studded with flashing and illuminating thoughts, possessing warm, human and vitally interesting characterizations and veiled in an atmosphere of mysticism and mystery that is both stimulating and highly provocative. That atmosphere, in which almost all the play is bathed, approximates the

New Plays on Broadway
Reviewed by Eugene Burr

overtones of such masters as Algeron Blackwood and Arthur Machen at their mystical best, and Priestley's is therefore no mean theatrical achievement.

The splendid theatrical—as distinct from metaphysical—effect of the play is largely aided by a typically perfect Miller production, by Lewis Allen's staging, which is sensitive and effective and altogether fine, and by the playing of the best cast now on Broadway. There are only six people in the company, but the audience is treated to six acting jobs that are close to perfection. Wilfred Lawson, that fine actor, is outstanding as the husband, offering perhaps the best work of his highly distinguished career; but he is closely pressed by Ernst Deutsch, as the German, and by Harry Roubey, whose reading as the Yorkshire innkeeper is a constant and complete delight. Lydia Sherwood is handsome and sensitively understanding as the wife; Eileen Beldon does fine work as the innkeeper's daughter, and Eric Portman is at least sufficient as the love-tossed teacher.

Priestley proves his mettle once more as one of England's finest living dramatists even though he falls down as a practicing metaphysician. But, since people usually go to the theater for drama rather than metaphysics, that's all right with me.

ST. JAMES

Beginning Wednesday Evening, October 12, 1938

HAMLET

(In its entirety)

A play by William Shakespeare. Staged by Margaret Webster. Costumes and scenery designed by David Folkes. Scenery constructed by Vaul Construction Co. and painted by Bergman Studios. Costumes executed by Helene Pons. Incidental music by Lehman Engel. Orchestra leader, Virginia Oman. Lighting consultant, Carlton Winckler. Fencing arranged by George Santelli. Press agent, Richard Maney. Stage manager, Edward P. Diamond. Assistant stage managers, Richard Janaver, Donald Arbury and Rhys Williams. Presented by Maurice Evans.

Francisco, a Soldier Donald Arbury

Officers:

Bernardo Wesley Addy
Marcellus Donald Cameron
Horatio Donald Randolph
Claudius, King of Denmark Henry Edwards
Gertrude, Queen of Denmark Mady Christians
Hamlet Mady Christians
Hamlet, Son of the Late, and Nephew to the Present King Maurice Evans
Polonius, Lord Chamberlain George Graham
Laertes, Son of Polonius Sydney Smith
Voltemand, Assistant to Polonius Reynolds Evans
Cornelius Emmett Rogers
A Page William Pince
Ophelia, Daughter to Polonius Katherine Locke
Ghost of Hamlet's Father Augustin Duncan
Reynaldo, Steward to Polonius Henry Jones
Rosencrantz Alexander Scourby
Guildenstern Everett Ripley
Player King Rhys Williams
Player Queen Paul Nevens
Third Player Donald Arbury
Fourth Player Emmett Rogers
A Lady in Waiting Irene Tedrow
Fortinbras, Prince of Norway Wesley Addy
A Captain in the Army of Fortinbras Alfred Pasall
A Gentleman George Keane
Two Sailors Richard Janaver, Emmett Rogers
A Gravedigger Whitford Kane
Second Gravedigger Henry Jones
A Priest Reynolds Evans
Osric Maury Tuckerman
Ambassadors From England Rhys Williams, Paul Nevens
Lords, Ladies, Soldiers and Attendants: Irene Tedrow, Carmen Mathews, Constance Friend, Ruth Wilk, Richard Janaver, William Prince, Charles Bowden, Frederick Carney, Alfred Paschall.

SCENE: Denmark. ACT I—Scene 1: A Platform Before the Castle at Elsinore. Scene 2: A Room of State in the Castle. Scene 3: Polonius' House. Scene 4: A Platform Before the Castle. Scene 5: Another Part of the Platform. Scene 6: Polonius' House. Scene 7: A Room in the Castle. Scene 8: Another Room in the Castle.

ACT II—Scene 1: A Courtyard in the Castle. Scene 2: The King's Apartments. Scene 3: The Queen's Apartments. Scene 4: A Room in the Castle. Scene 5: Another Room in the Castle. Scene 6: The Frontiers of Denmark.

ACT III—Scene 1: A Room in the Castle. Scene 2: A Corridor in the Castle. Scene 3: Polonius' House. Scene 4: A Churchyard. Scene 5: A Room in the Castle. Scene 6: A Courtyard in the Castle.

For the first time in the annals of the New York stage—all those annals that Professor G. C. D. Odell is so voluminously compiling—*Hamlet* was given in its entirety Wednesday night at the St. James Theater. The event (historic event, would not, I think, be an over-enthusi-

astic description) took place under the auspices of Maurice Evans, who himself played the title role in the play; and the staging was in the hands of Margaret Webster, the grand young English girl who gave us *Richard II* two seasons ago and who happens to be a genius—the greatest theatrical genius now alive. If that description, too, seems over-enthusiastic, I merely offer her productions in evidence.

Even if the production at the St. James were run-of-the-mill (it's most emphatically not, but even if it were) Miss Webster and Mr. Evans would earn our undying gratitude simply by presenting the uncut version of the play. It leaves the values of the cut versions more or less as it finds them, but it does add much background and color heretofore relegated to the library; it does offer many magnificent lines seldom if ever heard in the *Hamlets* tailored to fit individual stars; and it does allow us to hear the play as Shakespeare wrote it, at least as closely as can now be determined. But more than anything else, I think, it serves as the protest of intelligence, culture and taste against the merciless, brutal and morose butcherings of the bard recently engineered by applause-drunk egomaniacs. In that respect alone it is worthy of all possible support.

The curtain rises at 6:30; at 9:15 there is a half-hour interval for dinner, and at 11:15 the last scene is finally ended. Yet, because of the combined miracles of the magnificent play itself, the fine acting and the spirit and virility of Miss Webster's direction, the evening seems no longer than average. It seems, as a matter of fact, infinitely shorter than that interminable *Hamlet* production wherein John Gielgud, the startled fawn of Theatricals, turned the melancholy Dane into an adjunct of the Flying Ginsburgs and did everything but hang by his teeth from the chandelier. It seems shorter than 99 out of 100 of the hour-and-three-quarter shows that infest Broadway. As proof, this reporter was by no means the only member of the audience who was heartily sorry when the end finally rolled round.

The aims of the production, aside from the splendid achievement of the complete script, seem from the angles of both Miss Webster and Mr. Evans to be virility, naturalness, simplicity and out-and-out theatrical effect. They have tried to cut thru the fogs that envelop both play and character—the endless scholastic emendations, the interminable traditional interpretations, the long-winded arguments as to meaning—and reach the solid rock-bottom foundation of both the melodramatic tragedy and its chief player. There is little or no abracadabra concerning Hamlet's madness; there is a veering away from all the introspective murk that tends to cloud the character of the melancholy prince. To that end Mr. Evans plays him as nearly as possible as an average intelligent youngster, reacting as normally as he can under the circumstances to the pinpricks and dagger wounds of exceptional events. It is an extremely interesting interpretation; and on occasion it illuminates the character with lightning flashes of clarity and understanding.

If you feel that it cannot be entirely justified by logic, if you feel that many of Hamlet's own lines and many of the other characters' comments concerning him give it the lie, if you feel that because of it Mr. Evans is forced to utter lines that the character he creates would never conceivably utter, if you feel that the essence of Hamlet is the intellectual introversion (the "liberalism," in modern political cant) that allows him to see both sides of every question and so chokes off all action, if you feel that complete introversion is the only possible explanation of many of his moods and decisions, there is much justice in your view. But even then you can quarrel only with Mr. Evans' interpretation, and never with his performance. He offers a magnificent acting job.

And even though you quarrel with the interpretation you must admit the interest of the viewpoint and the fact that, in brilliant flashes of insight, it sheds an unprecedented tho fitful illumination upon the role.

Miss Webster's direction again combines the magnificent sweep of great drama with the meticulous attention to

detail that is the mark of true directorial genius. Emotional reaction thruout the play, for example, is carried as much by the expressions and attitudes of players watching the scene as by the work of those engaged in it. When such a thing permeates an entire cast you know you're in the presence of greatness.

Mr. Evans' support is somewhat uneven, with Donald Randolph offering an immensely likable and effective Horatio, Henry Edwards presenting the finest Claudius I have ever seen, Augustin Duncan lending dignity and power to the Ghost, Whitford Kane doing his usual fine work as the First Grave Digger, Mady Christians giving a solid and convincing portrayal as the Queen, and Katherine Locke coming thru in her first Shakespearean role to do amazingly fine work as Ophelia. Some of the others—notably George Graham as a jittery and ineffective Polonius and Sydney Smith as an obnoxious Laertes—are less fortunate. But after all, uncut version or no, *Hamlet* revolves entirely around its leading player. Despite the added material, *Hamlet* is all Hamlet; and the production must stand or fall on the work of director and star—and in this case, of course, the privilege of witnessing the complete script.

It stands, I think, magnificently.

BROADHURST

Beginning Saturday Evening, October 8, 1938

THE FABULOUS INVALID

A play in two acts by Moss Hart and George S. Kaufman. Directed by George S. Kaufman. Settings designed by Donald Desplazer. Built by T. B. McDonald Construction Co. and painted by Triangle Scenic Studios. Costumes designed by John Hamblton, and executed by Eaves, Mildred Manning and Veronica. Incidental music compiled by Harry Levant, from the scores of previously produced musicals. Orchestration by Hans Spialek. Orchestra under the direction of Harry Levant. Press agent, John Peter Toohay. Stage manager, William McFadden. Assistant stage managers, William Atlee and Henry Ephron. Presented by Sam H. Harris.

John W. Carleton Richard Gordon
Paula Kingsley Doris Dalton
Laurence Brooks Stephen Courtleigh
The Valet Walter Beck
The Maid Vera Fuller Mellish
The Character Man William Dobkin
Usher Edward Fisher
George Haskell William E. Blake
The Coroner Sydney Grant
The Doorman Jack Norworth
Bill Ernest Lawford
Carleton's Secretary Banna Osterlag
An Office Boy Edward Elliott
A Manager James Moore
Another Manager Richard Lloyd
A Vendor Percy Helton
Sheridan Charles King
Curtis John Lorenz
A Policeman Ferdi Hoffman
Newsboys Alec Courtney, Jerome Thor
A Delivery Boy Jack Arnold
An Announcer Jay Vello
Usher Melvin Parks
Usherettes:

Amy Brewer, Joy Hathaway, Virginia Burke

Prize Winners:

Bobbe Arnet, Ada Sinclair, Roy Johnson
A Boy Philip Truax
A Girl Marion Edwards
Caldie Ruth Clayton
Mr. Jamison James MacDonald
The Auctioneer Solly Ward
His Assistant Al Arno
A Vendor Robert Rhodes
A Photographer Paul Payne
A Ticket Girl Elsa Erst
Solinsky Curtis Karp
The Stage Manager Eddie Nelson
Daisy LaHiff Iris Adrian
A Comedian Clancy Cooper
A Plainclothes Man David Leonard
A Salesman Ed Stone
Jessie Jeanne Wardley
Annie Grace Valentine
A Director Lewis Howard

In various other roles, equally important to the action, will be: Beth Waller, Eileen Burns, Gladys Conrad, Dora Sayers, Ethel Colby, Doris Jenkins, Sydna Scott, Mona Moray, Ruth Strone, Meg Mundy, Gerry Jones, Dorothy Waller, Katherine Duncan, Bonnie Roberts, Louise Blackburn, Janice Joyce, Al Arno, Pearl Strickland, Norman MacKay, Douglas Beddingfield, Robert Regent, Alan Handley, George Lloyd, Brent Gorman.

The Action Takes Place in Various Parts of the Alexandria Theater, New York City.

Sometimes it's brutally hard for a drama reviewer to be honest. I've never in my life seen a play that I wanted to rave any more than *The Fabulous Invalid*, a history by Moss Hart and George S. Kaufman, which Sam H. Harris brought to the Broadhurst Theater last Saturday night; never before has there been such an urge to heap garlands of hoanannas, wreaths and hallelujahs and glittering crowns of cheers; but honesty stands squarely in the way. The truth of the matter is that Messrs. Kaufman and Hart have taken the loveliest idea in the world (loveliest, at least, to anyone even remotely connected with the theater) and built around it a slovenly,

frequently ineffective and often boring play.

The *Fabulous Invald* is of and about the theater. The invalid of the title is the theater itself—not the muddy, slimy phosphorescent, well-filled morass known as show business, but the real theater, always pronounced on the verge of death but always rising to new heights of beauty and splendor. The authors take a playhouse, opening in glory during the theater's heyday at the turn of the century, and follow its fortunes thru the eyes of its proud and loving owner-manager of the couple who starred in its opening play. The manager is flesh-and-blood, but the actor and actress are a couple of wistful theatrical ghosts.

They both died on the theater's opening night; but after death they were greeted by a stage-doorman, also formerly an actor and also dead, who told them that Heaven is obligatory for all good people—except actors. There is no theater in Heaven, and actors, as a special dispensation if they died in the theater itself, are allowed to remain on earth and haunt playhouses. That is Heaven for them. But if the theater ever dies they'll have to ascend unwillingly to the clouds and be bored thru a meaningless eternity.

Thru their eyes you see the theater progressing from 1900 to 1929—old half-sheets flashed on a central screen, and brief excerpts from the shows at the sides of the stage, interrupted at intervals by one thing or another that is going to "kill the theater." In 1929 comes the crash, and the owner-manager is wiped out. The house becomes a movie "grind," complete with screens; and, when even the movie operators refuse to pay rent because the old theater-street has become a blatant carnival midway, a burlesque producer moves in. And when he is forcibly moved out by a police raid the old house stands deserted and dead. Then, finally, a note of hope is injected by having it taken over by an eager group of youngsters. Since the group suspiciously resembles the Mercury Theater, it's a pretty feeble note of hope.

Hope there is, surely, but the authors seem to have missed the point; the theater has been in even worse straits before, but they don't seem to think so.

It seems fantastic to accuse George S. Kaufman, of all people, of bad craftsmanship—but impossible bad craftsmanship is the play's primary drawback. A multitude of short scenes are jumbled between long change-waits until, in retrospect, the curtain seems to have been down even more than it was up; the potentially great effect of scenes and songs from old shows is completely lost by running tiny excerpts in so rapid a succession that the flavor of one is never tasted before the next is on; and the device of the ghosts, fine in itself, is so badly and obviously managed that it not only loses most of its effect but also holds up the play for creaking and interminable minutes.

In the second place, the downfall of the old playhouse is seldom personalized, and therefore seldom carries great emotional impact. Instead of showing the downfall thru the eyes and reactions of those who love the theater, the authors devote their entire second half to scenes illustrating that fall. We've all seen scenery before; we've all seen strip dancers before; their inclusion is not only ineffective but boring; and it can arouse no valid, first-hand emotion. In only one scene in the second half is there an approach to the proper treatment—an auction in which the manager tries vainly to buy back his beloved old house.

In the third place, the dialog of

BROADWAY RUNS

Performances to October 15, Inclusive.

Dramatic	Opened	Perf.
<i>Abie Lincoln in Illinois</i> (Elymouth).....	Oct. 15	31
<i>Bachelor Boon</i> (Lyons).....	Jan. 20	30
<i>Dance Party</i> (Booth).....	Sept. 24	24
<i>Dance Night</i> (Belmont).....	Oct. 14	5
<i>Devil Takes a Bride, The</i> (Cort).....	Oct. 7	11
<i>Fabulous Invald, The</i> (Broadway)	Oct. 8	9
<i>Hamlet</i> (St. James).....	Oct. 12	5
<i>I Have Been Here Before</i> (Guthrie).....	Oct. 13	4
<i>Kiss the Boys Goodbye</i> (Miller).....	Sept. 28	22
<i>Lightnin' (Golden)</i>	Sept. 15	22
<i>Missouri Legend</i> (Empire).....	Sept. 19	22
<i>On Borrowed Time</i> (Longacre)	Oct. 10	292
<i>Oscar Wilde</i> (Fulton).....	Oct. 10	8
<i>Our Town</i> (Morosco).....	Feb. 4	203
<i>Tobacco Road</i> (Forsyth).....	Dec. 4, 1937	2048
<i>Victoria, Regina</i> (return).....	Oct. 3	16
<i>What a Life</i> (Hilthorne).....	Apr. 13	216
<i>You Can't Take It With You</i> (Imperial).....	Dec. 14, '36	782
Musical Comedy		
<i>Hollapoppin' (46th St.)</i>	Sept. 22	28
<i>I Married an Angel</i> (Shubert).....	Mar. 11	182
<i>Sing Out the News</i> (Music Box).....	Sept. 24	25
<i>You Never Know</i> (Winter Garden).....	Sept. 21	30

Messrs. Kaufman and Hart fails entirely to achieve the delicacy, the nostalgic sentiment, the beauty and the heart-break that were so badly needed. It is, for the most part, flat, straightforward and very ordinary dialog in a situation that needs verbal magic.

In the fourth place, Doris Dalton and Stephen Courtleigh are cast in the key roles of the actor-ghosts and entirely fail to do them anything approaching justice. Miss Dalton, who has offered fine jobs in the past, postures and poses all over the place, speaking in affected, fluting tones and in general bringing shallow artificiality to a role that is in desperate need of absolute honesty. As for Mr. Courtleigh, if his face were painted and he were wrapped in a blanket, he could stand very nicely in front of a cigar store.

On the other hand, Richard Gordon is finely sincere and immensely effective as the manager, and Jack Norworth returns to the stage to do a touching, honest, sincere and entirely beautiful job as the ghostly stage-doorman. Names of various magnitudes are scattered thruout the additional yards of cast-sheet, but the parts are so tiny that no one in particular manages to stand out except Solly Ward, who offers a fine satire of a typical auctioneer, and Richard Lloyd, who does a terrific bit as a manager objecting to the unionization of actors.

The *Fabulous Invald* is the blueprint of the loveliest, most heart-warming, most eye-filling and, to theater folk at least, altogether the grandest play of the decade. I'm probably greedy to insist that it should have been much more than a blue-print.

CORT

Beginning Friday Evening, October 7, 1938
THE DEVIL TAKES A BRIDE

A play by Joe Bates Smith. Staged by John Hayden. Setting designed by Lawrence L. Goldwasser, constructed by Martin Turner and painted by Louis Kennel. Costumes by Evelyn Press agent, Willard Keefe. Stage manager, James Furness. Assistant stage manager, Robert Lindsey. Presented by Montgomery Ford.

Messie Bibby.....	Evelyn Byrd
Margaret Submit Quimby.....	Jeanette Chinley
Herbert Vanwick Clauson.....	J. Arthur Young
Louisa Polly.....	Helen Shields
Georgy Jared.....	Anthony Ross
Hermes Bobby.....	Philip Wood
George Rensley Quimby.....	Louis Hector
Reporter.....	Robert Lindsey
Todd.....	Frank Harvey
Hulbern.....	Cledge Roberts

The Action Takes Place in the Parlor of George Rensley Quimby's Home, in Brooklyn.
ACT 1—Scene 1: Winter Afternoon, 1876.
Scene 2: That Evening. ACT 11—Scene 1: Next Night. Scene 2: A Few Weeks Later.

An orgy of miscasting known as *The Devil Takes a Bride* erupted at the Cort Theater last Friday night and gave several usually excellent players, along with their spectators, a pretty bad two hours.

Written by Joe Bates Smith and presented by Montgomery Ford, it is a psychological melodrama that carries a certain bludgeoning effect, and the indications are that it is probably a better play than it appears to be at the Cort. Almost everyone in the cast seems, thru no fault of their own, unhappily out of place, with the single exception of Miss Jeannette Chinley, who played the lead. And she is the only one who might logically have been expected to be out of place; she happens to be the wife of the producer.

Mr. Smith has provided a grim mental thud-and-blunderer which shapes up pretty badly as it stands, but which, with not a great deal of work, might have been a powerfully effective drama. Stilted and incredible dialog should have been straightened out, the general construction should have been strengthened, the dull stretches of the first act should have been speeded so that the play proper might get under way before the halfway mark, and there should have been a steadier viewpoint regarding the central character. That may sound like a lot, but actually it isn't. With it, *The Devil Takes a Bride* might have been a frighteningly effective play; as it stands it woefully misses.

The period is 1876—which for some reason or other seems ideal for psychological horror. The young lady who sits next to me claims that that's because of the repressions which were rife during the period and the resultant warped and twisted minds—which seems as logical an explanation as any. In any case, Margaret Quimby is brutally ruled by a dreadful father who uses rock-bound respectability to hide profits from a bordello, and who drove her mother to death by singing lewd songs with loose women in the parlor. Margaret hates him; but she wants to inherit his money and his power, so she refuses to run away with a nice young swain. Instead, she convinces the lad that he ought to wait in the cellar with a poker and see what he can do about rubbing Daddy out.

He waits; but thru a theatrically effective chain of events a kind friend of the family descends to the cellar instead of Daddy, and so receives the gentle ministrations of the poker. Margaret, her mind urged to fury pitch by fear and hate, manages to pin the crime on her father; it is, in all probability, the only crime in the decalogue of which he is innocent, which provides a pleasant note of grim irony to the proceedings. In an unconnected epilog Margaret returns to her home after her father's conviction and shows her true character to her distraught lover; she is just as power-loving, just as ruthless, just as filled with delusions of grandeur as her old man. So the jittering Romeo rushes forever from the house, leaving her alone with thoughts of power and memories of revenge.

Such excellent actors as Anthony Ross, Louis Hector, J. Arthur Young and Philip Wood flounder unhappily in parts that are either woeful misfits or else impossible written; while various other not-quite-so-excellent actors simply flounder on general principles—with no one greatly aided by the slow and over-theatrical direction of John Hayden. But Miss Chinley, as Margaret herself, emerges as a real discovery. Possessing one of the most beautiful speaking voices I have heard in years, showing flashes of both intelligent insight and commanding power, making an arresting pictorial display, she is an actress who most assuredly should be watched. At times she succumbs to the hypnotic influence of her own voice, and then goes into a sort of Siddons-fixation, her gestures and inflections suggesting the Tragedy Queens who ruled magnificently over the early 19th century; but that is something that can easily be remedied by experience and a firm directorial hand. If she husbands her talent (no pun intended—honestly!) and properly develops it, she should find within her the germs of top-ranking power.

It's too bad that she hasn't a better play; and it's too bad that Mr. Smith's drama isn't as effective as it might so easily have been.

FULTON

Beginning Monday Evening, October 10, 1938
OSCAR WILDE

A play by Leslie and Sewell Stokes, featuring Robert Morley. Staged by Norman Marshall. Settings and costumes designed by Raymond Sovey. Settings constructed by T. B. MacDonald Construction Co. and painted by Triangle Studios. Costumes executed by Helene Pens. Press agent, Richard Maney.

Stage manager, Elbert Gruver. Assistant stage manager, John Fearnley. Presented by Norman Marshall.	Lord Alfred Douglas.....	John Buckmaster
Louis Dijon.....	Edward Trevor	André
Arab Boy.....	Richard Charlton	Arab
Oscar Wilde.....	Robert Morley	Oscar
A Hotel Waiter.....	Kenneth Treseder	Waiter
Eustace.....	Wymen Kane	Eustace
A Waiter.....	Reginald Malcolm	Waiter
Frank Harris.....	Harold Young	Frank
Charlie Parker.....	John Carl	Charlie
A Butler.....	Colin Hunter	Butler
Allen.....	Arthur Gould-Porter	Allen
Sir Edward Clarke, O. C.....	J. W. Austin	Sir
Mr. Justice Henn Collins.....	Frederick Graham	Justice
Clerk of the Court.....	Lewis Dayton	Clerk
Mr. E. H. Carson, Q. C.....	Mark Dignam	Mr.
The Solicitor-General.....	Gordon Richards	Solicitor
Mr. Justice Quimby.....	Oswald Yorke	Justice
Jules.....	Jean Del Val	Jules

ACT I—Scene 1: The Terrace of a Hotel in Algiers. Scene 2: A Private Room in a London Restaurant. Scene 3: Wilde's Study, Tite Street, Chelsea. ACT 11—Scene 1: The Old Bailey. During the Trial of the Marquis of Queensberry. Scene 2: During the Trial of Oscar Wilde. ACT 111—Scene 1: Wilde's Study, Tite Street. Scene 2: A Cafe in Paris.

If there were any conceivable, lingering doubt that Oscar Fingall O'Flahertie Wills Wilde wrote the wittiest, most sparkling, most intelligently trenchant dialog that ever adorned and lent brilliance to the English-speaking stage it was dispelled Monday night at the Fulton Theater, where Oscar Wilde, a play by Leslie and Sewell Stokes, had its premiere under the auspices of Norman Marshall. The authors have wisely chosen to allow Wilde to speak for himself, working his own witticisms into the action and using actual material from the two trials; as a result, by far the greater part of the play about Wilde was written by Wilde himself—and it therefore contains the wisest, wittiest dialog that has graced Broadway since the last revival of *The Importance of Being Earnest*. Idolators of such a cardboard pretender as Shaw might do well to attend the Fulton and find out what wit is really like.

Yet the authors' method, far from detracting from their accomplishment, adds to it. They have allowed Wilde to speak for himself; and yet, in the arrangement and the additional dialog, they have turned what might have been merely a scintillating rosary of the beads of sin, strung laxly together, into a living, breathing, moving drama. More than that, they have aroused sympathy for and understanding of the unfortunate scapegoat of sleazy Victorianism, and they have done it without once distorting the basic outline of fact or indulging in sentimentality or even offering a case of special pleading. With dignity and restraint they have shown Wilde in his heyday, the darling of smart London, drunk upon his own ability and acclaim, flaunting his indiscretions in the face of Victorian hypocrisy; they have shown the situation revolving around the Marquis of Queensberry, Lord Alfred Douglas and Wilde, and Oscar's unfortunate decision to bring a libel suit against the Marquis; they have provided excerpts from that suit, and from the following criminal action against Wilde for sodomy, and they have shown Oscar after his years in prison, at first adopting the romantic pose of regeneration, finding the world aligned against him, and finally ending in a Parisian dive, a huge, bloated, drink-sodden wreck, sponging filthily upon his friends and spouting torrents of jewel-studded, golden, beautiful words into the smoke-filled air of the cheap cafe. It is a worthy job, a dignified job and an altogether fine one.

In only one respect, as a matter of fact, do the authors let us down. Wilde very nearly won that first trial, falling into the pit of his destiny only when he tripped over a single fatal blunder. Up to that point the decision was practically in his hands, and the play never manages to bring this out clearly. There'd be more drama in it if it did.

But, despite the fine work of the authors—and this is heartbreakingly anticlimactic—there is really no suggestion of Oscar Wilde on the stage of the Fulton Theater. For the title role is entrusted to the tender mercies of a performer named Robert Morley, a large, soft individual who looks a bit like Moby Dick, the white whale. Wilde, despite his effeminacy, was, according to those who knew him, sparkling and brilliant and incisive; his poses were the result of acting, rather than passionate swoons upon the swanadown of impotence. Morley, in both attitudes and readings, makes him as soft and cleary as a grub. A sort of blurred carbon copy of Charles Laughton, he drones on and on in a mealy monotone, reciting the early epigrams as tho he were grinding them out of a flour-mill, and indicating later emotion (See *NEW PLAYS* on page 27)

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Kid Unit Quarantined

CHICAGO, Oct. 15.—Boys Town road show, produced by Will Harris and the Central Booking Office here, canceled 32 one-nighters early this week when four of the gang took sick and entire company was quarantined. Company of boys, including a 50-piece choir, returned to Father Flanagan's Boys Town, Neb., for three weeks. Show will resume its one-night tour next month.

Wichita Nitery Robbed, Burned By Two Bandits

WICHITA, Kan., Oct. 15.—Destruction of the Riverside Supper Club proved a loss to musicians and dancers estimated as high as \$5,000.

Two unmasked bandits, armed with a pistol and a sawed-off shotgun, invaded the club shortly after noon, held four employees at bay, and robbed the tills of several hundred dollars. Then they poured gasoline over the club and applied a torch.

Peggy White's Rockets, playing the club, lost new costumes, music and photographs. Girls on the show were Wilby Lingo, Aloha Hines, Virginia Stoffey, Edith Doffy and Betty Heather.

Musicians and loss suffered included Bobby Carnahan, set vibraphones and drums; Max Sanford, clarinet and tenor; Vern Nydigger, director of orchestra, clarinet and tenor and complete library; Harold Moore, a tenor borrowed from Spec Rodman. Howard Ford and other trumpet men took their instruments home the night before.

Total loss was estimated at around \$20,000. The club was managed by Sam Merritt and said to be owned by Max Cohen.

A Hammond electric organ valued at \$1,500 was recently installed.

Ghost Shows Head Wis. Comebacks

MILWAUKEE, Oct. 15.—Flesh attractions are enjoying a revival thro'out the State. Contributing factor in some spots has been the trend toward midnight ghost shows. The Capitol, Madison, has played the Great Virgil, while the Majestic, Beloit, has featured Dr. Silkin, both in connection with ghost shows.

Other recent flesh attractions have included the Great Raymond at the Wisconsin, La Crosse; Jaxon, the ventriloquist, at the Garrick, Fond du Lac; *Presence of New York World's Fair* at the Capitol, Manitowoc; Chief Red Fox at the Rex, Beloit; Billy Barty show at the Rivoli, Chippewa Falls; Red River Wranglers at the Badger, Merrill; Walt Shrum's Hillbillies at the Rex, Beloit, and the Mysterious Smith Co., which recently played the Cosmo, Merrill, and the Grand, New London.

New Wisconsin Spots

MADISON, Wis., Oct. 15.—Bill Hommel's Hollywood has opened with Ken Ketchin's Ork and Myrna Sheer, singer. Spot was purchased recently by Hommel from Rudolph Reha and "Andy" Anderson.

MANITOWOC, Wis., Oct. 15.—Manitowoc County's newest entertainment spot, the Rustic Inn, has opened under direction of George Taddy, with Freddy Krey's Ork set.

Blue Moon in Receivership

MILWAUKEE, Oct. 15.—David Charness is receiver of the Blue Moon Gardens, Inc., local nitery, appointed by Circuit Judge Gehrz. Motion for receivership was made by the Brazy Liquor Co.

Back Bar Shows to Fore

MILWAUKEE, Oct. 15.—Milwaukeean, local cabaret under direction of Bob Badolati, is offering for the first time in the city floor shows on the back bar. Innovation is making a hit, with Bert Snyder, Ramona Costello and Helen Raye among the attractions.

Spot boasts a 115-foot bar and is always open.

Fischer To Convert Paris Theater and Import U. S. Acts

NEW YORK, Oct. 15.—Clifford G. Fischer, who left for Paris Wednesday, has his eye on a theater in Paris which he intends to convert into a night club. He will import talent from America. His angle is that while Americans are eager to see Continental shows, Europeans are just as anxious to see American performers.

Fischer's revue, now playing at the International Casino, will tour vaude as a unit when it finishes that engagement in approximately four months and will be one of the attractions of the San Francisco fair.

Ritz Adds Shows; Names for 1214

PHILADELPHIA, Oct. 15.—Ritz-Carlton Hotel will put in orchestras and shows. It will open its ballroom next week as the Club Merry-Go-Round, to run on Friday and Saturday nights only.

The club will be under the management of Johnny Creighton, who will also direct the orchestra. The motif of the spot will be the circus.

The 1214 Club has changed from sepio to white shows. Opening show under the new policy will be headed by Pifi D'Orsay and Frances Williams.

Herbie Frank has left Herb's 1412 Club to join the staff of the 1214. The 1412 will now be operated by Mike Gerson, who formerly ran the Russian Kretchma.

Vaude for Savoy, Brooklyn; Other F-R Houses in Line

NEW YORK, Oct. 15.—Will Green is staging and booking the vaude show at the Frisch & Rinzler Savoy, Brooklyn, Monday to Wednesday. It's the house's first vaude bill in two years and is composed of Henny Youngman, Joan and Bobby Reser, Joey Shaw and Irene Mauseth.

The Ridgewood, Tivoli and Walker, among F & R houses that formerly played vaude, are now straight pictures. If the vaude experiment clicks at the Savoy shows may go into the other F & R spots.

Special or Added Attraction? That's What's Bothering Maisie

By PAUL DENIS

Dear Paul:

FOR the first time in my life I am being billed as a Special Attraction at Nick's Romantic Casino. And am I thrilled! I was once featured in a floor show, and twice I played benefits in movie theaters, but never have I been a Special Attraction.

Of course, just as you might expect, that hurricane, Mae Gordon, phoned to congratulate me—but made sure she put the hooks in with a nasty crack that she was once featured as Added Attraction. Now tell me, Paul, isn't Special Attraction much better than Added Attraction?

Well, some day I'm going to be such a big name that they will bill me as Extra Added Attraction—and will Mae be sore then!

I KNOW I'm beginning to build up a name, because last week Joe Pursant, my agent, told me I was booked ahead four weeks—two weeks at the Sewer Salon and two at the Stagger Inn. That's the first time since I graduated from Mme. Rowshinsky's Dance Arts Studio that I've been booked ahead.

I've got to get publicity, Paul, and Jim Mann, the press agent, tells me he can make me a star if I could only spare him \$25 a week. He says he'll take only \$7.50 a week on account of being so interested in my career. But I can't afford even \$7.50, so I'm trying to get publicity by playing benefits. I played six last week. I got a fractured wrist trying to get a sandwich backstage Tuesday. The sandwiches were on a special table for the performers—but the stagehands and musicians got there

Fancy Emcee-Bouncer

PARIS, Oct. 15.—Les Ambassadeurs, classy night spot on the Champs Elysees, will open the season this week under a new and up-to-date moniker, Paris, 1940.

Henry Lartigue, head of the Societe des Ambassadeurs, has announced intentions to follow the formula set by the niteries of London and New York, mostly the latter. George Carpentier will do the emceeing and be bouncer in emergencies.

Los Angeles Casa Held Up, But Earl Carroll's Readies

LOS ANGELES, Oct. 15.—Opening of the new Casa Manana here has been postponed again. Casa was formerly the old Frank Sebastian Cotton Club and later the Club Internationale.

Rumors that Sebastian had retained a piece of the spot are denied, but when pinned down as to who is really bankrolling the spot, answers are vague.

Plans were for MCA to book in a show of 100 people, including a 35-piece band, with Fred Berrens and ork slated for the opening. Work on remodeling the place has been discontinued "temporarily."

Casa Manana is second nitery to announce opening during winter season. Other spot is Earl Carroll's, which had ground-breaking last week. Carroll leased one of the sound stages at Warner's Sunset Studios as headquarters during construction of night club. Herbert D. Hover, manager for Carroll in the East, has trained in here.

Rehearsals for the show, scheduled to open Christmas night, are being conducted on the sound stage.

Radio Charity Show for Ciney

CINCINNATI, Oct. 17.—Barn Dance Radio Revue, annual charity show sponsored by Odd Fellows' Association of Greater Cincinnati, will be presented at the Taft Theater next Sunday under management of Ralph Zimmerman, local promoter. Headliners from Stations WLW, WKRC, WCKY and WCPO, Cincinnati; WLS, Chicago, and WHAS, Louisville, will participate. Bill McCluskey will emcee and John Lair will direct the production.

first. It's really a shame how they promise, everything to get you to come to a benefit and then how they forget you completely when you get to the theater.

And about the publicity! They told me that playing benefits would get my picture in all the papers. But all the newspaper publicity I've seen on the benefits carried pictures of the benefit committee chairman and the theater manager. The papers give them all the credit for the benefits' successes, whereas the truth is that both usually get salaries for handling the benefits.

I'm getting disillusioned with this benefit game, really.

JIM says what I need is a spectacular stunt to put me on the front pages. But what? Jim says maybe I ought to do my toe dance down the full length of Broadway, or maybe I ought to get engaged to some millionaire. The trouble is that I don't know any millionaires. The richest man I know is my Uncle Charlie, who is stage manager at the Polly Theater. But the theater is dropping vaudeville soon and replacing it with free dishes. I guess it won't need a stage manager for Dish Night. Really, I don't know how to go about getting engaged to a millionaire.

Jim says maybe I ought to go to France secretly and then return as a French movie star. But it won't work because I can't speak French outside of out out and hors d'oeuvre. I never got higher than 60 per cent in French in school.

A career is a terrible problem.

Maisie.

N. Y. Para Seeks Acts "People Are Talking About"

NEW YORK, Oct. 15.—Having found it profitable to book bands that are "hot" at the moment, Paramount Theater now finds that names "people are talking about," along with the band policy, also make a strong accounting at the b. o.

In line with this theory, Harry Kalchelm, Paramount booker, is booking bands and attractions that radio, night clubs and films have built up but that have not appeared in a Broadway house before. Already booked to play Broadway for the first time are Maxine Sullivan, Shirley Ross, Anne Miller, Raymond Scott, Mark Warnow, Larry Clinton, Eleanor Whitney and Blue Barron.

This represents a new policy as far as Paramount is concerned, because since inauguration of the band-show policy three years ago only name bands were booked. But since attractions have been added the grosses have made heavy upswing.

Kalchelm says he is taking advantage of the publicity and advertising build-up an attraction gets from class night club and radio engagements. Only the high-priced clientele can see these attractions in the favorite spots, whereas the Paramount can give the attraction to the masses for 25 and 55 cents and make money. Kalchelm has no complications about acts doubling; as a matter of fact, he says, it helps, because the other operators spend money advertising to keep them in the limelight.

Midwest Units Find Girl Lines Not Easy To Get

CHICAGO, Oct. 15.—Line girls seem to be the chief booking worry of unit producers whose budgets have no room for name bands. With hazardous conditions prevailing on the road, chorines are content to remain in the city to land something locally, even if it means a smaller weekly salary. Figure that in the long run they will be ahead, as few units guarantee steady work.

Most of the active producers needing girls either recruit them from the amateur ranks and hire a line coach to put them in shape or buy the females as an act for single week or two-week engagements. Local line owners, however, are preferring safe work and unless tempted with fat salary figures have no ears for the unit boys' sales talks.

Smaller shows are buying single dancers and sister teams to double in line work as well as to use them in single spots. Among the latest to rehearse shows for the road are Harry Clark for the T. D. Kemp Time, Mike Taffan and Earl Taylor, who is sending out another edition of his *Continental Revue*.

S. Texas Fair Gets Nitery

BEAUMONT, Tex., Oct. 15.—Work started last week on construction of \$10,000 night club as a unit of the annual South Texas State Fair scheduled for November 3 thru 13. Dismantling of the bleachers in fair's auditorium will provide spot for the theater-cafe to seat 2,000. Herbie Kay and ork and Dorothy Byron dancers have been booked thru MCA Dallas office.

Dark Pitt House Leased

PITTSBURGH, Oct. 15.—Harris Amusement Co. has leased Aldine Theater, former vaude house, dark for six years. Theater's lease, held by Loew's, expired August 31. Expected to open around January 1 after extensive alterations and will be known as Senator. Polley has not been announced.

Telling the Truth?

CHICAGO, Oct. 15.—The owners of a new Northwest spot opening next week labeled it El Dumpeo and in their ads boast of such features as "a bum show, raw liquor, tough steaks, insolent waiters, outrageous prices."

Club Talent

New York:

DR. SYDNEY ROSS hops from swank spot to swank spot, deserting the Rainbow Room last week for the ultra confines of the El Morocco. . . . MARLYN AND MICHAEL report the response to their Polka number has been so heavy that they have included the oldtimer in their Champagne Instruction Hour at the Rainbow Grill. . . . RALPH SHAW joined Boris Thomashefsky's Rainbow Inn show Thursday. . . . ANNUAL OCTOBER FESTIVAL at the Yorkville Platz is featuring comic Seppel Burger, Theo Alban, Jackie Thomas and Co. and the music of Bill Schiesser. . . . MARVA LEE at Happy's Club in Glendale, L. I. has been held over indefinitely.

THE FOUR EARLS, in their fourth month at the Park Central Hotel, entertains in the Royal Palm Lounge and play relief to Jerry Blaine's Ork in the Coconut Grove Room. Besides playing 14 instruments and singing, they have added a four-oarins feature to the floor show. . . . BILLY VINE now emceeing at Maxine's, Bronx.

THEODORE AND DENESHA, dancers, are in their third week at the St. Moritz Hotel, New York. Doing the dance instruction hour in addition to floor show work.

Chicago:

JIMMIE BYRNES and Jerry Dale have split, the former continuing as a single at the Blackhawk. . . . COLLEGE INN is being reorganized. . . .

GENIEVIEVE CARR, vocalist, who was a victim of an attack a few months ago, is back in the hospital for removal of a bone that is pressing on her brain. . . . JACK LEONARD goes back to Europe in February.

JOE WALLACE opened a fortnight's stay at the Hotel Schroeder, Milwaukee, Friday.

Here and There:

NICK LUCAS opened Monday (17) at Ohio Villa, Cleveland, for a two-week stay, with options for another fortnight. . . . PICCADILLY NIGHT CLUB, Baltimore, has reopened for the winter. . . . RED ACE opens at Schmiessing's, Cincinnati, for a week, beginning October 18. . . . THE TIFFANYS, Charles and Virginia, completing a series of bookings for the Bert Pittman offices, Denver, opened October 12 at the Rustic Inn, Scottsbluff, Neb. They will follow with the Tabor Theater, Denver.

BERNHARDT AND GRAHAM follow their current stay at the Mayflower Hotel, Akron, with the Hollenden, Cleveland. . . . JOHN STEEL was booked by MCA into the Crawford House, Boston. . . . THREE ESCORTS, booked by Will Weber, of New York, have begun an indefinite run at the Hotel Lawrence, Torrington, Conn. . . . RAUL AND EVA REYES, Vera Fern, Texas Tommy and Renee De Journal make up the new show at the Mt. Royal Hotel, Montreal, which opened on the 10th. . . . COLLETTE AND GALLE are now appearing at Campano's, Oakland's (Calif.) newest spot. . . . RAMON AND HOLDER moved from the Riverview Hotel, Salamanca, N. Y., to the Moose Club, Johnstown, Pa., week beginning October 10. . . . BILLY JULIAN and Shaw and Meade opened at the Colombo Hotel, Reno, October 7. Set by Sam Rosey, San Francisco. . . . Complete show at Club Esquire, Baltimore, made up of JOE COOK JR., Earns and Gordon, Jean Kirk, Peggy Marlowe and Eddie Collins, has been held over indefinitely. . . . DILLON AND FARLOW'S tour includes the Riverside Club, Casper, Wyo., for this week. . . .

Number Eleven in a Series of Opinions of the Nation's Leading Night Club and Hotel Owners and Managers about the Night Clubs-Vaudeville Department of The Billboard.

JACK LYNCH

of

JACK LYNCH'S WALTON ROOF PHILADELPHIA, PA.

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Night Club Management

By GEORGE COLSON

Free Features Draw Crowds

AN EXAMPLE of doing the "Extra Free Feature" idea on a grand scale and making it pay is the venture of E. A. Radde, of Little Falls, Wis.

All summer long he has been packing his tavern by publicizing free boxing bouts and free movies at an adjacent ball park lasting for over an hour. Not an unusual crowd for a Sunday night has been 5,000. Of course, his spot profited from quite a generous slice of the spectators.

Let 'Em Swipe Mixers

A NEAT method of capitalizing on a necessary evil of cabaret operation has been devised by Mario Tosatti, boniface of the Havana-Madrid, New York. Since nothing on earth will deter a patron from sipping a gayly colored drink mixer, he has arranged for a very intriguing assortment of cocktail strainers and feels very happy when he suspects a customer is appropriating one of them. He has the club's name and address stamped on every one and altho he shells out \$3.50 a gross for 15 gross a week he considers it a sound investment for repeat and new business.

Night Club Reviews

Hotel New Yorker, Terrace Room, New York

With summer decors stored away for another season, this Ralph Hitz ace hostelry makes the change in scenery complete with a new entertainment policy. The ice show, which threatened to become a fixture for the room, has bowed out and the conventional floor divertimento in its place. But the major attraction, upon which depends the draw, is centered on the band stand.

It's the sentimental gentleman of swing that hogs the spotlight here, the call going to Tommy Dorsey and his well-known band of sweet-swing exponents. And for music making in the idiom of the younger generation and yet not too blatant to disturb the digestive tract for diners, there's no mistaking the capabilities of Dorsey and his dandies. Vocal interpolations of Edythe Wright and Jack Lawrence are decided assets for both sides of the band stand. Floor offering is a padded production that lacks both pace and punch in spite of the high entertaining qualities of each specialty. And that's because a feeble effort is made to drag out the capabilities of those on deck, ringing in everybody but the bus boys, it seemed. It would be far smarter to let Dorsey have an inning to himself, with the standard turns rounding it out, for it's their personal rather than collective efforts that counted.

Maurice and Cordoba make a fetching twosome for ballroomatic emphasizing the South American dances and clicked handsomely in spite of the limited floor space available for their routines opening night. Paul Rosini, magician, also worked under handicap because of the noisy and merry crowd. However, he commanded the attention of ringsiders and, once room conditions are normal, should have no trouble pleasing. Dorothy Wilkens, who supplies the intermission music with pipings to her own pianology, also steps out front for a couple pop warbles, pushing an accordion for the accomps. Gets over nicely. Ross McClean is back in the emcee role, saving his voice by straight announcing, whereas his rich baryton of standard songs would make a welcome change of musical pace.

Dick Mockler and the Steve Hanigan office, press agenting, made for a gala opening. M. H. Orondenker.

Empire Room, Palmer House, Chicago

A new revue befitting the class and dignity of this ace hotel spot spoils the sweet, melodious music of Guy Lombardo's Royal Canadians. Seldom has a hotel show in its entirety made a more pleasing picture.

The refreshing Abbott Dancers, 12 youthful and talented kids, open with a collegiate acro flash that is timely and well routine. Jimmy and Mildred Mulca, good-looking harmonica team, go well with fine playing. Their tones are sharp and clear and arrangements are properly blended to lend impressiveness to such tunes as *Shropshire in Blue* and in a lighter vein *Tiger Rag* in swing.

Dolly Thon, an Abbott line veteran, shines on her own in a high-kick acro design. Has a sweet personality and while number has too many floor tricks to please the back-table patrons she sells it well.

Tommy Martin, personable magician, works with ease and a winning disposition. His tricks are smoothly executed, dexterous manipulations of cards, coins, cigarettes and silks. Also doubles as emcee and by way of introduction has the acts accomplish some magic trick before he has a chance to explain the routine of doing it.

Holland and Hart do exerting dance routines with little apparent effort, and their style, particularly their hand and arm movements, borders on the modernistic technique. Their work, whether it be waltz, modern or Latin strut impressions, has a gliding effect and carries more than a semblance of expert training and veteran showmanship. Finish impressively with an endurance circle of turns. Appearance is fine.

The Abbott kids wind up the bill with an admirable *Ladies of the Evening* routine in which they interpret characteristic moods before retiring for the night. Wind up in their nightgowns and with miniature lamps at exit time.

Guy Lombardo hasn't varied his style

much in the last several years, depending on sweet, soothing versions of the pop tunes that draw the majority of the patrons on the dance floor and hold them there. The vocal trio of brother Carmen Lombardo, Larry Owens and Fred Higan still holds up the singing honors without the assistance of any female support.

Phil Dooley's four-piece combination swings out during intermissions, giving jitterbugs some excuse to let loose.

\$2.50 minimum still in effect. Potter Palmer III is in charge of publicity. Sam Hontsberg.

Le Mirage, New York

Frank Cerutti is offering genuine entertainment these nights in his attractive East Side spot, and if he doesn't do the best business he's ever done during the next six weeks it will only be because of terrific competition from other night clubs and hotels.

On merit Le Mirage can stand up with the best of them, however. Raymond Scott and his Quintet are the sole attraction, but they pack more real entertainment into a quarter hour than most of the more imposing aggregations do all night. Scott's activities have heretofore been limited to radio and pictures, and this is the first location job he has ever played. Evidencing a shy, retiring nature—which could hardly be guessed by his music—he seems more than a little uncomfortable and unhappy announcing his numbers, but once he gets at the piano and starts riding with his boys it's a different story.

The Quintet is presented only in the nature of an act and does not play for dancing. Boys are on three times a night, breaking up Scott's dozen many compositions into groups of four for each appearance. Since they confine themselves almost exclusively to Scott's works and evidently don't care to repeat numbers during the evening, each appearance is much too short for a stellar attraction—or maybe it just seems that way. At any rate, cries of "more" followed the band off the rostrum each time—a sentiment in which this reviewer heartily concurred.

Harry Horton is still making the music for dancing, and that's as it should be. His five-man combo—piano, drums, bass, sax and the Horton violin—fits the spot like a glove and works hard to give the terp addicts a maximum of enjoyment by going thru as many as 12 or 14 choruses without a break.

Harry Sobel is the press agent, and Ricardo continues as one of the town's most genial and efficient headwaiters. Daniel Richman.

Grosvenor House, London

New floor show here is tabbed *All for Fun* and is good fare. Produced by Paul Osgood. Leading name is that of Al Trahan. Trahan repeats previous hits with his familiar but nevertheless welcome nut comedy vehicle. Has a new partner in Sandra Lynn, tall and shapely and with okeh pipes.

Flora Duane, remembered here for her Bat dance, is partnered by Earl Leslie in a good comedy dance offering that smacks of originality and is a hit.

Agar Young Co. trot out that old comedy horse stunt with the two men under the skin. It's been seen here scores of times but still goes.

Good line of girls have what it takes and form a pleasing background for the show.

Sydney Kyte and band remain as an okeh and tuneful aggregation. Bert Ross.

El Chico, Miami Beach, Fla.

Possibly because there is no emcee, El Chico remains one of the most popular of the stool-and-elbow spots on the



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NEW YORK

Beach. Managed by George Wells and Paul McCastland, the club did excellent summer business.

Alberto and his Rumba Kings, a four-piece unit, is proving a definite hit, even the mangling American music. Leader Alberto rattles his maracas and croaks an off-key vocal but his wide smile atones for everything.

3000 nights appeared like clockwork Tuesdays when a "Country Store" was offered. This unique night club novelty is accomplished by merely giving the customers (via raffle) odd gifts which rarely fail to draw a laugh. The climax of the evening is the presentation of an animal. Just a few of these, which earned the club widespread publicity (well handled by p. a. Dot Wells), was a horse, jackass, pig, goat, lamb, coon, turkey, alligator and so on. The success of this novelty night caused the introduction of two other specialties, on Thursdays (rumba contest) and Saturdays (Mardi Gras).

Strolling entertainment at present is handled by a pair billed as two Hawaiians. One is a Filipino and partner is a half-caste Chinese.

Lee Simmonds.

Zimmerman's Hungaria, New York

A bit of Hungaria in modern dress made its bow in the heart of Times Square Tuesday, supplanting the old cafeteria in the Bond Building. It is a spacious 500-seating-capacity restaurant-night club with beautiful wall murals, floral decoration, a deep spiral stairway, indirect lighting and the rest of the trappings that go into the making of an up-to-date nitery.

Altho there are seven acts and two bands, the chief attraction is the food, which is infinitely superior to the show.

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which runs about an hour and a half, or just about one hour too long.

Opening night found a welter of confusion (ironically enough, this was press preview night but no arrangements were made to seat the press) and it was apparent that there was little or no rehearsal before the show, as the acts offered amores with little provocation. Gene Kardas, whose band accompanied the show, did the emceeing.

Bill consisted of Walton and Joanne, dance team, who did too many numbers for their own good. Their waits was as graceful as a waltz can be, but the college novelty number doesn't keep pace, and their opener had everyone puzzled as to whether they were trying to be satiric, comical or just plain ridiculous.

It seems that most of Mr. Zimmerman's well-wishers on opening night were of intellectual stripe, because Dr. L. Barsony, baritone of the Hungarian Grand Opera Co., tore the house down. But Peggy Ware, a self-styled prima donna, did two numbers but didn't overcome a metallic screech that lingered on. Lillian Dawson was more fortunate with her torchy style and sold her numbers well. Ziga Bela does a turn on the cymbalom to good applause.

Victoria Rane, flaming dagger dancer, introduces herself with a Russian-type dance number which was far from good, but acquits herself when she puts four flaming swords between her lips and tosses them onto a floor target. An exciting night club novelty.

Leon Kramer closes the bill with two renditions of One Alose and Don't Change. Possesses vocal qualities that set the customers in a happier frame of mind after a harrowing "entertainment" bill. Kramer has paralysis of the left leg and gets about with the aid of crutches. On the floor he hugs the mike for support.

Music is provided by two bands, principally by Gene Kardos and his "whispering swing" crew of nine. Kardos employs no string instrumentation, depending wholly on rhythm because the other band, Bela Villanyi's Gypsy Band, is extremely on the string side, providing a pleasant contrast and a balanced musical evening. The gypsy crew indulges mostly in Continental and waltz numbers. The Kardos aggregation, a young crew, plays highly danceable music and works well with the show.

Fred Selbiger, Zimmerman's partner at the Broadway Hofbrau, is also in on the tri-cornered ownership of this place with Joseph Balaban. Abe Ellis has the hat-check concession. Jay Faggen and Dorothy Kay are the press agents.
Sol Zatt.

Gold Coast Room, Drake Hotel, Chicago

Hal Kemp and his notable musical organization returned to open the season in this smart room, newly redecorated. Managing Director A. S. Kirkeby is planning to continue with a name-band policy to attract the sophisticated trade. Kemp's following here is good and his four-week engagement should be a profitable one. Essentially a sweet band, outfit excels in that field with a novel blending of instruments that are both rhythmic and mellow.

Band handles most of the entertainment, only two outside acts filling out the floor bill. With several of the boys capable of holding featured spots, it is in a position to contribute a satisfactory job. Dance sessions are probably the evening's highlights, furnishing both danceable tunes and novelty numbers that draw the couples near the band stand for close-up views. Saxie Dowell, the corpulent saxophonist, is now being teamed with Jack LeMaire, guitarist, for comedy duets; Harry Wilford, trumpeter, lets loose with scat songs; Mickey Bloom is the center in a toy trumpet novelty, and Eddie Kusby, with his wide-range trombone sliding, is among the other soloists.

Song department is in expert hands, including Bob Allen, romantic baritone whose voice carries well in this large room; Judy Starr, personality singer, who is cute, coy and winning, and Kemp himself who, with the assistance of some of his cats, leads special novelty song arrangements.

Kemp opens the nightly shows with his old stand-by, Raymond Scott's Poser-house, a cloud-burst of music, and Jack Starr, acrobatic magician, has a novel altho somewhat labored routine in which he keeps a lighted cigaret in his mouth throught the number.

Elaine and Fred Barry, youthful dance team, are playing a return engagement and again pleased with refreshing modernistic work. However, their new offer-

ing, impressions of various dance couples, should be shortened for a more compact reception. As it stands, it slows up proceedings.

Judy Starr has a prominent spot in the show and is greeted warmly for inimitable versions of such tunes as Week-End of a Private Secretary and A-Tisket, Kid has loads of personality.

Fred Joyce is the new host. Martha Hoogland handles the press. Minimum is \$3 week nights and \$3.50 Saturdays.
Sam Hontsberg.

Savoy Hotel, London

Two grand acts this week. Johnny Gaynor and Jean Ross offer fast-paced roller skating full of daring and breathtaking tricks. Orchestration fits the tricks nicely.

Capella and Beatrice, versatile and colorful dance team with poise and rhythm, rely on waltzes and tangos with acro relief. Register a hit.
Bert Ross.

Italian Gardens, Pittsburgh

Pittsburgh's second oldest night spot has temporarily revised its Grade B variety shows for pulchritudinous talent in the persons of "Miss America" and three other pageant beauties, with buoying effect on the box office.

Spot is managed by Etzi Covato, who triples as maestro and emcee and is featuring only one local act, the blond Rhythm Sisters, who follow a formal gown parade of the pageant contestants with a spirited tap duel. Kindsa cute.

First specialty from the Atlantic City queenies is an acrobatic contortion from smiling Gloria Smiley (Miss Jacksonville), whose act is as crowd-pleasing as her wholesome rosy cheeks. She's been a professional dancer for six years. Next comes Muriel Goodspeed (Miss Utah), a personality opera singer who dances and monologues with equally professional appeal. She is a show-stop with her

sparkling Spanish Flower Song.

In the clean-up spot comes dancing teacher Marilyn Mescke (Miss Ohio). With a beautiful body, she resembles a painted doll during her tap, not sensational by any means but acceptable.

Dick Smith, of the band, tries a couple dozen stale jokes, presents a few inane impersonations and winds up with a fairly decent take-off on Bing Crosby's rise to fame over the radio. Rhythm Sisters close the bill with another rhythm tap.

Covato's nine-piece band plays musical melange for dancing as well as show. No minimum or cover and \$1.50 person average perks up dull nights with steerable business on Italian and Chinese food. Club parties also help spot.

Capacity 800. Average weekly budget for music and show, \$600.
Morton Frank.

Boulevard Tavern, Elmhurst, L. I.

Floor show at the Tavern is keyed rather carefully to the audience taste but needs a bit of pruning. Class act on the bill is the McArthur, ballroom team with an undulating and showy style. Did but two turns, one of them an amazing piece of horror with the man wearing a death mask. Last-named routine clicked with audience, tho not so forte to this reviewer. From what team showed in straight ballroom, however, it can do well in almost any nitery.

Audrey Noonan does a regulation song and dance turn. Voice is of the metallic kind, contrasting with Joan Hope, another singer. Miss Noonan does well with her material and devotes about half her time to hoofing. A clean tapper.

Joan Hope sings sweet and rhythm tunes with fair ability. This, plus conservative arrangements, makes her a pleasant earful. June Boyd, xylophonist, is an excellent and pretty performer. Has
(See NIGHT CLUBS on page 25)

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(Routes are for current week when no dates are given.)

Acts-Units-Attractions Routes

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

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; co-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NY-New York City; Phila-Philadelphia; Chi-Chicago.

A. B. C. Trio (Paradise) NYC, nc.
Aarons & Glance (Waldorf-Astoria) NYC, h.
Abbott & Costello (Roxy) NYC, h.
Ace, Red (Schmiedner's) Cincinnati, nc.
Adams, Marguerite (Midnight Sun) NYC, nc.
Adrian, Iris (Leon & Eddie's) NYC, nc.
Albina, The (Ambassador) NYC, h.
Ales, Edna, & Co. (Stadium) Chi 12-Nov. 1.
Allen, Stuart (Coca House) NYC, h.
Allen, Robert (McAlpin) NYC, h.
Allen, Lester (Casa Manana) NYC, nc.
Allen & Greel (State) NYC, t.
Altman, Julian (Monte Carlo) NYC, nc.
Anderson Sisters (Plantation) NYC, nc.
Anderson & Allen (Paramount) Ft. Wayne, Ind., t.
Andre, Julia (Orbita) NYC, nc.
Andrews Sisters (Orpheum) Minneapolis, t.
Anson, Bill (Harry's New York Cabaret) Chi, nc.
Anselita (Havana-Madrid) NYC, nc.
Apollon, Dave (Casanova) NYC, nc.
Ardon, Dolly (Chez Paree) Chi, nc.
Arlen's, Donn, Artist Models (Lookout House) Covington, Ky., nc.
Arlyne, Alpha (Village Casino) NYC, nc.
Ash, Lou (Rancho San Pablo Club) Oakland, Calif., nc.
Atkinson, Elmer (Omar's Dome) Los Angeles, Ca.
Atiles, Joe (Plantation) NYC, nc.

B
Bass, Billy, & Orch. (Pal.) Cleveland, t.
Bass, Pearl (Kit Kat) NYC, nc.
Bald, Raymond (Century) Baltimore, t.
Baldwin & Bristol (Hofbrau) Lawrence, Mass., nc.
Banks, Sadie (Old Romanian) NYC, nc.
Bate & Blair (El Rio) NYC, nc.
Bart & Eatus (Paramount) Ft. Wayne, Ind., t.
Barrett, Shella (Casa Manana) NYC, nc.
Barnson Sisters (Cavalier) NYC, nc.
Bartholomew, Freddie (State) NYC, t.
Basile, Joe (Hamid & Morton) NYC, h.
Bassett, Lina (Leon & Eddie's) NYC, nc.
Bass, Paul (Chateau Moderne) NYC, nc.
Batey, Dr. L. (Zimmerman's) NYC, re.
Beaucaris, Pierre (Monte Carlo) NYC, nc.
Behan, Arthur (Gay Nineties) NYC, nc.
Bell & Gray (Riverview) Salamanca, N. Y., h.
Bell, Hawaiian Polka (Capitol) Three Rivers, Que., 19; (Capitol) Quebec City 20-22; (Opera House) Waterville, Me., 23; (State) Farmington, Me., 24, t.
Belmonts, Gloria (El Chico) NYC, re.
Belmont, Madeline (Glean East) NYC, nc.
Bert, Ethel (Glean Tromley) Detroit, c.
Bennet, Ethel (Old Romanian) NYC, nc.
Bennett, Lora (Leon & Eddie's) NYC, nc.
Berger, Jerry (Mayfair) Worcester, Mass., nc.
Bez, Irving (Roumanian Village) NYC, nc.
Bernie, Harry (Kit Kat) NYC, nc.
Berry Bros. (Cotton Club) NYC, nc.
Biglow & Lee (Chanticleer) Millburn, N. J., nc.
Billmorettes (Casa Manana) NYC, nc.
Biro, Daria (Russian Kretchma) NYC, re.
Bishop, Gordon (Jim Otto's) Hollywood, Calif., nc.
Blanche, Jeanne (Mid Russian Cafe) Hollywood, Calif., nc.
Blankstone, Nan (Club 17) Hollywood, nc.
Blanchard, Jerry (18) NYC, nc.
Blax, Jessie (Albion) NYC, h.
Blond, Three (Roxy) NYC, t.
Bloom & Bloom (International Casino) NYC, nc.
Blosser, Connie (Paramount) NYC, t.
Bourbon, Ray (Riverview) Hollywood, nc.
Bower, Wynne (El. Maria) NYC, h.
Bowen, Syd (Pal.) Chi, t.
Brand, Jules (Ambassador) NYC, h.
Bridson, Jeanne (Roxy) NYC, t.
Brook, Helene (Pan-Pacific Rink) Los Angeles, Ca.
Brown, Evans (Red Gables) Indianapolis, nc.
Brown, Mary Jane (604 Club) Chi, nc.
Brown, Jimmie (Commodore) NYC, h.
Browns, Hank (Birmingham Fair) Birmingham, Ala.
Brusy, George (International Casino) NYC, nc.
Bruce, Carol (Midnight Sun) NYC, nc.
Buckley, Catherine (Midnight Sun) NYC, nc.
Bryant, Pauline (Plantation) NYC, nc.
Buech, Al (Commodore) NYC, h.
Burns, Moriarty & Dell (Colonial) Dayton, O., t.
Burton, Mary (Pampos Door) NYC, nc.

C
Calvin, Al & Margie (Descon) Winnipeg, Man., t.
Candice, Candy (Seven Seas) Hollywood, nc.
Cantatore, Maria (Gaiety) NYC, re.
Cantyle Sisters (Leon & Eddie's) NYC, nc.
Carr, Billy (604 Club) Chi, nc.
Carroll, Della (Paradise) NYC, re.
Carroll & Gorman (845 Club) Chi, nc.
Carroll, Harry (Casa Manana) NYC, nc.
Carroll & Howe (Riverview) Milwaukee, re.
Carter & Schaub (Jimmy Kelly's) NYC, nc.
Carter & Bowie (Barney Gallant's) NYC, re.
Carter, Joan (Swing) NYC, nc.
Carter, Johnny (Tokay) NYC, re.
Carrie & Carlo (Havana-Madrid) NYC, nc.
Carver, Zeb (Village Barn) NYC, nc.
Carroll, Eudora (Coca House) NYC, nc.
Chandler, Evelyn (Tropic Gardens) Westwood, Calif., nc.
Chase, Rhoda (Corso) NYC, nc.
Chavez, Alfonso (Troadero) NYC, re.
Chiquita (Midnight Sun) NYC, nc.
Chuck & Chueles (Boney) Pittsburgh, t.
Clifford, Pete (Swing) NYC, nc.
Cobey, Lew (White) NYC, h.
Coco, Gabriel (Ambassador) NYC, h.
Cochrane, Eddie (Bagdad) San Francisco, nc.
Cohen, Rosie (Gaiety) Stockton, Calif., nc.
Coke, Jack (Radio City Rainbow Room) NYC, nc.
Collette, Joan (604 Club) Chi, nc.
Colligan, Bill (Crista) NYC, nc.
Collins, Frank (Jim Otto's) Hollywood, nc.
Combs, Verna (Jimmy Kelly's) NYC, nc.
Constock, Francis (One Fifth Ave.) NYC, h.
Conkin & Thomas (Pal.) Cleveland, t.
Conn, Irving (Casa Manana) NYC, nc.
Cook & Brown (Kit Kat) NYC, nc.
Cooper, Ray (Kit Kat) NYC, nc.
Cordes & Palmer (Queen Mary) NYC, re.
Coral (Bubblin) Hollywood, nc.
Cordova, Angelita (Troadero) NYC, re.
Crane, Ford (Leon & Eddie's) NYC, nc.
Crane Twins (Waldorf-Astoria) NYC, h.
Crawford & Caskey (Biltmore) NYC, h.

Cromwell, Ann (Club Cercle) Hollywood, Calif., nc.
Cross & Dunn (Beverly Hills) Newport, Ky., nc.
Crump, Pheasant (Glass Hat) NYC, nc.
Cummings, Don (State-Lake) Chi, t.
D'Amore & Anita (International Casino) NYC, nc.
Dahl, Benny & Shirley (Yacht) NYC, nc.
Dandridge Sisters (Cotton Club) NYC, nc.
Dane, Olga, Sextet (Colosimo's) Chi, nc.
Danzels, Jean (Plantation) NYC, nc.
Dario & Diane (Casanova) NYC, nc.
Darrel, Dorothy (Minutah) NYC, nc.
Darrow, Chick (Village Nut) NYC, nc.
Datko, Yasha (Russian Art) NYC, re.
Davis, Bill (Jim Otto's) Hollywood, nc.
Davis, Johnny (Pal.) Cleveland, t.
Day, Gloria (Paradise) NYC, nc.
De Angelo & Porter (Casino De La Plaza) Havana, Cuba, nc.
DeCamp, Ronnie (Old Romanian) NYC, nc.
De Cruz (International) NYC, nc.
De Fries, Felipe (Havana-Madrid) NYC, nc.
De May, Moore & Martin (Colonial) Dayton, O., t.
DeRozzo & Barry (Corso) NYC, nc.
De Thury, Elena (Tokay) NYC, re.
Dean, Dixie (Century) Baltimore, t.
Delahanty Sisters (Mac's) Germantown, O., nc.
Denning, Ruth (Yacht Club) Chi, nc.
Diaz, Rafael (Armando's) NYC, re.
Dillon & Parlow (El Miso) Vallejo, Calif., nc.
Dillon, Ernie (International Casino) NYC, nc.
Dimitri & Helen (Virgil El Gascho) NYC, nc.
Dimitri, Earl (Cotton Club) NYC, nc.
Dion, Bas (Bertolotti's) NYC, nc.
Donn, Beria (Gypsy Tavern) NYC, nc.
Donohue, Walter (Village Barn) NYC, nc.
Doris & Valerie (El Chico) NYC, nc.
Dorsey, Tommy, & Orch. (Paramount) NYC, t.
Dorsey, Jimmy, & Band (Orpheum) Minneapolis, t.
Douglas, Mabel & Co. (Colonial) Dayton, O., t.
Downey Sisters (Jim Otto's) Hollywood, nc.
Dracken, Russell (Whirling Top) NYC, nc.

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

Drake, Blue (Swing) NYC, nc.
Drayton Sisters & Jack (Chene Trombly) Detroit, nc.
Drew, Charlie (Lombard Bar) NYC, re.
Drew, "Hotch" (Kit Kat) NYC, nc.
Duchin, Eddy (Piazza) NYC, h.
E
Edwards, Eddie (Lafayette) Rockford, Ill., h.
Egbert, Marion (Plantation) NYC, nc.
Ehrhardt, Hess (Pan-Pacific Rink) Los Angeles, Ca.
Elaine & Harry (Drake) Chi, h.
Elliott, John (Gay Nineties) NYC, nc.
Ellis, Kay (Jim Otto's) Hollywood, nc.
Emma & Henry (International Casino) NYC, nc.
Endor & Farrell (Clover) Hollywood, nc.
Engel & Novello (Netherland Plaza) Cincinnati, h.
Farrell, Bill (Place Elegante) NYC, nc.
Fashionettes, The (Biltmore) NYC, h.
Faye, Frances (Casa Manana) NYC, nc.
Fears, Peggy (El Rio) NYC, nc.
Feltows, Middle (Strand) Brooklyn, t.
Fenton, Mildred (Yacht) NYC, nc.
Fern, Pearl, & Co. (Ye Old Inn) Olean, N. Y., nc.
Fern, Vera (Mt. Royal) Montreal, Que., h.
Fields & Burns (Trihorn) NYC, t.
Fields, Jackie (Yacht Club) Chi, nc.
Fisher, Dwight (Savoy-Pasa) NYC, h.
Fitzgerald, Ella (Stanley) Pittsburgh, t.
Fletcher, Brus (Ball) Hollywood, nc.
Floretta & Boyette (Marquette) St. Louis, Mo., h.
Florlan, Jean (Chicago) Chi, t.
Florentin, Consuelo (Chateau Moderne) NYC, nc.
Foster, Gae, Girls (Roxy) NYC, t.
Ford, May (Swing) NYC, nc.
Frankon (Waldorf-Astoria) NYC, h.
Francis, Charlie (18) NYC, h.
Francis, Dixie (LaSalle) Chi, h.
Francis, Benita (Trihorn) NYC, t.
Francis, Ray (Spinning Wheel) Seattle, nc.
France Sisters (Pal.) Cleveland, t.
Freddyns, Geneva (Colonial) Dayton, O., t.
Frederick, Charles (Midnight Sun) NYC, nc.
Frisco, Joe (Seven Seas) Hollywood, nc.
Fuller, Howard, & Sister (Hollywood) Kalamazoo, Mich., nc.
Gainsworth, Marjorie (Paradise) NYC, nc.
Gale, Judith (Fifth Ave.) NYC, h.
Gale, Garsen (Capitol) Washington, D. C., t.
Garber, Jan, & Orch. (Earle) Washington, t.
Garland & Maria (Park Central) NYC, h.
Gaultier's Sleepchase (State) NYC, t.
Gaynes, Lella (Club 18) NYC, nc.

Gerrity, Paul (Casa Manana) NYC, nc.
Gerrity, Julia (Maxima) NYC, re.
Gilbert, Bob & Fieurette (Colosimo's) Chi, nc.
Gilbert, Ethel (Radio Franks) NYC, nc.
Gilbert, Bobby (Riverview) Milwaukee, t.
Gilmore, Amelia (Wire) NYC, re.
Gilmore, Patricia (Wylin) NYC, h.
Givon, George (Casa Manana) NYC, nc.
Glover & Lamas (Arcadia) Phila., re.
Gonzales & Menen (McAlpin) NYC, h.
Gory, Gene & Roberto (Orpheum) Davenport, Ia., 20-21, t.; (Iowa) Cedar Rapids, Ia., 24-27.
Grace & Nikko (International) NYC, nc.
Grauer, Bernie (Gay '90s) NYC, nc.
Gramman, Saul, Revue (State) NYC, t.
Gray, Jack (Park Lane) NYC, h.
Gray, Maxine (Drake) Chi, h.
Green, Jackie (Colonial) Dayton, O., t.
Green, Al (Pioneer Nut) NYC, nc.
Grey, Betty (Bismarck) Chi, h.
Griffith & Wells (Golden Grille) Hornell, N. Y., nc.
Grogan, Willie (18) NYC, re.
Gyldenkrone, Baron (Wivel) NYC, re.
H
Haal, Vera (Dorchester) London, h.
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
Hale, Chester, Girls (Pal.) Chi, t.
Hale's, Chester, Capitol Dancers (Capitol) Washington, D. C., t.
Hammond, Earl P., Eskimo Troupe (Ice Pollies of 1937) Atlantic City.
Hardy, W. C. (Cotton Club) NYC, nc.
Harold & Lola (International Casino) NYC, nc.
Harrington, Fat (Club 18) NYC, nc.
Harris & Shore (Orpheum) Minneapolis, t.
Harrison, Spide (Gay '90s) NYC, nc.
Hartman, The (Central) NYC, h.
Hawkins, Ed (Jimmy Kelly's) NYC, nc.
Heathen, Boyd (Pepper Pot) NYC, nc.
Heldt, Horace, & Orch. (Strand) NYC, t.
Herbert, Grace & Charlie (Colony Club) Chi, nc.
Herbert, Florence (Queen Mary) NYC, re.
Herrera, Sarita (Havana-Madrid) NYC, nc.
Higgins, Danny (Jimmy Kelly's) NYC, nc.
Hillegarde (Colony) Chi, nc.
Hill, Florence (Plantation) NYC, nc.
Hillard, Jack (Royale Frolics) Chi, nc.
Hocher & Shays (Rancho San Pablo) El Cerrito, Calif., nc.
Holland & Hart (Palmer House) Chi, h.
Holmes, Helen (Colosimo's) Chi, nc.
Holtz, Lou (Lookout House) Covington, Ky., nc.
Hosann, Helen (Stevens) Chi, h.
Houckie, Johnny (Bal Tabarin) NYC, nc.
Howard, Joseph (Bill's Gay '90s) NYC, nc.
Howard, Joe (Casa Manana) NYC, nc.
Howard & Shelton (Strand) Brooklyn, t.
Hoyrads, John (Radio City Rainbow Room) NYC, nc.
Hubert, John (Fifth Ave.) NYC, h.
Hudson, Ann (Corso) NYC, nc.
Hutchinson, Hal (Biltmore) NYC, h.
Hutton, Betty (Casa Manana) NYC, nc.
Hyde, Vic (State-Lake) Chi, t.
I
Jackson, Stone & Reeves (Colosimo's) Chi, nc.
Jackson, Harry, & Junbo (Paradise) NYC, ch.
Jackson, Jigsaw (Cotton Club) NYC, nc.
Janet of France (Janet of France) NYC, re.
Jarvis, Johnny (Fifth Ave.) NYC, h.
Jarvis, Sam (El. Regis) NYC, h.
Jayne, Estelle (Fifth Ave.) NYC, h.
Jesse, George (Beverly Hills) Newport, Ky., nc.
Jimmie & Nora (Village Casino) NYC, nc.
Johnny & George (Maxima) NYC, re.
Johnson, Mae (Cotton Club) NYC, nc.
Jones, Owen (Leone's) NYC, re.
Joyce, Connie (Wivel) NYC, re.
Jovita & Maravilla (El Chico) NYC, nc.
Julian, Billy (Matteoni's) Stockton, Calif., nc.
K
Kahloah (Kit Kat) NYC, nc.
Kalani, Kay (Hawaiian Paradise) Hollywood, nc.
Kalmus, Bee (Royale Frolics) Chi, nc.
Kapelova, Klavdia (Russian Kretchma) NYC, nc.
Karavassif, Simon (Russian Kretchma) NYC, re.
Kaye, Danny (Dorchester) London, h.
Kean, Betty (Mad Russian Cafe) Hollywood, nc.
Kelly, Paula (Rainbow Room) NYC, nc.
Kelley, Billy (Elysee) NYC, h.
Kemble, Letty (Bertolotti's) NYC, nc.
Kennedy, Billy (Cortez) El Paso, Tex., h.
Kent, Beatrice (Dorchester) London, h.
King, Charlie (Butler's) NYC, c.
King, Rafael (Plantation) Cincinnati, nc.
Kirk, Joe (Hi-Hat) Chi, nc.
Kordova, Natalia (El Gascho) NYC, nc.

Kooloff, Alexis (International Casino) NYC, nc.
Kreiz (International Casino) NYC, nc.
Krupa, Gene, & Band (Orpheum) St. Paul, t.
L
La Tour, Nita (Lafayette) Rockford, Ill., h.
Lamb, Gil (Paramount) NYC, nc.
Law, Mildred (Casa Manana) NYC, nc.
Le Baron, Peggy (Coc House) NYC, re.
Le Baron, Karro, Trio (Royale Frolics) Chi, nc.
LeChaires, The (College Inn) Chi, nc.
Lee, Bob (Wivel) NYC, re.
Lee, Joe & Betty (Copa Cabana) Rio de Janeiro, h.
Leeds, Lora (Monte Carlo) NYC, nc.
Legg, Harris (Pan-Pacific Rink) Los Angeles, Ca.
Les Cristiani (International Casino) NYC, nc.
Lester & Irmajean (Nixon) Pittsburgh, c.
Lewia, Dorothy (St. Regis) NYC, h.
Lewia, Ann (Plantation) NYC, nc.
Lewis, Hank (Matteoni's) Stockton, Calif., nc.
Lewis, Ted, & Orch. (Earle) Phila., t.
Lizase, Frank (Casa Manana) NYC, nc.
Lindy Hoppers (Stanley) Pittsburgh, t.
Lomas, John (Spinning Wheel) Seattle, nc.
Long Jr., Nick (Dorchester) London, h.
Long, Avera (Plantation) NYC, nc.
Lora Bros., Six (Century) Baltimore, t.
Los Rancheros (Wylin) NYC, h.
Loy, Thid, (Gladiators) Casper, Wyo., h.
Lynn, Bernice (Omar's Dome) Los Angeles, nc.
M
McGowan & Mack (Pan-Pacific Rink) Los Angeles, Ca.
McGowan, Bobby, & Sun Valley Ice Carnival (State-Lake) Chi, t.
McMahon, Larry (Village Casino) NYC, nc.
Mack, Billy (Crista) NYC, nc.
Madison, Rudy (Gay Nineties) NYC, nc.
Madison & Stafford (Bismarck) Chi, h.
Makarenko, Danila (Rainbow Inn) NYC, re.
Maniacs, Three (Village Casino) NYC, nc.
Mann, Marion (Blackhawk) Chi, nc.
Manning, Marion (International) NYC, nc.
Mapes, Bruce (Tropic Gardens) Westwood, Calif., re.
Mara (Old Romanian) NYC, nc.
Marcy Bros. & Beatrice (Riverdale) Milwaukee, t.
Margot (Tokay) NYC, re.
Marina & Norina (Tokay) NYC, re.
Marion, Eight Singers (College Inn) Chi, nc.
Marinot, Lou (Troadero) NYC, nc.
Mario & Floria (Roxy) NYC, t.
Marks, Tony (College Inn) Chi, nc.
Marlynn & Michael (Radio City Rainbow Grill) NYC, nc.
Marquise, La (La Marquise) NYC, nc.
Marquita & Meoce (Andy's Inn) Syracuse, N. Y., nc.
Martin, Tommy (Palmer House) Chi, h.
Martin, Paul (Midnight Sun) NYC, nc.
Martin, Gene (Warwick) NYC, h.
Mason, Philip (Plantation) NYC, nc.
Massey, Louise, & Her Westerners (Chicago) Chi, t.
Maureen (Griss) NYC, nc.
Maurice & Cordova (New Yorker) NYC, h.
Maurice & Norra (Cubanita) Hollywood, Calif., nc.
Mauseth, Irene (18) NYC, nc.
May, Bobby (Dorchester) London, h.
Maybelle, Billie (Colosimo's) Chi, nc.
Mayfield, Katherine (Le Mirage) NYC, nc.
Mayo, Shirley (Barney Gallant's) NYC, nc.
Meadow, Frankie (Butler's) NYC, c.
Melody Ranch Show (Elk Park) Parkersburg, W. Va.
Meredith & "Snooter" (Leon & Eddie's) NYC, nc.
Michon, Michel (Russian Kretchma) NYC, nc.
Mignone (College Inn) Chi, nc.
Mildred & Maurice (Monte Carlo) NYC, nc.
Miller, Tedra (Crista) NYC, nc.
Miller, Beth (Roumanian Village) NYC, nc.
Miller, Cathlyn (Hawaiian) San Francisco, nc.
Mirava, Inna (Bubblin) Hollywood, nc.
Mitchell-Hedges, Dorothy (Village Nut) NYC, nc.
Mizeaux, Jack & Astra (Elysee) Chi, h.
Morton, Fred (Half Moon) NYC, nc.
Morrow & Adams Sisters (State-Lake) Chi, t.
Motti, Mill (Casanova) NYC, nc.
Montes, Nena (Yumuri) NYC, nc.
Montiglio, Maria (Leone's) NYC, re.
Montoria, Maria (Midnight Sun) NYC, nc.
Moore, Harry (Village Brewery) NYC, nc.
Morales Bros. & Little Daisy (Garrick) St. Louis, t.
Mozeno, Consuelo (Cuban Casino) NYC, nc.
Morzan, Helen (Rancho San Pablo Club) Oakland, Calif., nc.
Morgan, Russ (Paradise) NYC, nc.
Morris, Wayne (Pal.) Cleveland, t.
Mulca, Jimmy & Miled (Palmer House) Chi, h.
Murray & Alan (Old Romanian) NYC, nc.
Murray, Arthur, Dancers (Netherland Plaza) Cincinnati, h.
N
Napua (Lexington) NYC, h.
Nargo, Vera (International Casino) NYC, nc.
Nataasha (Harry's New York Cabaret) Chi, nc.
Nathans Bros. (Corso) NYC, nc.
Naturals, Three (Netherland Plaza) Cincinnati, h.
Nazarenko, Tasha (St. Regis) NYC, h.
Neesley & Norman (Casa Del Tonic) Tulsa, Okla., nc.
Nicholas Bros. (Cotton Club) NYC, nc.
Nichols, Wayne (Arlington) Santa Barbara, Ca., 21-22.
Nigey, Ruth (Radio City Rainbow Grill) NYC, nc.
Nina (Monte Carlo) NYC, nc.
Noble, Leighton, & Band (Edgewater Beach) Chi, h.
Nod & Noland (Paradise) NYC, ch.
Noland, Nancy (Elysee) NYC, h.
Norman, Karyl (Butler's) NYC, c.
Norris, Harriet (Alabam') Chi, nc.
Novak, Wilma (Old Romanian) NYC, nc.
O
O'Connor, Eileen (International Casino) NYC, nc.
O'Connell, Three (State-Lake) Chi, t.
O'Day, Sally (Harry's New York Cabaret) Chi, nc.
O'Day, Darlene (Bismarck) Chi, h.
O'Neil, The (Merchants' Food Show) Wellington, Kan., 1-2.
Ortega, Eva (St. Regis) NYC, h.
(See ROUTES on page 58)

LIST OF 250 VAUDE SPOTS

120 WEEKS

(Continued from page 3)
two-night stands. For example, it will spot vaude Tuesday and Wednesday into its 8th Street here this month and may force Loew to restore vaude at its opposition Orpheum. Most of the "baby units" are booked direct thru the theater department.

