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The World's Foremost Amusement Weekly

NOVEMBER 12, 1938

15 Cents

Vol. 50. No. 46



WENCES

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The Billboard

Vol. 50
No. 46

November 12,
1938

The World's Foremost Amusement Weekly

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JITTERBUGS SEND GROSSES

WOR Employees Burn as Macy Loss Means No Pay Raises; Union Staffmen Get Theirs

NEW YORK, Nov. 5. — Employees of WOR, especially in the lower salary brackets, are expressing considerable resentment over the report that the possibility of getting expected salary boosts has been all but killed. Reason the pay hikes have been erased is that R. H. Macy & Co., owners of the station, showed a \$800,000 loss in the statement issued in July of this year, statement covering Macy's and all its subsidiaries, including WOR, Bamberger's in Newark and several Midwestern department stores. However, WOR not only did not show a loss but has been turning in an excellent profit for some time, being Macy's most profitable subsidiary. Station grossed more than \$2,250,000 for 1937.

It is understood that shortly after the statement was released WOR executives were told by the Macy management to prune expenses to the bone. Appropriations, rather than being boosted as is the annual custom, have either remained the same or been shriveled. Station started on its new fiscal year within the past month.

As is to be expected under such circumstances, employees are loath to talk. However, according to inside talk, there is a definite resentment. Employees can't see why, when they are working for an

unusually profitable venture, they should be made to take the rap for associated operations which are losing.

What steams the employees further is that a good number of other employees, being members of unions, will not be forced to lose pay raises. WOR's engineers and announcers are unionized. Their contracts provide raises at regular intervals and these will be forthcoming as scheduled, regardless of the cut-down-expense order affecting others.

New Ducat Check-Up System Figured To Satisfy Brokers

NEW YORK, Nov. 5. — With ticket brokers squawking at lack of enforcement of the new ticket code by the League of New York Theaters, James F. Reilly, executive secretary of the League, investigated claims this week and discovered that alleged violations were the result of organized digging by unaccredited brokers. A new check-up system is being put into effect. Meanwhile the brokers, carrying out their announced campaign, made formal complaints to the League concerning lack of enforcement, and then went to Equity to ask the actors' organization to step in. Equity, as expected, was noncommittal.

Reilly says he discovered that unaccredited brokers were getting seats by writing in for block reservations for phony theater parties and the like. In an effort to check the practice all requests for blocks will have to be submitted to his office before being filled and even then tickets will be held at the box office until they are picked up by individual members of the organization or group making the buy. In this way prices paid for the seats will also be checked and Reilly is confident that the abuse will be ended.

Brokers, aside from the squawks enumerated last week, are trying to live up to the code, says Reilly. All agencies that Hancocked the agreement are now paying the 3 1/2-cent tax, he says, including McBride's, which had delayed payment for a while until extra bookkeeping system could be instituted.

Brokers' counsel, Nathan Lieberman, said this week, "If Reilly had the power to superintend distribution of tickets we would be satisfied." After conference with the League secretary he went to

Hot Hoofing Contests Boost B. O. For Theaters Thruout the Nation

Newest development of amateur craze, jitter orgies cost little and bring in plenty—Philly a hotbed—city-wide contests with newspaper tie-ups successfully worked

NEW YORK, Nov. 7.—Amateur nights, which progressed from the "Give him the hook" days to the network-Bowes-gong period, have entered their newest stage—the Jitterbug Contest. Instead of choking at the mike the amateurs now cut up—the stage like demons. The wilder and crazier the better. And theaters are cashing in all over the country. Jitterbug contests cost theaters about \$25 to \$30 and bring in from \$80 to \$600 extra at the box-office, a survey indicates. Philadelphia houses seem to lead the country in cashing in on the rage for swing music and jitterbugging, with Chicago next and New York and other key cities trailing.

Big layouts of photos showing the jitter kids in all sorts of fantastic dance poses have been appearing in magazines and newspapers, and the public is apparently all hopped up. With swing music still riding high, this newest gland disorder of flaming youth has become quite the rage. The kids jitterbug (combo of Shag, truckin' and just plain bouncing) while the elder folks do the Lambeth Walk—but young and old alike just love to watch the screwy teams dancing.

Locally, most of the jitterbug contests are strictly a one-time promotion stunt used to augment vaude shows and rarely substituted for vaude. In many local houses the theater manager secures jitterbug teams thru handing out entry blanks. In other houses the manager turns the job over to a contest expert who, in turn, brings in a crew of "professional" jitter teams who compete for cash prizes totaling \$25 a night and usually split \$10 for first prize, \$5 second, etc. In some theaters merchandise is given to winners. Audience applause determines the winning team. It's the usual amateur night technique.

David Stern is booking jitterbug contests in several Warner and RKO indie houses, including the Dyker, Brooklyn; the Fox, Brooklyn; Critani, Hackensack, N. J.; Lincoln, Union City, N. J.; Fabian, Hoboken, N. J.; Central, Jersey City, N. J.; and DeWitt, Bayonne, N. J.

At least one burly house is trying it, too. The Star, Brooklyn, advertises in the dailies for "Amateur Dancers for Jitterbug Contest."

The Skouras houses have been watching the contests but are sticking to Bank Nights and dish giveaways for the time being.

In Philadelphia Warner has been running successfully a huge jitterbug contest in co-operation with The Philadelphia Daily News, tabloid. Contests run for five weeks, with finalists competing at the downtown Earle Theater, and then the contest is started all over again.

The Warner contests are running in (See JITTERBUGS CUT UP on page 18)

5 L. A. Shows Gross 147G

"Susan" best of new season — "Victoria" last season's topper

LOS ANGELES, Nov. 5.—Outlook for the legitimate season here is encouraging, according to management of Biltmore, with grosses hitting top brackets in most cases. With preceding year best in theater's history, there is feeling that current season will be a repeater. Close of last season saw Helen Hayes grossing around \$100,000 for Victoria Regina.

Bad start with Pins and Needles, which didn't click here as anticipated and sent grosses sliding for the cellar, pulling in around \$8,000 a week for three weeks. But big took an upturn with Tallulah Bankhead in I Am Different. Town turned out for this one, with take being \$12,500 for the first week and \$10,000 for the second.

Gertrude Lawrence holds top honors so far this season, her Susan and God dragging in \$25,000 average a week for three weeks.

Ann Harding followed in Confide with Paul Cavanaugh. Show was built for the road, the after showing here and in San Francisco Miss Harding decided against tour. Garnered \$20,500 for the two weeks here.

Coming down from Frisco, Soliloquy opened, starring John Beal. Public failed to go for this, apparently due to the morbid theme. Grossed \$5,000 for the first week and management pulled it, due to bum biz.

Biltmore now dark after deal for col- (See 5 L. A. SHOWS on page 27)

In This Issue

	Pages		Pages
Air Briefs	9	Orchestra Notes	14
Broadway Beat, The	5	Out in the Open	31
Burlesque	25	Parks-Pools	38-39
Carnivals	40-45	Pipes	55-57
Circus and Corral	32-34	Possibilities	24
Classified Advertisements	48-51	Radio	6-10
Coin Machines	62-84	Repetoire-Tent Shows	28
Endurance Shows	27	Rinks-Skaters	37
Fairs-Expositions	35-36		
Final Curtain	20		
General News	3-5		
General Outdoer	58-61		
Hartmann's Broadcast	31		
Legitimate	16-17		
Letter List	30 and 51		
Magic	27		
Minstrelsy	27		
Music	11-15		
Night Clubs-Vaudeville	18-25		
Notes From the Crossroads	31		

ROUTES: Orchestra, page 14. Act. Units and Attractions, 22 and 58. Dramatic and Musical, 58. Repertoire, 58. Fair Grand-Stand Attractions, 58. Carnival, 58. Circus and Wild West, 59. Miscellaneous, 59. Show Family Album, 49. Sponsored Events, 47. Thru Sugar's Domino, 4. Wholesale Merchandise-Pipes, 52-57.

Whalen To Attend NSA Banquet-Ball

NEW YORK, Nov. 5.—George A. Hamid, president of the National Showmen's Association, has just received word that Grover Whalen, president of the New York World's Fair, will attend the banquet and ball of the NSA at the Commodore Hotel Thursday night, November 17.