Loew has been holding back on vaude, but Warner and Paramount have been bolder with flesh policies. The independents have been doing an aggressive job digging up new houses here and throughout the country.

The Bowes units and name bands have undoubtedly done more to keep interest alive in flesh than any other factor the last three years. It appears that the much-abused Major Bowes units didn't harm vaude after all. In fact, the Bowes units have played more than 3,000 play dates (including auditions, theaters, special events) and have brought the flesh idea into towns and places that had never seen live talent before.

MCA, too, claims credit for pushing its name bands into new places and keeping the vaude idea alive. Bookers admit that name bands have kept stage shows alive in many cities.

Out-of-town reports on vaude are good, too. The Standard Theaters Circuit of Oklahoma plans spot bookings for 11 of its houses. Tri Theaters, Inc. of Alliance, O., plans more vaude. The Great States Circuit of Illinois, the Blank Circuit of Iowa, the Friedl houses of Minnesota and the Dakotas and the Schine Circuit of up-State New York are all raising spot bookings. The Gillespie Circuit, which covers Spokane, Okanagon, Brewster and Orville, is spot booking vaude.

Sol Berns, Detroit booker, has four and a half weeks on his books and expects four more. Other Detroit bookers are picking up houses. The Broadway-Capitol and the Downtown Theater, Detroit, plan vaude soon.

The Aldine, Pittsburgh, is a vaude possibility, as is the Orpheum, Kansas City; the Michigan, Detroit; the Metropolitan, Boston, and others.

T. D. Kemp Jr., of Charlotte, N. C. has lined up around 20 houses, 13 to get bands and units on spot bookings and the rest picking up occasional acts. Wilbur Cushman, of Hollywood, is busy lining up a circuit for his units also.

The following is a list of vaude houses, listed according to booker, and the policy. More than 55 houses are listed under "Booking Affiliation Indefinite," which means that *The Billboard*, in compiling this list, was not able to ascertain definitely whether the house was booking direct or thru any booker exclusively. The list, of course, is not complete—as vaude is too decentralized and there is absolutely no sure way of checking the experimental policies.

CHICAGO VAUDE

(Continued from page 3)
towns, for example, than they had last year at this time.

Week stands on books here include the Lyric, Indianapolis; Colonial, Dayton; Paramount, Fort Wayne, Ind.; State-Lake, Chicago; Chicago, Chicago; Riverside, Milwaukee; Orpheum, Memphis, and Fox-Tower, Kansas City.

An added bet later on will be the Oriental, back in the hands of its owner, the Thompson Estate. Several prospective operators have been after this Loop temple, and negotiations will probably be completed this month.

Fields Draws \$17,500

PHILADELPHIA, Oct. 15.—Benny Fields, heading the show at Jack Lynch's Walton Roof, netted \$17,500 the opening week of his two-week stay.

Rest of the show includes Powers Couraud, Ghezzi Brothers, Readinger Twins, the Glamour Girls and Jeno Donath's Orchestra.

Montreal Spot Reopens

MONTREAL, Oct. 15.—Running under the new tag of Cabaret Val d'Or, the Casino de Paroe reopened after an 18-month closed-down. The Hill Brothers are the new co-owners of the spot. Spot crossed \$750 opening night. Two shows nightly, booked thru the Delorme agency.

Bill Howard (RKO), New York
Palace, Chicago Full week (name bands, acts)
Harmans Bleeker Hall,
Albany, N. Y. Sunday concerts
Palace, Cleveland Full week (name bands)
Orpheum, Minneapolis Full week (name bands)
Proctor's, Troy, N. Y. Four days (not booking yet)
Proctor's, Schenectady, N. Y. Thursday to Saturday (bands, units)
Shubert, Cincinnati Full week (names, bands)
Palace, Columbus Spot bookings (units, bands)
Colonial, Dayton Full week
Orpheum, Des Moines Spot bookings
Palace, Schenectady Spot bookings

Larry Gripe (RKO), New York
RKO's 58th Street, N. Y. Saturday-Sunday (acts, bands)

RKO Theaters Booked Thru Theater Dept.
84th Street, New York Tuesday-Wednesday (units)
Kenmore, Brooklyn Single day (spot bookings, units, vaude)
Coliseum, Brooklyn Single day (spot bookings, units, vaude)
Madison, Brooklyn Fridays (units, vaude)
Hamilton, Brooklyn Rarely
Chester, Bronx, New York Single day (spot bookings of units and vaude)
Fordham, New York Friday (amateurs)
Albee, Brooklyn, N. Y. Spot bookings

Russell Markert-Leon Leonidoff, New York
Music Hall, New York Full week (acts supplementing house cast)

Ted Hammerstein, New York
Queensboro, Queens, N. Y. Sundays (names)

Guy Martin French-American Productions, New York
Palladium, New York Four weeks to start soon (produced vaude)

Sidney Piermont (Loew), New York
State, New York Full week (five acts)
Century, Baltimore Full week (band presentations)
Capitol, Washington, D. C. Full week (five acts)
Majestic, Evansville, Ind. Four days, spot bookings (units)

Harry Mayer (Warner), New York
Strand, New York One or two week (name bands, acts)

Strand, Brooklyn Full week (stage band)
Earle, Philadelphia Full week (name bands, acts)
Fox, Philadelphia Full week (pit orchestra)
Stanley, Pittsburgh Full week (name bands, acts)
Earle, Washington, D. C. Full week (name bands, acts)
Frankford, Philadelphia Saturday-Sunday
Alhambra, Philadelphia Saturday-Sunday
Allegheny, Philadelphia Saturday-Sunday
Oxford, Philadelphia Saturday-Sunday
Kent, Philadelphia Saturday-Sunday
Astor, Reading, Pa. Friday-Saturday
Strand, York, Pa. Friday-Saturday
Capitol, Lancaster, Pa. Saturday
Queen, Wilmington, Del. Saturday
Stanley, Camden, N. J. Sunday
Capitol, Steubenville, O. Sunday
Cross Keys, Philadelphia Saturday-Sunday
Savola, Philadelphia Saturday-Sunday

George Godfrey, New York
Keith, Portland, Me. Week-ends (five acts)
Parkway, New York Week-ends (five acts)

Harry Kalcheim (Paramount), New York
Paramount, New York Full week (name bands, acts)
Paramount, Springfield, Mass. Full week (spot bookings, units)
Orpheum, Omaha Full week (spot bookings, bands)
Shea's, Buffalo Spot bookings (name bands)
Orpheum, Minneapolis Full week (spot bookings, bands)
Paramount, Des Moines Split week (bands occasionally)
Capitol, Cedar Rapids Split week (bands occasionally)
Paramount, New Haven, Conn. Spot bookings (units)
Newman, Kansas City Full week (spot bookings, bands)
Orpheum, St. Paul Bands occasionally
Metropolitan, Boston Full week (starting soon)
Michigan, Detroit Full week (starting soon)

Jesse Kaye (Fanchon & Marco), New York
Roxy, New York Full week (acts supplementing house line and band)

Arthur Fisher, New York
Loew's, Montreal Full week (vaude, units)
Hershey, Hershey, Pa. Split week (units, vaude)
Gayety, Boston Split week (vaude)
Freeport, Freeport, L. I. Split week (vaude)
New Jamaica, Jamaica, L. I. Week-end (vaude)
Huntington, Huntington, L. I. Split week (vaude)
Gates, Lowell, Mass. Full week (vaude)
Bliss, Sunnyside, L. I. Week-end (vaude)
Queens, Queens Village, L. I. Week-end (vaude)

Joe Feinberg (Amalgamated Agency), New York
Fay's, Providence, R. I. Full week (acts, units)
Capitol, Wilkes-Barre, Pa. Split week (acts, units)
Capitol, Scranton, Pa. Split week (acts, units)

Dave Stern, New York
Franklin, Bronx, N. Y.
Royal, Bronx, N. Y.
Dyker, Brooklyn, N. Y.
Tilyou, Coney Island, N. Y.
Bushwick, Brooklyn, N. Y.
Orpheum, Brooklyn, N. Y.
Greenpoint, Brooklyn, N. Y.
Lincoln, Union City, N. J.
Central, Union City, N. J.
Fabian, Hoboken, N. J.
De Witt, Bayonne, N. J.
Embassy, Orange, N. J.
Savoy, Newark, N. J.
Ritz, Newark, N. J.
State, Jersey City
All RKO houses using at least one night and most frequently two nights a week of novelty acts and small units
All Warner houses using at least one night and most frequently two nights a week of novelty acts and small units

Irving Barrett, New York
Globe, Bridgeport One day (vaude, units)
Poli, Waterbury Wednesday (vaude, units and occasional name band)
Proctor's Yonkers Two days (one show a night; Yonkers, N. Y. units, vaude)
Proctor's 125th St., New York Two and one-half days (units, vaude)
Proctor's, Mt. Vernon, N. Y. One day (units, vaude)

A. and B. Dow, New York
State, Hartford, Conn. Spot bookings (names, bands, units)
Paramount, Newark, N. J. Full week (names, bands, units)
Paramount, Asbury Park, N. J. Full week (spot bookings)
Palace, Stamford, Conn. Three days (name, bands)
Capitol, Wheeling, W. Va. Friday to Sunday (spot bookings, units)

Charles Freeman (Interstate), New York
Majestic, Dallas
Metropolitan, Houston Full week (units, spot bookings)
Majestic, San Antonio every four or six weeks; not more than seven shows a year.
Worth, Fort Worth, Tex.
Paramount, Austin, Tex.

Al Rogers and Bill Miller, New York
Folly, Brooklyn Split week (units, acts)
Fox, Brooklyn Just ceased one day radio shows. Plays full week.
Paramount, Brooklyn Plans one-day radio shows

Harry Carlin, New York
Triboro, New York Sunday (one act)

Edward Sherman, New York and Philadelphia
Rivoli, Toledo Full week (anything that fits into a \$7,500 weekly budget)
Hippodrome, Baltimore Full week (anything that fits into a \$7,500 weekly budget)

State, Baltimore Split week (five acts)
National, Richmond, Va. Full week (units, bands)
Fay's, Philadelphia Full week (units, acts)
Carmen, Philadelphia Full week (five acts)
Broadway, Pittman, N. J. Saturday (vaude)
Runnemed, Runnemed, N. J. Saturday-Sunday (vaude)
Majestic, Paterson, N. J. Split week (vaude)
Colonial, Lancaster, Pa. Tuesday to Thursday (units, acts)

Rajah, Reading, Pa. Split week (units, acts)
Dante, Philadelphia Friday-Saturday (vaude)
Egyptian, Bala, Pa. Friday-Saturday (vaude)
Colonial, Philadelphia Friday-Saturday (vaude)
Broadway, Camden, N. J. Sunday (vaude)
Steel Pier, Atlantic City Saturday-Sunday (vaude)
Community, Hembry, Pa. Friday-Saturday (vaude)

Lawrence Golde (William Morris Agency), New York
Palace, Akron Split week (spot bookings for name acts, bands)
Circle, Indianapolis Full week (none as yet this season, but on lookout for name bands, attractions)

Rialto, Flint, Mich. Week-ends (four or five acts with picture name)
Rivoli, Toledo Split week (spot bookings, name acts, bands)

Palace, Fort Wayne, Ind. Four days opening Sunday (name bands)

Louis Lipstone (Balaban & Katz), Chicago
Rialto, Joliet, Ill. Sunday (spot bookings)
Palace, Peoria Saturday-Sunday (spot bookings)
Orpheum, Springfield, Ill. Saturday-Sunday (spot bookings)
Palace, Rockford, Ill. Sunday (spot bookings)
Chicago, Chicago Full week (names, bands)

Sam Bramson (William Morris Agency), Chicago
Riverside, Milwaukee Full week (units, bands)

Charles Hogan (William Morris Agency), Chicago
Stratford, Chicago Saturday-Sunday
Paramount, Hammond, Ind. Sunday

John Benson, Chicago
St. Charles, St. Charles, Ill. Sunday
Egyptian, De Kalb, Ill. Saturday
Miller, Woodstock, Ill. Sunday

Music Corp. of America, Chicago
Palace, Milwaukee Full week (units, bands, spot bookings)

Billy Diamond Agency, Chicago
Orpheum, Memphis Full week (spot bookings, including colored acts)
State-Lake, Chicago Full week (vaude and units)
Fox-Tower, Kansas City Full week (name bands and two acts)

Sid Wermer (Sam Herman Office)
Englewood, Chicago Friday-Saturday

Warren Jones (RKO), Chicago
Colonial, Dayton, O. Full week
Lyric, Indianapolis Full week (units, acts)
Paramount, Fort Wayne, Ind. Full week (bands, units)
Orpheum, Champaign, Ill. Sundays (spot bookings)
Orpheum, Davenport, Ia. Friday-Saturday-Sunday (spot bookings)
Orpheum, Sioux City, Ia. Saturday-Sunday (spot bookings)
Kedzie, Chicago Saturday-Sunday

Leo S. Salkin (Central Booking), Chicago
Uptown, Racine, Wis. Saturday-Sunday (spot bookings)

Fanchon & Marco, Los Angeles
Paramount, Los Angeles Full week
(See LIST OF 250 VAUDE SPOTS on page 23)

Loew's State, New York

(Reviewed Thursday Evening, October 13)

Freddie Bartholomew, filmdom's kid English actor, is the headliner this week on a personal-appearance tour. Usually p-a. stands are either the sign of a wavering hold on the public or a build-up. It hardly seems as tho the buster brown collar wearer needs a build-up after starring in pictures all this time. Customers who pay cash to see Freddie will be satisfied only by seeing him in the flesh; how tall he's grown; how self-possessed he is and how likable he is. Otherwise, there's little to his act, if act it may be called. He announces the acts, starting with the deuce. Allen and Croel, and has his own spot, but his own spot isn't a vaude act. It's a movie trailer in which Judy Garland does all the work. She sings a song in her effective style, first leading up to a scene between Walter Pidgeon and Freddie in their next MGM production. Mickey Rooney is also in the trailer, and while the trailer itself is cute, it's too obvious that Judy dubbed on her number and synched it later. As an emcee, Bartholomew tells a few weak gags, and the whole situation, his delivery and material, has an uneasy air.

Gautier's Steeplechase opens. It's a standard act and the wheeling ponies and poodles, with a strong touch of comedy, leaves the house in good frame of mind. Well appreciated.

Al Allen and Lillian Croel work like experienced vaudevillians. The act is potentially a good one, but did not impress especially. Allen has an easy delivery and pounds a trick off tune-midget piano, but old and weak material fails to give the act punch required for present day steady employment. Much of the piano gag stuff is straight out of the late Herb Williams' comedy classic. This includes the glass of beer business. Act will be able to do itself some good when right kind of material is used. Miss Croel can tap okeh and warble for good vaude results, altho her breathing is too noticeable. Act makes a good appearance, man in tails and the girl in a white gown.

Three Swifts, another standard, did very well with their excellent Indian club routine. It's a turn that never fails to sock, and didn't fail at this showing.

Saul Grauman and Co., flash act, closes. Highlight is Grauman's invention, a trick staircase that rings bells as Grauman and the four girls in his company dance up and down on it. Staircase also lights colored bulbs at the top. It's a pretty good vaude novelty. Preceding the stair work, Betty Jane Walters does an effective contortion routine and three girls split a precision trio dance and a duetted fencing and military routine. Miss Walters' number

Vaudeville Reviews

was the only one to hold the audience, other than the stair work.

Boys Town is strong screen attraction. House spotty in the back after the last vaude show this night.

Jerry Franken.

Chicago, Chicago

(Reviewed Friday Afternoon, October 14)

A brief but fine bill, in its second week here, to support the luscious comedy of Frank Capra's screen version of *You Can't Take It With You* (Columbia). The four acts, backgrounded musically by Adrian's house ork, consume little more than 25 minutes.

Jean Florian is an extraordinary ball juggler. His timing is near perfect and his feats speak of long periods of practice. Works with ordinary play balls, a beach ball and a football, the latter an unusual balancing sight. Announced as making his first American tour and for this reason probably works entirely in pantomime.

Frank Payne, personable impersonator, doubles pleasantly as straight emcee and on his own earns loud response with his sharp carbons of such characters as Uncle Ezra, Fred Allen, Hal Totten (local baseball commentator) and Bergen and McCarthy.

Maurice and Betty Whalen, youthful and good-looking adagio team, follow with a smooth routine, well constructed and boasting of several out-of-ordinary tricks. Girl is a striking-looking blonde and fits nicely into her spot.

Louise Massey and the Westerners closed, and suitable cowboy atmosphere was furnished by the band boys in 10-gallon hats and a colorful Western drop. Act is classy and entertaining. Line-up at second show included *Riding Down That Old Texas Trail*, the Mexican Gey *Ranchera*, *In the Heart of the West* and a medley of other popular outdoor tunes. Business fair. Sam Honigberg.

Music Hall, New York

(Reviewed Thursday Evening, October 13)

Production this week is one of those slipshod affairs that sneaks thru the various M. H. departments at times. Forty minutes, as a result, are a lackluster hodgepodge, the standouts being a couple of standard vaude turns. This, in itself, is more or less news, since any routine act that braves the vastness of that stage is usually lost in the shuffle of spectacular sets and embellishments.

Called *Funfests* for no reason visible to the naked eye, the show is in four parts, starting with a Southern plantation scene and winding up with a masquerade ball. The interim takes in the Glee Club in a "S(w)ing Session" set against a schoolroom background (the reason for which is also not too clear), and one of the best animal acts in vaude—Bob Williams and Red Dust. The Glee Club is continuing its new lease on animated life, and does an excellent arrangement of *Mertha* as it was intended by Plotow and as it has been extended by Larry Clinton. The boys are doing some good work these weeks.

Williams and his trained dog are really a turn worth watching. The routine is unusual, clever and humorous. Williams' boyish personality, as expressed in his pleadings to the pup to do something, which meets with no response whatever, and his gleeful exuberance when Red Dust does show some signs of life, is the final touch in setting this act in a class

by itself. When they really get down to business, the dog's tricks draw plenty of ohs and ahs, and deservedly.

Gloria Hills warbles Rudolf Friml's *Chansonette* in the opening scene, and joins Robert Topping in *Masquerade* for part four; neither stands out particularly. Three Olympics, on in the last quarter, impress with some sensational roller skating on a table top, which is all the more spectacular because of the surrounding lackadaisical production. The whole thing seemed, for that matter, only a build-up for the Rockettes, who once again carried off the only real hand of the evening. Interesting how the girls stay out of one line until the end of each routine, thereby making it even more effective when it finally comes.

Nat Karson credited with the settings this week, and not so good. Finale scenery is particularly skimpy and bad-looking.

Screen half is Hal Roach's first picture for United Artists, *There Goes My Heart*, Virginia Bruce-Fredric March starrer. Daniel Richman.

Palace, Chicago

(Reviewed Friday Afternoon, October 14)

An interesting show, spotting the 24 Chester Hale Girls in unusually well-routined numbers, with solid support furnished by Ross Wyse Jr., Sybil Bowman and Gaston Palmer. In for two weeks as the cohort to Deanne Durbin's *That Certain Age* (Universal), it should add many loyalists to the stage-show kingdom.

The girls, in flashy red pajamas, open with a rumba in tap that sparkles with clean-cut steps and a unison high-kick finish. They return with some interpretative modernistic emoting and wind up the program with a machine-age concoction that is spiced with Folies Comique atmosphere and impressively designed costumes.

Ross Wyse has a sock turn in his exerting acro tricks and adagio lesson with June Mann that is a natural for laughs. A reliable act.

Sybil Bowman, with her new impressions, has a comparably less powerful session until her never-falling Mrs. Roosevelt at a girl scouts' rally, which sends her off big. Her take-offs of an English cup-winning beauty, ballet-dancing cripple and music-hall queen are interesting in substance but are not as solid as some of her carbons during her last appearance here. Still makes the fast changes in full view of the audience.

Gaston Palmer, with a likable French accent, makes himself a most winning juggler. He is decidedly different from the rest, each trick augmented with laugh-getting lines. His brand of comedy is as good as his juggling work. Winds up accomplishing a tray feat, eight spoons falling into eight individual glasses. Went big.

Business very good first show opening day, a near-capacity house at show-break time. Sam Honigberg.

Coliseum, London

(Week of October 3)

Business and also the standard of the vaude programs at this spot show steady improvement.

Opener, Sam Linfield and Co., acrobatic comedy turn, is mild fare. Winnie Collins and Charlie Brooks, both with experience in musicals, please with entertaining song and dance plus fair comedy. Iris Sandler, English comedy gal, shows promise with funny mannerisms but should learn to time her laughs better.

Randolph Sutton, light comedy singer, is the first sock hit. Has an individual style that gets hearty returns. Lucienne and Ashour, French comedy dancers with an apache complex, are a riot. Boy and girl, both on the heavy side, alternate in throwing each other around the stage.

Eily Ardely, charming and graceful girl, does a somewhat different trapeze act that is neatly routined. Girl enhances offering by showmanship and admirable costuming. Six Viennese Singers hit solidly with harmony singing.

Eddie Peabody, strumming his banjo and electric guitar, show-stops and proves to be the best act of his type yet seen here. Held over from the previous bill, Bebe Daniels and Ben Lyon, flicker names, headline with a peach of an act. Thirty minutes of singing and gagging

climaxed by a domestic skit that has plenty of belly laughs. Giovanni, conjurer and "pickpocket," has a tough task in closing. A good performer, Giovanni handicaps himself by reason of his aggressive air towards his helpers, many of whom are from out front.

Second half of program is far stronger than the opening session. Bert Ross.

Orpheum, Los Angeles

(Reviewed Thursday Afternoon, Oct. 13)

Show this week has been cut quite a bit, but it still goes to make good entertainment. Almost as well entrenched as the theater itself, Al Lyons continues to supply the music. He and his ork work from the pit this week.

Easily topping this week's bill is Mickey King, aerial artist. She is a looker and knows how to please the crowd. Her stuff was daring and well timed.

Youman Brothers offered something a little different in the impersonation idea. Playing clarinet, violin and accordion, the trio gave their impressions of the Benny Goodman, Glen Gray, Wayne King, Shep Fields, Ted Lewis and other orks and it went over very well.

Anthony, Allyn and Hodge do adagio work that is tops for precision. June Brooks toe dances solo numbers from ballet to an Irish jig.

Terry Howard and partner, Jack Talley, get their share of laughs in a rapid-fire patter of gags and songs. Their material pleased.

Lyle Gordon, a holdover from last week, sang best *Pocketful of Dreams*. He also added a couple of whistling numbers to the current show.

George Downey, tramp bicyclist, does some good tricks, his breakaway bike getting chuckles out of the crowd. Downey seems to be able to give his turn that certain something that gives it an edge over other acts of its kind.

Pic, Mr. Wong, Detective. Business good. Dean Olsen.

Earle, Philadelphia

(Reviewed Friday Afternoon, October 14)

Nostalgia is the theme here this week. With Ted Lewis and band leading the way, show is a far cry from the jitterbug fare that's been dished out here lately. Lewis sets the mood gradually, playing current pop tunes then lapsing into his old stand-by, *Me and My Shadow*. Going the routine with his septuagenary, Charlie (Snowball) Whittier. Act carries the same wallop as when Ted first introduced it almost a decade ago.

Five Lovely Ladies of Melody then come thru with a medley of tunes that are well received. They are personable and have pleasing voices. Lewis then goes into the reminiscent stage, recalling the days of B. F. Keith's, the old Globe and other flesh palaces of yesteryear, singing and playing the melodies of that era.

Piece de resistance of this part of the show is the introduction of Sheldon Brooks, old-time colored songwriter, who sings his own compositions that were such tremendous hits in the early part

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FREE CATALOG

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of the century. *Some of These Days* and *Darktown Strutters Ball*. Brooks went away to a tremendous ovation. Also getting the palm was Eddie Leonard, composer of *Boola Boola Eyes* and *Ida, Sweet as Apple Cider*.

Also neither of the oldtimers has any voice to speak of, they put the numbers over to the customers' satisfaction, and wind up with a bit of buck-and-wing that isn't half bad, considering the age of the hoofers.

Danny White does an excellent impersonation of *Frisco*, with the derby and cigar routine, during the playing of the *Darktown Strutters Ball*. Other acts were Gale Sextette, three-couple dance act, good, but a bit out of place in the oldtimers' reunion; Johnny Coy, tap dancer, and Vera Ellen, in a series of graceful ballet numbers.

Show from the standpoint of an old-time vaudeville goer was a tremendous hit, as Lewis kept bringing up the minstrel touch that was popular in the '20s. Lewis' band has improved tremendously since its last appearance here. Whether the show in its entirety will please the younger set, who make up the bulk of the Earle's patronage, is a question—also opening day's business was up to par.

Picture was RKO's *Breaking the Ice*. St. Shafts.

Roxy, New York

(Reviewed Friday Evening, October 14)
A lively stage show this week helps the dull epic film, *Suez* (20th Century-Fox).

The stage show features Bud Abbott and Lou Costello, billed as "Comedy Stars of Kate Smith's Radio Hour—courtesy of Ted Collins," and coming on to a very fancy introduction. Despite the handicap they caught on nicely and had the customers laughing all the way. Their material is good and their technique sure-fire. Silly talk, but very amusing.

Another sock is Mario and Floria, ballroom dancers recently at the State down the street. Following Jeanne Brideson's lovely violin solo, they glide thru an entrancing waltz full of tricky lifts and spins and then work in one for their tango, an applause winning lively number. Their liquid terping and surprising tricks put them over solid. Miss Floria was lovely in a Dorothy Van Winkle gown.

Miss Brideson's violin was given a perfect setting and backed the Gae Foster Girls in interesting formations. The Fosterites contributed a lively football opening number and then closed the show with an unusual and novel dancing and balancing on ladders routine.

Four boys and three girls hop around and perform fast acro stunts of all kinds. Labeled *Variety Gambols*, the turn held easy interest. Paul Ash introduced the show and led the pit orchestra. F. & M. production.

Next film is *That Certain Age* (Deanna Durbin). Paul Denis.

Strand, New York

(Reviewed Friday Evening, October 14)
Horace Heidt and his Brigadiers are the sole occupants of the stage this week. The group presents a fast show of some 50 minutes. Long identified as one of the original "entertaining" dance bands, its actual dance music output has been so restricted for this appearance that a fair evaluation of its musical merit could hardly be fixed. But as a compact, versatile entertaining unit that doubles in music, well—that's another matter. Its range of material runs from the quite classical to the other extreme, and peppered with enough nonsense and novelty thrust to make a laugh justifiable almost at any point in between. All of the well-known specialists, plus a couple recently added, are seen to good advantage, smoothly presented and routinized thru Heidt's showmanship knack. As a whole, however, the band still preserves a recognizable measure of its collegiate flavor and its multiple glee club effects.

The Three King Sisters, pretty and vivacious, lend charm and personality to their harmonizing and add a touch of fun with their *Lambeth Walk* demonstration. Alvin Roy uses light-fingered wizardry in inducing the unusual effects for *Sugar Blues*, plucked from his electric guitar. Bernie Madison beats a furious tattoo out of the traps and gives a Jack Powellish version of drumstick wizardry.

Larry Cotton's legit attempts at classical warbling set a striking relief to the rest of the goings-on and are in themselves a creditable piece of smooth tenoring. He first solos Gounod's stately

Ave Maria then later lends his voice to another bit of highbrow offering, the *Drinking Song* from *La Traviata*, aided by the Three Vocalers and a chorus. In direct contrast are the jitterbug antics of the cute team of Agnes and Gable, wound up with an amusing burlesque by Heidt and the girl.

Best reward for individual efforts was won by Art Carney, a thin curly-headed youngster with a remarkable flair for impersonations. His impressions of Lionel Barrymore, Ned Sparks, Al Smith and Roosevelt are all well done and made doubly enjoyable with material that is hilariously pointed. Jean Fahrney has impish cuteness and a fair voice, singing *I Can't Give You Anything But Love* and *Meet the Beat of My Heart*, but that is as far as her accomplishments register.

A skit, *Hi-O, Silver*, participated in by nearly the entire cast, is really a funny bit of business and brings out the versatility of the band. Other credits and words of praise must go to Red Ferrington for his mirthful jesting; to Frankie Devoe, the harassed musician and dead-pan comic, and to the Trumpeteers for some fancy triple-tonguing and pyramidal passages.

With the Warner film hit *The Sisters* on the screen, Heidt may be the first to lay claim to a third week term here. George Colson.

Capitol, Atlanta

(Reviewed Monday Evening, October 10)
The Martin twins doing tap and acrobatics are outstanding at the Capitol, Atlanta's only vaude house.

Along with exceptional xylophone work by Al Outkr, a local, other acts filling out the bill are Jean Carl, doing a classic piano act; Eddie and Amy Doyle, balancing and hoop work; Harry Richards. (See VAUDEVILLE REVIEWS page 26)

GROSSES

NEW YORK.—Tommy Dorsey continued to hold the edge on his patronage in his second week at the Paramount by grossing \$57,000 with the aid of Connie Boswell and *If I Were King* on the screen. His fellow record-breaker of last year at the Paramount, Clyde McCoy, didn't do as well at Loew's State last week, with a \$25,000 house. Also on the State stage were Sims and Bailey;

screen fare, *I Am the Law*. Strand Theater hit bottom last week, doing but \$23,000, the lowest gross since the house's new policy. Johnny Messner's *Ork* and Chester Morris on the stage, along with *Secrets of an Actress*.

Radio City Music Hall, in the second week of *Drums*, with the stage rerun headed by Harrison and Fisher, accounted for \$80,000 at the b. o. Box, also in the second week of *Straight, Place and Show* and *Del Casino* and the Lathrop Brothers on the stage, did \$33,000.

PHILADELPHIA.—Chick Webb's crew, with Ella Fitzgerald, clicked for 25 Cs. at the Earle Theater this week. The combo broke Benny Goodman's record at the Stanley Theater, Camden, N. J., where they did their Sunday stint by snagging \$3,500 for the day.

CHICAGO.—Another big week for the flesh emporiums, thanks to peak convention turnouts and the school vacation on Columbus Day. Chicago in first week of *You Can't Take It With You* and vaude bill scooped up a fine \$44,000, and the across-the-street State-Lake was rewarded with a strong \$12,000, thanks to the p. a. of Hugh Herbert, the screen's woo-woo comic. Palace, too, was ahead with a mighty \$17,500 pulled in by a two-a-day caliber show that included Bert Wheeler, Stroud Twins, Schnickel-fritz Band and Dolly Kay, among others.

MILWAUKEE.—Two full-weekers here is not a too healthy condition for the downtown district, as witnessed by the poor \$8,000 grossed by the Veloz and Yolanda show at the Palace and the fair \$9,100 at the Riverside, which had Chester Hale's line of 24 girls and four acts. Dance team, which last week at the Chicago, Chicago, drew \$54,300, meant little or nothing to local audiences. The more established Riverside combo policy attracted its regular trade.

KANSAS CITY, Mo.—Glen Gray and the Casa Loma Band last week proved a good draw at the Fox Tower Theater, the box office registering \$15,000 for seven days. Orrin Tucker's Orchestra, on this week's bill, is doing about the same but will probably fall short of the Casa Loma mark. Benny Goodman's spectacular \$22,000 week last month broke all previous marks and will undoubtedly stand for a long while. New stage show policy will be continued thruout the

Chicago 1 and 2-Day Stands Seek Names

CHICAGO, Oct. 15.—While Balaban & Katz continue to search for band units, the one and two-day houses around this area are crying out loud for names.

In B & K's Chicago Theater band units, on the average, have been holding up strongly. Confident that their popularity is not on the wane, booker Louis Lipstone set bands into the Chicago for the next four weeks. Orrin Tucker moves in Friday for a fortnight prior to his engagement at the Palmer House and in succession for single week engagements come Hal Kemp and Bob Crosby, both out of local niteries.

Names for vaude houses are scarce, as usual. John Benson, feeding the Anderson Circuit in Illinois, states that shows revolving around one notable bring the best results. Among recent names making the rounds here are Hugh Herbert, Nick Lucas, Oswald, Sammy White, Sony LaMont and Betty Burgess, Bert Wheeler, Stroud Twins, Edmund Lowe, Zasu Pitts, Roscoe Ates, Bill Robinson, Three Stooges, Martha Raye, Maxine Sullivan and Toby Wing.

Interesting to note that the State-Lake Theater, only indie flesh house in the Loop, has gone in strongly for name bills, buying almost anything from Hollywood that has box-office value. State-Lake used Hugh Herbert, Toby Wing, Edmund Lowe, Roscoe Ates and Nick Lucas, among others.

winter. Each band uses two separate acts weekly.

LOS ANGELES.—Paramount Theater, for the week of October 5, with Jack Durant and Kenny Gardner, along with *Sing, You Sinners*, dipped last week with \$14,500. Normal is \$13,000.

MONTREAL.—Loew's Theater, with an eight-act vaude bill and *Affairs of Anand*, did \$13,500. Average is \$8,000.

LIST OF 250 VAUDE SPOTS

(Continued from page 21)

- Paul Savoy, Los Angeles
- Denver, Denver Full week
- Tabor, Salt Lake City Full week
- Bonnie, Helper, Utah One night
- Westland, Grand Junction, Colo. One night
- Roxy, Salt Lake City Full week (mostly units)
- Valencia, West Trinidad, Colo. One day
- Princess, Cheyenne, Wyo. One day
- Paramount, Idaho Falls, Ida. One day
- Chief, Pocatello, Ida. One day
- Egyptain, Ogden, Utah One day
- Bert Levey Circuit, Inc., Los Angeles
- Golden Gate, San Francisco Full week (acts, names occasionally)
- Orpheum, Los Angeles Full week (vaude, units)
- Orpheum, Spokane, Wash. Three days (week-ends) (vaude and units)
- Beacon, Vancouver, B. C. Three days
- Palomar, Seattle Full week (acts, units)
- Roosevelt, Oakland, Calif. Saturdays-Sundays
- El Campanil, Antioch, Calif. Sundays
- Post Street, Spokane, Wash. Thursday thru Sunday (vaude)
- T. D. Kemp Jr., Charlotte, N. C.
- Granada, Bluefield, W. Va. Spot bookings (bands, units)
- National, Greensboro, N. C. Spot bookings (bands, units)
- State, Winston-Salem, N. C. Spot bookings (bands, units)
- Carolina, Durham, N. C. Spot bookings (bands, units)
- State, Raleigh, N. C. Spot bookings (bands, units)
- Carolina, Charlotte, N. C. Spot bookings (bands, units)
- Carolina, Spartanburg, S. C. Spot bookings (bands, units)
- Carolina, Greenville, S. C. Spot bookings (bands, units)
- Carolina, Columbia, S. C. Spot bookings (bands, units)
- Bijou, Knoxville, Tenn. Spot bookings (bands, units)
- Pizza, Asheville, N. C. Spot bookings (bands, units)
- Paramount, Montgomery, Ala. Spot bookings (bands, units)
- Lyric, Birmingham Spot bookings (bands, units)
- Weston & Gate, San Francisco
- Victory, San Jose, Calif. Saturday-Sunday (five acts)
- Uptown, Napa, Calif. Sunday (five acts)
- Dave Idzal, Detroit
- Fox, Detroit Full week (units, names)
- Sol Berns, Detroit
- Colonial, Detroit Full week (vaude)
- George de Lorme Agency, Montreal
- Midway, Montreal Full week
- Roy Cooper, Montreal
- Fifth Avenue, Montreal Full week (acts)
- Will Green, New York
- Savoy, Brooklyn, N. Y. Three days (experimental policy)
- Booking Affiliation Indefinite
- Capitol, Madison, Wis. Spot bookings

- Majestic, Beloit, Wis. Spot bookings
- Wisconsin, La Crosse, Wis. Spot bookings
- Garrick, Fond du Lac, Wis. Spot bookings
- Capitol, Manitowoc, Wis. Spot bookings
- Rex, Beloit, Wis. Spot bookings
- Rivoli, Chippewa Falls, Wis. Spot bookings
- Edger, Merrill, Wis. Spot bookings
- Cosmo, Merrill, Wis. Spot bookings
- Grand, New London, Wis. Spot bookings
- Capitol, Quebec City, Que. Spot bookings (units)
- Empress, Spokane Spot bookings
- Denham, Denver Full week (units mostly)
- Georgia, Atlanta Spot bookings (two-a-day)
- Orpheum, Winnipeg, Man. Full week
- Liberty, Oklahoma City, Okla. Spot bookings
- Alexander, Glendale, Calif. One night (occasionally)
- Forum, Los Angeles One night (occasionally)
- Columbia, Alliance, O. Spot bookings (units mostly)
- Mesa, Los Angeles One night (occasionally)
- Clinton, New York Week-ends (acts)
- Auditorium, Hastings, Neb. Spot bookings (units, attractions)
- Princess, Nashville, Tenn. Spot bookings (name bands, acts)
- Kenosha, Kenosha, Wis. Two days (units)
- Apollo, New York Full week (colored bands, acts)
- Coronado, Rockford, Ill. Spot bookings
- Mar. La Fayette, Ill. Spot bookings
- Alameda, Mexico City, Mex. Full week (revues)
- Teatro Lyrico, Mexico City, Mexico Full week (revues)
- Michigan, Detroit Full week (names, to start soon)
- Paramount, South Bend Spot bookings
- Weller, Zanesville, O. Spot bookings
- Paramount, Fremont, O. Spot bookings
- Geo. Planck Palace, Marion, O. Spot bookings
- Palace, Ashtabula, O. Spot bookings
- State, Cambridge, O. Spot bookings
- Logan, Logan, O. Spot bookings
- Murphy, Wilmington, O. Spot bookings
- State, Greenville, O. Spot bookings
- New Colony, Hillsboro, O. Spot bookings
- Ohio, Springfield, O. Spot bookings
- Palace, Lancaster, O. Spot bookings
- Paramount, Middletown, O. Spot bookings
- Paramount, Hamilton, O. Spot bookings
- Majestic, Chillicothe, O. Spot bookings
- Memorial, Mt. Vernon, O. Spot bookings
- Auditorium, Newark, O. Spot bookings
- Union, New Philadelphia, O. Spot bookings
- State, Sandusky, O. Spot bookings
- Sixth Street, Coshocton, O. Spot bookings
- Indiana, Richmond, Ind. Spot bookings
- LeRoy, Portsmouth, O. Spot bookings
- Ohio, Mansfield, O. Spot bookings
- Orpheum, Kansas City Spot bookings (to start soon)
- Terminal, Newark, N. J. Saturday-Sunday (five acts)

Vaudeville Notes

LOUIS BLAINE has left his post as publicity director of the Palace, Chicago, to become an assistant to John Joseph, exploitation head of Universal Pictures in Hollywood. . . . BEN BLOOMFIELD, former manager of the Oriental, Chicago, is now managing the Harding in that city, succeeding Al Bachman, who was stricken with a heart attack.

HARRY DELL, New York booker, says the License Department and not he checked on Barnett Gillman's lack of a license during the recent squabble over booking the Monte Carlo Club, New York.

CAPT. C. SCHROEDER, who does a dog act, played the Roxy, Salt Lake City, last week. Among his backstage visitors were Great Gavor and Marjoram, H. Kay Lewis and Talbert Varieties, Mr. and Mrs. George Wilson and troupe, Marge Lee Means and Hoeflin's Musicians.

THE GREAT LESTER and company, plus Count Cutelli, Hollywood film and radio synchronist, did average vaude business Thursday thru Sunday at the Orpheum, Spokane, week-end houses being capacity, according to Manager Russell Brown.

GENE KRUPA follows Benny Goodman into Fox's Palace, Milwaukee, October 21, with Glen Gray and Casa Loma Orchestra scheduled for November 11.

TOMMY RYAN, Republic film star, leaves on a five week p.-a. tour of the Northwest on the 28th, visiting Vancouver, Seattle, Spokane, Tacoma, Portland, San Francisco and Oakland. . . . McCONNELL AND MOORE have just completed 16 weeks of Midwest fairs and have joined the Gene Austin unit, which played the Orpheum, Memphis, last week.

MARVIN SCHENCK celebrated his 26th (or 27th) anniversary with the Loew Circuit last week. He started as an office boy in the organization. . . . GER-

ALDINE AND JOE open in Vancouver October 21 for the Bert Levey Circuit. Booked by Max Roth, of the Charles H. Allen agency. Follows with Seattle, San Francisco and Los Angeles. . . . ROBBIE MORAN, Melton Moore, Lola King, Al Verdi and Miriam Grahame are some of the players in the coming Vitaphone two-reeler, *Sundae Serenade*. . . . NVA CLUB in New York held its annual frolic October 9, designated as Lou Handin Night, and with 345 persons attending.

CLARK ROBINSON has returned to New York from Sydney, Australia, where he had accompanied Harry Howard's revue. MAURICE ROSE is now handling the road tour of Ozzie Nelson's Band.

LORA VALADON will soon rejoin her husband, Dan, in their wire-cycling act, according to doctors at the Rhode Island Hospital, Providence, where she has been since sustaining an injury in 1933. Dan has been doing a single in the interim.

JOE HOLMES, of Carter and Holmes, strained a ligament in his leg while working at the Palace, Milwaukee, last week. Will be out of circulation for remainder of month.

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Hirst Unit for Boston

BOSTON, Oct. 17.—Another show, the 13th on the Hirst circuit, opens October 23 at the Howard, Boston. To be called *Broodiest Follies*. So far engaged are Joe Freed, Lou Black, Bert Grant, George Corwin, Jenn Wade and the Morgan Sisters.

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. . . and Company

PHILADELPHIA, Oct. 15.—Benny-the-Bum's advertised a juggling act as "Val Setz & Co."

When the act appeared on the floor it turned out to be a lone juggler on a bicycle.

When Benny was accused of misrepresentation in his advertising he pointed to the bicycle and said: "There's the Company!"

Burlesque Review

Triboro, New York

(Reviewed Wednesday Evening, Oct. 12)

This 125th street house is presenting road shows and not stinting on burlesque marquee names, but is apparently having a tough time getting them in, to judge from the crowd—or lack of one—the evening caught. It may be that the 75-cent top at night is a bit steep for this neighborhood, but whatever the reason, they seemed to be staying away in droves.

Show is entertaining enough, and less on the blue side than usual. Standing head and shoulders above the rest of the talent are the Three Lunatrix, as daffy and genuinely comic an act as has been seen hereabouts. Three boys have plenty on the entertainment ball and each possesses a nice sense of comedy and timing. Thrown in for good measure are some tumbling and acro tricks that make many an act specializing in those departments look slightly ill. Here is the sort of talent that used to come out of burlesque to become headline attractions.

Sam Raynor heads the clowning contingent but is put so far back in the shade by the crack-brained trio that he can hardly be seen. In addition to a complete bit by themselves, they work in skits and are more or less all over the place from start to finish. Hap Hyatt manages, because of his huge bulk, to make his presence known and his burlesque of a strip tease is funny. Charles Harris brings an ability and personality to his straightening that isn't often noted in this department. His satiric playing of a Shakespearean ham in one bit is especially good.

Occupying the stellar spot among the strippers is Marie Cord, who had two strikes on her as far as this observer was concerned because of her carbon copy of Gypsy Rose Lee. A poor original is more to be respected and applauded than a good imitator, and aside from her appearance, Miss Cord wasn't even a good imitator. There was none of the personality and distinctive manner that made Gypsy Rose a standout, but that individual haircomb was copied minutely. Her looks and build approximated the queen, but that's where it ended. Far better were Paula, a really attractive girl, and Patsy Johnson; but Jane Dobbins is still doing that ridiculously ungraceful stalking about.

Production numbers are not exactly breathtaking, but serve their purpose. Line of nine chorines and six showgirls (sometimes working together in single unit) was less ragged and a bit more on the beat than usual. Pit band works hard and delivers adequately.

Three shows a day. Daniel Richman.

Burlesque for Canton

CANTON, O., Oct. 15.—Burlesque was to open last night at the Grand under management of John Santry, who operated the house during the closing weeks of the spring. In the company are Bob Faye and Happy Evans, comedians; Erma Vogeles, Francis Roberts and Patricia Morgan, specialty dancers; Neal Lang and Herbert Leipsig, straight men, and Ray Kolb, character actor. With the exception of Kolb all are making their initial local appearances.

Hirst Lines Up Names for Circuit

NEW YORK, Oct. 17.—Lazy Hirst, to strengthen the casts of the Hirst circuit shows, is going in heavily for big names. As he puts it, "No stars too big and no salaries too high to make this season's output of shows the best the circuit has ever produced."

He points out that the office has signed Ann Corio, Margie Hart and Georgia Southern (extra attractions), Hindu Wassau, Valerie Parks, Amy Fong, Sherry Britton, Jean Carroll, Marie Cord, Eve Arden, Jean Wade and Diane Logan.

Also such headline burly comics, comic-straight combos and straights as Bobby Morris, Bob Carney, Billy Fields, Billy Hagan, Mike Sacks, Bennie (Wop) Moore, Charles (Red) Marshall and Murray Leonard, Bert Carr, Sam Raynor, Happy Hyatt, Three Lunatrix, Jack Diamond and Murray Briscoe, Max Fehman, Harry Connelly, Al Golden, Bozo Snyder, Joe Freed and Bert Grant.

Talent Agencies

ASSOCIATED ORCHESTRAS OF AMERICA, New York, recently signed Llewellyn Morse for Le Mirage, New York.

JOE WILLIAMS, of New York, is closing at the end of this month to join the Harry Beesty agency. In charge of the cabaret department, Col. F. Maybohn and Jack White, with Williams, will form a new agency combine. . . .

New York:

DIANE RAYE is featuring a new dance routine, *Silver Rain*, at NTO's Midnite Sun, taught her recently by Lanni Russell.

BERT MARKS, comic, has started on his second trip around the Midwest circuit October 17. Harry Ryan relieves Ray Dean in the Marks cast at the Gayety, Cincinnati, this week.

ELEANOR DALE, who should have been mentioned as one of the cast in the Ann Corio company on the Hirst circuit, is doing, as she writes, "plenty in the show."

MABEL ERICKSON, in Springfield, Mass., is wondering what has become of Mary Nolan and Peggy Gleason, co-performers when she was with Helen and George Niblo's Wagon Wheel.

MARGIE KELLY and Jeryl Dean moved from the Gayety to the Ettinge October 14. Adrienne, dancer, opened the same day.

MARGIE HART'S extra-attraction itinerary following the Star, Brooklyn, takes her for full-week stops to the Howard, Boston; Triboro, Harlem; Hudson, Union City, N. J.; Empire, Newark, and Werba's, Brooklyn. . . . CHARLES FRANKLIN, executive of the Hirst circuit, during his recent vacation visited Frankie Hunter, former burly comic, at the latter's Fireside Inn, Denville, near Dover, N. J. Also in the same spot he found Virginia Ware, ex-burly prin, and Bob Travers, ex-burly show and house manager, in charge out front. . . . MABEL FRANCIS is recovering from an infected foot on the Coast, while Morris (Red) Lieb is convalescing in New York from a recent accident in his new car. . . . LOUISE ROGERS replaced Margo Meredith at the People's October 14. . . . MORGAN SISTERS, acro dancers, leave the Star, Brooklyn, October 20 to open October 23 with a new show on the Hirst circuit.

GLORIA PAIGE doubled week of October 17 as front liner and stripper at the Star, Brooklyn. Will combine the latter with talking scenes and mike singing when she steps out into principal ranks. Mooney Mills, of the former vaude trio, Kirk and Howard, will be tried out as a burly comic at the Star when he recovers from a flu attack. To replace Mauny King, Sally Keith and Lillian Murray succeeded Margie Hart and Dorothy Dee October 14. . . . LOYE ASTRID and Danny Lewis replaced Nellie Casson and Buddy Orlando at the Republic October 14. . . . ELTINGE is newly carpeted in aisles and the lobby. . . . SHIRLEY MALLETT CORBETT, former Columbia Wheel soubret, is now living in retirement in Miami. . . . BABE DAVIS, originally engaged for strip principal, is being used to advantage also

NATIONAL THEATRICAL AGENCY, of Baltimore, thru Leonard Trout, is booking the Penthouse, Baltimore. . . . ROY BERGERE, of the Roy Berger Theatre Enterprises, is in the Sinal Hospital, Baltimore, laid low with pneumonia. Maurice Sykes is handling the office. . . . FLORENCE DAVIS, secretary to Mark Ledy, New York agent, is changing her name to Newman on November 23. Getting hitched.

BOB DUDLEY has opened a new booking agency in Spokane, Wash., and has available local talent and several bands. Dudley hopes to build up market for outside talent.

LESTER SCHROEDER has inaugurated a new floor-show policy at his Terrace Gardens, Appleton, Wis., with five acts booked for Saturdays and Sundays thru the Artists' Bureau Booking office, Milwaukee.

Brooklyn Werba for Burly

NEW YORK, Oct. 15.—Werba's Brooklyn changes its policy from Jules Leventhal's legit road attractions to Hirst road shows, augmented by eight house parade girls and two added extra attraction strips, plus sundry vaude specialties. October 23, Kenneth Rogers is producer. Opener will be Ann Corio and her *Girls in Blue*, with George Murray, Eddie Lloyd, Jess Mack, Jean Lee, Eileen Hubert, Ralph Shelby, Eleanor Dale, Knud and Allen, and Diane Rowland, extra strip. Continuous program with a Saturday night midnighter. Moe Costello is house manager for Sam Briskman and Jules Leventhal, operators

Burlesque Notes

(Communications to New York Office)

in behalf of ballets and in acro dancing specialties. Current at the Star, Brooklyn.

HARRY BROCK, hotel owner and former burly house operator, has constructed a new cabaret spot, Old Brick Tavern, in the 40s. Opened it October 15 with Hot-Lips Page and ork, plus a number of septa entertainers. . . . DIANE ROWLAND, back from a lengthy visit to sister Roselle in Paris, opens as extra attraction at Werba's Brooklyn, October 23. . . . VIRGINIA CURTIS, showgirling at the Ettinge and completing two educational courses in a local college at the same time, was once a broncho rider in rodeo. Four years ago in Calgary, Alta., she fell from a mount and was trampled so badly that she was laid up 11 months. . . . DORIS WESTON, with the Bob Carney show, Hirst circuit, making her initial tour as a new strip tease principal, was a showgirl in various Manhattan stocks. Sister Maxine, chorine, recently wedded, forced to leave in Union City, October 15, because of illness. . . . UNO.

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Chicago:

ROSE LA ROSE is currently filling her first Midwest engagement at the Rialto here. . . . BOB HOPE, musical director at the Capitol, San Francisco, was a visitor while on his way to Pontiac, Mich., to drive home a new car. Returns to his old post when Capitol reopens early next month. . . . JACK LAMONT booked as featured comedian at the Gayety, Milwaukee. . . . BILLY HAGEN show passed thru town while on its way from St. Louis to the National, Detroit, where it opened this week. . . . WESTERN Managers' Association is holding another meeting at the Avenue, Detroit, October 24.

From All Around:

RUBY DALROY posts from Hollywood that she's still getting in considerable picture work out that way. . . . BOB TAYLOR, during his recent engagement at the Rialto, Chicago, received word that his dad, well known to show-folk, passed away September 22 at his home in Los Angeles. Besides Bob, he is survived by his widow, another son, Bill, and a sister, Helen. . . . SALLY WALKER, chorine and stripper, has closed at the Wonder Bar, Cincinnati, to return to burlesque. . . . CHARLES ROTHSTEIN, partner with Arthur Clamsie at the Gayety and Avenue, Detroit, got an unusual press break last Monday in the form of a story in *The Detroit News*. Reminiscences of his early career were told by George W. Stark in his regular column, titled *We Old-Timers*.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

PAUL ROSINI, currently at the Club Sul-Jen, Galveston, Tex., for a limited engagement after 10 weeks at the Walton Roof, Philly, opens soon at the Hotel New Yorker, New York, for an indefinite stay. He's also booked for a return engagement at the Beverly Hills Country Club, Newport, Ky., opening late in November.

THEODORE MCGAARDEN JR., formerly with Rajah Rabold and other mystery attractions, is now tour manager for a donkey baseball outfit touring the South.

CARL SHARPE was a visitor at the desk last Wednesday (12) while in town for a week's stand at the Cat and the Fiddle on Cincy's Barbary Coast with his "crazy" act in which he is billed as the Duke of Morocco. He has discarded most of his magic. Sharpe has a string of club dates to keep him busy around the Queen City for more than a month.

LINDEN COWARD is playing schools in his established North Georgia territory with his one-man show.

FRANCIS A. NICKOLAS, magish, is now doing a double act with his new bride, Betty Gustie, mentalist.

HUGH S. DICKSON, young Canadian mystifier and ventriloquist, is playing schools, halls and indoor carnival dates in Southern British Columbia under the direction of Vernon G. Stiles. Lance D. McPhee is handling the ticket sales and business for the turn.

MAL B. LIPPINCOTT, who closed his outdoor season in the South last week, opened Monday (17) on a three-week engagement for the Young Men's Democratic Club of Randolph County, North Carolina. He is slated to play schools in the county for that organization.

PAUL DUKE will work in Grecian outfit and beard in his character-magic role in George Abbott's new show, *The Boys From Syracuse*.

THORNTON just closed eight weeks playing resorts in the Catekill Mountains, New York.

TONY SLYDINI is in Bellevue Hospital, New York, suffering from a beating inflicted by three unidentified men who robbed him of \$12 in a subway station October 3.

JOAN BRANDON, lovely blonde magicienne currently at the Club Gayety, Brussels, Belgium, is slated to return to the States late in November after showing her wares in the smart European spots for more than a year.

TOMMY THOMPSON, p. a. for the Great Blackstone, was a visitor at the desk last Thursday (13) during a brief between-trains layover in Cincy, en route from Nashville to Wheeling, W. Va., where the show opens October 20 at the Capitol Theater. Tommy reports that the company has been enjoying good business on the season to date. Blackstone is heading eastward as far as Philly, retracing his steps late in November. He is tentatively set for Shubert's, Cincinnati, early in the winter.

GEORGE MARQUIS tells about the terrific business he enjoyed recently in Eureka, Calif., in the face of only 24-hour billing and the fact that the Eureka Fair had closed only 24 hours before.

RAY-MOND is now in his third week with the John B. Van Arnam Radio Funmakers under canvas, working two spots in the main show and another

turn in the concert. He enjoyed a visit recently from Brandino at Port Mill, S. C.

DR. JUDGE, mentalist, reports that his wife is still in a serious condition at Emergency Hospital, Washington, as the result of injuries sustained in an auto crash October 2.

EMERICK JONES (Emerico) posts from Fortuna, Calif., that he's working schools and what have you in that area to fair returns. Decent dates are hard to get in that section. Emerico info, as most of the magi are working school dates for a straight \$10 fee.

VANTINE AND CAZAN are winding up a fortnight's stand at the Riverside nitery, Wichita, Kan., after playing the Wichita Fall Festival, where Caizan was the free attraction and Vantine entertained in the Manufacturers' Club booth. On the latter engagement Caizan made the front pages of both local dailies as the result of her escape from the new city jail while secured with 12 pair of police handcuffs.

23 TICKET MEN

(Continued from page 4)

negotiations. Board of directors of the new agency combine includes Saul Subber, Arthur K. Lemmon, Joseph Newman, William Deutsch, Samuel Beckhardt and Joseph Grainsky.

SUGAR'S DOMINO

(Continued from page 4)

tortion and debasement of human nature.

Radio hasn't a monopoly on brains; neither has films. There are countless young men who aren't quite ready to sell their talents to the major industries because of the tendency of these fields to turn cold shoulders to neophytes. But these men have writing and creative talent that burlesque can use. There are thousands of girls who would use burlesque as a stepping stone if it removed the stench of stripping from its market place—and clever producers among the country's younger element are a dime a dozen, and burlesque, if it knew how to use them, could have them for a dime a dozen—at least while they are on the way up. Burlesque need not worry about the futility of competing with mammoth downtown de lusers. Burlesque can remain on the other side of the tracks and in the back streets. Banks and investment companies still have a slew of theaters that

they will be glad to turn over to responsible men. In short, the stage is set for burlesque to wake up and take to the road again. Everything is ready for the right men to step in. Whether or not they will depend on how long the present crop of has-beens and failures hold on without doing any good for themselves or the industry.

NIGHT CLUBS

(Continued from page 19)

technique, varies the turn with skillful tap dancing, and, for novelty, hums a tune in a peculiar high-pitched manner. Last-mentioned bit not so hot, but remainder of act clicks excellently, with the audience getting an encore.

Earl Hart offered a novelty turn made up of magic, hoofing, drawing, baton swinging and whistling. Hart needs much polishing but is obviously amazingly versatile. Scored well here. Continental Thrillers, two-men one-girl roller-skating act, do a succession of daring spins working as a trio, duo and singly. Twisted three or four of the audience—always good for general meritment. Emcee is Jimmie O'Brien, who, like most Irishmen, is something of a thruab. Does a fair job.

Jan Fredrick's Band plays show and dance music, beating it out for the youngsters and switching to more conservative arrangements for the oldies. Outfit has eight pieces, is solid, and is booked until June, 1939.

Press handled by Charles Zerweck, Paul Acherman.

Lone Star, Kansas City

First stop for musicians is the Lone Star, where Pete Johnson and Joe Turner long have been the chief entertainers. It's a spot which jumps all the time, with Johnson, a pianist whose renditions of blues are famous among musicians throughout the nation, pounding a steady and thrilling keyboard style hour after hour, while Turner, younger and with more enthusiasm, shouts the vocal choruses. Both are superb in their line.

Originally a Negro club, days now are permitted to drop in. A small colored house band adds to the fun, and acts are used occasionally. Currently doing more business than any other nitery its size.

Architecturally it's just another gaudily decorated, dimly lighted rendezvous for which 12th street is noted. Food and drinks come cheap. Dave Derler Jr.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Bloomington Contest Ends With McBrides the Winners

BLOOMINGTON, ILL., Oct. 15.—With 1,896 hours clocked off, the local walkathon came to a close October 7. Good houses marked the final week and a well-attended victory ball climaxed the show.

Tom and Eddie McBride took first money; Frank and Alice Donato, second, and Bill McCoy and Bernice Pike, third. According to McCoy, all prize money was paid. Billy Gay was buried alive for 23 days and 19 hours during the show's run.

Staff included Duke Hall and Eddie Brown, emcees; Maxie Capp, heat judge, and Jimmy Burns and Tex Hall, trainers.

Dunlap's Chi Show Still Has 17 Couples, One Solo

CHICAGO, Oct. 15.—Ray (Pop) Dunlap's European Battle of the Champions is now in its third week here, and with continued good week-end business the show seems assured of success. Located in the Rainbo Gardens Ballroom, the show has a line set-up.

Out of a starting field of 25 teams, 17 teams and one solo remain at this writing. They are Johnny and Marie Grooves, Billy Willis and Ruthie Carroll, Everette Bonette and Barbara Jo Woods, Louie Meredith and Shirley Shelton, Elmer and Lucille DuPree, Hughie Hendrixson and Nella Finney, Smitty Inman and Velma Lane, Jack Kerne and Billie Nell, Al Smith and Ruthie Jay, Jimmie and Minnie Ferenz, Steve Roberts and Helen Koutecky, Harry Hamby and Eileen Thayer, Jackie Parr and Heyen Tyne, Roy and Millie Meyers, Joe

Van Raam and Alice Gilt, Max (Schnozzle) Ellberger and Betty Steele and Jack and Marge Berquist, and Johnny Reed, solo.

Everette Bonette and Barbara Jo Woods were married Tuesday night, and Dick Robinson, scenic artist, rigged an attractive setting for the ceremony.

Personnel of the organization is practically unchanged, and the show is aired by Bill Stein over Station WCFL. After the close of the contest Dunlap plans to send the organization to a popular resort on the East Coast for a tent show this winter.

KEN HERREN posts from Asheville, N. C., where he is now residing, that the music business has been pretty good but that he would sure like to see another show come in. Ken queries as to the whereabouts of King Brady, the Ryan Brothers, Eddie Leonard, Smitty Enman, Eddie Gilmartin and "Moon" Mullins.

ERIC LEVY, formerly of the endurance field, is now located in Newark, N. J. "But I am still following the business closely thru *The Billboard*," says Eric.

DALE THORPE, who was rumored recently to have died in an auto crash, letters from his home in Kansas City, Mo.: "Am glad to report that I am feeling fine and very much alive, the I am recovering from a sprained arm received while boxing in East Texas recently. If nothing comes up here I expect to be back in the game soon."

BARNEY BARKER pens: "I dropped in on the Dunlap show in Chi recently and saw many of my old pals and also a real show. Talked with Margie Bright, Jack Glenn, Whitey Helms, Margaret Gowdy, Marie Allisandro, Tommy Lor-

Minstrelsy

By BOB EMMET
(Cincinnati Office)

HY HEATH, veteran minstrel and tab comedian, is still engaged in knocking out scripts and producing shows for KWKH and KTBS, Shreveport, La., but says he hasn't been too rushed to devote some time to his songs. At the moment he has four numbers with New York publishers—one with Handy, one with Southern and two with Mills. Seven of his unpublished numbers were recorded recently by Decca. "I'm just waiting for one to click," typewrites Hy, "after which I hope to be in a position financially to devote all my time to songwriting."

GEORGE A. BOWMAN writes: "I was very much interested in the article by Milt Ludwig on the Delano Minstrels in *The Billboard* of September 10. I was with them in 1924, and when Ludwig forgot the name of Charlie Fuller, of Elton, N. Y., he left out an important name, as he was the man who whipped the show into shape. Charlie is now living in California. When the show was ready to start there was no drummer, so I was put on drums for the first half of the show and George Upliner on piano. When Upliner, who was a female impersonator, did his specialty I played the piano the last half of show and Merton Craig (not John, as the article read) took over the drums. Merton also played the slide trombone and was an artist in his line, having played one time at the Hippodrome, New York. I also want to say that George Ponda, our leader, was an artist on the violin, at one time having been a leader in one of Albany's best theaters."

"HI-BROWN" BOBBY BURNS, the past summer in advance of the Rossie Nash Players in Michigan, is spending these days at his home in that State gathering in his fruits and vegetables as a guarantee that the wolves won't haunt his door this winter.

HARRY P. RAY, of Charleroi, Pa., recently happened across a program of the John W. Vogel's Big City Minstrels of 1910, so he shoots us the name of the lads who were with it then. List includes Tommy Donnelly, James Conway, Lew Bligh, Dewey Miles, L. E. Duffy, Harley Morton, Len Denny, Louis Van (Ed Gordenier, juggler), Al De Van, George B. Baker, Clyde Chain, F. E. Carroll, Don Palmer, James L. Finning and Robert Wingate.

ing, Warren Jewel, and Dusty Dowdell, who is doing a fine job as emcee. He really walks with the boys and girls."

STEVE LAMAR, for eight years connected with the George L. Ruby organization as contestant and for the past three years as floor judge, has retired from the field. "I worked the past summer for Ruby in one of his establishments in Atlantic City and am now driving a truck for the American Oil Co. in Baltimore," says Steve.

THE RUMOR that Johnny Hughes is dead is just that, reports George Miller. Johnny is now dancing with Frenchy Reed in the Coliseum show, Chicago. Miller posts that Pop Dunlap's show at the Rainbo Gardens, Chicago, is tops, both in performance and set-up.

PETE TRIMBLE is working as trainer with the Zeke Youngblood show in Centralia, Ill. Ten teams and three solos remain at this writing.

PEGGY JACKSON—Drop us a line on your whereabouts. We've had inquiries on you from friends.

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New Plaza Hotel, St. Louis, Mo.

Bruce Explains Operations of Political Tour

CINCINNATI, Oct. 15.—Wallace Bruce Players, of Hutchinson, Kan., recently contracted by Claude E. Main, Democratic candidate for congressman from the Seventh District, Western Kansas, to disseminate his political propaganda in that section, have just finished their third week of one-night stands for Main, who is a former actor, and have some 20 more towns to play before the November election.

While playing a week-stand in Dodge City, Kan., recently Main approached Manager Wallace Bruce with the proposition of using the tent-show organization as a means of attracting the Western Kansas natives to hear Main expound upon his political promises. At the close of the Bruce's regular season Main bought the show's services outright, paying a flat fee of \$85 per day. Main is believed to be the first politician ever to take over a tent show for political purposes.

"We advertise a free show," Bruce informs *The Billboard*, "and naturally it means turnaway crowds. We play county seats and each town is billed like our regular show, including a mailing list to the farmers which is put out by each local Democratic club. We open the festivities with the regular candy sale; then we present a couple of vaude acts. After introduction of the various local candidates Main delivers his speech. Then comes the main show, a three-act Toby bill. The set-up has created more talk than anything that has ever been tried in politics in the State. Main is winning a world of friends as a result of the stunt and is creating a lot of votes.

"I can crowd 900 chairs into my tent, but that has never been enough. In each town we have been forced to put in planks for the kids and as many seats as possible on the outside, and then they stand five and six deep all around the tent. In Dodge City, Main's home town, we set up in the city park, where we had no less than 3,000 people try to get in. In Garden City, Main's opponent's home town, the results were the same. A *Kansas City Star* man caught us there for a story and pictures.

Main appeared in several Broadway shows, as well as with the Jessie Bonstelle Stock Co. in Detroit and other stocks in the East. He also was connected with the old Redpath-Horner Chautauqua years ago.

Billroy's Briefs

PARAGOULD, Ark., Oct. 15.—This spot certainly had its quota of attractions during the week of our visit, with the schedule from Monday (10) reading as follows: Allen Brothers, week of October 10; Greater Exposition Shows, ditto; Russell Bros. Circus, October 12; Billroy's Comedians, October 13.

Among professional people seen around during our stand here included Mr. and Mrs. Jack Vivian, Mr. and Mrs. Jimmy Murphy, Bill Bowers, Oscar Howland, Buddie LaVell and Mr. and Mrs. Willet.

Route cards show that our itinerary leads us in a southern direction and we can't say that we are regretful, for temperatures have started to touch new lows.

Aside to Clarence Balleris, of Union Concession Co.; Please have Mr. Woolf substitute new dime novels in the candy ballys as Mr. Wehle has read all of those on hand and is on his second go-round.

Gingles Ready "Juliet"

GALT, Mo., Oct. 15.—Keith and Edna Gingles, residents of this North Missouri town and well known in Midwest repertoire circles, are making arrangements and bookings for the third annual tour of their lyceum attraction, *Along Came Juliet*. Several stands will be played in this part of the country, after which the company will head eastward.

Rep Ripples

A. ROSS ROBERTSON, well-known rep and stock actor and director, is now a member of the dramatic cast of Station WXYZ, Detroit, and is appearing regularly on *The Lone Ranger* and *Green Hornet* Coast-to-Coast network programs.

HARRY S. WEATHERBY, singing juve, has deserted the stage, married a nurse and is now working at City Hospital, Baltimore.

ARTHUR LEROY, ex-repertorean, is blowing sax and clarinet in a Boston nitery.

JOHN T. POLEY, of Poley's Entertainers, has several winter dates booked in connection with amateur promotion auspices in New England.

BOLDUC PLAYERS, small trick which shows under French society auspices in the Province of Quebec, crack their new season October 24.

BRYANT'S SHOWBOAT, now winding up its eighth summer season in Cincinnati, came in for a full page of pictures in *The Detroit News* of Sunday, October 9. History of the Bryant family and the showboat accompanied the shots.

OSCAR WHEELER, veteran character man, formerly with the old North Bros. and Davis & Eugene shows, is seriously ill with heart trouble and tuberculosis at his home in Paris, Ill. He is anxious to hear from old friends. His address is 226 1/2 West Court street, that city.

MAURICE LUCKETT has joined the Hutchinson Show in North Carolina as musical director.

FRED BOONE has terminated his engagement with the Frank Smith Players and joined the Allen Bros. Comedians in Arkansas.

PONTINELLE STOCK CO., after a satisfactory season under canvas, is slated to open a circle in Northern Missouri soon.

VERNE DOUGLAS spent several days in Kansas City, Mo., last week engaging people for a three-nighter which will open soon to play Western States.

JOHN JUSTUS, manager Justus-Romain Co., after closing another successful canvas tour thru Nebraska and South Dakota, is resting at his home in Wichita, Kan.

A NEW Big Ole unit is said to be in the making by Manager S. Swanson, to be headquartered at Sioux Falls, S. D.

PRINCESS STOCK CO., management Ed C. Ward, after many weeks in Missouri, has invaded Arkansas, where it will show under canvas until the weather interferes.

VICTORIA AND BRAD ALEXANDER were in Kansas City, Mo., recently, where they visited with relatives for several days before rejoining the Hazel McOwen Players in Nebraska.

GEORGE AND BESS HENDERSON, veteran rep team, are with Jack Winston's Orchestra and vaude combo, now being organized in Wichita, Kan.

JACK NELSON, after a summer with a Midwestern tent opry, has returned to California for his second season with the Community Playhouse at Pasadena.

PETE WRIGHT, comedian, was in Kansas City, Mo., last week. He will be with a Midwest circle this winter.

VIOLA AND JERRY BRUCE, after a season with the Buddy Players in the East, have gone to California for the winter.

AFTER THE CLOSING of the Schaffner Players at Fort Madison, Ia., October 1, Mona Rapier jumped into Kansas City, Mo.; Scottie Greenhagen and wife to Kewanee, Ill.; Laurin Gwin to West Burlington, Ia.; Neil and Caroline Schaffner to Cedar Rapids, Ia., and Orville Spear to Clinton, Ind.

MARSHALL WALKER, well-known rep and tab comedian, has launched a Songwriters' Opportunity Club in Wichita, Kan. He says the sales his various Decca and Brunswick recordings have made in recent months prompted him to make the move. "My old friend Mac Johnson has opened his own dance studio here," writes Walker, "and is doing mighty well. If there was ever a *Billboard* hound he's it. Saw Ted North's show here under canvas and was dumfounded at the wonderful perform-

ance they gave of *Up in Mabel's Room*."

BILLY SCOTT is scheduled to open a three-nighter soon to play Minnesota and North Dakota.

COMBINED McOWEN PLAYERS, managed jointly by Ralph Moody and Frieda McOwen, came to a close last week in Pawnee, Neb. Season was said to have been highly satisfactory. Partnership has been dissolved for the winter. Ralph Moody will have a circle in Nebraska, with headquarters at Hastings, and Frieda McOwen will operate a circle in Minnesota, headquartered at Worthington.

FRED LYLE, veteran character actor, who has just closed his fifth consecutive season with Justus-Romain Players under canvas, has returned to his home in the East.

RONALD McBURNEY left Kansas City, Mo., recently to join J. B. Rotnour's circle. Other new members of the Rotnour cast include Lola Davis and Al Unruh.

WARD HATCHER PLAYERS have invaded Arkansas.

MONA RAPIER, character woman with Neil Schaffner Players the past summer, is in Kansas City, Mo., for a few days before taking a winter job.

DUDE ARTHUR, comic, is making arrangements to launch a tab show in Colorado.

BUSH BURRICHTER and Trixie Maskew, after spending a week in Kansas City, Mo., have gone to Iowa for a visit with relatives.

JOSEPH HOFFMAN, many years with Swanson's Big-Ole Co., has been compelled to leave the cast due to ill health. He has entered a sanatorium at Excelsior Springs, Mo., for treatment.

BILLY PORTNER has opened his Central Missouri merry-go-round for the fall and winter, with headquarters at Russellville. Besides Mr. and Mrs. Fortner, cast includes Edwin George and Dot and Marion Grimes.

BILLY PARREL, Bobby Caprice and Evelyn Farrel have signed with Vern Douglas Players for their Western tour.

Heffner-Vinson Hi-Lites

FORT VALLEY, Ga., Oct. 15.—This town was passed up last spring because of a flooded lot, but it gave good business on return date.

There were plenty of visitors on the lot at Adel, Ga.: Don and Della Palmer, ahead of the Billroy Show; John Van Arnham, Roddy Jordan, formerly with Billroy; Jimmy Heffner Jr., who is attending school in near-by Valdosta, and Lilly Heffner, who stopped off en route home after a trip to Sandersville (Ga.) Hospital for treatment.

Horace Baker, electrician, was busy entertaining relatives and friends in Adel, his home town.

When making a jump Sunday we stopped for a visit with Lucius and Marie Jenkins, ex-rep troupers, who have a filling station and tourist camp near Tifton, Ga.

Fitzgerald and Unadilla, new towns for the show, proved okay. F. L. Fussell, well-known circus trouper, spent the day on the lot at Fitzgerald, his home.

Jim Heffner and Hoxie Tucker, devotees of the rod and reel, had a day of fishing on the Gulf and actually brought back proof of their catch.

J. Edgar Crane is assistant banner man, working with Ben Heffner up ahead. When those two are thru with a town they have sold everything but the post office.

Bill Rabon, formerly with this show, was a visitor at Fitzgerald.

AL PITCAITHLEY.

Donella-Farnsworth Combo Ends Summer Loop; Splits

WORLAND, Wyo., Oct. 15.—Donella-Farnsworth unit has completed its Wyoming-Montana loop, with the two groups going their respective ways.

Farnsworth Players are returning to their established territory in Southern Utah, and the Donella Dramatic Co., reorganized under the name of the Rose City Players, is offering a two-hour dramatic-vaude presentation in this section, followed in most instances by a dance.

Rose City group plays its last show and dance in Wyoming at the Worland City Auditorium next Saturday night under sponsorship of the Washakie VFW, then plays thru Western Montana, Northern Idaho and Eastern Washington, thereby making tracks towards its home base, Portland, Ore.

Weather has been glorious and business good, according to Don Taylor, manager of the Rose City Players.

Van Arnham Notes

SWAINSBORO, Ga., Oct. 15.—We open our Georgia tour here today. Our first week in South Carolina was without rain but a little cold. Business was fair and everybody has about dried out.

Bob Driscoll was called to Springfield, Mass., by the death of his father, who had visited the show many times.

There has been plenty of doubling around the show lately, but we are going along fine, and when the Driscolls return we will be ready for Georgia and Florida.

Jack King, our contracting agent, writes that he visited the Heffner-Vinson Show and enjoyed the work of Jim Heffner, Al S. Pitcaithley, Happy LeRoy and Betty Noble very much. He also visited the Milt Tolbert Show the night before it closed and enjoyed that show also.

Toby Eastman, emcee, was outstanding, and Slim Williams killed them with his preacher bit, King says.

Winter quarters will again be in Opa Locks, Fla., and closing date has been set as December 3. We will play five weeks in Florida under canvas, then go into theaters with a new idea for a unit, built to play the smaller houses as well as the larger.

Don Palmer, contracting agent for Billroy's Comedians, is back from the land of Jesse James and now booking Lilly Wehle's show towards its Georgia home and winter quarters at Valdosta. Billroy's season will end about November 26.

One of the best bits of news we have heard in a long time is from Jack Hutchison, lately of Milt Tolbert Show and now in Valdosta, Ga., in which he states that Roddy Jordan is back on his feet again and is as fit as a fiddle. Roddy has a host of friends who will be glad to know about his return to health after almost two years of serious illness.

BILLY O'BRIEN.

Low Henderson Biz Builds

FERGUS FALLS, Minn., Oct. 15.—Low Henderson, veteran Minnesota manager who has been circling with his troupe all summer thru this territory, reports a sharp upturn in box-office receipts in the past month. Dances after the show are featured, with broadcasts being made daily from local radio station.

Besides Manager Henderson, cast includes Mrs. Low Henderson, Sam Davis, Austin and Gladys Rush, Dick and Frank Alstead, Logan Sizmore, Eddie Ojala and Ruth and Peggy Henderson.

VAUDEVILLE REVIEWS—
(Continued from page 23)

emcee, doing stunts with the Martin twins; Cotton Watta, doing a very clever impersonation of a colored parson, and Al Brown, doing monologs and vocals.

Lorraine and Eddie, a flashy skating act, came in on Monday to fill the spot left vacant by Dorothy and Rella, iron jaw act, which left unexpectedly.

Jimmy Brooks Swingers augment Enrico Lesde's Capitollans as the stage band attraction. The bill is filled out with *Touchdown Army*, news and shorts.

Johnny Clarke.

ABC, Paris

(Reviewed Monday Evening, October 10)

Entertainment cocktail is badly mixed with poor singing and spotting. Lyda Sue, acro danseuse from Chicago, making her first appearance in Paris, surpasses the rep that preceded her. She would be tops on any program. She and the Two Jovers are the only outstanding numbers on the program.

Lyda Sue had the audience shouting bravo. The Two Jovers, veteran English act, furnished the only comedy on the bill with well-timed laugh spots. Suzy Wandas, illusionist, offers some sleight-of-hand that is different. Plenty of talent, but act should be pepped up.

The American team of Adrienne and Richard Brothers have a fast adagio and ballroom number that clicks. Stetson, aided by good appearance and person-ality, is sock in his juggling. Best French entertainment was furnished by an amateur, G. de la Fouchardiere, famous Paris newspaper editor, making his first stage appearance at the age of 68. Relates a few of his humorous experiences with the ability of a pro spieker. Others on the program include Yves and Yvon, Rene Paul, Leo Marjane, Franconay, F. Paquet and Lye Gauty, all vocal. Also Mayol, brought out of a 15-year retirement that he should not have left.

G. M. Chambers.

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The Final Curtain

BAYER—Charles Frederick, 68, who built the Palace Theater in Ferrysburg, O., 17 years ago, in that city October 3 after a year's illness. His widow, five sons and two daughters survive. Services and burial in Ferrysburg.

BOND—Allen, 25, orchestra leader, drowned at Santa Monica, Calif., October 8.

BUBB—George, veteran theatrical man, at his home in Williamsport, Pa., recently after a year's illness. He had been associated with theatrical enterprises for many years, starting with William G. Elliot's Academy of Music, Williamsport, in 1880. In 1894 he was advance man for Barlow, Wilson, Primrose & West's Minstrels. He was manager of the Majestic Theater there for years and recently became manager of a motion picture theater in Canton, Pa.

DALE—Walter, veteran stage actor and originator of Station WPO's well-known Pantomime, in his Ocean City Gift Shop, Ocean City, N. J., October 4 of a heart attack. Interment in Laurel Hill Cemetery, Philadelphia.

DOLAN—Capt. Mike, for a number of years connected with the Hutton-Aufenger Enterprises in the capacity of lecturer, press agent and entertainer, in St. Joseph's Hospital, Albuquerque, N. M., October 8 from injuries sustained in an automobile wreck near that city. Interment in Albuquerque, with services conducted by the Loyal Order of Elks.

DOYLE—James, 70, better known as Major Doyle and said to be one of the world's smallest men, in his sleep October 11 aboard the World of Mirsh Shows' train on the fairgrounds in Spartanburg, S. C. Formerly with P. T. Barnum Shows and the Tom Thumb Co., Doyle, only 36 inches in height, had traveled widely and appeared in shows and exhibitions all over the country. He appeared at the Dallas and Cleveland exhibitions, and at the time of his death was with Snow White and the Seven Dwarfs show on World of Mirsh Shows. A native of Ireland, his home was in Astoria, L. I., N. Y. A sister survives.

FARRARE—Frank, 46, riderman on Southern State Shows, from a lung ailment October 10 at Alma, Ga. Burial in Waycross, Ga.

FINN—Edmund B., 53, for many years operator of the Pleasure Beach Bridge to Pleasure Beach Amusement Park, Bridgeport, Conn., in that city October 2 after a short illness.

FLYNN—Michael, old-time billposter, at his home in Atlantic City of a heart attack September 18.

GEISELMAN—Hugh J. (Christ), 53, repertoire agent and former theater manager, October 9 at his home in Loudonville, O., after a lingering illness. He had managed the Loudonville Opera House, and for a number of seasons was general agent for the Kinsey Comedy Co., tent repertoire troupe. He also operated a billposting plant in his home town for a number of years. A brother survives. Services and burial in Loudonville.

HAMMEL—Allen T. (Caddy), 71, of complications at his home in Circleville, O., September 27. He was on advance of a number of circuses from 1888 to 1912. In later years he was an employee

in the county engineer's office and custodian of Masonic Temple in Circleville. Member of Masonic, Knights of Pythias, Elks and Eagles lodges. Services September 30, conducted by the Masons, with burial in Forest Cemetery, Circleville.

MEMORIAM
In Memory of
DON H. HARTMAN
Member of the Four Aces Aerial Act, who died in performance of his duty, October 20, 1937, at Wilmington, N. C. Case best not forgotten by his pals, friends and fellow trouper of the John H. Marks Shows, Inc.

HARRISON—Bernie, Los Angeles, trombonist with Pinerra Bros.' Orchestra, suddenly in that city recently.

HARVEY—Edna Lucille, 23, dancer and niece of Walter P. Chrysler, auto magnate, at the home of her parents in Glendale, Calif., October 9 after a two-year illness. Miss Harvey studied in Europe and was with the Metropolitan

sons, George H., Washington, and Harry E., Denver, and a sister, Marian, of Flint.

MARTIN—J. R., 59, formerly owner-manager of the Stone Chimney night club, Santa Fe, N. M., in the St. Vincent Hospital, that city, October 5 after a major operation.

MARTIN—Charles, 49, former well-known circus man, October 14 in Chicago from injuries sustained when he was struck by an automobile. At one time Martin was a vocalist with the Ringling circus. At the time of his death he was doorman at a cocktail lounge. He is survived by his widow.

POULSEN—Johannes, 56, actor, after an operation for brain tumor in Copenhagen, Denmark, October 14. He directed the Everyman Theater, Hollywood, in 1936.

RITCHIE—Bishop John M., 70, board member of Utah State Fair and chairman of Wasatch County Fair Board, October 8 in L. D. H. Hospital, Salt Lake City, after three months' illness. He was born in Heber City, Utah, October 30, 1867, and was bishop of Mormon Church, Charleston, Utah. Survived by his widow and six children. Services and burial in Heber City.

SAVILLE—Charles S., 47, vaudeville entertainer and pianist on the old Keith

daughter survive. Burial October 18 in Evergreen Cemetery, Fort Thomas, Ky.

Marriages

BAKER-RINEHART—Robert Baker, mechanical man with Milo Anthony's side show of Silver State Shows, and Lydia Rinehart, of the girl show of the same organization, in Roswell, N. M., October 5.

BURKE-JACOBSEN—Harry Burke, program director for Station WOW, Omaha, and Laurine Jacobsen, nonpro, last July 18 in Mineola, Ia., it was announced October 8.

CARNEER-MAKOVIC—J. (Bill) Carneer, general agent of McClellan's Royal Midway Shows, and Veronica Makovic, nonpro, of Stuttgart, Ark., in Little Rock, Ark., October 2.

CHERRY-MITCHELL—Johnny Cherry and Mary Bell Mitchell, of Wallace Bros.' Shows, in Kosciusko, Miss., October 8.

CHACRAFT-ECKSTEIN—Tom Adrian Chacraft, nationally known scenic artist, and Eleanor Raphael Eckstein, nonpro, in Washington, Conn., September 19, it has just been revealed.

DAVID-KISER—Harry David, vice-president and manager of the Intermountain Theaters, Inc., of Utah, Idaho, and Dora M. Kiser, nonpro, in First Presbyterian Church, Colorado Springs, Colo., October 9.

DOLBERG-RENNE—Glenn Dolberg, program manager of NBC, San Francisco, and Eleanor Rennie in that city October 1.

DOREMUS-DARVIS—Bud Doremus, stage manager for the Great Blackstone, magician, and Sue Darvis, assistant in the show, September 21 at Dayton, O.

EATSON-WELLS—Harry Eatson, Perria Wheel foreman, and Mary Wells, member of Capt. John Swift's high-diving act, in a public ceremony at the Danbury (Conn.) Fair October 7.

EVANS-MARTIN—James Evans, Octopus foreman with Kaus Exposition Shows, and Emma Martin, of *Chez Paree* show with the same organization, recently in a public wedding in Kingston, N. C.

GRISWOLD-TYNER—George Griswold, builder with John H. Marks Shows, and Gertrude Tyner, of Fayetteville, N. C., in Charlotte, N. C., October 6.

LUCKNER-SMITH—Frank Luckner, property man with the Great Blackstone magic show, and Ann Smith, of the same company, recently in Corning, N. Y.

RICHARDSON-GEDDES—Ernest L. Richardson, general manager of Calgary Exhibition and Stampede, and Mrs. A. M. Geddes, Winnipeg, Man., in Calgary, Alta., October 13.

ROSE-RAYE—David Rose, composer, and Martha Raye, screen actress, in Escondido, Mex., October 8.

WEATHERBY-BENSON—Harry S. Weatherby, juvenile stock man, and Muriel Chesney Benson, nurse, in Baltimore September 30.

GEORGE LEDERER

George Lederer, 76, veteran theatrical manager and producer, often called the Ziegfeld of his day, of a cerebral hemorrhage in Physician's Hospital, Jackson Heights, Queens, N. Y., October 8. He suffered a paralytic stroke about a week previous.

Lederer began his career as a child soprano and in 1873 joined the company of *The Noddy Queen*. His first stage venture was in 1878, when in conjunction with Sydney Rosenfeld he exploited *Florizel*. After a few years as a writer and dramatic critic on the old *Morning Journal*, he and his partner, A. H. Canby, leased the Casino Theater where they produced *Princess Nicotine*, featuring Lillian Russell. In 1873 he produced his first musical show there, *The Lady Sirey*, starring Marie Dressler. *The Belle of New York*, one of a number of musical shows he produced in London, was considered by Lederer as being his best from a financial standpoint, reputedly the first \$1,000,000 earner.

Among other shows he produced are *The Passing Show*, the first of the revue type seen in this country; *In Gay New York*, *The Little Trooper*, *Prince Kam*, *About Town*, *The Sounders*, *The Man in the Moon*, *Madame Sherry*, *The Telephone Girl*, *The Sphinx*, *Angel Face*, and at the turn of the century, the long remembered *Florodora*. His latest theatrical venture was in 1930, when he sponsored *The Night Owl* and *The Pajama Lady*. In 1902 he became manager of the Knickerbocker Theater and produced *The Wild Rose*, with Marie Cahill, Irene Bentley, Eddie Foy and Evelyn Nesbit in the cast.

Lederer is generally credited with introducing and publicizing the "show-girl" and the introduction of the word "vaudeville" in show world parlance, and is considered the father of the modern musical show in all its forms. He became general manager for the Sam H. Harris productions in 1928 and in recent years had been engaged in radio work and was planning a comeback.

His first marriage to Jessie Lewis ended in divorce, and his second wife, Reine Davies, actress and writer and sister to Marion Davies, actress, died last April.

Survived by two daughters, Geraldine and Mrs. Glory Amsterdam; a son, Charles, scenarist, and a sister, Mrs. Tillie Oppenheimer. Services in the Park West Funeral Chapel, New York, October 11, with burial in Beth El Cemetery, Cypress Hills, Brooklyn.

Mary Rorke

Mary Rorke, 80, "grand old lady of the British stage," in London October 12.

Born in London of an old theatrical family, Miss Rorke made her first appearance at the age of 15 at the Princess Theater, London, in *Miss Fuss in Boots*. In later years she played with many famous stars, including Charles Wyndham, whom she accompanied on his tour of the United States in 1882-'83; John Hare, Martin Harvey, Richard Mansfield, Forbes-Robertson, Henry Irving and others.

With Mansfield she portrayed Elizabeth of York in *Richard III* in 1889 at the Globe Theater, London. In 1895 she played with Irving at the Lyceum Theater, London, and remained with the company on its visit to the United States later in the year.

In 1894 she and her sister toured the British provinces with Forbes-Robertson in *Dr. and Mrs. Neill*. Her last stage part, which numbered approximately 150, was in *Show Boat* at the Drury Lane, London, in 1928. She entered films in 1913 and played in a number of English productions. She was married to Frank W. St. Aubyn, architect.

Opera Ballet. She was known professionally as Anlna Breymann.

HELIKER—Charles, 34, racing car driver, in a crash at the Nutley (N. J.) velodrome October 9.

HERIG—Harry W., owner-manager of Herig's Village night club, Columbus, O., at his home in that city October 8 of a heart attack. His widow, one daughter and three sisters survive. Services in St. Catherine's Church, Columbus, and burial in Oakdale Cemetery, Urbana, O.

LATHAM—Robert V., 59, veteran stage director and inventor, at his home in Miami, Fla., October 11 after a two-week illness. He had been in charge of stage operations at the Olympia Theater since 1926. His inventions include the roll-away stage, now used in many theaters over the country, and he conceived the robot airplane-pilot idea which was accepted and developed by the United States Government. He was a member of the International Alliance of Theatrical Stage Employees and Motion Picture Operators. Survived by his widow, Edna; a brother and two sons.

MCQUAID—Charles Edward, a former director of Regina Exhibition Association, in Regina, Sask., October 5. Survived by a son, E. S. McQuaid, Regina. Burial locally.

MAINES—Charles T., 80, at his home in Flint, Mich., October 10. Altho in poor health for a year, he was active in business until a few days before his death. Maines in the early part of the century was well known thruout Michigan and the Midwest as advance man for the Columbia Lyceum Bureau, which was organized by him. Survived by two

Circuit, at his home in Mt. Oliver, Pa., October 3 after two years' illness. Saville was accompanist for Ted Lewis, Fanny Brice, Eva Tanguay and many other stars of the old Keith days. Survived by his mother, Mrs. Clara Saville. Burial in St. George's Cemetery, Mt. Olivet.

SCHULER—John W., 39, playwright, in Reno, Nev., recently. One of his best known works is *An American Trilogy*. Survived by his widow.

SNYDER—Matt, 35, formerly with Dutch Waldron's cockhouse on Crowley's United Shows, in Sherman, Tex., October 8 when he was hit by a switch engine in front of the gate to the Long Reach docks there. Burial in Sherman.

SPOON—Johnny, 22, professional parachute jumper, in Augusta, Ga., October 9 when attempting a delayed jump.

SUBLETT—Joseph B., 70, retired printer and former foreman of *The Daily News* mechanical department, Bowling Green, Ky., of a heart attack in that city October 6. Sublett was a talented musician in his youth and also well known in the field of magic, having performed professionally for a number of years, being known in magic circles as the "Kentucky Wizard." Survived by a brother, a sister, one son and a step-daughter. Services locally, with burial in Fairview Cemetery, Bowling Green.

ZUBER—Charles H., 63, dramatic and sports editor of *The Cincinnati Times-Star* at the turn of the century, and dramatic columnist of *The Cincinnati Enquirer* at the time of his death, October 15 in his home, Newport, Ky. Zuber had been in ill health for several years. Two brothers, a sister and a son and

Births

An eight-pound daughter to Mr. and Mrs. Edward De Angelis October 8 at St. Joseph's Hospital, Yonkers, N. Y. Edward De Angelis is in the outdoor advertising business with his father, Phil De Angelis.

Two boys to Mr. and Mrs. Lyle (Red) Barrett in Penn Memorial Hospital, Reidsville, N. C., October 2. Parents are with the Eric B. Hyde Shows.

An eight-pound son to Mr. and Mrs. Joe Cody in Mercy Hospital, Hamilton, O., October 9. Parents are radio performers, and mother was the former Theima Warner, cowgirl bronk rider.

NEW PLAYS

(Continued from page 16)

by a series of weary bleats. He makes Oscar Wilde simply cozy.

The playing, as a matter of fact, is generally below the level of the writing, with a lad named Wyman Kane standing out for a detailed and believable portrait of an effeminate that still never verges on the unavory. Nice jobs are also contributed by Edward Trevor and Jean Del Val. John Buckmaster, as Lord Alfred, offers some excellent moments spoiled by passages that are painfully unconvincing.

It's a fine drama at the Fulton, well calculated by thesis and example to prove once more the pre-eminence of Oscar Wilde. The only trouble is that the central character, as played by Mr. Morley, seems a lot more like Winnie-the-Pooh.

Hartmann's Broadcast

WITH game concessions not considered strictly skill by the district attorney, conspicuous by their absence at the Great Allentown Fair, Allentown, Pa., this year. It is figured that the fair's monetary loss on concession space must have been close to \$10,000. Bingo, of course, was included.

What a contrast to the situation that prevailed at the near-by fairs, such as York, Bloomsburg and Reading! Bingo and wheels, with merchandise exclusively for prizes, operated at all of these fairs and most if not all of them reaped good results.

Allentown should have realized by now that it's better to do one's own broom swinging than to have it done by somebody on the outside.

At York and Bloomsburg the censoring of the midway has been done now for several years by J. F. Murphy, a veteran in that line of show business, and the officials have been more than pleased with the results. Nothing of an off-color nature escapes his keen eye, and there is nothing ruthless about his methods of handling situations. Cool, level-headed man that he is, he always performs his duties with the greatest degree of diplomacy. Concession operators with games of the type not permitted at these two fairs will vouch for that.

And not only does Murphy censor games and shows at these fairs, but eating and refreshment stands as well. At York, for instance, a patron of a traveling restaurant made complaint that he was charged \$10 for four chicken dinners when a sign outside said such dinners were 35 cents. No sooner had the complaint been registered than Murphy and State police took the operator in hand and made him return \$8, which the patron said was satisfactory to him. The operator complained, however, that the dinners consisted of a half spring chicken each and couldn't be bought for \$1. He was ordered to change his tactics, so he had signs and a speaker announce "All food 10 cents and no charge for seats." Soon another complaint sprang up when a patron bought two hot dogs, a chicken sandwich and two cups of coffee (five items) and received a check for 70 cents instead of 50 cents. The 20 cents difference, the operator argued, covered the cost of onion on each of the two hot dogs. That was enough for Censor Murphy and the stand went dark, the operator never to be permitted to return to the York Fair.

IT WAS gratifying to notice among the 23 planks of the Wisconsin Republican platform one pledging support to the county fairs in the State because of the educational work which they are doing for the youth thru 4-H clubs.

The man responsible for this particular plank is none other than Taylor G. Brown, who recently won the nomination for State Senator in the 19th District of Wisconsin.

Mr. Brown's heart and soul are in fairs. For years he has followed this line of work. It was only after a stiff battle in the Supreme Court a short time ago that he and others saved the grants Wisconsin fairs have been getting.

Should he be elected senator it is Mr. Brown's intention to put up a fight in the Senate for an increase in the present State aid. He feels that this is needed if Wisconsin fairs are to continue to advance.

Never before, he points out, have fairs ever had recognition in a State political platform in Wisconsin.

Fair men in other States might take a hint from this with profit.

THIS column talks a lot about winter tourists, and the tourist committee of the Chamber of Commerce is going to start an active campaign to get more people here because of our climate, but in getting new people we do not want to depreciate less what we already have in the fact that the Greater United Shows spend their winter here.

The above paragraph was taken from *The Measuring Stick*, a column conducted in *The Laredo (Tex.) Times* by Gilbert Garretson, manager of the Laredo Chamber of Commerce.

"Between 75 and 100 of George Loos' organization winter here," the column continues. "Show people spend their

money freely. These 75 people bring a lot of new money to town.

"Two weeks before the show opens around the first of February, 300 people of the Greater United Shows come to Laredo to open the show. They stay here, of course, during the two weeks' operation of the show or a month in all.

"We grant that these people perhaps do not spend much more than \$10 a week, but they stay for four weeks. As there are 300 of them, that means \$12,000 alone spent with our local merchants and business houses and that is a very conservative figure. We believe that \$15,000 would be a more accurate figure.

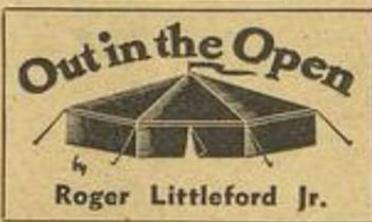
"This is not including the closing of the show, when 300 people spend a few days winding up the season's business. It does not take into consideration the warehouses and the money spent directly by George Loos in refitting and storing and all the other details connected with carnival activities.

"Of course, on top of all this Mr. and Mrs. Loos live here, keep a home the year round, educate their son in our local schools."

"There is considerable more which Garretson wrote, but space here will not permit of reprinting all.

What have cities and towns antagonistic toward carnivals got to say about that?

Needless to say Loos is exceedingly proud of Laredo. He and Mrs. Loos have wintered there for the past 15 years.



NEW YORK, Oct. 15.—Outdoor talent scouts who bemoan the fact that there is a dearth of novelty acts here and in Europe will do well to take in Clifford Fischer's new show at Broadway's International Casino. It's full of swell turns and a teeterboard troupe that's as good as they come. . . . Fischer returned to his Paris headquarters this week with the parting thrust that he "wants no part of the World's Fair." Interesting if true. . . . And speaking of booking and production, on every side there are indications, actually more than indications, of increased tie-up between indoor and outdoor show business. Music Corp. of America has entered the fair, park and special-event field with a vengeance; Rockwell-O'Keefe is dabbling here and there along the same lines; William Morris Jr. has big plans up his sleeve, 'tis said, and just recently Jimmy Picchiani, veteran of circuses, fairs and ex-circos, as well as vaudeville, joined the Simon Agency in New York to handle outdoor placements and importations. On the other side of the fence, booking houses heretofore essentially outdoor operators have entered the vaude, night club and ballroom field to far greater extent.

It all sums up to a brighter future for the act, his agent, certainly the user of talent and even the booking offices themselves. And before long there is bound to be a discovery of the tremendous possibilities of what we call "Special Events" as users of stage talent. The small community, the church, fraternal organizations, labor unions, cooperative societies—practically every organized body today—are on the lookout for new and novel fund-raising enterprises. Formerly it was the carnival ride and game that furnished the basis of entertainment. Today it can be anything—from bingo to name bands and Hollywood celebrities.

The Cincinnati office of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

Circus people in this country should be happy to learn that Bernard Mills, son of the late Bertram Mills and popular executive of the Mills Circus in England, is at last recovering from a serious illness in London. Mills has a host of friends on this side of the Atlantic and seldom misses our big circuses and horse shows. . . . Emmett Kelly, sad-faced pantomiming prankster who has been with the Mills show this season, will be back on these shores 'fore long. Will probably return to England for winter dates, and Olympia again. . . . One might think that the Ringling show is back at the Garden these days, what with so many familiar faces at the rodeo each night. Spotted at the opening were Eddie Vaughan, Frank Miller, Joe Lynch, George Degnon and a host of local fans.

Earle Reynolds, the vet skating authority, in town to see his daughters' roller act open at Loew's State. . . . Clem Schmitz, the insurance man, spending more than a little time with World's Fair exhibitors. . . . Everett Johnson, who leads his band at the rodeo nightly, is not himself these days—expects a family addition this week in Chicago. . . . Frank Miller, the concession man, goes back to the hospital shortly for his second operation in a few months. . . . John Wagenheim (he's with the Joseph Mayer Publishing house) in to say that the firm's business has not been as bad as one might think. It printed and sold programs on all the major circuses this year, but has plenty of work on the outside.

It's rumor time at Coney Island and all sorts of things are emanating therefrom. Latest has it has Billy Rose and Jack and Irving Rosenthal will purchase Luna Park. "Nothing to it. . . ." says spokesman Bert Nevins. . . . The Ernest Andersons in town for a hurried visit—then back to Atlantic City, where they will spend the fall. . . . Al Fosso, "King of Koina," playing clubs again in Manhattan after an outdoor season that took him to Downie Bros' Circus, Million-Dollar Pier in A. C. and Minola and Danbury fairs. . . . George Bernert, who divides his time between Coney and the Eastern States Exposition, in to tell of "Hurricane Week" at the big fair's recent renewal. . . . Joe Rogers, of Dufour & Rogers, a World's Series spectator and spending time at the fair with partner Lew Dufour. . . . Cy D. Bond, of Dodgem Corp., and Cliff Wilson, of Royal American Shows, also at Flushing in interest of their World's Fair ventures.

Notes From the Crossroads

By NAT GREEN

FIVE weeks until the lads of the outdoor show world begin to gather on the Magic Carpet for the winter meetings! Just as soon as the Thanksgiving turkey is stowed away the trek to Chicago will begin and for a solid week show biz will hold full sway at the Sherman. It's been a heartbreaking season for some of the boys, but we don't hear many complaints, and everywhere the parting shot is: "I'll see you in Chicago." That's the trouser for you—another season, another chance. As always, the big social event of the conventions will be the annual banquet and ball of the Showmen's League of America. Sam J. Levy, veteran chairman of many banquets, is again on the job and promises a program that will uphold the best traditions of the league. Already he has one sterling attraction booked that he'll spring at the proper time. The league banquet will be held on Wednesday night, November 30. On the following evening the park men will hold their banquet. And there will be several other supplementary gatherings, guaranteeing something doing every day. It isn't too early to get in line!

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

The Billboard

44th YEAR
Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company
R. S. LITTLEFORD SR., President.
E. W. EVANS, Secretary-Treasurer & General Manager.
A. C. HARTMANN, Editor
Editor Dept., 1504 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Editor Dept., 1504 Broadway, New York, N. Y.
Main Office and Printing Works: The Billboard Building, 25-27 Opera Place, Cincinnati, O. Phone, Main 5306. Cable Address, "Billboard," Cincinnati, O.

BRANCH OFFICES: NEW YORK—670 Fifth Ave., Times Bldg., 1554 Broadway, Times. MEDALLION 3-1616, 3-1617, 3-1618. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets, Phone, Central 4440. ST. LOUIS—499 Arcade Bldg., 8th and Olive Streets, Phone, Central 0443. PHILADELPHIA—R. H. Patrick, 1222 Lampport Road, Upper Merion, Pa. Phone, Madison 6438. LONDON—Kerr Ross, care of The Performer, 18 Chancery Cross Road, London, W. C. 2. SYDNEY AUSTRALIA—Herb Brennan, City Taverners' Bldg., 198 Pitt Street, PAIRIE—C. M. Chambers, care American Express Co., 11 Rue Scribe.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Year, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Space Line, Whole Page, \$260; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. We telegraphed advertisement accepted unless reference is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.

Vol. 50. OCTOBER 22, 1938. No. 43

W. A. (Snake) King, of Brownsville, Tex., in Chicago engaging people for a show now touring Mexico. . . . With him was "Highpockets," elephant man.

Dan DeBaugh, manager of the Chicago Ringling office, was re-elected deputy grand master of the Illinois Masonic grand lodge at the annual convention last week. . . . Cuban Mack, his wife and little Maxie, who recently closed with Russell Bros' Circus, are playing the Chi Stadium rodeo.

Howard Suez, manager of Clyde Bros' Circus, in Chicago seeking material for his show. . . . Suez has the Shrine show in Oklahoma City late next month. First circus to be held in the city's new armory. . . . W. B. (Bill) Naylor, H-W press man, back home in the country's largest village for the winter season.

Howard Y. Bary flew from L. A. to New York last week—yep, flew! Maurice W. Jencks, manager Kansas Free Fair, Topeka, stopped off in Chi for a brief visit on his way to New York last week and also on his return trip. . . . Allen Lester, who with Bob Hickey handled the Detroit rodeo publicity, and Herby Pickard are doing a nice job for the Stadium rodeo. . . . Two capable and hard-working boys.

Charlie Nelson, booker of outdoor attractions, closed his Chicago office last week and left for California, where he will spend the winter. Nelson has nine weeks of indoor dates on the West Coast, as well as considerable picture work. He handled the attraction program at the recent Pomona (Calif.) Fair.

It would seem like old times if a major circus opened in Chicago next spring then jumped to the Garden in New York. Remember when the Big One used to open at the Coliseum! Well, the advance dopsters, no doubt drawing freely upon their imagination, have Chicago set to start the '39 season. They are also shifting winter quarters around, closing offices, reviving titles and building new shows—just like that! One report has it that Sam Gumperts will build a new show from the ground up; that Ralph Clawson will have a show bearing a well-known title; Charlie Sparks another, and that the glory that once was Peru's is due to return. Interesting! And we're filling 'em for future checking. There's a possibility of Capt. Terrell Jacobs' taking out a show. He's wanted to for a long time and has an angel. Wallace Beery may get the fever again, and sundry others are watching the trend of events with an eye on the main chance. So the dopsters should have a lively winter season.

National Circus Syndicate Organizing Big Indoor Show

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

CHATTANOOGA, Oct. 15.—A big indoor circus is taking form here, to be presented by the National Circus Syndicate, Inc., a Delaware corporation. Opening is slated for early December in Chattanooga under auspices of Junior League, after which the show is to make several other Southern stands under Junior League and Shrine auspices en route to the Coast.

The circus will have many acts from the larger tent shows and has leased the title of Jumbo, which production was staged by Billy Rose a few years ago on Broadway, for a condensed version of the show as the opening spec, with Rubinoff and his violin as the star and an aerial and stage chorus of about 26 girls.

John Hay Whitney, president of the syndicate, is being represented by Harry V. Morrissy in the carrying out of all details. The general manager in charge of production is George William Paige, one of the founders of the show. For about 15 years he has been with Sells-Floto, Hagenbeck-Wallace, John Robinson, Ringling-Barnum and other circuses and recently closed with the John-Jay J. Jones Exposition.

The syndicate is creating a board of directors, comprised of members of each auspices, to work with the circus management. Each member will spend two to three weeks with the circus so that when the show gets to his town he will be familiar with the necessary details. This is Mr. Paige's idea.

The staff as lined up so far includes John Hay Whitney, president; Harry V. Morrissy, vice-president; Joseph Crooley, treasurer; George William Paige, general manager in charge of production; Tom Allen, manager of entire personnel; Arthur Hamiter and Starr De Belle, advance press; Dave Traugott, manager No. 1 car; Helen Townsend, Jumbo chorus ballet.

Board of directors of auspices follows: Chattanooga, Joe Engel and William Broxton, Junior League; Birmingham, Carl Horwitz and Arthur Presvaut, Zamora Temple Shrine; Beaumont, Tex., Harry V. Baker and Franklyn Monell, Shrine Temple; Galveston, Tex., Joseph Monsino and William Plaisance, Shrine Temple; Phoenix, Ariz., H. W. Washburn and Vincent Vitone, Shrine Temple; Los Angeles, H. Stanley Bruner and entire divan, Al Malaka Temple Shrine.

Two Straw Houses, Turnaway in Week For Kelly-Miller

KIOWA, Okla., Oct. 15.—The Al G. Kelly and Miller Bros. Circus had excellent business week of October 1, with two straw houses at Westville and a turnaway at Spiro, Okla.

The show was late getting into Quinton last Saturday on account of an accident to one of the semi's loaded with stock. The radius rod broke and the truck went over an embankment. The driver, Obert Miller, was not hurt and the stock escaped without a scratch. Show arrived at 1:15 p.m. and performance started at 2:30.

L. B. Sanders, general agent, and A. E. Sanders, press agent, were on show Sunday, conferring with management regarding the route. Doc Moon was a visitor that day.

Obert Miller, general manager, works all stock; Doree Miller, superintendent, does single traps, wire and table rock; Al G. Kelly is secretary-treasurer; Frank Dean, superintendent of front door; Frank Dungan, concessions, assisted by his wife; Mrs. Jessie Miller has the banners; Bill Ketrov is superintendent of reserved seats and is also boss canvasman, having nine assistants; Iola Beach does single traps, iron jaw and ladder; Dale Stevens plays callopie and is leader of orchestra.

LOU JACOBS and Polidor, clowns, will be with Joe Lewis, clown cop, on indoor dates for Bob Morton.

New Series of Legal Opinions

In the next issue, in the Pipes Department, will appear the eighth of a new series of legal opinions of special interest and benefit to pitchmen, streetmen and others. It will be titled *Validity of City Ordinance Street Restrictions*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Paris Without Shows for First Time Since 1918

PARIS, Oct. 10.—This year will go down in Paris history as the year no circus dared come into the territory and for the first time since 1918 there has not been a tent set up.

The circus season in other years would start about September 1 and during the month the leading shows would make Paris before going into winter quarters.

This year, with one war scare after another, it was decided by all of them to pass up the money center and point of concentration for possible enemy "bombers." It is thought the government had much to do in forming this decision. A large white tent would make an irresistible target for a prowling aviator bent on mischief.

AFL and Ringling Officials Discuss Circus Labor Problem

HOUSTON, Oct. 15.—The meeting which the American Federation of Actors announced from New York would be held this week in Houston between Ralph Whitehead, its president, and Dan Hurley, organizer, and officials of the Ringling-Barnum circus corporation for the purpose of discussing labor problems failed to materialize. Whitehead was in the city at the time the Ringling-owned Al G. Barnes-Sells-Floto circus was here, but it was stated by circus officials that John Ringling North, president of the corporation, did not and would not meet with Whitehead here or elsewhere—that North had absolutely nothing to discuss with him.

There were discussions, however, on union questions between William Green, president of the American Federation of Labor, and other AFL officials and North and other Ringling officials at the Rice Hotel. On Tuesday night several AFL officials saw the Barnes-Sells-Floto performance as guests of North and Roland Butler, general press representative.

It was stated that a most pleasant feeling exists between the circus and

the AFL, and that Green is doing everything in his power to save the circus further labor trouble.

CINCINNATI, Oct. 15.—John Ringling North, his brother, Henry Ringling North, and Robert Ringling, representing the Ringling interests, and William Green and Matthew Woll, president and vice-president, respectively, of the American Federation of Labor, got together on two occasions this week in Houston to discuss the dispute concerning the American Federation of Actors and the Ringling Bros. and Barnum & Bailey Combined Circus, Roland Butler, general press representative of the Big Show and Al G. Barnes and Sells-Floto Combined Circus, told *The Billboard* over long-distance telephone last night from Shreveport, La.

The first talk took place Monday afternoon in Butler's room, with Woll, the North brothers and Robert Ringling present. The second was held Wednesday afternoon in Green's suite with Green present, in addition to the others (See AFL AND RINGLING on page 59)

Tent Men Change Name to Canvas Goods Mfrs.' Assn.; 1939 Meet in New York; Jessop Re-Elected

DETROIT, Oct. 15.—The National Tent and Awning Manufacturers' Association, meeting in its 27th annual convention at the Book-Cadillac Hotel here October 10-13, changed the name of the body to the National Canvas Goods Manufacturers' Association to indicate more exactly the wider field of the organization. A general revision of the by-laws, largely on technical organization points, also was completed.

The 1939 convention was awarded to New York City to be held in October, giving members a chance to take in the World's Fair. Frank Stevens, of New

York, was appointed general convention chairman.

All principal officers were re-elected—S. T. Jessop, president, Chicago; executive secretary, James E. McGregor, St. Paul; William E. Russell, first vice-president, Washington; second vice-president, J. J. O'Connor, Wichita, Kan.

Under the new by-laws President Jessop automatically becomes chairman of the board of directors as well. Joseph E. Dilg, of St. Louis, and E. P. Lukens, of Milwaukee, were re-elected directors. Robert Tippitt, of Peoria, Ill., was (See TENT MEN CHANGE on page 59)



S. T. JESSOP, president of the United States Tent and Awning Co., Chicago, was re-elected president of the National Tent and Awning Manufacturers' Association (name has been changed to the National Canvas Goods Manufacturers' Association) at the 27th annual convention in Detroit October 10-13.

Barnes Goes Big In Houston, Tex.

Plays there three days—night houses capacity—straw second evening

HOUSTON, Oct. 15.—The Al G. Barnes and Sells-Floto circus was here October 10-12 and it was the first time that any large railroad show ever played a three-day stand in Houston. The city was heavily billed, show using mostly Ringling paper. Newspapers gave the show plenty of publicity. *The Chronicle* last Sunday carried a full page of pictures in rotogravure section.

Business was very good—two-thirds or better at all matinees and capacity at nights. Tuesday night was a straw house—the largest crowd the show has had since the Ringling features were added. The folks were well pleased with the performance. Dolly Jacobs was presented with a bouquet of American Beauty roses by Frank Walter and wife.

Visitors included Fans of the Terrell Jacobs Top, Houston; Siats Beeson, Freddie Valentine, Merritt and Nita Belew, George and Harold Christy and Al Erwin and wife. Following the Monday night show a party was given for the performers (attended by 87) by the Local Fans in the ring barn at the Walter quarters. A buffet dinner and refreshments were served, after which a performance was given in the barn by Walter's staff. Mrs. Walter worked her Liberty horses, and a high-school horse was exhibited by A. W. Kennard.

LITTLE ROCK, Ark., Oct. 15.—The sheriff of Pulaski County Thursday collected a fee of \$150 from the Al G. Barnes-Sells-Floto Combined Circus to show just outside the city limits of Little Rock October 22 after the city officials of this city had rescinded an earlier permit for the show to play here. The sheriff took the fee on advice of Prosecuting Attorney Fred A. Donham that county officials "possessed no authority to prohibit the circus from showing." He also pointed out that the proper fee would be \$100 for the main show and \$50 for the enlarged side show. If the show had been allowed to play in Little Rock proper the permit would have been \$100 more for the main show alone and \$50 for each side show.

The city council revoked the license to show in Little Rock to "protect" the Arkansas Live Stock Show, which does not open until two weeks later in North Little Rock.

Parker & Watts Closing

PAYETTEVILLE, Tenn., Oct. 15.—The Parker & Watts Circus, motorized, will close season of 28 weeks at Paris, Ark., October 22 and make home run to Ft. Smith, Ark. The total mileage will be 10,002.

Jacksonville Fee Cut

JACKSONVILLE, Fla., Oct. 15.—Circus licenses were reduced from \$1,000 to \$350 a day under a bill approved Monday afternoon by the laws and rules committee of the city council.



THE LINDEMANN BROTHERS (Fets, Al and Bill), who recently disposed of their circus at Sheboygan, Wis. Their show had been on the road for a number of seasons.



With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDMETH, Secretary W. M. BUCKINGHAM, 110 Evans Bldg., Washington, D. C. (Continued by WALTER BORNENADEL, Editor "The Wild West" and Hornet Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Oct. 15.—When the Barnes-Sells-Floto show exhibited in Ardmore, Okla., September 14, Chairman C. H. Leonard of the Antoinette Concello Tent of Gainesville, Tex., accompanied by CPA Roy Stamps, A. Morton Smith and A. W. Wells, visited the show and presented Miss Concello with a framed picture of the charter presentation of the Tent made by Col. C. G. Sturtevant and attended by members of each of the tents of Houston, Waco and Wichita Falls last April. Miss Concello expressed her appreciation by presenting autographed pictures of herself to each of the seven members of the Gainesville Tent. Gainesville CPA visited the show at several stands in North Texas. Smith and Stamps were on the lot at Fort Worth, where they were joined by Southern Vice-President Frank Walter, of Houston. Smith, Stamps and CPA G. D. Bell visited at Denison and Mr. and Mrs. Smith were in Paris October 1.

The many CPA friends of Anna Merkel, in private life Mrs. Janet Kiseinke, were sorry to learn she was seriously injured when the Barnes show was in San Antonio, Tex., on October 7. She fell just as she was taking the last step in her cello walk, striking the side of the net before hitting the ground. The extent of her injuries was not learned, but it is believed that she suffered a neck injury and fractured ribs.

The meeting of Eastern Circus Fans planned for Binghamton, N. Y., for early October has been changed to some time in November. One of the principal reasons for the postponement was to wait for President M. D. Hildmeth to return from Europe.

George Scholderer, CPA of Binghamton, left October 14 for San Antonio.

Mr. and Mrs. Sverre O. Brathen, of Madison, Wis., spent the last week-end visiting Fan Arthur L. Rule at Mason City, Ia.

The last meeting of the John Davenport Tent, Chicago, was held October 11, with only three members showing up for lunch. Charles D. Collins, assistant manager of the Palmer House, was chosen as chairman of the local Tent to succeed the late William S. Sneed. Meetings for the time being will be held once a month, each time at a different location.

J. R. Malloy Unit Will Play Houses

CANTON, O., Oct. 15.—J. R. Malloy, manager of the Malloy Circus unit which recently completed its outdoor season, is revamping the show for stage presentation. Same set-up as under canvas will go into the unit, with two additional feature acts and a five-piece band.

Malloy said the unit will open late this month in Western Pennsylvania and will remain in that State for at least three weeks playing theaters from one to three nights. Unit will have special paper and will headline Nancy Darbell, aerialist, and Winnie, the wonder dog. Unit will be motorized and will carry a personnel of 25 people, Malloy said.

A. V. FULLER and O. L. Casey, who have the snipe plant in Columbus, Ga., have the contract to do the billing for the Armistice Day celebration there.

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PAUL DEL RIO, billed as the smallest man in the world, and Harold Barnes, somersaulting wire performer, both 17, recently concluded an all-season engagement at Hamid's Million-Dollar Pier, Atlantic City. Both were formerly with circuses.

Thiele Presenting Zoological Exhibit

CATSKILL, N. Y., Oct. 15.—Thiele's Zoological Exhibit will open its winter season at Hudson, N. Y., next week under auspices. Exhibit consists of 30 cages and 2 trucks are used for transportation. Show is using regular one-sheet lithographs, newspapers and heralds for advertising. Tie-ups with merchants and schools will be made.

J. H. Thiele Jr., animal dealer, is in charge, with J. J. Mistrot as assistant. Thiele expects to present the exhibit under canvas next season.

Kiwanians Entertained At Ringling Quarters

SARASOTA, Fla., Oct. 15.—Six hundred members of Florida Kiwanis clubs, assembled here for their annual convention, were dinner guests of Ringling Bros. and Barnum & Bailey Combined Circus at winter quarters last Monday. The show's cook tent was erected especially to house the Kiwanians and a typical circus meal was served.

After the dinner circus stars gave an entertainment for their guests, with trainers presenting acts that are being prepared for the big show's 1939 season. Ed Kelly was in charge.

The program: Frank Asher working six ponies in military drill; Maxine and Walter Bailey, double trapeze; Capt. Lawrence Davis, presenting the Ringling elephants; Anne Hamilton, riding and jumping exhibition; comedy elephant baseball game; Irvin Arnold and Anne Hamilton, jumping horses; Asher, Liberty horses, and the Baileys, Roman rings. The program ended with an elephant race with the fastest members of the herd competing. Nellie won by a trunk.

The Kiwanians also were guests of John Ringling North on a tour of the Ringling Museum of Art.

Beal Begins Lecture Tour

BOSTON, Oct. 15.—Coming out of summer quarters, George Brinton Beal's illustrated motion picture lecture, *Thru the Back Door of the Circus*, opened its fourth season at Emerson College Tuesday noon. Shown to the entire student body of the college, the show went over most successfully.

Included are many new shots, showing Cole Bros. and Robbins Bros. shows traveling thru torrential rainstorms in New England, together with considerable new material shot on the Ringling Bros.-Barnum & Bailey lot at Philadelphia this season. The two outstanding sequences remain, as last year, the mud lot at Lewiston, season 1937, with the Ringling show and the Flying Codonas, filmed at the Winter Garden in Berlin, which as the closing sequence of the show never fails to bring a round of applause from the audience. Beal continues to supply the sound for his films, including in his lecture comments on past season developments in circus his-

Los Angeles

LOS ANGELES, Oct. 15.—The train and equipment of the Hagenbeck-Wallace Circus are still at Baldwin Park, Calif., with no definite news as to disposition of the Howard Y. Bary-owned equipment or that owned by the Ringling interests. Reported that Bary left for the East. Ralph Clawson is still here. Jimmie Woods took the Yankee-Patterson Circus to the New Mexico State Fair at Albuquerque. Mel H. Smith left for that city last week.

Billy Crowson, performer with the H-W show, who was injured at Hollywood, is still at General Hospital. His condition is improved, but he is said to be permanently crippled.

Dan Dix is back at the studios. Arthur Windecker, who was with the Barnes show, is living in El Monte. Jack Beach and wife came up from Balboa and will be located in Hollywood for the winter. Will be back at Balboa next year.

Arthur Stahlman, in the novelty business, had the exclusive at the Del Mar Fair. John McGrail is in Hollywood working on a promotion. Blaceman is booked for a date at the swanky Trocadero Club in Beverly Hills.

Tenth Week in Dixie For Robbins Bros.

MIAMI, Fla., Oct. 15.—Robbins Bros. Circus is rounding out its 10th week in Dixie. At Jacksonville, show was visited by Mickey Graves, Bob Reynolds, John Lindsey and Smiley Carlton.

It was a big day for Rodney Harris at Orlando, Fla., his home town. At Tampa, Frank Morris, Jud Kelley, Bob Mack, Joe Dan Miller, Maximo and wife, the Uyeno troupe, Sophie Meck, Gene Carson, Margaret Strickland and Irving Nelson and wife, Florence Hill, Judy Graves, Polidor, Violet Denaro and Fred Bradna were visitors.

Billy Maxwell, Charlotte Shives and Ed and Lucy McDowell were visitors at St. Petersburg. Show had a fine Sunday run to Miami and was greeted by Frank Sweeney, Austin Reynolds, Billy and Sue Carr, Sally Webb, Harry Noyes, Henry Hutchinson and Johnny Salvatore. Hughie Hart is vacationing at Natchez, Miss., reports Stanley F. Dawson.

No. 1 Car Closes

BIRMINGHAM, Oct. 15.—No. 1 car of Robbins Bros. Circus closed here Monday with the crew scattering as follows: William Beckell, manager, to Philadelphia; Clyde H. Willard, special agent, Greenville, S. C.; Pat Murphy, brigade agent, Los Angeles; C. E. Davis, boss billposter, Greensboro, N. C.; Joe Hawley, banner squarer, Philadelphia; H. M. Kilpatrick, boss lithographer, Gastonia, N. C.; Sam Clauson, Racine, Wis., then Washington, D. C.; Roy Beckell, Herkimer, N. Y.; Richard Talley, Morristown, Tenn.; O. E. Lind, Pensacola, Fla.; William Hillard, Van Buren, Ind.; Hurley Lee, Gastonia, N. C.; Charles Burns, Los Angeles; Phillip Isenburg, Manchester, N. H.; Togo Christmon, Memphis; Clarence Christmon, Kansas City; Harry Price, Battle Creek, Mich.; Robert Stiles, Hickory, N. C.; Bobby Hatt, Mt. Airy, N. C.; Artie Welch, Andrew, Ind.; Russell Alexander, New York City; Sidney Middleton, Birmingham; Cecil Taylor, Enaley, Ala.; Bill Taylor, Birmingham; Zero Davis, pastemaker, parts unknown.

tory. Earle C. Titus Jr. is the operator and chief engineer.

The season's bookings are satisfactory, reports Beal thru his management, Demeter Zachareff, and will include appearances at Groton Academy, St. Mark's and Exeter Academy, together with an extended tour thru the South and back to New England by way of Pennsylvania.

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DAN RILEY, Snapps Shows
El Dorado, Ark., October 17-22.
Orange, Tex., October 24-29.

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HARRY POTTER EAU GALIE FLORIDA

Under the Marquee

By CIRCUS SOLLY

F. BEVERLY KELLEY will soon return to the Barnes show.

THEODOSHIA, clown, and his trained pig are with Barney Bros.' Circus.

GOOD CLEAR-CUT photographs for reproduction are always welcomed by the circus editor, especially news photos.

E. W. ADAMS, former circus ticket seller, is clerking at the Pickwick Hotel, Atlanta, Ga.

RUSSELL BROS.' CIRCUS had a big matinee and night at El Dorado, Ark. Schools were dismissed.

THURMAN KNIGHT, who was with the Ringling and Barnes shows, is back home in San Francisco.

S. W. (BILL) BAILEY, clown cop, saw the Parker & Watts Circus at West Memphis, Ark., and reports a nice show.

JOHN RINGLING NORTH has become a director of the Sarasota, Fla., Chamber of Commerce.

AL ISENBERG, who was side-show ticket seller on the Barnes show earlier in the season, is now demonstrating in a Cincinnati store.

LEROY, magician, ventriloquist and doing Punch, has joined Ralph Noble's side show on Barney Bros.' Circus. Show is playing East Texas to fair bit.

BE OPTIMISTIC, next season will be better. They can't all be like the current one. It's not in the books.

JOSEPHINE KELLY recently left the Bernice Kelly Circus Revue and returned to the University of Chicago for her third year.

CLIFF THOMPSON, giant, who was with Cole Bros.' Circus, played the State fair at Milwaukee and while there made connections with the Blatz Brewing Co. and is advertising and selling its beer.

SLIVERS JOHNSON closed season with his Funny Ford act at Wilson, N. C. States that he will have a new act next year, using a comedy Austin. Will play Hamid-Morton circuses this winter.

PEDRO AND LUIS are now touring England's best theaters. Two shows are given at night; no matinees. Pedro Morales is not doing the alds, as the balconies are high.

THE MELL Kiddie Show, having finished the Barker Circuit in Northern Minnesota, went south and will be in South Carolina and Georgia for the winter.

WILLIAM FOOK, of Blackstone, Ill., saw Russell Bros.' Circus at Pontiac, Ill.; Sells-Sterling, Aurora, Ill.; Cole Bros., Bloomington, Ill., and Ketrow's show at Dwight, Ill.

WHEN ROBBINS BROS.' Circus was at Miami, Fla., October 10-11, the Barnes-Sells-Floto show had advertisements in the dailies advertising its dates, November 21-22.

L. C. LANGHART, billposter, who has been seriously ill, is now convalescing at his home, 705 E. Main street, Louisville, Ky. Letters from friends will be appreciated. He has been with various circuses the past 12 years.

IT IS STILL being done—the covering of paper. What a waste of time and money. Some shows delight in covering another's paper.

HAROLD G. HOFFMAN, president of the Dexter Fellows Tent, Circus Saints and Sinners, New York City, has become a commentator for Renault Wise Cham-

pagne. He speaks at 9 p.m. every Tuesday over Station WOR.

JIM CROWLEY, coach of the Purdueham College football team, will be the Fall Guy at the luncheon of the Dexter Fellows Tent, Circus Saints and Sinners, at Hotel Commodore, New York City, October 19.

LAMONT'S COCKATOOS returned to the States October 10 after finishing a four months' engagement with the Razor Circus in South America. Before they left the show had two blowdowns within a week. They report business has been fair. Other American acts will leave the latter part of October.

NICK CARTER, of the Hagenbeck-Wallace Circus, returned to his home in Peru, Ind., October 15. On his motor trip from the West Coast he stopped at Cuero, Tex., to visit the Barnes show and also spent a day in Chicago. Carter has plans for several winter circus dates.

In the last few issues of The Billboard the route of Robbins Bros.' Circus has been given for only one or two days. No weekly route card had been received from the show during that period, and the lone date or two were picked up from other sources. This resulted in the various offices of The Billboard receiving many inquiries about the itinerary and, too, it was impossible to promptly forward mail addressed to the show and its members in care of The Billboard. For this hitch in service we are sorry, even though the delay in forwarding the mail was unavoidable on The Billboard's part.

C. E. DUBLE recently visited Downie Bros.' Circus, meeting many friends, including Arthur Berry, boss property man. Berry has been with show several years. Years ago Berry and his wife (team known as Berry and Hicks) were one of the outstanding acts with the John Robinson 10 Big Shows.

IN A RECENT issue it was stated that Henry Bros.' Dog and Pony Show closed its season of fall dates at Chilliwack, B. C., and would play clubs. It was Maxine and Todd Henry who were there. They are now at the Pub Tavern, Portland, Ore. The Henrys advise that the Henry show has not closed.

HENRY KYES, band leader and mail agent, left the Hagenbeck-Wallace Circus at Baldwin Park, Calif., September 29 (See UNDER THE MARQUEE page 60)

Dressing Room Gossip

ROBBINS BROS.—The weather has been ideal in Florida. Hoot Gibson had a distinguished guest at Jacksonville, Lady Twickenham from England. Clyde Beatty and Kinko are fishing every day. Joe Lewis had his radio in the dressing room and we heard the World Series games. Toby Tyler spent the afternoon in the dressing room at Orlando, chinning with all the joys and the writer. Captain Bernardi has had his trunk in so many places in the dressing room we call him the "Tourist." H. J. McFarlan has fully recovered. Game of checkers is still the rage around here. They even have books on the game and some of them need books the way they play.

Prince Sultan has added a new trick in the Wild West. It is called the fender drag. Charlie Poplin, please take note. Tampa was the banner visiting day, many Ringling folks being on hand. The Robbins show wound up its baseball season, McFarlan's International Nine beating Leo Loringer's Trunk Smashers, 20 to 4. Highlight of the game was Prince Paul's hitting. We have a champion checker game coming up next week between Cecil Labell and Prince Sultan. Labell is the champion of Oklahoma and has medals to prove it. We are having some big jumps down here, but it does not seem to matter how big they are. Show is up in time and parade out on the lot.

FREDDIE FREEMAN.

DOWNIE BROS.—Business in Mississippi has been good and weather ideal. Greenville, home town of Harry Mack, press agent, turned out in grand style. Harry was busy all day greeting friends and members of all civic clubs. Incidentally, Harry operated one of the first

15 Years Ago

(From The Billboard Dated October 20, 1923)

A prohibitive show tax of \$6,500 a day was in effect in Savannah, Ga. The tax was imposed to prevent opposition to the fair there. . . . Charley, Universal Film Co.'s trained elephant, was killed October 3 by Charles Murphy and Gus Warner, animal trainers with the Hagenbeck-Wallace show, after being branded as bad because of its attack upon its trainer. . . . The combined Atkinson Circus and Dog and Pony Show opened at Culver City, Calif., October 1 under management of Atkinson and Colender. The show had a new cook-house, with Dad Bakerfield as chef. . . . Jolly Maxie, fat woman; Three Musical Heathas, Dave and A. C. Officer, William Hamilton and Con Moffett joined the side show on Golden Bros.' Circus. . . . Tom Noakes, secretary and general manager of the Johnstown Poster Advertising Co., was selected a member of the board of directors, succeeding State Senator W. W. Workman, of Richmond, Va., at the convention of the Painted Bulletin Advertising Association.

The 33d annual convention of the Poster Advertising Association was held in Cincinnati October 8-11. Officers elected were Senator W. W. Workman, of Richmond, Va., president; H. R. McClintock, vice-president; Harry P. O'Melia, treasurer; William W. Bell, secretary. . . . Christy Bros.' Circus received a carload of animals and two camels at Newport, Tenn., October 7 from the Bronx Zoo. . . . Jack Fenton, former banner man with the Walter L. Main Circus, joined Christy Bros. in the same capacity. . . . The Aerial Clarks, of Walter L. Main Circus, were working at the Elks' Circus, Tarentum, Pa.

Ed E. Wood, formerly of the advance of Ringling-Barnum and Walter L. Main circuses, was presenting a vaude act in vicinity of Buffalo. . . . Johannes Gunther, husband of Mlle. Gabriele, died in Dresden, Germany, September 20. He was believed to have had the first flea circus in Germany. . . . Frank Shade, midjet, was bedridden at his home in New Haven, Ind., with paralysis. . . . Annie Oakley visited John Robinson Circus at High Point, N. C., October 7. . . . Gordon Bros. and their boxing kangaroo obtained a contract to go to Cuba in December to be with Circo Canarias. . . . Harry LaDell, 53, known in private life as John P. Kelly, of the acrobatic team of Harry and Anna LaDell, died at his home in Omaha, Neb., October 10. He performed with the Latena Circus and later with Ringling Bros., Sells-Floto, Barnum & Bailey and Sig Sautelle.

Dail Turney to Coast

EL PASO, Tex., Oct. 15.—Dail Turney, manager of Tom Mix Circus, in quarters here, and wife left by plane for the West Coast. Buck Reger and wife are in town. Jockey Lehman is a visitor. Has recovered from a recent illness.

Christy Unit Back in Houston

HOUSTON, Oct. 15.—The Christy unit of horses, ponies and elephants, which was with the Hagenbeck-Wallace Circus, is back in quarters at South Houston. Harold Christy, Merritt Belew and Billy Norton returned with unit October 8.

theaters in Greenville and retains his honorary membership in the fire department. Harold Conn, clown, left for home October 15 and will be replaced by Howard Byrant.

Mr. and Mrs. Chauncey Barth caught the show in Greenwood. West Bros.' Shows, on lot near us, opened all rides to Downie folks. Isabel Gillian received a photo of the entire George Hanneford family. Sugarfoot Williams has everything in readiness for his big moment in El Dorado, Ark., his home town. Ernie White is practicing head balance daily. Mr. and Mrs. Carsey are renewing acquaintances in Mississippi. The writer entertained Maria Smith, telegraph operator in Columbus, Miss., for whom he worked as Western Union messenger 25 years ago.

CHESTER (BOBO) BARNETT.

The Corral

By ROWDY WADDY,

WILLIE (RED) WOODS, Fort Worth rodeo performer, was seriously injured during the recent Corsicana (Tex.) Rodeo when he was thrown by a horse.

COLORADO CITY Frontier Roundup Association has been incorporated at Colorado, Tex., to conduct fairs and rodeos. Capital stock is placed at \$3,500. Incorporators are Fred and Mrs. Isabel Noel and A. C. Pennekhol.

CHIEF WHITE HORSE and Princess Yellow Rose, who closed with X Bar X Rodeo recently, again are presenting their educational program of Indian life and lore and bow and arrow exhibitions in schools. They appeared in Dayton, O., last week.

JOHNNY MULLENS, rodeo director, returned to El Paso, Tex., after closing at South Plains Panhandle Fair, Lubbock, Tex., September 26-October 1. Over 20,000 saw six performances there, with 75 contestants, Mullens said. Winners: Bronk Riding, Dude Colbert; Bulldogging, Buck Jones, and Calf Roping, L. D. Young.

HAROLD HOUGH, who formerly announced the rodeo held in connection with the Southwestern Exposition and Fat Stock Show, Fort Worth, for Radio Station WBAP, of which he is general manager, was guest announcer at the rodeo held in connection with the first annual Corsicana (Tex.) Live Stock and Agricultural Show, October 5-8.

A TWO-DAY RODEO, open only to Florida cowboys, will be held in Arcadia, Fla., under auspices of 116th Field Artillery, according to Bill Welles and Gerry Taylor, managers. Ed Welles is promoter. Hands expected to participate are Bud Meford, trick roper; Stack and Francis Lee, trick shooting; Tommy Cropper, trick rider, and Paul Mann and his trained cow pony.

CHAMPIONSHIP rodeo, which closed a 10-day stand in the Olympia, Detroit, October 9, was successful, drawing good crowds despite slump conditions in the Motor City. Final winners were: Bareback Bronk Riding, Milt Moe; Calf Roping, James Kenney; Cowboys' Bronk Riding, Milt Moe; Cowboys' Steer Wrestling, Joe McMackin; Wild Cow Milking, Dee Burk, and Steer Riding, Ken Hargis.

OFFICIAL STAFF in charge of the rodeo to be held in connection with the Arkansas Live-Stock Show, North Little Rock, Ark., includes T. E. Robertson, director; George Elliot, announcer; Eddie Curtis, arena director; Lynn Buester will furnish the stock, with Leo Murray, one of the judges. Specialty acts already lined up include Rose Davis, girl bronk rider; Paul Carney and Lefty Christian.

OFFICIALS of the three-day Victorville (Calif.) Rodeo, October 14-16, were Cal Godshall, president and general manager; Roy Ray, secretary-treasurer; Bob Hitchcock, vice-president in charge of live stock; Art Manning, arena director; James Stocker; Abe Lefton, emcee; M. M. Black; Lou Miller, assistant arena director; Dr. Lloyd Gilliland, Dr. Phil Lawler, Harry Moss, L. M. Perkins and John Roy, reservations.

NEW YORK'S 13th annual World's Fair Rodeo at Madison Square Garden goes into the second week of a 24-day run with excellent business in prospect. Show has been routined until it is clicking smartly and top hands consider the stock about as tough as they have ever encountered.

Details of rodeo, to date, appear on page three of this issue.

Following are day winners for first six days of contest: Cowgirls' Bronk Riding—First day (Friday night and Saturday matinee and night), Mildred Mix Horner; Gene Creed, Vaughn Krieg and Doris Haynes split first, second and third. Second day (Sunday matinee and night and Monday night), Margie Greenough; Mary Parks and Rose Davis Breeden, split second and third; Vivian White and Alice Greenough split fourth. Third day (Tuesday night and Wednesday matinee and night), Mary Parks and Vivian White split first and second; Doris Haynes, Rose Davis Breeden, Cowboys' Calf Roping—First day (Friday) night and Saturday matinee and night), Jack Skipworth; Hugh Bennett and

(See CORRAL on page 60)

BREAK YOUR JUMP!

CIRCUS ACTS, FREAK ACTS, NOVELTY ACTS.

GARRICK THEATRE

ST. LOUIS, MO.

Added Attractions—2 a Day.

ATTENDANCE RECORDS MADE

Tulsa Gains Nearly 25%

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

TULSA, Okla., Oct. 15.—Marked by the largest advance sale of tickets in its history, Tulsa State Fair exceeded attendance of last year by nearly 25 per cent on September 17-24. Secretary-Manager H. E. Bridges reported.

Advance sale was again conducted by Tulsa Junior Chamber of Commerce in its second annual promotion of a Sooner Princess contest in 52 State communities. Girls selling the most tickets were given a two days' trip to the fair, with numerous dances, parties and presents. A total of 80,000 tickets were sold in this manner, and Manager Bridges said the plan will be followed again next year.

An augmented midway and grandstand attractions for 1938 have been decided upon by the board of directors and manager. For the first time in seven years horse racing was presented on four days, with results reported gratifying, and 1939 plans are for eight days of racing. The live-stock show, observers declared, was largest and best ever seen in Tulsa. Sale of exhibit and concession space, inside and outside, exceeded that of 1937, Manager Bridges said.

Mel Vaughn's State Fair Shows, on the midway for the third consecutive year, reported a gross about the same as that of last year. Good weather prevailed.

Atlanta Has 500,000 at Southeastern

ATLANTA, Oct. 15.—A near-record attendance of 500,000 was chalked up at Southeastern Fair and National Live-Stock Show here on October 2-9. President Mike Benton said. School Day on Friday drew 116,000, an all-time single-day mark. With fair weather prevailing, attendance was well balanced. On School Day Rubin Gruberg, president of Rubin & Cherry Exposition, said he believed the carnival gross set an all-time local record for a single day's business.

Holidays were observed by Atlanta. (See ATLANTA HAS on page 47)

Weather Curbs Attendance At Danbury, Conn., Annual

DANBURY, Conn., Oct. 15.—Attendance at Danbury Fair, October 1-8, was given as 129,049, it having dropped some from last year's because of inclement weather. Lucky Teter and his Hell Drivers appeared on October 1 and 2.

Grandstand attractions also included Five Ames Sisters; Ruby and Smith; Efram Johnson's Geese, Olympia Deavall's Dogs, Les Kimris, Helen Reynolds' Skating Champions, White Brothers, Fallenberg's Bears, Decardos, and Lampham's Band, with Mildred O'Done.

Total attendance in 1937 was 139,365.

New Series of

Legal Opinions

In the next issue, in the Pipes Department, will appear the eighth of a new series of legal opinions of special interest and benefit to pitchmen, streetmen and others. It will be titled "Validity of City Ordinance Street Restrictions." One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Platform Plank Pledges Aid for Badger Annuals

OSHKOSH, Wis., Oct. 15.—A plank pledging support to county fairs is in the State Republican platform this fall as result of efforts of Taylor G. Brown, secretary of Winnebago County Fair here, former president of Wisconsin Association of Fairs and nominee for the State Senate from the 19th district.

"We pledge support," the plank reads, "to the county fairs of the State, believing the educational work they are doing with the young people thru 4-H Clubs is of great value in molding the moral and intellectual growth of our boys and girls."

As a nominee, Secretary Taylor had a part in drawing the platform at the con- (See PLATFORM PLANK on page 35)

Avery Units to Theaters

NEW YORK, Oct. 15.—Gertrude and Randolph Avery's Laugh Parade goes into Interstate Circuit houses this fall following a series of fair dates for Barnes-Carruthers and Independent theater engagements thru the South. Avery's other unit, Diamond Revue, again played larger fairs for B-C, and has theater dates set for fall and winter.



TAYLOR G. BROWN, secretary of Winnebago County Fair, Oshkosh, Wis., who, as a nominee for the State Senate, fathered a plank in the Republican State platform pledging support to county fairs, the first time such a plank has appeared in any Wisconsin State political platform. As former president of Wisconsin Association of Fairs, Secretary Brown was active with other leaders in a recent successful Supreme Court battle to retain State aid now given Badger fairs.

New High Set For Muskogee

Oklahoma Free State Fair midway gross peak is reached by B & G Shows

MUSKOGEE, Okla., Oct. 15.—With perfect weather on October 3-9, Oklahoma Free State Fair here hung up an all-time attendance record at its 23d annual. Temperatures above 90 throught the fair and sunshine attracted crowds so large that the midway was jammed from early afternoon until late at night, beginning on Muskogee Day, October 5. Good crowds were out the first two days.

Exhibits were numerous, and of fine quality. Poultry show, with more than 2,400 birds, was said to be the largest ever held at a fair in Oklahoma. The live-stock department had the country's finest herds, a fair share of awards going to Oklahoma herds. The corn exhibit was especially large and of good quality.

Beckmann & Gerety Shows on the midway broke all-time records for a carnival gross at the fair, even surpassing their last year's record. On Saturday the take was the largest for any single day in history of the fair, breaking the show's own record set last year.

Casa Manana Streamlined Revue of 1938 with Herbie Kay and his orchestra, booked thru Music Corp. of America, was night grandstand attraction, and the same company presented a floor show in the night club. This proved to be the best night attraction the fair has had in many years, officials said. (See NEW HIGH SET on page 35)

Dallas All-Time Opening Day Gate Mark 93,860; Jubilee Follies Pulls

DALLAS, Oct. 15.—State Fair of Texas Golden Jubilee, October 8-23, set an all-time opening-day attendance record with paid admissions totaling 93,860. Previous opening days have drawn average attendance of 59,523 over a 10-year period. Sunday's 45,720 indicated that the 1,000,000 attendance estimate set by President Otto Herold might be equaled or bettered during the 16-day run.

M. H. Barnes' Jubilee Follies in the Auditorium, featuring Muriel Page in the Dance of the Golden Flame, played to near capacity of 4,000 opening night. Matinee and night performance drew good crowds on Sunday. Admission charges were lowered to 75 cents for reserves and 40 cents for general admission. More than 25,000 saw the Texas-Oklahoma football game in the Cotton Bowl Saturday afternoon. Above normal temperature Saturday undoubtedly cut attendance for the football game.

Weather was partly cloudy and cooler on Sunday and Monday. An excellent array of exhibits is presented with the largest implement show in the fair's history, occupying 201,000 square feet. Outstanding displays are shown in agriculture, live stock and poultry, automobiles and food products.

Free attractions, declared the best the fair has offered in years, include Ansley's Aerial Ballet, atop the Auditorium and drawing biggest crowds; Kurtzo and Kurts, high pole; Bozo, dog act; Power's Elephants and a pyro show nightly by Thearle-Duffield Fireworks Co., displays being excellent and well received. Paul Harris' State Fair Band heads the musical attractions.

Hennies Bros' Shows, playing the fair for the first time, drew good crowds on Saturday and Sunday. Twenty shows and 16 rides are presented, painting and (See DALLAS ALL-TIME-page 35)

W.-S. Figures Reach New Top

WINSTON-SALEM, N. C., Oct. 15.—Winston-Salem and Forsyth County Fair here on October 4-8 had the most successful year in its history, estimated figures showing that all attendance records were shattered, officials said. Gate and grand stand remained at 50 cents. Tobacco market is in full swing and this is thought to have had a good effect on the gate and midway. Weather was fair.

Tuesday was city school Children's Day and Wednesday was turned over to county kids. Estimated attendance on Wednesday was over 47,000, led by 11,000 rural school children. Last year's top day was 42,000. A rough estimate sets total attendance between 150,000 and 200,000.

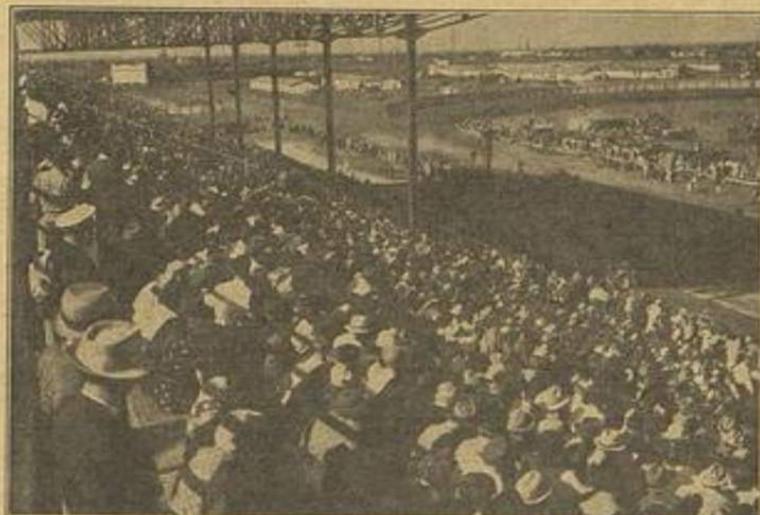
Exhibits were about the same as usual, \$5,400 in prizes being offered. Afternoon (See W.-S. FIGURES on page 35)

Jackson Has Big Opening Stands; Add Revue Shows

JACKSON, Miss., Oct. 15.—Opening with a street parade on Monday, the 35th annual Mississippi Free State Fair got away to a flying start. Altho officials of the Royal American Shows reported a slight drop in receipts, auto races by the Racing Corp. of America and Ernie Young's Follies Internationale grandstand show had a greater take than on opening day last year.

The Royal American Shows were up and ready by mid-afternoon on Sunday, first time in years that carnival attractions have been erected so many hours in advance of the opening.

Ernie Young and his company arrived early on Monday and played to an overflow grand stand Monday night. Young's revue was acclaimed by the local press the best he ever brought to Jackson. Two shows daily were ordered after the first night, with three for Friday. Flash Williams and his thrill drivers played to near-capacity crowds at three shows in front of the grand stand.



VIEW TAKEN DURING AUTO RACES at Tulsa (Okla.) State Fair on September 24, showing a portion of the capacity grandstand crowd, indicates that the motor racing program, under auspices of the American Booking Agency, Inc., was again the top draw at this annual. Marked by the largest advanced ticket sale in its history, 80,000, the fair's attendance exceeded that of 1937 by nearly 25 per cent, reported Secretary-Manager H. E. Bridges.

York Comes Thru in Rain

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

YORK, Pa., Oct. 15.—Interstate Fair here on October 4-8 was hit by rain on the usual big day, Thursday, it being necessary to call off all events for the day. Attendance, however, was well up with that of previous years. Estimated total attendance was 216,398; paid admissions, 116,398; grand-stand receipts, \$19,925. On Tuesday, Children's Day, attendance was over 50,000 and at night ticket sales for the grand stand had to be stopped for the first time in history of the fair, standing room in the paddock being at a premium.

All exhibit buildings were filled with excellent displays in all classes. Numerous minor improvements were made during the year, but no big building program was carried out. Pacing, trotting, running and steeplechase racing was held on three days, originally set for four days. Saturday had four running races and B. Ward Beam's Congress of Dare-Devils. Spring Garden Band of York again furnished concert music and played the acts in front of grand stand and the revue.

Young Presents Revue

Acts and Follies International Revue, furnished by Ernie Young, included St.

Johns, acrobats; Spiller's Seals; Dick and Leotta Nash; Del Rio Midgits; California Varsity Eight; Jay and Lou Sellers, novelty dancers; Three Bedingtons, trampolines; Zingo, the horse, and Aerial Pottery, high casting. The revue has beautiful stage settings and was given in five parts. Outstanding was the jewel number, with elaborate costumes representing different precious stones. Several adagio and singing numbers were given during the revue and Professor Lambardi appeared as a special feature. Displays by the American Fireworks Co. were declared more spectacular than those in past years.

For the second year the Stratos Shows were on the midway with unusually fine lighting, the towers giving the zone exceptional brilliance. Losing Thursday was a blow for shows, rides and concessions. Midway and concessions were again under supervision of J. F. Murphy for his fourth year. No complaints were heard and officials spoke in the highest terms of the censorship plan. Frank Wirth assisted officials in various ways to make the fair a success. Among visiting fair officials were Ernest Raughley, A. B. Parsons, Fred Powell, Harrington, Del.; H. B. Correll, Harry K. Gilmore, Bloomsburg; A. C. Brice, Bedford.

(See YORK COMES on page 35)

Texas Boards Report Bigger Gates, Exhibits

FORT WORTH, Tex., Oct. 15.—North Central District Fair, Graham, on October 5-8 drew largest attendance in history and record number of live-stock and poultry exhibits. Opening was a school holiday in 12 counties and free tickets were given all students. Events included beauty revue, parade, rattle-snake races, contests and airplane stunt crash by H. C. Phillips. Last day's attendance was estimated at about 10,000.

(See TEXAS BOARDS on page 47)

British Sovereigns May Visit New York World's Fair on U. S. Tour

NEW YORK, Oct. 15.—Biggest news of the World's Fair this week centered around the report that the king and queen of England may visit the exposition next year as part of their Canadian-American tour. A British king has never set foot on United States soil while in reign, and fair officials are feeling fortunate that a first visit might come when their exposition is in progress.

Fire Damages Building

Fire damaged a corner of the Textiles Building Monday night, causing an estimated \$5,000 damage. Fair's private fire department held it in check until city companies arrived and extinguished it quickly. No exhibits were in the

Record Crowds Are Drawn By Loudonville Street Fair

LOUDONVILLE, O., Oct. 15.—With a good weather break the 15th annual Loudonville Free Street Fair on October 3-8 was successful, attracting record crowds, said O. K. Andress, secretary. Innovations were a pagan Tuesday night and a colt show. American Legion night was on Saturday.

Free acts, booked thru C. A. Klein, were Los Arcos, aerialists; Jack and Sills, high perch; Barney Arnesen, tight wire; Carmen and Crowley, comedy acrobats; Bud Clark, balloonist, and two bands, Deacon Hampton's Cotton Pickers and Levering Family Band.

On the midway, all space of which was sold, were John Rea's Ten-in-One, J. Norman Smith's Motordrome, Harvey's Midgits, Greenwald's Athletic Show; Sammy, the Ape; What Is It Pit Show, Harry Shuren's Playland, Myers' Glass Show; five F. E. Gooding rides, in charge of George Pence; Larry Larimore's stores and skee ball; V. Black, pop corn, and Oscar Mallory, cookhouse.

Plant in Minn. Improved

WARREN, Minn., Oct. 15.—Improvement program to cost Marshall County Fair and the WPA \$15,000 is under way here, reports Oliver M. Mattson, secretary. A 2,000-seat 50 by 150-foot grand stand is being erected 30 feet back from the site of the old stand, extra space to be occupied by a concrete concourse on which blues to seat 1,000 may be placed. Present platform is being enlarged to 40 by 60 feet and a new judges' stand will be built. It is also planned to build new sheep and hog sheds.

RENE CARMENE reports from Lansing, Mich., that Carmene's Circus Revue had a successful season and that George Listy, who was injured recently at Yale, Mich., rejoined the revue in Shelbyville, Ind., on October 14.

Utah State Off In Bad Weather

Drop in attendance leads to plans for earlier '39 dates—stand has profit

SALT LAKE CITY, Utah, Oct. 15.—The 48th annual Utah State Fair closed here on October 8 after an eight-day run, with rain and cold weather on the last three days causing attendance to drop under the 1937 record, 90,185. This year it was 85,374. Banner year was 1936 with 97,157. Admission was 25 cents for adults and 10 cents for children. Manager Ernest S. Holmes said plans are under way to hold the fair earlier next year, board members believing that such a move will swell attendance and give the fair a better break in weather.

Manager Holmes said this year's fair eclipsed that of last year, although the number of commercial exhibits was slightly less than in previous years. Horse Show, staged in the Coliseum on Thursday and Friday, was well attended and realized \$350. There were cattle, sheep and hog exhibits and dairy displays were more plentiful than last year. Intermountain Annual Kennel Show had 240 entries. Commercial exhibits were housed in the Manufacturers' Building. Agricultural

(See UTAH STATE on page 47)

Detroit World Fair Plan Given Set-Back by Bureau

DETROIT, Oct. 15.—Plans for a world's fair here in 1941, seriously discussed for several months, received a serious blow this week from J. Lee Barrett, executive vice-president of Detroit Convention and Tourist Bureau.

Present plans call for purchase of 1,800 acres in the northeastern part of the city or suburbs, at a cost of \$1,000,000, total cost being estimated at \$100,000,000 with the federal government contributing half and the city one-tenth. Permanent improvements would include a stadium seating 125,000, and a swimming pool, 600 by 150 feet.

Barrett declared Detroit could not appropriate \$5,000,000 under the existing refinancing plan of city finances and that it was unreasonable to expect a \$50,000,000 contribution from the federal government, adding, "Our board is of the opinion that we would not approve the plan unless a group of citizens representing manufacturers and retailers was interested."

THE STRATOSPHERE MAN



World's Highest Aerial Act. Available for Fairs, Parks, Celebrations. Late Southern Dates Wanted.

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AMY COX THEATRICAL ENTERPRISES WANT

CIRCUS ACTS OF EVERY DESCRIPTION FOR 1939 FAIRS AND CELEBRATIONS.

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WANTED FOR 1939 FAIR SEASON

HIGH ACTS AND STANDARD NOVELTY ACTS.

If You Want a Long Season Make Your Salary Low.

Send Permanent Address.

SIDNEY BELMONT

Fullerton Building, St. Louis, Mo.

COLORED FAIR

BROOKVALL, VA.

WANT Hides, Shows and Concessions. Bigger this year. Week October 26. Information: OSCAR JENKINS, 525 O St., N. W., Washington, D. C.

JAYDEE THE GREAT

THE OLD APE MAN

AMAZING TRAPEZE NOVELTY

Positively the Highest Aerial Contortion Trapeze Act on Pole, 103 Ft. High. New and Thrilling, presenting a terrifying appearance in his costume of an "Ape." Performs stunts and antics so like the animal that he actually "Ape the Ape." Contortion and balancing work defies description. Finishing with complete dislocation of shoulders while in a contortion posture. Thrills—Sensational—Comedy! Open for Late and Southern Fairs. Write or wire.

JERRY D. MARTIN, care The Billboard, Cincinnati, O.

Week of Oct. 17-22, Beekley, Ark.



building, which is 80 feet high and covers about an acre and a half.

Construction in the exhibit area continues at a rapid pace, many contractors hoping to complete major work before cold weather sets in. President Grover A. Whalen and Maurice Remsey, director of exhibits and concessions, returned from Chicago after launching a drive thru the Midwest to interest prospective exhibitors in space in fair-constructed buildings. Word is that sale of space has lagged in recent months.

Dodgem Corp. To Start

This Sunday Stage Relief Fund takes over part of the grounds for what is

(See BRITISH SOVEREIGNS page 55)

Success in Charlotte Paves Way For Location of Permanent Site

CHARLOTTE, N. C., Oct. 15.—As a result of Charlotte Agricultural Fair here on October 3-8 plans are being made for purchase of a permanent site. Total attendance was estimated at 145,000 by Fair Manager B. Arp Lowrance, who said gross receipts were about \$3,000 above last year's. Tuesday and Wednesday were free days for county and city school children. Total paid admissions were given at 48,000. Weather was good. Rain jinxed the fair in 1937.

Sum of \$4,097.20 was paid in premiums for exhibits that occupied four large tents. The number and quality of exhibits surpassed those of last year,

with officials unable to accept all entries because of lack of space. Grand-stand attendance was estimated at more than 50,000, surpassing attendance last year and equalling that of the year before. Both previous fairs were put on by Carolina Agricultural Fair Association. Fireworks were by Ohio Display Fireworks Co. On Saturday Claude Shafer ascended in a smoke-filled balloon and made a double parachute jump. Grand-stand acts were well received.

Marks Shows, on the midway with 10 shows and 10 rides, reported fair business. Main gate and grand-stand prices were reduced to 25 from 40 cents, charged last year. This change is believed to have greatly aided the fair. The fair was opened by a three-mile parade thru the business section, in which many midway and free-act performers appeared. John L. Wilkinson is president of the fair; Harvey Morris, vice-president; Mr. Lowrance, fair manager. Jimmy Bannister was publicity director.

Dinner for Gus Sun

Acts and Solly Childs' Partisan Follies revue, furnished by Gus Sun Agency for

(See SUCCESS IN on page 47)

NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL

(Cemetery Fund, Hospitalization, Relief Bureau)

Dues \$10 Initiation \$10

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WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"

A Column About Bingo in the **WHOLESALE MERCHANDISE Department**

THIS WEEK and EVERY WEEK

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

CAPACITY business is being done by new Coliseum Roller Rink, Washington, D. C., which opened recently under management of B. L. (Bert) Williams and S. Leoffler Jr., two newcomers to the business. Rink is equipped with silent floor, acoustical ceiling, Venetian blinds, theater seats for spectators and an amplifier bought from the defunct Col. Tim McCoy Wild West Show. Ads were carried in the press prior to the opening and there was a broadcast from the rink on opening night.

DURING their engagement at Charlotte (N. C.) Agricultural Fair on October 3-8 Royal Rollers visited the 105 by 250-foot Charlotte Roller Rink managed by Cliff Passons. Rink has a sound system and sessions are held seven nights weekly, with matinees on Saturday and Sunday. Royal Rollers appeared at the Indianapolis Athletic Club last week.

GEORGE W. PHILLIPS, connected with pro roller skating for 18 years, has been named manager of Arena Roller Rink, St. Louis. Rink is nearing completion.

"I AM NOT connected with any rink and have no ax to grind, but I believe



RICHARDSON BALLBEARING SKATE CO.

Established 1884.

1312-1315 Ravenswood Ave., Chicago, Ill.

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the promotion of a sponsored roller hockey league in the Long Island area would be of great help to rinks on off nights," writes George Durst, of Jamaica, N. Y. "I am sure a league sponsored by a newspaper, for example, and including teams from rinks, industrial firms and high schools would prove a tremendous success, and roller hockey might be included in the Olympics."

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

ICE SHOW in the Hotel New Yorker closed on October 10 in New York after a long run, reports Fran LeMaire, of LeMaire and Reynolds, "Swiss Hillbillies," who will teach figure skating at the local ice rink. New Yorker Sextette will take a vacation after a two-year run. Frenchy Hebert, comedian, will return to Hollywood. Ukella and Vida, rumba dancers, are booked for a date in Omaha. Others in the show were Margret Verdun, Russian Mazyrka, and May Judels, soloist.

ROLLER rink in Meyers Lake Park, Canton, O., dark for two weeks following close of the summer season, was reopened for fall and winter and is maintaining a nightly schedule. Rink, new last spring, has been renovated and new appointments were added.

WONDER Roller Rink in downtown Detroit has been closed by Carl Couyoumjan and leased to the Contemporary Theater for legitimate productions. Mr. Couyoumjan is looking over available locations for a new spot.

RALPH WARE, treasurer of the Chicago Roller Skate Co., and Adelaide Smart, Arlington, Mass., were winners of a rumba dance contest in the main dining room of the Hotel Statler, Boston, on the night of October 5 and were awarded prizes, reports Fred H. Freeman, proprietor of Winter Garden Rollerway, Neponset, Mass. Mr. and Mrs. Ware were in Boston visiting their daughter, Nancy, a student at the Erskine School for Young Ladies. In the dinner party were Mr. and Mrs. Ware and daughter, Nancy; Mr. and Mrs. Freeman and John Snow, Boston. "Ralph Ware," writes Mr. Freeman, "proved to be as fine a 'stepper' as he is a manufacturer."

ARTISTIC Roller Rink is under construction on Milwaukee's South Side for Clement Fallo at a cost of about \$30,000. Spot will have a brick front, be one story in height and measure 110 by 270 feet.

CHARLES MALONEY, operator of Playmore Ballroom, Oshkosh, Wis., has opened a new rollerdrome there with skating every Wednesday and Sunday.

STUDER'S RINK, near Dover, O., one of the oldest in that area, inaugurated its fall and winter season with sessions Wednesday and Thursday nights. Fridays are reserved for private parties. The management reports good music will be provided as well as instructors for beginners.

WILLIAM SCHMITZ, owner of Rose-land Rink, West End, N. J., announced a series of bingo games to be held at his spot Monday nights, sponsored by West End Engine Company No. 3.

ALKI NATATORIUM has been converted into a roller-skating rink in West Seattle, Wash. Private parties are being promoted. There are skating sessions nightly and matinees on Saturdays and Sundays.

A Night in Mineola

By EARLE REYNOLDS

Whenever I reach Broadway for a few days off, I feel that I must run out to Mineola, L. I. to visit my old friends, Earl and Inez Van Horn, at Mineola Rink. I believe they have a gold mine in that beautiful roller rink. Little (Greta Garbo) Inez always has an eagle eye on the lines as they pass thru the turnstiles, while big Earl, who is putting on some weight, has his rollers on and is meeting patrons and telling them that he has a real show on. By the time Earl has greeted from 800 to 1,000 nightly, one would think his voice would give out but it stands up pretty well. But the night I was there Inez did the emcee work in an excellent manner.

She introduced the guest duo, Jimmy and Joan Lidstone, British amateur figure and dance-skating champions, who arrived in New York on October 3 and

who will tour rinks in the States until November 18. They appeared in Mineola Rink on October 6-9. To one who understands figure skating the Lidstones' performance is marvelous. When rink clientele are educated to the loops, rocker turns and jumps they will really appreciate what a fine pair of roller skaters England send us.

Jimmy Lidstone, who once was devoted entirely to ice figure skating, has mastered the ice figures on rollers. His beautiful sister, Joan, presents her style of solo skating. I enjoyed the pair skating of the Lidstones immensely, and they will be heard from later. I doubt that any of our ice skaters in amateur ranks will be able to class with Jimmy Lidstone for some time in a competition of real figure skating. If the Lidstones remain over here after November 18, I suggest that they Americanize their numbers, giving each number a finish with the music. They are strictly amateurs in figure-skating specialties and they came here to demonstrate amateur figure skating on rollers.

Earl Van Horn and the other up-to-date managers, members of the Roller Skating Rink Managers' Association of the United States, deserve great credit for bringing them here. They demonstrated in Mineola that almost everything that can be done on ice can also be done on rollers. As one first builds a foundation before building a house, so it is with skating. There must first be that figure-skating foundation, then showmanship and dance come easily. Sonja Henie, the world's greatest figure skater for 10 years, came to America some seven years ago as an amateur on ice. She soon realized that an exhibition of figure skating alone would not do and that not one spectator out of 10,000 could name the figures or would know what she was doing. But when she jumped into the air, twirled on her toes into the ballet with her Russian mazurka, etc., she heard applause bursting forth in volumes. But figure skating alone without dance or showmanship and good tempo is a dead issue because there are so few here who understand it. I hope the Lidstones will be welcomed and greeted with applause in every city in which they appear, for I think they are really marvelous and a great asset to the roller-skating movement in America.

PLATFORM PLANK

(Continued from page 33)

vention in the State capital, Madison, and succeeded in having the plank adopted.

"I feel that this will help us boost our State aid for fairs," he said, "as it is the first time that the fairs ever have had recognition in a State political platform in Wisconsin. I have not been in politics much since serving as mayor of Oshkosh, but I propose to go to the Senate and put up a real battle for increased State aid for Wisconsin fairs. We were recently put on the defensive to save our State aid and it was only thru spending our money in a hard-fought battle in the Supreme Court that we were able to save it."

W.-S. FIGURES

(Continued from page 33)

grand-stand attractions included harness racing on Tuesday, Wednesday, Thursday and Friday, with auto racing on Saturday. A State record, 2:05 1/4, was set by Ed Lassiter, 5-year-old, owned by Julius Johnson, Charlotte. About 3,000 witnessed the race. George A. Hamid's Recollections of 1938 was presented nightly.

World of Mirth Shows were again on the midway, but many visitors appeared reluctant to spend after planking down 50 cents at the gate. Many complained that after paying that much they had no money left to spend on the midway.

NEW HIGH SET

(Continued from page 33)

Acts included Chas Chase, comedian; Peggy Clair Trio, roller skaters; Four Gordons, adagio; Virginia Cooper, soprano soloist, and Wilfred Dubois, jug-

gler. All were popular. Herbie Kay's Orchestra was a hit. Afternoon grand-stand bill included five days of rodeo, managed by Bob Elliott, Muskogee, and auto racing on Tuesday and Sunday, managed by International Motor Contest Association. Rodeo drew good crowds, with the grand stand, which accommodates more than 5,000, jammed on October 5, Muskogee Day, and comfortably filled on other days. Auto races had a mediocre crowd on the first day, but a filled stand on the last day. Felix and his Neighbor Kids were the "pepper upper" band, appearing around the grounds and downtown.

The bus line which served the fairgrounds stated that receipts were up more than 15 per cent over last year's, which broke an eight-year record. The Phoenix and Times-Democrat booth, maintained by local newspapers, used 101,250 paper cups to serve free ice water, with all refreshment stands doing capacity business. This broke by 31,000 the previous maximum, set in a year when the weather was as hot as this year, and exceeded by 50,000 the average number used. Receipts from auto parking were greatly increased.