News pertaining to the Golden Gate International Exposition in San Francisco and the New York World's Fair appears weekly in the Fair department; this week on page 35.

Henie Ice Show a Hit in Hollywood; Opening of Tour

HOLLYWOOD, Nov. 5.—Once again Sonja Henie has demonstrated that a good production on ice is sure money at the b. o., bringing down this fact Tuesday (1) at the Polar Palace before a blase Hollywood capacity audience which let itself go and gave the show the hand it fully deserved. Opening night was a complete sellout, with no tickets available until Friday.

Ten times undefeated world champion and three times Olympic winner, Miss Henie again showed her star caliber by displaying dazzling form and grace in her skating numbers. The same ballet she has in her flickers, a group of skaters who are tops, showing precision and skill on ice that has seldom been equaled, does intricate numbers that dazzle the eye.

Show opens with winter fashion revue, with skaters coming onto arena from slides at either side of stage. Production then moves forward from popular numbers up to the tremendous climax of *Alice in Wonderland*, starring Miss Henie and bringing the entire cast of 100 onto the ice attired in some of the most spectacular costumes ever seen here.

Miss Henie and her troupe did most of the popular dance numbers on ice. Comedy relief was handled by Bert Clark and Mabel Jackson. Larry Jackson and Irving Gregg also did a comic number.

Miss Henie's feature solo was Lieberstraum, but the show-stopper was her tango with Stewart Reburn, Canadian champ, who is the first partner Miss Henie has accepted. This number really took down the house, calling for four encores.

Show was produced by Arthur M. Wirtz, of the Chicago Stadium. Bob Hickey is p. a.

Production will not carry 40-piece band, but will take leader Jack Prolifer and four key men, figuring on pick-up ork in scheduled towns. Backers were out \$100,000 before gates were thrown open, but if opening night is any indication of his Miss Henie and troupe should make plenty.

Show travels to Houston after six-day run here, then on to St. Louis, figuring to hit Madison Square Garden in New York around Christmas. Dean Oren.

WENCES

(This Week's Cover Subject)

WENCES was born in Salamanca, Spain, 40 years ago. His stage career dates from his 15th year with a circus in Madrid. Ever since he can remember he was ambitious to become a ventriloquist. In fact, his talents in this direction became manifest when he attended school. He recalls how he was able to "throw his voice" in all directions to the amusement and embarrassment of his teacher and the pupils.

When a nervous ailment threatened to checkmate his career, at least temporarily, he was advised by his physician to concentrate on something that would keep his mind and body occupied. So he took up juggling. It was not long before he became so proficient in this art that he was undecided whether to abandon his ventriloquial aspirations entirely or combine both talents in one act. He chose the latter.

The next question was how to make the combination different. In lieu of the conventional "dummy" he hit upon the idea of folding the fist of his right hand, dab it with colored chalk and distort it so as to represent the nondescript head and face of a youngster, insert large black beads to reflect large expressionless eyes, manipulate the thumb in such a manner to give the impression of a moving mouth and then attach the torso of a small doll to complete the picture. It was an instantaneous success.

With this novelty Wences' fame grew and he was soon advanced into a headliner performer, with his juggling skill adding to his reputation. Wences has traveled far, visited various parts of the world including Central and South America. Three years ago he went under the management of Clarence J. Austin, who first introduced him to audiences in the United States. Last November he appeared at a Royal Command performance before the King and Queen of England. He is slated to return to England next month for return engagements.

Theater Kids Exempt In Wage-Hour Law

WASHINGTON, Nov. 5.—Only concrete guide to show business in enforcement of the Wage and Hour Law is the law's specific reference to juvenile actors.

Congress has specifically exempted from the child labor provisions of the law "any child employed as an actor in motion pictures or theatrical productions."

Cissie Loftus' Grand Recitals

NEW YORK, Nov. 5.—Cissie Loftus, that grandest of grand trouper, started her season of Sunday evening recitals at the Vanderbilt Theater last week (30) and again had a smart, sophisticated and show-wise audience eating out of her immensely capable hand. The program is built along the same lines of those of last year—impressions of various other stars in their better roles, musical hall impressions, original sketches and scenes from some of Miss Loftus' own plays. None of the last-named were

included in the season's opening program.