Prices of grand-stand tickets remained at \$1 for box seats, 75 cents for reserves and 50 cents for general admission. For the second successive year Muskogee Junior Chamber of Commerce sponsored an advance sale of two-for-one tickets to the grand-stand reserved section, turning over nearly \$3,500 to the fair association, more than double the amount of the advance sale last year, when the custom was inaugurated. The tickets were good for all grand-stand events except auto races.

DALLAS ALL-TIME

(Continued from page 33)

excellent lighting adding to the brilliant appearance to the carnival end of the midway. Concessioners reported fair business on Saturday and Sunday, with a letdown on Monday.

YORK COMES

(Continued from page 34)

ford, and Samuel B. Russell, Lewistown. Others were Phil Wirth; Mack Kassow, affiliated with Frank Wirth; E. J. Murphy and Sedge Merkle, of Del Rio Midgets.

Buys His 42d Cane

Wadsworth M. George, of The York Dispatch, was again in charge of that newspaper's tent on the grounds. He had as assistants Samuel Baubits, S. J. Trone and Clarence H. Keech, all trained fair reporters. D. Philip Young, secretary-treasurer of the company, and Miles Loucks, sporting editor, covered races. This was Mr. George's 42d year of coverage of the fair, his experiences having been told in part in the 1938 Spring Special Number of The Billboard. Among trouper at the fair were many old-timers he has known thru the years and they congratulated him on the story and complimented The Billboard. The vet reporter spent much time with Manager James E. Strates and Ben H. Voorheis, of the Strates Shows' press department, and the carnival was given much favorable publicity as a well-managed enterprise.

Before the big fair closed Mr. George observed his regular custom of buying a cane, never having failed to buy one at the close of the fair. Forty-one of these canes are displayed in his museum at Col. Washlon N. Haines Wizard Ranch, eight miles east of York.

Samuel S. Lewis, president-manager of the fair, showed broadmindedness when Charles Alvin Jones, Democratic candidate for governor, and Leo C. Mundy, Democrat, who is opposing Mr. Lewis for the lieutenant governorship, visited the fair Friday afternoon. Mr. Lewis got in touch with Howard M. Rohrbach, chairman of the Democratic committee of York County, and invited the whole visiting party to occupy his box in the grand stand.

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Roton Offer Taken Back

Bayley proposal to sell property for public beach withdrawn, say officials

BRIDGEPORT, Conn., Oct. 15.—After considering an offer from Neville Bayley, owner and manager of Roton Point Park, to sell to the city of Norwalk, Conn., 29 acres, including the property severely damaged in the hurricane of September 21, officials said the tender no longer stands.

Sum mentioned in the proposed sale to the city for public beach purposes was said to be about \$100,000.

The offer was withdrawn by Mr. Bayley this week without any explanation or comment, it was said.

Bay St. Louis Pleasure Pier To Be Erected

BAY ST. LOUIS, Miss., Oct. 15.—Long-considered plans for construction of a large municipal pleasure pier over St. Louis Bay were advanced this week when a bond issue of \$110,000 was approved by a property owners' ballot for early erection of such a plant.

The pier will include amusement and refreshment concessions, which will be leased by the city, with 12-month operation expected.

Section is the summer playground of tens of thousands of New Orleansians, and during the winter season there is a steady inflow of Northern warmth seekers. The plan carried, 644 to 108.

Season's Business Called Fair in Asbury Park Area

LONG BRANCH, N. J., Oct. 15.—The season, now over for much business along boardwalks in the Asbury Park area, was not so bad. Losses and gains were reported for individual concessions, but pooled, the receipts were fair.

Irving Harris is still operating his flasher game on the Walk at Asbury Park. At Long Branch Dominick Scagnone has put his Taylor cat game in moth balls. Soon after he closed on the Walk he set up to entertain customers at an Elks' carnival in the town.

Fre Sheppard, who has returned to New York for the early part of winter, plans to leave later for warmer climes. Leon Minogue, Long Branch concessioner, who sustained a broken leg several weeks ago when hit by a motor car, has been discharged from the hospital.

Johns Finishes Late Season

COSHOCOTON, O., Oct. 15.—Dick Johns, owner-manager of Lake Park here, who has been playing Eastern Ohio fairs and celebrations for two months with his de luxe Penny Arcade, completed his season at Coshocton (O.) Fair on October 8 and stored equipment in one of the park buildings here. Mr. and Mrs. Johns recently visited the factory of the Covered Wagon Co., where they purchased a large new trailer which they brought to the fair here, where scores of friends inspected the house on wheels. The Johns entertained Mr. and Mrs. Johnny Enright, Mr. and Mrs. Rex McConnell and Mr. and Mrs. Jack Nedrow during the fair. Mr. Johns plans to fly to California to visit relatives, and after the holidays he and Mrs. Johns will take the trailer to Florida for a several weeks' sojourn.

Second Dobish Lion to Zoo

WILDWOOD, N. J., Oct. 15.—A second lion owned by Joseph Dobish, owner of Tuffy, a motordrome lion which escaped and killed Thomas Saito, auction house operator, on October 5, has been shipped to Philadelphia Zoo for temporary housing. This animal also worked in the Dobish motordrome. Bail, reduced from \$5,000 to \$3,000, was furnished by Dobish, being held to a grand jury on a manslaughter charge.

Pier Destroyed By Hurricane Is To Be Replaced

BRIDGEPORT, Conn., Oct. 15.—The pier at Pleasure Beach Amusement Park, municipally-owned spot here, which was practically destroyed by the hurricane of September 21 that hit this section, will be rebuilt soon at a cost of about \$25,000, officials say.

It was originally built as a WPA project and the city administration has submitted the rebuilding plan to the federal government for its approval.

It is understood that there is no restriction by the government on doing the same project twice and it is expected that approval will be received within a week and work immediately started.

Long Island

By ALFRED FRIEDMAN

Expensively schemed roadside spots and lavishly outfitted dancing places will give way this season to roller-skating rinks and modestly appointed jitterbug danceeries, both intended to attract the younger trade, which is loose with its spending hereabouts, even the financial resources are limited.

Park Commissioner Moses' recently announced plan to rehabilitate Fire Island at a cost of more than \$15,000,000, which met with favor when it was first announced, seems to be meeting with adverse reactions from many citizens now. Long Beach is talking anxiously of constructing a causeway over a portion of Queens and Nassau counties to facilitate easier traveling for visitors to the resort.

Along comes Suffolk (N. Y.) County Volunteer Firemen's Association to announce it will hold its 1939 meeting at the World's Fair, but only if exposition officials ask it! Mineola Fair, which loses its grounds this year thru sale to Nassau County, will hold forth next year on near-by grounds and not suspend as was first hinted. The fair board hopes to garner benefits that will come with holding the event simultaneous with the World's Fair. The World's Fair Club, organized locally, is to function with added impetus during the winter, according to plans. And the usual flow of Long Islanders to Miami for the winter will again make the Island one of the most heavily represented areas at the Southern resort.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Oct. 15.—Altho the convention season is supposed to be at its height, the week was featured by additional closings along the wooden way, as convention business to date has been a terrific flop. Either delegates are too attentive to session to come out of hiding or they are coming to conventions on shoestrings.

Steel Pier this week closed tight except for Sunday pictures. Vaudeville on Sundays, after a few that didn't work out, is dropped for the winter by the pier. Dancing with Alex Bartha is feature on Sunday also. Steeplechase Pier also boarded up this week and with the exception of a couple of stores on the front is plenty dead.

Hamid's Million-Dollar Pier is all set to revive the Halloween balls which at one time were highlights of the fall season at this pier. It will have a well-known band and plenty of ballyhoo. The auto show has launched its publicity campaign for this spot.

City is attempting to put thru an ordinance which would prohibit amusement places from putting out any kind of circulars, etc. A fight on this is expected. Joe Stern, who used to direct an ork heresabouts, has gone into booking biz for the winter.

KANSAS CITY, Mo.—Back from a long tour of Europe, Superintendent Tex Clark brought a dozen new animals for Swope Park Zoological Gardens. Collection includes monkeys, birds and other healthy specimens. Patronage at the Gardens has been heavy in September and October because of warm weather. Flip and Jigger, kangaroos, have a new baby. Their first offspring was killed about two years ago when the mother, becoming excited, hurled the infant against a steel cage.

The Pool Whirl

By NAT A. TOR

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

Compulsory Swimming

New York City's high-school students will have to know how to swim before they can qualify for a diploma if Vice-President Ellsworth B. Buck of the Board of Education has his way. He disclosed last week that he is prepared to make a recommendation to that effect to his colleagues on the board.

"We have invested millions of dollars in swimming pools in our high schools and we have a corps of swimming teachers," Mr. Buck pointed out. "Why shouldn't we require that our high-school students know how to swim before they can qualify for graduation? He said that many colleges have such a requirement and that New York City schools may as well fall in line.

Commercial swim-tank operators, asked to comment on this new aquatic development, were unanimous in their convictions that if the plan goes thru it will be a great boon for pool biz. They all feel that thousands of new swimmers would be created each school semester as a result, and, even the free swim lessons given by schools might cut into natatoriums' paid instructions, the additional patronage that would result would be far greater, in their opinions.

"Everybody should know how to swim and how to take care of himself in the water," Mr. Buck said. "Not only does one derive a lot of pleasure from aquatic sports but the ability to swim may often save a person's life or enable one to save another's." The vice-president, who last summer joined Park Commissioner Robert Moses and Mayor La Guardia in criticizing the school board for keeping its swimming pools closed week-ends because the staff of swim instructors goes on vacation with the rest of the teaching corps, said that his proposal would apply to all pupils physically capable of learning to swim. Physically disabled children, including those with heart trouble, would be excused, he added. Moreover, students attending schools which are not equipped with swim pools could be taken to other schools which have swimming facilities, he pointed out.

Still while pool men rejoiced over the news that would surely help their respective box offices, a further development of Mr. Buck's plan struck a sour note for the commercial fellows. The vice-president of the school board revealed later a new plan to require summer services of the swim staffs so that school pools could be kept open during hot weather. All of which if carried out might affect open-air plunges. Mr. Buck said that he and his compatriots on the board are still awaiting a report from the board of superintendents on the proposal that the swim staff's vacations be staggered during winter so that they can be on hand to supervise school pools in July and August.

As these developments were taking place in Gothamtown last week, Edmund J. Chambers, president of the Swimming Teachers' Association for the past several years, announced his resignation as head of the organization. Whether his move of throwing in the towel had anything to do with Mr. Buck's plan could not be determined at press time.

Association News

Latest communication from Paul H. Huedepohl, manager of the Jantzen Swim Association, Portland, Ore., reveals the remarkable progress made by that organization since its inception in spring of 1935. From a membership of 237 tanks the association now shows a membership of 1,025. In three and one-half years the Jantzen club is recognized thruout the swim-pool field—in foreign countries as well as the United States—for its service relating to sanitary requirements, better pool practices, helpful hints in maintenance, operation and general promotional endeavors. In short, Paul and his group have done some mighty fine work and the continual increase in membership is well deserved.

However, the rapid strides made by the Jantzen association reveal the difficulty which the National Association of Amusement Parks, Pools and Beaches is encountering with pool men. For some reason enough operators of tanks

New Jersey To Bid For W. F. Visitors

ATLANTIC CITY, Oct. 15.—Pointing out that with a co-ordinated campaign New Jersey's \$175,000,000 annual recreational business could be doubled in 1939, Richard Maddux, new \$10,000-a-year assistant director of New Jersey Council, this week urged co-operation of all communities with the council to bring as many as possible of the 50,000,000 anticipated New York World's Fair visitors to State resorts. He spoke before Atlantic City Hotel Sales Managers' Association.

He declared that the council's publicity program, which to date had been rather vague, would be devoted to taking the message of a resort visit during the fair to all parts of the country and that there would be some high-pressure advertising.

Atlantic City is still undecided whether to be represented at the fair because of the cost. Hamid's Million-Dollar Pier, a private enterprise, will be represented and has offered to carry much good-will advertising for the city as a whole in its presentation.

With the Zoos

JACKSON, Miss.—With opening of the 1938 State fair here, city officials announced opening of a new section of Municipal Park Zoo, West Jackson, and acquisition of two camels, a pair of black buck antelopes and smaller species from Milwaukee Zoo. New section was recently completed thru a WPA project with a habitat of natural settings to be used for hoof animals, including buffaloes, zebras, camels, antelopes and ostriches.

RACINE, Wis.—Directors of Racine Zoological Society, who will name new officers on November 7, have been elected as follows: Fred Radewan, I. B. Farmer, A. D. Hermes, Henry Gloede, Frank Wemmert, A. E. Haumersen, Sam Laehr, Al Falkenrath, Max Hecht, John Stransky, Jacob Gaiser, E. W. Ackermann, Harry Miller, Roy Ruland, Earl Halberstadt, Vince Svitavsky, William Fitzgerald, Elmer McCarroll, Robert Rowlands, Harry Morris, Dr. George Walter. The society's new zoo building probably will be completed before November 1.

Just don't seem to be interested in the NAAPPB. And wrongly so, because that national organization can and is doing so much good for members of the profession.

Of course, most amusement parks with swim tanks are NAAPPB members, but the pool owners who operate pools by themselves should join. The annual convention will soon be here. Now is as good a time as any to get on the band wagon. Outdoor pool men are urged not to wait until summer to think about organization work.

Typorraits

Bert and Mill Hinchcliffe, popular brother team operating Wal-Cliffe outdoor swim tank, Elmont, L. I., used to be in coal and ice biz. Personally supervised construction on their tank, which is circular and one of the prettiest in the met area, being situated not far from Belmont race track. Both take an active interest in operation and are always receptive to promotional ideas. Tho they had tough sledding the first few years, what with the tank being in an out-of-way place, they kept their heads above water while competitors elsewhere on the Island went under. They were the first to stage freak attractions, running a so-called Sleeping Marathon as a press stunt five years ago. A few years ago they added roller skating to pool activities, which they found to be a profitable fall and winter operation. Before they constructed the rink they used to extend their pool business into November by permitting outdoor roller skating around the sides of the tank. With their indoor rink now this isn't necessary. Both are terrific workers and the success they have is well deserved.

Men and Mentions

Bumor last week that George McDonald, New York real-estate biggie, has taken over Roney-Plaza and Miami-Biltmore hotels, which means that the outdoor tanks of those new hotels would be under new operating managements. (See POOL WHIRL on opposite page)

ATTENTION!

GRAND OPENING

GOLDENWEST AMUSEMENT PARK

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

Across the street from Lincoln Park, Zoo Park, Ostrich Farm, Alligator Farm. In the heart of the Outdoor Amusement Zone. Two main line city car lines terminate at our front gate. Car fare six and a quarter cents with a transfer privilege from all parts of the city.

In the midst of 1,500,000 city population and 1,500,000 county population from fifty close-in towns. The only Amusement Park in the midst of three million people who seek outdoor amusement 365 days in the year. Acres of Fun, Amusement and Outdoor Recreation.

Millions are here, thousands are coming daily. Two coming years of International Expositions, San Francisco in 1939; Los Angeles, 1940, will give the showman and concessionaire two golden years of prosperity with eight more to follow.

Goldenwest Amusement Park open all day, every day, 365 days in the year—Spring, Summer, Fall, Winter. Outdoors every day. It's Summer all Winter. Three million people, only one Amusement Park. FREE AUTO PARK for 1,000 CARS; 300 feet from the main gate, right on the lot.

WANTED—Shows, Rides, Concessionaires, Exhibits, Free Acts, suitable for a high-class Amusement Park. No competition. Each Show, Ride, Concession or Exhibit has the exclusive right or privilege for ten years—or five with a privilege of five more. Gross percentage ground rent basis. Come, wire, air mail or write for reservation. Address

GOLDENWEST AMUSEMENT PARK, Lincoln Park Avenue and Mission Road, Los Angeles, California.
Phone, Capitol 11512. C. B. CHRYSLER, Managing Director.

American Recreational Equipment Association

By R. S. UZZELL

C. V. Starkweather, chairman of our program committee for December meeting, is faithful to his trust, and by persistence is obtaining consent of some who have been refusing to write a paper for his program. The most recent one to succumb is Rex D. Billings, of Belmont Park, Montreal. Go to it, Starkweather! Faint heart never flew around the world. We will stand by you and help as we can.

Harold Gilmore came down from Providence with a roll of pictures that show the toll of the storm as no mere description could do it. Places we have seen at their best and now view as completely wrecked make one feel that the damage by the storm cannot be exaggerated. Gilmore says there is not a Coaster standing in the storm area. We

shall furnish a list of them later. Fred Levere had only two seasons' use of his rebuilt Coaster at Savin Rock, West Haven, Conn., when the storm got it. Levere had spent \$17,000 in its rebuilding and was well pleased with his returns until the storm did its devastating work.

Storm Damage Topic

The New England park men's association will have the storm damage and rebuilding as its major topic for next February's meeting. All fire policies will now demand storm insurance as well.

Otto Wells was here from Norfolk, Va. Not in all of America is there a more sympathetic soul for New England park men. He has been wiped out so many times at Ocean View by the tail end of tropical storms that he can feel more deeply than anyone who has not been in the teeth of gales. He has patiently rebuilt after each disaster. Oddly enough, he was not touched by the twister this time.

Who can qualify as an expert on foundations for amusement rides and attractions in loosely filled or reclaimed soil? He is in big demand just now.

Good Signs Multiply

With rains and more rains, slump and plenty of slump and a storm in its ugliest mood, with wars and rumors of more and bigger wars, pessimism might be expected to be the order of the day, but complexions can be changed. Peace is in the atmosphere and financial upturn is in the cards. A \$5,000,000,000 upturn has occurred since June 30 over the previous half of the year. A better 1939 is presaged that will top any year since the great smash of 1929. This will put New York World's Fair right out in front and give it a larger gross attendance than any exposition of all time. Lloyds of London would better even up its odds unless it is seeking a chance to lose money. With no storm damage to repair, delightful weather for construction and financial skies clearing, the fair is favored of the gods.

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

PLAYLAND PARK

KEY WEST, FLORIDA

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

We Can Place for Opening January 1 and All Winter:

RIDES We have Merry-Go-Round, Ferris Wheel, Chairplane, Tilt-a-Whirl, Lindy-Loop, Octopus, Ridee-O and Kid Rides' booked. WANT Whip, Skooter, Caterpillar, U-Drive-It and any other ride not conflicting with those now contracted.

SHOWS Want Motodrome, Fun House, Illusion, Fat Show, Minstral, Circus Side Show and any other show of merit.

CONCESSIONS Legitimate Concessions that can and will work for 10c. Can Place High-Class Cook House. Will book Stock Wholes, Photo Gallery, Scales, Diggers, (Corn Game, Shooting Gallery, Popcorn and Peanuts Sold Exclusive). Will Sell Exclusive on Novelties.

Address all communications to **CURTIS L. BOCKUS, Playland Park, Key West, Florida.**

"Key West, Fla., October 12, 1938.

"TO WHOM IT MAY CONCERN:

"This is to certify that **CURTIS L. BOCKUS** and **ROBERT COLEMAN** have this day purchased a license from the City Tax Collector to operate an Amusement Park in the City of Key West, beginning January 1, 1939. Location corner Duval and Division Streets.
 "SAM B. PINDER, Tax Collector for City of Key West, Fla."

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 CATALOGUE FREE
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WHOLESALE MERCHANDISE
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WATER SKOOTER.

POOL WHIRL
 (Continued from opposite page)
 this winter. . . . The Harold Ruth who was a life guard at Long Beach, L. T., last summer is the same Ruth who rode in three six-day bike races. . . . Wonder if Solly Solomon, high-diving champ, will again assume the nom de plume of Tom Sellers when working in Florida. . . . Understand Vic Lawson, English swim teacher, just signed a contract to do a new book on swimming.

CATERPILLAR FOR SALE
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CHAS. F. KELLER, JR.,
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Hennies SLA Benefit Show Seen by 700 at Dallas Fair

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

DALLAS, Oct. 15.—One of the finest shows from all standpoints given to date for benefit of the Showmen's League of America Old Home Fund was held here Wednesday night in the Swiss Village on Texas State Fair grounds. A full accounting of ticket sales had not been completed, but a sizable amount will be turned over as a result of the show. Much credit is being given Harry W. and Orville W. Hennies, owners of Hennies Bros.' Shows, and Sunny Bernet, of the Globe Poster Corp., who made the show such an outstanding success. About 700, of whom 90 per cent were show and fair people, were in attendance at the show, which started shortly after midnight. The spacious Swiss Village made an ideal setting. Officials of the State Fair of Texas, headed by Otto Herold, president; Roy Rupard, secretary, and E. Paul Jones, publicity director, were praised for the efficient aid they gave the Hennies brothers and members of the show. Many prominent showmen and fair officials were on hand for the festivities.

Acts introduced by Bernet in a splendid entertainment program included Robinson Bros.' Band; Mary Maybelle, dancer; Dude Ranchers, hillbilly orchestra from Station KGKO; Bono, mentalist dog; Barnes-Carruthers Octet, male songsters; the Janslers, Risley act; Ross, Blair and Sweeney, comedy; Loyola's Dogs; Patricia O'Hara, singer, and Two Black Dots, dancers. The Robinson Band, after accompanying the acts, played dance music until 4:30 a.m.

Kelley Goes to Amusement Corp.

CHICAGO, Oct. 15.—L. Clifton Kelley, who recently closed as general agent of the Goodman Wonder Shows, today announced that he has signed with the Amusement Corp. of America for the season of 1939.

He will be general agent for one of the shows in the amalgamation.

Gold Medal Shows Lease Quarters in New Albany

NEW ALBANY, Ind., Oct. 15.—Raymond C. Ellis announced last week that he had completed negotiations with President Pat Ford and General Manager Oscar Bloom, Gold Medal Shows, to have the organization winter in the building formerly occupied by a veneer plant at Chambers and Troy streets here.

Show will move into the building late this month.

Matt Snyder Is Killed

SHERMAN, Tex., Oct. 15.—Matt Snyder, formerly with Dutch Waldron's cookhouse on Crowley's United Shows, was killed here on October 8 when he was hit by a switch engine in front of the gate to Long Reach docks, reported Doc Waddell, of the shows' staff. Snyder apparently sat down on the track and fell asleep. Justice Thomas L. Decker returned an accidental death verdict.

R. H. Wade Closes in Black

SALEM, O., Oct. 15.—R. H. Wade, veteran amusement ride operator, closed a fairly successful season at the annual American Legion Fall Festival here recently, he reports. Wade has been playing lots, celebrations and fairs since last April. Compared to last year, ride business at most of the celebrations and fairs was from 30 to 50 per cent off, Wade said. Equipment has been stored at Mahoning County Fairgrounds, Canfield, O.

Tothill to Quarters; Rose Re-Signed as G. A. for '39

LOCKPORT, N. Y., Oct. 15.—C. H. Tothill, whose Tothill Attractions closed the season two weeks ago and went into quarters here, said this week that although the season was not a big one financially it could have been worse. Harry A. Rose, general agent the past season, has been re-engaged in the same capacity for 1939, Manager Tothill said.

Miss. Free Fair Provides a Big Opener for RAS

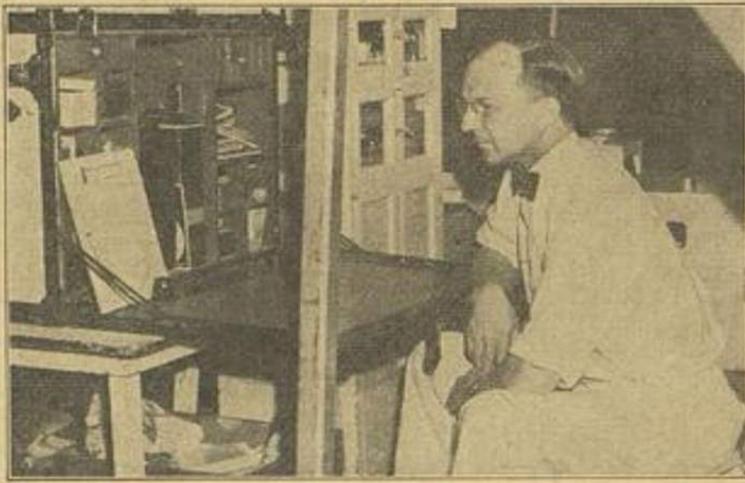
JACKSON, Miss., Oct. 15.—Hot and fair weather the first three days brought out the greatest crowds ever seen at the Mississippi Free State Fair here and enabled the Royal American Shows, midway attractions, to get off to a flying start. Mabel Stire, secretary-manager, attributed increased attendance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

Daily downtown parades helped augment the crowds. Zilla, mentalist, with Oddities Show, entertained 300 members of the Mississippi State Press Association. Also invited to the banquet were Carl J. Sedlmayr and Elmer C. Volare. Fifteen radio broadcasts were made from the RAS midway, the first by Sedlmayr over WJDX. George Lemon Sugg handled local publicity. Newspapers were liberal. Visitors included Jack E. Dadswell, shows' former publicity man. Mr. and Mrs. Bert Lorow plan to leave for Sussex, England, aboard the Queen Mary, at conclusion of shows' season at Beaumont, Tex. They will return in time for the mid-winter Florida fairs. Mrs. Lorow stated, however, that the visit might be deferred until February, as there is to be a family reunion in England along in February. At that time a sister from Australia will be there.

Olive Young returned to the Imperial Hawaiians after visiting her family at St. Joseph, Mo. Ginger Ray returned to The Bowery from Chicago, where she consummated her new night club contract. Bono, chimp of Larry Banthin's Monkey Town, is doing well after a thyroid operation, performed here.

Major Doyle Dies in Sleep

SPARTANBURG, S. C., Oct. 15.—James Doyle, 70, better known as Major Doyle and a member of the Snow White



DR. W. E. DAVIS, former Pennsylvania medical practitioner, who always had a desire for a "small-town practice" and the privilege to travel, finds an outlet for both urges with the Rubin & Cherry Exposition. This season is his third as medico for the organization's family of performers. Photo by Jack Dadswell.



L. CLIFTON KELLEY, who has signed with the newly organized Amusement Corp. of America for the season of 1939, recently announced his resignation as general agent of the Goodman Wonder Shows. One of the three carnivals in the amalgamation will have him as general agent.

Goodman To Barn In Little Rock; Season Satisfies

LITTLE ROCK, Ark., Oct. 15.—Altho 1938 will probably go into history as anything but a fine year for business, it will mark the passing of a season that stands out in many ways for Goodman Wonder Shows, which closed here tonight and went into winter quarters in Fair Park.

Shows traveled nearly 4,500 miles in 26 weeks and no serious accident marred the season. Neither was a single day lost on account of the elements.

On the whole, the management is highly satisfied. Shows left winter quarters and returned without change in official staff. Altho the recession deprived the shows of much patronage, officials feel the organization has fared well.

Upon arrival here Joseph A. Rowan, special agent, was signed by Max Goodman in the same capacity for next year.

and Seven Dwarfs Show on the World of Mirth Shows, apparently passed away in his sleep aboard the show train on the fairgrounds here on October 11. He was found dead in bed after he was reported too ill to appear on the midway Monday night. Body was removed to J. F. Floyd mortuary here pending further arrangements, but will probably be shipped to Astoria, L. I. N. Y., for burial, according to Jim McHugh, of the shows' staff.

W. of M. NSA Benefit Nets Club \$1,250

WINSTON-SALEM, N. C., Oct. 15.—World of Mirth Shows' National Showmen's Benefit in the Swing Show on the fairgrounds here was a huge success with the result that \$1,250 was added to the club's fund, reported Dick Collins. Credit for the event's success went to Max Linderman, Frank Bergen, Ralph Smith, Doc Cohn; George A. Hamid, president of NSA, and his assistants, Gene Hamid, Henry Cogart, Rudy Caffey and Art Maro.

Hamid enlisted all his forces in front of the grand stand daily and nightly to publicize the event and instilled the same enthusiasm into everybody connected with the affair. Max Linderman's personal solicitations and hard work and support obtained from his organization made the big total possible. Showfolk did their bit by liberal purchase of tickets and candy and donation of their services and talents.

Showfolk participating included Joe Bastie's Madison Square Garden Band, Swing Club Girls, Tommy and Mazie Reno, Maida Kelly, Mrs. Homer O'Toole Sisters; Rudy Caffey, emcee of Hamid Revelations Revue; Hamid Revelations Revue, Lora Menthe and Miranda, Bernice Hiestler, Evelyn Lee, Balabana Family, Toney and Jennie, Scottie McNeil, Chick Underwood, Mimi Laseur, Bernice Leonard, Frank La Plant, Donna La Plant, Five Aces and Jeanne La Bus. Joe Caspar emceed.

R & C SLA Benefit Clicks in Atlanta

ATLANTA, Oct. 15.—Rubin & Cherry Exposition's benefit performance on October 6 for the Showmen's League of America in the Tops of 1938 portable theater at Southeastern Fair and National Live-Stock Show here proved highly successful, reports Ralph Williams, of show's staff.

Two-hour performance was presented by midway talent with assistance of Station WSB's Georgia Ambassadors, acts from Barker Bros.' Circus, and Sunny Bernet, of Globe Poster Co.

B & G in Good Stand At Oklahoma Free Fair

MUSKOGEE, Okla., Oct. 15.—Beckmann & Carey Shows, furnishing the midway attractions at Oklahoma Free State Fair here October 3-9, wound up the stand to record business when the fair shattered all records for attendance and receipts.

Credit for success of the event went to Mrs. Ethel Murray Simonds, secretary-manager of the fair. Local papers, operated by Bixby Brothers, were liberal.

W. R. Patrick Shows In Spokane Quarters

SPOKANE, Wash., Oct. 15.—W. R. Patrick Shows, after successful stands in Nelson, B. C., and Washuena, Wash., closed the season October 2 and moved into winter quarters here, reports Elmer Richardson, of shows' staff. En route from Nelson, B. C., to Washuena shows stopped over here and W. R. Patrick purchased a building, where Loop-o-Plane, Glider and two side-show tops were stored.

Mr. and Mrs. W. R. Patrick left on a vacation trip immediately after closing.

New Series of Legal Opinions

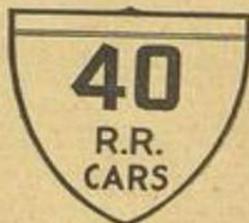
In the next issue, in the Pipes Department, will appear the eighth of a new series of legal opinions of special interest and benefit to pitchmen, streetmen and others. It will be titled *Validity of City Ordinance Street Restrictions*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

HENNIES BROS. SHOWS, INC.

"WORLD'S LARGEST AND NEWEST
INDEPENDENT MIDWAY"

PRESENTING THE FIRST

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



Truthful Advertising

FIRST NATIONAL BANK
OF SHREVEPORT
October 7, 1938

TO WHOM IT MAY CONCERN:

This is to certify that The Hennes Bros., owners of the Hennes Bros. Shows, valued customers of our institution, purchased the United Shows of America two years ago, then owned by E. S. Hirsch, Secretary of the Louisiana State Fair Association, and two other parties.

The Hennes Bros. paid a certain amount in cash and the balance in cash, ten, and three years. The payments in 1937 were made promptly when due; the payments in 1938 were anticipated, and paid in September when the maturity date was in November.

From time to time our Bank has made the Hennes Bros. open loans for purchases made to enlarge their show. All loans made by us were promptly met, and at this time they owe our Bank nothing.

During the two years they have done business with us, we have always found them young men of the highest integrity, substantially reliable, and they enjoy the confidence and respect of the business element of this city. We consider them responsible, and worthy of confidence.

Any favors shown these young men will be highly appreciated.

Yours very truly,

Andrew Quarbes
PRESIDENT

Andrew Quarbes/3

"Our Financial
Structure"

Watch for Our
BIG ANNOUNCEMENT
Before
CHICAGO CONVENTION

"The **OUTSTANDING**
AND MOST PRETENTIOUS
CARNIVAL MIDWAY
IN 1938"

SHOWMEN

This Show has gained an enviable reputation in the Realm of the Outdoor Show World. Heralded and recognized by all as the Most Progressive Show during the last decade. If you have any new ideas that are worthy of being added to our line of High Class Attractions, we are interested and will finance you. You must be up-to-date and progressive, as it is our aim to always be far ahead of our competitors and imitators. New features are now being planned which will make the Hennes Bros. Shows the most outstanding Carnival in 1939.

FAIR SECRETARIES

We are now arranging our Fair Route for 1939. If you are desirous of booking the most magnificent Exposition in America, you cannot help but select this show. We pride ourselves as being progressive and far-sighted. We believe our ideas and ideals are right. We will maintain the identity of the HENNIES BROS. SHOWS and promise to give you the Finest Midway ever presented for your 1939 Fair. See us at the Chicago Convention or get in touch with us now.

WINTERQUARTERS — SHREVEPORT, LA. — LOUISIANA STATE FAIRGROUNDS — P. O. BOX 144

Art Lewis Shows Find N. C. Okeh

WILSON, N. C., Oct. 15.—At termination of the Canadian tour Art Lewis Shows moved to Great Barrington (Mass.) Fair, where, with good weather prevailing, shows, rides and concessions enjoyed a good week, reports P. Percy Morency.

Show went from Great Barrington to Rutherfordton, N. C., which turned out to be a good stand despite inclement weather. Next stop was Williamston, N. C., which proved disastrous for fair as well as shows. It rained during almost the entire date and a week's business was lost. Organization furnished the midway attraction here October 3-8 to cool, but clear weather.

Records in gross receipts here were shattered. Dopy Doodle, new ride, topped all rides, including Boomerang, Skooter and Octopus.

Visitors here included the Endy Brothers, accompanied by reliable Matt Riley; Frank West, Mrs. West, Nell Burke, of West Shows; George and Mrs. Marr; Ed Clayton and party, from Coastal Plain Fair, Tarboro; Dr. Fleming and party; Bob Penny and party, of Penny Attractions, and Izzy Cetlin and Jack Wilson, of the shows bearing their names. Art Converse joined with his side show, as did Captain McAvoy with his monkey circus. Adele Nelson's elephants have been popular. Doc W. H. Dunn, secretary of the fair, co-operated splendidly.

Blue Ribbon to Winter In Columbus, Ga., Again

COLUMBUS, Ga., Oct. 15.—Edward K. Johnston, general representative of the Blue Ribbon Shows, last week concluded negotiations with Felix L. Jenkins, secretary-manager of the fair association, and Walter Pike, secretary of the Chamber of Commerce, to have the organization winter here again at conclusion of the present tour, which has four weeks to run.

Show will be quartered on the fairgrounds and is expected to arrive here on November 13.

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Loose Sheets (not in Pads), per 1,000 \$1.25
Numbered Pads of 25 Each, per 1,000 \$1.50
Sheets 1.50
Largest Sheet on the market. Immediate delivery. Samples free.

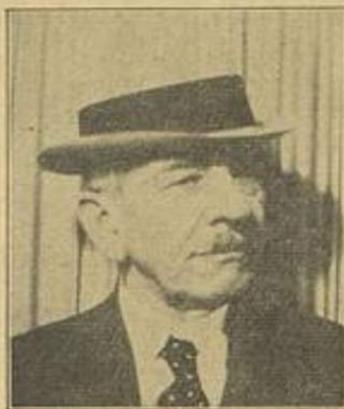
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Philadelphia, Pa. Chicago, Ill.
Send for Concession Tent Catalog

WANTED TO BUY!

USED MERRY-GO-ROUND HORSES.
State size and condition. Paint no object.
TOWER AMUSEMENT CORP.
322 N. Ashland Avenue, Chicago, Ill.



BEVERLY WHITE, concluding his second season as publicity representative of the Goodman Wonder Shows, has a long and interesting background as a press-relations man with carnivals, circuses and other outdoor shows. He is a pioneer newspaper man and was on the staff of Chicago papers, mostly in the capacity of night police reporter, in the old days of the Windy City.

Progress on Crafts Quarters Inspected

LOS ANGELES, Oct. 15.—Owner Orville N. Crafts and Manager Roy E. Ludington, of Crafts' Enterprises, were here this week to inspect new quarters under construction near Van Nuys, Calif.

Two buildings are being erected on a five-acre tract. One, 60 by 550 feet, will house equipment, and the other, 60 by 400 feet, will be divided into a paint shop, garage and canvas loft.

Equipment of the World's Fair unit is now stored in National Orange Show buildings, San Bernardino. The 20 Big and Golden State units will go into the new quarters at the close of their seasons.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

SPECIAL RADIOGRAM
Mid-Atlantic Ocean,
Long or Lat. unknown.
Week ended October 8, 1938.
Billboard Pub. Co.,
Cincinnati, O., U. S. A.

Ballyhoo Bros.' fleet of 50 freighters and ocean liners sailed from McIntosh, Scotland, early Sunday morning, homeward bound. With bands playing and flags flying, the famous brothers bade adieu to foreign shores and thus terminated their second tour of Europe and Asia. Their modernistically designed fleet, freshly painted and covered from stern to stern with a variety of colored neon, created a scene of beauty such as ere this no man has gazed upon. To make the picture complete, each man was clothed in a uniform of the U. S. Navy, with the famous brothers dressed in the uniforms that designated their rank. From admirals on down, the bosses paraded on the decks, saluting and giving orders in a real naval manner, having taken it upon themselves to bring the fleet back home because the foreign sailors refused to work for brass.

Until Monday night everything went well. Then suddenly a hurricane hit with all its fury. Admiral Pete Ballyhoo ordered the entire fleet lashed together and each man to stand by. The idea of this move was to hold the boats together, as it has always been the show's policy to open and arrive at the same time. Fanny Ballyhoo, Pete's youngest son, who does half-and-half in the side show and who watched the gallant midway seamen brave the storm and guy out the ships, remarked with pride, "America should have a larger navy." Note: Our seamen had to guy out, being midway-minded.

At about 11 p.m. a sudden crash that

Young Ends Season In Salt Lake City

SALT LAKE CITY, Oct. 15.—Monte Young's Shows, after a tour which saw the organization play Utah, Idaho, Wyoming and Oregon, closed a successful season here last week. Young didn't make a great amount of money, but, considering conditions, did well enough, and the shows played every day and date of the entire season.

Weather conditions were favorable throughout the season, altho shows had inclement weather for several days at the Utah State Fair. Business, however, was good. Show and employee line-up remained intact throughout the season.

HASC's First Meeting Moved Up to November 4

KANSAS CITY, Mo., Oct. 15.—First meeting of the Heart of America Showmen's Club has been moved up to November 4, it is announced. Many members and auxiliary women are still on the road and it was agreed to stage the first gathering at the clubrooms in the Reid Hotel the first Friday night of next month. Several changes are being made as new club season approaches. Instead of meeting in their former room upstairs in the hotel, auxiliary members will gather in what formerly was a ballroom adjoining the HASC clubrooms on the ground floor. Mrs. Myrtle Duncan, of the women's group, reported the change was virtually completed and that everything would be in readiness when the HASC units meet in a few weeks.

Abner K. Kline, president, is expected to arrive here soon. Annual New Year's Eve Banquet and Ball will be held at Hotel President.

Putney Re-Engaged for '39

BUFFALO, Oct. 15.—Earl (Slim) Putney, lot and ride superintendent with Buffalo Shows this season, was appointed to the same position by General Manager Howard Potter for 1939. Putney will also have charge of the electrical department. Putney this season concluded his 18th in outdoor show business.

shook the entire fleet caused Admiral Ballyhoo to order everyone to the life boats, and he gallantly rushed to the front by pushing everyone else aside and boarded the staff boat that was manned by his best sailors. This move was unnecessary, as they soon found themselves on the rockbound coast of an unidentified island. Knowing that the staff members and their families were safe and the entire fleet grounded, the boss ordered everyone to their state-rooms for a night's rest.

Tuesday morning at daybreak the storm had receded and the ocean was smooth and calm. Before the entire troupe lay a beautiful island with natives in droves. In the distance the skyline of a city built entirely of rock beckoned to the first carnival hurricane refugees ever to land on the island. The bosses immediately instructed General Agent Lem Trucklow to proceed to the city to sign up an auspices if possible but to book the spot at any price. He returned before dusk with the word that we were on Stratt-Jacket Island, which was formerly a penal island similar to our Alcatraz. This island is practically unknown to the rest of the world and is now independent of any country.

The committee that we were to play under billed the event as Petting and Necking Gala Week. The object of the event was to bring the young people together, as matrimony was almost nil and the population of the island was wanting. The contract called for the show to open on the following Monday, as it would take that length of time to unload the show and get it in the town. More news regarding business, etc., will be given at the termination of the date. But you can bet that there won't be any canned necking in parlors by the showmen. MAJOR PRIVILEGE.

"Remember Our Side of Story"

By WALTER B. FOX

Excerpts from address at luncheon given to visiting newspaper editors by Kosciuszko (Miss.) Chamber of Commerce on October 8 by general agent of Wallace Bros.' Shows.

Someone has defined the word fallacy as a popular untruth, and to you members of the Chamber of Commerce I want to explode the fallacy that the carnival takes all the money out of town, while to you members of the Fourth Estate who are guests I am going to try to destroy the ancient myth that all show attaches are undesirable citizens.

For the benefit of both of you I will state that the carnival business is about our 12th largest industry. There are about 350 shows on the road during the summer and fall season, and all of us have thousands of dollars invested in railroad cars, trucks, tents and other equipment.

On our show we carry about 250 people and if each one of us spends a minimum of \$5 in your little city you will see that we have left quite a tidy sum during our short stay. In the amount of our office expenditures we will take the railroad company first. It charged us \$150 to haul two baggage cars from Tyler to town to Kosciuszko, while it cost us \$50 for gasoline and oil to move our trucks the same distance.

Our cookhouse manager informs me that his bill for meats and groceries is \$40 a day, while our secretary tells me the bill for gasoline and oil for our rides is \$25 a day in Kosciuszko. One of our concession men bought a suit of clothes from one of your members, while two members of the staff bought expensive hats.

So the next time that the Chamber of Commerce is called upon to decide whether a show shall be granted a license to play your city please take these facts and figures into consideration and remember our side of the story.

Hennies' First Week Gross At Dallas Better Than '34

DALLAS, Oct. 15.—Aided by perfect weather thus far, Hennies Bros.' Shows' midway gross at Texas State Fair here, October 8-23, has shown an increase over that of 1934, the last year the fair was held, it having been suspended due to the Texas Centennial and Pan-American Exposition in 1935-'36. According to Harry and Orville Hennies, increased attendance has been noted every day excepting Tuesday, which was designated as Dallas Day.

Visitors here included Mr. and Mrs. Barney S. Gerety, Nancy Miller, Mr. and Mrs. Ted Webb, Mr. and Mrs. Jack Murray, Pete Cortez and George Vogstad, of Beckmann & Gerety Shows; W. H. (Bill) Rice, Captain and Mrs. John M. Sheesley and Floyd Newell, of Mighty Sheesley Midway, and about 40 other members; Roy B. Jones and Walter Hale, of the Whaling Show; Hank Gowdy and Mr. and Mrs. Mel Vaught, of the State Fair Shows; Bill Hames; Larry S. Hogan, of Rubin & Cherry Exposition; Mr. and Mrs. Jake McBride; Ned Torti, of Wisconsin De Luxe Corp.; Sunny Bernet, of Globe Poster Co.; Jack Duffield, of Theatre-Duffield Fireworks Co., and Frank B. Jeering, of The Billboard's St. Louis office.

Mrs. Smith Seeks Van Davis

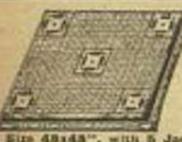
TRINITY, Tex., Oct. 15.—Mrs. J. D. Smith, in a letter to The Billboard, requests that Van Davis, also known as Ernest King Blake, or anyone knowing his whereabouts contact her immediately. Mrs. Smith reports that Davis' mother is seriously ill.

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Builders of Dependable Products,
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PITCH
GAMES

Size 48x48",
Price \$20.00.
Size 48x48",
With 1 Jack
Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24 and 30 number wheels. Price \$12.00

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SEND FOR CATALOGUE.
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124-126 W. Lake St., Chicago, Ill.

Midway Confab

By THE MIXER

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

COTTON and tobacco money! Get any?

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

HOW MANY museums will take the road next month?

WANTED! For legitimate peek-'em fishpond. Agent with exceptionally large thumb. Gate and Banner Shows.

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

CHARLES (CHUCK) SOWERS joined Crowley's United Shows at Sherman, Tex., recently as official painter and sign writer.

HEARD in a cookhouse after a towner had put in his order: "Ham sandwich for an umpchay. Hold the meat!"—Oscar, the Ham.

"I DIDN'T say 'naked' or 'bare'; I said 'in the nude,'" alibied a talker to the boss who caught him selling sex instead of the high-salaried talent inside.

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

PROF. LUDY KAY, emcee of 20th Century Follies on Des Lang Shows, writes that Elmer Frey, strolling, singing accordionist, is clicking with his songs and music on that organization.

UNCLE HARVEY and Aunt Lou, better known as the Song Birds of the Gay '90s, closed a successful season with the No. 1 unit of Art B. Thomas Shows October 4 in Lennox, S. D.

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

WITH clean, worth-while shows behind them, some front talkers still try to put their listeners' minds in the gutter.

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

FRANCIS A. NICKOLAS, inside lecturer and magician, formerly with Chalkias Bros. and Billy Wingert's Paradox,

Concessioners Bunch
Of Suckers—"Ah! Ha!"

The Mixer:

You know, I don't believe there are any more concessioners. Honestly, I think they are just a plain bunch of suckers. The treatment they receive from some fair associations proves that this contention is correct. I never saw so many overrated fairs—\$7 and \$10 per foot for space that really never was worth over \$2.50, if its earning potentialities are properly considered.

Ye Gods! What about the inconsistency of some fair boards compelling sucker concessioners to install gas lines, electric lines and sewerage to locations at their expense, and abnormal expense at that? What does a fair have to sell if the concession man must build all this for the fair? These are fixed assets—they stay in and on the grounds—the concessioner can't take them with him.

Inconsistency thou really art a belly-ache and a carbuncle in the neck. I'll say! Where, oh, where has man's bill of rights flown to? Let's be fair with the poor devil that helps make the fair a success!—HARRY F. (AH! HA!) GILLIAM.

SMALL-TOWN restaurant owner to wife, "Mary, you had better change our menu prices; the county fair opens next week."

CARL CARLOTTA letters from New Raymer, Colo.: "Have just returned from a six-week tour of Old Mexico with my annex attraction. Business was okay, but conditions are not so good due to the prevalent unrest in the country."

BEGINNERS in the art of all-day grinding should not use the word "laboratories" instead of "laboratories" in the line. "These specimens were gathered from the leading medical laboratories of the world."—Dr. Gillipin Asperine.

"TWO rights won't right a wrong," said Ophelia Polycarp, a midway fan, "nor will two good attractions cover up one off-colored one."

KINDLY contradict the rumor that when General Agent Lem Trucklow goes out to book a spot he leaves with a sheet receipt book in his pocket and a skullie under his arm.—Pete Ballyhoo, manager, Ballyhoo Bros.' Shows.

MRS. PEGGIE MOYES, formerly of Royal American Shows, writes from Dillsboro, Ind., that she is ill and asks that anyone knowing the whereabouts of John Moyes, have him get in touch with her.

H. NELLA, press agent with Crystal Exposition Shows, writes from Camden, S. C., that he erroneously reported in last week's issue that the organization would winter in Crystal Springs, Fla. It should have been Crystal River, Fla.

THE carnival showman who does not believe in building up a title for his organization is always the first to use someone else's title to boost his own pay-box receipts.

EVERETT BRIDGE, earlier in the season with Hal Compton, is now associated with Serpentina and Bill Gregory on the Animal Hippodrome in San Francisco. Bridge says he was there with Anna-John Budd last season.

RAE TERRILL cards from Houston: "Am no longer associated with Crowley's United Shows. Have signed with Hamilton's Hall of Oddities for the winter. Organization will remain here for two months and then head south."

HOWARD H. HUGHES, veteran showman, who spent the last seven years on the Mighty Sheesley Midway, writes from Salem, Va., that he is suffering from paralysis to his left side. He says he is anxious to hear from his friends.

SUGGESTION: To cookhouse operators who complain about lack of patronage on their own shows: How about changing the menu occasionally?

CHARLES (CURLEY) MASON, who recently discontinued his connection as general agent of Greater Fairway Shows, which post he held for the past two years, is conducting a booking office in Great Falls, Mont.

W. FRANK DELMAINE cards from Chapman, Kan., that J. L. Landes Shows, which closed the season on October 7, are in winter quarters there. Delmaine adds that he will remain in Chapman this winter.

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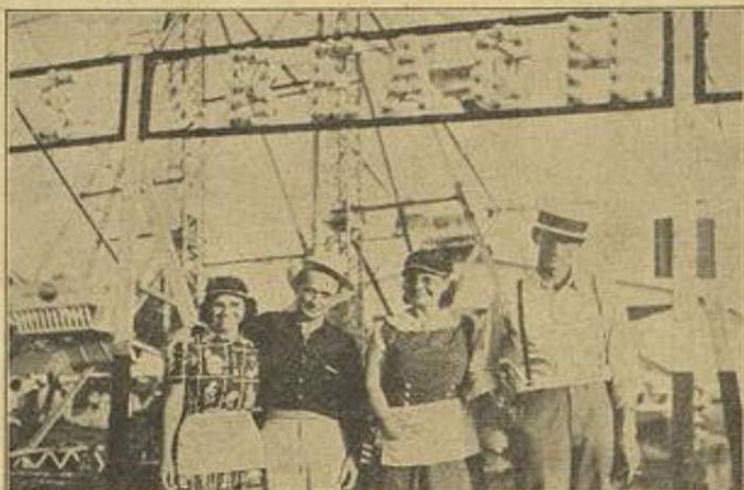
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HIS ADDRESS.



PICTURED HERE in front of the entrance arch of the Ferris Wheels at the 1938 Monticello (Ill.) Fair are Mr. and Mrs. Carl W. Byers (left) and Mr. and Mrs. Harry Beach. Byers and Beach are owners-managers of Byers & Beach Shows. Mrs. Byers and Mrs. Beach operated the corn game at the fair. Don Trueblood, of shows' staff, furnished the photo.

MR. AND MRS. VIC DAVIS closed with White City Shows in Reno, Nev., recently and departed for Los Angeles, where they will winter.

DURING White City Shows' engagement in Reno, Nev., recently Mr. and Mrs. Ed Kantha, of Golden State Shows, were guests of Marlo and LeFors.

HELEN HAYS, secretary of Parade of Shows, rejoined the organization at Cleveland, Tex., after a brief sojourn in her Ohio home.

TOUGH: Low all summer and can't get well at the fairs.

JAMES MYRE, operator of the Bozo Drop in several Detroit parks, has left for the East to make arrangements for attractions at the New York World's Fair.

BILL (PAP) DYER, after a successful season with his Belle of Kentucky Shows, is now conducting a boxing and wrestling arena in Blackton, Ark. He plans to remain there all winter.

ANY MAN who puts up a big front with nothing to back it up is soon found out. Same applies to some midway shows with talkers trying to bluff their way thru.

TRYING to operate with inexperienced ride help and show managers has always been a noble experiment—and a costly one.

is now a member of S. O. Crane's Strange People museum.

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

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

THE OEYERS, Bert and Billy Jr., free act, closed the season with Barkoot Bros.' Shows at Grand Rapids, Mich., where they will winter. Billy is attending Union High School there.

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

GERTRUDE AVERY letters from Tupelo, Miss., that Tex Shelton is not stage manager of her organization, as reported in a recent issue. Tex, according to Miss Avery, is no longer in her employ.

MOTHER of Tom Calt Jr. is seriously ill at her home at 4614 N. Paulina street, Chicago, Calif. 18 years old, is supposed to be with a carnival and anyone knowing of his whereabouts is asked to inform him of his mother's illness.

NOMINATED for oblivion: Those fair officials who hold the tip in the grand stand to late that the blowoff is one big tear for the male exit gates.

W. A. GIBBS writes from Erie, Kan., that his shows have been quartered there and, altho the season just closed wasn't the best he has experienced, the shows made money after 12 weeks of rain in the spring.

DOT AND BOB CRAWFORD, who visited the Gold Medal Shows in Madison, Ind., reported a successful season of Indiana fairs and indicated they would head for the South soon, reports Earl Nelson.

SEEING your midway as the public sees it would result in many quick changes. Too many show people become accustomed to dingy appearance of equipment and do not wake up until they visit another midway that is well groomed.—Colonel Patch.

JOHN B. DAVIS, of Southern States Shows, reports that the organization's free-act line-up now includes Capt. Ralph Delno, high dive; Harry Froboess, swaying marvel, and Coddinos, impalement and Australian whips.

GUESTS at a recent party in New York for Mrs. Hamda Ben, reports H. Harrison, included Mr. and Mrs. Fisher; Mr. and Mrs. Jack Smith and daughter, Jackie; Mrs. Slynider and son, Mrs. Jimmie Lent, Mr. and Mrs. Thomas, Mr. and Mrs. Harris and Lawrence Ben.

"ONCE I joined a manager who didn't tell that his fair route was incomplete," said Cousin Peleg, "and, after shipping my stuffed two-headed cow more than 500 miles I arrived in time to play those 'pending' and 'to follow' dates—in the barn."

AFTER a successful season in Canada with Sims Greater Shows, Madame Doray, mentalist, and Betty Roberts, dancer, were en route to join Art Lewis Shows in North Carolina when Madame Doray was suddenly taken ill. She will rest for a time in Detroit.

VICTOR S. J. BURROWS, better known as Prince Victor, pens from Johnstown, Pa.: "Opened with my mental act on Ray Marsh Brydon's International Congress of Oddities here on October 7. In addition to my act I'm pitching horoscopes."

SOME carnival managers never entertain visiting fair secretaries and committeemen in the geek show and usually attract their attention from the coach show by pointing to the rides while they walk past that attraction.—Mike (Not So) McCoof.

MR. AND MRS. R. L. AXE and daughters, Virginia and Vivian, returned to their home recently in St. Marys, O., after a successful season in Indiana, Michigan and Ohio, where they have conducted lunch stands for the past 22 years.

INCLUDED in the Marlo and LePors party which left White City Shows at Reno, Nev., and headed for Los Angeles were Mr. and Mrs. Earl Gold, Frank King, Frank Burtus, Joe Bishop, Mr. and Mrs. W. G. Gilchrist, Mr. and Mrs. W. Davis and James Crites.

A **CARNIVAL MANAGER** announced in the cockhouse: "There won't be any living trailers around this show next season." The entire personnel agreed that unless he played a better route the finance companies would have them all back.

GEORGE PENCE, manager of one of the F. E. Gooding ride units, closed the season at the annual Loudonville, O., free street fair. Equipment was shipped to Gooding quarters in Columbus, O. Pence reports that he and Mrs. Pence will winter in Florida.



MR. AND MRS. HARRY RUBIN, of Zimdars Greater Shows, as they appeared on the fairgrounds at Athens, Ala., during the organization's engagement there. When the shows close for the season, the Rubins will return to their home in Mt. Vernon, Ind., where they will remain until the holidays, planning to spend the remainder of the winter in Florida.

E. R. WALKER, manager of the Athletic Show on West Bros.' Shows, has taken over management of the Nudist and Armadillo shows, which played to good business in Yazoo City, Miss., reports Mrs. E. R. Walker. Walker also is framing a monkey show.

MANY of the older model rides are still popular with midway patrons. This popularity could be increased and held if the operators would modernize appearance of the devices. A bit of streamline effect on cars, chromium and new bally cloth would help to keep 'em rated with the latest.

PARK WELER, member of the Skyline Thrillers, free act on Smith's Greater Atlantic Shows, was tendered a birthday party when the organization played Apex, N. C., recently. In the party were members of the troupe and their friends. Mrs. Durbin furnished the refreshments, with Miss Bolan doing the decorating.

TOM DOLAN letters from Miami: "Am down here for the winter after one of the worst seasons I've ever experienced. Enjoyed a pleasant visit with John F. Lee, who had charge of the Streets of Paris at the Exposition in Dallas. He's now a resident of this city and business agent for the local IATSE."

A **LITTLE** "cotton-patch comedy" along with the present modern night club or Harlem presentations would go a long way toward putting over colored midway shows. Old Aunt Dinah and Uncle Eph will live in the minds of minstrel fans forever. Even if a bit modernized it would still make them roar!

THE CHARLOTTE (N. C.) OBSERVER, in a front-page review of the Agricultural Fair in its October 7 issue, commented favorably on the fact that during the week not a single arrest or complaint had been registered, first time in the fair's history. John H. Marks Shows furnished the midway attractions.

WHILE CROWLEY'S UNITED SHOWS were playing Sherman, Tex., recently the local radio station staged a special broadcast from the midway with members of the show, including Earl Hubbell, Princess Red Wing, Leota and Juanita, Maxine, Billy Myler, Doc Waddell, Mike Chacoma and George C. Crowley, participating.

TO GET midway patrons interested in ballgame concessions, operators were one of the opinion that the worker must be a youthful siren with a world of s. a. Now many middle-aged men and women operate ball games successfully and without grabbing a prospective player as he walks by—and minus the "honey" stuff.

NOTES FROM Siebrand Bros.' Circus and Carnival Combined by Slim Austin: Show opened in Cottonwood, Ariz., to biggest crowd of the season. Weather is fine. Hank Carlyle has purchased a new trailer and car. His daughters visited the show for a short time. Business continues to hold up as well as can be expected.

DOC H. CAPELL cards from Huntsville, Ark.: "Played the fair at Gentry, Ark., with my shows. Sighted along the midway were Al and Ma Nation, Wingle

Thompson, Shake Bain, Whitey Miller, Mrs. M. Flynn, Mrs. Billie Roby, Bill Rogers, Joe Heger, F. Martin and Harry Fenner. They are all oldtimers from away back."

BIG BUSINESS picks and builds up businesslike titles. Carnival managers should also pick titles that not only sound businesslike but inviting to the public. What would be better than an owner's own name, providing he was not ashamed of the show to bear it. Such titles as the Grapevine Shows, the Locust Blossom Midway and the Greater Sand Dune Shows sound so unnecessary!

SID CRANE cards from Winona, Miss.: "Bill Wingert has joined the annex on my Strange People show, as have Francis A. Nickolas and wife, who are doing the magic and inside lecturing. Will open my traveling museum about the middle of November, when I close with Wallace Bros.' Shows. Plan to remain on the road until the Wallace Bros.' Shows open in the spring."

W. H. KENNEDY, whose Circus Side Show closed a profitable season with Frederick Amusement Co. in North Platte, Neb., October 1, pens from St. Louis: "Joined the organization at Alliance, Neb., last June and played all Nebraska fairs and celebrations to good results. Show comprised eight working acts with Irene Farrell, assisted by Billy Winters in the annex. Will winter here."

A **BIG** carnival listed its rolling stock last spring at 40 cars, of which 10 were coaches, two were stock and baggage, 25 flats and 150 baggage wagons. If there was an average of five wagons to a flat car, which no show has been able to get, then there were still 10 wagons left over. What I want to know is how did they transport them?—Smoky Torch, trainmaster, Gate & Banner Shows.

EDWARD K. JOHNSON, general representative of the Blue Ribbon Shows, writes from Columbus, Ga.: "Have just put in one of the most pleasant seasons I've ever experienced in the carnival business. Found Mr. and Mrs. E. L. (Eddie) Roth to be wonderful people. Staff, including Mrs. Mary Lee Newton, secretary; Jack Galuppo, George (Pop) Wheeler and Arthur Alexander, was swell gang to work with."

FUNLAND MIDWAY notes by Ted C. Taylor: Mrs. Helen Barfield has joined the organization with her American Camp from Harris' Shows. Lofstroms' Animal Show also joined. Dinty Moore's digger stand is being handled by Jack Prichard, who is doing okeh and says he's glad he came to Georgia. Personnel exchanged visits with Rubin & Cherry Exposition when it played Atlanta Fair.

A **CERTAIN TYPE** of cockhouse and grabstand operators should not complain about fair patrons' bringing lunch baskets. If some money-hungry bonifaces had not been trying to kill the golden-egg-laying goose so many baskets would not now be paraded around the lot and haunted in their faces. The better operators long since ceased charging for everything from the paper napkin up. Don't forget, they used the salt and pepper, too.

R. L. OVERSTREET, who concluded his duties as assistant manager and secretary of Floyd E. Gooding's American Exposition Shows on October 10, visited The Billboard's Cincinnati offices last week. He reported that equipment was shipped to winter quarters in Columbus, O., and that fair dates, altho not up to past years, were satisfactory. He will vacation for two weeks at home before heading into Georgia.

BEFORE LEAVING Golden State Shows in Emeryville, Calif., to rejoin Crafts 20 Big Shows at the Pomona (Calif.) Fair recently Spot Ragland staged a farewell party in a local hotel. Guests included Mr. and Mrs. William Hobday, Mr. and Mrs. William McMahon; Charles Paine, director of State Board of Agriculture; Teris Paine, Harry Takel, Mr. and Mrs. Babe Collins, Ethel McDonald, Mr. and Mrs. John Hobday, Mrs. Jack Lindsey and Mrs. Leroy Belyea.

A **MANAGER** who sent his agent a sarcastic wire told him not to book any more rural-delivery locations like the one being played that week, as the show was going to lose \$500 on the engagement. After the show closed the agent audited the books for the season and discovered that the show made more than \$400 on that particular engagement: Moral: Managers should not misrepresent to agents the amount of business they are doing.

NOTES from the midway at York (Pa.)

Depot Attractions

"The Union Station had several attractions Saturday morning and a curious crowd was gathered. First came the Stamese Twins, two girls born together, who came to be an attraction at the fair next week. On the Logansport division at 11:20 there arrived Fred Howe, the fat boy from Texas, also to be a fair exhibit. This boy is indeed a freak of nature. He told a reporter that he was 24 years old, five feet four inches high and was born at Dennison, Tex. He speaks German and English fluently. His weight is 712 pounds and he measures 84 inches around the waist."—Clipped by John A. Schmidt from the Forty Years Ago column in The Terre Haute (Ind.) Sunday Tribune and Star of October 9, 1938.

Fair, October 4-8.—Bingo and wheel concessions, for merchandise only, operated and did nice business. Patrons visiting the fair now know that they can play all games with confidence; this makes for better results for operators. . . . Dave Gillian, former carnival concessioner, now located at Ocean City, N. J., during summers with rides and concessions, was a visitor, meeting old friends. He reported a fair season in Ocean City. . . . Fair officials were well pleased with sales of concession space, they being far greater than in the past two years.

THE MIXER got a rise out of Walter Lankford in a recent paragraph reading: "A bright red uniform coat may cover up a dirty shirt, but it will not hide a pair of greasy, torn trousers." Walter wrestles the typewriter to indite: "Referring to new red coats covering dirty shirts and not greasy pants, please allow me to state that our (white) band wears new red uniform band coats and clean, snow-white pants. A flash and cleanliness is at least 25 per cent of a band's value. You might have been referring to ride help. A band is a bally for whatever it is working for; therefore, cleanliness should be first at all times."

SIDE SHOW with Wallace Bros.' Shows had a banner engagement at Atala County Fair, Kosciusko, Miss., reports Sid Crane, manager. Line-up includes Frank Henderson, Australian knife thrower; Johnnie Cherry, human pin-cushion; Henry Walsh, fire eater; P. M. Starna, chalk artist; Joe Ann Irvin; Flo Anderson, iron tongue act; Francis A. Nicholus, magician; Madame Cortez, mentalist, and Prince Le Noi, sword swallower. Annex features Karlene, under management of Billie Wingert. Crane handles the front, with Harry Woods and James Talley on tickets. C. S. Johnson is cook, with Carl Johnson, assistant.

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VANCOUVER, B. C., Oct. 15.—Vernon C. Stiles, who operated what he terms the "smallest possible" outdoor carnival unit in British Columbia since early July under the billing, Vernon C. Stiles Mirthquake Attractions, wound up the season here on October 4, with his only gain being experience. Vernon reports that two trucks moved his equipment and that he plans to open earlier next season.

W. C. Kaus

Smithfield, N. C. Week ended October 8. Weather, bad. Business, poor.

Show had everything up and ready for Monday night's opening of the six-day fair here but no attendance. Tuesday, official opening day, cool weather prevailed and resulted in small attendance. Night business was slow, as was the remainder of the week and terribly cold. Thursday was lost when a storm flooded the midway. Personnel exchanged visits with Kaus Exposition Shows, which played Kinston, N. C. W. C. Kaus and wife went to New Bern, N. C., to bring back Kathleen and Billy Kaus for the week-end. Mrs. Ethel Richards and her children, Audrey and baby, who are staying with the Kaus family at New Bern, also accompanied them. Other visitors included Mr. and Mrs. Lew Henry. DOT GORRANT.

Johnny J. Jones
(Railroad)

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

Weather man smiled on the show here, giving it a week of fair weather. Cool weather did not chill the ride-minded people, who turned out better than ever before. Day by day, business picked up, showing a big increase over 1937. Manager Tommy Allen did a swell job of laying out the midway on one of the hilliest and roughest lots of the year. Construction work on the show continues. Frances Scott is back to work as bingo cashier after a recent illness. Mrs. Hody Jones returned from Orlando, Fla., where she placed Johnny Jr. in school. Johnny Branson's Globe-a-Drome is still top-money show. Bob Edwards' International Casino also gets its share of lucre. Eddie Jamison is operating a fast and talented colored show. Royal Russian Midgets are as popular as ever. Many visited during the week, including Izzy Cetlin and press agent Ted Miller, of Cetlin & Wilson Shows. STARR DeBELLE.

3000 BINGO

Heavyweight cards, black on white. Wood marks printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$6.25; 50 cards, \$9; 75 cards, \$9.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$9.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

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Made in 30 sets of 100 cards each. Placed in 2 rows across the cards—put up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

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Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Crowley's

Sherman, Tex. Week ended October 10. Location, fairgrounds. Auspices, Red River Valley Fair Association. Main entrance fair gate, 10 cents. Pay gate to midway, 10 cents. Weather, ideal. Business, very bad.

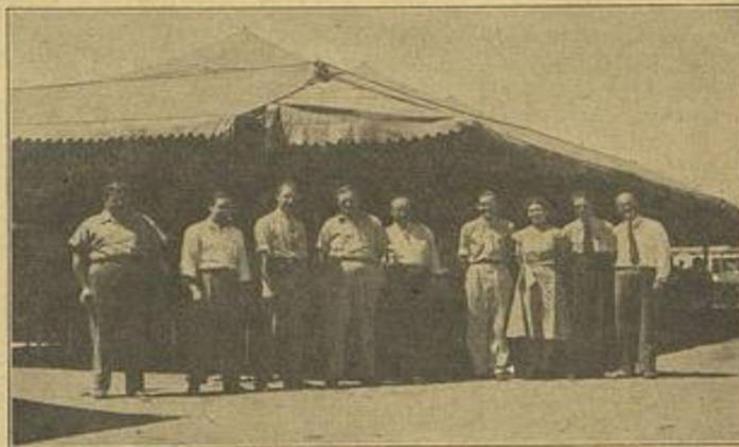
Short distance from McKinney, Tex., covered quickly. Fair opened to poorest attendance of year. Afternoons remainder of week were poor. Tuesday night had scant attendance, but Wednesday night business increased slightly. Thursday night a large crowd turned out but didn't spend. Friday and Saturday nights were the same. Week's business, however, was close to a total blank. Newsboys were entertained. Col. Howard Braucht, of Colorcraft Poster Co., was honored and remembrance services were held for his father, Hon. H. S. Braucht, and mother. Memorial services also were held for Howard Lemuel Wilson. Clyde Davis and wife, Leota, have taken over the Hawaiian and Venus shows in addition to their Miss America. Kenneth Blake's water tank, used in his high-diving act, was delayed, and he presented it Friday and Saturday nights only. Mrs. George Utesch was Mr. and Mrs. Otis Vaughan's guest here. Mr. and Mrs. George C. Crowley's daughter, Georgianna, is seriously ill. Stanley J.

visiting was done during the week. Paradise Revue was top-money show, with Dick Keller's Circle of Death second and Carrell's Monkey Circus third. Skooter topped rides, with Twin Ferris Wheels second and Octopus third. Rolo and Laft Factory did well. W. R. Brinley's Miniature Circus joined for remainder of season. Mrs. Fred Haragan, slightly improved in health, is back on the show again. GEORGE HIRSHBERG.

Wallace Bros.
(Baggage cars and trucks)

Kosciusko, Miss. Week ended October 8. Central Mississippi Fair. Weather, warm and clear, except showers Wednesday. Attendance, heavy. Business, good. Ten-cent gate.

This date marked shows' third consecutive year at this fair. Although there was a drop in receipts over last year, it was one of the best weeks of the season. Midway augmented here. Fearless Falcons, free act, were popular. Fair here is under the able management of Nelson Siegrist. Octopus ride joined here, as did Mr. and Mrs. John Ford with their lunch stand. Mr. and Mrs. Sidney Crane and writer attended the Rotary Club luncheon Wednesday noon and participated in the program. The



JOE GOODMAN'S BINGO GAME and staff on Goodman's Wonder Show. In the group, left to right, are Joe Goodman, manager; Clarence Kennedy, assistant manager; Norman Rucker, Cecil Gosan, G. Gibson, Bob Burnes; Betty Weaver, cashier; Rubin Ruggie, and Noland Castel, checker. Photo furnished by Beverly White.

Gross left here with his Cavalcade of Wonders. Show was replaced following day with lion act; Bill Myler's reptile zoo; Virginia Gordon, crayon artist; Sylvester, magician; Chief White Heat, Prof. Alexander and Julia-Roberta. Whitey Austin now in charge of rodent circus. L. G. Skoene gave up athletic arena, and Mike Chacomma succeeded him. Mrs. M. J. Wise was tendered a midnight luncheon here. W. W. Ridings, tattoo artist, and wife, Lola, were on midway, as was Joe Martin, formerly with C. A. Wortham Shows. Pop Kelley joined here with ice cream stand. Bill Myler and Charles Raymond, manager George Harris' Dixie Blossoms Minstrels, held a reunion here. Visitors included State Senator Penn Couch, Maud McNeil, Deputy Sheriff Bill Ludfer, Norton Jameson, Laura and Bill Eyre, Lena Fox, Clara Miller and Charles D. Johnson. Professor LeRoy and Rae-Terrill left here. Dutch Waldron closed his dining tent and left. GEORGE WEBB.

Cetlin & Wilson

Albemarle, N. C. Week ended October 8. Stanly County Fair. Weather, clear, cold nights. Business, fair.

Show opened here Monday night after a long move from Trenton, N. J., to a small crowd. Fair did not officially open until Tuesday, Children's Day, which was the best day of the week, with Saturday running close. Business was mediocre remainder of week. Fair Association did all in its power to make the engagement successful. Owing to the nearness of several shows, much

Special Agent Phil Williams dropped in for a short stay, as did Will and Mabel Wright, of Golden West Shows. Skooter and Heyday tied for top ride honors, and Side Show led shows. Dick Kanthe's Athletic Arena did well. WILLIAM HODDAY.

Krekos' West Coast

Yreka, Calif. September 16-18. Fair. Weather, good. Business, good.

Business was good at this fair, first in eight years. Concessions, rides and shows did well.

Anderson, Calif. September 22-24. Business, fair.

This date was far too small for a show this size. However, show got away on the right side of the ledger, with concessions doing well the last two days. Rides and shows did fair.

Orland, Calif. September 28-October 2. Fair. Weather, good. Business, very good.

This was show's first appearance at this fair. Rides and shows did capacity business Kiddies' Day, when 5,000 children attended. Visitors included Joe Glacey and Joe De Mouchell, of West Coast Shows. Manager Krekos was here for the week but left at the close of the engagement for San Francisco. Leo Leos, shows' auditor, took his mid-season vacation and went fishing at Monterey. Business Manager W. T. Jessup will assume the management for remainder of season. Business to date is 25 per cent ahead of last fall. MIKE KREKOS.

Crystal Expo

Shelby, N. C. Week ended October 8. Cleveland County Colored Fair. Weather, good. Business, excellent.

Gate attendance for the fair here broke all records from Monday to Saturday, with Wednesday and Saturday the banner days for fair as well as midway. Pleasant weather helped make this date one of the few good fair dates enjoyed by the show this fall. Minstrel Show shattered all previous records of the past two seasons for cash receipt attendance. Visitors were Mr. D. L. Hines and his associate fair officials from Walderboro, S. C. General topic of conversation among personnel is the plans and preparations being made by many to winter with the show in Crystal River, Fla. The writer believes that in last show letter he mentioned Crystal Springs instead of Crystal River as winter quarters. If that happened to be the case, the correction is made now. H. NELLA.

Monte Young

Provo, Utah, October 1-8. Location, State fairgrounds. Auspices, State of Utah. Weather, two days rain or threatening. Business, good.

Shows enjoyed good business here, their fifth successive year on the spot. Business was fair at opening, but on the week it was good. All three units joined here for closing date of the season. Mrs. Young handled the office; Mrs. Fern Ferguson, secretary; Stephen J. Moloney, publicity, and Bob Perry, feature shows. Moloney obtained seven broadcasts over KBYL here. Newspapers were liberal. Midway received its share of publicity. Bernard Gohmann was assistant manager; Dan Giles, electrical superintendent, and Mr. and Mrs. Ernest Shine, in charge of the cookhouse. STEPHEN J. MOLONEY.

Funland

Dallas, Ga. Week ended October 8. Paulding County Fair. Weather, ideal. Business, good.

Considering that the State Fair was held the same week much credit for the success of this date is due to Messrs. Latimer, Croker, Lee and Kincaid for their efforts to make the event surpass all previous exhibits of art, merchants, manufacturers and live stock. Friday, Children's Day, and Saturday broke attendance records. TED C. TAYLOR.

White City
(Motorized)

Reno, Nev. Week ended October 1. Location, Fourth and Valley streets. Auspices, D. of A. Weather, rainy. Business, poor.

Cold and rainy weather kept the natives from venturing out to visit the show. Nights were so cold everyone was forced to wear overcoats. Mario and Le-Pors closed here and they were tendered

several farewell parties. Ming Tol clicked at the Monte Carlo Club here. Anati Hayes was an added attraction there Saturday and Sunday. May Collier and Howard Tydings tendered a dinner party here to a group of show-folk. Mr. and Mrs. C. P. Corey also entertained at the Riverside Hotel. Frank and Marie Forrest's Ten-in-One topped the midway. General Agent Arthur Hockwald arrived for a visit and then departed for Southern California. Lucille King's banner campaign went over big. Concessioners who did fair business here included Max (Mulligan) Kaplan, Bill Holt, Mike Herman, Johnnie Sterling and Red Dunn. Lu Verne Raymond has recovered from a sprained ankle. Casey Taylor was busy all week getting the trucks in shape.

Grass Valley, Calif. Week ended October 8. Location, American Legion Memorial Grounds. Auspices, L. L. L. Business, very bad. Weather, hot days, cold nights.

This spot gave shows their worst week in its history. Entire show did not gross \$100 all week, and not one side show broke the ice. During the confusion and loss of manpower created by the recent wreck gate was left off. There were never more than 50 people on the midway any night, despite the fact a local football game adjacent to the lot Friday night drew 2,000. Out of this crowd about 25 visited the show. All in the accident have recovered excepting Mrs. Hazel Swinehart, who is still suffering from a fractured back and will be in a cast for the next three months. The writer has established an office in one of the new semi-trucks until a new office can be built. Lucille King remained over three days to lend a hand before departing for Pittsburg, Calif. General Agent Arthur Hockwald arrived from Visalia to assist Ma and Pa Slover. Lloyd and Bonnie Hole and their agents departed for Southern California. Ming Tol was a feature attraction at the opening of a new night club here. Ferra Chaney, accompanied by Cliff Johnston, visited. Harry Barrow and his agents arrived from Texas. Mr. and Mrs. C. F. Corey made several trips to Sacramento on business.

WALTON DE PELLATON.

Parade of Shows

(Baggage cars and trucks)

Cleveland, Tex. Week ended October 8. Location, downtown. Business, fair. Weather, excellent.

This is shows' 28th week, only one of which has been lost since opening. Fifty per cent dates played have been fairs and celebrations. Flying Millers closed at Anderson and were replaced by Flying Valentines. William Burns, announcer, left for Bill Hames Shows, replacing the late Jack Fowler. Leo Hawley has taken over Vanities on Parade and also is doing midway orating. Mrs. Roland Smith joined with her string of concessions. Jack Allison has turned management of his stadium over to Mrs. Allison and assumed the duties of superintendent, replacing H. E. Matlock, who goes to the Tom Morris interests. Jimmie (Kokomo) Burkett and wife, Lady Esther, departed for Dallas State Fair. Personnel exchanged visits with Burdick's Texas Shows during Gaines County Fair. Burdick was playing Madisonville Fair. Lillian and Charles Cudney and their employees made several trips into Houston. Mrs. Grace BuShong, wife of our dining department manager, will winter with shows. Jack Caldwell is operating BuShongs' annex dining emporium.

B. C. McDONALD.

Marks

Charlotte, N. C. Week ended October 8. Charlotte Agricultural Fair. Weather, perfect. Business, great.

Shows will remember this date as one of the most pleasant and profitable of 1938. Weather was ideal, and a light shower Thursday was the only rain during the engagement. Business was great, especially on Tuesday and Wednesday, kids' days. Last two days shattered midway attendance. President John L. Wilkinson and Vice-President Clarence O. Kuestad of local Chamber of Commerce and Secretary-Manager Bill Arr Lowrance of the fair association complimented John H. Marks on the shows' appearance. Charles A. Abbott, general agent, is a Greenville (S. C.) resident and entertained several home-town friends here. Talent from shows entertained over Station WBT Thursday morning. Group included Karl and Helen Wallenda, Senoretta and Jack E. Daddwell. Newspapers were liberal, with

Jimmy Bannister, Jack E. Daddwell and the writer handling the publicity.

Visitors included William L. Sydnor, secretary Mt. Airy (N. C.) Fair; George Neel, secretary Statesville (N. C.) Fair; Charles I. Palmer, secretary Galax and Radford fairs; Gus Sun, president Ous Sun Booking Exchange; William (Bill) Senior, Solly Childs, Capt. Jimmy and Shirley Jamison, T. W. (Slim) Kelly, Carl J. Lauther, Paul Sprague, Jimmy C. Simpson, general agent Johnny J. Jones Exposition; Max Gruberg, Jimmy Rafferty and Whitey Hewitt, of World's Exposition Shows; C. W. Cracraft, of Charleston (S. C.) Agricultural Fair; George H. Cramer, of Spillman Engineering Co.; C. A. Hserlong, secretary Greenville (S. C.) Fair; J. A. Whitehead, secretary Gastonia Fair; Bert Rosenberger; Gerald Snellings, special agent World of Mirth Shows; Leon Blondin; Mary Ellen Kretow, of Kay Bros. Circus; Dick Harkness, *The Charlotte News*, and Dick Pitts, *The Charlotte Observer*, Mary Lydick, who works the lions in Johnny Branson's Motordrome on the Johnny J. Jones Exposition, visited with her husband, Jack Lydick, here. Jack Basille, corn-game concessioner, left for Dallas and the State fair there.

WALTER D. NEALAND.

Strates

(Railroad)

York, Pa. Week ended October 8. Fair. Weather, fair and rain. Business, fair.

Week started here on Tuesday. Children's Day, to record-breaking crowds and grosses for shows and rides. Wednesday continued good, but rain killed Thursday business. Two top-money shows were Choc and Mona Phillips' Vanities Revue and Wally Smith's Lion Autodrome. Samuel S. Lewis, president and general manager of the fair, and his associates co-operated splendidly. The new concrete midway which Lewis had built this year extends 550 feet from the grand stand. B. H. Patrick, of *The Billboard*, visited. Mrs. Ben H. Voorheis, wife of the writer, will enter a Raleigh, N. C., hospital next week for a minor operation.

BEN H. VOORHEIS.

Buckeye State

(Motorized)

Unit 1.—Brookhaven, Miss. October 3-8. Lincoln County Free Fair. Location, fairgrounds, edge of town. Weather, fine. Business, good.

Unit 2.—October 5-8. Brandon, Miss. Rankin County Fair. Location, rear of Courthouse. Weather, rain two nights. Business, good.

Unit 1, under management of Joe Galler, moved into Brookhaven to large crowds. Failure of Negro Fair committee to carry out plans handicapped shows the last two days, but business for the week was highly satisfactory. Unit 2, under direction of J. A. Gentsch, general agent, played Brandon to good results. Clay, artist, has completed the job of painting and banner work. Buddy Reynolds, son of Slim Reynolds, arrived from F. H. Bee Shows. Mr. and Mrs. A. H. Scrimsher and F. H. Clancy joined with their frozen custard. Doc Green joined with his minstrels. Lewis Jefferson and Jesse Bigger took over the snake show, and Chuck Archer joined the side show as talker. Papers in both towns were liberal. Ted Johnson caught last two days of West Bros.' Shows in Yazoo City.

TED JOHNSON.

World of Mirth

(Railroad)

Winston-Salem, N. C. Five days ended October 8. Forsyth County Fair. Weather, good. Business, about last year.

This was the first time in three years that the shows were able to get in the full five days without rain. Tobacco markets opened the week previous and good sales and prices were recorded. Children's Day, Tuesday and Wednesday, drew well, with business fair for remainder of week. Dave Linderman's Kiddie Ride and George Yamanaka's Caterpillar did well. Mrs. Ethel Purdie celebrated her birthday October 8 and was tendered a party by her friends. Princess Bernice joined Art Gordon's Swing Club. Mrs. J. K. Boxeman, wife of shows' physician, left on a motor trip to Ohio, where she will visit her family. Jackie Manzi rejoined here with Mrs. Max Linderman's No. 2 custard. His parents, Mr. and Mrs. Pete Manzi, have been operating a concession with the shows all season. Visitors included Dick



THESE YOUNG LASSIES, Clara Lee and Virginia Dodge, among the first girl motordrome riders to appear in Australia, are said to be clicking with their 'drome set on Greenhagh & Jackson Shows in the Antipodes. Both were with Huggins' West Coast Shows last season. Virginia has completely recovered from injuries sustained in a spill in Townsville, Queensland, three weeks ago. Photo furnished by A. J. Budd.

Collins, Ted Miller and Frank Wirth. Joe Casper, who was with the shows all week, left here to go to Raleigh, N. C.

JIM McHUGH.

Southern State

(Baggage cars and trucks)

Alma, Ga. Week ended October 8. Bacon County Annual Fair. Weather, fine. Business, satisfactory.

With good weather and a big Children's Day this date ended satisfactory. Mad Cody Fleming visited Friday. Joe Rossi and family, of Rossi Circus Review, visited during the week. New uniforms give the band good flash. Wallace's cookhouse joined here, as did a frozen custard stand.

TIGIE HALE.

Blue Ribbon

(Motorized)

Florence, Ala. October 4-10. North Alabama State Fair. Weather, ideal. Business, fair.

With only a 40-mile move from Lawrenceburg, Tenn., everything was up Sunday night. Fair opened officially Monday and good crowds patronized the midway thruout the week, especially Friday and Saturday. Friday, Children's Day, and Saturday brought huge crowds with everyone spending freely. Pope Huggins' digger concession did well. Pope and wife purchased a new car. Mrs. Ann Galligan's bingo clicked, while John was busy with concessions at Knoxville (Tenn.) Fair. Show is on its final trek. Page's Kiddie Band is still popular. Mrs. L. E. Roth has her new trailer straightened out. The writer enjoyed good business here and had Mr. Downey, of State Health Department, as a visitor.

JACK GALLUPPO.

Patrick

(Motorized)

Nelson, B. C. Four days ended September 24. Nelson Fair. Weather, excellent. Business, very good.

After a hard trip over Canadian roads shows opened on time. A large crowd came out opening night and concessions did well. Mrs. Daisy Martin's banners clicked. Ferris Wheel, Loop-o-Plane and Merry-Go-Round were covered with them. Mrs. Patrick was a guest speaker at the official opening. Fruit, beer and Scotch were sent to Mr. and Mrs. Patrick by members of the fair board. Shows saw one of the largest 5-cent matinees in history on Friday afternoon. Patrick had to relieve the ticket seller on the Ferris Wheel so he could help the boys load. Every ride enjoyed business. Upon leaving Nelson show moved on to Washtucna, Wash., to play the rodeo. Business was good considering a bad break in weather. A terrific dust and sand storm hit the midway and two concession tops were blown down. Immediately after the duststorm it began to rain and one elduburst followed another.

ELMER RICHARDSON.

Rubin & Cherry

(Railroad)

Atlanta. Week ended October 8. Southeastern Fair and National Live-Stock Show. Weather, excellent. Business, excellent.

Building steadily from a satisfactory beginning, business reached capacity on Friday, Children's Day, and Saturday. Sunday closing brought unexpectedly heavy attendance. George (Whitey) Golden assumed charge of the concession department, replacing Chickie Allen. Visitors included Sunny Bernet, of the Globe Poster Co. Dodson's Hollywood Monkey Stars joined recently. Mr. and Mrs. John Lorman Sr., of Chicago; their son, John Jr., and Dutch Rogers left last week after making three stands with the show. Jack Castle's rejuvenated Life Show, formerly known as Happiness but lately rechristened Creation, doubled its Labor Day gross on Friday here. Jack is assisted by George Falwell. Mr. and Mrs. Yancey Liger, formerly with it, visited Margaret Berg. Mrs. Frank Reed visited her husband here. Ray and Rosalie Ravelle, top team, were popular. Paris Lee, radio director for fair, plugged the midway via thrice-daily broadcasts. Col. Lambdin Kay, director of Station WSB, took his portable transmitter on a half-hour tour of the midway.

RALPH WILLIAMS.

J. F. Sparks

Scottsboro, Ala. Week ended October 8. Jackson County Fair. Auspices, American Legion. Weather, ideal. Business, excellent.

Show enjoyed one of the best weeks of the year here. Business was good Monday night and steadily increased thruout the week. Jack Orr joined with his side show and snake show. Ferris Wheel topped rides, while all the shows did a progressive business. Two new exhibit tents were purchased here. The writer was away for two days due to the death and burial of his beloved mother-in-law. Several members of F. H. Bee Shows visited here.

TOM SPARKS.

Endy Bros.

Warrenton, N. C. Week ended October 8. Warren County Fair. Auspices, Lions' Club. Weather, good. Business, fair.

This is one of the largest Lions' clubs in North Carolina. Exhibits were all that could be asked for. Claude Bowers is the new president, and directors are Shorty Gillian, Bob Bright, John Tarwater, H. C. Moore and C. K. Cranston. Eddie Lippman did a swell job of laying out shows on the small grounds. New addition to Professor Kuntz's Ten-in-One was Jack Huber, armless wonder; also Bally's new Monkey Circus. Harry Weiss' bingo and Roll-o-Plane did top business here. Members of West Shows visited. Jack Stone was on the sick list, but he's able to be up and about again. Robert Mansfield obtained a new car here, as did Eddie Hollinger. Wolandi, high-wire artist, and the Great Wilno, human cannon ball, continue to draw.

OLEN IRETON.

Ideal Exposition

South Boston, Va. Week ended October 8. Halifax County Fair. Weather, good. Business, very good.

Ferris Wheels topped the midway and all rides did good business. Girl shows topped the shows. Everybody was in the money. Thursday, colored day, was the best, bringing out nearly 20,000. Friday was a close second and Wednesday was also big. All in all, week was very profitable. The gate was the highest of any fair up to date, 35 cents. Tobacco rolled into town all week long and prices were high. Hundreds of trucks and wagons lined the streets around warehouses. Only three more weeks and we'll call it a season.

M. LASKY.

Dixie Model

Madison, N. C. Five days ended October 8. Madison Merchants' Fair. Location, new fairgrounds. Weather, ideal. Business, fair.

Show enjoyed five days of fair weather, business and co-operative working conditions, with the result that all had a satisfactory engagement. *The Madison Messenger* was liberal with space. About 2,000 school children attended Friday, which with a good night crowd gave shows and rides their best day's gross since Labor Day. Whitey Miller was

painfully cut and bruised when his light roadster overturned after being side-swiped by a truck. Car was almost demolished. Juanita Manix, performer of *Derkoven Revue*, had a head-on collision in a traffic jam uptown, with considerable damage being done to the car. Miss Manix's injuries were not considered serious. Visitors included Mrs. Beula Bailey, Margaret Bailey, Sarah Brown, Stafford Schrest, Mr. and Mrs. Randal (Red) Adams and Dewey Hammer. Mrs. Quincy Chaney stopped over to visit her husband, while en route to Florida. Veteran Doc White spent the week on the show. CHRIS. M. SMITH.

Kline's

West Point, Miss. Week ended October 8. Weather, good. Business, very good.

Show opened Monday night to small crowds, but Wednesday, when about 3,000 school children came out, show enjoyed its best day of the season. Thursday the fair was turned over to the colored people, giving shows and rides another good day's work. A football game on the grounds Friday night drew largest crowd of the week. Natives spent freely. Hooper Dent and his minstrels joined here. Manager Bob Kline had the boys working steadily to get the new top and front in the air for the minstrel show. Dotty Henderson, candy apples and candy floss concessioner, is suffering from a carbuncle. Jack Ross' Athletic Show is clicking. Ben Beno, free act, is popular. Billy Lewis has taken over front of the Minstrel Show and writer has taken over the prize package concession. Fair officials co-operated well. ROY SHAEFFER.

Rogers & Powell

Inverness, Miss. Week ended October 8. Auspices, American Legion. Location, heart of town. Weather, one day of rain. Business, good.

This was the show's second visit here this year. Saturday was a big day. There have been many new faces on show lately, also several statesmen who know Manager Rogers and Powell and visit them each week. Lewis T. Riley, owner-manager of Dixie Belle Shows, joined with five concessions. Writer purchased another new public-address system for sound truck. WALLY BANKS.

Kaus

(Baggage cars)

Kinston, N. C. Week ended October 8. Auspices, News-Atlantic Fair Association. Weather, good. Business, fair.

Fair officially opened Monday night but only a few people turned out. Tuesday, Children's Day, drew well afternoon and night. Remainder of week attendance was confined principally to night. Unusual cold weather latter half of the week held down the crowds. Lot Superintendent J. E. Kaus laid out the show well. John Jaquinta joined with ball game and dart store, as did Alex Johnson with a set of diggers. I. K. Wallace has a new ball game top. Mrs. Geraldine Grossman visited her home in New Bern. J. E. Kaus and John Koval also visited in New Bern. Mr. and Mrs. W. C. Kaus, of W. C. Kaus Shows, visited. With them were their children, Billie and Kathleen, and Mrs. Kaus' sister, Mrs. Ethel Richards. Other visitors were O. E. Mack, of W. C. Kaus Shows; A. J. Gray, secretary Greenville (N. C.) Fair; Godley and Percy Howland. Earl Dail's mother, Mrs. Daisy Kelley, accompanied by Betty Williams, visited her son here. Louis Miller visited from Art Lewis Show. LESTER KERN.

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Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 15.—Another well-attended and interesting meeting was held October 13. Annual president's party will be held November 26. Committee consists of Bernie Mendelson, chairman; Morris Haft, Walter F. Driver, Sunny Bernet, William Carsky, Sam J. Levy and Jack Benjamin. Entertainment and house committees are co-operating.

Harold Daly's application was presented for ballot and elected to membership. Maxie Herman and A. R. Cohn returned for their first meeting. Morris Hanauer, new member, paid his first call. Brother M. J. Doolan left for a visit to Hot Springs, Ark. Brother Hanauer is en route to Oklahoma, and Maxie Herman is on his way to Florida. President J. C. McCaffery is in Detroit on business. Lou Leonard sent a wire advising of success of league benefit at Dallas by Texas State Fair and Hennies Bros.' Shows. Morris Miller writes that he plans a benefit by Miller Bros.' Shows at Clarkdale. Al Fine says ditto for Zimdars Greater Shows at Tusculumbia, Ala. Getting some real action from Sol's Liberty Shows, and along comes application of Edgar D. Brown sent in by the show with a letter from Brother Billie Owens which advises that Brother Tom Vollmer is confined in Soldiers' Home.



BOB ST. CLAIR, who recently concluded his eighth season as legal adjuster for the Broadway Shows of America, is now visiting his mother and sister, whom he hasn't seen in 16 years, in his home town, Coeur d'Alene, Idaho. After a vacation there, he plans to put on an indoor circus in the Pacific Northwest.

La Fayette, Ind. Brother Edw. L. Karns and Jack Maxwell are in Dr. Max Thorek's care at American Hospital. Brothers Colonel Owens and Tom Ran-

Golden Gate Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Oct. 15.—Monte J. Wax, who had a Log-Rolling Show at Chicago's A Century of Progress, will visit lumber camps in an effort to secure another troupe of real log rollers. A number of movie stars are to be interested with him.

Bill Collins, who has been actively engaged in Hollywood recently and who dropped in the other day, has a number of attractions in contemplation and may present one or more at the Golden Gate International Exposition.

Sally Rand writes me that she will be back in California shortly and will pay me a visit. There's always quite a thrill in listening to Sally's stories of her experiences en tour.

Frederick Weddleton, chief of the division of concessions, who was ill for 10 days, is back at his desk a little lighter in weight but peppier than ever. Things are humming again around here.

If all of the attractions that have applied for space on the Gayway were to be booked they would have to be double-decked. The burning question now is, "Where are we going to put 'em?"

Bank of America, largest chain banking system in California, has near completion the building in which it will house the Treasure Island bank.

Walter Hille, designer and artist of the department of exhibits and concessions, is daily producing novel and unusual schemes of presentation for exhibits and shows.

About \$13,000,000 will be the value of automobiles stored on Treasure Island parking area every time it has a full house. This world's largest auto park will be open for business on November 1 to take care of the daily thousands of pre-exposition visitors.

When one steps on Treasure Island millions of flowers of every color will meet his gaze. Exotic plants and shrubs, tropical palms in profusion and hundreds of century-old olive trees line roadways. Velvety greensward covers the earth and birds in countless varieties sing their merry lays.

The 100-foot-high cash register on Avenue 9 will automatically show actual attendance at the exposition every minute of the fair. The giant enumerating device is nearing completion.

Wonderful progress is being made in construction of 57 buildings to comprise Chinatown, an enterprise of Chinese Factors, Inc. The project is to cost \$1,200,000 and will be one of the largest entertainment features on the Gayway. Every sub-concession within the Village has been sold, according to George Jue, president of the company.

Pre-exposition cafeteria on site of the model homes and gardens has been moved to permanent quarters in the \$1,000,000 administration building. The old structure is being razed to make way for building operations.

Cameron's Barbecue, said to be the largest building of its kind, is about ready to be turned over by the contractors. Cameron is arranging a "button-busting" inaugural blowout for friends and other hungry guys.

Gigantic Stackpole symbolic statue, Pacifica, on one of the terraces leading to Al Vollmann's *Coveledge of the Golden West*, is 80 feet high and exceeded in size only by the Statue of Liberty on Bedloe's Island, New York.

Connecting six-lane roadway between San Francisco-Oakland Bridge and Treasure Island is now open to auto traffic for pre-exposition visitors. A nominal fee is charged for admission to the island. The great highway was informally opened by President Roosevelt on his recent visit.

Harry C. Baker advises that he has recovered from a recent illness and that we may expect him here any day with his superintendent and crew to start construction work on the Cyclone Coseter and other attractions that his company has contracted to place on the Gayway.

Bernard Russell, space salesman of the exhibit department, resigned from that division to take over directorship of the \$500,000 Streets of the World attraction. He has a background covering many years in every branch of show business.

Johnny Branson, of Lion Motodrome fame, who will have several attractions on Treasure Island, was here making preliminary arrangements for installations. He brought a working model of a new riding device which has all the earmarks of a winning number.

kine are still confined in their homes. Nominating committee has been in session and ticket of officers for 1939 will be presented at next meeting. Charles H. Ross writes from Washington for a pledge card. Al Cohn has decided to winter here. Jack Tavlin was among callers at the rooms. Don't forget the dates for the winter gathering have been set for November 28, 29 and 30. League routine for the week will be president's party, November 28; memorial service, November 27, and annual meeting and election of officers, November 28. Banquet and hall will be held November 30 and installation of officers on December 1. Remember this week is filled with meetings of International Association of Fairs and Expositions, International Live Stock Shows and National Association of Amusement Parks. Better arrange to stay for the week. Brother Edw. S. Webb and J. A. Darnaby joined the ranks of sponsors for Showmen's Home.

Notices of dues sent out brought good response from Simon Ehrlich, Ralph J. Reynolds, R. W. Hood, Milton Cohen, Gilbert Mayman, J. P. Hudgins, Curt Starke, Joe Archer, F. E. Gooding, Emmett Barfield, A. L. Rossmann, M. K. Brody, Edw. S. Webb, J. A. Darnaby, Lee M. Eyerly, Tom Berry, John Wilson, Morris J. Duncan, P. W. Abbott, Ralph T. Hemphill, R. F. Trevelick, William Thurgood, R. C. Fryal, Jesse M. Shoat, M. H. Barnes, Al Kaufman, Larry O'Keefe, J. George Loos, Frank W. Bering, John P. McTigue, Harry G. Templeton, Henry F. Thode, Nat Green, E. W. Evans, A. G. Hartmann, Roger S. Littleford Jr., H. P. Schmeck, Phil H. Heyde, John A. Sbarbaro, H. E. Tennison, J. F. Murphy, Dave E. Cohen, Joseph Eule, Monroe Eule, Jack Neal, Walter K. Sibley, Ted Woodward, W. M. McCall, H. Alton Pierson, J. H. Strayer, James Murphy, George C. Olsen, J. B. Gore, Frank Edwards, Clifford Lapham, Charles Miller, Francis L. Deane, Edw. M. Foley, Arthur W. Wirtz and Morris Miller. Payment of your dues is important. Don't overlook it.

Brothers W. R. Hirsch and Carl J. Sedlmayr are planning a big league (See SHOWMEN'S LEAGUE on page 55)

Heart of America Showmen's Club

Reid Hotel

Ladies' Auxiliary

Since the time for the regular club meetings nears, activities are beginning. Hattie and George Hawk have moved in the Reid Hotel from their bungalow at Fairland Park. Mollie Ross has returned from a season on the Ladies Shows. Elsie and Jake Brizendine passed thru here and stopped at the club. They were en route to join the Mighty Sheeley Midway. Kansas City friends were sorry to learn of the serious illness of Curtis Velare in St. Louis. Leticia White was called to Oklahoma by the death of her brother.

Ruth Ann Levine sent applications for membership for Mrs. Porter Strader and Grace King, from Anderson-Strader Shows. Mrs. Vera Violet Mackey's application was received from New York. Club is pleased to welcome the new members.

Showmen's League of America



165 W. Madison St., Chicago

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Sun Carnival Date To Newcombe Again

EL PASO, Tex., Oct. 15.—By unanimous vote directors of Southwestern Sun Carnival gave exclusive management of all concessions and attractions for the 1938 event to Verne Newcombe, including midway, street parade, Sun Bowl game, coronation ball and symphony concert.

Central event of the week's program will be the Sun Bowl football game between champions of the Border Conference and an outstanding Eastern team. More than 15,000 saw Texas Tech meet West Virginia last year. Sun Carnival is expected to draw more than 100,000 for the parade and game this year.

The 1938 date is the third straight for Newcombe. He said Buck Reager, outdoor advertising man, and Eddie Comstock, with Goodman Wonder Shows this year, will be on his advertising staff. Ray Stoeker will be secretary.

Merchants Feature Midway At Fall Festival in Ohio

HILLSBORO, O., Oct. 15.—Staged by merchants to attract business and to entertain established trade, committee in charge of the four-day Fall Festival ending here on October 1 spent about \$7,500, obtained from donations and sale of booth and concession space, said C. H. Stevenson, chairman. Premiums were awarded for exhibits.

Midway attractions were featured, including F. E. Gooding rides. Free acts were Ferguson's Dogs, Steiner Trio, Flying Bathers and Los Aeros.

Among concessioners were P. J. Dubey, Fred Pesa, James W. Sweetman, Eugene Halm, Charles Treble, John W. Roberts, B. A. Cayton, Rex Thompson, F. Wittlinger, Charles Monjar, M. P. Clark, R. D. Green, H. M. Poole, C. S. Ferguson, Ed Nugent, E. L. Maginity and Mrs. M. J. Haden.

Scouts' Show Draws 6,000

EL PASO, Tex., Oct. 15.—Elephant, dog and pony acts for Yucca Council Boy Scouts' Circus, seen by 6,000 persons here on October 8, were furnished by Verne Newcombe. Concessioners were Boston McLaughlin, novelists; Jimmy Albright, balloon dart; Mrs. Jimmy Albright, string game; Gabe Floto, baseball; Harry Hellman, cane rack; Al Johnson, assisting; Charlie Worrell, cashier; Joe Petterson and Harry Nuckoll, cats; William Beaumont, candy floss, and Joe Frisch, pop corn. All concessioners reported excellent business.

Jubilee May Become Fair

BUSHNELL, Fla., Oct. 15.—Two-day Jubilee, planned to become an annual county fair, will be sponsored by the American Legion Post here to dedicate Sumter County's new State Farmers' Market, said H. E. Coverston, publicity chairman. Committee plans carnival attractions, rodeo, stock show and pony races.

Shorts

W. A. BLOMBERG CO. has been contracted by merchants of Steubenville, Barborton and Wadsworth, O., to stage Christmas pageants and free half-hour circuses for children.

BOOKED as midway attractions for first annual five-day Fall Festival sponsored by Postoria (O.) Chamber of Commerce are Harvey's Midgels, Myers' Family Glass Show, Harry Shuren's Playland and Sammy the Ape, said W. A. Kerr, director. There will be parades, band concerts and prize contests.

SUCCESSFUL annual Oak Harbor (O.) Merchants' Fall Festival on October 4-8 had four F. E. Gooding rides on the midway, in charge of R. K. Gooding; several stores operated by Daisy and Harry Reed

and radio acts. Shirley Mylander and Harold Miller managed the event.

FOR THE SECOND year Jake J. Disch will stage a circus for North Shore Children's Theater, Milwaukee. Bink's Circus Attractions will appear on the bill.

J. R. EDWARDS, of J. R. Edwards Shows, which recently went to the barn in Wooster, O., is promoting Santa Claus parades in that city and near-by towns. He plans parades with ponies, dogs and reindeer floats, to be followed by 30-minute free animal shows for children.

THREE-DAY York (Neb.) Junior Fall Fair and Festival, sponsored by the Chamber of Commerce and ending on October 1, featured rides of Ewalt Amusement Co. and a free act, reports C. E. Bradwell. Premiums were awarded for live-stock, agricultural, poultry, domestic science and school exhibits, and a prize parade drew 15,000. Special sections in newspapers advertised the event. Three free rides were given children, and coupons good for three more rides upon payment of 10 cents were distributed.

SIX-DAY Postoria (O.) Fall Festival and Street Celebration, sponsored by the Chamber of Commerce, will feature a midway and vaude acts, said W. A. Kerr, manager.

JAKE J. DISCH worked the come-in as "Corrigan, Wrong-Way Cop," at Lake County Fall Festival, Agricultural and Industrial Exposition, Live-Stock and Horse Show, Waukegan, Ill., on October 1-7, attended by crowds despite a strike of street car men and cool weather. Tickets sold two for 25 cents in advance and gate was 25 cents. Rides and concessions were featured.

CHARLOTTE (N. C.) Exposition and Food Show, sponsored by Charlotte Home Service Stores for 11 days in Armory Auditorium, will again feature the Cabin Kids, Hollywood group of colored child singers, said James B. Vogler, manager. There will also be a dog and pony show; the DeKohl Troupe, jugglers, and dance revues. Manager Vogler said booth space is selling fast. The event will have an old fiddlers' convention, children's days, baby shows and contests.

BRODBECK'S rides and Gifford's Mechanical Farm were featured at three-day Logan (Kan.) Fall Festival ending on October 1.

SUCCESS IN

(Continued from page 34)
night shows, included Five Wallendas, high wire; Senloretta, high pole, presented by W. C. (Billy) Senior, and performed by Corda Coleman; Fred DeLamar and his performing lions; Five Royal Rollers; Avalon Five, teeterboard and wire; Elmer's Crazy Cow, by Brasius Brownie and four stoges; Billy De Armo and Margie, comedy juggling; Three Wells Brothers, comedy across and horizontal bars, and Jim Valdare, tramp cyclist. Childs unit was managed by Thomas L. Rich and chorus numbers produced by Elizabeth Graves, company including Three Revelers, comedy knock-about; Milo Vagge, novelty bag punching; Donley Sisters, Russian dancers; Eeancer King, contortionist; Florence Drake, novelty dancer; nine girls in the line and musical numbers by the Masters of Swing, under direction of Harry Shannon Jr., who emceed the entire show.

In honor of Gus Sun, who will soon observe his 50th anniversary in show business and his 70th birthday anniversary, a chicken dinner, attended by the cast and fair officials, was tendered by Elmer Brown and his company on October 5. Mr. Sun was introduced to the grand-stand crowd, spoke over the p.-a. system and later went on the air over WSOO for a brief address.

ATLANTA HAS

(Continued from page 33)
Fulton County and DeKalb County Schools on School Day with an admission price of 15 cents at gates for school children. On other days admission was

50 cents for adults and 25 cents for children. Educational institutions in many neighboring cities observed shorter hours to allow students to attend. New features included first annual presentation of the National Live-Stock Show, with breeders from eight States exhibiting 600 head of prize cattle, brood mares, swine and sheep. Show was staged in one of the three permanent concrete exhibit buildings, renovated at a cost of \$10,000 especially for the live-stock display, which is to be expanded, President Benton plans.

Auto races were replaced by presentation of Mickey Martin and his Hell Riders on four afternoons on the race track as an added grand-stand attraction. Grand-stand seats were 50 cents for adults and 25 cents for children on thrill show afternoons, but grand-stand admission was free on other afternoons and each night.

Grand-stand show included Bench Benton's Diving Sensations and Baker Bros. Wild West Show, Congress of Indians and Dog and Pony Show, all booked thru Gus Sun Agency. For the first time in several years the grand stand was packed nightly, officials reported. Highlights of nightly presentations were pyro displays, Tony Vitale presenting an animated fireworks circus.

Other special-day features were retained from former years. Press Day on Saturday attracted 800 Georgia editors and their families, who were guests at a barbecue and given free rein on the midway during the afternoon. Daily broadcasts from the live-stock show studio supplemented newspaper publicity in attracting the "best spending crowds" in recent history, President Benton said. "Free spending" was reported on the midway by Rubin Gruberg, who said the best business of the season to date had been registered here.

TEXAS BOARDS

(Continued from page 34)
E. W. Harrison is president and Glenn Burgess is manager of the fair, which is the outgrowth of Young County Fair, which operated 14 years. This is the second year for the non-profit sharing North Central District Fair.

Over 5,000 daily attended first annual Corsicans (Tex.) Live-Stock and Agricultural Show, near Fort Worth, on October 3-8. Feature was the Texas Championship Rodeo in new rodeo plant, which seats 5,000 and cost \$40,000.

West Texas Free Fair in Abilene on October 3-8 was judged the most successful there in 10 years, second annual Texas Cotton Festival, with naming of a festival queen, being feature of the second day. Opening-day attendance was between 10,000 and 20,000. Joe Reichman's Orchestra played for a musical revue of the cotton festival and for a dance. A rodeo was put on by Beutler Brothers. Other fairs to draw increased attendance and more exhibits over last year's were Denton County Fair, Denton, October 6-8, and enlarged Tarrant County Fair, Arlington, October 4-6.

UTAH STATE

(Continued from page 34)
and 4-H Club and Future Farmers' displays won praise.

Grand stand made a profit of \$250 and featured Fanchon & Marco acts, including the McAffes, ladders; Collegiates, tumbling and leaping; Charley, comedy horse, and Flying Barretta, serialists and slide for life. Hollace Barker's Dogs were an added feature. Thearle-Duffield fireworks were in charge of Art Bries. Archie Baldrige, parachute jumper, was scheduled for daily appearances, but high wind limited him to four performances. Monte Young Shows were on the midway. Art Gardiner had subleased catering concessions.

A. G. Mackenzie, president of the fair board, praised the manner in which the fair was conducted, not one accident being reported. Martha Gibbs, secretary, headed the office staff. Harold Pickering, press agent, arranged with KDYL for daily broadcasts from grounds and secured much front-page press publicity.

Grand-Stand Shows

SKYLINE THRILLERS, after playing dates in the North, added a fem member to the troupe and are now in their 23d week, making Southern fairs.

MA AND PA SHERMAN, Western act, are home in Oneonta, N. Y., after playing fairs, but plan to combine with their children and play Southern dates.

PEE JAY RINGENS, high-diving cyclist, who appeared at the 1938 Michigan State Fair, received an entire page of photos in The Detroit News of October 9. Pictures were taken at the fair and were accompanied by a series of detailed captions.

OLGA PETROFF, high-pole artist, was given much press publicity as a result of having been attacked by a swarm of wasps and stung three times during a performance before the grand stand at Wilson County Fair, Wilson, N. C., October 3-8. Insects had congregated on a large ball atop the pole for several days, attracted, it is believed, by a gelatin coating on the ball.

MARIE'S Marvel Dogs and Animal Circus, Unit No. 1, recently completed nine weeks of fairs in Eastern Canada, including Charlottetown (P. E. I.) Provincial Exhibition. Unit No. 2 had 11 weeks in the Middle West. Units are now combined to work Southern fairs and winter dates.

CASTING CAMPBELLS played the American Legion Convention, Los Angeles, on September 21 and the last eight days of Los Angeles County Fair, Pomona, Calif., September 25-October 2.



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A Column About Bingo in the WHOLESALE MERCHANDISE Department

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FAIR and RACES

MYRTLE BEACH, S. C. DATES NOVEMBER 1 TO 5. AUTO RACES SATURDAY. HORSE RACES TWO DAYS.

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Our prices are the lowest. Write for full bulletin. **SONG SHOP**, 36 E. Fifth, Cincinnati, Ohio. oc22

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shape. Rockballs, Bowlettes, Bally Balls, Rock Scores, Magic Rolls, Bumper Bowling, Wur-litzer Skee Ball. **GRAND NATIONAL**, 2300 Armitage, Chicago, Ill. no5

SPECIAL—1 STONER'S SKILL DERBY, \$35.00;
75 Penny Play Cigarette Machines, \$4.00 each; 1 Mills Rio, \$35.00; 1 Peking, \$15.00. **NEW ORLEANS NOVELTY CO.**, 238 Dryades St., New Orleans, La.

USED PHONOGRAPHS—1935, '36, '37 MODELS,
\$25.00 and up. Write for price list. **KANSAS NOVELTY COMPANY**, 555 W. Douglas, Wichita, Kan. no5

WANT PHONOGRAPHS—ADVISE QUANTITY,
model. Pay cash. Also have large supply Pin Games. Write for price list. **CANADA AMUSEMENT MACHINE EXCHANGE**, 3353 Lasalle Blvd., Verdun, P. Q., Canada. no19x

WANT ONE USED, ROWE IMPERIAL, SIX OR
Eight Columns, or Later Model Cigarette Ma-chine. **V. N. REASER**, Box 78, Victoria, Tex.

WANTED TO BUY — COUNTER MACHINES,
Slots, Late Model Novelty Games and Pay Tables. **GRAND NATIONAL**, 2300 Armitage, Chicago, Ill. no1x

WANTED TO BUY—FAIRGROUNDS, SPORT
Pages, Track Odds, Ak-Sar-Bens, Track Times, 1938 Skill Times. Write **THE MARKEPP COMPANY**, Cleveland, O. x

3 1/2" BALL GUM, FACTORY FRESH, 11c BOX;
Tab, 5c; Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. oc29x

5c JENNINGS CHIEFS, OVER 120,000, \$25.00;
3c Mills Blue Fronts, Milco Head, \$37.50; 1c Mills Blue Fronts, \$37.50; 5c Melon Bells, \$60.00; 25c Melon Bells, \$70.00; 5c Watling Diamond Bells, \$52.50; Dival Robin Hoods, in crates, \$60.00; Folding Stands, \$1.25; Safe Stands, \$5.00; 25c Roll-A-Top, \$25.00. **HAR-FORD COIN MACHINE CO.**, 1704-06 Barclay St., Baltimore, Md.

7 LITTLE DUKES—1c PLAY WITH RESERVE
Jacks and Stands, \$14.50 each. **SUN SALES CO.**, 949 Lincoln Park Drive, Cincinnati, O.

7 PHOTO-FINISHES, \$15.00 EACH; 7 FOR
\$100.00; 7 Hialeahs, \$8.00 each; all for \$55.00. Half Deposit. **CLEVELAND COIN**, 2336-S Prospect, Cleveland, O.

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES—ODDS AND ENDS, \$1.00.
Costumes, Evening Gowns, Shoes, Bally Caps, Hulas. Bargains. **CONLEY**, 310 W. 47th, New York, N. Y.

BARGAINS — SWING JACKETS, ORCHESTRA
Coats, \$2.00; Tuxedos, Overcoats, Beautifully Kept, \$25.00; Minstrels, Red Band Coats, Caps. **WALLACE**, 2416 N. Halsted, Chicago.

SILK AND OPERA HATS — UNIFORMS, OR-
chestra Coats, Tuxedos, Dress Suits, Char-acter Suits, Boots. **SOKOLOFF** 3135 Broad-way, Chicago.

USED COSTUMES — CHORUS, PRINCIPALS
dollar up; Uniforms, Tuxedos, Dress Suits. No catalogue. **LOUIS GUTTENBERG'S SONS**, 9 W. 15th, New York. no12

FORMULAS

EVERY MOTORIST NEEDS AUTO ANTI-
Freeze—Easily made for approximately 20c gallon. Sell \$1.50 gallon. Get ready now. Formula \$1.00. **THOMAS SALES**, Box 656, Detroit, Mich.

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL
Development. Newest guaranteed Formulas. Development catalog free. Special prices. Leads. **GIBSON LABORATORY**, Chemists, BH-1142, Sunnyside, Chicago. thx

FORMULAS—LATEST MONEY MAKERS.
Write for free literature describing newest formulas for fast sellers. **H-BELFORT**, 4042 N. Kedzie, Chicago.

FREE—1938-'39 FORMULA CATALOG. Eye-opening literature describing latest money-makers for agents, pitchmen and demonstrators. **WESTERN CHEMICAL**, Salem, Ore. x

FOR SALE—SECOND-HAND GOODS

ALL ELECTRIC BUTTER-KIST POP CORN MACHINE and Peanut Roaster, \$45.00. For description write **E. F. LEE**, Fergus Falls, Minn.

CORN POPPERS—GASOLINE PORTABLES, ALL-ELECTRIC, Long-Eakins Rotary Kettles, Carma-corners, Equipment, Burners, Tanks, Repairs. **NORTHSIDE CO.**, 1303 College Ave., Des Moines, Ia. no19x

FOR SALE—RECONDITIONED UNIVERSAL POWER PLANT 5 K.W., \$225.00. **G. F. THOMA REFRESHMENT CO.**, 1412 Superior, N.E., Canton, O.

PHOTOMATIC—(PICTURE MACHINE) installed in trailer, ready to make fairs and festivals. Equipped so that it can be removed from trailer and worked in Midway if so desired. **ACME JOBBING COMPANY**, Box 918, Green Bay, Wis.

POPCORN MACHINES—CRISPETTE, CARMEL-crisp, Cheezekist, French Toast, Potato Chip Machines. **LONG-EAKINS CO.**, 1976 High St., Springfield, O. de3x

PORTABLE FLOOR—15x53, NOW USING. **LEONARD J. SHOLES**, South Coventry, Conn. oc29

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLROOM AND NITE CLUB LIGHTING Effects—Crystal Showers, Spotlights, Motor-Driven Color Wheels. **NEWTON**, 253 W. 14th St., New York.

DUAL LOOP-O-PLANE AND 1935 CRADLE-Bodied Truck which takes complete ride on one load. Now on Marks' Shows. See Routes. **WIRE DICK SMITH**.

ELI WHEEL No. 12, DE LUXE, LATE MODEL, perfect shape, \$3,000.00; Park Whip, \$700.00; Shooting Gallery, \$300.00; Caterpillar top, \$85.00. **J. B. ALEY**, Anacostia, D. C. Route 4.

ESTABLISHED PENNY PITCH GAME—NEW Type, 12 Boards. Set up in best Rockaway Beach location. Wonderful opportunity for World's Fair. Small investment. Must sacrifice. **MENDELSON**, 210 Beach 91st St., Rockaway Beach, N. Y.

FREAK—2-HEADED INFANT—PERMANENTLY preserved in carrying case. Attracted 20,000 in two days. Real money maker for traveling outfit. **C. S. DONNELL**, 20 Richmond St., Newark, N. J.

KIDDIE RIDES—ZEPPELIN CIRCLE SWING and Ferris Wheel. Perfect condition. Separate \$250.00; both \$400.00. **FREDERICKS**, Box 153, Montrose, N. Y. oc22

E-CAR WHIP—GOOD CONDITION, OPERATED all season. Set up for inspection. \$400.00 for quick sale. **BOX 5964**, Indianapolis, Ind. oc22

14 UNIT RABBIT RACER—FIRST CLASS CON-DITION. Write immediately for full particulars. **BOX 897**, Billboard, 1564 Broadway, New York.

HELP WANTED

FEMALE IMPERSONATORS WANTED—CAN play Singers and Dancers. Write **M. F. BARRETT**, Duane Ranch, Berwyn, Md.

PERFORMER WHO DOES MAGIC. Must know secrets. Not under 5 ft., 7 inches. Vaudeville. **BOX 896**, Billboard, 1564 Broadway, New York.

LIVE GIRLS, LINE "CAPTAIN," MUST BE young, shapely, talented and attractive. State correct age, height, weight, experience. Address **CHICK KIMBALL**, Frank Senne's Office, Suite 651 Hippodrome Bldg., Cleveland, O.

WANT SAX MAN—YOUNG, SOBER, NEAT. Good tone. **ROGER GRAHAM**, Magnus Hotel, Cedar Rapids, Ia.

WANTED—MED. PERFORMERS, COMEDIAN. Play own music. Out all winter. **DOC D. D. LOCKBOY**, Marion, S. C.

WANTED—ALTO SAX DOUBLING TENOR, and "go" Clarinet. State salary. **WIT THOMA**, Albert Lea, Minn.

LOCATIONS WANTED

WANTED—BUILDING WITH FLOOR SUIT-able for skating rink. Have skates, all equipment needed. **LACY MYERS**, Box 534, Harlan, Ky.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1939 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 148 illustrated page catalogue. **30c NELSON ENTERPRISES**, 198 South Third, Columbus, O. no5

Show Family Album



THE 101 Ranch Wild West was appearing in the Coliseum, Chicago, in April, 1907, when this picture of some of its members was snapped on the eve of departure for the Jamestown Exposition, Norfolk, Va. In the front row, left to right, are "Shorty" Purviance, Bert Colby, "Nip" Vann and Vess Pegg. Second row: Mrs. Eddie Botsford, Mrs. George Atterberry, Mrs. Charles Noble, Mrs. Willis Atterberry, Mrs. Zack T. Miller and Maymie Francis, who later became Mrs. F. C. (California Frank) Hafley. In the rear are Vince Dillon, George Atterberry, Eddie Botsford, Ramonna (a Mexican), Col. J. C. Miller, Fred Burns, Charles Noble, Willis Atterberry and George Elser, who now resides in Kansas City, Mo.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. oc29x

MAGICAL CARDS, TRICK DICE, INKS, DAUBS, Books, Jokes and Novelties. Write immediately for free literature. **VINE, HILL & CO.**, Box 35, Dept. BB, Swanton, O. x

PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy and Marionettes. **PINKY**, 1261 N. Wells, Chicago, Ill. Illustrated folder free. oc29

VENTRILIOQUIST FIGURES—24-PAGE ILLU-Strated Catalog, 10c. **FRANK MARSHALL**, 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists. no12

MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC.—THEY are different and distinctive. Write for our low interesting quotations. **APELT ARMA-DILLO FARM**, Comfort, Tex. no26x

M. P. ACCESSORIES & FILMS

AT LESS THAN HALF PRICE—30 USED 16MM. Sound Projectors. Films rented. Established showmen. **UNITED FILMS**, State Theater, Pittsburgh, Pa. no12x

ATTENTION, ROADSHOWS AND CIRCUIT Operators—We have the best in Western Action Thrillers, Comedies, etc. 35MM. only. **MOORE BROS.**, Portsmouth, O.

BUSSA FILM EXCHANGE—ROADSHOW AT-tractions at prices you can afford. 35MM. Talkies, Westerns, Actions, Drama, Gangsters. Trades accepted. Friendship, O.

FOR SALE—35MM. SOUND FILM. WANT 16MM. Sound Film and Movie Cameras and 6 Watt P.A. **F. SHAFER**, Washington, Ind.

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete. Limited quantity. Universals, with Amplifiers, and Speakers. Equipments fully guaranteed. At attractive low prices. Special Bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATRE SUP-PLY CORP.**, 1600-B Broadway, New York, N. Y. no12x

NEW LIST OF EQUIPMENT READY FOR DIS-tribution. Let us know what you need. Lowest prices quoted. **ZENITH**, 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA CHAIRS. Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Pro-jection Machines repaired. Catalogue 5c free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash Chicago. no12

WESTERNS, ACTION, GANGSTER, DRAMA. Features, Comedies, Serials—35MM. only. Send stamp for free list. **PEERLESS FILM SERVICE**, Box 614, Portsmouth, O.

2 ACME SVE TYPE G SEVEN, PORTABLE PICT-ure Sound Projectors, complete, 35MM., cheap. **LORIN H. KIELY**, Furniture Bldg., Evansville, Ind. no5

35 MIL. SOUND ON FILM—WESTERNS, AC-tion Drama, Sex, Gangsters. List. **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. oc29

PHOTO SUPPLIES AND DEVELOPING

ACT NOW—4-FOR-A-DIME OPERATORS. New Eastman made Super-Speed Direct Positive Paper, 2 1/2 times faster than regular direct positive paper. Wire order now. Send for free catalog of complete line of money-makers. **MARKS & FULLER, Inc.**, Dept. BC-11, Rochester, N. Y. oc29x

ALL 4 FOR 10c OPERATORS—SURE WE HAVE the new Super-speed Paper; also full length Cameras. Write for reduced prices on Machines and Supplies. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. oc29

REGULAR \$275.00 STRIP PHOTO OUTFIT— Makes 4 for dime, also 3 for quarter size photos, \$125.00 complete. **HASSAN**, Box 971 Parkersburg, W. Va. no5

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Dresses, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, 4922-A, Lincoln, Chicago. oc29x

SELL BUSINESS CARDS, \$1.50 THOUSAND— Business Stationery, Xmas Cards, Calendars, Book Matches, Advertising Tapes, Paper Towels, Pencils, Salesbooks, Rubber Stamps. Free sales portfolio. 35% commission daily. Money-making specials. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. BW, Chicago. x

"THERE IS SANTA CLAUS"—SNAPPY XMAS Novelty, "Big Laugh." Clean up now. Send 15c sample. **JACOLAC**, 1315 S. Ashland, Chicago. oc29

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI-val Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIOS**, 3544 North Halsted, Chicago. no5

ANYTHING IN PICTORIAL—OIL DYE SCEN-ery, Circus Banners, Modern design. **STUDIO OF DON LUTTON**, 627 Prospect Ave., Kansas City, Mo. oc22

BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, Inc.**, 1236 S. Halsted St., Chicago, Ill. oc22

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$1.00 to \$25, according to size. **SHELL SCENIC STUDIOS**, Columbus, O.

TENTS—SECOND-HAND

SIDEWALL BARGAINS—7.68 OZ. DRILL, hand roped, clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Concession Tent bargains. **KERR COM-PANY**, 1954 Grand Ave., Chicago. oc22

THEATRICAL PRINTING

POSTERS AND CARDS FOR ALL OCCASIONS— Special designs for orchestras. Flashy 14x22 Cards, \$2.50 per 100. **CATO SHOW PRINT,** Cato, N. Y. no5

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna.

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 6x3, \$1.10; 5,000, \$3.50, postpaid zone 4. **LAWDALE PRESS**, Box 303, Frank-lin, N. H.

WANTED TO BUY

CHAIRPLANE—IN GOOD CONDITION, FOR cash. State lowest price and where can be seen. **FREDERICKS**, Box 153, Montrose, N. Y. oc22

PORTABLE SKATING RINK—GIVE ALL DE-tails in letter. State make and lowest cash price. **RAY LEWIS**, 407 Lynn St., Foment, O.

TWO FULL ANTLERED DEER FOR CHRISTMAS Parade—Anything else of interest. **COVING-TON PARADE CO.**, P. O. Box 73, Covington, Ky.

USED PORTABLE SKATING RINK FLOOR, Skates, Amplifying System and all equip-ment to make up rink. **LOWELL CLUIDMEN**, New Carlisle, Ind.

WANT TO BUY—SECOND HAND SKOOTER OR Dodge Ride or Cars. **WALTER BUTTON**, 150 W. 3d St., Elmira, N. Y.

WANTED—WAX FIGURES, LIFE SIZE, OR Heads, Arms and Feet in fair condition. Ad-dress **DAVIS**, 350 Hayes St., San Francisco, Calif.

WANTED AT ONCE—100 PAIRS ROLLER RINK Skates. Men, size 5 to 7; Ladies, 3 to 5. Wire me. **H. W. CROWELL**, Falls City, Neb.

At Liberty Advertisements

Be WORD, CASH (First Line Large Block Type). Be WORD, CASH (First Line and Name Block Type). Be WORD, CASH (Small Type). (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

AT LIBERTY—Bar Performer, aerial or ground work. Straight or comedy. **LOUIS OCZVIRK**, R. R. 1, Sesser, Ill.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT—Have you a small radio or recording unit or facility not suitable for schools, theaters, etc.? I know how and where to keep you working. Have car. Can join now. State fully what you have, salary and percentage. **EL B. JACKBURN**, 799 W. Center St., Milwaukee, Wis. oc29

AT LIBERTY BANDS AND ORCHESTRAS

NOTICE, DANCE PROMO-ters—Twelve-Piece Orchestra now on tour. Write for open dates and pictures of orchestra. **PAT DORAN**, 1802 Staunton Ave., N. W., Roanoke, Va. de3

NATIONALLY KNOWN—PAUL CORNELIUS and Orchestra desires winter location after Nov. 4. Now playing nightly the New Cooper Club, East Texas finest night spot. Broadcast daily KOCA. Ten in band, renowned girl vocal-ist, director, 12 in all. Large, modern library, novelties, showmanship. Played 28 States. Reasonable price, Non-union. Write **COR-NELIUS**, Hotel Woodbine, Henderson, Tex.

POPULAR DANCE ORCHESTRA—OPEN FOR one nighters in this territory. Seven men. Union. Interested in schools, colleges, private engagements. Write wire. **ISADOR BLOOM-BERG**, Hagerstown, Md. oc29

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Bingo Season Gets Off to Good Start in Milwaukee

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

MILWAUKEE, Oct. 15.—Bingo season opened in the Auditorium here October 7 with a bang when a mass party under sponsorship of Post No. 3, Polish Army Veterans' Association, drew 6,614. Of this number 600 entered on comps, the remainder paying \$1 admission each. This feat, largest party of its kind ever held in Wisconsin, netted \$1,834.75. Total receipts were \$6,959.75, including \$945.75 for extra bingo cards. Expenses totaled \$5,125. Grand prize for the night was a \$1,000 merchandise certificate, with door prizes ranging from \$250 to \$50 and capital awards from \$100 to \$25 in merchandise and certificates.

Bingo held up nobly in Wisconsin during the summer and indications are that it will continue to expand during the ensuing season. Night spots, such as Chateau Country Club, north of the city, have been offering the game several nights a week.

Among recent newcomers inaugurating the game are the Rainbow and Nightingale ballrooms near Kaukauna. The former is advertising bingo every Tuesday and Wednesday night and the latter on Thursday nights. In Milwaukee the Futuristic Ballroom is advertising the game for Friday nights at a 35-cent ante for 35 games.

Can. Churches Find Bingo Games Source For Needed Funds

ST. JOHN, N. B., Oct. 15.—Weekly bingo parties have filled two voids in five Catholic parishes of St. John. First, the bingos have provided money sorely needed for administration of parishes, including churches and poor relief. Secondly, the parties have done more toward improving the sociability of parishes than anything else. The latter has always been a problem in St. John.

One night each week a bingo is sponsored by St. Peter's, Holy Trinity, St. John the Baptist, Assumption and Stella Maria parishes in their halls.

St. Peter's is erecting a brick building, and an important share of the financing is being done by the weekly party. This building will be completed by late October at a cost of \$40,000. The weekly bingo will be transferred to the new building when it is completed. Each of the bingos draws from 400 to 700 persons weekly. Seating accommodations are usually at a premium, but there will be no difficulty in seating about 800 when the new building is ready.

Holy Trinity Parish purchased an old church and converted it into a parish hall largely thru bingo profit. The party has been transferred from the basement of the church to the auditorium of the hall, with seating capacity of about 700. Attendance averages about 500. In St. John the Baptist Parish bingo has been drawing about 550 weekly and the profit has become an important part of parish receipts.

In Assumption and Stella Maria, suburban parishes, bingo attendances have not been so large as at the others, but the game is profitable nevertheless.

that takes in \$12.95 and is printed with a reproduction of an electric razor and a fountain pen. It is 5½ by 2½ inches in size.

"This card, the writer feels, is a product of a sales-card dealer rather than one put out by any of the electric razor people. As a reader of your very informative column I believe that such information could be supplied by you if it is at all available."

The names of several sources of supply have been forwarded on to the writer of the letter and if there are others who would like similar information or would like to contact the man drop us a line.

A Standard Sales Co. circular brought to our attention features the following items on a number of deals: A movie-star doll, an Airway Clock, different types of stuffed bears and dogs, a Santa Claus, a giant Dopey doll, a plush snow man, a football star doll and a candid-type camera.

HAPPY LANDING.

Bingo Don'ts

If you are a bingo operator, dependent upon the game for your bread and butter and interested in its growth and welfare, here are some "Don'ts" which, while not a guarantee of success, may be relied upon as having only the best interests of the operator and the game as objectives:

DON'T offer to buy back prizes which have been legitimately awarded.

DON'T offer cash in lieu of merchandise prizes.

DON'T advertise or announce a grand award before you are willing or able to go thru with its distribution on the date and place mentioned.

DON'T fail to announce a definite policy in advance regarding procedure in case of duplicate or triuplicate winners.

DON'T be content with using one idea after it has outlived its usefulness. A constant watch to find new game twists that will put color and action into the game is necessary to keep crowds coming.

DON'T overdo the special game idea. There's a limit, and it shouldn't be hard to find that limit.

DON'T charge admission out of line with value and quantity of prizes offered. Players are experts at figuring a game's take and the operator's margin.

DON'T pass up opportunities to flash new and novel merchandise before players—they prefer items they can't get anywhere else.

DON'T fail to start your games on time. Needless delay in getting under way isn't conducive to repeat patronage.

Football Aids Souvenir Biz

Souve workers cashing in on gridiron classics—supply firms are active

CHICAGO, Oct. 15.—Souve workers in all parts of the country are again cashing in on the tremendous interest in football. With big sectional games among college gridgers set for every Saturday until the season's close, with high-school teams ripping into the middle of their schedules, and with pro games more popular than ever, workers handling rah-rah items are cleaning up.

Among popular money makers in this field seen at stadia are celluloid football buttons (button, ribbon and miniature football), gilt football badge (celluloid button, two-piece ribbon and miniature gilt football), lucky rabbit's foot celluloid football badges (button, short ribbon and rabbit's foot), pennants with and without seals of schools and football pennants.

Workers report that fans are more rabid and partisan than ever before. This partisanship, of course, interprets itself in greater sales of football souvenirs.

Reports from manufacturers and distributors of novelties indicate that souve workers are doing better this season than for many years past. Such firms as Philadelphia Hedge Co., Goldfarb Novelty Co., American Badge Co., Norsid Co., Amco Emblem Co., H. M. J. Fur Co. and Commercial Art Products report much activity.

With the more exciting half of the season coming up souve workers are looking for takes such as they haven't enjoyed since boom days.

ways, however, to answer as promptly as possible whatever queries we can regarding the game.

ST. CATHERINE OF GENOVA CHURCH, Brooklyn, is using a good stunt for increasing players' interest in its weekly games and increasing church revenue. They feature two admittance tickets. The regular ticket entitles the player to 35 games for 35 cents. The other is good for 35 regular games, 5 small round robins, 1 large round robin, 10 special prize games on the white lap board and 15 other special games. Prizes for special games are worth while. Charge for the latter ticket is \$1. Blue lap board is sold for the 35-cent card and white for the \$1 card. The many more games are played under this arrangement, the evening winds up quicker than under ordinary methods. Reason, of course, is that much time is saved in the sale of special game cards which are sold to 35-cent players who want them, but since many players are already supplied with specials thru their \$1 admittance solicitation takes little time.

DROP US A LINE and tell us what's new with your bingo.

All-in-One Bingo Board Simplifies Operation

CINCINNATI, Oct. 15.—Operators of bingo games will hail as good news the announcement of a new-type bingo lap board that makes the game easier, simpler, more fun for the player and more profitable for the operator.

The All-in-One Bingo Lap Board, as its name implies, does away with the need for separate number markers or covers. Even the need for tables or a counter for the players is dispensed with, as the board can be operated on the player's lap or even just held in the hand with the player either standing or seated. This can be done outdoors too.

(ALL-IN-ONE BINGO BOARD page 55)

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

That Christmas feeling is already with us. Many of the boys are lining up deals for Christmas promotion and those who have not yet begun should start. The Christmas season is the best time of the year to move merchandise and almost anything will go on a card and almost everything does. However, there is less sales resistance at that time of the year, the fact still holds true that the operator who uses good judgment in selecting his awards and who spends his time looking for something better than average will reap the biggest harvest. So start your Christmas shopping now before it's too late to get anything but the also rans.

We saw an item yesterday that looks like one of the best salesboard numbers we've met up with in a long time. It seems to have everything that a good salesboard number should have. It is new, novel and has flash. It is called Elmer and is a ventriloquist dummy, but different from any dummy ever offered before. He actually talks and you don't have to be a ventriloquist to work him. When he talks you can hardly believe it's true, for it is amazing to listen to Elmer. Here's the secret. While you manipulate his mouth and head a stogie, who can be as much as 500 feet away, speaks for Elmer. He should prove to be lots of fun for kiddies as well as their elders. Elmer is 38 inches tall and will be introduced next week by Playland Supply Co.

From Providence comes this letter: "The writer would appreciate information on a certain type push card and if possible the addresses of firms selling them. The cards can be used with an electric razor deal. The one I have in mind is in use at present, a 48-hole card

BINGO BUSINESS

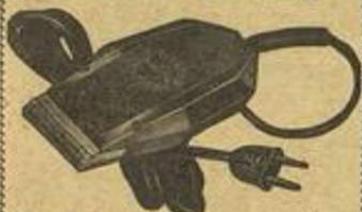
By JOHN CARY

YOUNG DEMOCRATIC CANDIDATE for District Attorney of Dutchess County, New York—Richard Russell—has an interesting plank in his platform. In the Poughkeepsie area (Dutchess County) bingo has been banned by authorities. "I will bring back bingo," says Russell. "If I am elected residents of Dutchess County may play bingo to their hearts' content." That is another example of the more enlightened attitude public officials everywhere are taking toward the harmless pastime enjoyed by thousands of citizens.

EVERLASTING BINGO BALL is the name by which a new ball, soon to be introduced, will be known. Ball is made of highly polished black phonolic material and the number is engraved on the ball in white, making for good visibility. Sidney Finkelstein, for many years a bingo operator, is the man behind the everlasting ball. He informs us that a full year of experimentation and four months of factory work have gone into the making of the ball. He'll spring it in a special announcement to the trade next week. We suggest you watch for it!

LETTERS FROM READERS seeking information on how to operate bingo games and where to purchase equipment continue to come. Three of the most recent are from G. W. McLain, owner of a chain of taverns in Panama City, Fla.; J. A. Heeter, Oil City, Pa., and R. T. Freeman, Atlanta. These men (as well as others who have written) are being answered by the conductor of this column, but it must be realized that it is not within our province to pass out certain kinds of information concerning bingo. We stand ready as al-

**Big Profit For You
In This
Electric Shaver**



**The Fleetwood
\$1.25 Each**

No. 883J349

Double-Edged Shaving Head. Self-Sharpens. Self-Cleaning. Just plug into 110-volt A. C. Current and it starts itself. Long-life motor. Guaranteed for 1 year. Streamlined black bakelite case.

BE SURE TO INCLUDE SHIPPING CHARGES.

Wire Your Orders Now!

We Have a Full Line of Beacon Blankets for Immediate Delivery.

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

Extra Value! \$2.25 Each



5 for \$10.50

No. 88 5585—Ladies' Bracelet Watch. Exquisitely Styled 10 1/4 L. Chrome case in assorted engraved designs with beautiful link bracelet to match. Guaranteed leveled movements. Each in attractive gift case. An amazing Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

ROHDE - SPENCER CO.
223 W. Madison St. Chicago

FUR COATS

SECURE THE BEST—PAY LESS

Form-Fitting, Sweater and Princess styles in all sizes. Your choice of: Sealers, Sportettes, Lapins, Persians, Coneys, Broadtails, Caraculs, Pony, Martinka, Wendosa, Kid Paw, Boyes and all other Fur Coats, Capes and Scarfs.

\$9.00 UP



Act immediately to get full particulars on these sensational Fur Bargains. Write today for price list and complete details without obligation. We manufacture Fur Coats exclusively, which enables us to give you greater value for your money.

S. ANGELL & CO. 288 West 27th St. New York City, N. Y. MANUFACTURING FURRIERS.

**Popular
Items**

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Smoker's Combo Item

A new combination utility that includes an ash tray, cigaret box and pipe holder, introduced by the Multi Products Co., is the latest flash merchandise premium to attract smokers' attention. Made of a wood fiber plastic and done in walnut and ivory finish, item is 10 by 6 inches in size. Low cost per unit in quantity portends a wide market for the item among prize users, it is said.

Desk Combo

A new item that looks like a sure-fire winner, according to Silver Mfg. Co., is the combination fountain pen, mechanical pencil and perpetual calendar desk set.



Item is said to be practical and to possess appeal. Pencil is of high grade and pen comes with a 14k durium point, while the calendar operates by a knob and is guaranteed, according to the firm. From all indications, the company reports, the number is going to create a sensation in the salesboard and prize fields.

FLEETWOOD

ELECTRIC DRY SHAVERS \$1.25
110 Volt — A. C. Current
Guaranteed. SPECIAL PRICE
IN QUANTITIES. Only... EACH
SEND FOR 1938 CATALOGUE.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

ELGIN & WALTHAM

RENEWED & GUARANTEED
SMALL SIZE
POCKET
WATCHES \$2.95 EACH

7 Jewels, New Yellow Gold.
25% Deposit, Balance G.O.D.
Never underbid.

WHY PAY MORE?
Send for Free Catalog.

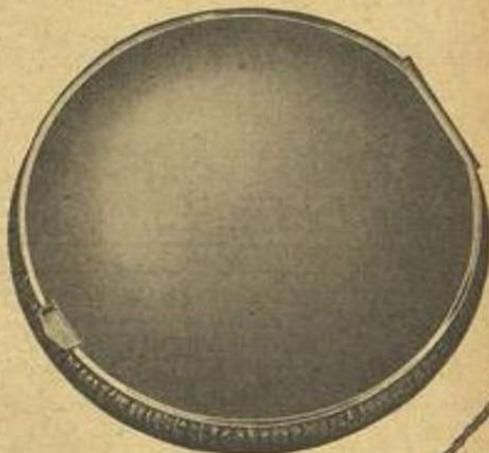
LOU MALTZ, 139 E. 8th St., PHILA., PA.
WHOLESALE JEWELER SINCE 1912.

YOU DON'T HAVE TO GUESS

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

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

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



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

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



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



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

• See Your Wholesaler •

**EVANS
CASE CO.**

North Attleboro Massachusetts

**IF WE OWNED THIS PAPER
THIS AD WOULD BE ON
THE FULL FRONT PAGE**

TO INFORM YOU OF OUR BINGO SUPPLIES. WE CARRY THE MOST COMPLETE LINE OF 8,000 ITEMS ESPECIALLY SUITABLE FOR BINGO PARTIES, CARNIVAL AFFAIRS, ETC.

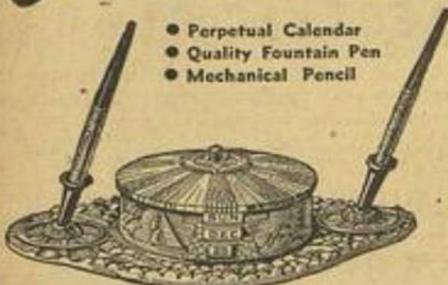
WRITE FOR CATALOG—PLEASE STATE YOUR BUSINESS.

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

FIRST TIME EVER ADVERTISED . . .

Calendar DESK SET

- Perpetual Calendar
- Quality Fountain Pen
- Mechanical Pencil



HERE is the newest and hottest premium and salesboard item on the market! Artistically designed of synthetic wood in a pattern that rivals the beauty of genuine hand carving. The calendar, operated by a tiny knob, shows the day of the week, the month and the date. Foolproof in construction and easy to set. Size 12x 7 1/4 inches. Fully guaranteed.

WRITE for 1939 CATALOG

Just off the press—Cat. No. 108. Forty pages of nationally known radios, clocks, watches, electrical goods, etc. Every operator and premium user will save money by sending for it.

LIST PRICE \$5.00

Write or wire for Catalog No. 108 showing lowest wholesale quantity prices on this new item. Special 400-hole salesboards available at 40¢ each net.

SILVER MFG. CO., Inc.

2868 Elston Ave. Dept. B-34 Chicago

We guarantee this to be the FASTEST SELLING DEAL ever offered at such a low price. Deal takes in \$4.00—Only 12 Punches—Each Punch receives Choice of Gifts. All High Grade Gift Items—6 Different Assortments.

Sample Deal, \$2.50
50 Deal Lots, \$2.25
100 Deal Lots, \$2.00

Terms: Half cash with order, balance C. O. D.

Exclusive sales rights offered in some localities.

BIG 1939 HOLIDAY GIFT DEAL

All Large, Good Quality Gift Items Mounted on Heavy Attractively Decorated Display Board.



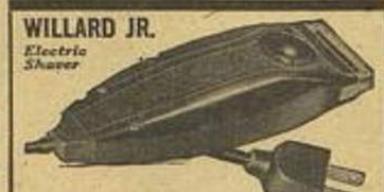
MIDWEST MERCHANDISE CO.
107th & BROADWAY, KANSAS CITY, MO.

NOTES from SUPPLY HOUSES

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

Social Name Plate Co. reports an unusually fine response to the announcement of its Social Security machine. Machine is portable and excellent claims are made for its performance. A feature of the machine is the fact that all characters are removable and replaceable. Executives of the company say that their time-payment plan is being received favorably and that because of this plan almost anyone can now go into this lucrative business. Firm also carries a complete line of Social Security supplies.

Ross Products Co. announces it is issuing a new catalog designed especially for Christmas items. Listed in the catalog are a line of Christmas tree lighting sets, tinselled holiday window display cards and electric-lighted wreaths. Ross Products Co. states that it will be glad to forward copies upon request.



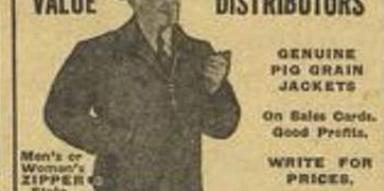
WE WILL NOT BE UNDERSOLD

Electric Shavers are selling hot and still have a big season ahead, and if they can be sold for less, Men will do it. Here is latest model dual head Willard Shaver, with straight A. C. motor, Bakelite case. Shaves as well as shavers selling at \$15.00. Order No. 851. Complete in folding leatherette case. Each, 25¢. Per Dozen \$10.00
Sample, Postpaid, \$1.25.

WRITE — WIRE TODAY.
25% Deposit on C. O. D. Jewelry, Novelties and Premium Cat. No. 283, or Sporting and Home Goods Cat. No. 282 sent on request. Mention your business. We do not add retail.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.

REAL VALUE OPERATORS-- DISTRIBUTORS



Men's or Women's ZIPPER Style.
GRUND NOVELTY COMPANY, INC.
421 E. Walnut, Des Moines, Ia.

5000 ELGIN & WALTHAM

WRIST AND POCKET WATCHES RECONDITIONED LIKE NEW
FREE WALTERER CHAIN WITH EVERY POCKET WATCH
Write for Our 60-Day Special Catalog.

NORMAN ROSEN
Wholesale Jeweler.
801 SANSON ST., PHILADELPHIA, PA.

Send your correspondence to advertisers by mentioning The Billboard.



The FLEETWOOD ELECTRIC DRY SHAVER

- DEPENDABLE SELF-STARTING MOTOR.
- DOUBLE-EDGE SHAVING HEAD.
- STREAMLINED CASE.

Reaches a new high in quality and performance—compares favorably with other high-speed shavers—yet is astoundingly low priced. Made for 110-120 V. A. C. current only. Individually boxed, complete with cord and plug.

MASTER CRAFT COMBS

- For DEMONSTRATORS
- AMBER COLOR.
 - UNBREAKABLE.

Three fast-selling styles in the popular light amber color. Excellent for demonstrating purposes, as they are unbreakable and non-combustible. Write for prices today!
SEND FOR FREE COPY OF OUR LATEST 360-PAGE GENERAL CATALOG.

GELMAN BROS.



MAKE BIG PROFITS Selling TIES!
CASH IN WITH THIS NEW FALL LINE!
Stylish to Sell on Cash and Yielding EXTRA-PROFIT, our merchandise is the nation-wide choice of wise salesmen. Silk Lined Ties, \$1.25 per Doz.; Silk Lined Ties, \$1.50 per Doz.; Custom Tailored Ties, \$1.90 per Doz.; Hand Made Ties, \$2.00 per Doz.; Hand Made Ties (pure silk warp), \$4.90 per Doz. LOWER PRICES ON LARGER QUANTITIES. \$1.00 will bring you a sample set containing 5 ties (4 each of above) & 16 attached accessories: Shuffer, Tie & Kerchief Set; Slide-on Ties; Woolen & Silk Strippers. ENQUIRE GRATIS.
Dept. K12, 22 W. 21st St., New York City.

ELGIN & WALTHAM \$2.75

RENEWED Wrist Watches Lots of 3 GUARANTEED Since 1914.
Wholesale Jeweler Since 1914.
We Offer You Wonderful Values At Record-Breaking Prices. No extra charge for Sample Watch. 7 Jewels. 25% Deposit. Balance C. O. D. New Case. New Leather Strap.
729 Walnut St., Philadelphia, Pa.

650 MEN'S USED ELGIN & WALTHAM WRIST OR POCKET WATCHES \$2.25

Stock. Good Running Order. Specify Wrist or Pocket When Ordering.
ORDER NOW WHILE THEY LAST.

JUST OUT \$15 TYPE

ELECTRIC DRY SHAVER. Year Guarantee. Retalls under \$5.00. 55. Make 50 more on each. Agents wanted. Territories still open. Don't wait, RUSH order today. Sample, Each, \$1.75; Lots of 3, Each, \$1.61; Lots of 6, Each, \$1.50; Lots of 12, Each \$1.38.
F. O. B. Chicago. RELIABLE JOBSING HOUSE, 930 West Roosevelt, Dept. F, Chicago.

RED HOT SPICY XMAS CARDS

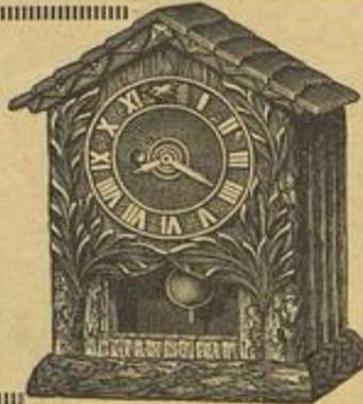
Over 200 different Cards, Folders and Novelties in stock. Prices from \$2.00 per 1,000 and up. Send 25¢ for Sample and Spec. Catalog.
SQUIR LAPL SCOTTY, Doz., .40
SQUIR LAPL MAGNIFYING GLASS, Doz., 300
Running and Tumbling MECH. MOUSE, Doz., \$3.00
Mech. GOOFY MONSTER (clever), Doz., 1.50
HOW TO RAISE A DOG, New Joke Item, Doz., 1.25
THE HOPE CHEST (Standing Frank), Doz., .75
BARBACK HIRAL GLASSES, Ant., Doz., .85
BARBACK WHISKEY SIZE GLASSES, Doz., .65
BETTY BUBBLES (w/eyes and nose), Doz., .75
New GORG FOLDING, 8" Ind., Per 100, 1.50
New Funny DIPLOMAS, 50 Kinds, Per 100, 1.50
NEW HOROSCOPES, \$11; Per 1000, 1.00
NEW COMPLETE CATALOG ready today. Write for 25¢ for same. We refund with first order, or WE WILL SEND YOU 50 Samples of Best Sellers and Catalogues for \$2.00.
SELLING BIG "HOY GUM," A Harmless Funny Joke, 20 Pkcs. to Box, Per Box, 60¢
"U GOTTA GO" GUM, 6" in Env., Doz. Env., 60¢
MAGNATRIX NOV. CORP., 186 Park Row, N. Y.

NEW! ANIMATED! BIRD HOUSE PENDULUM CLOCK!

Here's a really CLEVER idea! A new PENDULUM CLOCK! ANIMATED Coo-Coo Bird ACTION! High quality movement. Beautiful carved walnut effect case. A powerful premium item . . . and at what a LOW PRICE . . .

ONLY \$1.95 ea. (in lots of 12) Single Samples \$2.25

EVANS NOVELTY CO.
946 DIVERSEY, CHICAGO, ILL.



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

Selling Like Wild Fire. Write for Details. Includes Exceptional Values. Each Only 95¢ Postpaid.
• Premiums, Sales Brackets, Electric Clocks, Perfumes, Notions, Lotions, Blades, Soap, Extracts, Carded Goods, Sideline Merchandise.
• Wagonmen, Pitchmen, Home, Office Canvasers and Premium Workers. Get Free Catalog Listing Money-Making Items.
CHAMPION SPECIALTY CO. 814-S CENTRAL ST., KANSAS CITY, MO.

Beautiful FUR COATS FREE CATALOGUE

of the smartest fall models in Coats, Scarfs and Capes. All fur, style, size in the only line for repeat business. A typical M. J. example for top values. Pinned Seal, Dried Cooney FUR COAT (Sweeper or Fitted Style), all sizes, Termic 1/4 Deposit, Balance C. O. D. Same day deliveries.
\$9.00

Genuine ABOUT Lambskin Fur RUGS 2x3 Ft. In white, brown or gray. Big Flash. 50¢ seller in all Dept. Stores. Closeout Price. Deposit, Balance C. O. D.
\$1.00
H. M. J. FUR CO
150 West 25th Street, N. Y. C.

MICKEY MOUSE LAMPS

Walt Disney famous characters reproduced in flashy colors on extra large shade. 11" high—SELLS ON SIGHT.

20c EACH In Dozen Lots
Limited supply—first come, first served. Send 1/3 deposit with order.

BUREL & CO.
679 Orleans St., Chicago.

ALL-IN-ONE BINGO BOARD

(Continued from page 52)
same as indoors, as there are no markers to blow away or become lost.

In operation at start of the game the All-in-One Bingo Board shows 25 small windows in which numbers appear. As a number is called it is slid to one side with a pencil, toothpick, matchstick or hairpin and a solid black square appears. Thus a row of black squares indicates "bingo."

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

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

SHOWMEN'S LEAGUE

(Continued from page 48)
show at Shreveport. See you at the big doings beginning November 28 here.

Ladies' Auxiliary

October 7 meeting was well attended. President Leah M. Brumleve presided along with a full slate of officers. Invocation by Mrs. Mattie Crosby. Many activities for the coming season were discussed. Coffee was served along with delicious sandwiches donated by President Leah M. Brumleve after adjournment.

Hostess for October 13 social was Mrs. Robert Miller, the writer. About 84 guests and members attended. Many prizes were awarded. Sister Mrs. Elizabeth Ernst won first prize, a pair of hand-made pillow slips. Sister Clara Harker also won awarded a pair of hand-made pillow slips. Sister Cleora Helmer selected a suede belt. Sister Mrs. Bert Clinton was awarded a footstool. Sister Mrs. G. Rolfo chose an embroidered apron. Sister Hallie McCabe's choice was a camera. Sister Mae Taylor also won a prize. Sister Rose Page won a Tyrolean apron.

Sister Mrs. Nathan Hirsch letters she plans to return to Chicago soon. Members were deeply grieved over the news of the death of the beloved mother of Sister Mrs. Joe Straubich, who departed October 10 in Milwaukee. October 20 the regular bi-weekly meeting will be held, at which time the nominating committee will be selected. Have you forgotten your dues? They are past due now. Mail all correspondence in care of Showmen's League of America clubrooms, 165 West Madison street, Chicago.

BRITISH SOVEREIGNS

(Continued from page 34)
likely to be one of the largest benefit-raising enterprises to hold forth in this city.

Activity in the concession department was apparently little this week, at least as far as signing amusement contracts was concerned. No new contracts were executed, although several concessioners said they expected to close deals, one of major proportion, next week.

Fair weather has been a boon to contractors, even in the amusement sector. Work is under way on Children's World and Flying Turns, and Cy D. Bond, representing the Dodgem Corp., said that its enterprises will begin construction shortly.

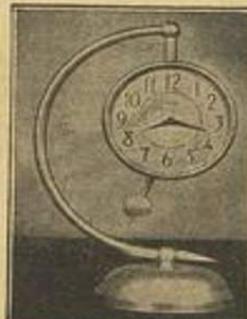
Streets of World in S. F. Financed by Business Men

SAN FRANCISCO, Oct. 15.—Cost of Streets of the World, latest attraction set for the Gayway of the 1939 Golden Gate International Exposition, will exceed \$2,225,000, it is said, and it will be financed by San Francisco business men. It will be split into foreign villages, Hawaiian, South Seas, Russian, Mexican, Latin-American, French, Italian, Swiss, Irish and Asiatic Minor. Construction will begin on November 15. Within the concession will be an International Casino, which will present American and foreign dance bands and other entertainment.

Mike Jacobs, New York boxing promoter, was here on Wednesday to discuss a projected world championship bout next April between Joe Louis and

LETTER LIST

(Continued from page 51)
Lefler, Dr. Mills, Michael
Mack & Woods Montgomery, Robert
 Cecely, Team
Manner, Shady Norsk, Anderson
Martone, Jerry O'Neil, John
McAver, Danny Oswald, Abe N.
McGrath, Jack Padden, Edward
McKee, Cecil Rockhold, Elaine
McCoy, Rod 24.



Don't Miss Out On The Big Money!
THE HOWARD PENDULUM ELECTRIC CLOCK
Is A Real Profit-Maker
The liveliest, hottest item in the premium field! Chrome plated throughout, 14 in. high, 5 in. silvered metal dial with 2-tone figures—AND swinging pendulum ACTION! Absolutely noiseless—but "clicking" in a big way with operators and public. Genuine HOWARD movement—full 1-year guarantee.
WRITE, WIRE, PHONE AT ONCE FOR SPECIAL QUANTITY PRICES.
ELECTRIC PENDULUM CLOCK CO.
637 W. ROOSEVELT RD. - - - - - CHICAGO, ILL.

FULL LINE OF GIFTS—FULL LINE OF TOYS
—FULL OF SAVINGS
Our 1938 Xmas wholesale catalog ready for mailing October 25.
Write for your copy.
LEVIN BROTHERS, Terre Haute, Indiana

Max Baer. He conferred with Harris Connick, the expo's chief director.
Thirteen more nations were reported favorably inclined to exhibit. Twenty-nine foreign countries have signed, it was announced.

Fair Grounds

COSHOCOTON, O.—Annual Coshocton County Fair here on October 4-8 had average attendance and ended profitably, despite chilly nights which slowed up spending, said C. V. Croy, secretary. Concession and ride business was below that of 1937. Exhibits were up to standard and harness racing was considered best in recent years. Adams Rodeo was grandstand attraction. On the midway were about 45 grab stands, three shows and five P. E. Gooding rides, in charge of E. W. Weaver.

HARWINTON, Conn.—About 4,000 attended the financially successful Harwinton Fair on October 1, reports Louis L. Campbell, manager, gate being about \$75 below last year's mark, the concession revenue was higher. Free acts were Rena White, dancer; Peter Lapira, accordionist, and Charlotte Laquerre, acrobat.

MANTOWOC, Wis.—A new combination exposition building and armory, replacing three wooden exhibit buildings, will be erected on the county fairgrounds here. Structure will be of brick and concrete, 90 by 200 feet. An enlarged WPA grant is expected to provide funds for all labor costs.

FINDLAY, O.—The old farm home of the late Ted Taylor, author of Down by the Old Mill Stream, was site of the 1938 Hancock County Fair, first county fair here in more than a decade. President Marvin D. Neff, Hancock County Agricultural Society, said he was negotiating for purchase of the tract from Findlay College. He said the grounds probably would be named in a manner to perpetuate the name of the son.

YORKTON, Sask.—Directors of Yorkton Exhibition Association revealed a deficit for the year of \$2,151.97. Expenditures were \$17,908.18 and revenue \$15,656.21. Rain on each day of the 1938 fair was held responsible for the loss.

DILLON, S. C.—Judge Joe Cabell Davis, secretary-manager of Dillon County Fair, said the 1938 annual promises to break all records, with the Marks Shows on the midway and 10 free acts booked and nightly fireworks. Officers recently re-elected are James McLellan, president; John W. McKay, vice-presi-

dent; Joe Cabell Davis, secretary-treasurer and manager; E. I. Reardon, publicity director.

The Pig in the Poke
I bought the pig within the poke.
Then trust to fate I don't go broke.
I put my money on this spot
And prayed for weather clear and hot.
But skies are drab and weather cold,
And no relief in sight, I'm told.
I thought to serve and try to please,
Now I fear I am doomed to freeze.
Hands in pockets, the crowd strolls by,
While all in vain my wares I cry.
But weather counts as time does go,
So why harbor this thought of woe?
Yes, tomorrow the sun may shine,
Then we will boast, "Business is fine."
And deep in pockets we will dig,
Next week to buy another pig.
—J. W. Rowland.

OUR SLOGAN
FOR OVER 22 YEARS
WE ARE "NEVER UNDEROLD"
... has given us a tremendous following
... NOW ... We challenge every Buyer
... to make us prove it.
Our line consists of Razor Blades, Yellorites, Side-Line, Merchandise, Nations, Novelties, Gifts, Salesboards and Deals.
UNIVERSAL WHOLESALERS Customers Note ... Through special arrangement all orders shipped by us.
UNIVERSAL WHOLESALERS
shipped by us.
Deposit of 25% with all O. G. D. orders.
Send ALL ORDERS to NEW YORK ONLY.

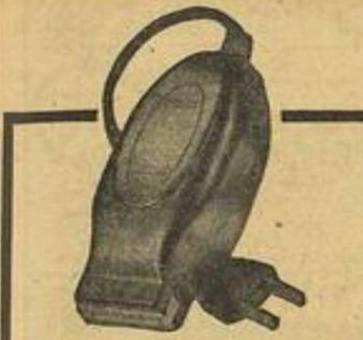
MILLS SALES CO.
Our Only Mailing Address: 901 Broadway, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

SPORS 4000
MONEY MAKER
Has 260 pages of world-wide bargains! 4,000 references specialties: selling plans; new creations; outstanding values — at rock-bottom wholesale prices. This catalog is Free. Send for a copy today.

BARGAIN SPECIALS

No.	Item.	Gross.
7a 15"	Reproduction Pearl Necklaces	\$2.25
T222	Quality Face Powder	2.75
H284	Clip Combs	2.75
N810	Men's Quality Black Pocket Comb	1.95
V89	Assorted Charms	.50
	Small Camera with 2 films	8.00
	Army & Navy Needle Book	1.00
A101	Star Razor Blades on card	1.17
H308	Elgin Dry Shaver, Each	1.25
H563	Smooth Shaving D. E. Blades,	1.00
	1,000	
H564	Smooth Shaving S. E. Blades, 100	.50

SPORS CO.
10-28 Erie St., LeCenter, Minn.



ARROW \$1.00 EACH
ELECTRIC DRY SHAVER
In Box, Lots, F.O.B. Chicago

TWO-YEAR FACTORY GUARANTEE

Big Profits for Volume Operators. Never Advertised to Retailers.

Send \$1.25 for Sample Prepaid.
Mats and Plans Free
STERLING SHAVER CORPORATION
Manufacturers
1250 W. VanBuren St., Chicago.

LATEST STYLE FUR COATS
Genuine Fur Coats, all types, all sizes. F.O.B. Chicago. Swagler or Semi-Fitted Model. Finest quality. A-1 workmanship. Escalator prices for Kings and salesboard operators. Rush your orders today for immediate delivery. Lowest prices in fur history.
1/3 Down, 2/3 Cash.
Send for New Illustrated Catalog Showing Coats We Sell You.
M. SEIDEL & SON
243 W. 30th St., New York, N. Y.

Now! Bigger Play—Bigger Profits!
NEW ALL-IN-ONE BINGO LAP BOARD
YOUR ADHERE to Sell The Space
No Markers Needed—No Tables To Set Up—Use Indoors or Outdoors—Players Can Stand or Sit—No separate marker covers or markers needed. While numbers appear in square windows. When a number is called, white number is slid out of sight and solid black square appears. Simple—operates with pencil, matchstick, toothpick, hairpin or finger. Players can hold on lap or in hand. No tables to set up—can be worked standing or seated. Strongly made. Trouble-proof, foot-proof.
Bigger Profits From BINGO—Write for Sample. All-in-One BINGO Lap Board is first real professional type equipment for Bingo game operators. Handles more players in same space. Bigger play means bigger profits for schools, churches, clubs, convales, night clubs, amusement parks, resorts, beer gardens, etc. Write at once for BINGO M.A.M. P.L.E. Board, details and prices.
KEMPER-THOMAS CO.
Dept. 88, Cincinnati, O.

BINGO
Electric Score Boards and Electric Bingo Flashers for group game operators. We are manufacturers of the above equipment. Circular Free. Games of Every Description Since 1900.
POP BAKER, 2907 W. Warren, Detroit, Mich.

"HOT - COMIC - SPICY"
XMAS CARDS—20 different to this assortment printed in full color. Post Card size.
OUR SPECIAL—\$2.50 per 1000.
SEND 25c for 20 Samples ... and Special Xmas Catalogue of Post Sellers at special prices.
T. R. PAYNE, 25 Cordova Place, New York.

ADVERTISE IN THE BILLBOARD
YOU'LL BE SATISFIED WITH RESULTS

The Man with
Inside Dope,
Uses Balloons
Made by Oak!



**OAK
HYTEX
MICKEY
MOUSE
TOSS-UP
BALLOONS**

Mickey Mouse is today's biggest money-maker for balloon vendors. Oak's exclusive line, licensed by Walt Disney, offers a large variety of popular, fast sellers. Ask your jobber, or write us for complete information.

The OAK RUBBER CO., RAVENNA, O.

LEVIN BROS., TERRE HAUTE, INDIANA
Wholesale Distributors of Oak Rubber Balloons and Toys—Write for Complete Catalog.

New Catalog
Showing Fast-Selling Newest Items in Whistlers and Games Rings, Lockets, Crosses, Signet Rings and Jewelry for Engravers. Send \$2.00 for Samples.
OLYMPIC NOVELTY COMPANY
307 5TH AVE. NEW YORK

BETTER PLUNGERS
3 Assorted Samples Postpaid 50c
ASS'D PEN, MFGS., 187 Lafayette, N. Y. C.

HEADQUARTERS FOR SOCIAL SECURITY PLATES
\$ 6.00 per 100
50.00 per 1000
CASES \$2.00 & \$4.00 per 100
STAMPING MACHINES \$85.00
ENCAVING NEEDLES 13.50
HAND DIE SETS (Complete) 5.25
Beautiful 24-Gauge ETCHED BRONZE PLATE. Sets as high as \$9.00. Not to be confused with cheaper, lighter BRASS PLATE. Sample 10c. Write for particulars and list of everything. Must have 25% deposit with order. Immediate shipment. Same day service.
H. O. STRIKER
Established 1918.
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Hot, zesty, tangible designs in flashy colors. 20 NEW DESIGNS. Full 10c values. Eye-opening profits. Start filling your pocket-book for Xmas. No return for below listed: 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Hand colors. No junk. Envelopes with each card. 20 Samples \$1.00. None free.
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Write today for new catalogue of Tonics, Oil, Salva, Soap, Tablets, Herbs, etc. Low prices—rapid service.
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Manufacturing Pharmacists
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REX HONES 3c Each
Now Less Than \$4.25 a Gross
Send \$1.00, Est. C. O. D., Plus Postage.
Each Hone in Shaky state box, priced 50c. A real fast-acting abrasive stone of good quality. Wonderful deodorizer for Pitchmen. How men are cleaning up. **ACT QUICK! REX-HONE, MFGS., 1500 Wab. Madison, BR-10, Chicago, Ill.**

For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

HOW ARE YOU . . .
novelty workers doing, working the crowds at the rodeo in Madison Square Garden, New York? Event should be a good outlet for whips, lariats and cowboy novelties.