Miss Loftus' versatility and her amazing knowledge of theatrical effect, together with her satirical insight and her tremendous ability as an actress, make the recitals really memorable. Various of the sketches from last season—ranging from Gertrude Lawrence in *Susan and God* to Bernhardt in *Tosca*—are repeated, together with some of the hilarious and beautifully effective music hall skits—Sir Harry Lauder, May Irwin, Nora Bayes, Marie Lloyd and others. Repeated, too, is the terrific take-off on Mrs. Pat Campbell, which is again one of the highlights of the evening.

New to this reporter was a flower "girl" skit, written by Miss Loftus herself, which turned out to be the feature of the program. Ranging from pathos to broad humor, it is an outstanding performing achievement. Also new are impressions of Libby Holman in *You Never Know* and Robert Morley in *Oscar Wilde*, with Miss Loftus in the latter, despite her sex, turning in a far more effective and affecting job than Mr. Morley. As for the Holman skit, it is both good-natured and devastating, one of the most acute and most hilarious bits of satirical mimicry that this reporter has ever witnessed. Miss Holman

(See CISSIE LOFTUS on page 27)

Harvard Meets Lure of West In New Meller at Music Hall

NEW YORK, Nov. 5.—Yesterday's Harvard University contribution to the development of the wild and woolly West have been exhumed from the archives of Street & Smith and fittingly presented at the American Music Hall by John and Jerrold Krinsky as *The Girl From Wyoming*, (Whew!) The Messrs. Krinsky, tho, have fallen down a couple of pegs with this streamlined meller as compared to success of last year.

While it's silly enough and funny enough to enjoy (drinks are also served at the tables to numb your senses and add to the enjoyment), it is underplayed, and the audience gets little opportunity to hiss the villain, cheer the hero and participate generally.

The tale is about one of Harvard's Hasty Pudding's better sons who goes out west to retrieve the family fortune and is befriended by Alkali (Donald MacDonald), who has been prospecting for gold for 63 years and then finds that it's silver (heh-heh, silver!) and then meets his death at the hands of the villain. But more important than that, he is smitten by "The Girl From Wyoming" (hats off, boys), who later turns out to be the daughter of an Indian squaw and a titled English lord who came to America for the hunting.

The Girl ("That's the only name I've ever had") is winsomely played by June Walker, who gives her part the necessary oomph but doesn't give the audience, which is supposed to be part of the cast, enough provocation for outbursts. Boston's pride and joy, Ben Longwood, is played with innocence and decision by Philip Huston.

The general criticism of the whole business is that the cast played too much to itself and not enough to the audience. More "plants" in the audience would certainly have played the thing along and made it a genuine laughing farce. If it weren't for Jack Goldie's barroom baritone 'twould have been sad.

The greatest applause of the evening was given to the Great Cahill, who concluded a circus number (yes, even that) with feats of high trapeze artistry that had the woman at the table in front of us shivering with fear.

The proceedings were replete with music; some of which has good commercial value. *Fininstance*, *Hats Off* to *The Girl From Wyoming* and *The Dying Cowboy*.

The balance of the cast is comprised of George Petrie, as villain Marcy Desmond; Anna Hunter, as beautiful Chiqui (the half sister of a half-breed); Nellie Thorne, Billy M. Greene, Tony Kraber and James Russo. Singing cow-belles and cowhands include Ruth Mann, Mary LaRoche, Jackie Susanne, Sherrard Pollard, Polly Smiley, Irene Mann, Bruce Gordon, Norman Barcliff, Walter Reed Smith, Duncan Baldwin, Alfred Brower and Jack Riley.

Robert Ross directed. Rest of the credits go to Richard Levine and Ted

Petter for music and lyrics; Eugene B. Dunkel, settings; musical routines, John Pierce, assisted by Grace Holland; technical director, Pete Barker, and the costuming by Peggy Clark. Sol Zett.