YOU DON'T HAVE . . .
to be a scholar to be a successful business man.

YES, SIR! The good ship Pitchdom moves on despite all opposition and criticism.

JAMES L. OSBORNE . . .
pencils from Dumas, Ark., that he is back in circulation again after spending the summer in a hospital, but he's not strong enough to work. He plans to go to Southern Louisiana to build up his health. He's 80 pounds under weight at this writing. He says he feels okeh, tho.

RICTON . . .
"Barnum of the sticks" pens from Athens, Ga.: Busy playing schools in this territory. Just completed a tour of all the schools here with our dog circus to good business."

THE HOT STOVE meetings should provide the column with plenty of pipes.

HOW ARE . . .
the Saturday spots in and around Los Angeles treating you fellows working that territory?

THE GOOD LOSER . . .
tries and tries again and very often sells the product to the same persons who walked away from him before.

ARE YOU still working for the good of your profession?

FINAL SEASON . . .
records will prove whether you are a success.

REMEMBER, FELLOWS . . .
if you want your stock early order it early. Give the supply houses a break. Your order isn't the only one to be filled.

IT'S ABOUT TIME . . .
you boys and girls begin framing for the Thanksgiving and Christmas holidays. Isn't it?

WANT AN ELIXIR toward making your working hours more pleasant? Try fraternizing more with each other.

AMONG THE JAM MEN . . .
and watch workers we haven't received pipes from lately are Bus Robertson, Jack Williams, Marian Robertson, Mr. and Mrs. S. B. Bills, Bill Sherrick, Slim Johnson, Marvin South, Bob Henley, T.

A. (Slim) Rhodes, H. M. (Duke) Doebber, Al Goldstein, Matt Herman, Joe Morris, Sammy Schoen, Jerry Russell and Harry Corry. Come on, get the ink sticks workin'.

A CHANGE OF . . .
scenery doesn't hurt anyone. But if you must stay in one spot year in and year out change your items. Too much sameness doesn't make for any too lucrative passouts.

RUFUS THE RED sez that from the amount of pep displayed in some stores he believes it would well pay the management to give good demonstrators space gratis in order to give counter jumpers an education in the art of selling goods.

BETTER TAKE . . .
advantage of what's left of 1938. Only two more months to go.

THE POPULAR . . .
pitch boys are the ones who tell the truth, only the truth and nothing but the truth.

COMMON SENSE . . .
demands that we be polite to everyone we meet if we are to reach any degree of success.

RAY QUIGGIN . . .
and Speed Haacal, after a fair week at Auburn (Ind.) Fair, are en route to Kansas City, Mo., where they expect to make connections at the stock show. They would like to read pipes from Herb Johnston, Ed St. Matthews, Jack Flowers and Al Rice.

THINGS WE NEVER HEAR: "We believe that street trading satisfies the public. So let's let the public and not local merchants be the judge as to whether pitchmen may or may not be permitted to sell their wares on our street corners."—City Council.

BOB POSEY . . .
is reported to be working Battle Creek, Mich., to fair results. Bob will go into stores for the winter.

DUKE BERWINKLE . . .
tells from Martins Ferry, O.: "Haven't worked for two months, as I'm staying with my mother, who is seriously ill here. There's still plenty of money in Steubenville, O., but I don't know what the rider costs. Wheeling, W. Va., is still plenty good, and I wonder why the boys don't work Yorkville, O. Pay days fall on the 11th and 26th of each month and you must get your tips at the factory gates. Would like to read pipes from H. B. Evans."

REPETITION . . .
is said to be the mother of education. It may be true in other professions, but in Pitchdom experience backed by energy is the best instructor.

SOME WEATHER prognosticators predict a comparatively warm winter. We'll wait until next spring for the correct verdict.

H. FORRESTER . . .
is still plugging away in Pittsburgh, according to reports from the Smoky City.

"QUITE A FEW . . ."
leaf boys are making the National Dairy Show here," wigwags Charles Skulley from Columbus, O. "Georgetown (O.) Fair produced results for H. P. Coffee and Doc X. Nusman, of sheet fame, Karl K. Kramer, Pappie Graham and I. Johnson stopped over here for a day's cut-up while en route to Burns, Ind., to represent the leaf at the State Colt Show."

JOHN H. KUNZE . . .
blasts from Indianapolis: "Have pitched everything from pins and needles to harness and saddles. I can truthfully say The Billboard is my second Bible and I wouldn't be without it. I can always find an address there for stock of any kind."

HAMMOND, IND. . . .
is a good place to steer clear of, according to Harold (Tommy) Thompson,

THEY'RE NEW | **THEY SELL**
SPRING-O-MATIC PLUNGER VAC. | TATTLE-TALE INK GAUGE PENS. | PENS • PENCILS • COMBOS
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

ELGIN & WALTHAM
WRIST WATCHES \$2.95
In New Cases.

Send for Circular, showing the Biggest Bargains in Rebuild Watches and undrained Diamonds in the country.

H. SPARBER & CO.
100 North 7th Street, St. Louis, Mo.

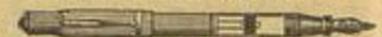
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PLUNGERS—Special \$18.00 PER GROSS
PENS • PENCILS • COMBOS
Buy Direct From Manufacturer.

GRODIN PEN CO., 655 Broadway, New York City.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

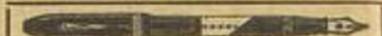


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Manufacturers Since 1919.
16 N. Union St., Dept. B, Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

DREXEL
Buy Direct From the Manufacturer.
20 MILLION DREXELS Sold in 1937.
50 Million Will Be Sold in 1938.
Send 10c for Samples.

REGENT MFG. CO.
134 W. 32d Street, NEW YORK CITY.



YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE
Write us your needs.

ARGO PEN-PENCIL CO., Inc.
220 Broadway, NEW YORK CITY.

CHRISTMAS CARDS

We are offering an assortment of Christmas Cards and Envelopes. They are attractive and modern in design. They come 25 in a box to sell for \$1.00. To receive the tremendous money making possibilities of these cards we are offering a sample box of 21 Christmas Cards and Envelopes for 25c. Wholesale price 6 boxes for \$1.00. 20 boxes for \$3.00. Shipment made same day received. Send cash, stamps or money order.

MAJESTIC NOVELTY CO.,
Dept. B-8, 248 Fifth Ave., New York City.

There's only one Pen like a Banker and that's another Banker . . . Combinations-Plungers (You use the ink.) Full line of Pens, including Pitch Pens.



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. CHICAGO, 180 W. Adams St.

Big Profits!

Own your own business, exempting K of Checks, Social Security Plates, Name Plates, Samples, with name and address, 25 cents.

HART MFG. CO.
311 Degraw Street, Brooklyn, New York.

SOCIAL SECURITY Machines and Plates

Superior portable stamping machines, stamping names, numbers on S.S. plates. No skill required. Wgt., 1 1/2 lbs. \$65
Hand Stamping Outfit, patented, plate \$19.95 holder, spacer.
24-Gauge Precision Brass Social Security Plates, polished front, back, Ea. 5c
1,000 Lots, \$45.
Double Fold, Metal Edge Leather Case, 3c
Leatherette Cover, 1 1/2c

Salesmen, Agents, Operators write for Special Introductory Deal. Complete samples, details 10c. Terms: 25% cash deposit with order. Est. C. O. D., P. O. B., N. Y. C.

SOCIAL IDENTIFICATION CO.
1560 BROADWAY, NEW YORK CITY

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

Next Issue LIST NUMBER
Will Feature the Following Lists:
FAIRS
CONVENTIONS
COMING EVENTS
DOG SHOWS
FRONTIER CONTESTS
Order a copy from your news-dealer NOW or mail 15c in postage or cash to
The Billboard
Circulation Dept.,
25 Opera Place
Cincinnati, Ohio

who pencils that by the time this reaches print he'll have left for Green Bay, Wis. He adds that he would like to read pipes from George Haney, Joe Bedard and Chet Nairn.

DOC JERRY COATES... writes from Utica, N. Y.: "Did very well on med and cleaner and am now working all here and in Schenectady and Albany. N. Y. Have formed a partnership with Du Vee, Inc. and have four boys out. Business is good and the boys I sent into New England on cleaner have been doing well since the flood there. Would like to read pipes from Art Nelson, George Brush, Eddie Gillipie and Doc Meader."

BILLY AND MABEL BEAM... pipe from Rotan, Tex., that business with their med show in West Texas, Oklahoma and Arkansas was off 30 per cent from last year, even tho they had a bigger show, carrying 14 persons. Cotton crop in West Texas is less than half that of last year. Beam says George Mitchell and De Mills have been over Texas territory and that there are plenty

SOCIAL SECURITY SENSATIONAL NEWS!! Everyone Can Buy A Machine CASH or TIME PAYMENT PRICE LESS \$50.00 THAN PORTABLE—Finest Low-Priced Machine on the Market. Economical—each character removable. Fast operation. THE GREATEST PROFIT OPPORTUNITY EVER OFFERED. 24 GA. Rich Low Gold Effect, Highly Polished SOCIAL S E C U R I T Y PLATES, 3-7/16" \$5.00 Per Hundred \$45.00 Per Thousand WALLETS, Two Pockets. Metal Corners... 3.50 per hundred Engraving Needles... 10.00 Hand Die Sets... 4.75 On Cash Terms... 1/2 Down, Balance C. O. D. F. O. B. New York. Salesmen, Agents, Operators, write for samples, Details, 10c. SOCIAL NAME PLATE CO. 258 BROADWAY, NEW YORK CITY.

FUR COATS \$11.50 Guaranteed Non-slip Genuine Fur Coats. \$2.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. Real flash for salesboards, bingo operators, agents, salesmen or stockholders. Other Coats from \$9.00. WAYNE FUR CO. 8751 Linwood Ave., Detroit.

SOCIAL SECURITY PLATES - \$3.50 per 100 Cases 1/2c each Sample with Name and Number Engraved, 15c. Without Name and Number, 10c. ELECTRIC Engraving Machine work from light motor, 400 battery or 4 dry cells. Send for literature on Plates and Machines. MOORE'S ELECTROGRAVER CO. 651 SOUTH STATE, CHICAGO, ILL.

FUR COATS Buy from well known M. MANUFACTURERS. PIECED SEAL DYED CONEY. LATEST STYLES; FINE FINISH. Sizes 14-42... \$9.00 EA. \$1.00 Deposit - Bal. C. O. D. Send for Free Price List of Popular Line of Fur Coats. SNIPPER & SCHWARTZ Manufacturing Furriers 163 West 27th St., Dept. B-22, New York City.

ELGIN & WALTHAM REBUILT WATCHES \$1.75 7 Jewel, 12 Size, in 8, H. Engraved Cases, 41. Send for Price List. Money Back If Not Satisfied. CRESCENT CITY WATCH MATERIAL CO. 113 N. Broadway, St. Louis, Mo.

ELGIN WALTHAM WATCHES Rebuilt and Guaranteed—New Chron. Cases, O-Size Wrist Watches, 7 J., \$2.95; 15-J., \$3.95; Like 12-Size Pocket Watches, 7 J., \$2.95; 15-J., \$3.95. Yellow Cases 25c Extra. 25% DEPOSIT — BALANCE C. O. D. LEO PEVNER 5 S. Wabash Ave., CHICAGO.

New Series of Legal Opinions In the next issue, in the Pipes Department, will appear the eighth of a new series of legal opinions of special interest and benefit to pitchmen, streetmen and others. It will be titled 'Validity of City Ordinance Street Restrictions'. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

of med operas around just plugging along. Lena and Bennie Rhinehart, according to Beam, played in Roby, Tex., recently. The Beams expect to be out until Christmas.

ENERGETIC DEMONSTRATORS and sales folk are figuring on a bit to handle during the winter. It's not a bit too early for manufacturers and jobbers to start announcing their Christmas trade items.

"JUST ARRIVED In Atlanta," letters Eddie (Shifty) Lewis, "but haven't located yet. Plan to remain here for a week or two. On the way down I worked Emtingham, Ill., a good Saturday spot, to a \$2 per day trader. Danville, Ill., is closed to street demonstrators, but is open on private property on your o. m. I worked a parking lot there next to Sears-Roebuck for \$1 per day to good business. Came here from Danville, Ill. Nashville and Chattanooga, Tenn., are open but never stopped to work. Have been working car polish all summer to fairly good results. It won't be long until the wife and I will be back in Sunny Florida. Pipe in, Eddie Pine."

DR. FRANK STREET is dishing out herbs and clicking at Marshfield, Mo., according to reports hitting the pipes desk.

"HERE WE ARE in the Queen City of the Ozarks," wig-wag Al and Wanda Vale from Springfield, Mo. "Now in our sixth week. Opened a week before the fair here and it gave us plenty of time to prime up for the big doin's. Saw Dr. Frank Street's layout. It might not be the largest, but it's one of the prettiest we've seen in some time. Oh, yes, this town can safely boast of the finest post office in the country."

HAVE YOU contemplated placing an odd price on your articles? This practice oftentimes seems to have a stimulating effect on sales.

PRINCESS RED FEATHER was sighted passing thru Springfield, Mo., last week en route from Kalamazoo, Mich., to Phoenix, Ariz.

JAKE J. DISCH letters that Prof. Jack Scharding worked his astrology store at the entrance to the Lake County Fall Festival, Waukegan, Ill., to good business. Scharding was the only one who worked in front, all others being in the rear of the main tent.

OPTIMES WE HEAR some pitchmen say that no pitchman has a future or is ever successful. That's hardly true. One need only look to O. H. Mitchell, of the flourishing Mexican Diamond Shop, Detroit.

THE BOY who likes his work and displays an ingratiating personality during his talks has the least difficulty in collecting that much sought after folding dough.

HOT-SHOT AUSTIN inks from Many, La., his first spot in Dixie: "Lots of cotton," says Austin, "but it isn't selling due to government interference. It looks as tho King Cotton has lost his throne, for the South is the worst territory I have been in since last fall. All who are not on relief are trying to get on. Main commercial hotel here has been turned into relief headquarters, and the natives roost on the curb like buzzards waiting for something to die. This spot is so dead that, ac-

ording to a native's tale, a fellow died on the post-office steps and was not found for three days. I expect to close about December 1 and call it a season, and a bad one at that. Will winter in Hot Springs, Ark., and open there about March 1, then head for the Northwest. Haven't seen any of the boys lately excepting O. B. Redden and C. C. Tullock."

GOOD, CLEAN WORKERS are welcome in almost any town, and 9 times out of 10 they'll meet with fair returns for their labors.

KID CARRIGAN is reported to have opened a jobbing house in Columbus, O.

DOC GEORGE BLUE from Columbus, O., that the town is positively closed to pitchmen and transients. He adds that 21 persons were picked up at a football game there recently and held for 72 hours.

O. B. REDDEN is reported to be working Texas territory.

C. C. TULLOCK was sighted working to fair results in Poteau, Okla., recently.

RALPH WALLACK is corraling his share of the shekels with corn punk in a Syracuse, N. Y. chain store.

FAMOUS LAST WORDS: "Yes, I used to be a pitchman. Can you spare a dime?"

STATE FAIR in Syracuse, N. Y., was not so good as in former years, according to Edward Marchand, who lately has been clicking to good takes working rad on Saturday spots there. "Cortland, N. Y.," says Ed, "may be worked on a soldier's reader, but the spot is out of the money. Will leave soon for New York to look over the situation there."

VIC LASHER is back in the grind again after several trips abroad in the Merchant Marine. He adds that he and Sam Aiter are (See PIPES on page 61)

Events for 2 Weeks

- (Oct. 17-22) ILL.—Chicago, Rodeo 17-20. IAN.—Oswego, Ontario, Celebration, 20-22. Wellington, Merchants' Trade Show, 18-22. MASS.—Pittsfield, Grotto Circus, 17-22. MICH.—Crystal Falls, Potato Show, 18-20. Fenville, Fruit & Flower Show, 20-21. Stephenson, Potato Show, 21. Pontiac, Homecoming, 22-23. Reed City, Horse Day & Plowing Contest, 22. MISS.—Jackson, 75 Years of Progress, 17-21. N. C.—Kings, Cotton & Peanut Festival, 17-22. N. Y.—Buffalo, Dog Show, 23. New York, Rodeo at Madison Square Garden, 7-30. O.—Huron, Horse Show, 17-20. PA.—Philadelphia, Food Show, 13-23. Pittsburgh, Dog Show, 21-22. S. D.—Mitchell, Blue & White Day, 22. Vermillion, Dakota Day, 22. (Oct. 24-29) ARK.—Farkin, Cotton Harvest Ball, 28. CALIF.—Pasadena, Dog Show, 28-30. San Francisco, Nail, Hobby Show & Home Appliance Expo., 25-28. Yucapit, Rodeo, 29-30. CONN.—Merich, Grotto Circus, 24-29. ILL.—Chicago, Food & Better Housekeeping Expo., 22-30. KY.—Paris, Fall Festival & Tobacco Show, 28-29. MICH.—Escanaba, Potato Show, 25-27. Jackson, Dog Show, 28. Lansing, Dog Show, 28. MINN.—East Grand Forks, Potato Show, 26-28. MONT.—Fort Shaw, Harvest Festival, 25. N. Y.—New York, Rodeo at Madison Sq. Garden, 7-30. N. C.—Lenoir, Celebration, 24-29. O.—Ada, Fall Festival, 27-29. Alliance, Fall Festival, 29. Cleveland, Dog Show, 30. Columbus, Jr. Live-Stock Show, 25-26. S. D.—Yankton, Pioneer Day, 25. TEX.—Galveston, Dog Show, 25-26. Glimmer, East Texas Yam Festival, 27-29. CAN.—Toronto, Ont. Shrine Circus at Maple Leaf Gardens, 24-29.

A New Deal! ELECTRIC RAZORS! to Retail for \$1.98 An opportunity! Repeat razor sales all over the country at the sensationally low price of \$1.98. Write for details today. NEW ENGRAVING PINS Over a hundred new engraving numbers—Pins, Lockets, Crowns, etc. New Whitestone and Gameo Rings, Photo Jewelry, Engraving Machines for Social Security Plates. Write today for new Catalog No. 23. HARRY PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.

REVOLUTIONARY NEW WINDSHIELD DEFROSTER Strange New Chemical clears away frost, mist, sleet and ice from windshield instantly. Gives clear vision in all weathers. Makes winter driving safer. Comes in handy container with self-feeding applicator top. Distributor needed by 25 million motorists. AGENTS WANTED EVERYWHERE. Phenomenal profits. Samples sent on trial to first person in each locality who writes. No obligation. Get details. Be first—send in your name TODAY! KRISTEE PRODUCTS, Dept., 999, Akron, Ohio.

MIDGET BIBLE Big Profit - Fast Seller - Sells Itself Costs You 3c, Sells Hot At 15c! World's smallest Bible! Size of a postage stamp. Over 200 pages of New Testament. Every verse in 10 lines. 100 words. Made in U.S.A. A hot seller at all carnivals, shows, fairs, etc. Send for details. Balance C.O.D. or \$3 per unit down, balance C.O.D. Sample Doses 60c, \$4.00 per 100, \$30.00 per 1000. Send for sample & literature on Midget Bible and Globe Novelty Co., 407-B Bellevue, Detroit, Mich.

BIG PROFITS Piping Our Silent Salesman Vending Men's and Ladies' Accessories in Night Clubs, Restaurants, Gas Stations, Etc. Money Back Guarantee. KAROO, 1615 S. Kothar, Chicago, Ill.

SELL ACE RAZOR BLADES Single, Double Edge. Snappy packages. FREE SAMPLES. LOWEST FACTORY PRICES. Free Delivery. ACE BLADE CO. 90 N. Division, Dept. 114, BUFFALO, N. Y.

ELGIN - WALTHAM & HAMPDEN WATCHES \$1.75 UP In New Chronium Cases, all sizes. Satisfaction guaranteed or money refunded. 5 USED RUNNING POCKET AND WRIST WATCHES American and Swiss. Our Assortment of \$7.50 at the Special Price of... B. LOWE Room 1208, Kenner Bldg., Chicago, Ill.

ORIGINAL Slip-Not-Ties New FALL Line, \$2.50 Des. Postpaid. Fast Sellers, Resellers. Send for Sample Doss and be convinced. Free Catalog. GILT-EDGE MFG. CO. 13 N. 13th St., Phila., Pa.

WHY WEAR DIAMONDS? When Diamond Dazzling Zirconium from the Mount of far-away Rajasthan see so impalpable and effective Stand sold; cut glass; true barbed Write for catalogues. Address THE ZIRCON CO., Dept. 12, Wheeling, W. Va. End your correspondence to advertisers by mentioning The Billboard.

Always Best SELLERS! Everything new in Fountain Pens—Plunger, Vacuum, Last 5-Drop Visibility. Combinations, matched Pen and Pencil Sets. Newest and latest colors and streamlined designs. Write today for our newly reduced price list. STARR PEN COMPANY, 300 W. Adams St., Chicago, Ill.

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A REAL FINBACK WHALE

Preserved in the flesh intact, and ready for exhibition.
SUPPORTED IN SWIMMING POSITION by steel girders, for easy transportation and exhibition.

Wt. 35 Tons—Length 55 Ft.
Montgomery Chemical Co.
411 West 5th Street, No. 1103, Los Angeles, Calif.

ROUTES

(Continued from page 20)

Ortega, Rosita (Havana-Madrid) NYC, no.
Ortiz, Joe (Club Cercle) Hollywood, Calif., no.
Osborne, Ruth (Swing) NYC, no.
Oswald (Paramount) St. Wayne, Ind., t.
Oxford Boys, Three (Chez Paree) Chi., no.

Palmer, Gaston (Pal.) Chi., t.
Pancho & Dolores (Havana-Madrid) NYC, no.
Parker, Ray (Rancho San Pablo) El Cerrito, Calif., no.
Paris, Frank (Paradise) NYC, no.
Parrisa, Granelia (Larue's) NYC, re.
Parrish, Frank (Netherland Plaza) Cincinnati, h.
Parsons, Kay (Casa Manana) NYC, no.
Payne, Johnny (Elysee) NYC, h.
Payne, Frank (Chicago) Chi., t.
Pennington, Ann (Casa Manana) NYC, no.
Pepper, Mack (Rancho San Pablo) El Cerrito, Calif., no.
Peppers, Three (Kit Kat) NYC, no.
Peterson, Ann (Midnight Sun) NYC, no.
Pettit, Ruth (Lookout House) Covington, Ky., no.
Piazza, Trini (Club Cauccho) NYC, no.
Pillakova, Nastia (Russian Kretchma) NYC, no.
Pitchee, Lowell (Biltmore) NYC, h.
Pope, Glen (Riverside) Milwaukee, t.
Powers, Rex & Betty (Riverside) Milwaukee, t.
Pritchard & Lord (Lookout House) Covington, Ky., no.
Pryor, Ruth (Bismarck) Chi., h.

Raffon Sisters, & Gay (Riverside) Milwaukee, t.
Rambau, Clay (Alma) Cincinnati, h.
Ramon & Lucinda (Cuban Casino) NYC, no.
RAMON & RENITA (Central Park Casino) NYC, no.
Ramos, Bobby (Hawaiian Paradise) Hollywood, no.
Randolph, Amanda (Black Cat) NYC, no.
Rane, Victoria (Zimmerman's) NYC, re.
Rapp, Barney, & Baco (Paramount) Ft. Wayne, Ind., t.
Ray, Iris (Pepper Pot) NYC, no.
Raye, Diane (Midnight Sun) NYC, no.
Raye, Val (Hoovervelt Tavern) Tulelake, Calif., t.
Reddy, Phil (Tokay) NYC, re.
Reed, Diana (Village Casino) NYC, no.
Reynard & Marcia (Casa Manana) Boston, no.
Reynolds, Helen, Sisters (Capitol) Washington, D. C., 20.
Reynolds, Jack (Village Nat Club) NYC, no.
Richman, Harry (Chez Paree) Chi., no.
Rickson, George (Chateau Moderne) NYC, no.
Rimes, George (Capitol) Washington, D. C., t.
Rio, Eddie, & Broa. (International Casino) NYC, no.
Roberson, Orlando (Kit Kat) NYC, no.
Roberts, Mary (Gay Nineties) NYC, no.
Roberts, Dorothy (Omar's Dome) Los Angeles, no.
Robbins, Archie (Mad Russian Cafe) Hollywood, no.
Rock, McEder (Harry's New York Cabaret) Chi., no.
Rockwood, John (Jimmy Kelly's) NYC, no.
Rolling Cloud, Chiff, Dog, Tonia Polles (Paradise) Washington C. H., O., 22. t.
Romona (Cavalier) NYC, no.
Rosillo, Jack (Monte Carlo) NYC, no.
Rosini, Paul (New Yorker) NYC, h.
Ross, Geraldine (Midnight Sun) NYC, no.
Ross, Lanny (Casa Manana) NYC, no.
Royce, Ann & Jimmie (Half Moon) NYC, no.
Rugel, Yvette (Casa Manana) NYC, no.
Rush, Ann (18) NYC, no.
Russell, Mabel (Swing) NYC, no.
Ruzk, Maclovia (Blackhawk) Chi., no.
Ryan, Tommy (Commodore) NYC, h.
Ryers, Frankie (18) NYC, no.

S. Claire & O'Day (Tivoli) Suva, Fiji Islands, 10-Nov. 15, t.
Saksonsky, Simeon (Russian Kretchma) NYC, no.
Sankar, Kostia (Bublichki) Hollywood, no.
Santos & Eivira (Monte Carlo) NYC, no.
Sava, Marussa (Russian Kretchma) NYC, no.
Sayer, Ethel (Armando's) NYC, re.
Scott, Virgie (Black Cat) NYC, no.
Scott, Hazel (Le Mirage) NYC, no.
Serba, Gloria (International) NYC, no.
Shandor (Buckingham) NYC, h.
Shatlan, Anna (Roumanian Village) NYC, re.
Sheridan, Eleanor (Raban Bleu) NYC, re.
Sherr Bros. (Rancho San Pablo) Oakland, Calif., no.
Shipstead, Roy (Pan-Pacific Bink) Los Angeles, h.
Shyretos Trio (International Casino) NYC, no.
Sidel, Bob, Trio (Beverly Hills) Newport, Ky., no.
Simmons, Lee (Plantation) NYC, no.
Simpson Sisters (St. Regis) NYC, h.
Simpson, Carl & Faith (General Motors Conv.) Detroit, t.
Slate Bros. (Pal.) Cleveland, t.
Smiles & Smiles (Kit Kat) NYC, no.
Sophisticates, Three (Orpheum) St. Paul, t.
Spencer & Pereman (Royale Frolics) Chi., no.
Sperry, Frank (Hoovervelt) NYC, no.
Sports, Capt. & Mrs. Lona (Indoor Circus) Pittsfield, Mass.; (Indoor Circus) Norwell, Conn., 24-29.
Spitalny, Phil, & Band (Lyric) Indianapolis, t.
Squires, The Four (Mad Russian Cafe) Hollywood, no.
Stanford, Virginia (Biltmore) NYC, h.
Stanley, Irene (Whirling Top) NYC, no.
Stapleton, Ann (Cavalier) NYC, no.
Star Dusters (Casanova) NYC, no.
Stephane & Craig (Willage Barn) NYC, no.
Sterling, Wynne (Roumanian Village) NYC, re.
Stuart, Gene (Wagon Wheel) Asbury Park, N. J., no.
Sullivan, Maxine (Onyx) NYC, no.
Sullivan, Freda (Beverly Hills) Newport, Ky., no.
Suter, Ann (Harry's New York Cabaret) Chi., no.
Swifts, Three (State) NYC, t.
Swift & Oyster (Moonlight Gardens) Saginaw, Mich., h.
Sydell, Paul & Spotty (Orpheum) Minneapolis, t.
Sylvester, Frederick (Capitol) Washington, D. C., t.

Taka, Michi (Midnight Sun) NYC, no.
Tate, Katherine (Queen Mary) NYC, re.
Taylor, Harry, & Five Kopy Dolls (Verde's) Detroit, no.
Templeton, Alec (Reddie City Rainbow Room) NYC, no.
Thaape Sisters (Cotton Club) NYC, no.
Theodora & Demaha (St. Moritz) NYC, h.
Theodora (Frolic Club) Springfield, O., no.
Thomas, Jackie (Swing) NYC, no.
Thomas, Orlo (Biltmore) NYC, h.
Thomabefsky Boris (Rainbow Inn) NYC, re.
Thon, Dolly (Palmer House) Chi., h.
Three Girls & a Horse (The Terrace Garden) Cohoes, N. Y., no.
Timmie & Freddie (Cotton Club) NYC, no.
Tisdale Trio (Coo Hoo) NYC, re.
Titan Trio (Paramount) NYC, t.
Toschetti, Charles (Gay Nineties) NYC, no.
Troy & Lynne (Beverly Hills) Newport, Ky., no.
Truly's Twelve Lovable Ladies (Beverly Hills) Newport, Ky., no.
Tucker, Orrin, & Band (Tower) Kansas City, Mo., t.
Tyler, Smiling Tex (Green Tree) Cincinnati, no.

Uppercus, Virginia (Moon Paris) NYC, no.
Usosnoff, Mischa (Russian Kretchma) NYC, no.
Valdes & Corrinne (International Casino) NYC, no.
Valentin's Sensational Flyers (Gran Circo Schweizer, Curacao, Dutch West Indies, Verdery Gambia (Roxy) NYC, t.
Vasary, Will, Choir (Cotton Club) NYC, no.
Wainwright, Helen (Leon & Eddie's) NYC, no.
Walker, Tex (Chateau Moderne) NYC, no.
Walker, Terry (Leon & Eddie's) NYC, no.
Wall, Clarence "Rubber Legs" (Open Door) Phila., no.
Wally, Nathan (St. Regis) NYC, h.
Ware, Peggy (Zimmerman's) NYC, re.
Warren, Del (Jim Otto's) Hollywood, no.
Warren, Earl (Pamdas Door) NYC, no.
Wayne, Nanette (Dorchester) London, h.
Webb, Conch, & Orch. (Biscany) Pittsburgh, t.
Webb, Marie (Leone's) NYC, re.
Wedding, Maryse (Zimmerman's) NYC, re.
Wences (Casanova) NYC, no.
Wenzel, Eileen (Midnight Sun) NYC, no.
Wessels, Henri (Plantation) NYC, no.
Wheeler, Maurice & Betty (Chicago) Chi., t.
White, Jack (18) NYC, no.
White, Ann (Queen Mary) NYC, re.
White, Eddie (Royale Frolics) Chi., no.
White's Lindy Hoppers (Cotton Club) NYC, no.
Wiley, Lee (Yacht) NYC, no.
Williams, Pearl (Hickory House) NYC, re.
Whitney, Gloria (Paradise) NYC, no.
Wicks, Gus "Peepers" (Radio Frank's) NYC, no.
Willard, Harold (Gay Nineties) NYC, no.
Wilson, Edna Marie (Stork Club) Kansas City, Mo., no.
Wilson, Edna Marie (Stork Club) Kansas City, Mo., no.
Wilson, Charlie (Commodore) NYC, h.
Withee, Jeri (Wivel) NYC, re.
Wood, Eleanor (Midnight Sun) NYC, no.
Woods & Bray (Jefferson) St. Louis, h.
Woolsey, Ben & Wanda (Casa Del Rey) Santa Cruz Beach, Calif., h.
Wynn, Nan (Belmont-Flara) NYC, h.
Wyse Jr., Ross, & Co. (Pal.) Chi., t.

Yacht Club Boys (Versailles) NYC, no.
Yarnell, Ira (Jimmy Kelly's) NYC, no.
Zang & Todd (Colosimo's) Chicago, no.
Zorita (Wonder Bar) Cincinnati, no.

FAIR GRAND-STAND ATTRACTIONS
(Routes are for current week when no dates are given)
Acta, Two: Greensboro, N. C.
Beno, Ben: Starkville, Miss.
Hondin-Hellin Troupe: Macon, Ga.
Calvert, Orat: Hagerstown, Md.
Cunha's Grand Beach, Calif., h.
Wynn, Nat: Belmont-Flara NYC, h.
Wyse Jr., Ross, & Co. (Pal.) Chi., t.

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Tobacco Road: (Playhouse) Wilmington, Del., 20-22.
Window Shopping: (Ertranger) Phila.
What a Life: (Royal Alexandra) Toronto, Can.
Woman, The: (Hanna) Cleveland.
Yankee Fable: (Colonial) Boston.
You Can't Take It With You: (Case) Detroit.

REPERTOIRE
Elythe, Billy, Players: Shunk Pa., 17-22.
Bruce, Wallace, Players: Great Bend, Kan., 17-22.
Lynna 13: Hamilton 28.
Hugo Players: Mountain View, Okla., 17-22.
Tomman-Newton, Tent Show: Lynchburg, S. C., 17-22.

CARNIVAL
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
All-American: Mangum, Okla.
Atlantic Coastal: Fernhill, N. C.
B. & H. Am. Co.: Johnsonville, S. C.
Bantley's All-American: (Fair) Bennettsville, S. C.; (Fair) Bishopville 24-29.
Barfield's Cosmopolitan: (Fair) Eastman, Ga.; (Fair) Buena Vista 24-29.
Barker: Portageville, Mo.
Beckmann & Gerety: Port Arthur, Tex.
Blue Ribbon: (Fair) Alexander City, Ala.
Brown Novelty: (Fair) Ogilthorpe, Ga.; (Fair) Adel 24-29.
Brook Family Ride: Summit, Ga.
Buck, O. C.: Emporia, Va.
Buckeye State: (Fair) Hattiesburg, Miss.; (Fair) Natchez 24-29.
Bullock Am. Co.: Rockingham, N. C.
Burke, Harry: (Fair) Abbeville, La.
Byers & Beach: Bland, Ark.
Byers Greater: Riscon, Ark.
Campbell's United: (Fair) Elberton, Ga.; (Fair) Dublin 24-29.
Cetin & Wilson: (Fair) Greensboro, N. C.; (Fair) Rocky Mount 24-29.
Colley, J. J.: Eufaula, Okla.
Crecent Am. Co.: (Fair) York, S. C.; (Fair) Wadesboro, N. C., 24-29.
Crowley's United: (Fair) Liberty, Tex.
Crystal Expo.: (Fair) Pageland, S. C.; (Fair) Darlington 24-29.
Cumberland Valley: (Fair) La Fayette, Ga.; (Fair) Summerville 24-29.
Dixie Model: (Fair) Plymouth, N. C.
Dudley, D. S.: Quanah, Tex.; Hamlin 24-29.
Dyer's Greater: (Fair) New Albany, Miss.; (Fair) Houston 24-29.
Elli Exp.: (Fair) Harper, Kan.; season ends.
Eddy Bros.: Lancaster, S. C.
Evangeline: Lowrey, La.
Fay & Little: Pittsburg, Kan.; Ft. Smith, Ark., 24-29.
Fidler's United: Stamps, Ark.
Fleming, Mad Gody: (Fair) Warrenton, Ga.
Florida Expo.: Hampton, S. C.
Foster's: (Fair) Jackson, Ga.; (Fair) Madison 24-29.
General Am. Enterprises: Waxahachie, Tex.
Gibbs, W. A.: Erie, Kan.
Golden State: San Fernando, Calif.
Great Southern: East Tallahassee, Fla.
Greater United: (Fair) Yorktown, Tex.
Groves: Hughes, Ark.
Heller's Acme: (Fair) Laurens, S. C.; (Fair) Gaffney 24-29.
Hennes Bros.: (State Fair) Dallas, Tex., 8-23; (B. Texas Expo.) Houston 27-Nov. 6.
Henry, Lew, & Clyde United: (Fair) Suffolk, Va.; (Fair) Loris, S. C., 24-29.
Heth, L. J.: Sanderlville, Ga.; Hawkinsville, Ga.
Hilderbrand: San Rafael, Calif.
Hippodrome: Marston, Mo.
Hughes Bros.: Bardwell, Ky.
Hyde, Eric B.: (Fair) Martinsville, Va.
Ideal Expo.: Charlotte, N. C.
Jones, Johnny J.: Expo.: (Fair) Macon, Ga.
K. O.: McAlester, Okla.
Kant Expo.: (Fair) Greenville, N. C.
Kaus, W. O.: Union, S. C.
Keystone: (Fair) Monroe, Ga.
Lange's, Dee, Famous: Huntsville, Tex.; Crockett 24-29.
Large, H. P.: Oakland, Miss.; Coffeeville 24-29.
Lawrence, Sam: (Fair) Kingstree, S. C.
Lewis, Art: (Fair) Tarboro, N. C.; (Fair) Roanoke 24-29.
Liberty United: Hamlin, Tex.
Littlefield, Thomas P.: (Fair) Laverne, Ala.
Magic Empire: (Fair) De Queen, Ark.; Idabel, Okla., 24-29.
Marks: (Fair) Athens, Ga.; (Fair) Dillon, S. C., 24-29.
Major Amusements: (Fair) Eunice, La.; (Fair) Jennings 24-29.
Miller Bros.: Brinkley, Ark.
Model: (Fair) Swainsboro, Ga.; (Fair) Douglas 24-29.
Modern Midway: Crawfordville, Ark.
Nail, C. W.: (Fair) Ruston, La.
Nye Am. Co.: (Fair) Conyers, Ga.
Orange State: Clinton, S. C.
Ozark: McAlester, Okla.
Page, J. J.: Johnson City, Tenn., 20-29.
Pan-American: (Fair) Dyersburg, Tenn.
Penny's, Bob, Am.: (Fair) Durham, N. C.
Reading's: Decaturville, Tenn.
Roberts, Jack O.: (Fair) Bladenboro, N. C.; Lake City, N. C. 24-29.
Rogers & Powell: Collins, Miss.
Robison, Robersonville, N. C.
Royal Midway: Clarksville, Ark.
Royal American: Shreveport, La.
Rubin & Cherry Expo.: Montgomery, Ala.; Mobile 24-29.
Scott Bros.: (Fair) Callman, Ala.; (Fair) Talladega 24-29.
Shurart's Doc: Roxton, Tex.
Sickels United: (Fair) Amory, Miss.
Siebrand: Elythe, Calif.
Six J. Harry: Selmer, Tenn.
Smith Bros.: Davidson, Okla.
Smith's Greater Atlantic: Piquay Springs, N. C.

FREE ACTS WANTED
For The 1939 Fairs
I can give a long season to real high-class Circus Acts, big Family Troupes, Aerial and Ground Acts, Flying Act, good Comedy Acts. Combina-tions preferred. State full descriptions first letter, and salary must be right. All small jumps. Mean business with right people. Write to DE WALDO'S ATTRACTIONS
Grooby, Minn.

COOKHOUSE FOR SALE
20 by 50, complete with Wagons. Now booked with Sheesley Shows. Can be booked next year. Brands Bros. wire.
CHAS. H. POUND
Waco, Tex.

WANTED
Concessions and Shows for a long season South (any Oklahoma and Texas. CAN PLACE next Girl Show with own outfit, Snake Show. Address MGR. K. G. AMUSEMENT SHOWS, McAlester, Okla., this week.

World of Fun Shows
WANT FOR BALANCE OF SEASON
One Flat Ride and Kiddie Ride. Also few more legitimate Concessions except Photo and Bingo. Show will stay out until December. This week, Felzer, S. C.; then as per route. Address all mail to J. E. STELLAR.

DEXTER STREET FAIR and HORSE SHOW
On the Streets. Biggest Celebration in Southeast Missouri. All Concessions open except Corn Game. No admission. Week October 24. Address SUPT. CONCESSIONS, Dexter Street Fair, Dexter, Mo.

WANTED WANTED
Information as to the whereabouts of one JOHNNY MORGAN. Any concessions or person locating this man wire READING'S SHOWS at once. W. J. WILLIAMS, Mgr., Decaturville, Tenn., Fair, this week; Somerville, Tenn., next week. P. S.—Will Buy 7-Or Tito-Whirl.

FOR SALE
Three-Exit Loop-the-Loop and Single Loop-a-Plane. Both in first-class shape. Operating this week Alexander City, Ala.
BLUE RIBBON SHOWS, Inc.

WANTED
Hires, Shows, Bingo, Ball Games and other Concessions. Out all winter. Crawfordville, Ark., Fall Festival, October 17 to 22.
MODERN MIDWAY SHOWS.

LION ARENA WANTED
Must be cheap for cash. Write W. SMITHLY, Care Burdick Shows, Gastonia, N. C., this week; Charleston, S. C., following.

Snapp Greater: (Fair) El Dorado, Ark.
 Southland: Jonesboro, Ark.
 Southern States: Hazley, Ga.; Nashville 24-29.
 Sparks, J. P.: (Fair) Oneonta, Ala.
 Spomer, C. L.: Colfax, La.
 State Fair: Pecos, Tex.
 States: (Fair) Gastonia, N. C.; (Fair) Charleston, S. C., 24-29.
 Terrill & Marohl: Austell, Ga.
 Texas Longhorn: (Fair) Jasper, Tex.; (Fair) Texas 24-29.
 Texas Kid: Brownwood, Tex.
 Valley: Smithville, Tex.
 Wallace Bros.: (State Negro Fair) Jackson, Miss.; (Fair) Meadville 24-29.
 Ward, John R.: New Iberia, La.
 Whiskey Attrs.: (Roosevelt and Station Brightwood) Indianapolis, Ind.
 West Bros.: (Fair) Greenwood, Miss.; (Fair) Vicksburg 24-29.
 West Coast Am. Co.: Menlo Park, Calif., 18-23; Emeryville 24-Nov. 1.
 West World's Wonder: (Fair) Greenwood, S. C.; (Fair) Dothan, Ala., 24-29.
 West, W. E.: Motorized: Osawatomie, Kan.
 Western State: Odessa, Tex.
 White City: Hollister, Calif., 18-22.
 Winters Attrs.: Cresco, Va.
 Wolfe's Am. Co.: Royston, Ga.
 World of Fun: Felser, S. C.
 World of Mirs: Columbia, S. C.
 Wright's Motorized: Alberta, Va.
 Zanders Greater: (Fair) Tuscumbia, Ala.; (Fair) Russellville 24-29.

CIRCUS AND WILD WEST

Barnes, Al O., & Sells-Floto: Alexandria, La., 11-12; Monroe 13; Shreveport 20; Texasiana, Ark., 21; Little Rock 22; Memphis, Tenn., 23-24; Jackson 25; Nashville 26; Chattanooga 27; Knoxville 28; Johnson City 29.
 Dennis Bros.: Blytheville, Ark., 18; Walnut Ridge 19; Searcy 20; Hot Springs 21; Hope 22; Camden 24.
 Kelly, Al O., & Miller Bros.: Kingston, Okla., 18; Woodville 19; Aylesworth 20; Bennington 21; Boswell 22; Mannsville 24.
 Polak Bros.: Rochester, Minn., 17-20.
 Robbins Bros.: Atlanta, Ga., 17-18; Rome 19; Gadsden, Ala., 20; Hopkinsville, Ky., 25.

MISCELLANEOUS

Arthur, Magician: Aupicola, Ala., 19-20; Duck Springs 21-22.
 Becker, Magician: Pine Bluff, Ark.; El Dorado 24-29.
 Burro Ball: Hedlin, Ala., 19; Carrollton, Ga., 20.
 Campbell, Loring, Magician: Parnville, Va., 19; Portsmouth 20; Smithfield 21; Elizabeth City, N. C., 24; Edenton 25; Franklin, Va., 26; Suffolk 27; Emporia 28.
 Carr, Three: (Gayety) Boston, Mass., 20-22; (Promote) Worcester 23-25.
 Corbin Family Show: Whitethird, Tex., 16-18.
 Coward, Linden, Magician: Buford, Ga., 20-22.
 Daniel, B. A., Magician: La Crosse, Wis., 19-20; Pannimore 21; Prairie du Chien 22; Independence, Ia., 23; Waterloo 24-25.
 De Cho, Magician: Hodge, O., 17-22.
 Delmar, Hypnotist, Escaper: (Egyptian) Ogden, Utah, 20-22.
 Fawcett, Hypnotist: Jasper, Ala., 24; Anniston 25; Bessemer 26.
 Fern, Y. Y., & Co.: (Ye Old Mill) Olean, N. Y., 17-22.
 Green, Magician: Charlestown, P. E. I., Can., 17-22; Georgetown 24-29.
 Hubbard, Paul, & Co., Magicians: (Public Schools) Cincinnati, O., 17-Nov. 18.
 James, Ventriloquist: (Elks' Auditorium) Madison, Wis., 19-20.
 Kline's Attractions: New Waterford, O., 17-22.
 Long, Leon, Magician: Meridian, Miss., 17-20; Laurel 21; Hattiesburg 22-24; Jackson 25-31.
 Magram, C. Thomas, Magician: Attica, N. Y., 25-27; Machio 28-29.
 Malloy, J. R., Circus unit: Canton, O., 21-22.
 Marquis, Magician: Lovelock, Nev., 19; Battle Mountain 20; Elko 21; McGill 23-24; Ely 25-28; Pioche 29; Caliente 29.
 Miller, Al H., Show: Dawson, Ga., 17-22.
 Princess Edna Show: Qsanah, Tex., 17-22.
 Novy's Dog Circus: Union Point, Ga., 17-Nov. 1.
 Root's L. Verne, Theater Workshop: Landisville, Pa., 19; Nesquehoning 20; Mt. Carmel 21.
 Tinkle's Zoological Exhibit: Hudson, N. Y., 17-22; Kingston 23-29.
 Toby's Punmakers: Dyersburg, Tenn., 17-22.
 Valentine, Flying: Shilbee, Tex., 17-22; Port Arthur 24-29.
 Walker Family Show: Cairo, Ga., 17-22.

WPA BIZ

(Continued from page 30)
 and Jim Curran, of the Federal Theater, were on hand Saturday.
 The Masked Marvel and Rose Kress, who left the show early in the season to re-enter the commercial field, rejoined here, reports Wendell J. Goodwin.

AFL AND RINGLING

(Continued from page 30)
 mentioned. Butler said he knew not that the outcome of the meetings was that newspaper dispatches stated that Wolf indicated he considered the prospects of a settlement good.
 Butler stressed the point that Ralph Whitehead, president of the AFA, altho in Houston for the AFL convention at the time, did not participate in the talks. In Tuesday night, Butler further stated, Wolf and several others from the AFL attended the performance of the Barnes-Sells-Floto show, when a turnaway was accorded, and enjoyed the show so much that they remained for the concert.
 Several rumors were in circulation this week that the Ringling interests

were selling their Sarasota, Fla., quarters, closing their New York office and moving winter quarters and office to Peru, Ind., also that Ringling-Barnum would be 60-car size next year, opening in Chicago and then moving to Madison Square Garden. These rumors were denied by both Henry Ringling North and Butler. The Big Show, Butler said, will absolutely open its 1939 season in Madison Square Garden in the spring.

NEW YORK, Oct. 15.—AFA here today stated that a meeting has been scheduled in New York between Ralph Whitehead and John Ringling North to follow a short trip to Europe by North after the Barnes-Sells-Floto show closes.

TENT MEN CHANGE

(Continued from page 30)
 elected to the board to succeed R. B. Etrod, of Lincoln, Neb. Phillip R. Slener, of Pawtucket, R. I., was re-elected as associate director.
 About 300 were registered, some 25 per cent under 1937, due to conditions. Interest was centered largely on the problems of higher standards of craftsmanship and materials and standardization of product.

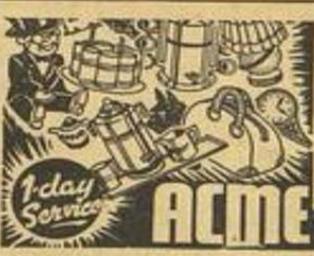
Returning to Old Style
 Definite steps are being taken to reverse the trend of the industry toward the new-style machine-roped canvas by returning to old-style hand-roped goods. Recommendations were made to start an intensive campaign to find suitable young men to be apprentices to learn the almost lost art of sailmaking. It was found that the shortage of this skilled class has become so acute that some major factories are staggering their seasons so that their craftsmen are employed for certain months, going to factories in other parts of the country for certain other definite months each year.

Progress was made toward adoption of uniform specifications, with the first item definitely adopted—a standard camping tent, incorporating ideas of the various members, which will bear the seal of the association. Similar standardization will be sought progressively in other fields. Jessop pointed out to *The Billboard* representative that this will be particularly easy in the important field of circus tents, altho smaller concessioners' tents will give more problems.
 In line with this program resolutions were adopted recommending to the Quartermaster Department of the U. S. Army that the advice of the association be sought in drafting specifications for canvas goods, and similar resolutions were addressed to the procurement divisions of the WPA and the Department of Agriculture.

A further resolution stigmatized it as an unfair trade practice to sell waterproof covers unless the weight is given on the goods before the waterproofing is applied.

Many Interesting Subjects
 The wide but solid spread of interests is best shown by a listing of topics and the authorities who presented addresses upon them during the sessions: *Standardized Tent, Stamp of Approval*, by John Barnett; *Standardized Waterproofing*, Joseph E. Dig; *Minimum Wage and Hour Law*, Harry C. Adams; *Advertising Cotton Textile Institute*, S. T. Jessop; *Labels, Trade-Marks and Standardized Specifications*, Bureau of Standards, Washington, D. C.; *Chamber of Commerce of the U. S.*, Frank Stevens, Washington; *The Dignity of Business*, James E. McGregor; *Rating of Water-Repellent Canvas*, I. J. Fairchild, director, Bureau of Standards, Washington; *Promoting the Consumption of Canvas Goods*, Robert Halstead, secretary; *Selling in Today's Market*, J. J. O'Connor; *Workmen's Compensation*, H. J. Scantlebury, Boston; *Why Sell Under Cost?*, Alden R. Taylor, president of William L. Barrell Co., Boston; *Federal Legislation—Wage and Hour Law*, Harry C. Adams, general counsel; *Training Salesmen*, George Brosch, president of Brobeck, Inc.; *Government Procurement and Standardized Specifications*, Major Charles G. Wiese, Q. M. R.-1; *Cost of Constructing a Pyramidal Tent*, W. H. Ambruster, Springfield, Ill.; *Truck Advertising*, William E. Russell, Washington; *Marking of Duck*, James E. Hooper, Philadelphia; *Fair Business Practices*, Jessop; *Building Tomorrow's National*, Adams.

Banquet, with an attendance of 500, closed the sessions. Mayor Richard W. Roding of Detroit was present. The guest of honor was J. C. McCaffery, President of the Showmen's League of America, who gave a talk on problems common to showmen and tent men.



BIG STOCK BEACON BLANKETS
NEWEST PATTERNS
 Exclusive Items for Bottom Shelf of Corn Games. Cozy Gandy at Factory Prices. Plaster Dolls and Games at Reduced Prices. THE NEWEST IN MECHANICAL TOYS. COMPLETE LINE OF PREMIUMS FOR SALESBORARD OPERATORS. Write Today for Our New 150-Page Catalog. Please state your business.
PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

STRATES SHOWS CORPORATION
WANTS RIDES, SHOWS AND LEGITIMATE CONCESSIONS for the balance of the season.
GASTONIA, N. C., FAIR, WEEK OF OCT. 17.
CHARLESTON, S. C., FAIR, WEEK OF OCT. 24.
SAVANNAH, GA., FAIR, WEEK OF OCT. 31.
CHARLOTTE, N. C., ARMISTICE DAY CELEBRATION WEEK OF NOV. 7.
ATTENTION! SHOWMEN AND RIDE OWNERS, who want to better themselves, we are open for a proposition from capable **SHOWMEN** and Major Riding Device Operators for the 1939 Season.
FAIR SECRETARIES, we are inviting correspondence. This is a 25-car Railroad Show, everything modern and up to date. Nothing too big for the 1939 Season.
 Write or wire **JAMES E. STRATES**, as per route.

FOSTORIA, OHIO, FALL FESTIVAL
OCT. 26, 27, 28, 29, 31
 Auspices **CHAMBER COMMERCE**—Location, **STREETS.**
WANTED—Legitimate Concessions, including Merchandise Wheels operated without control. Bingo sold.
 This Celebration positively **LOCAL** with **BANDS, PARADES, FREE ATTRACTIONS, SPECIAL EVENTS, MAMMOTH HALLOWEEN CELEBRATION** OCTOBER 31. No outside promotions of any kind.
 Contract for entire Midway has been awarded to **THE F. E. GOODING AMUSEMENT CO.**, Box 386, Columbus, O. Address inquiries for space accordingly.

LITTLEJOHN FAIR CIRCUIT
 Booking Shows and Rides for twenty per cent. Opening for Palmistry, Scales, Ball Games, Pitch-Till-Wins, Grabs, Diggers, Bumpers, High Striker, Crenshaw County Fair, Luverne, Ala., October 18-22; Escambia County Fair, Brewton, Ala., October 25-29. This is a Maiden Fair sponsored by American Legion and backed by the City and Schools. Fair will be held in City Ball Park, one block from Main Street. Another fair pending for first week in November. Want Small Band.

BULLOCK'S AMUSEMENT CO.
WANTS
 For Winter Show, legitimate Concessions of all kinds. No exclusives. Out until Christmas. No racket. No gate. Up-town locations. Will book Grab Joint that can serve good coffee and short orders. Rockingham, N. C., this week; Cheraw, S. C., next week. Wire or come on.

KEYSTONE SHOWS
 Want for Stephens County Fair, Toccoa, Ga., Oct. 24 to 29:
 Legitimate Concessions of all kinds.
 Address **C. A. HARTZBERG, Mgr.**, Monroe, Ga., this week.

MILLER SHOWS
WANT AT ONCE FOR FOLLOWING FAIRS AND CELEBRATIONS:
 Clarksdale, Greenville, Belzoni, Natchez; all Mississippi. CAN USE Octopus or Rolloplane, Ride-O. PLACE Shows with (or will furnish) complete outfits for same. CONCESSIONS—All legitimate Concessions open. Write or wire **MILLER SHOWS**, Brinkley, Ark., or as per route. **WANT** for the largest Traveling Museum on the road, First Agent, capable producing Billposter, good Freaks and Attractions. Year around proposition. All address Brinkley, Ark.

HELLER'S ACME SHOWS, INC.
 Want Shows with own outfits. Good proposition for Monkey Circus and Plantation Shows. Will book Loop-O-Flare. Have all other titles. Want Ferris Wheel Peeman. Good proposition for Cookhouse. Plenty of small tickets, as we own all titles and concessions. Come on, will place you at the right terms. Laurens, S. C., Week October 17 to 22; then Gaffney, October 24-29. **Bona Fide Fairs.**
 This Show will positively play one of the biggest Armistice Day Celebrations in South Carolina.
 All Address as Per Route: **HARRY HELLER, Gen. Mgr.**
 P. S.—McPhillie, Road Mechanic, wire me about Malvern, N. Y., case.

Traube Rejoins The Billboard

CINCINNATI, Oct. 15.—Leonard Traube, since September, 1935, publicity, advertising and promotion manager of George A. Hamid, Inc., and affiliated enterprises, is joining the New York outdoor editorial staff of *The Billboard* October 31 with Roger Littleford Jr. as his running mate. Traube joined the Hamid organization following nearly six years' service with the publication which he now rejoins. He and Littleford, his successor in 1936, will devote much of their attention to the New York World's Fair and other major events scheduled for the East during the next two years.

In addition to administrative duties in Hamid's New York office, Traube handled advertising and promotion at key Hamid projects, including the New Jersey State Fair in Trenton for three years, Hamid's Suffolk Downs Rodeo in Boston in 1937 and Hamid's Million-Dollar Pier in Atlantic City the past summer.

George Hamid made the following statement to *The Billboard*:

"While I am sorry to lose Leonard's services, I am glad he is returning to *The Billboard* to take up duties that he is capable of handling and which I feel confident will be of great benefit to outdoor amusements. In releasing him to take up his new post I want to compliment him publicly thru *The Billboard* for his excellent work and untiring efforts in behalf of the various George A. Hamid enterprises, and wish him and *The Billboard* every success.

"No successor is contemplated for the present. Miss Sherry Mopper, assistant in the publicity department, along with Herman Blumenfeld will handle the department for my firm."

GOOD START FOR

(Continued from page 3)

rodeo conscious. Many of the contestants who have become familiar to the public, such as Shorty Rieker, Lonnie Rooney, Ken Roberts and Oral Zumwalt, are entered, along with scores of others—more than 200 in all. The stock, furnished by W. E. (Candy) Hammer and Clyde Miller, is tough, and there were plenty of thrills and spills on opening night.

While the prize money offered is far less than that of the Madison Square Garden event, it has been sufficient to attract plenty of top hands. Purses total \$18,000 and with entry fees added the amount is more than \$20,000. In addition to the purses the Stadium corporation offers a saddle to winners of the bronk riding with saddle, steer wrestling and wild cow milking. Several firms also are offeringariat ropes, etc., to winners in the various events.

Old Hands in Charge

Hammer and Clyde Miller are this year's arena directors. Fred Kressmann is arena secretary, timekeeper and HAA director. Cy Tallon is announcer. Hickey handled advance publicity but had to leave last week to publicize Sonja Henie. Allen Lester is in charge of publicity during Hickey's absence and is assisted by Herb Pickard. Judges are Bob Aakin, Lonnie Rooney and Jonas DeArmand. Al Melgard, at the console of the huge Stadium organ, furnishes the musical background for the show.

Executive staff for the Stadium includes James Norris, president; Arthur M. Wirtz, executive vice-president and treasurer; James D. Norris, executive vice-president and secretary; Donald S. MacLeod, manager, and "Billy" Burks, box-office treasurer. Barnes-Carruthers are associate directors and furnish the entertainment attractions.

The show this year runs for 18 days.

closing October 30. Matinees are given on Saturdays and Sundays. A parade of cowboys and cowgirls was staged on opening day, the cavalcade trekking from the Stadium to the Loop and return.

New Attractions

In addition to the usual grand entry and parade of contestants, introduction of celebrities and the quadrille by cowboys and cowgirls, there are seven entertainment specialties, most of them new. Competitive events number eight. Specialties, presented between the contests, are colorful. Maxine Martin and her high-school horses and hackney ponies driven by Major John A. Guthrie and John B. Agee are the first presented. A juvenile troupe of trick ropers features Ray and Maudie and includes Fred Ryser Jr., Clark Ryser, Bill Ryser, Pat Clary, Don Stewart, Darlene Stevens, Glorena Tyndall and Gerlene Tyndall. Working at the same time are John A. Guthrie Jr., whip cracking, and Indian dances by Kenneth Good Eagle Jr., Bonny Good Eagle, Gogo Hand and George Davis, Pawnee. Roscoe Armstrong gets laughs with his bucking Ford. Oklahoma Slim with his trained mule, Skinny Dugan, is an old favorite, but Queenie, the cow, is a new feature. Chip Morris is back with his trained horse, Black Fox, with Mrs. Chip Morris at the mike. Five juveniles, Fred Ryser, Bill Ryser, Pat Clary, Tommie Snodgrass and Don Stewart, present a trick-riding exhibition. Close of the program has members of the 124th Field Artillery giving an exhibition of daredevil riding.

No Casualties

Bronks and steers on opening night appeared to be plenty tough. There were spills galore but fortunately no casualties. Two riders were caught beneath their falling mounts but escaped without injury. In the calf roping, steer wrestling and wild cow milking no fast time was made.

CORRAL

(Continued from page 32)

Toots Mansfield split second and third; Roy Matthews, Clay Carr. Second day (Sunday matinee and night and Monday night), Clyde Burk, Roy Matthews, Everett Bowman, Earl Moore, Irby Mundy. Third day (Tuesday night and Wednesday matinee and night), Jake McClure, Toots Mansfield, E. Pardee, Hugh Bennett, Juan Sallinas. Cowboy Bronk Riding—First day (Friday night and Saturday matinee and night), Bob Walden, Burel Mulkey; Bart Clennon and Alvin Gordon split third and fourth; Fritz Truan and Cliff Helm split fifth and sixth; Jackie Cooper. Second day (Sunday matinee and night and Monday night), Burel Mulkey, Stub Bartley, Fritz Truan, Leo Murray, Pete Grubb, Cecil Henley, Eddie Curtis.

Steer Riding—First day (Friday night and Saturday matinee and night), Hoytt Hefner, Eddie Curtis, Bob Estes, Hank Mills, Hughie Long. Second day (Sunday matinee and night and Monday night), Canada Kid, Hoytt Hefner, Eddie Curtis; Melvin Harper and Hughie Long and Frank Marion split fourth and fifth. Third day (Tuesday night and Wednesday matinee and night), Joe Orr; Hoytt Hefner and Albert McEuen split second and third; George Mills, Kid Fletcher. Wild Cow Milking (Results in this event are for night contests unless otherwise indicated)—First day (Friday), Hugh Clingman, Carl Shepard, Ralph Bennett. Second day (Saturday matinee), Jake McClure, Harry Hart, Maynard Gaylor. Third day (Saturday), Clyde Burk, Hugh Bennett, Buck Sorrells. Fourth day (Sunday matinee), Bob Crosby, Sonny Hancock, R. R. Ingersoll, Fifth day (Sunday), John Bowman, Clay Carr, E. Pardee. Sixth day (Monday), Maynard Gaylor, Joe Welch, Jake McClure. Seventh day (Tuesday), Hugh Bennett, Royce Suralt, Cleve Kelley. Eighth day (Wednesday matinee), Sonny Hancock,

R. R. Ingersoll, Bob Crosby. Ninth day (Wednesday), Everett Bowman, Irby Mundy, E. Pardee.

Wild Horse Race (Results in this event are for night contests unless otherwise indicated)—First day (Friday), George Mills, Pete Kerscher, Carl Dossey. Second day (Saturday matinee), Hank Mills, Kid Fletcher, Melvin Harper. Third day (Saturday), Bill Greenough, Pete Kerscher, Roger Nunn. Fourth day (Sunday matinee), Hugh Clingman, Orville Stanton, Hank Mills. Fifth day (Sunday), George Mills, Pete Kerscher, Bud Nelson. Sixth day (Monday), Orville Stanton, W. E. Karman, Hank Mills. Seventh day (Tuesday), George Mills, Pete Kerscher, Bill Greenough. Eighth day (Wednesday matinee), Orville Stanton, Lyle Cottrell, Kit Fletcher. Ninth day (Wednesday), Carl Dossey, Pete Kerscher, Chip Munk. Best Bucking Horse—Friday, Bill Greenough. Saturday matinee, Kid Fletcher and Hugh Clingman split. Saturday, Carl Dossey. Sunday matinee, Kid Fletcher, Sunday, Bill Greenough. Monday, Hugh Clingman. Tuesday, George Mills. Wednesday matinee, W. E. Karman. Wednesday, Bud Nelson. Bareback Bronk Riding—First day (Friday night, Saturday matinee and Sunday matinee and night), Bob Walden, Cecil Henley, Chet McCarty, Buttons Yonnick. Second day (Sunday, Monday and Tuesday nights and Wednesday matinee), Hughie Long, Canada Kid; Fritz Truan and Hubert Sandell split third and fourth. Steer Wrestling—First day (Friday night, Saturday matinee and night and Sunday matinee), Mike Hastings, Jimmie Downs, Howard McCrorey, Tom Hogan, Jack Quait. Second day (Sunday, Monday and Tuesday nights and Wednesday matinee), Dick Truitt and Tom Hogan split first and second; Hugh Bennett; Les Sanborn and Clay Carr split fourth and fifth.

CORSICANA (Tex.) Live Stock Fair, October 5-8, was attended by 80,000, one-half of whom saw the first annual rodeo held in connection with the event, reports John A. Stryker, publicity director and announcer. Event attracted 85 entries. Three of the five performances in the new \$16,000 rodeo stadium were sellouts. Special attractions included California Frank, Manly Francis, Ramsey Troupe, Charley Schulz, clown, and Little Bunkie, midget clown. Officials were J. N. Edens, president; W. E. McKinney, rodeo chairman; California Frank Haffey, producer, manager and arena director; Gus Weaver, Ed Smith and Owin Lewis, judges. Honored guests included Dick and Rene Shelton and Harold Hough. Results: Calf Roping—Clayton Campbell, Frank Hoelick, Eddie Smith, Bronk Riding—Bob White-side, Plaster Parish, Tom Perkins. Bulldogging—T. J. Smithson, Tom Perkins, George Wilderspin. Brahma Bull Riding—Woody Lewis, Pete Randall, Dewey Haynes.

UNDER THE MARQUEE

(Continued from page 32)

and is back at his diamond-appraising job at Hathorne, Mass., for the winter. He says it was one of the toughest seasons he ever put in in circus business. Adds that the management did all it could to keep the show going.

HARRY L. HOLMES is clowning and doing his juggling act in schools in Michigan for a large baking concern as a tie-up with the bakery's radio program, which is aired over WBMC three times a week. Holmes met Col. Clarence Chamberlin in Eganaw recently and had a ride in his 27-passenger plane. He worked a clown number on the plane, which was loaded with 25 children.

EDDIE HENRICHS, rider in Poodles Hanneford's act, which was with Hagenbeck-Wallace Circus, was given a large picture by Cesar Romero, film star, on which was the following: "To Eddie Henrichs from a fan who admires his beautiful riding." Among other film celebrities Henrichs met when the show played Hollywood were Joan Crawford, Sally Blane and Norman Foster. Henrichs and Bobby Kaye have been working in L. A. since show closed.

JACK KENDALL, cards from Clarksburg, Miss., his former home, where he went to visit a cotton festival, that he caught Haag Bros' Circus at Helena, Ark., October 4. He visited with Roy Haag and wife and Walter Jennier. Circus played under auspices of the Catholic Women's Bazaar to a good matinee and near-capacity business at night. Haag had no complaint to make about the

season's business. Kendall says he also met Dave Carroll, former circus agent, who had just finished as press agent for Phillips County Fair at Helena.

COL. DON C. HALL, who frequently goes down the trail with his Wild West drama, Old Vic Tim, and wife are back in their home place, Mokena, Ill., after a hitch-hike of 3,400 miles, taking them to Casper, Wyo., and Days of '78 at Deadwood, S. D. They dropped down into the Southwest to be with Crowley's United Shows, conferring with George C. Crowley, owner, about Hall's proposed Traveling Western Village. This may be on the Crowley shows next year. Col. Hall says: "The world is big enough for everybody if we are big enough for the world." In the last two and one-half years the Halls have hitch-hiked more than 15,000 miles, infos Doc Waddell.

MAC'S BAR AND GRILL, Miami, Fla., will again be the headquarters for circus and carnival folks during the winter. When Robbins Bros' Circus played Miami, Mack had an advertisement in *The Herald* welcoming the trouper to the showmen's headquarters. Mack also had a 20-foot banner across his entrance, welcoming the Robbins folks. Among the folks there were Albert C. Kelly, Frank Collins, Billie (Cookie) O'Neill, Stanley F. Dawson, W. H. Brown, Radio Charlie Hodson, George Grandell, Frank H. Hardy, Carl (Kid) Knight and wife, Dewey Fife, Barney Meehan, Mill Robbins and wife, Harry Hunt and wife, W. H. Cherris, Robert Barnett, Ed Clark, Joe Sprager, Jack Volse, Flying Black, and Scottie, the bagpiper. The show had four nice houses and parade made a big hit. Some Ringling-Barnum people were also there recently.

N. Y. CLUB

(Continued from page 3)

the organization should be composed exclusively of New York agents, and also because of "old-fashioned" ideas the present leadership holds.

The new group will meet early this week to form a rival outfit, elect officers and plan a policy which was described as a "progressive, constructive program that will benefit all of show business." Due in the new outfit will run \$25 a year, with the ante jumping to \$50 in January. Applications, it was stated, have already been received from Arthur Fisher, Al Rogers and Al Skea, local agents.

CHICAGO, Oct. 15.—Entertainment Managers' Association of Chicago closes its membership drive next week and will immediately start on an ambitious campaign to improve local booking conditions and effect more co-operation in the booking trade.

Widest in scope, according to President David P. O'Malley, will be a forthcoming meeting of entertainment manager associations of five key cities, including Chicago, New York, Pittsburgh, Boston and Philadelphia. Meeting will probably be held in an Eastern city, and up for discussion will be an exchange of ideas on problems and remedies, standards of aims and objects and slants on the biz as viewed by members in the different cities.

By next week the local association will have some 23 members, a number that will include most of the local offices. EMA's board of trustees, in the meantime, held a meeting with Guy Magley, local AFA head, and indicated a willingness to co-operate with the union. Agreements will be ironed out when the association sets up detailed rules and regulations.

NEW YORK, Oct. 15.—Entertainment Managers' Association five-city conclaves will be held here December 4. Representatives from Philadelphia, New York, Boston, Chicago and Pittsburgh organizations will discuss the possibility of forming a national association.

ROCHESTER, N. Y., Oct. 15.—Local bookers aren't hot about the idea of an entertainment managers' association similar to that in New York. General opinion is that the idea is good, but none would agree on talent prices. There also seems little enthusiasm for organizing actors here. AFA tried it several years ago, but performers were reported indifferent.

Novelty acts, emcees, blues warblers and girl acts are scarce, even the salaries in this territory are increasing, according to Al Norton. Among spots which have resumed shows since the fall pick-up are Buckert's Inn, Flag Inn and Camel's Haven, Rochester, and St. James Hotel, Wayland.

W. C. KAUS SHOWS, INC.

WANT FOR COLUMBIA, S. C., COLORED FAIR AND CHARLESTON, S. C., FREE FAIR TO FOLLOW:

Performers for Minstrel Show, Acts for Side Show, Legitimate Concessions of all kinds, Eat and Drink Stands, Popcorn, Floss, Candy Apples, Novelties, Scales, Palmistry, Diggers, Arcade, Bowling Alley, Jingle Board and Penny Pitches. Good prices to all. Address all communications to W. C. KAUS, Mgr., Union, S. C.

WANT SHOWS WITH OWN OUTFITS

One more High Class Free Act. Can use First Class Electrician balance of season. Must be sober. Concessions all open except Crookhouse and Corn Game. Swooper Ride for sale. A-1 condition. Will pay cash for No. 521 Wheel.

Woodsville, Ga., Fair, This Week; Hawkinsville, Ga., Fair, Week October 24; Houston, Ga., Fair, Week October 31; Outhbert, Ga., Fair, Week November 7; Greenville, Ala., Fair, Week November 14.

L. J. HETH SHOWS

The Last Day

By HAZEL KING

When Fall begins to roll around,
And leaves flash red and yellow;
The frost, it lies upon the ground,
The 'simmons soft and mellow.
The cry goes on from lip to lip,
It can't be long from now,
With rain a-fallin' drip by drip,
To take our final bow.
The boys begin to wonder where
A summer's salary went;
And hope and pray the winter's fare
From Heaven may be sent.
Like wraiths, in air, they disappear,
Their voices floating back;
We'll see you all again next year,
Goodbye, you Whittie, Slim and Mack.
The actors leave for East or West,
Their homes on wheels a-trailing;
And wish you loads of luck and rest,
And all that's clear a-sailing.
The chugging trucks make one last go,
Amidst the shouts of men;
To finally sit in wheelless row,
Till robins sing again.

(Miss King is with the Parker & Watts Circus).

Cramer Returns From South With Good Business Report

NORTH TONAWANDA, N. Y., Oct. 15.—George H. Cramer, president of the Spillman Engineering Co., who has returned from an extended Southern trip during which he visited numerous major outdoor shows, reports that, despite a few setbacks for some shows because of bad weather, a majority of showmen declared themselves well satisfied with the

season, and appeared unusually optimistic as to 1939 prospects.

He said a number of operators have already bought some new attractions for the coming season, basing their judgment on the age-old maxim, "You have got to spend money to make money." As one of the bigger operators put it, "The public has in the past year become more modern-minded than ever," stressing the fact that this is a streamlined age of speed, color and glamour, and the shows whose midway and rides symbolize this new trend are surely going to cash in on it.

Orders were booked and inquiries brought back by Mr. Cramer for and concerning the revolutionary new Silver Streak that has been called the "1932 plus ride." Mr. Cramer reports orders on hand at this time for delivery in 1939 far in excess of those of previous years. He attributes this increase in booked business to the company's pioneering of modern design in ride architecture and indirect lighting.

PIPES

(Continued from page 57)

sneaking pitches in New York with Social Security plates to good results.

DOC GEORGE M. REED . . . says he's not just talking when he says Columbus, O., is hostile to demonstrators and peddlers. He infoes that two of the 14 men arrested by Patrolman Edgar Butler on the Ohio State University grounds recently, during a football game, had city readers, yet they were locked up and held until after the game was over. A city reader is needed in Columbus even if you're a soldier, he says. Doc reports that his eyes are feeling much better.

THE OUTHRIES . . . Fred and Robert, got their share of the gelt at the recent Ohio State-Indiana University football game at Columbus, O. The lads would like to read pipes from the bunch that made the Ohio State Fair.

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

W. H. SPENCER . . . "dean of pen workers," is in Columbus, O., for his 35th yearly visit. He's 80 years of age.

DR. SHRIVER . . . old-time mad and side-show man, is retired and residing in Columbus, O. He has passed the 84th-year mark.

WILLARD GRIFFIN . . . known to pitchers and showfolks as the "Mississippi Kid," is of Brookhaven, Miss., and calls the pitch layout he is now operating the "One-Man Circus."

BOYS IN COLUMBUS, O. . . include H. T. Maloney; Bob Heeter, of auto polish and trailer builder fame; E. B. Wilson and Dr. George Hatfield, novelty worker.

BIG AL ROSS . . . is doing fine in Meadville, Pa., where he expects to maintain headquarters for at least a month. He is working surrounding towns with Social Security plates. He says Pennsylvania has them all beat.

CONCESSIONS ALL OPEN

DOTHAN, ALA., OCT. 24; DAWSON, GA., OCT. 31; AMERICUS, GA., NOV. 7, AND FOUR MORE TO FOLLOW.
WANT capable Man for completely trained Children or Exposed Show, Syd Smith wire. CAN PLACE Independent Shows and Rides for Florida Fairs. Free Acts en route South and available after October 31, contact us.

FLORIDA FAIR SECRETARIES, CONTACT US.

This is a 29-Car Railroad Show. All address FRANK WEST, WEST'S WORLD'S WONDER SHOWS, This Week, Greenwood, S. C.; Next Week, Dothan, Ala.

ELKS' CHARITY FESTIVAL

CONCORD, NORTH CAROLINA

The Biggest Date in the South

OCTOBER 24-29, INCL.—6 BIG DAYS and NIGHTS

Can place Colored Minstrel Show and one more Ride. All other Shows booked.

CAN PLACE CONCESSIONS OF EVERY DESCRIPTION

Including Wheels, Lunch Stands, Grind Stores, Palmistry, Long-Range Shooting Gallery, Diggers, Rat Game, Seales, Novelties, etc.

Write or wire SAM BURGDORF, Elks' Club, Concord, North Carolina.

ROCKY MOUNT FAIR

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

With Mebane To Follow.

Want all legitimate Game Concessions; space selling \$4 front foot. All Eating and Drinking Stands open. Address, this week, Greensboro, N. C., Fair.

CETLIN & WILSON SHOWS

NYE AND FRANCO EXPOSITION SHOWS

WANTED

FOR GREENE COUNTY FAIR, GREENSBORO, GA., Week October 24-29. A REAL SPOT.

WANTED

FOR NEWTON COUNTY FAIR, COVINGTON, GA., Week October 31-November 5. 4th BEST FAIR IN GEORGIA.

Shows with own outfits; Concessions, Wheels, Grind Stores, etc. Palmistry open, also Bingo. Johnny Caruso wants support. SECOND MAN WANTED QUICK. One more Ride, Octopus, Rides-O or Loop. B. H. (BILL) NYE, Address CONYERS, GA. (FAIR), This Week. AND SIX MORE GOOD ONES. C. J. (CLIFF) FRANCO, Address CONYERS, GA. (FAIR), This Week.

WANTED FOR MAGON COUNTY FAIR

Oglethorpe; Cook County Fair, Adel; Brooks County Fair, Quitman; South Georgia District Fair, Valdosta, Ga., Working Acts, Talkers, Ticket Sellers for Ten-in-One, Stock Concessions, Custard, Cotton Candy. CAN USE Grind Store Agents. F. Z. VAZCHE, MANAGER, BROWN'S NOVELTY SHOWS, Oglethorpe, Ga.

LEW HENRY SHOWS and GLYDE UNITED SHOWS COMBINED

WANT—WANT—WANT—FOR LORIS, S. C., WHITE FAIR
Illusion Show with or without own top, Girl Show, Mechanical City or any Money-Getting Show.
Legitimate Concessions of all kinds except Bingo. Want Cook House and Grab. Want two Flat Rides. Also want Free Act; Balloon Ascension preferred. Address LEW HENRY or GEORGE SMITH, Suffolk, Va., This Week.

DARLINGTON COUNTY FAIR

DARLINGTON, S. C., October 24 to 29; COLLETON COUNTY FAIR, WALTERBORO, S. C., November 1 to 5, inclusive.
WANT legitimate Concessions all kinds. CAN PLACE Grind Shows not conflicting. Address all mail, wires to

CRYSTAL EXPOSITION SHOWS

Pageland, S. C., This Week.

WANTED ALL KINDS OF CONCESSIONS for Five-County Agricultural Fair

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

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

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

CAN PLACE

FOR GARTHAGE, MISS., FAIR, WEEK OF OCTOBER 24, AND LONG SEASON, INCLUDING FLORIDA FAIRS.

Concessions of all kinds, including Diggers, also Shows of all kinds, Colored Performers and Road for Minstrel Shows, experienced Ride Help and Promoters. Duffly, wire me.

KLINE'S GREATER SHOWS

Union, Miss., Fair, This Week.

DROME RIDERS WANTED

W. SMITHLY, Care Strater Shows.

Gastonia, N. C., this week; Charleston, S. C., following.

WANT QUICK

Contracting Agent with car, salary, percentage. Two Promoters with cars, work two spots each week, \$4.50. Here's where you can make money if you stick to business. Show now touring. A. C. ADRIE, Whetstone-Admiral Indoor Circus, Noblesville, Ind., This Week.

Washington, D. C., Store Show

OPEN ALL WINTER.

WANTED—Operators of Science and Skill, Candy, Peanuts, Popcorn, good Lutescent, Operators, Fire Shows, Demonstrators, etc. Write, telegraph, phone Mel ADAMS, HOODNIK, 1308 East Street, N. W., Washington, D. C.

KAUS EXPOSITION SHOWS, INC.

WANT FOR GREENVILLE COUNTY FAIR, GREENVILLE, S. C., WEEK OCTOBER 24, Legitimate Concessions of all kind except Lead Gallery and Bingo. Any money-getting Single Flat Attractions. Ride Help in all departments. Address this week, MANAGER, Greenville, N. C., Fair.

SCOTT BROS. SHOWS WANT

For six more good old Alabama Fairs, Talladega, week October 24; Selma, October 31; Camden, November 7; Jackson, week November 14; Mobile Colored Fair, week November 21, and all winter in and around Mobile, Ala. Never close. Want Merry-Go-Round, Legitimate Concessions, Musicians and Performers for Colored Minstrel. Must be good. All winter's work. Cullman, Ala., Fair this week. Address C. D. SCOTT.

ORANGE COUNTY FAIR

WEEK OCTOBER 24, ORANGE, TEX.

JOHN R. WARD SHOWS WANTS SHOWS

Ten-in-One with Feature Attractions. Will furnish 100-ft. Top and Banner Line, Performers and Musicians for Minstrel Show, Girl Show, no strip. Shows with own outfits. PLACE all Stock Concessions, Photos. WANT Net High Diver; have outfit complete. Armitage Celebration, Lafayette, La.; Lake Charles, La.; Port Arthur, Tex.; follow Orange; New Iberia, La., this week.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

DRUG STORES

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

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

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

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

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

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

Retail druggists, thru their local organizations, have helped the professional operators of coin machines in some cities to defend machines against unfair legal attacks. Drug store locations profit from various types of machines and

naturally have an interest in seeing that such machines may be operated without unreasonable restrictions. Unfortunately, operators of coin machines in many cities are not organized or lack the leadership to co-operate fully with retail drug organizations.

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

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

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

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

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

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

Joe Calcutt Finds Phono Biz Booming

PAYETTEVILLE, N. C., Oct. 15.—Joe Calcutt has gone over the top in sales with the new phonographs because of the liberal trade-in offer of the firm for old models," says a Vending Machine Co. spokesman. "We have made it a business specialty to help operators secure new phonographs."

Calcutt stated: "We have doubled and in some cases tripled our phonograph business. This is due to the fact that we make it our business to co-operate with the men and to help them get their old equipment replaced with the newest and best. At the same time our plan of co-operation is to bring the machines to the operators at good prices."

"In every case we have found that where the new machines have been featured business has increased for the ops. In this way we have helped profits for the men and have been able to supply the big demand we have for reconditioned equipment of the older models."

CMMA Show To Be Home-Coming Week

(CMMA Release)

CHICAGO, Oct. 15.—James A. Gilmore, secretary-manager of Coin Machine Manufacturers' Association, makes the announcement to clear up any misapprehensions or misunderstanding about it, that CMMA will hold its Coin Machine Show at the usual time, January 16, 17, 18, 19, 1939 ("home-coming week" to the coin machine industry), and at the usual place, Hotel Sherman, "home" to operators, manufacturers, distributors and jobbers of the coin machine industry.

The Exhibition Hall is sold out, the Mezzanine Floor is mainly sold and some sales have been made in the Grand Ballroom, and exhibit contracts continue to come in every day. The show is still three months away and CMMA confidently expects to sell every available booth.

Gilmore says present expectations are

Mrs. J. H. Keeney

CHICAGO, Oct. 15.—Mrs. J. H. Keeney, wife of J. H. (Jack) Keeney, head of J. H. Keeney & Co., passed away Friday, October 14.