Possibilities

GLEANED 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

BONNIE BAKER—featured vocalist with Orrin Tucker's Orchestra, caught at the Chicago, Chicago. Looms as an outstanding singing bet, with emphasis on ease of style and natural sweetness. Has a winning, individual way about her that is charming and is a topnotch song-saledady, particularly of tunes of the *How'd You Like To Love Me?* type. Her good looks are also a powerful argument in her favor.

For LEGIT

MUSICAL

JOYITA AND MARAVILLA—young and beautiful Mexican sister team, now appearing at El Chico night club, New York. They offer songs of the Mexican rancheros, their voices blending beautifully. Are vivacious, charming and thoroughly enchanting, and their lack of English fails to detract from their tremendous appeal. Would be sensational if spotted in a Latin production number in a revue. Also highly recommended for film work and for air shots.

For RADIO

LEON KRAMER—singer caught recently doing a first-rate job of balladeering at Zimmerman's Hungarian, New York night spot. Has a high baritone and possesses good voice range, a fine sense of timing and a strong set of cords. Is lame, but vocal qualities completely overshadow physical handicap. Certainly rates an air try.



LIKE the old gray mare in the folk l. tune, vaudeville ain't what it used to be. But what is left of vaude is enough to keep thousands of performers working a sufficient number of weeks a year to save the piffling ones from depending on the bounty of Hallie Flanagan. In the vaude picture of today the booker—particularly the indie booker—occupies an important position. It is the indie booker whose astuteness, energy, resourcefulness and knowledge of the field make possible the perpetuation of stage shows in spots that might have swung into the grind film category some years ago; it is he who constantly adds new links to a chain that is constantly battered about by the elements of economic stress and devastating competition offered by Hollywood and the networks and the mischief of pig-headed officials of labor union locals. Yet despite the important role he plays in keeping flesh alive the indie booker today is in a tough spot, to say the least.

The wheel has turned. Not very long ago the performer was at the mercy of indie bookers who chose to misuse them. Not that the performer is today entirely free of domination and persecution practiced by certain indie offices. But at least he has more avenues of escape from dirty dealing by bookers. From strictly a business standpoint the indie booker with the playing time has always had and probably always will have the upper hand. But case for case—in matters of dispute over contracts, salaries and the like—the performer is in an enviable position today. Both as a class and an individual it would be a pity indeed if he took too much advantage of it.

Perhaps a little explaining is in order. Today an act can break contracts with a greater degree of impunity than at any time in the years we have been following developments in the vaude field. Today the actor has on his side the menacing fist and grumbling of the American Federation of Actors; the easily enforceable provision of the Wagner Labor Act; pro-union sentiment of the country in general; the co-operation of license departments in the larger cities where all the booking is done, and the power of publicity, which has always been his strongest ally. Thus it goes when an act pulls a fast one on a booker. What, indeed, can a booker do under present conditions when an act flops from a date to grab a more attractive job? What can a booker do when an act simply fails to show up? Or if an act walks out of a show? Not very much except taking a vow that he will never book the act again or taking the matter into court. Blacklisting an act for just cause is not a remedy for a booker who might lose a house because of this or because it happens several times. Going to the law is an obviously impractical remedy, but many a booker has found out who tried it that it is easier to make out a good case against the average contract-breaking act than to collect.

The booker is far from being entirely in the right. In a general way the actor is far from being entirely in the wrong. But the present situation is inequitable and the booker gets the dirty end of the stick.

What makes the booker helpless is the fact that he hasn't any kind of an organization to safeguard his interests as an individual and the interests of bookers as a group. Many attempts have been made to organize bookers. All have failed—and perhaps it is better not to go into the story of the reasons. But the bookers should have learned by now from bitter experience. They can profit by eliminating from future attempts to organize the blubbermouths who seek only publicity and a good fight. They must get together. If they don't it will not take long before booking becomes a precarious, uncertain business that can possibly attract only adventurers and gamblers.