Funeral services were held Sunday, October 16, at 3 p.m. in Chicago. The industry offered many expressions of condolence and sympathy to Jack Keeney in his sorrow.

to have full announcements of their convention program and association plans ready for the November issues of all the trade journals. He suggests that you watch for them. Their startling originality will be interesting to the entire industry.

Exhibit's Regatta Is Going Well

CHICAGO, Oct. 15.—"Operators' raves are coming in with every mail about the superiority of Exhibit's Regatta," stated Exhibit Supply Co. officials.

"Regatta incorporates mystery selection together with big bank nite features and intermediate awards," they continued. "It is based on a nautical theme. On the blackboard are 15 red port lights and 15 green starboard lights. As the bumpers are hit the blackboard registers the hit. Unlit numbers become a guide for skill shooting."

"The mystery selection is a device whereby a low award is made upon the hitting of 1 to 3 bumpers, undetermined in location. Medium awards and bank nite awards depend on the number of bumpers hit. All awards are accurately metered by three individual meters."

"Regatta can be changed to a novelty game if desired. It is a real game and will prove to be one of the best money-makers for operators of the season."

Bingo Sales Good, Says Dave Robbins

BROOKLYN, Oct. 15.—"Altho war clouds are hanging over Europe, operators abroad still continue to buy new games," said Dave Robbins. "During the past week D. Robbins & Co. have received several nice orders for the Bingo counter skill game from European operators."

"Pin game operators particularly like Bingo because of the low price and consistent earning power. Bingo has been on the market about nine weeks and operators tell me that the games are still in original locations and that there has been no let-down in receipts. Due to the fact that three different games can be played on Bingo, this machine has every reason for truly being a long-life money-maker for operators."

Harry Stoner Is NACOMM Director

CHICAGO, Oct. 15.—Harry Stoner, president of the Stoner Corp., was elected a director of the National Association of Coin-Operated Machine Manufacturers at a recent directors' meeting. This was the unanimous choice of the NACOMM directors to fill the vacancy caused by the recent untimely death of Harry's brother, Ted Stoner, the report said.

At the same meeting, the first to be held since the passing of Ted Stoner, appropriate resolutions were adopted expressing the loss of the industry and of NACOMM thru Ted's death.

Lumber Production Up

WASHINGTON, Oct. 15.—Production of lumber, large quantities of which is used in the manufacture of pinball cabinets, reached a year's high for the week of September 24, according to the National Lumber Manufacturers' Association.

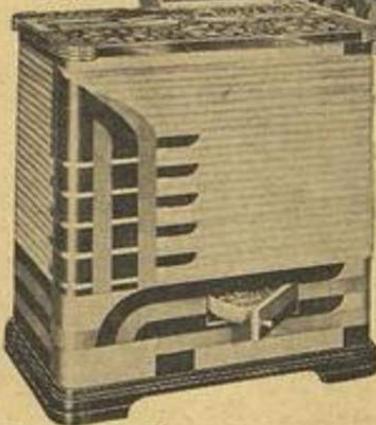
During the week ended September 24, 549 mills produced 234,530,000 feet of hard and softwoods combined, compared with 237,885,000 feet produced by 553 mills the preceding week. Shipments were 221,661,000 feet against 221,813,000 feet in the preceding week.

New business was slightly below the preceding week, totaling 197,679,000 feet, compared with 207,841,000 feet in the preceding week.

In the week ended September 24 the industry stood at 70 per cent of the 1929 weekly average of production.

Keeney's TRIPLE ENTRY

9-COIN
3-DIAL
CONSOLE
GAME
Offering
1 TO 3
WINNERS
on each
play



GREATEST MONEY-MAKER OF ALL CONSOLE GAMES

Triple Entry tops everything to date in the console game field. Larger earnings. Greater mechanical perfection. Longer life on location. Higher resale value.

J. H. KEENEY & COMPANY NOT INC.

"The House that Jack Built"

2001 CALUMET AVENUE • CHICAGO, ILL.

[Still in production, Keeney's TRACK TIME]
"The game that will always be good"

ATLAS' AUTUMN SPECIALS

CLOSE-OUT BARGAINS

BRAND NEW, IN ORIGINAL CRATES.

EXHIBIT'S BRONCO (1 Ball Paytable) \$32.50
EXHIBIT'S PLAYBALL (15 Ball Novelty Game) 29.50

CONSOLES		PAY TABLES		PHONOGRAPHS	
Keeney's Red Head Tracktime	\$124.50	Gallopins Dominoes	\$94.50	Quinella	\$69.50
Bally Teaser	39.50	Gottlieb Derby Console (9 Coin)	69.50	Classic	19.50
Jennings Derby Day (Latest Model)	75.50	Fairgrounds	\$69.50	Carom Ticket	19.50
Kentucky Club (1938)	149.50	Flickwood	69.50	Rock-Ola Regular	\$59.50
Ball Time (1938)	179.50	Ax-Sar-Bon (6 Coin Multiple)	31.50	Rock-Ola Rhythm Master (15 Records)	92.50
Dark Horse (7 Coin Selective)	49.50	Bally Entry	62.50	Wurlitzer 616	142.50
		Bally Derby	39.50	Wurlitzer 716	182.50
				DeLuxe Dancemaster	99.50

TERMS: 1/3 Deposit, Balance C. O. D. Write for our New Fall Bulletin just off the Press. Listing Complete Line of Reconditioned Counter Games, Slots, Novelty Games, Paytables and Consoles.

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WE BUY, SELL AND EXCHANGE

WANTED TO BUY		EXHIBIT RATES		COUNTER GAMES	
Sport Page		Exhibit Races	\$49.50	Zephyrs, New	\$19.50
Fairgrounds				Real Spots	5.50
Track Odds		PAYOUT TABLES		Rig Game Mueker	5.50
Mills 1-2-3		Flashers	\$49.50	David Cigarette Machines	7.50
		Pancho Record, 7 Coin Head	25.00	Peanut Machines	2.00
CONSOLES FOR SALE		Fairgrounds	69.50	MUSIC BOXES	
1928 Kentucky Club	\$139.50	High Card	15.00	1928 Rock-Ola	\$ 60.00
1928 Track Times or Skill Times	100.00	Derby Day	15.00	1937 Rock-Ola Irpe	150.00
1937 Track Times	99.50	Turf Champ	19.50		
Derby Day	39.50	Previews	12.50	NOVELTY TABLES	
Liberty Bells	39.50	Catcher Smash	12.50	Zeta, Like New	\$ 55.00
Revolutions	25.00	Winner	12.50	Bally Reserves	25.00
Dark Horse	44.50	Mills 1-2-3	65.00	World Series	125.00
Roy's Tracks, Late Style	45.00	College Football	15.00	Chico Derby	15.00
Club House	42.50	Prokross	25.00	Keeney Free Races	70.00
		Pete Finish	17.50		

CLEVELAND - CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.

CONSOLES		PAY TABLES		PAY TABLES	
Track Times, 1937		Bally Reserves	\$29.50	Carom	\$14.50
Red Heads, 1937	\$105.00	Mills 1-2-3 (Reverse Mechanism)	79.50	Pinks Peak	19.50
Skill Times, 1937		Prekross	22.50	Classic	19.50
Red Heads	109.50	Fairgrounds	35.00	College Football	21.50
Bally Ball Field	72.50	Bally Entry	44.50	Royal Buses	19.50
Track Time, 1937		Bally Stables	44.50	Grand Prize	19.50
Gray Head	72.50	Pete Finish	19.50	Double Header	19.00
Kentucky Club	142.50	Mills Big Race	92.50	Bally Multiple	17.50
Bally Paerthe	42.50			Center Smash	17.50

MODERN AUTOMATIC EXCHANGE

2618 CARNEGIE AVE. CLEVELAND, O.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

SLOTS MILLS JENNINGS FACE WATLING **SLOTS**

GIVE AWAY PRICES at **SAM MAY "HAS IT"**

Price list will prove you can save money. You owe it to yourself to have the information on our prices.

SAM MAY & COMPANY,
2011-13 Maryland Ave. Balto., Md.

GIGARETTE RACKS

Revolving or wall type. Fill at top — remove from bottom.

Price **\$2.95 to \$4.95**

DAVIS METAL FIXTURE CO.
Lansing, Mich.

CRAZY... LIKE A FOX!

That's the verdict now about operators who invested in PHOTOMATICS three, four and five years ago and are still making **STEADY PROFITS** from them.

INVESTIGATE
International Mutoscope Reel Co., Inc.
518 West 34th St., New York

Portraits of Record Artists

This is the fifth in a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

EDDY DUCHIN

Music had to put up a tough battle in winning Eddy Duchin away from the fascinations, for him, of pharmacy. When Eddy was a child in Cambridge, Mass., he hated the sight of a piano, and was dead set in his ambition to follow in the footsteps of his father, a pharmacist. But Fate, in the form of an especial talent for playing the piano, willed otherwise, and Eddy embarked on his musical career at a tender high school age, playing in the school band for \$3 a night.

Still intent on a pharmaceutical life, however, Duchin enrolled in the Massachusetts College of Pharmacy after high school and was graduated therefrom as a registered pharmacist. But in the meantime many things happened in the field of music which ultimately were to mold Eddy's future. After his freshman year he organized his first band at Pines Beach, a summer camp, and continued it during the next winter, playing all sorts of dances and weddings. He decided about this time that his planology needed improvement, and he began to study under Felix Fox, brushing up his tone and technique.

During his junior year at college he became so capable at the keyboard that Leo Reisman gave him an audition and then a job, and Eddy played with the Reisman Orchestra at the old Waldorf-Astoria, New York, and then at the Central Park Casino, ultra-fashionable New York night spot of several years ago. Thru it all, however, he was determined to eventually enter the drug store business, and it was only after two years at the Casino, when Sid Solomon, who ran the place, suggested to Duchin that he form his own orchestra, that he finally gave up once and for all his ambitions along drug lines and settled down to his career at the ivories.

Since then Eddy and his band have been among the front-runners in the dance orchestra world. His music has appealed greatly to New York's smart set and he has played several seasons at the Hotel Plaza; he's there again this year. Theater tours and radio commercials (his current one is for Fall Mall cigarettes over NBC) have also played a prominent part in his success.

Duchin married Marjorie Gelrichs in 1935, and this was to result in the one tragedy in his life. The young society girl bore him a son in 1937 but died as a result of the birth. Duchin has not remarried since and his name has never been linked romantically with anyone.

Patricia Norman, vocalist who made the sensational *Old Man Mose* recording with Duchin, is no longer with the band, her place having been taken by Dorelle Alexander, ex-Whiteman singer. Because of the success of the number, due mostly to the Duchin interpretation, it is now a feature of the band's repertoire.

Eddy has tried songwriting only once, in his Pines Beach camp days. Result of that fling was something called *Don't Forget About Tomorrow, Tho' Today May Be Gray*, which Duchin prefers to forget all about. He and his violinist, Milt Shaw, do most of the arrangements for the band.

Music Firm Moves To New Quarters

DETROIT, Oct. 15.—J. Mike Kratze, manager of the Atlas Automatic Music Co. here, announces that offices and display rooms have been moved to new quarters at 3151 Grand River avenue.

"Our new offices are a great deal more spacious, as are the display rooms," advises Kratze. "This will enable us to be of greater service to the growing number of Atlas operator-customers. Not only are the new offices larger, but they are located in the heart of the city on what might be termed Coin Machine Row. This location enables an operator to transact his coin machine business with us without any traveling inconvenience.

"Our move was made necessary by the rapidly growing acceptance of Seeburg phonographs among the music operators of the State of Michigan," Kratze added.



Record Buying Guide

An analysis of current popular songs from the standpoint of their value to phonograph operators. Tabulation is based upon radio performances and sheet-music sales during the past week of each song listed. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered.

Going Strong—Keep Them Around

CHANGE PARTNERS. This is one of the strongest songs in the country from every angle. It should be playing to nice returns in the machines, and for several weeks to come. Two popular bands have equally good recordings, so it doesn't matter much whether you're playing Jimmy Dorsey's or Ozzie Nelson's disc.

I'VE GOT A POCKETFUL OF DREAMS. Looking at it from a combined standpoint of radio plugs and sheet music sales, this is the most popular ditty of the day. There are any number of recordings, with Russ Morgan having the edge because of a particularly good version.

SMALL FRY. As the Bing Crosby Sing, You Sinners picture gets around, this song from it climbs higher on every list. It's a great machine number. There are no two ways about which waxing belongs under the needles. It would still be the Crosby platter no matter how many others were made. Bing's name is enough in itself, but in addition he sings it the way it's done in the film, which makes it a natural all around.

ALEXANDER'S RAGTIME BAND. Still going strong, to the continued surprise of the music industry. Probably will last for some weeks more, as the picture gets more local showings. Bing Crosby's name again comes up for this one. There are plenty of records to choose from, but using the Crosby one is playing safe. Furthermore, he's teamed with Connie Boswell on this disc, which makes it doubly sure.

STOP BEATIN' 'ROUND THE MULBERRY BUSH. Now that A-Ticket A-Ticket is beginning to slip, this is the foremost exponent of the swing nursery rhyme. Getting plenty of radio performances these days, altho' it's not selling too well. Tommy Dorsey and Count Basie have the best versions, and the names, especially Dorsey's, will attract the nickels to this one.

GARDEN OF THE MOON. Another case where the general release of the picture of the same title is helping the song. Sheet sale is pretty good, and operators are finding it profitable on the turntables. Red Norvo-Mildred Bailey combination does its usual good job on this one, and Skinnay Ennis, altho' a new name in bands, has a disc that they seem to like.

Coming Up—Better Stock Them

HEART AND SOUL. This is from a Paramount short featuring Larry Clinton, and it's climbing steadily and quickly. Clinton's, of course, is the version to have around, and for a runner-up Connie Boswell has turned out a side in her usual avelte manner.

AT LONG LAST LOVE. Cole Porter usually manages to have a hit tune in the score of any show he writes. This is it this time, from *You Never Know*, No. 3 on the most played list and starting to sell. Ozzie Nelson has the standout recording so far.

YA GOT ME. Band leaders and the public in general are starting to become attracted to this swiny number from the new *Mask and Wig Club* show. Kay Kyser contributes his name and a good arrangement to this one, and in case the old professor's reputation isn't sufficiently strong in your territory, there's always Tommy Dorsey, who has an equally good version.

OLD FOLKS. This is a poem song set to soothing music, and, altho' it hasn't really started to move as yet, consensus of opinion has it that it may be a big thing. Because of the story it tells in song it's a natural for the folks below the Mason-Dixon line; Southern operators, please note, and even the Northerners can't go wrong on it. Larry Clinton again, with Bea Wain's singing to help put it over in the grand manner.

SUMMER SOUVENIRS. The usual ballad that follows the hot months and relates nostalgically and prettily about a blasted summer romance. Pretty popular on the air at the moment. One waxing has Russ Morgan in dance time, and another offers Connie Boswell for straight balladeering.

I HAVEN'T CHANGED A THING. A good blues number that almost made the grade as a best seller this week. Choice this time centers between Jimmy Dorsey and Norvo-Balley. Each does it well, and each attracts the cash customers. If there is an edge, it must go to Jimmy's great swing crew.

MEXICALI ROSE. The one and only Crosby again crashes thru with the most popular phono number of the week. The record is liable to revive nation-wide interest in this oldtimer.

MY REVERIE. Larry Clinton dressed up this lovely Debussy composition and the way he plays it and Bea Wain sings it has made it a lively item under the needles.

TUTTI FRUTTI. This is the latest effusion of the Flat Foot Floogie boys, Slim and Slam; their version, naturally, is the only one that counts.

BOOGIE WOOGIE. This is not to be confused with the song from the Cotton Club (New York) Revue. This one is the Tommy Dorsey rendition of an old "hot jazz" classic, designed to make them hop, skip and jump.

MARIE. Another Dorsey item, and the ditty that really made Tommy's name mean something. Operators are still finding it pays dividends.

MARTHA. Larry Clinton once again, and the only possible platter of it to have around, since it was his new arrangement that popularized the swing version. However, Connie Boswell doesn't do so badly by it, with noble assistance from Bob Crosby and his boys.

Going Down—Not Worth Pushing

MUSIC, MAESTRO, PLEASE
YOU GO TO MY HEAD
I'M GONNA LOCK MY HEART
NOW IT CAN BE TOLD
WHEN MOTHER NATURE SINGS HER LULLABY
THERE'S A FARAWAY LOOK IN YOUR EYE
OPERATORS' SPECIALS

Bertucci Okehs Rock-Ola Phonos

BILOXI, Miss., Oct. 15.—John J. Bertucci, president of the United Novelty Co., is an aggressive operator who is really representing the coin machine industry as it should be, according to Rock-Ola officials who recently passed thru Biloxi.

"Bertucci's organization is known thruout Mississippi," stated the visiting officials. "It is really one of the largest operating units in the State. We know that he's doing a mighty fine job in operating our coin-operated equipment and he tells us that our machines are doing a fine job for him and his locations."

Says Bertucci, "We haven't any complaints to make about business down here. It's good. Maybe that's because we have live-wire locations and the right kind of coin-operated amusement machines. Our Rock-Ola phonographs are especially popular with the customers."

"The success of a business like mine," said Bertucci, "is dependent not only on the head of the company, but on the co-operative efforts of the entire personnel. My organization is closely knit and we all work together—that's the way it should be."

Bertucci is president of the Mississippi Coin Machine Operators' Association.

Cultivate Public, Says Nat Cohn

NEW YORK, Oct. 15.—Modern Vending Co., one of the leading distributors of this city, is urging operators to help develop better public relationships for the industry, according to recent reports.

"In this way," state Nat Cohn, "we are sure of a better industry. Once the public is certain that we are here to work with it it will work with us. We want the public to feel that the automatic phonograph is an instrument mainly designed for its enjoyment. We want them to know that music merchants are trying to help them enjoy themselves and to meet with their every wish."

"That's one of the reasons why we are constantly urging operators to gain the confidence of the public and work with it in every way. Loans of idle instruments for charity entertainments and for general use at parties, etc., is one of the best ways that we know to show the public how much we appreciate its patronage."

Expert Explains Qualities Of Sapphire Phono Needles

NEW YORK, Oct. 15.—Lowell H. Walcutt, inventor and engineer of the Walco Sapphire Phonograph Needle, this week explained the reason for the long-wearing qualities of the needle.

"Many operators have asked us why anything as hard as a sapphire would not tend to quickly wear out a record. It is a generally mistaken idea that the hardness of the needle has to do with the excessive wearing. It is not hardness which causes wear but roughness. And roughness means friction."

"You can rub your hand all day long with something like the flat side of a spoon and no harm will be done. But rub it with a file and the skin will be broken very quickly."

"The polished sapphire in the Walco Sapphire Needle is smooth, much smoother than any metal. Therefore friction is at its lowest."

"Weight is an equally important factor in wear. If you draw a pencil point across your hand lightly no harm results, but if you bear down heavily it will cut you. Thus it is doubly important in coin-operated machines, where the pick-ups are quite heavy, to have the smoothest possible needle point."

Finally it is interesting to know that the finest laboratory pick-up has a diamond needle permanently inserted. With this pick-up a record may be played a thousand times without showing wear. If it were only possible to use diamond points in coin-operated machines our diamond needle would outwear the machine due to its tremendous hardness and wearing quality. Unfortunately, diamond needles cost about \$20 each.

"Sapphires are definitely known to be the next hardest substance to diamonds. For this reason the Walco Sapphire Needle offers the trade an excellent substitute for a diamond at a price acceptable to the thousands of operators."

What the Records Are Doing for Me---

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

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

Kansas City

October 14, 1938.

To the Editor:

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

Swing stuff ranks first. That's a fact here invariably. And for my money I choose some of these and watch the nickels gather. Red Norvo and Mildred Bailey's *I Haven't Changed a Thing*, *Small Fry*, *Born To Swing and Jump* *Jump's Here* are all good. All locations eat the Norvo-Bailey fare up. Jimmy Dorsey's Band is consistently a money maker, too, especially with *The Yam*, *Change Partners*, *Dusk in Upper Sandusky* and *Killy-Lee*. My regret is that the recent Dorsey versions of *I Cried for You* and *Song of the Volga Boatmen* came out on 12-inch discs rather than the usual 10-inch size. As they are they cannot be used on machines, tho they are naturals for ops.

To garner coins a novelty tune must have a solid punch. Too many of them fall short. Horace Heidt's *Figaro* and Dick Himber's *Parade of Bands* somehow haven't the spark. It takes a novel vocal like Leo Watson's scating on Gene Krupa's version of *Tutti-Fruiti* to attract the play. But a novelty platter to me is always a gamble. Once they click nothing else can stop them from getting the heaviest play. I still find Joseph, Joseph a winner on locations

where the citizenry is predominately Jewish, yet there's been 10 dozen other novelties issued since Easter which flopped all the way.

Good old standards that bring in the dough day in and day out here, regardless of locations, include the Bob Crosby-Connie Boswell stomparoo, *Martha*; *Hot Lips*, by Henry Busse; *Marie*, by Tommy Dorsey; *Down by the Old Mill Stream*, *Rhythm Is Our Business* and *Linger Awhile*, by Jimmie Lunceford, and a batch of Benny Goodman classics, including *One o'Clock Jump*, *Roll 'Em*, *Wrappin' It Up*, *Russian Lullaby*, *Stardust* and *Tiger Rag*, latter played by the BG quartet. On locations in the Harlem section the quartet's late sides titled *Blues in My Flat* and *Blues in Your Flat* are the current rage, probably because of Lionel Hampton's vocal and vibraphone work.

Now for the records that somehow fail to create a ripple, even tho the material, artist and label are dependable. Society bands like those fronted by Leo Heisman, Xavier Cugat, Al Donahue, Henry King, Emory Deutch, Lawrence Welk, Johnny Green and Paul Whiteman simply are not worth fooling with. They may rate elsewhere, but not here. Commercial bands have a tough time in Kansas City as far as their records go, but a few make the grade. In the latter group I would name Shep Fields, Eddy Duchin, Henry Busse and Russ Morgan as foremost. But on the whole I'd rather jump at the platters made by Norvo-Bailey, Jimmy Dorsey, Benny Goodman, Tommy Dorsey, Count Basie, Andy Kirk and perhaps Casa Loma. They are the artists who seem to play pop or swing tunes as the customers want 'em played—and that's what counts with me.

Bing Crosby, lest I forget, still is a godsend. His offerings are always good. Other movie stars are pretty bad. Only by closely watching the machines—and the coins that go in 'em—can an op successfully offer the discs which will be the most in demand. It's an interesting business. CARL HOELZEL, President United Amusement Co., Kansas City, Mo.

New Haven, Conn.

October 15, 1938.

To the Editor:

Having most all of our machines installed near and around Yale University, we must also keep the college boys satisfied. We found out that the students go for the records with Tommy Dorsey, Benny Goodman, Bunny Berigan and Larry Clinton. Swing numbers, with such college tunes as *Anchors Aweigh*; *Soles*, *Bools*, etc., intermingled, are the best bets in these spots.

In our servicing to the locations everywhere we found out that it is best to treat each spot individually for best results. One may specialize in swing, while the next-door neighbor may have a crowd

which wants more vocal and fox trot. Then, too, a bit down the block the folks there may want more mellow music with a ballad or two mixed in. With the proper co-operation from each location owner we can always come together on the proper combination of records that will be best for him.

Our biggest hits now include *Old Man Moss*, played by Eddy Duchin; *A-Ticket A-Ticket*, played by Chick Webb; *Stop Beatin' 'Round the Mulberry Bush*, played by Count Basie; *What Goes On Here?*, played by Benny Goodman; *Now It Can Be Told*, by Tommy Dorsey; *Alexander's Ragtime Band*, by Henry Busse; *I've Got a Pocketful of Dreams*, by Russ Morgan; *You Go to My Head*, by Larry Clinton; and *Small Fry*, by Russ Morgan.

Coming up fast that will bring in plenty of nickels are *Lambeth Walk*,



THE POWER

OF A GOOD NAME

A WEDGE INTO THE BEST LOCATIONS . . . AN ASSURANCE OF CUSTOMER SATISFACTION . . . BRINGING BIGGER OPERATING PROFIT . . . THAT IS THE POWER BEHIND THE GREATEST NAME IN MUSIC HISTORY . . .

WURLITZER

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

MODERN VENDING COMPANY

656 BROADWAY, NEW YORK
822 FIFTH ST., MIAMI BEACH



played by Russ Morgan; *Change Partners*, with Ozzie Nelson; *At Long Last Love*, played by Kay Kyser. Don't fail to get *Heart and Soul*, by Larry Clinton, it's a sure money maker.

We might mention that we found it was not profitable, and it cheapened the music business, to put on suggestive records. Pleasing music, chosen thru proper analysis and individualized effort with each location, has proved to our advantage in making the most progress in this department.

I think that the record people could get more volume if they had some of the big artists on the medium-priced records. J. J. FITZGERALD, Connecticut Automatic Music Co., New Haven, Conn.

New York City

October 15, 1938.

To the Editor:

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

The latest release we are banking on to become a real

hit is *Old Folks*, by Larry Clinton. In my opinion this number has what it takes to please phono fans and will be leading the hit parade before many weeks have gone by. Russ Morgan is due to come forth with a new release of this tune next week and advance reports indicate it should be a honey. Another new number that will go good in spots where sweet music is wanted is *Connie Boswell's Summer Sospensira*. Al Dona-



J. J. Fitzgerald



Babe Kaufman

EXPERIENCED MUSIC MEN

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Only PERMO POINT is standard equipment on ALL new phones. It is recommended and sold by all record distributing companies . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

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PERMO PRODUCTS CORP.

Metallurgists - Manufacturers
505 RAVENSWOOD AVE., CHICAGO, ILLINOIS

hue's *All Ashore*, backed up by his version of *Revery*, is also on its way up.

For Harlem spots you'll have to look a long time to beat Blue Lu Barker's rendition of *Don't You Make Me High*. We're using this tune in all our Negro spots and it's getting a terrific play. Harlem is going wild over the tune and it should be a big hit in colored locations throught the country.

Altho they have been in our machines a bit longer than the tunes mentioned above, the play meters on our machines show that *Sha-Sha*, by the Andrews Sisters, is still a big money-maker, as are Larry Clinton's and Connie Boswell's versions of *Heart and Soul*. These numbers are going well in all types of locations. Tho I find *Ticket-a-Ticket* on its way down, it still is doing enough business to keep it in most of the machines. In taverns and restaurants where crowds gather before and after football games as well as in spots frequented by college and high school crowds I find it profitable to keep a couple of the college

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GENUINE PHONOGRAPH **Sapphire** NEEDLE

Flawless uniformity GUARANTEED! Every note filtered through a GENUINE Sapphire! Cut, ground and polished by diamond cutters! "The Greatest Achievement in Music History!"

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ALL PHONES: CIRCLE 7-1381

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These prices will advance next week, so take advantage of them now

MILLS DANCEMASTERS	\$17.50	WURLITZER P12	\$55.50
MILLS SWING KINGS	67.50	SEEBURG 34 MODEL SELECTO-	12.50
MILLS DO RE MI	67.50	PHONES	19.50
ROCK-OLA 12—REGULAR	22.50	SEEBURG 36 MODEL SELECTO-	20.50
ROCK-OLA 12—RHYTHM KING	24.50	PHONES	
WURLITZER P10	121.50		
WURLITZER 616			

All in good condition and ready to operate. 1/3 cash with order, balance C. O. D.

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620 Massachusetts Ave.,
INDIANAPOLIS, IND.

We Will Not Be Undersold

616-A Wurlitzer Phono \$139.50

616- Phono 129.50

SAME AS NEW

MILLS NATURAL DANCE MASTER\$49.50
STEWART-McGUIRE 7-COL. CIG. MACHINE.....\$54.50

Write for Slot Prices

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CHICAGO

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—616—

(Lots of 10)

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616A	\$169.50
P12	69.50
716	139.50
ROCK-OLA, Late 1936 Model	59.50

USED CIGARETTE MACHINES.	
ROWE ARISTOCRAT	\$22.50
(6 Columns)	
STEWART & McGUIRE	27.50
(8 Columns)	
NATIONAL 1937—9-30	\$74.50
(CIRCLE)	

BABE KAUFMAN

MUSIC CORP. 250 W. 54th St., N.Y.C.

Marching songs in the machines. Seems like fans full of the college spirit like to hear *Anchors Aweigh*, *On Wisconsin*, *Notre Dame's Victory March* and similar tunes.

Among the older releases which I'm finding to be the best fill-in numbers are Horace Heidt's *Sociable*, *Martha*, by Larry Clinton, and *Marie*, by Tommy Dorsey. The latter two are especially good in spots where the jitterbugs gather. Ted Lewis' new release of *When My Baby Smiles at Me* and his *St. Louis Blues* as well as the disc that has Tommy Dorsey and Benny Goodman back to back both doing *Star Dust* are more than holding their own. Among the newer releases of old-time favorites that is doing well is Dick Robinson's *Springtime in the Rockies* backed up by *Rancho Grande*.

BABE KAUFMAN,
Babe Kaufman Music Co.,
New York City.

Harrisburg, Pa.

October 12, 1938.

To the Editor:

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

My Reverie, by Tommy Dorsey; *Ya Got Me*, by Larry Clinton and Kay Kyser; *My Heart Is Unemployed*, by Hal Kemp, with F. D. E. Jones on the reverse, are among the lively and timely tunes which have been clicking with us. *Wacky Dust*, by Bunny Berigan, is just coming in good.

Artie Shaw's numbers are always favorites with jitterbugs here. Right now his *Begin the Beguine* and *Back Me and My Girl*, by Munro, from the picture of the same name, is a lively and

catchy tune we have found profitable. *Teacher's Pet*, by Shep Fields, has been scoring. *Hearts Are Never Blue in Blue Katus* is our best Hawaiian number, and *Mexicola Rose*, by Bing Crosby, is another sure hit. Tommy Tucker's *Love of My Life*, and *So Help Me*, by Dick Todd and Kay Kyser, are two more pieces which have been showing outstanding returns. *My Bonnie Lies Over the Ocean*, by Ella Logan, is still making the Scotch spend their nickels.

Among the novelties which are holding top places are *Old McDonald Had a Farm*, by the Kidoodlers, and *How Ya Gonna Keep Them Down on the Farm*, which is the latest and best Hoosier hot-shot number.

Our locations can be divided into three separate groups: soda fountains, where swing is king; taprooms, where vocal and other dance numbers are going over along with swing, and bowery spots, which, along with small-town locations, go for wild music and novelty numbers.

S. HOFFMAN,
Tri-State Music Co.,
Harrisburg, Pa.

Detroit

October 15, 1938.

To the Editor:

Many of our customers go in for swing here. This is especially true in locations where the younger folks gather. At the present time in the confectioneries and lunch rooms located near high schools and colleges here we are finding Tommy Dorsey's *Stomping at the Stadium* backed up with *Rainbow Round the Moon* to be quite popular, as is *Boogie Woogie*. *Jitterbugs Lullaby* is also scoring in these spots. I have just purchased a quantity of Benny Goodman's *Russian Lullaby* for these spots.

I find that soft sweet music goes best in beer garden locations save those where the young people gather. People who frequent these spots like Bing Crosby's music and at the present time his *Mexicola Rose* is going to town both in my machines and in all others in this territory. Another favorite is Eddie Duchin's *My Reverie*.

A novelty number goes over occasionally with my customers. A few records with a slight innuendo are wanted in stag spots, but they don't go over elsewhere. I find it necessary to study each location by itself to discover just what kind of records are preferred in each spot.

I heard a preview of a record to be released next week which I believe will score a big hit with music machine pa-

trons. *While a Cigarette Is Burning* is its name.
LOUIS BERMAN,
Champion Automatic Music Co.,
Detroit, Mich.

Moline, Ill.

October 11, 1938.

To the Editor:

"Music Puts Sunshine in the Heart" is the slogan of our firm, and we try to fulfill our part of the obligation it imposes by giving the patrons of our music machines the type of music they most want to listen to. In order to find out in advance what they will want, I find the radio an invaluable aid. By this I mean that the songs usually requested by patrons of phonograph locations are usually the ones that are to be heard on the air-planes of that particular territory. Consequently, by tuning in on some of the name bands being heard in my territory, I get a pretty good line on the discs that will make money. There is only one trouble that I have in getting records and that is we usually aren't able to obtain recordings of the tunes heard over the air for which we have requests until two to four weeks after their introduction.

As for the numbers that are clicking best in our locations of the better type, both dance spots and those of the restaurant type, Bing Crosby's *Mexicola Rose* leads the parade with an unusually heavy-play being recorded. Bing is always good here, and the revival we've been staging on *Dear Old Girl* and *Sweet Lelani* is proving to be a profitable move. Both Shep Fields' and Sammy Kaye's renditions of *I've Got a Pocketful of Dreams* are going well, as are Alexander's *Rhapsody* Band, by Henry Busse, and Willie Farmer's *A Ticket A-Tasket*.

In our Harlem spots *Tutti Frutti*, by Slim and Slam, is getting more than its share of the nickels along with *Let a Song Go Out of My Heart*, by Mildred Bailey; *Blue and Sentimental*, by Count Basie, and both Mildred Bailey's and Chick Webb's versions of *Rock It for Me*.

"I'm still looking forward to the time when I can get the play on another hit such as we had on *Josephine*, by Wayne King."
E. R. CARLSTEDT,
Moline, Ill.

Kansas City

October 15, 1938.

To the Editor:

Out here in the Middle West certain artists' discs are greeted wildly, no matter what the material may be. Bing Crosby is one. His version of *Mexicola Rose* is a money-maker for sure, as are his tunes from *Sing, You Sinners*, and *Doctor Rhythm*. But the one he made with Johnny Mercer titled *Mr. Gallagher* and *Mr. Sheen* tops them all at the moment and in all kinds of locations. Everyone is going for that platter and I place it near the top for the year.

Two new tunes, *Simple and Sweet*, by Ted Weems, and *Summer Souvenirs*, by Russ Morgan, are moving up swiftly and look plenty potent. Benny Goodman's *Maggie* and *Russian Lullaby* are the first in months made by the clarinetting maestro of swing which appear to have tremendous possibilities. Both of those are clicking solidly thruout the Kansas City trade area on machines. Eddy Duchin's *Old Man Mose*, with Patty Norman's vocal chorus, also rates well. It will go big in any type spot. And Tommy Dorsey seems to have hit the bull's-eye squarely with *Boogie Woogie*, a ditty the jitterbugs, cats and alligators are making a big fuss over. The record is sure-fire for locations near high schools or on college campuses especially.

Now we come to a situation which probably exists thruout the nation. When a home town band makes a record, there is considerable demand as a result. Count Basie has been rapping out many new tunes which are truly receiving terrific plays here. The Basie versions of *Doppin' Around*, *Stop Beatin' Round the Mulberry Bush*, *Texas Shuffle* and *Blue and Sentimental* are swingaroos which

garner nickels aplenty. Likewise, Andy Kirk's Band, all the members of which are Kansas Cityans like Basie's boys, is a draw with *I'll Get By* and *Mofen Swing*. In the Kaycee Harlem section these discs reign supreme with Basie's and Lunceford's. They're also fine for niteries and places where the younger crowds gather.

Back to pop tunes, Jimmy Dorsey has *I Haven't Changed a Thing* and *The Yam* which stack up well for us, as does *Tutti-Frutti*, by Slim and Slam. The football tunes recently recorded by Sammy Kaye, Larry Clinton and others are no good here. Nor are the novelties by Horace Heidt, Richard Himber and other big names whose records rate high in the East. This territory is a hotbed of swing, and five platters, for the most part, are the biggest winners. Standards which we find we must keep on hand the year around is Tommy Dorsey's *Josephine*; *Trouble in Mind*, by Jimmie Bevard, and a rhythmic version of *Star Dust*, of which there are many. Jimmie Lunceford, Goodman, Tom Dorsey and Isham Jones all have good conceptions of the old Carmichael tune, with my nod going to Benny's arrangement.

Skinny Ennis has a killer in *Garden of the Moon* and *Girl Friend of the Whirling Dervish*, and we believe it will be one of the best of the season. It's a good nickel-grabber already. The Red Norvo-Mildred Bailey record of *Garden* also goods good, but should be better in another month. **RUE F. MASON,**
Central Distributing Co., Kansas City.

OFF THE RECORDS

(Continued from page 13)

BOB CROSBY, on Decca, makes capital of the race blues, giving 'em a finer setting without violating its intent and to some extent its inherent humor. And it's a showcaser for Eddie Miller, both for his claying and warbling, with Johnny Temple's *Louise Louise*. Plattermate is a Dixieland dish for the standard *Wolverine Blues* with drummer-man Ray Baudac adding precious revolutions. For the same label, **COUNT BASIE** is whammo for a blues session, *Mama Don't Want No Peas an' Rice an' Coconut Oil*, James Rushing gushing the gutturals vocally. Disk doubler is tenor saxer Herachel Evans' ride and rock compo, *Texas Shuffle*, with the Count making his pianologicistic moments attention-getters.

Showing better taste each time in his waxing selections, **LARRY CLINTON** gives Victor one of the dandiest of doubles. Takes the spiritual *Shadrach* to pleasant task, trombonist Ford Leary's vocal pipes making for good preachment, abetted by the band in full voice. Double is a music poem, *Old Folks*, which establishes a restful mood because of Bea Wain's svelte singing and Clinton's rich orchestra backing. Tune is worded by Dedette Lee (Mrs. Billy Hill), with Willard Robinson adding the deep-river music.

GLEN GRAY also comes thru on Decca for a delightful double, giving a desired lift to their dandification for a yesteryear pop, *Mindin' My Business*, and a smear and sock setting for the classical *Song of India*.

BUNNY BERIGAN has still to justify his presence on the higher priced Victor label. His trumpeting is still the biggest thrill. And tho the band is continually improving, there is a sore need of polish and class. As it listens for *Why Doesn't Somebody Tell Me These Things?* and *When a Prince of a Fellas Meets a Cinderella*, it's still the mill-run ballroom blaring. Another trumpet ace, **ERSKINE HAWKINS**, is still too sneaky and stock-standard in orchestral form, making the conventional harlemese settings on Bluebird for *Let This Be a Warning to You, Baby and Shangoo*, *Shangoo, Shangoo*. Further, Hawkins apparently excites few besides himself in blowing his top with peanut whistle tooting and triple-tonguing which is becoming as stereotyped with him as Joe Fenner's duck.

Found! A Moosic Operator

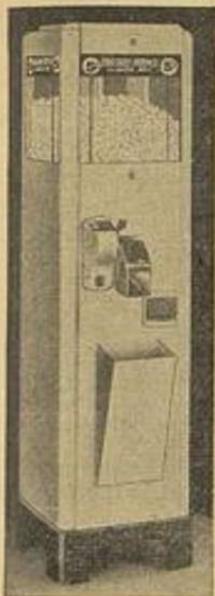
FOUND! One music operator who really is mixed up with "moosic." On a recent letter from Benjamin Sterling Jr., of Sterling Service, Wurlitzer distributor, it was noticed that Sterling's telephone number was prefixed by the exchange "Moosic" and that he is located in the city of Moosic, Pa.

MUSIC OPERATORS!

Save money! We repair old phonograph needles for \$1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!

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100% LEGAL

Operates Mechanically, No Motor!
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Absolutely dependable operation!
Guaranteed Bug-free and Grief-proof!
Modern streamline cabinet!
While they last,

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In Lots of 5, \$350.00.

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Great news! Here's the popcorn vendor that puts you in the money—at an amazingly low price! Hurry! Order quick while they last! 1/3 Deposit, Balance C. O. D.

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GUARANTEED 100 YEARS!

The Automatic Toy, BALL GUM and Candy Shop that brings BIGGER PROFIT. (Specify whether BALL GUM or Candy Machine.)



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Single Sample, \$6.50. Capacity 5 Pounds. Size, 7"x7"x14". Chinese Red Crystal Baked Enamel Finish. On Location From Coast to Coast.

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Chi Venders In Reunion

Hold fall pep meeting back at Great Northern Hotel quarters

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

The meeting this week was for reunion and to gather momentum for the winter season ahead. Attendance was reported excellent and refreshments were served. Meetings hereafter will be held on Tuesday nights of each week instead of Monday nights at the Great Northern Hotel, according to W. P. (Pat) Conidine, secretary of the organization.

Charm Biz Good, Says Frank Hart

NEW YORK, Oct. 15.—Frank Hart, Eastern Machine Exchange, reports that the firm has doubled its charm and toy business. Hart says: "Last season we had one of the greatest sales years for our merchandise and supplies. We did not think we would be able to get close to our past record."

"Naturally we were pleasantly surprised when we found our charm business had increased. We attribute this to the fact that we are offering some of the best charm buys in our history."

"We are selling more charms today than ever before. This is really a record to be proud of, for the operators know the quantities and quality of charms that we sell."

Individualize Vending Machines

By W. E. BOLEN

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

To do a bigger business and to stay in business longer than a competitor a man must do a better job than others can or will do. And if he can let the public know he's doing the better job he's that much more to the good. The principles that hold true in any line of activity certainly remain in force in the case of the merchandise vending field.

Something Different

Naturally the first thing must be actually doing the better job. It goes without saying that merchandise must be fresh and clean and attractive. Otherwise the operator will secure unsatisfactory returns, and it will be no one's fault but his own. Then supplying merchandise to be satisfactory on all counts and equipment to be kept in fine shape, the next thing is some mark of individuality.

Suppose that within a certain area there are a number of operators using equipment of the same type, supplying merchandise—confections, nuts and toys or charms. Suppose, too, that the merchandise is equally fresh, clean and attractive. Despite that apparent evenness of competition, one operator will make more from his machines, one operator's machines will get a bigger play.

It isn't necessarily a case of better locations in an instance of that sort.

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

Whatever it might be that will express his own individuality, the operator will have to decide for himself. The operator who is a good business man and who is willing to devote thought to the problem will succeed in devising something suitable for the purpose, and he is the one who will progress farthest. Moreover, he will have the satisfaction of accomplishing something for himself, of creating his own method. He may not see any results for a number of weeks, but if he adheres to his high standards of merchandise and merchandising and continues the use of whatever identification he decides to adopt as his trade-mark gradually he will find the public singling out his machines for more and more play. People may have fickle memories and loyalties, but let them get stale merchandise from some other machine they may patronize casually while they're passing by and the next time they'll look for the trade-marked—the individualized machine.

Torr Praises Silver Queen

CHICAGO, Oct. 15.—Says Roy Torr, "The Silver Queen, four-column vender, fills a long-felt need of operators in every locality for a sturdily built vender that has appearance fine enough to rate the highest class locations. Not only that, but the Silver Queen has a capacity large enough to eliminate frequent service calls."

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

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

West Coast Likes Topper Machine

CHICAGO, Oct. 15.—Victor Vending Corp. reports sizable orders for its Topper bulk vender from everywhere, and particularly from the West Coast.

H. M. Schaefer, president of the Victor Vending Corp., said, "If the West Coast business is a sample of what can be expected from Topper it looks as tho we will have to keep our factory perking 24 hours each day to keep our production on an even keel with orders."

Kansas City

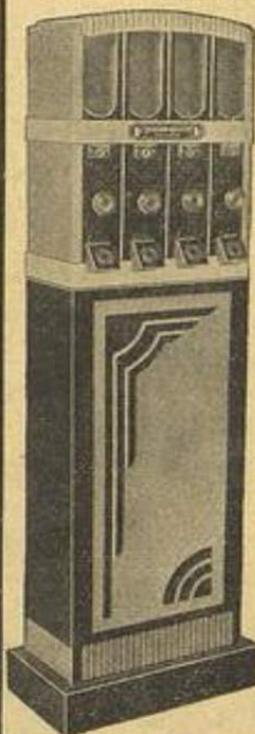
KANSAS CITY, Mo., Oct. 15.—After an absence of nearly a month A. E. Sandhaus returned to Kansas City this week from a tour of Eastern cities in which he combined pleasure and business. Sandhaus, head of the Great States Mfg. Co., one of this section's largest manufacturers of vending and other coin-operated machines, came home with enthusiastic reports of increased business for the late fall and winter seasons. The G. S. line of machines is selling well and orders obtained by Sandhaus on the trip make it appear a certainty that double shifts will be used in the Sandhaus factory so that shipments can be made without delay.

Likewise Universal's jar games are proving popular throughout the nation, according to Joseph Berkowitz, general manager of the Universal Mfg. Co. Both the red, white and blue and the new reels are smash hits, he declared.

Arthur T. Hamilton, head of Hamilton Enterprises, Inc., manufacturer of vending units and charms shaped like

JUST OUT

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Charms—Candy—Pistachios—Nuts, Etc.

CAPACITY 25-30 Lbs. 20" High. 14" Wide. 7" Deep.

STAND TO MATCH EXTRA.

Attractive 4 Colors for all the finer Locations.

"SILVER QUEEN" Sample, \$29.50. 5 @ \$24.50 Each.

Write today for TERMS.

Sample "SILVER KING," 10 Lbs. Candy, 1 Gro. Toys. All for \$8.45.

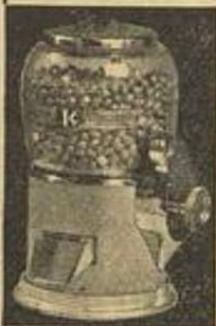
TORR 2047A-SO. 68 PHILA., PA.

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a break for you operators.

Tom Thumb Peanut and Gum

Vendors as low as... **\$2.60**



Available on brand new machinery saving purchase plan. Lowest price high-grade vendor on the market. 1/2 or 3 lb. size—die cast—precision built—thousands in operation. Our new plan allows you to start your route with minimum investment. Write today for particulars. Dept. No. 43. Deluxe chrome machines available for high-class locations.

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WRITE FOR LOW PRICES

On Peanut, Ball Gum and Package Vendors. Also Table Size Vendors. Supplies for All Machines.

Self-Serv Mfg. Co.

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Operators! . . . Let me **SPEAK** your Fortune . . . Blue skies are ahead. I'll paint 'em for you myself. 'Cause I'm a Mazuma-making Fool! Really, I am. Just locate me and watch the coin **ROLL** in!

**NEWEST — CLEVEREST — FASTEST
MONEY-MAGNET OUT IN A DECADE
THE VENTRO-SEER**

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

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

Eastern Distributors:

DAVE ROBBINS & CO.
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For **BIG MONEY**—FAST, air mail or wire for details about this **AMUSEMENT MACHINE SENSATION** to

VENTRO-SEER CO.

1232 SIXTEENTH ST., SANTA MONICA, CALIF.



the characters in Walt Disney's animal cartoons, reports business to be "plenty good" at his place on Holmes street. A recent advertisement in *The Billboard* attracted many orders and queries asking for details regarding the Hamilton line.

Wurlitzer phonographs are the big items currently being pushed by Tim Crummett and Rue P. Mason, of the Central Distributing Co. And both men are of the opinion that conditions right now are better than at any previous time in the last three years.

The price war which resulted when the Kansas City cigaret tax went into effect has ended. Smokes now are selling at two packs for 27 cents, which includes the impost of 2 cents a pack, but for two weeks the larger chain stores were offering cigarets at 11 cents, tax included, which paradoxically enough was a penny less than the price asked for a pack of regular 10-cent fags.

Automatic phonographs on location throughout the city were declared responsible to a great extent at least for the tremendous increase in sales of records in Kansas City as evidenced in the last year, it was agreed this week by record distributors here.

"College and high-school kids hear the best bands over the radio," said Mina Wilcox, of the Jenkins Music Co. "but they are not aware that those bands' recordings are available until they visit taverns, dance halls, restaurants or other spots using coin-operated phono units with samples of the big name bands' wax offerings on tap."

Sales invariably follow. Miss Wilcox said. Others agreed that the music business generally was helped by commercial machines.

New Jersey

LONG BRANCH, N. J., Oct. 15.—Pokerina is still going good on the Boardwalk despite cold weather. Jacob Campbell, manager of Esplanade Amusement Co., says he is grateful to Charlie McCarthy and cigarets for saving the day in the prize line this summer. With Pokerina first in popularity, Trick Balls runs a close second. Claw games hold their own.

Art Seger, who dabbles in many phases of the amusement line, said he enjoyed the third game of the World Series. Spotted on the Boardwalk after the event, he said five of his friends graciously paid for one of the best seats in the stadium, dinner and expenses.

Coast Cigarette Service, with Harry Zing as manager, reports that Detroit was not the first to install venders in beauty parlors. "We had 'em in beauty parlors, barber shops and combination beauty parlor-barber shops two years ago." This firm also operates in Camden area.

Casino Amusement Co. is glad the stormy weather is over. The damp weather gave them a lot of trouble with music machines. Two men from the Wurlitzer factory, Christensen and Wilcox, were in the area recently to check over machines. The firm recently received 25 new machines. Ruben Lewis is in charge of platter distribution.

Wonderland, Penny Arcade and Merry-Go-Round, will remain open all winter. Frank Van Ness is manager of the spot. Biz was good during the summer and has held up exceptionally well the first part of the fall season.

Fascination is still popular here. Attractive and substantial prizes are offered, adding to the reasons for its being among the most successful on the Boardwalk.

Irving Harris says he'll operate his flasher game all winter.

Ruben's Radio has emptied the nine feet of water from its cellar filled during the recent hurricane. Water ruined a stock of prizes stored there.

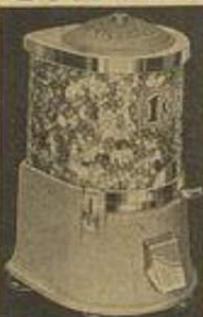
Hugo Gorenflo leaves Asbury for the Wurlitzer factory, where he will watch a few of the plant men in action. When he returns to Jersey he'll take care of the machines put out by the J. & A. Music Co., of which A. B. Wright is the manager.

**PEANUT & GUM
VENDING MACHINES**

New, Direct From Factory

Only **\$2.40** and up
Over 60,000 Sold

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Designed to provide operators with a x 1 m m service and a low price. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

\$6.95
Special Introductory Offer
1 Universal
10 lb. candy,
1 27" top,
All for \$8.95

1/3 Deposit With Order, Balance C. O. D. Send for circular and easy terms.

Order Now
Factory Distributor

TORR 2047 A-SO. 68
PHILA., PA.

**WORLD'S FINEST
VENDOR**

Rotary — Full View.

4-in-1

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

4-in-1

"SERVICE SET"
For Servicing All Bulk Vendors.

FOUR-IN-ONE MFG. CO.
3338 Joy Road, Detroit, Mich.

NUT VENDOR

5¢ Coins Money FOR YOU!

HUGE DEMAND BY MERCHANTS

MARKET DRUG STORES, TAVERNS, BARS, RESTAURANTS, CLUBS, CIGAR STORES, WAYSIDE STANDS, Many Others.

Establish a permanent paying business in your community with Castorino. Millions of dollars spent monthly for 5¢ nuts and candies. Merchants eager to put Magic Salesman displays on their counters. They pay only for the cellophane base of merchandise. You keep display filled—and collect your regular **WEEKLY INCOME**. Strict territory rights protect your ever growing business. Write: **CASTORINO BROS., 1010-1026 Sunnyvale Ave., Dept. BN, Chicago, Ill.**



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

PAN CONFECTION FACTORY

NATIONAL CANDY CO., Inc.

345 W. ERIE ST. CHICAGO, ILL.

"Originators of Hard Shell Candies"

CASH IN WITH FOOTBALL GUM!

High Pistachio prices are cutting deep into profits. All smart bulk vending machine operators have been looking for something new! Here it is—**FOOTBALL GUM!** Operators already using **FOOTBALL GUM** report doubled and tripled **PROFITS!** They're changing ALL of their machines to Ball Gum Machines! Try this **NEW IDEA TODAY!** A trial order will convince you! Send Your Order **NOW!**

SAMPLE PER BOX

Complete with pictures and full instructions. **65¢**

★ **AMERICAN CIGARETTE MACHINE COMPANY** ★

1340-51 Fifth Avenue, Pittsburgh, Pa.

Lots of 10, 60c per Box. 374 Michigan Avenue, Buffalo, N. Y.

**1¢ PEANUT! HERSHEY!
GUM VENDORS!**

LOWEST PRICES IN AMERICA! Operate or Sell!
Salesmanager, P. O. Box 285, Minneapolis, Minnesota.



TOPPER Goes to Town

WORLD'S FASTEST SELLING VENDER.

TOPPER Vends Everything. See Your Jobber at Once for Complete Details, and **LOW PRICES**, or Write

VICTOR VENDING CORP.
4203 FULLERTON AVENUE, CHICAGO.



Cigarette Machines

75 Cigaretts 6 Column Cigarette Vender, 150 Pack Capacity, \$14.00 Each \$ for \$100.00
100 Cigaretts 7 Column Cigarette Vender, with Cabinet Base, 203 Pack Capacity, \$32.00 Single, Lots of 5 or More Metal \$2.50 Each, Half Deposit, \$0.00

Cleveland Coin Machine Exchange
2338-9 Prospect Ave., Cleveland, O.

CHARMS

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

M. T. DANIELS

1027B University Ave. Wichita, Kas.

**RECONDITIONED MACHINES
SNACKS ONLY \$12.95**

ADVANCE BALL GUM, Model D, . . . \$3.50
NORTHWESTERN, Globe Type, 1c-5c. . . 7.00
EVERREADY 0.95
PEANUT MACHINES, Globe Type, 2.00
1/3 With Order, Bal. C. O. D., F. O. B. Newark.
REPAIR DEPT. SPECIAL—3 or 4 Column Machines, completely reconditioned, made to look like new, \$2.95 plus parts if necessary. Single Column or Globe Type, \$1.45 plus parts.

Write for Price List of Assoc. Specials.
ASCO VENDING MACH. EXCH.
383 HAWTHORNE AVE., NEWARK, N. J.

BIG APPLE PROFITS!

Operate a Route of 5 Apple Display Stands

Holds 25 Cellophane wrapped apples. Requires only 2 inches counter space. **STEADY INCOME!** Over 100% gross profit.

RESERVE YOUR TERRITORY!
Send \$3.75 in coin for sample Display Stand and 50 delicious Cellophane wrapped apples.

D. ROBBINS AND COMPANY
1145 DEKALB AVE., BROOKLYN, N. Y.

cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1664 Broadway, New York City.

Editor's Note: This is the third in a series of articles dealing with the accounting side of the cigarette vending machine business. Operators may obtain reprints of the entire series by writing The Billboard, 1664 Broadway, New York City. Any questions about vending machine accounting problems will be answered by Mr. Goldstone either in this column or thru the mails. Mr. Goldstone is a certified public accountant who audits the books for the CMA of New York and several of its members. It is thru the co-operation of the CMA of New York that these articles appear.

Computation of Costs for the Vending Machine Operator

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

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

Direct Cost

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

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

Indirect Costs

The second element of cost is known as "Indirect Cost." Indirect cost—or "overhead"—normally refers to the actual expense of operations, and this figure usually remains constant. Altho these costs may be increased as operations are increased they will not, however, vary in the same proportion to sales as direct costs will.

The vending machine operator can, from past experience and present commitments, estimate the total expense cost of operating his business. He should make certain that all expenses are included and should compute them on an annual basis. The total arrived at, divided by 52, will result in a figure representing the average overhead of his business each week. By taking the total number of machines and subtracting a reserve of 5 per cent to cover machines inoperative and under repair, the operator can arrive at the marginal profit each machine must bring to cover expenses by dividing the net—or 95 per cent—of his machines into the estimated weekly overhead expense. This result represents the marginal profit which each machine must bring in weekly—and under which amount no machine can be operated profitably.

How It Works

To show just how this works out let's consider as an example an operation of 100 machines. In order to take an outside figure we'll suppose that the total overhead expenses for a year will be \$15,000. (Of course, all ops will realize that no operation of 100 machines could turn a \$15,000 a year net and show a profit, but these figures are merely examples and the operator can fill in his own figures in the spaces below to arrive at his own cost.—Ed.) This total of \$15,000 a year is made up by the following yearly expenses:

Salaries of service men, clerical help, etc.
Salary of owner, partners or officer
Rent
Telephone
Stationery and printing
Light and heat
Insurance
Auto maintenance and repairs
Foreign coins, slugs, break-ins, shorts, etc.
Repairs and maintenance of equipment
Taxes (Social Security, unemployment insurance, etc.)
Professional services
Association dues and subscriptions
Protection and sanitation
Interest and discount
Placement and location expense
General and miscellaneous expense
Total estimated overhead for year	\$15,000.00
Average overhead per week (\$15,000 divided by 52)	\$ 288.46
Average overhead per machine per week (\$288.46 divided by 95)	3.04

Dear Customer:

We have been appointed exclusive distributor by Bally Manufacturing Company for their **HOT VENDERS** and **BALLY POPPER** in Virginia, North Carolina, Washington, D. C., and Maryland. The **HOT VENDERS** will be sold to operators in a reasonable quantity on deferred payment plan at \$125.00 each, with a down payment of \$40.00, balance on either 6 or 12-month notes, bearing 8% interest. The **POPPER** will be sold for \$135.00 cash.

A route of from 20 to 50 of these units, properly placed, should earn at least a net profit of \$5.00 per week per unit. One person should be able to service at least 50 of these machines.

You will be protected without interference of competition in this business on these machines where a sufficient number of machines are offered to justify the manufacturer to give you such protection. We also have a set-up as to the purchase of special grade of corn, coca butter and salt. An initial investment of approximately \$2,000.00 should bring you a net profit of at least \$150.00 per week. Write us for full particulars and we will have our representative call to see you without any obligation on your part. Write for full descriptive matter. We will be glad to furnish you with the information as to the quota required. Give us all information about yourself as to what you operate at the present time.

With kindest regards, we are Yours very truly,

MOSELEY VENDING MACHINE EX., INC.
H. F. MOSELEY, Pres. and Treas.

OPERATORS—The Above is an Opportunity of a Life Time

BRAND NEW PACES RACES		PACES RACES AND RAYS TRACKS, G. U.	
5 Paces Races, Cash Pay, 5c Play \$275.00	1 Paces Races, 30 to 1 Check Separator, No. 5541 \$175.00
4 Paces Races, Check Separator, 5c Play	300.00	1 Paces Races, 20 to 1 Check Separator, No. 5719 100.00
SLIGHTLY USED PIN GAMES		1 Paces Races, 20 to 1 Check Separator, No. 1959	
1 Mills Flasher \$ 52.50	1 Marathon, No. 5570 70.00
1 Sweeney Ray G. Life 110.00	1 Paces Races, Cash Pay, 20-1, 5c Play, No. 1410 52.50
1 Bally Bull's Eye 22.50	1 Paces Races, Cash Pay, 20-1, 5c Play, No. 3836 50.00
1 Bally Arcade 48.00	1 Paces Races, Check Separator, 5c Play, 20-1, No. 3874 50.00
1 Rock-Ola World Series 110.00	1 Paces Races, Cash Pay, 25c Play, Black Cabinet, No. 3784 125.00
1 Play, Cash Pay 75.00	2 Rays Tracks, Cash Pay, No. 4662 50.00
3 Sweeney Air Races, Perfect 10.00	4830 50.00
4 Bally Air Way 18.50	COIN OPERATED SLOTS — Slightly Used	
2 Bally Zephyr 18.50	25 Nylon Jackpot Venders, 5c Play \$55.00
2 Deuces Wild, P.S., New 18.50	3 Waiting Cherry Bell Red A Truss, New	55.00
3 Lucky Packs, P.S., New 18.50	4 Waiting Wonder Vendors, 5c Play, Series over 60,000 22.00
PIANOGRAPHS — SLIGHTLY USED		3 Waiting Twin Jackpot, Perfect 20.00
1 Rock-Ola Interval 20, Perfect \$125.00		
1 Gabel Chorus, 18 Record 70.00		
1 Wurlitzer 412, Like New 80.00		
1 Martin #12, Perfect 55.00		
1 Mills De-Ro-Me, Like New 65.00		



The machines listed above are slightly used and like new and are offered subject to prior sale. The above prices are effective October 22, 1938. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order.

Write and ask us to put you on our mailing list. We are distributors for Evans Galloway Domino, Paul Bonnett, Sweeney Wild, Keeney's Track Time, Rock-Ola Phonograph, Bally Novelty Company and A.B.T. Mfg. Co., and Stone Corp., and all of the other leading manufacturers.

MOSELEY VEND. MACH. EX. Inc.
60 BROAD ST., RICHMOND, VA.
Day Phone 3-6511. Night Phone 5-5325.

After computing the direct costs in the above manner, the operator figures his gross profit on each pack of cigarettes vended thru his machines. This, we will say, he finds to be 1 1/2 cents a pack. In view of his average overhead per machine of \$3.04 a week, his marginal sale per machine would be 203 packs a week (\$3.04 divided by 1 1/2 cents). In other words, each one of his machines must sell 203 packs a week in order for him to cover the cost of operation and break even. Any machine selling less than that amount would be operating at a loss. Consequently an operator who has computed his costs accurately in the above manner knows just how many packs a location must sell in order to make it worth his while to service the location.

The reader, of course, will bear in mind that all of the above figures are arbitrary and should be used only as a guide to compute his own costs.

We realize that each operator has his own problems and that costs will vary in different sections of the country, due to local conditions. Should your individual problem not be completely covered in this general discussion on costs, just drop us a line stating your problem and we will make every effort to solve it for you.

Colorado Pension Needs More Funds

DENVER, Oct. 15.—Several old-age pensioners of Colorado have recently sued the State to compel it to pay them the full \$45 monthly pension promised to persons over 60 by the constitutional amendment adopted at the 1936 election. During the past eight months the payments have been steadily decreasing, apparently due to a lack of funds.

Efforts are being made to get the amendment repealed on the November 8 ballot. Also a State sales tax has been suggested as an alternative. The present payments total \$13,000,000 a year to the aged.

A "jackpot" (quoting The New York Times) clause in the amendment provides that any reserves left over at the end of the year be paid pro rata to pensioners as a bonus.

The Colorado State tax commission

NEW MONEY MAKER PENNY CIGARETTE VENDOR FOR LUCKIES, CAMELS, ETC.



Feeds Right Out of a Standard Pack (20s).
Approved by U. S. Govt.
1000 Locations Waiting in Your Territory.
Write now for free Circular

MECHANICAL MERCHANDISING CO.
1540 PHILA. SAVINGS FUND BLDG., PHILADELPHIA, PA.



UNIVERSAL TOPPER SILVER KING VENDORS
Will Double Your Sales.
Write for New Low Prices and Illustrated Circulars. Have many good used Machines.
Also Others New From Factory
\$2.40 UP
RAKE
5428 Woodland, Philadelphia, Pa.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

recently placed jackpot types of coin machines on the tax list to collect on assessed valuation. (The Billboard, September 17, 1938), which is expected to help in a small way on the State's revenue problem.

Little ^{OR} POKER FACE!

PLAYS REAL POKER

New!
COUNTER
GAME
TRADE
STIMULATOR

Rich metal cabinet, glistening chrome trim. Dependable precision mechanism . . . positively bug-proof . . . backed by 20 years of vending machine manufacturing! Joggle-proof reels—chest-proof combination 1c to 25c slot, last coin visible—non-skid vacuum rubber feet—many big game features! Size 9 3/4" high, 9" wide, 6 1/4" deep

MONEY-BACK GUARANTEE!
Try LITTLE POKER FACE for 1 week! If you're not absolutely pleased . . . return it and get your money back!

IMMEDIATE DELIVERY

SANDERS PRODUCTS CO

6227 Broadway, CHICAGO

Coin Machine Manufacturers for the Trade Since 1918

A phenomenal hit! Makes small investment pay BIG profits! Gives players thrills of real 5-card poker with deuces wild! Has everything it takes to keep 'em playing! 5 spinning reels—7 winning combinations! Awards from 2-1 to 30-1, indicated on award card. Vends Ball Gum with each play. Get LITTLE POKER FACE in your location quick . . . It's the best buy you ever made at only . . .

\$17.95

RUSH YOUR ORDER TODAY!

London

LONDON, Oct. 15.—In common with many other businesses, selling of automatic amusement machines in Britain practically came to a standstill during period of tension created by European crisis. Peaceful settlement of the trouble may lead to revival; business badly needing it. Apart from the crisis, July, August, and September were three of worst months the business here has experienced for a long while. That is taking things generally with a particular application to the market for table games. Consensus of opinion is that the business badly needs a change from bumper-type games. New tables come over with sustained frequency, but the newness is largely confined to name and variation of backflash. They are still bumpers.

Reports from seaside resorts do not, on the average, make good reading. Many operators report drops in takings. This may, in part, be due to war scare making people shy of spending their usual quota of vacation money. Also, in the minds of some, partly due to the operation of so many inland sportlands taking away novelty of amusement machines when seen by holiday makers at seaside. Strange thing is that more people than ever have this year had vacations with full pay.

Edward Graves has resigned secretaryship of British Automatic Machine Operators' Society. No announcement as yet forthcoming as to his successor.

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

Sir Arthur Burrows is in hospital as result of motor accident. Pelvis is fractured and general health, as result of shock, very poor. Accident occurred at Dartford, between London and Kent coast. Arthur was being driven by his son, Bob, to arrange birthday celebrations at Herne Bay, where the Burrows family operates a sportland. Car collided with lorry loaded with heavy news-

print. Bob escaped with bruises. Sir Arthur is now in Evington Nursing Home, 3 Mandeville place, London, W. 1, and would like a cheery line from American friends.

Trade still awaits announcement of date and place of next Amusement Trades Exposition, which has taken place of old coin-operated machine shows.

Daily Herald, official national daily of labor interests, recently carried article favorable to amusement machines, stressing industry and employment angle. Credit goes to Henry Rymer, secretary of Amusement Caterers' Association. Tif Bits, widely read weekly of general interest, featured full-page interview with sportland proprietor. Trade appreciates this change of attitude in press, altho unfavorable comments still appear in some publications.

London Evening News reports that after listening to a Sunday night appeal over radio for charity a sportland proprietor was so touched that he emptied all machine cash boxes and took entire takings round to broadcasting house.



B. J. MARSHALL (right), Detroit distributor, extols the virtues of the slug-proof coin chute on Rock-Ola phonographs. Extreme left is Art Weinand, of Rock-Ola's phono division.

Patents and Inventions

By KEN C. SHYVERS

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

Patent No. 2,129,322.

Pertaining to Article-Dispensing Mechanism.

Application, July 7, 1937.

Issued September 6, 1938.

Number of Claims, 7.

Inventor's Name—Alfred Hakanson.

North Arlington, N. J.
Assigned to Peerless Weighing and Vending Machine Corp., Long Island City, N. Y.

1. In an article dispensing mechanism operated thru coin-controlled means, in combination, a magazine adapted to contain articles to be dispensed, an ejector and supporting means along which it is movable to eject an article from the magazine, means normally holding said ejector in retracted position, means actuated by the coin-controlled means for causing the holding means to release the ejector, a customer-operated actuator for the ejector, and a mechanical connection between the actuator and ejector for causing them to move together when the ejector is free to move, said connections including a yieldable device for permitting independent movement of the actuator when the ejector is held against movement.

Patent No. 2,131,791.

Pertaining to Electric Target Rifle Range.

Application, October 7, 1936.

Issued October 4, 1938.

Number of Claims, 2.

Inventor's Name—Alva J. Carter, Chicago, Ill.

Assigned to Rayolite Rifle Range Co., Chicago, Ill.

2. In a target, a hub and means for rotating it, a pair of radial arms spaced 180 degrees from each other, extending outwardly from said hub, an independent target upon the end of each of said arms, including a target drop pivoted to said arm, said target drop being apertured, photosensitive means associated with said targets whereby when a flash of light passes thru the aperture of either of said drops said photosensitive means are affected, latch means adapted normally to hold each said target drop in upright position, a control rod for each said latch means extending inwardly along the arm associated therewith to a point adjacent the hub, electromagnetic means for moving said rods and an actuating circuit therefor, and means for closing said circuit when said photosensitive means are excited.

Patent No. 2,132,353.

Pertaining to Electric Circuit Control Mechanism.

Application, June 5, 1935.

Issued October 4, 1938.

Number of Claims, 5.

Inventor's Name—Carl G. Wirt, Jackson Heights, N. Y.

1. In a control box of the class described, conductors arranged to constitute a supply circuit in connection with a suitable source of current supply, and a plurality of branch circuits for dispensing usefully the currents so supplied, of which circuits one is adapted to be used as a test circuit independently of the other circuits; a plurality of electric switches adapted to interconnect and break said circuits; and a coin-controlled mechanism adapted to move coils of different dimensions for operating selectively at least one of said electric switches; said coin-controlled mechanism being further characterized by a main shaft element; a timing mechanism having a prime mover adapted to be wound up to actuate said main shaft element; a rotor having a coin pocket; and a coin chute adapted to receive coins of different dimensions and to deliver the same successively to said coin pocket.

Design Patent No. 111,510.

Pertaining to Design for a Combined Weighing Scale and Vending Device.

Application, January 3, 1938.

Patented by Guy G. Edman, Houston, Tex.

Assigned to Edman Scale Corp., Houston, Tex.

The ornamental design for a combined weighing scale and vending device, substantially as shown and described.

Design Patent No. 111,508.

Pertaining to Design for a Phonograph Cabinet.

Application, February 24, 1938.

Patented by Paul M. Fuller, Chicago, Ill.

Assigned to the Rudolph Wurlitzer Co., North Tonawanda, N. Y.

The ornamental design for a phonograph cabinet, substantially as shown.

Design Patent No. 111,509.

Pertaining to Design for a Phonograph Cabinet.

Application, August 20, 1938.

Patented by Paul M. Fuller, Chicago, Ill.

Assigned to Rudolph Wurlitzer Co., North Tonawanda, N. Y.

The ornamental design for a phonograph cabinet, substantially as shown and described.

Patent No. 2,130,123.

Pertaining to Game.

Application, January 15, 1937.

Issued September 13, 1938.

Number of Claims, 8.

Inventor's Name—Edward Ebert, Brooklyn, N. Y.

Claim 4—A game mechanism comprising a plurality of individual machines each having a plurality of ball-receiving receptacles, a contact device respectively positioned below each receptacle, circuits controlled by the contact devices for each machine completed when a predetermined series of receptacles for a machine contain balls, and means controlled by the first completed circuit for indicating this condition and releasing the balls from all the receptacles of the other machines.

Keeney Muses on Games Mystery

CHICAGO, Oct. 15.—"There isn't an hour in our business day which does not see an order coming in from some distributor, jobber or operator for one of more of our console games." Such was the recent statement of J. H. (Jack) Keeney in talking to members of the trade visiting the factory.

"Honestly, I don't know where all our Track Times and Triple Entries go. When you consider we have been making Track Time for nearly a year and a half and have sold so many Triple Entries since its introduction last July you would suppose every possible console game location already had its quota of both games.

"But," continued the head of the Keeney company, "it seems the most Triple Entries and Track Times we make the more spots become available for them."

DON'T BE MISLED - - THERE IS ONLY ONE ORIGINAL RED - WHITE - BLUE

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



AVAILABLE WITH OR WITHOUT JACKPOT CARD WITH BIG PROFITS



1850 TICKETS. Takes in 1850 Tick-ets @ 5c . . . \$92.50 Pays Out (average) . . . \$4.24

Profits (average) . . . \$28.26 97 WINNERS.

2520 TICKETS. Takes in 2520 Tick-ets @ 5c . . . \$126.00 Pays Out (average) . . . \$9.22

Profits (average) . . . \$ 7.78 125 WINNERS.

WRITE TODAY!

STYLE A. Takes in 1850 Tick-ets @ 5c . . . \$92.50 Pays Out (actual) . . . 74.00 Profits (actual) . . . \$18.50 91 WINNERS.

STYLE B. Takes in 1850 Tick-ets @ 5c . . . \$92.50 Pays Out (actual) . . . 72.00 Profits (actual) . . . \$20.50 90 WINNERS.

STYLE C. 2520 Tickets. Takes in 2520 Tick-ets @ 5c . . . \$126.00 Pays Out (actual) . . . 99.00 Profits (actual) . . . \$30.00 120 WINNERS.

STYLE D. 1850 Tickets. Takes in 1850 Tick-ets @ 5c . . . \$92.50 Pays Out (actual) . . . 72.25 Profits (actual) . . . \$20.25 102 WINNERS.

ALSO IN THE NEW 600 TICKET PAD DEALS — WITH OR WITHOUT JACKPOT CARD. 600 Ticket Pad—Without Card. Takes in 600 1800 Ticket Pad—With Jackpot Card. Takes in 600 Tickets @ 5c . . . \$30.00 Pays Out (average) . . . 20.80 Profits (average) . . . \$ 9.20

OPERATORS JOBBERS DISTRIBUTORS

NOTE—We do not advertise Prices! Others do! We do not sell to locations! Others do! We sell only to Operators, Jobbers and Distributors! For lowest jobbers' prices in the industry—Write today! Beware of unobtainable, inferior imitations of the original Red-White-Blue—Demand the Genuine.

UNIVERSAL MANUFACTURING COMPANY

104 EAST 8TH ST., Dept. B.E. 10 (Manufacturers Only), KANSAS CITY, MO.

PUBLICITY FOR CANDY

An address by Otto Schnering, Curries Candy Co., at the Chicago Candy Show, Chicago, August 24, 1938. (Illustrated by slides.)

Ladies and Gentlemen: To outline all the details of the progress of our "collective co-operation" campaign to date would necessitate too lengthy an address. Furthermore, each day brings new factors into our plan. New gestures of co-operation are voluntarily extended. In fact, our campaign at this moment has reached a point where I am greatly encouraged to continue our work, to redouble our efforts. For in the light of recent developments the ultimate success of our efforts seems reasonably certain of fulfillment.

Since January of this year many things have taken place. I should like to mention the names of each supplier, manufacturer, jobber and retailer who has so generously co-operated with us. I should like to thank, in person, the hundreds of salesmen, retailers, advertising and publishing companies and other individuals who have effectively contributed to the progress of our campaign. Unfortunately, this is impossible.

But I do want to sincerely impress upon everyone that the many wonderful things that have been accomplished in this campaign of Collective Co-Operation have not been done without the expenditure of great effort and money by many individuals. The first half year of our campaign is just about closing, and a backward look on the activities of several companies will show they have spent many thousands of dollars. Two of these companies in this group will have spent approximately \$50,000 each. Many others have also contributed generously and stand by ready to do their share in a bigger way as soon as plans are further developed.

As our time is limited we will not discuss further this phase of our campaign, but I feel it is right that all should realize that many have made great sacrifices of time and money to accomplish the great things that have been accomplished for the good of everyone in our entire industry.

Campaign Aspects

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

I will review the elements involved in the present condition of the candy industry; outline the problems which are being solved by our activities and touch upon the future plans we hope to carry thru to completion.

In other words, the ground work has been done. It was the hardest work. In prior addresses to various groups I outlined in elementary fashion each step of



M. A. (DICK) WEBBER, of the A. W. P. Vending Machine Co., poses in front of his salesroom in Atlanta.

the campaign. Today we treat of more advanced subjects.

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

Concisely, our important job is to impress America with the truth about candy. We have a big task ahead of us, for there are millions of people who hold fantastic notions about candy. Furthermore, this job is made more difficult because the public is daily assailed by the advertising and selling methods of competing carbohydrate foods as well as that of many other articles which are competing with our industry for the pennies, nickels, dimes and quarters.

Sixth in Field

The manufacture of candy ranks as the sixth largest food industry in America. We have eliminated the sugar industry from our calculations because sugar is an important ingredient of all the other products mentioned here. While the combined sales of all candy totaled \$353,000,000 last year, this sum is but a small percentage of the total money expended for all foods. For example, the amount of candy consumed is small in proportion to the total amount of food eaten by the average American during one year; 15 pounds of candy is but 1-1/3 per cent of 1,350 pounds of food.

Translated in terms of money, the segment of America's food dollar which finds its way into the candy field is pitifully small.

This, in fact, is the main problem of the candy industry. Why is it that candy does not enjoy wider consumer demand? Why don't more people eat more candy more often?

According to the findings of your committee, the chief reasons are these:

First: People still have the old-fashioned idea that candy is a luxury to be enjoyed by only a fortunate few. Many have felt that it is not a food.

Second: Because erroneous ideas still persist about candy, many parents feel that candy is harmful to children. Others think that candy spoils the teeth, ruins the digestion or hold some other equally fallacious ideas.

Other Competition

Third: Other industries producing carbohydrate foods are products competing for candy's share of the dollar are more aggressive in both their selling methods and the preponderant weight of their advertising.

For example, the beverage industry spends many millions of dollars annually, both individually and collectively, to tempt the public's appetite for thirst-quenchers. When a bottle of pop is consumed a candy sale is lost. Whether or not the purchaser has another nickel, an extra dime or quarter with which to purchase candy, the appetite for candy usually has been satisfied by the bottle of soda water.

The baking industry spends millions of dollars advertising its bread and its sweet doughs. Both of these foods are carbohydrates. They, too, satisfy the body's demand for carbohydrates—again to the detriment of candy sales.

The ice cream maker, both individually and thru his association, advertises the cooling goodness of his product and thus lures the public's appetite. And when an ice cream cone or a dish of ice cream is enjoyed probably another candy sale is lost.

Right at this moment even the brewers, thru a powerful and closely organized association, are advertising the food value of beer.

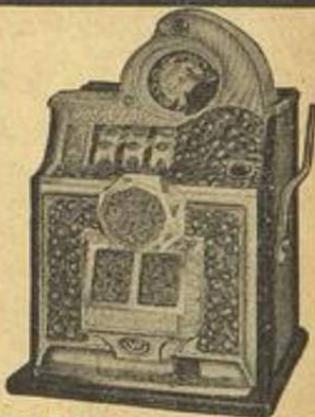
While this applies chiefly to the adult field in America, it still represents a competing product of candy.

Even Gum Competes

Another such competing product is chewing gum. In excess of 60,000,000 of the consumers' dollars are taken annually by the chewing-gum industry, and probably to the detriment of candy sales.

Make no mistake about it, ladies and gentlemen, the candy industry is in for a fight. If we are to survive we must wake up and realize that competing industries are taking the play away from candy.

But—how are we going to fight? Here's how! We have documentary evidence to substantiate scientifically our claims that candy is a food. We have every right to declare that candy is a vital food which



DIAMOND BELL

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

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

WATLING MFG. CO.

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

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE," Chicago.

THE ONLY DEAL OF THIS KIND IN THE EAST



BRINGS \$7.00—Costs You \$2.90

Every Player becomes a Fight Fan. Locations are unlimited—legal everywhere. The Cabinet's Flash and Color makes it a real Attention Getter that gets the play. The Player gets a real prize. 70 NAMES. BIG VALUES. 70 PRIZES. At 10c a Sale, the Cabinet brings in \$7.00. Last name pulled receives a Very Special Prize. 5 Tube Radio. (Dynamic Speaker) with every order for 50 World Champs (Retail Value \$14.95).

TRADING POST (Same Type Deal as Above.) 130 NAMES. 130 PRIZES. Brings in \$18.00. Costs You \$5.00. Remit 25% Deposit — Balance C. O. D. JEDRO 134 W. 32nd St., Company New York City

truly amazing VANAK

SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write

A. DALKIN CO. 4311-13 Ravenswood Ave., Chicago.

Send your correspondence to advertisers by mentioning The Billboard.

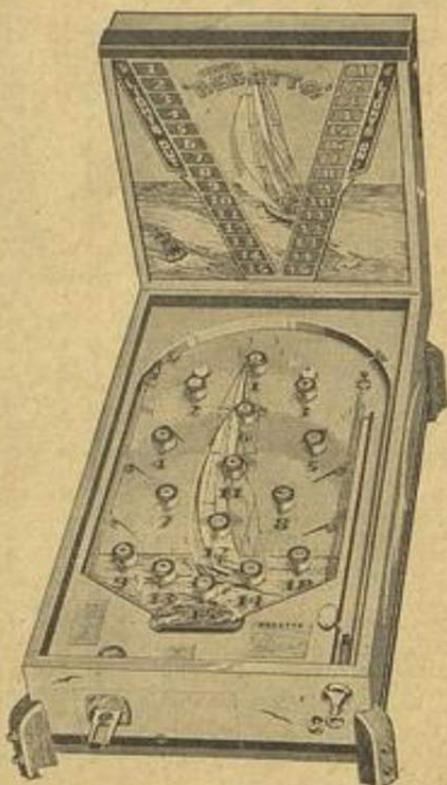
EXHIBIT'S "REGATTA"

with
**MYSTERY
SELECTION**
combined with
**BIG BANK
NITE FEATURE**
and **INTERMEDIATE
AWARDS**

- 15 RED PORT LIGHTS—15 GREEN STAR BOARD LIGHTS—LIGHTS ON—LIGHTS OFF—is the new fascinating play feature on the large 21"x21" back panel. 15 Bumpers to shoot at. Bumpers when hit—light up in varied colors—unlighted bumpers a guide for skill shooting.
- SPEEDY 5-BALL PLAY—Just 1 to 3 Bumpers (Mystery Selections) to hit for low award—1 to 10 Bumpers for medium award—1 to 15 Bumpers for the BIG BANK NITE AWARD. (All awards adjustable.)
- ALL AWARDS accurately Metered by 3 individual meters.
- Armoured Cabinet (42"x 22") with coin chute on door.
- Two GAMES IN ONE. With slight adjustment "REGATTA" can be instantly changed into a straight Novelty game.
- 100% LOCATION TESTED—proving the most powerful location attraction offered today.

**ORDER TODAY
FROM YOUR JOBBER**

EXHIBIT SUPPLY CO., 4222 W. Lake St. Chicago



belongs in the daily diet. Let me interrupt here to analyze candy.

What Is Candy?

What is candy? What are its ingredients? To mention the chief commodities used in the fabrication of candy we mention: chocolate, sugar, corn syrup, butter, milk, eggs, peanuts and other nuts and fruits. Most of these commodities are staple foods which the average person eats every day at the dining table. It seems ridiculous that when a candy maker combines these foods in some delectable form the public loses sight of the fact that this product is more than ever a concentrated nutritious food. The public calls it candy—and as such does not regard it as food.

So prevalent is this public disregard that some candy manufacturers themselves feel that their products could be dispensed with easily; that there is no reason for them in the diets of Americans. These manufacturers have taken almost a "defeatist" attitude. They have shirked aggressive action; they have failed to assert themselves; they have for years neglected to promote their product, either individually or collectively, to the great buying public.

The question you see on the screen I will answer at this point by saying that scientific opinion is directly opposite to public knowledge.

Dr. Morris Fishbein, editor of *The Journal of the American Medical Association*, wrote an article in *Hypnea* magazine. "The Truth About Candy" was its heading. Candy was rightfully placed in the diet, its nutritional functions were explained.

Dr. Walter H. Eddy, of Columbia University and director in chief of the famous Good Housekeeping Institute, is probably the best known food authority in America. At our recent convention at the Waldorf-Astoria Hotel in New York he delivered an address in which he praised candy as a rich source of quick energy.

At this same convention Dr. Howard W. Haggard, Yale's famed physiologist, recommended candy for children instead of scolding them. This startling message was widely publicized.

Dr. Marvin A. (Mal) Stevens, another of our convention speakers, stressed the importance of candy in the diet of

athletes. Dr. Stevens is head football coach at New York University.

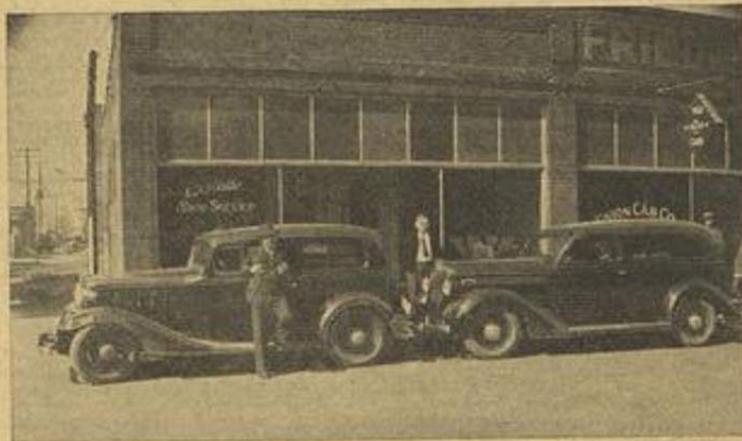
Dr. Logan Clendenning, well-known physician and author, syndicated a full-page newspaper article on the value of sweets in the diet.

These are but a few of the eminent scientific authorities who have declared in no uncertain terms the great value of candy as a food—an element which can beneficially be included in all diets.

Spread Knowledge

These are the weapons with which we plan to combat the stupid fallacies so many people still hold about candy. We must vigorously disseminate this new day knowledge about candy; we must exploit these statements by eminent authorities; we must bombard the public day in and day out with iteration and reiteration of our claim that "Candy is Delicious Food—Enjoy Some Every Day."

And now, to consider the subject of



DORRIS NOVELTY CO., Jennings distrib, prepares to deliver Multiple Racers and Multiple Liberty Bells to the trade. Seattle Dorris stands on the sidewalk between cars.

competing food products, I submit another group of statistics.

	Volume	Advertising
Meat Packing	\$2,585,408,000	\$15,705,764 .61%
Food & Bak.	1,223,973,000	6,608,982 .54%
Flour & Grain	855,219,000	9,482,385 1.10%
Dairy Products	804,007,000	2,159,746 .26%
Canned Goods	759,232,000	9,235,248 1.22%
Confectionery	352,936,000	1,645,898 .45%
Ice Cream	209,685,000	2,474,276 1.18%
Beverages		
Non-Alcoholic	293,298,000	7,917,317 2.69%

This chart indicates a great weakness. In the eight leading divisions of the food industry in the United States, you will see that of their total volumes, each spends a much higher percentage for advertising than the candy industry does. The result is that candy is "the forgotten product." This, in a nutshell, defines the situation which confronts us.

The candy industry is not progressing rapidly enough. Each year the ice cream, baking and beverage industries make greater inroads upon our sales. They compete powerfully for public preference. Each year these industries show bigger increases in their total sales than does candy. Unless we take aggressive action, I fear that in the future yearly sales figures for candy will be very disappointing to us when we compare them with the sales figures of competitive products.

A Sleeping Giant

To my mind, the candy industry is a sleeping giant, the Rip Van Winkle, so to speak, of all the food businesses in America. I don't like to think of it as such. I am proud to be in the candy business. I deplore the situation but refuse to accept it as insurmountable. Instead of sitting back and saying "Nothing can be done about it," I believe in taking action. That is why I have devoted so much time, thought and effort to the development of this campaign.

The activities of the Merchandising-Advertising Committee were started during Mr. T. J. Payne's term of office as president of the National Confectioners' Association. The industry is greatly indebted to Mr. Payne for the splendid co-operation given the Merchandising-Advertising Committee, and also to Mr. Harry Chapman, the new president of the National Confectioners' Association, who has been a member of the Merchandising-Advertising Committee since its inception. The Merchandising-Advertising Committee is very fortunate in having had the complete co-operation of both Mr. Payne and Mr. Chapman.

To review quickly the events which governed our thinking before we launched our Collective Co-Operation campaign, please consider this:

If I were to quote to you certain slogans which are advertised consistently, you would quickly identify the product each slogan sells; that's because these slogans, thru constant repetition have become familiar—and you think of them synonymously with the product they advertise.

The candy industry has a story to tell, but it must be told briefly. Many statements were submitted to the Merchandising-Advertising Committee. Some were too lengthy, some inadequate. Some attempted to be clever, others poetic. The committee carefully reviewed all. It was the consensus of opinion that we must adhere to the primary thought behind the story about candy, and that is "Candy is Delicious Food—Enjoy Some Every Day."

The seal and "slogan" we adopted is simple in design, attractive, and makes a direct statement. If millions of people

TALLY

**STRAIGHT
5c
PLAY**

DAVAL'S PHENOMENAL MONEY MAKER

The one and only course game with Reserve Jackpot up to \$50.00!
Frequent 10c to \$1.00 Intermediate Awards
Coin Divider and Two Separately Locked Cash Bases—Great for Operator and the Other for Location Owner!

Precision built, silent, fool-proof and cheat-proof mechanism! Equipped with safety ball gum venter and sweet turntable base! Order TALLY Now!
\$34.50 F. O. B. Chicago.
ALSO AVAILABLE WITH CIGARETTE REELS IN 1c PLAY!

PALMANTIER-KING SALES CO.

1107 W. Tuscarawas St., CANTON, O.

see this seal thousands of times a year, our message will take root, it will finally bear fruit.

You know, of course, that the National Confectioners' Association has been handicapped for several years by a lack of funds. This situation was a very important factor in the thinking and planning of our committee. So the situation resolved itself into a task of "lifting ourselves by our bootstraps." Now—our original thought was this: If the co-operation of all the elements which comprise the candy industry could be enlisted to actively support our efforts, much could be accomplished to make our campaign a success at practically no cost. So, as a beginning, our slogan was adopted, our seal designed, and we placed our initial order for transfers. Since then more than 1,000,000 of these transfers have been ordered and already nearly all of this amount have been placed in conspicuous locations from Coast to Coast.

You realize the elements which comprise the candy industry. You see a simple chart which graphically indicates the manufacturing and distributing set-up of the candy business.

Collectively the candy industry is a very important consumer of staple products; these staple products are prepared according to individual recipes to make candy of all types, sizes and tastes. They are then shipped to distributors whose business it is to reship in smaller individual orders to retail outlets of all description.

It is estimated that there are hundreds of suppliers of commodities. There are about 1,300 candy manufacturers. There are 15,000 jobbers and sub-jobbers, and there are 1,250,000 retail outlets of all kinds.

All these elements combined, including their employees, present a personnel of several million people who derive profit from candy. Obviously, if all shoulders are put to the wheel, if this huge army of workers are enlisted to support our campaign, great pressure can be brought to bear on the public. Substantial results cannot help but materialize.

Great Progress

During the past seven months our campaign has made tremendous progress along the lines of "collective co-operation." I will indicate to you some of the many ways in which our slogan is prominently displayed thruout the country.

On the doors and windows of thousands of retail candy stores our attractive seal is displayed. These have been placed by the salesmen of suppliers, manufacturers and jobbers.

On soda fountain mirrors all over



CLEAN UP WITH WIN-O!

Original Electric Bingo Game
The time-proven money-making sensation for turkey rallies, holiday entertainments, churches, bazaars, night clubs, ballrooms, taverns, etc. Now at amazing low priced. Operates by remote control. Individual or group play. Complete outfit, including 1000 Cards, Blackboard, Advertising Streamers, Displays, etc. Only **\$7.50**

H. C. EVANS & CO.
1520 West Adams Street, Chicago.

America millions of patrons see the seal. Incidentally, it is estimated that 5,000,000 people are engaged in the actual selling of candy. This includes proprietors, managers, clerks and salesgirls. These are the people who are in the front-line trenches. They have direct contact with consumers.

We feel that these people are not only prospects for candy themselves but they can be developed into real salesmen of candy to the public.

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

Detroit

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

Michigan Vending Service has just completed restyling its product, the Trading Post. Distribution in both Canada and the United States is now being organized.

Atlas Automatic Music Co. is settled in its new quarters at 3151 West Grand River avenue.

Russell Trleck, Detroit operator, is optimistic about business conditions, particularly in the music field in which he operates. "Business has held its own for the past several weeks," says he, "indicating that the end of the recent slump is at hand." Trleck has just

moved to a new location at 10630 Eagle avenue in the suburb of Dearborn.

Louis Berman, general manager of the Champion Automatic Music Co., has returned from an extended Eastern trip.

Erwin P. Baldrige and Bruce Bryan have opened a Penny Arcade in Oxford, Mich., 40 miles north of Detroit.

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

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

J. M. Doran, music machine operator, who was a partner with Larry Aurie, has moved to Toronto, Ont.

Installation of parking meters is planned for Pontiac, Mich. Pontiac is a city of 65,000, located 25 miles north of Detroit, largely industrial in character. It has long had a serious parking problem in the downtown district because of long blocks and heavy local traffic.

David Seitner, head of the Michigan Automatic Table Co., is temporarily making his headquarters in Saginaw and St. Louis, Mich.

John Zulinski, who has been in business around Detroit for the past six years, is now operating a variety of machines, chiefly cigaret and candy venders, phonographs and the piano-type music machine.

Ben J. Marshall, Detroit music machine distributor, and Mrs. Marshall, ardent devotees of horseback riding, are up for a ride every morning at 6 o'clock. They maintain their own stables.

Marshall was away in New York on business recently, leaving Mrs. Marshall to run the business.

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

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

Lena M. Hornbeck was a buyer of Wurlitzers recently. Other customers of Wurlitzer were M. L. Ferra, Modern Music Co., Chadwick Coin Machine Co. and Lucius M. Carr.

Detroit's famous brother-operator teams—such as the Berks and the Hodges—had another entry this week with the addition of James Avery to the records. James is a brother of Eugene Avery, who

It's New-
Good Luck
1c or 5c Play

FOR
COUNTER MACHINE OPERATORS!

A small counter type game with all the appeal and earnings of big consoles.

It's the colorful light-up playing field, with double odds feature, that appeals to the players and continues to get the play. Bell-fruit, cigarette or race horse symbols are optional. Name your game—if you prefer a conventional counter game, or one with registers, miniature token or even automatic payout, you have it in Good Luck. Combined with illuminated console base, Good Luck has the same beauty and earning capacity of console machines three times the price and size. Also available with Remote register unit.

Equipped with slug-rejector coin chute, eliminating 99% of all slugs.

Bring Good Luck to all your locations. Order today

Priced as low as

\$54⁵⁰

f.o.b. Chicago



O. D. Jennings & Co., 4309 W. Lake St., Chicago, Ill.

NEW!

**"PLEASE PASS THE BISCUITS, PAPPY"
"MR. OPERATOR"**

Our new jar deal, "Please Pass the Biscuits, Pappy," is the greatest American sensation today. In Texas it is going over 100%. And orders are coming in from every part of the Union. If you really want to make money, all we ask you to do is to order just a sample of this new deal. You will then wire all your other orders.

Sample deal complete, including jar, stand, refill and card, \$3.50. Deal takes in 2280 tickets at 5c per sale, \$114.00. Average pay-out, \$70.00. Average profit \$44.00. Write for quantity prices. Express prepaid in U. S.

GO-GETTER JAR CO.
P. O. BOX 691, TYLER, TEX.



has been in the music machine business here for five years.

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

Lawrence Durkee, who operates at Flint, Mich., has bought some Tom Thumb type fortune scales from the Watling Scale Co.

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

Ace Distribs Held Up by Truckers

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

"Due to the truck strike, we were unable to ship orders which we have re-

ceived during the strike period. We attempted to get our own trucks into service but were halted by strikers. Rather than have any of our force injured in running the trucks we desisted from shipping. Now that the strike is over we are filling orders as fast as possible.

"We want all operators to know this and hope they will bear with us. Freight and express offices are unusually busy after the strike and it may take longer than usual to get the games to those who ordered them. We are sure, however, that by the end of the week everyone will have received shipment on his order."

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



A BATTERY OF six Jennings jackpots on location in the barroom of a large club.

Operate QUALIFIED

TO MAKE MONEY

The NEW WESTERN "FREE" GAME

THESE FEATURES QUALIFY FOR PLAYER PREFERENCE

- SINGLE COIN, 5-BALL PLAY.
- SUPERSIZE FIELD. Not ordinary novelty game size, but full payable dimensions!
- 2 TO 7 SELECTIONS. Insertion of coin selects 2 or more numbers on back rack.
- ODDS CHANGE. Different odds each game for Win, Place, Show; ranging from 2 to 1 to 40 to 1.
- MERCHANTS "TAKE-OFF" BUTTON.
- SIMPLE, FASCINATING PLAY, and
- PERFECTED, POSITIVE-ACTION MECHANISM THROUGHOUT.

SEE YOUR JOBBER NOW—GET QUALIFIED FOR PROFITS!

GREATER THAN EVER! DERBY TIME

Western's powerful payout game with 6-coin multiple play

WESTERN PRODUCTS INC.

925 W. NORTH AVENUE • CHICAGO, ILLINOIS

Dave Stern Boosts Daval Tally Game

ELIZABETH, N. J., Oct. 15.—Dave Stern, of Royal Distributors, Inc., reports, "In my estimation Tally is one of the best counter games ever introduced to the industry."

"This game is unusually well built. The reserve award feature alone will win many players. This plus the jackpot and the intermediate payouts makes this one of the best award games ever produced in the counter game category."

"We have sent our congratulations and compliments to Mr. Douglas and Mr. Helfenbein for this great counter game they have given us."

Dallas

DALLAS, Oct. 15.—With the opening this week of the Golden Jubilee of the Texas State Fair local operators report a decided pick-up in business. The marketing of fall crops and a better general trade outlook have also added to the optimism of operators.

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

The Kidd Sales Co. has opened a branch office for Oklahoma at 18 South Walker street, Oklahoma City. The new office will have charge of the sale of Kidd products in the entire State of Oklahoma. Charles G. Kidd, president of the company, returned this week from a trip to the branch office and reports an excellent business with the company's new Art Photo box of candy as well as for its jar deals. The company has recently brought out a large art study photo box of candy that is sold with a salesboard. Over a thousand units of the candy combination and salesboard has been sold the past 30 days. Mr. Kidd says that some operators are disposing of one to two dozen of the deals per day.

Fisher Brown is moving his office and manufacturing plant to his new location at 2206 South Harwood street. Brown and his associate companies are one of the largest and best established music and merchandise operators in the city.

Besides Fisher Brown, other companies in which Mr. Brown is interested and which will have offices at the new location are Paramount Sales Co., Thomason & Brown, Polson & Brown, Brown Investment Co., Trinity Paper Box Co. and the Beckham Candy Co. In addition to the location at 2206 South Harwood, Brown has purchased the building across the street at 2104 South Harwood. This building will house several of the Brown manufacturing plants, including those of the Beckham Candy Co. and the Trinity Paper Box Co.

On October 1 Earl E. Reynolds celebrated his first anniversary as Texas district manager for the Rudolph Wurlitzer Co. Ten days afterward when this reporter called he was still receiving congratulations from his many friends from over the State.

Shelton Durrenburg, phonograph operator of Georgetown, Tex., together with his wife and small daughter, was a visitor in Dallas this week.

The Kidd Sales Co. has announced the appointment of W. E. Eastburn, Mobile, Ala., as its exclusive distributor for the Southeastern States. Eastburn is already doing a fine distribution business for the Kidd products in the Mobile section.

Hans Van Reydt, of the Simplex Distributing Co., Houston, distributor for South Texas, reports music business in excellent shape in that section. Van Reydt was a visitor in Dallas last Saturday.

Mr. and Mrs. W. H. Newell, of Wichita Falls, Tex., were in Dallas this week visiting with jobbers. Newell is a large operator in both Wichita Falls and Lubbock,

\$74.50 --- \$79.50
\$89.50 OR \$189.50



"Does price make a great difference? Yes, it does! Especially when the game you are buying is untried and untested. If you're taking a chance, then whatever you pay, you're paying too much. You don't

take chances with any game listed here. Every one is location tested. Every one is proven perfect or we wouldn't sell it to you. YOU CAN BUY ANY GAME LISTED HERE WITH CONFIDENCE—AND BUY RIGHT!"

George Ponsler.

Chicoin's

PEACHY

Exhibit's

REGATTA

Dava's

ODD BALL TALLY

Keeney's

HIT NUMBER MULTI-FREE RACES

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Ruyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

BOWL-A-BUMP

ORIGINAL AND SENSATIONAL BUMPER BOWLING GAME

ONLY 11 LEFT! Every one perfectly re-conditioned! Size: 9 feet long by 28" wide. Best money-maker ever built! Hurry! First Come—First Served! Rush 1/3 Deposit. Balance C. O. D.

ALSO COMPLETE SUPPLY OF PARTS FOR ALL TARGET ROLL ALLEYS!

ORIGINAL PRICE WAS \$219.50
NOW \$69.50 ONLY EACH
F. O. B. NEWARK, N. J.

PHONOGRAPH CLEARANCE

MILLS DO-RE-MI \$59.50

WURLITZER MODEL 412 79.50

WURLITZER MODEL 616 134.50

WURLITZER MODEL 616-A 159.50

4 ONLY SEEBURG RAY-O-LITE RIFLES (HURRY) only \$109.50 ea.



WRITE FOR Latest Price List on all New and Used Pin Games and Skoe Ball Alleys! Largest selection in East! Buy with confidence from HERCULES!

HERCULES MACHINE EXCH., Inc., 1175 BROAD ST., NEWARK, N. J.

THE HOUSE OF PROVEN WINNERS

NOVELTY GAMES

AUTOMATIC PAYOUTS

RALLY RESERVE.....\$24.50	JUNGLE.....\$24.50	CHALLENGER.....\$12.00
DAILY DOZEN.....24.50	GAYTIME.....24.50	DAILY RACES.....9.00
BALLY NEW ROCKET.....14.50	SNAPPY.....29.50	TRACKTIME Console.....\$9.00
BALLY BAMBINO.....24.50	STONERS RACES.....9.50	GOLDENWHEEL.....24.50
AIRWAY.....22.50	BALLY LINEUP.....14.50	FAVORITE, Console.....\$9.50

One-Third Deposit With Order — Balance C. O. D.

MANY OTHER BARAINS. ALL GAMES REFINISHED AND RECONDITIONED.

J and J NOVELTY COMPANY

4840 Mt. Elliott

Plaza 1433

Detroit, Michigan

BINGO

SALES INCREASING DAILY!



THERE'S A REASON!

LEGAL EVERYWHERE!

STEADY MONEY MAKER

\$3.00 TO \$5.00 WEEKLY PROFIT.

MECHANICALLY PERFECT

Only \$17.50

Terms: 1/3 With Order, Balance C. O. D.

"LIVE" DISTRIBUTORS WANTED

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Tex. Business has made a definite pick-up in the Western section, according to Mr. Newell, and his firm has recently added two new men to the sales staff.

J. A. Wellborn has just purchased the interest of W. B. Fitzhugh in the Kidd Sales Co. The company is now composed of Charles G. Kidd and Mr. Wellborn.

Roy Alexander, well-known Fort Worth operator, was in the city Monday shopping for new merchandise.



NEW! RED HOT! DIFFERENT!

Grab this chance to make more money more quickly than you ever did before. This is the newest thing out. Deal consists of 12 Beautiful Imported Tapestry Table Covers and Sales Board. Every play wins one of the Table Covers at a cost of 1c to 39c. No Higher. Each Deal takes in \$4.00. Pays 100% profit or more. Don't wait! Order one or more deals right away. 1 Sample Deal, prepaid, \$2.00. 6 or more Deals, \$1.80 Each. Write Today.

S. & K. SALES, INC.
Dept. A—100 N. Broadway, St. Louis, Mo.

Fitz Crows About Bally Showrooms

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

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

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

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

Oriole Reports Ad Series Praised

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

"One manufacturer wrote: 'It's hard to believe, but I read your ad before I read my own. I get a kick out of reading your ads. Others at the factory feel the same way about it.'

"Many letters from operators have been unusually complimentary," concluded the spokesman.

Eddie Ross reported: "Some of the letters and postcards we have received have been truly commendable. We want to assure them that we are sincere in our ads and, tho the style is unique, the thought is what we want to convey to them."

New York Coinmen Regret Two Shows

NEW YORK, Oct. 15.—A survey of trade sentiment here indicates that many coinmen are discouraged by the fact that two organizations of manufacturers in Chicago have announced two separate shows, one in December and one in January.

Trade members here say that in previous years the New York trade has been able to stir up considerable enthusiasm for the annual convention, to plan special trains and to generally set the pace for enthusiasm for the entire country. But it now appears there will be some difficulty in stirring up enthusiasm. Distributors who formerly contributed toward making the convention crowd a success now say they are afraid of "offending manufacturers" if they should attend the show of their preference. Hence it is better, they say, not to attend either show. Music operators seem to prefer one show, while games operators seem to prefer the other.

One thing seems certain at present and that is New York will not be able to generate the convention enthusiasm as it has done in former years.

Butterworth



BILL BUTTERWORTH

CHICAGO, Oct. 15.—Willoughby H. (Bill) Butterworth, 50, factory superintendent of the Exhibit Supply Co. here, passed away suddenly at 5 p.m. on Sunday, October 9, at the West Suburban Hospital from an acute stomach ailment and peritonitis.

He had been associated with the Exhibit Supply Co. for 35 years, from the time of its inception. He started, in fact, as an errand boy in his very youthful years and won his way to his recent important position thru hard effort.

"Bill," as he was known to his many friends in the coin machine industry, was born in Indianapolis in 1888.

Masonic funeral services were held on October 12 under the auspices of Veritas Lodge No. 926, P. and A. M. He was a member of the Veritas Lodge, Oriental Consistory, Medinah Temple, A. A. O. N. M. S. Interment was at the Mount Emblem Cemetery.

Members of the coin machine industry in Chicago paid tribute to Butterworth's popularity and memory. Perhaps the most touching tribute of all was the indications of the loyalty of the Exhibit employees. Butterworth had gained an enviable reputation for his ability as a plant superintendent and for his congeniality with employees.

Aronson Back to Work After Illness

BROOKLYN, Oct. 15.—Charley Aronson, of Brooklyn Amusement Machine Co., who was confined to his home after a serious operation, has returned to the firm.

He is back greeting old friends and, tho taking it easy, he says he is happy to be back on the job. Many of the leading distributors, jobbers and ops were visitors at his home during his convalescence. Charley Aronson reports. All are glad to see him back on the job.

Ring Them Bells!

DETROIT, Oct. 15.—Max Schubbs, local coin machine distributor and jobber, is to be married October 23 at Muskegon, Mich., to Mae Berman, of that city.

NOW SUPER-ZETA

with

"LIGHT UP" BACKBOARD



STONER Corp
AURORA, ILL.

STONER'S RITZ BETTER THAN MADCAPI IMMEDIATE DELIVERY!

GUARANTEED RECONDITIONED GAMES

BALLY RESERVE . . . \$25.00	SKI-HI \$20.00	SILVER FLASH . . . \$15.00
BALLY FLEET 47.50	HI-LO 40.00	ZEPHYR 20.00
SNAPPY 27.50	CHICO BASEBALL . 15.00	WESTERN'S ABOUT . 50.00
SWING 27.50	VOGUE 9.50	DERBY 50.00

1/3 Deposit, Balance C. O. D. Write for Complete List of Used and New Games at Lowest Prices.

BUDIN'S SPECIALTIES, Inc. 174 S. Portland Ave., BROOKLYN, N. Y. Tel: Nevins 8-7828

LOWEST PRICES - GUARANTEED PERFECTLY RECONDITIONED

AUTO DERBY . . . \$ 6.50	EQUALITE \$ 6.00	ROSE BOWL \$10.00
AIRWAY 15.00	HI-LO 40.00	SILVER FLASH . . . 12.00
BAMBOO 37.50	HARE N' HOUNDS . 15.00	SNAPPY 25.00
BOBS 15.00	JUNGLE 30.00	SWING 27.00
CHICO BASEBALL . 15.00	LONG BEACH 9.00	TURF KING 9.00
CARGO 25.00	MERCURY 9.00	ZEPHYR 20.00
DAILY DOZEN . . . 24.00	BALLY RESERVE . 23.00	

1/3 WITH ORDER, BALANCE C. O. D. — WRITE FOR COMPLETE LIST!
ACME AUTOMATICS, INC., 593 10th Ave., New York City

SPECIAL TICKET SALE

(LIMITED TIME ONLY)
COMPLETE DEALS, \$2.35 EACH (2250 Ticket, Card, Holder and Jar)
COMPLETE DEALS, \$2.60 EACH (2520 Ticket, Card, Holder and Jar)
Choice of Any Card Listed (Labels Included)



- | | | |
|-------------|------------------|---|
| ★ GOLD NINE | MAJOR LEAGUE | ★ |
| PLAY BALL | PIMLICO | |
| ARLINGTON | BOARD OF TRADE | |
| DOUBLE DRAW | LET'S GO FISHING | |
| BANK NITE | BAGS OF GOLD | |

CARDS AND LABELS—\$6.00 Per Dozen

2250 Tickets Only \$12.00 Per Dozen.	2520 Tickets Only \$15.00 Per Dozen.	Card Holders, \$3.00 Per Dozen. Jar, \$3.00 Per Dozen.
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Be First. Send in Your Orders Today. 1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO. 1731 BELMONT AVE., CHICAGO, ILL.

DAVAL'S MONEY-MAKING MASTERPIECE

YOU'RE
constantly increasing the demand!

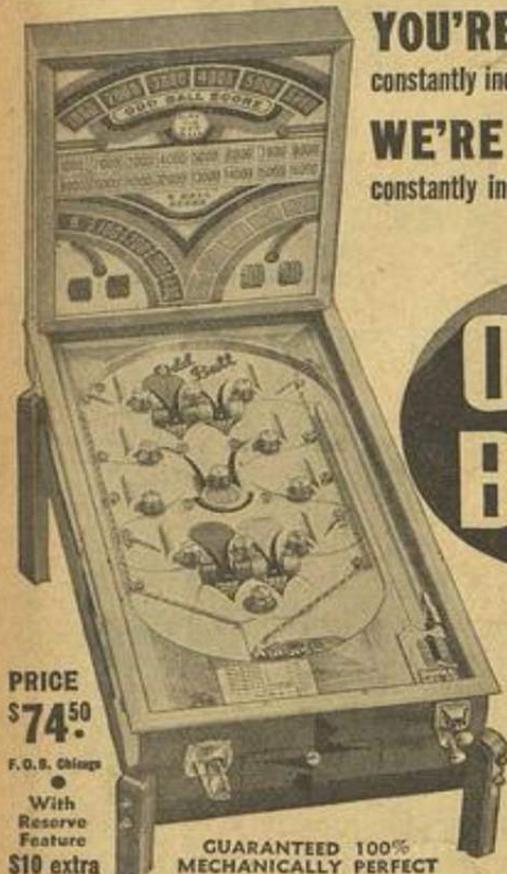
WE'RE
constantly increasing production!

Thank to you!

**ODD
BALL**

Phenomenal 5 Ball
Novelty Game with
RESERVE BANK
up TO \$50.95
and intermediate
awards! ALSO
STRAIGHT HI-
SCORE MODEL!

Completely
metered for
your protection!



PRICE
\$74.50

F. O. S. Chicago

With
Reserve
Feature
\$10 extra

GUARANTEED 100%
MECHANICALLY PERFECT

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

Used Grip Machine
Shortage Reported

BROOKLYN, Oct. 15.—Says Dave Gottlieb, president of Gottlieb & Co., "There is a shortage of grip machines today on the used market. Hardly a day passes but distributors and jobbers call upon us to help locate used machines to fill their orders.

"Here is one instance," he continued. "Only last week a distributor advertised a stock of 50 used grip machines. He received over 400 orders with deposits—more orders than he could fill. He called on us and the we tried to help him, we unfortunately couldn't find them.

"Maybe grip machines are becoming mellow with age," he went on, "as they have been in steady production for nine months. The demand is growing each day. Reaction in the used market is apparent. Operators are realizing the grip machines bring in extra income and open up new locations. Consequently scarcity is being felt more and more. The used-game market is a good barometer of a machine's worth. When there is a shortage of a certain machine you may be sure it is a real winner."

House Took Field
Glasses to Game

LOUISVILLE, Oct. 15.—C. B. (Charlie) House, of the Kentucky Amusement Co., is back from a recent trip to Chicago telling one of those "embarrassing moment" stories. It seems that House was the guest of Gerber & Glass, a Chicago coin machine distributing firm, at a World Series game.

House relates: "Imagine my embarrassment when I walked into a box seat with field glasses swung around by shoulder, only to find that I was close enough to shake hands with the players as they passed by. I had fully expected I would need the glasses to really enjoy the game."

His alibi for taking the field glasses along, he says, is that at all previous affairs he had attended in Chicago he had sat so far back that it was impossible to see anything. This time he intended to see everything. He says the recent experience reminded him of his first time to see a burlesque show. He had a front-row seat but had taken opera glasses along!

**500
JENNINGS
SLOTS**

CHIEFS and SILVER CHIEFS
WILL TRADE FOR ONE-BALL
PAYOUT TABLES, PACES
RACES, MARATHONS, BALLY
RESERVES, ATLANTIC CITY
OR OTHER TYPE RESERVE
TABLES!

WHAT HAVE YOU TO
TRADE?

NEXT TIME TRY...
ORIOLE

COIN MACHINE CORP.
Oriole Bldg., BALTIMORE MD.

—ALSO AT—
Pittsburgh • Washington • Buffalo

so ago, when we began getting unusually large orders. We shipped out all we had in the warehouse and then called on the Rock-Ola factory in Chicago for more. The factory increased production and now operators are assured of getting their games immediately."

Nelson, who recently became associated with the company, has a sound knowledge of the business, according to LaBeau, having been games division manager for Rock-Ola.

Said Nelson: "It's a genuine pleasure to meet and work with operators. They have a clear understanding of their problems and they're going about their solution in a competent manner that means success. It's a pleasure to help in any way I can."

Alf Cohen Arrives
From London Town

NEW YORK, Oct. 15.—Alf Cohen, of the Coin Amusement Supply, Ltd., London, arrived in New York October 11. He made the rounds the first few days and then left for Chicago, where he intends to stay for a few weeks.

Cohen will return to New York for another week or so before he leaves for home.

Rock-o-Balls Are
Going Well—Nelson

ST. PAUL, Oct. 15.—Operators thruout Minnesota and the Dakotas have been crowding us pretty close for Rock-o-Balls," said N. L. Nelson, sales manager of the LaBeau Novelty Co.

"We thought we had a good stock of Rock-o-Balls on hand until a week or

ANOTHER
TWO HITS

SNOW WHITE 2100 Holes Tip Tickets 127 Winners Takes in \$105.00 Average Payout - 54.35	BALLOT BOX 720 Holes Tip Tickets Takes in - \$36.00 Average Payout - 19.44
PROFIT - \$50.65 PRICE - \$ 4.60	PROFIT - \$16.56 PRICE - \$ 2.20

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



3 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEALS

50 WINNERS
A 5c Salesboard

42 Boxes of High-Grade Chocolates—1 Lb., 1/2 Lb., 1/4 Lb.
7 Jars of Assorted Candy.
Large Box Assorted Chocolates for Last Punch.
A 300-Hole Salesboard.
COSTS YOU \$9.00.
TAKES IN \$10.00.

Fast Moving Deal
36 WINNERS

A 30-Hole Salesboard.
Numbers run from 1 to 36.
Every Punch receives a Box of High-Grade Chocolates.
Name under Seal receives additional 2 Lbs. Chocolates in Beautiful Padded Box.
COSTS YOU \$5.50.
TAKES IN \$12.00.

Quick Turnover Deal
24 WINNERS

Every Punch Receives a One-Pound Box of Chocolates.
Numbers Run From 1 to 36.
24 1-Lb. Boxes of Chocolates.
A 24-Hole Salesboard.
COSTS YOU \$4.25.
TAKES IN \$9.00.

CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates, 1/2 Doz. to Carton.

70c

2-Lb. Box of High-Grade Chocolates in Padded-Top Box, Cells, Wrapped, 1 Doz. to Carton, Per Box.

50c

Cordial Cherries—1-Lb. Net, Packed 2 Doz. to Carton, Per Dozen.

\$2.40

Per Box
20% Deposits With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

DELIGHT SWEETS, INC. 50 EAST 11th STREET
NEW YORK, N. Y.

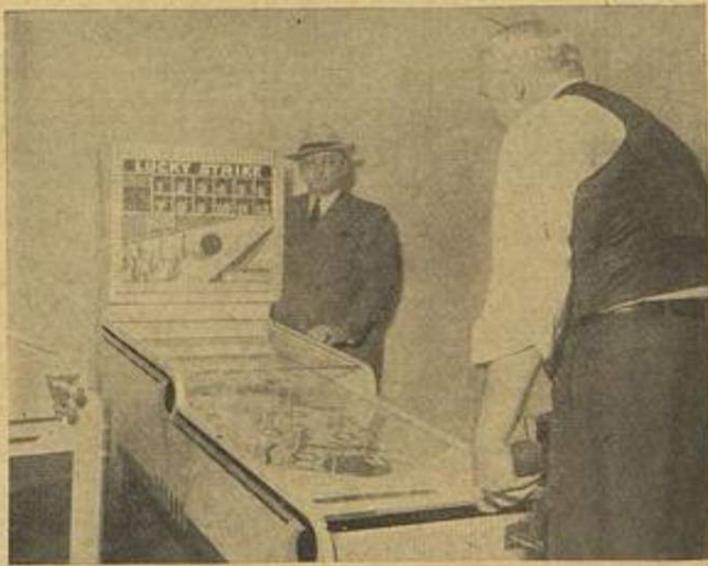
SALESBOARD OPERATORS

Here's the biggest flash in Turkey Boards. A beautiful 13x19 Pull Card with 120 1 1/4-inch seals. A new idea in combination HIT-ME and Pull Card. Assuring a complete sell out. Write now for exclusive territory. Send 25c for a sample of this Deal and jobbers' Price.

CROWN SALES CO.

4034 Brooklyn,

Kansas City, Mo.



JOHN CREST (right), assistant sales manager Bally Mfg. Co., demonstrates Lucky Strike reserve-type dumper bowling game, to W. C. Fitzgerald, Central Vending Co., Bloomington, Ill.

AT LAST - A GAME THAT IS DIFFERENT!
OPERATORS REPORT LOCATIONS SELLING FROM 1 DOZEN TO 1 GROSS IN SINGLE NIGHT!

HIT & WIN
 YES NO
 120 Tickets
 Take in \$6.00
 Average Payout \$1.86
 Average Profit \$4.14

Prices:
 1 Doz. \$ 4.60
 Gross \$ 43.00
 Sample Card .50

A sure-fire hit. Order today and cash in on quick profits. 25% deposit with order.

Write for other Card Deals.

SMALL, QUICK PROFIT. FAST ACTION

120 Tickets
 Take in \$6.00
 Average Payout \$1.86
 Average Profit \$4.14

Prices:
 1 Doz. \$ 4.60
 Gross \$ 43.00
 Sample Card .50

A sure-fire hit. Order today and cash in on quick profits. 25% deposit with order.

Write for other Card Deals.

MUNCIE NOVELTY CO.
 P. O. Box 823 Muncie, Indiana

Operators Praise Flexible Eureka

CHICAGO, Oct. 15.—"Thanks for giving us that operating flexibility we need!" That, according to Jim Buckley, general sales manager of Bally Mfg. Co., is the gist of trade comment on the new Bally Eureka free-play game.

"And, believe me," Buckley adds, "this Eureka game really is flexible. It has all the proven profit features of Bally's famous changing odds one-shot, but the free-play coin chute permits operators to place the machine in many of their regular novelty spots. By the flip of a switch the game can be operated either as a multiple or a single-coin machine. Likewise it can be run as a 5, 4 or 2-ball game—or as a one-shot. And a new simplified adjustment system provides the widest range of adjustability ever built into any type of game.

"Judged from every angle—play appeal, appearance, mechanical perfection and operating conveniences, Eureka is, by far, the biggest dollar's worth of coin machine value on the market today!"

Peachy Popular, Says Wolberg

CHICAGO, Oct. 15.—"It's a triumphal tour from production line to location, with a grand reception by players for our newest game, Peachy," says Sam Wolberg, Chicago Coin Mfg. Co. official.

"Distributors loved the game the moment they saw it. Operators placed the game on location and followed suit with cheers and reorders. On locations players expressed their praise of Peachy with steady play. Players are responding to Peachy like ducks to live decoys, and operators are 'bagging the limit' in profits."

"Peachy is a straight five-ball novelty game, one of the best on the market today. It has plenty of flash for attracting attention. It incorporates playing action and play ideas specially designed to build repeat play. It is available in a fully metered model as well as a standard model without meters."

Coin Machines To Boost Business

(NACOMM Release)

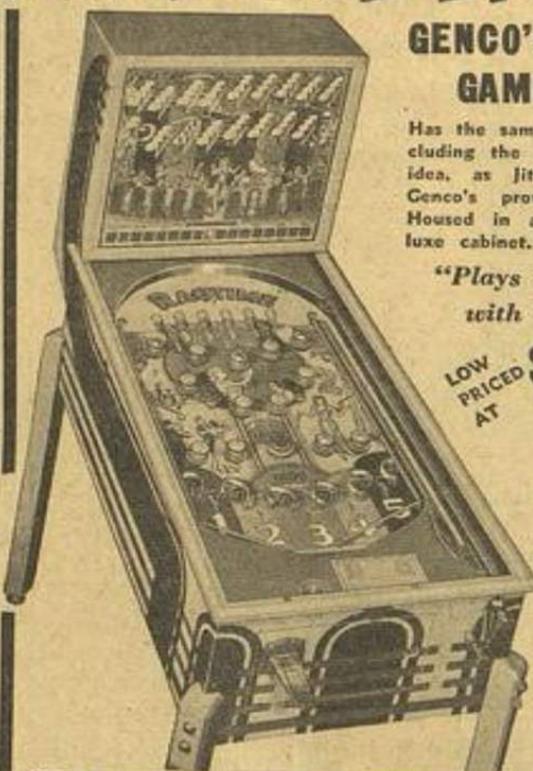
CHICAGO, Oct. 15.—We're Forever Boosting Business, the new theme song of the National Association of Coin-Operated Machine Manufacturers, will take its bow and begin to make its weight felt at the NACOMM Coin Machine Show in the Stevens Hotel, Chicago, December 12-15.

The show is to mark the beginning of a nation-wide drive to put the coin machine over as one of the essential instruments of business. NACOMM's theme song and the slogan, "Coin Machines Boost Business," will strike the keynote of the campaign. It will also set the tempo of the greatest coin machine show in history, packed to overflowing with features—new and startling—which no operator can afford to miss.

The public relations program will be launched with a radio broadcast from the Boulevard Room of the world's largest hotel, the first day of the show. It was decided by the show committee and the publicity committee at a joint meeting last week. Leaders of the industry, manufacturers, nationally known distributors and operators from the four corners of the earth will fire the facts into the microphone in a half dozen pep talks so brief and snappy that everyone present, and we believe everyone listening in, will lean forward and breathe quicker.

The industry has a message with a wallop. It uses huge quantities of American products. It gives the people things they need and want quickly, efficiently and cheaply. It gives employment to thousands and stimulates industry in general. All this has been true for years, but not many people outside the industry know it. A start at putting these facts across is going to be made at this show, and the entire industry can have a part in it. The round-table discussion on the half-hour radio program will be snappy enough to carry itself, and in addition a musical program will emphasize the theme song, and a master of ceremonies with a long wheelbase and no brakes will splash in red-hot continuity.

RAGTIME



GENCO'S FREE PLAY GAME DELUXE!

Has the same playing features, including the new Genco Extra Ball idea, as Jitterbug. Made with Genco's proven Free Play unit. Housed in a larger, beautiful deluxe cabinet.

"Plays Off" Winners with Free Games

LOW PRICED AT **\$89.50** F. O. B. Factory

and **JITTERBUG** with the **EXTRA BALL FEATURE...**

When score reaches 12,000, shuffleboard automatically releases ball for replay. Action is repeated at 14,000.

\$74.50 F. O. B. Factory.

JITTERBUG IN JACKPOT MODEL, \$84.50 F. O. B. Factory.

SEABOARD SALES, Inc.
 619 Tenth Ave., New York, N. Y.
 Eastern Direct Factory Representative.

COIN AMUSEMENT SUPPLY, Ltd.
 London, England.
 European Distributor.

GENCO, Inc.,

2621 N. ASHLAND AVE., CHICAGO, ILLINOIS

DUO-GRIP

TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER
PRICE, \$24.50

Also DE LUXE GRIP SCALE 3-WAY STRENGTH TESTER
PRICE, \$19.50



If You Are An Operator Write for Operators' Quantity Prices, Immediate Delivery.

Terms: 1/3 With Order, Balance C. O. D.

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

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

Ponser Praises Many Game Hits

NEW YORK, Oct. 15.—Says George Ponsler: "There have been many times in past years when we have had hit numbers for operators. But at no time have we had as many simultaneous hits as we are now featuring."

"Chicago Coin, Daval, Exhibit and Keeney have been producing one hit after another. Keeney's new Hit Number and Multi-Free Races are two of the leading games. Daval's Odd Ball is one of the outstanding hit games."

"There is no need to discuss the hit which Exhibit's Review and Buttons made. Now Exhibit has given us Regatta, which is a likely leader. Chicago Coin's games are known, of course, from Coast to Coast as winners."

"There aren't enough words to sufficiently praise the games mentioned above. Combined they are the greatest assortment of real winners that have ever appeared in the East."

OPERATORS

NEW LOW PRICES

on Thick and Semi-Thick Boards

Write for Quotations

CHAS. A. BREWER & SONS

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



"BEAN 'IM"—A Popular, Legal Skill Game!

Everybody plays this legal coin operated game. Rich colors, illuminated electric score board. Opens up closed territories. Result of over forty years operating and manufacturing experience. Immediate delivery. Write or wire.

Only \$49.50
RISTAUCRAT MFG. CO., Kaukauna, Wis.



CENT-A-PACK

THE ORIGINAL PENNY CIGARETTE MACHINE.

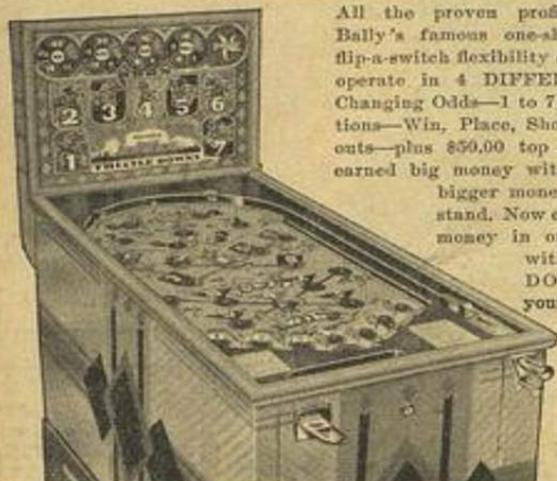
More Popular Than Ever
 At Your Jobber, or Direct from Factory.
PRICE \$16.50

BUCKLEY MFG. CO., 2158 Washington Blvd., Chicago, Ill.

THISTLEDOWNS

BALLY'S NEWEST ONE-SHOT

- OPERATE WITH OR WITHOUT MULTIPLE
- OPERATE WITH OR WITHOUT RESERVE



All the proven profit features of Bally's famous one-shots—plus new flip-a-switch flexibility enabling you to operate in 4 DIFFERENT WAYS! Changing Odds—1 to 7 Mystery Selections—Win, Place, Show, Parse Payouts—plus \$50.00 top reserve! You earned big money with Fairgrounds, bigger money with Grandstand. Now earn the biggest money in one-shot history with THISTLEDOWNS. Order your sample today!

54 IN.
BY
26 IN.

Write for circulars on BALLY BELL, EUREKA, THUNDERBOLT, WORLD'S FAIR, FOUR HORSEMEN, HOT-VENDER and other Bally hits.

BALLY MFG. COMPANY
2640 BELMONT AVE. CHICAGO, ILL.



... from Maine to Maryland operators who are taking advantage of our Special Deal all agree! If you haven't yet been told about our Special Deal—Write or Phone Today! (Now ready, your Free Copy of "The Bally Coin Chute," October issue.)

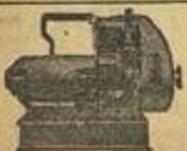
FITZGIBBONS DISTRIBUTORS, INC.
453 WEST 47th ST., (Tel: Circle 6-8343) NEW YORK

— Also At —
362 Mulberry St., Newark, N. J. 217-19 Elizabeth St., Utica, N. Y.
2178 Amsterdam Ave., New York 622 N. Eutaw St., Baltimore, Md.



MAKE BIG MONEY

From Now Until Christmas Selling
JUMBO TURKEY BOARDS
A Real Flash that Readily Sells at \$1.00 Each
150 Holes. No Numbers Over 150
BRINGS \$21.45 AND SELLS
1 Turkey, 1 Goose, 1 Duck and 2 Chickens
PRICE \$3.00 per Doz. \$20.00 per 100
Sample, \$1.00
Remittance With Order or 50% on C. O. D.
ARTHUR WOOD & CO.,
219 Market St., St. Louis, Mo.



110 VOLTS AC ANYWHERE!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.

Furnish standard 110 AC, 60 Cycles, for operating coin-operated music machines, motion pictures, AC radios, electric organs, pin-ball games, etc.
Complete 550 Watt, 110 AC Light Plant—List \$ 85.00
Complete 550 Watt, 110 AC Light Plant—List 130.00
350 Watt Kato Rotary Converter—List \$1.50
KATOLIGHT, Mankato, Minnesota, U.S.A.

Mills Announces Opportunity Line

CHICAGO, Oct. 15.—The new line of machines developed by Mills Novelty Co. was recently announced as "the opportunity line." An executive of the firm acted as sponsor for each new machine and put his best descriptive powers into explaining the features of the new product.

In general it was explained that the new line "is the result of careful planning, a sincere attempt to understand the operators' problems and a real desire to offer needed assistance in solving those problems.

"The smallest bell machine in the world" is one of the new offerings, developed, it is said, to avoid attracting the attention that standard bells do on location. It is called a vest-pocket bell and resembles a special type of wall box in appearance.

A new table-game offering is called Hi-Boy. It has the Mystery payout mechanism and offers the appeal of bell machines in animal characters on the backboard. If the lights stop on winning characters the player must shoot the ball for a winning score. If lights do not stop on winning spots the player may still shoot for an award.

A new and distinctly modernized penny scale is also among the new machines announced. It is called the Trylon.

Two new trade stimulators and a bell called the Square Bell are included in the list of new machines.

Peachy Proves Maker's Policy

CHICAGO, Oct. 15.—"Peachy, new novelty game release of Chicago Coin Mfg. Co., is definite proof of the value of a set policy," says Sam Gensberg, Chi Coin official.

"We have made it a policy to produce games that make money for operators. We first check it against rigid operating standards. If it passes we make a working model and place in on test locations. On location a game has to prove its mechanical ability, endurance and profit possibilities. If it fails it is either revised or discarded.

"Peachy went thru tests with flying colors. It attracted play and showed mechanical perfection. Because it could stand it it made money. Now that it is in many, many locations it has proved that it is a real game. It is because of our policy that operators look to Chicago Coin for novelty games."

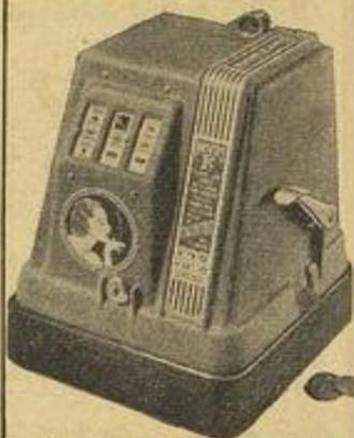
Genco Extra Ball Swings Into Favor

CHICAGO, Oct. 15.—"To attract and hold attention in this age of variety you've got to give 'em something different," says Dave Gensberg, official of Genco, Inc. "If you can give the public something so different that it's far ahead of the times you're sitting pretty, and a host of operators the nation over

15 Months Old

GOING STRONGER EVERY WEEK.

Ginger must be a good game when operators buy them by the hundred every day of the week. You should try it in your territory. Its steady earnings will be a pleasant surprise.



Operators gladly pay the small extra charge to obtain the "certified payout" protection which redeemed payout tokens give them.

Mechanically perfect, with cheat-proof goose-neck coin chute, Ginger turns in substantial profits every week.

Ideal for large route operation
Write for quantity price.

GROETCHEN TOOL COMPANY
130 N. Union Street CHICAGO

are finding themselves sitting pretty in their locations since they placed the new Genco games, Jitterbug and Ragtime.

"The new Genco feature that puts these games out in front, in addition to several other playing ideas incorporated in them, is the extra ball feature. The extra ball works this way: When the player makes a score of 12,000 the shuffleboard automatically releases another ball for play, enabling the player to try for a higher score. The same thing happens when he gets 14,000 points.

"In both Jitterbug, a straight novelty game, and Ragtime, a de luxe-type free game with Genco's proven free-play unit, the extra ball has proved the source of the kind of location thrills that mean real profits for operators," Gensberg concluded.



PREXY KEENEY and other faculty members of the Keeney College of Coin Game put an experimental game model thru a stiff examination.

TALLY



STRAIGHT
5c
PLAY

DAVAL'S PHENOMENAL MONEY MAKER

The one and only counter game with Reserve Jackpot up to \$50.00! Frequent 10c to \$1.00 Intermediate Awards! Coin Divider and Two Separately Locked Cash Boxes—One for Operator and the Other for Location Owner!

Precision built, silent, fool-proof and theft-proof mechanism. Equipped with sanitary ball gum winder and swivel turntable base! Order TALLY NOW!

ALSO AVAILABLE WITH CIGARETTE REELS IN 1c PLAY. Covered by the Famous Atlas 10-DAY Free Trial Money-Back Guarantee!

ATLAS NOVELTY CO.
2200 N. WESTERN, CHICAGO

Washburn Finds Service Pays

LOS ANGELES, Oct. 15.—"I have always been deeply interested in the problems of coin machine operators and ready to help them if I possibly can," stated Charles E. Washburn, Los Angeles jobber. "I have found that sincere service has been one of the reasons for a jobber's success.

"I have endeavored to use every possible means to contact operators thru the mails, the telegraph, the telephone. But I prefer personal visits to the operators."

Said a member of Washburn's organization: "He has carried his interest in the operator-client to the point where nothing less than personal visits, as often as possible, will satisfy him that he and his company are doing all they can to help the operator make money."

Washburn's travels carry him thruout Southern California, Arizona and occasionally thru bordering States. He has recently found it necessary to open offices and display rooms in Phoenix, Ariz., at 1519 N. Central avenue, in addition to his offices in Los Angeles, located at 1511 W. Pico street.

Games Going Well, Says Bert Lane

NEW YORK, Oct. 15.—"Thruout the entire Eastern territory, just as thru the rest of the country, the demand for Genco's Ragtime, Jitterbug, Jitterbug Reserve and Triple Play continues to swell," says Bert Lane, head of Seaboard Sales.

"The virtues of the games are well known, so I needn't say much about these games. They are getting finer location reports and operator comments than any games I've seen in a long time," Lane concluded.

Fred Iverson, sales manager for Seaboard Sales, reports: "The demand in up-State New York and New England States is a joy to behold. My customers keep insisting on volume shipments in a hurry and I'm sitting on Bert Lane's neck to see that they get them."

Monarch Enjoys Business Upturn

CHICAGO, Oct. 15.—Reports from the offices of the Monarch Coin Machine Co. are "that previous forecasts made by officials regarding business trends are being substantiated by present volume."

Says Clayton Nemeroff, manager: "We are highly elated over the way operators have responded to the service we have to offer. Not only are they enthusiastic customers for the equipment of every type, both new and used, which is available thru us, but they are equally enthusiastic boosters of the company, which is a source of much satisfaction."

Minn. Ops Hold Annual Meeting

ST. PAUL, Oct. 15.—At the annual State meeting of the Minnesota Amusement Games Association, held at the Midwest Athletic Club on Wednesday, September 28, Jack Nelson, vice-president of the Rock-Ola Mfg. Corp., addressed a large group of operators. He developed the theme of operator cooperation in their business and in their association work. He complimented the association upon its unusual strength of membership, drawing operators from all over the State. He also remarked upon the progressive program which the association is carrying thru.

Said Nelson: "You usually know when there's a good organization in a territory, because operating conditions are always better. The operator feels that with a smooth-functioning association the purpose of each is identical. Working in complete harmony with each other, operators are able to advance the coin machine business as a whole."

"You'd think it funny if you went to the Minnesota football game next Saturday and the interference folded up and left the responsibility of winning that game to the backfield. It's the same with the operators. The executives of

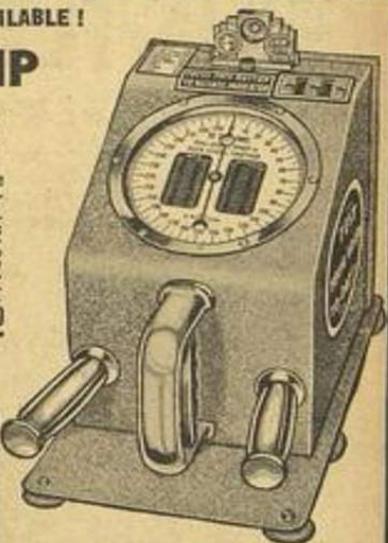
PROOF OF MERIT! TOP RESALE VALUE!

VERY FEW USED MACHINES AVAILABLE!

New DUO-GRIP

TRADE STIMULATOR PLUS
3-WAY STRENGTH TESTER!

Give you a double grip on new big profit! Besides testing strength of Push, Pull and Grip, CIGARETTE REELS spin with each play... winning symbols entice player to award according to award card! Max button indicator release; non-clog slot, last coin visible, with button release which also closes shutter over reels; chrome handles and trim; bell adjustable to ring at any number; tension adjustable to suit location; anti-lift; sure-grip & suction-cup base and other special features. Also available with fruit bell symbols or numbers. Metal Stand, \$2.50. COMBINATION 1c, 5c, \$24.50. 10c, 25c SLOT



100%
LEGAL

DE LUXE GRIP SCALE 3-WAY STRENGTH TESTER

A proven standby in the industry. These quality features: New sure-grip & suction-cup base; new button indicator control for competitive play; chrome trim; chrome handles throughout; anti-lift; tension adjustment to suit location; bell adjustment to ring at any number; non-clog slot; button instantly clears obstruction; separate cash box, etc. Metal Stand \$2.50

\$19.50

IMMEDIATE DELIVERY
D. GOTTLIEB & CO.
2736-42 N. Paulina St. CHICAGO

GOING STRONG: INDIAN DICE \$24.50

"ROLL-A-ROUND" The New GUARANTEED SAFE Machine Cabinet

BUILT IN ONE-PIECE OF 7/8 INCH STEEL
STOP THE HI-JACKER
With Our Heavy All-Steel Slot Machine Cabinets.

We are closing out our entire stock of Slot Machines, Pay Tables, Novelty Games, Ray's Tracks, Paces Races, Bowling Games, Air-Pop-It Machines, & Daily Floodwoods, \$90 each.

Distributor of Jennings Products. Write for Literature and Prices.
THE STARK NOVELTY CO.
1510 W. Tuscarawas St., Canton, Ohio.
WALTER ANGELI, Manager.

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

Eastern Distributors:
MILLS NOVELTY CO.
A. B. T. CO. GROETCHEN MFG. CO.
BALLY MFG. CO. H. C. EVANS & CO.
COLUMBUS VENDING CO.
CHICAGO METAL MFG. CO.

KEYSTONE NOV. & MFG. CO.
26th & Huntingdon Sts.
PHILADELPHIA, PA.

SWAP OR SELL NOVELTY TABLES

4 Genco Football, 8 Airways, 3 Silver Flash, 1 Ski-Hi, 2 Forward March, 2 Dux, 2 Topo, 3 Beamline, 3 Bull's Eye, 2 Genco Juniors, 4 Zephyrs, 2 Chicago Derby, 1 Dural Buzzer, Bowling & Gottlieb Stingers, 3 Bally Refresh, 1 Gaytime, 3 Meese Stratches—also number of counter machines. Make an offer, or what have you to trade?
SOUTHERN MUSIC CO.,
503 W. Central Ave., Orlando, Fla.

FUR COATS

Latest Style, Lowest Prices, Best Quality. Write for Free Price List.
CHAL. BRAND, 208 West 26th Street, New York.



YOUR SIGNAL FOR BIGGER PROFITS!

THE BIGGEST MONEY-MAKING FOOTBALL BOARD EVER MADE

— GOAL POST —

No. 2402	2400 Holes
Takes in	\$120.00
Average Payout	53.79
Average Gross Profit	\$ 66.21

PRICE
\$4.94
EACH

Board Filled With Popular Tip Combination Tickets.
NEW LOW PRICES ON THICK AND SEMI-THICK BOARDS
HARLICH MFG. CO., 1413 W. Jackson Blvd., Chicago, Illinois.

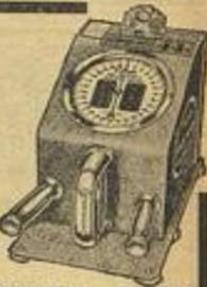
an association cannot carry on alone, it takes the whole team. It requires every operator's co-operation, good will and application to business."

Later in commenting upon the organization, he said, "The Minnesota organization might well be held up as a model association. Men from all over the State, 200 to 500 miles away, come regularly to the monthly meetings. It is said that when operator problems are introduced at a meeting the men discuss them freely, thrash the whole thing out, and solve them to the mutual advantage of all."

Tom Crosby, of Faribault, and H. B. Hunter, of Aitken, who are very active in the association work, are said to have set up high standards for the group and to have started many new innovations to assist the operators. One idea they are working on is an employment agency which will carry listings of available route men and mechanics. This service, the members think, will make it easier for such men to find employment and at the same time help the operators to locate experienced and dependable help in a hurry.

NEW DUO-GRIP

TRADE STIMULATOR PLUS 3-WAY STRENGTH-TESTER



Gottlieb's New Sensation! Combines Spinning Cigarette Reels with strength-testing for Push, Pull and Grip. Write for QUANTITY PRICES!
Alabama Distributor
BIRMINGHAM VENDING CO.
2117 Third Ave., North, Birmingham, Ala.
\$24.50

THIS WAY TO BIG PROFITS

RESERVE JACKPOT
STARTS WITH \$2.50 AND ZOOMS AS HIGH AS \$50.00!
FREQUENT 10c TO 1.00 AWARDS
KEEP PLAYERS LITERALLY GLUED TO THE GAME!
Coin Divider and Two Separate Cash Boxes
ENABLE LOCATIONS TO PAY AWARDS OUT OF THEIR SHARE OF THE TAKE-IN AND PERMIT OPERATOR TO COLLECT HIS NET SHARE WITHOUT ANY CHECKUPS OR SETTLEMENTS WHATSOEVER!

Also Available with CIGARETTE REELS in 1c play

PRECISION-BUILT BY DAVAL WITH THRILLING EASY-TO-UNDERSTAND PLAY ACTION: BALL OUM VENDER; SWIVEL TURNABLE BASE; RUST PROOF, CASE HARDENED, SILENT, GREAT PROOF AND FOOL PROOF MECHANISM, AND MANY OTHER FEATURES NOT FOUND IN ANY COUNTER GAME!

PRICE **\$34.50**

F. O. B. CHICAGO

DAVAL 315 N. HOYNE CHICAGO



STRAIGHT 5c PLAY

Cigars Swing for Odd Ball Success

CHICAGO, Oct. 15.—Tommy Grant, of Advertising Posters Co., is well known to denizens of the coin machine realm for the lavishness with which he passes out good cigars. But nobody, not even the maharajah of India, makes a practice of distributing free of all charge and totally gratis the extra good 20-cent cigars that Tommy was seen handing to all and sundry recently.

It seems that Tommy was present at a preview held about two months ago at the Daval showrooms and saw the new Daval novelty game, Odd Ball. He liked it from the start. Indeed he fell for it like an aviator without a parachute, and he worked himself up to the point where he began to make all sorts of prophecies and predictions. Al Douglas listened to him indulgently for a while. Suddenly he interrupted Tommy's spree of praise and asked him to repeat his last remark.

"I said," announced Tommy, "that Odd Ball will outdistance Robin Hood in sales!" Now Robin Hood was the Daval game that preceded Odd Ball.

Tommy and Al argued in circles for a few minutes and the upshot of it all was that a bet was made. Tommy had one box of extra good 20-cent cigars which said that Odd Ball would beat the sales record of Robin Hood.

The rest of the story was evident. Two weeks ago, four weeks after it first went into production, Odd Ball doubled the record made by Robin Hood. Tommy gleefully collected his swag and began to brag about his victory.

Wiggins Joins Jennings Sales

CHICAGO, Oct. 15.—"After a successful sales trip thru Indiana and Ohio O. D. Jennings & Co.'s new traveling representative, R. B. (Dick) Wiggins, left recently on an extensive sales tour thru the West," reports a Jennings official.

"Wiggins is an oldtimer in the coin machine field," continued the official, "having had 12 years' experience as an operator, designer, mechanical engineer and now as a traveling representative. He knows operators' problems and is well qualified to discuss their troubles with them.

"Among his outstanding achievements is one of the most efficient slug rejectors on the market. It is being used on a great number of machines with marked success.

"One objective of his trip is to acquaint operators with this new method of protecting their profits. Wiggins says: 'With Jennings' Multiple Racer the slug evil is a thing of the past. It's swell to open the cash box and see nothing but nickels. This feature will save operators many dollars in collections.'"

"Wiggins reports a very good recep-

Jar Game Operators

E-Z Pickin' Games Made Operators More Profit

NOW

Get the Latest

E-Z PICKIN' CARDED DEALS

The Sensation of the Season.

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

Write at Once for Information.

NOEL'S
Gay Games
INCORPORATED
Muncie, Indiana

tion for Multiple Racer. He says that the features of the game are so favorable that he finds no sales resistance. 'In fact,' he says, 'I don't have to point out features such as the attractive translucent light-up cabinet with flasher, the high top award, one to four-coin play, slugproof coin chute or, in fact, any of the other outstanding features. Here is a machine that actually sells itself on its appearance and record.'"

Wiggins will visit operators in Colorado, Wyoming, Montana, Idaho, Washington, Oregon, Utah, Nevada, California, Arizona and New Mexico.

ANOTHER HIT FOR BIGGER PROFITS BY AJAX BIG BROADCAST

2500 HOLES — 181 WINNERS
TAKES IN \$125.00
PAYS OUT (Average) 75.00

PROFIT (Average) \$ 54.10
BOARD FILLED WITH TIP STYLE COMBINATION TICKETS.

OUR LATEST 1939 COMPLETE CATALOG WITH LOWEST PRICES NOW READY. WRITE FOR A COPY.

AJAX MFG. CORP.

PRICE
\$5.20
EACH

119-125 N. 4th St., Philadelphia, Pa.



McCall Novelty Co.

McCall's Specials in Guaranteed Used Equipment

Bally Booster	\$ 6.00	Fifty Grand	5.00	Miss America	\$22.50
Beamlight 1937	22.50	Horns Stretch	10.50	Neck 'n' Neck	5.00
Battle Up	5.00	Gerco Hit, Hoop	20.00	Raplay	5.00
Bally Bomper	5.00	Hold 'Em	5.00	Ricochet	15.00
Exhibit Basket Ball	14.50	Home Run	5.00	Sensation of 1937	22.50
Carnival	12.50	Happy Days	14.50	Stoner's Races	6.00
Calico Derby (Golf)	14.50	Long Beach	5.00	Stoner's Ball Game	5.50
Dix (Chicago Golf)	5.00	Madcap Mercury	9.50	Stoner's Vagabond	17.50
Electric Scoreboard	5.00				
Excel	5.00				

CONSOLES
Bally Ball Field, like new \$85.00
Ray's Track \$25.00

RIFLE RANGES
\$29.50 | Ray-o-Lite \$95.00

WE BUY, SELL AND EXCHANGE.
O. D. Cable Address: "McCall's" Phone: Jefferson 1644.
Send for Our Latest Price List.

3147 LOCUST ST. ST. LOUIS, MO.

1/3 Deposit, Balance C.



NORTHEASTERN PENNSYLVANIA Wurlitzer operators banquet as guests of Sterling Service, phonograph distributor, at Rocky Glen Park, Mooste, Pa. One hundred and twenty-two operators and their wives and friends responded to Benjamin Sterling Jr., who acted as toastmaster. Guests enjoyed a swell floor show and novelty events arranged by the host.

TALLY Publicity Boosts Play



STRAIGHT 5c PLAY

AS AN INTRODUCTORY OFFER FOR A LIMITED TIME ONLY!
LIBERAL TRADE-IN ALLOWANCE ON ANY COUNTER GAME!

UNQUESTIONABLY THE GREATEST MONEY MAKER EVER BUILT! THE ONLY GAME OF ITS KIND ON THE MARKET! COMBINES THE MOST SENSATIONAL FEATURES KNOWN!

RESERVE JACKPOT as high as \$50.00!

INTERMEDIATE AWARDS of from 10c to \$1.00!

COIN DIVIDER AND TWO SEPARATE CASH BOXES!

SWIVEL TURNABLE BASE! BUILT BY DAVAL!

PRICE \$34.50

Also Available With Cigarette Reels. In 10 Play.

1932 FREEMAN CINCINNATI, O.

CORRECTION!

The advertisement of the CHICAGO COIN MACHINE MFG. CO. in THE BILLBOARD of October 15 incorrectly listed the name of the European Distributor for CHICAGO COIN products . . . CHICAGO COIN GAMES are distributed in Europe by

COIN AMUSEMENT MACHINE SUPPLY, LTD.

42 Bethnal Green Road London, E.1, England

MUNVES' WEEKLY BARGAINS

DAILY RESERVE, \$23.50	
Flint \$45.00	Electro \$14.00
Swing 28.00	Hit 12.00
Zephyr 20.00	Beam Lite 11.00
Balls Eye 17.00	Chicago Express 11.00
Line Up 17.00	Vogue 10.00
Turtl Cowb. 16.00	Rocket 10.00
Saba 15.00	Rosebowl 10.00
Silver Flash 15.00	Garnival 10.00
Chico Baseball 15.00	Sensation 10.00
Have 'N' Hood 14.00	Mercury 10.00

1/3 Cash Deposit. Balance C. O. D. 200 Penny Arcade Machines at Sacrifice. Illustrated Bargain Lists Free.

EXPORT—We Ship All Over the World. Cable Address. MUNMACHINE, N. Y.

MIKE MUNVES CORP. 145 Park Row, New York, N. Y.

Purported drive draws more attention to licensed games in city

SEATTLE, Oct. 15.—Public patronage of pinball games here has had a decided boom recently as a result of the publicity given to the games in the press. The publicity came about when the ministerial organization started a fresh crusade against the games. Its getting into the papers seemed to attract the attention of the public more than ever to the machines.

Another result was a big increase in the number of licenses taken out by operators. When criticism of the games began the police department began picking up all unlicensed games. To the discredit of operators it was found that many of them were trying to run unlicensed games. But police investigation brought an influx of license fees.

The city assesses a \$15 annual license fee on pinball games, the proceeds of which go into the city's general park and library fund. The comptroller's office reported the receipt of \$1,035 in two days for pinball licenses when the recent publicity began.

Sanders Markets Little Poker Face

(New Game)

CHICAGO, Oct. 15.—"A new low-priced counter game that plays five-card poker called Little Poker Face is our latest game to be introduced to the trade," said a Sanders Products Co. spokesman.

"Among the game's attractive features are five spinning reels which enable playing of realistic five-card poker with deuces wild and seven winning combinations. Awards are indicated and odds are from 2-1 to 30-1. A new combination slot accepts coins from 1 to 25 cents, with the last coin visible. Spinning reels are joggleproof, and the mechanism is well guarded. Housed in a handsome modernistic colored metal case, chrome trim, with an attractive display of ball gum visible in a glass window, the machine is offered on a money-back guarantee of satisfaction.

"Sanders Products Co., manufacturer of the game, has been a builder of coin and vending machines for over 20 years. Engineering experience and up-to-date facilities enable them to produce a low-priced machine of mechanical perfection and quality. Little Poker Face has set a high standard for faultless performance and profits on location tests."

New Game Offered "With or Without"

(New Game)

CHICAGO, Oct. 15.—"With or without," replied Jim Buckley, general manager of Bally Mfg. Co., when asked to comment on the new Thistle-downs one-shot game. "Those three words," Buckley explained, "sum up Bally's answer to the present-day demand for complete operating flexibility—flexibility which enables the operator to successfully meet the problem of sudden changes in territorial conditions.

"Thistle-downs has all the proved play appeal of changing odds, mystery selections, win-place-show-purse payouts, but it can be operated with or without the multiple feature. It also has the tremendous 'come on' and 'keep on' of reserve-type games, but it can be operated with or without the reserve.

"And the beauty of it all is the fact that cutting off the reserve or multiple—or both—does not alter the appearance of the machine. The operator simply flips a switch, but the player is not deprived of any feature of the game.

"Besides extreme flexibility, Thistle-downs offers many other new and welcome features, including a clever semi-concealed reserve register, special tokens for reserve awards and greater adjustability than ever," Buckley concluded.

EVANS' IMPROVED

HIALEAH SPECIAL

DOUBLE AWARD SENSATION!

IDEAL FOR RESTRICTED TERRITORY



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

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

First, spinner-lite pays indicated odds on a winning selection. Then, if player matches such winning selection by pin-ball play, awards are automatically doubled. Odds 2-1 to top of 60-1 for match play!

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

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

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

* TRUTH IN ADVERTISING

To prevent wrong impressions, we make only conservative statements of facts in our advertising.

OTHER EVANS HITS Profit-Sharing Photograph By-A-Blade, Roulette, Sr. Write for Details.

"LUCKY KICK" KICKS IN WITH EXTRA PROFITS

SUPERIOR FOOTBALL BOARDS CAPTURE APPEAL AND COLOR OF GRID SEASON.

One of THE Football Boards of the season, LUCKY KICK breathes the very air of the gridiron. Superior designers have built into this new board an appeal unapproached by any other football board. Even winning tickets are based on gridiron language as top award of \$25 goes to ticket reading TOUCHDOWN. Other awards graduate down and are named for the different football plays, such as FIELD GOAL, SAFETY, EXTRA POINT, Etc.

A colorful 2300-hole board, LUCKY KICK shows an average profit of \$41.30. Write for Superior's latest colored bulletin describing other sensational new boards, and for SUPERIOR'S 5000-P, salesboard trade paper.

SUPERIOR PRODUCTS, Inc. 14 NORTH PEORIA ST., CHICAGO, ILLINOIS



SPECIAL

(Brand New) ABT MODEL "F" TARGETS (Brand New)

Legal in Practically All Territories—Consistent Money Maker, Now

ONLY \$27.50

If You are an Operator and Buy in Quantities, Write for Operator's Quantity Prices. Instant Shipment.

TERMS: 1/3 With Order, Balance C. O. D.

THE VENDING MACHINE CO. 205-15 FRANKLIN ST. FAYETTEVILLE N.C.



NO MORE CHISELING

POLISHED ALUMINUM SLOT GUARD COMPLETE

WITH SCREWS, \$1.00 EACH

CENTRAL DISTRIBUTING CO. 105 West Linwood, KANSAS CITY, MO.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



PEACHY

FULLY METERED FOR OPERATORS PROTECTION!

The cleverest 5-ball novelty game on the market today! Full of Pep — Action — Thrills!

\$79.50

\$74.50
WITHOUT METERS

A PEACH OF
A GAME-
'NUF SED!

Chicago Coin

MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD. CHICAGO ILL.

Bert Lane
recommends

THE
BIG 4
MONEY MAKERS

RAGTIME \$89.50

JITTERBUG Reserve. 84.50

JITTERBUG 74.50

TRIPLE PLAY *Sell Going!*
Strong

SEABOARD SALES, INC.
619 TENTH AVENUE, NEW YORK, N.Y.
Phone: WILcamin 7-5688



MELON BELL

ONE HUNDRED MELON BELLS

USED ONLY FEW WEEKS—SERIALS OVER 427,000—
GUARANTEED LIKE NEW.

OPERATORS! HERE'S A WONDERFUL BUY FOR YOU.
PHONE, WIRE OR WRITE FOR PRICES AND COMPLETE
INFORMATION.

THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE, N.C.

Speed \$11.50
Atlantic City \$2.50
Electro ... 12.50
5 Star Re-
serves ... 37.50
Palm Springs 57.50
Turf Kings. 10.50

ABSOLUTELY FREE

NEW, BEAUTIFULLY ILLUSTRATED 8-
PAGE CATALOG FEATURING ALMOST 50
CURRENT GAMES! VERY SUITABLE TO
GET NEW ACCOUNTS WITH—THEY CAN
PICK OUT THE GAMES THEY LIKE!

SEND FOR IT TODAY!

NATIONAL NOVELTY CO., MERRICK, L.I., N.Y.

EXPORT
"We Cover the World."
Cable Address:
"NATNOVCO."
Merrick, N. Y.

Budins Are Hosts At Housewarming

BROOKLYN, Oct. 15.—Hundreds of guests attended a housewarming recently given by Herman Budin, one of the leading columnists in the East. Budin, celebrating the purchase of a new home, proudly showed his guests a fine one-family brick building located in the Flatbush section. They were vociferous in their praise.

The party was scheduled to begin at 2 o'clock but many succeeded in jumping the gun and the house was filled by that time. It lasted until the small hours of morning.

Among the gifts received by Mr. and Mrs. Budin was a set of genuine sterling silver tableware consisting of 150 pieces, it being a gift from a group of his many operator friends. The presentation was

acclaimed by an operator. "It's really a fine tribute to Herman Budin. For many years he has been one of the most respected and honored coin machine jobbers."

Labor Costs in Stores

NEW YORK, Oct. 15.—Defending the costs of retail prices and distribution services, Lew Hahn, general manager of the progressive National Retail Dry Goods Association, spoke at a meeting of business men at the Hotel Roosevelt here recently on the services which retail merchants render to customers.

Hahn also took a very progressive attitude toward labor, pointing out that even if it were possible to cut the costs of labor in retail stores the result would be to add to the vicious circle of causing more unemployment and less buying power.

READY FOR IMMEDIATE DELIVERY

JENNINGS TRIPLEX 509.50
JENNINGS SILVER DIXIE MELON
BELLS, 50 and 100 69.50
JENNINGS SILVER CHIEFS, 10, 50,
100, 250 49.50
JENNINGS BLUE CHIEFS, Serials Over
120,000 21.50
MILLS BLUE FRONTS, Single Jk. PL. 27.50
MILLS BLUE FRONTS, Dbl. Jk. PL.
or Gold Award 27.50

3 PHOTOMATONS, Slightly Used,
Bought from Int'l. Mutos. Co. in
May, 1938 105.00

1 PHOTOMATON—Less than 1 Year
in Operation, with All Accessories,
Bought from Int'l. Mutos. Co. 405.00

1/3 Cash With Order, Balance C. O. D.
F. O. B. Baltimore, Md.

SAVOY VENDING CO.
406-W, FRANKLIN ST., BALTIMORE, MD.

GOING

5c Bonus Venders \$49.50
5c-10c Melon Bell Venders 43.50
5c-10c-25c Cherry Bell Venders 43.50
5c Blue Front Venders, Equipped
with Melon 29.50
5c Extraordinary Front Venders 27.50
5c Blue Front Venders 27.50
Equipped with Melon Head 2.50
Mills Blue-Brown Box Stands 3.50
Mills Folding Stands 1.95
Maryland State Licenses 0.25

5% Discount on Ten Machines.
Slightly Used Equipment—Perfect Condition.
TERMS: 1/3 Certified Deposit.

WANTED

Derby Champs, Grandstands, Winning
Tickets and other late type Paytables.
State condition and price.

EXECUTIVE NOV. DIST. CO.
414 H STREET N.E.
WASHINGTON, D.C.

SALESBOARD OPERATORS!

Hundreds of SUPERIOR, HARLICH
and other Cash, Step-Up and Cigar-
ette Boards to be closed out at once.
Write for list today

H. G. PAYNE COMPANY
312 Broadway, Nashville, Tenn.

ROCK-OLA'S MUSIC "COMBINATION"

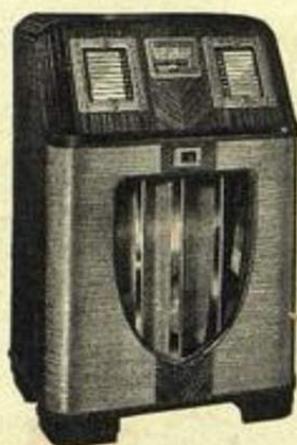
Makes more money!

PUT THE "MONARCH 20" IN THE "MAIN" ROOM

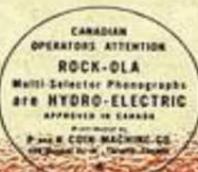
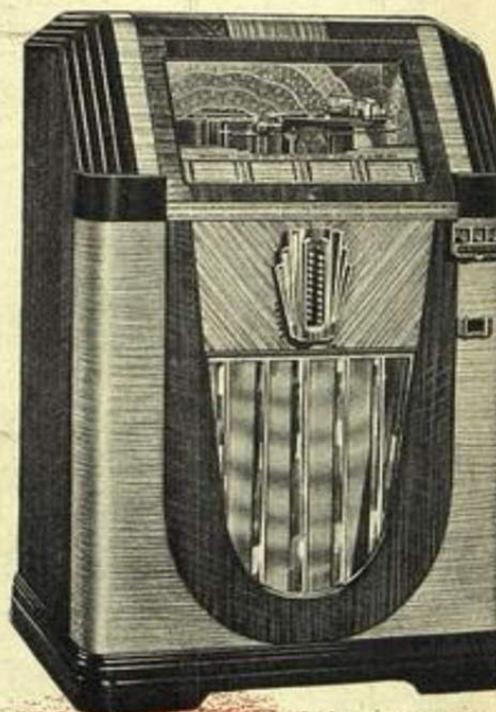
You'll get MORE for your money with Rock-Ola's Music "Combination" because it gives the customers MORE for their money. The Monarch-20 with its "streamline" design, its "Borealis" light-up grille, its true tone, its 99% slug-proof coin chute, its simplicity of mechanism make it the first choice of progressive operators.

PUT THE "PLAYBOY SPEAKER" IN THE "EXTRA" ROOM

Watch it bring in the extra dimes, quarters and nickels. No slugs. Same 99% slug-proof coin-chute. Similar in appearance to Monarch-20. The Playboy makes "extra" business.



Height 43 ins., Width 24 ins.
Depth 16 ins., Ship. Wt. 150 lbs.



Build for PERMANENCY !!

LO-BOY SCALES

For steady, dependable profits year after year, you'll be wise to invest in Lo-Boy scales. Constant for 5 years.

\$54.00

Sold on easy time payment terms if desired.



WORLD SERIES

You're missing a great steady profit opportunity year after year if you don't operate a route of "World Series" baseball machines. The ORIGINAL coin-operated baseball game that makes money long after it has paid for itself. Details and prices on request.



3-UP AND ACROSS THE BOARD

The long life one-shot payout that's a Uno money-maker and never grows old. 2 Games for one price. Extra light-up back board panel and award chart free. ACROSS THE BOARD has horse race symbols; 3-UP has fruit symbols.

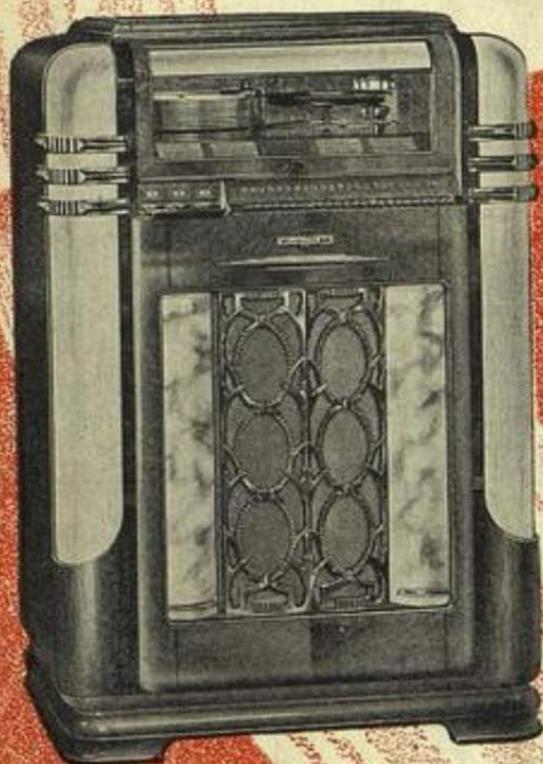
ROCK-OLA'S
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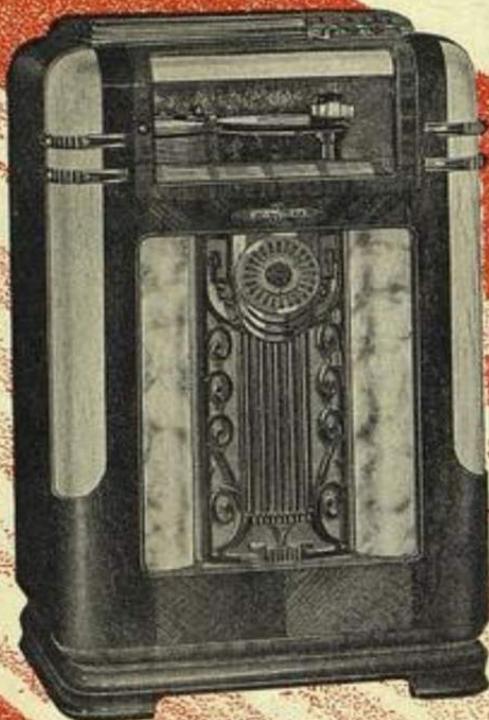
Sweep

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