At this time—as we have pointed out on several occasions—there isn't a single agency that can be utilized to settle impartially disputes arising in the booking business between bookers and actors and among bookers themselves. The need of one is as great as the other. The first to mature confidence between actor and booker; the second to stabilize (See SUGAR'S DOMINO on page 29)

Broadway Beat

By GEORGE SPELVIN

JACK DEMPSEY is being offered for three personal appearances at bars which buy the new Dempsey whiskey—the length of the p. a. depending on how much liquor the spot buys. . . . Ralph Hus, in connection with brewery companies, will operate a chain of "home-town" restaurants at the World's Fair. . . . The first dummy used by Bob Nilla, ventriloquist, was—Rog Littleford, of the New York office of The Billboard. . . . They went to school together, and when Nilla first took up ventriloquism he got Rog to open and shut his mouth in the role of a flesh-and-blood McCarthy. . . . One of the best jobs of renovation in years is that done on the Vanderbilt, legit house of 48th street; reminiscent of a rather forbidding cowman in its former state, the house is now one of the most tasteful and attractive in town. . . . Francis Day writes in to say that if things really run in three the Mutual network had better look out: Mae West got NBC into hot water last winter, Orson Welles performed a similar service for CBS, sooooo. . . . A sign that the situation abroad is still unsettled, despite Chamberlain's other-cheek policy and the Fantastic Fisher's phony promises, is that American acts working in London are still being asked to take gas-mask fittings—just in case. . . . The Theater Arts Committee resumes its weekly political cabaret November 13 at the American Music Hall. . . . Broadway's newest and biggest smash, the screwball Hellsapoppin, has extended its hilarious insanity even to its advertising; it follows the full-length Howlet in the director's ads in the dailies; Maurice Evans advertises "Howlet in its entirety"—so Olen and Johnson, not to be outdone, advertised, "Hellsapoppin in its entirety." . . . Also, there are papier-mache firecrackers with Hellsapoppin advertising that dangle from curved pins—and a troupe of semi-maniacs is going around town pinning them on the backs of unsuspecting passers-by, who thereby become perambulating posters for the show. . . . One such was glimpsed last week upon the innocent back of a well-known manager in the Sardi Building elevator.

It's now definite, according to insiders, that at least one picture studio will settle in Florida within the next six months. As a result of labor trouble the Max Fleischer cartoon studio started looking around, and it is understood to have just set a deal to go to Miami. According to the info, utility companies and the State itself made the set-up too good to be turned down. The outfit is taking various actors along, including Arthur Borman, who is going to be the featured voice in a cartoon series.

Attention night club owners: the Automat between 46th and 47th streets on Broadway calls its upstairs eatery the Broadway Room, no less. . . . Put a nickel in the slot and get a floor show. . . . Sign on the Embassy Newsreel temple: "Seabiscuit Wins Four Football Games." . . . Arthur Murray, according to reports, intends to spend \$10,000 in daily newspaper advertising to plug his studio as the place to learn the Samba, newest among the multitudinous South American dance crazes—but the Arthur Murray instructors are only now being taught the dance themselves. . . . Speaking of

Prophet Without Honor

BOSTON, Nov. 5.—The Daily Record has learned that the grass grows as tall in its own backyard. In its October 25 issue it stated the adoption of a Chinese war refugee by a Chinese resident, Ruby Poo, "was learned yesterday." The "learning" followed a Walter Winchell radio broadcast on October 23. Unknown to The Record's city desk, paper's own columnist, George C. MacKinnon, reported the bit October 22.

Rutherford Blast by NAB Attacked by Ad Agency for Account

NEW YORK, Nov. 5.—Following publication in NAB News Review recently of a reprint from *Lawrence* (Mass.) *Sunday Sun* of an editorial cracking down on Judge Rutherford, chief of the Watch Tower Society, for allegedly stirring up religious prejudices, Acorn Agency this week sent an answer to Neville Miller, NAB chief, in rebuttal. Acorn Agency, radio counsel for Watch Tower Society, claims the NAB reprint is a "factually incorrect thrust at Judge Rutherford by the editor of an unimportant sheet with the magnificent circulation of 6,138 copies per week."

Reprint states Rutherford was cut off the radio recently on three occasions "because he started criticism of a faith in which he did not believe." Acorn claims that in Rutherford's three 1938 broadcasts, June 5, from Seattle, Wash.; September 11, from London, and October 2, from New York, he contracted for 228 hours over Coast-to-Coast hook-up and broadcasters delivered 220. Remaining eight were allegedly coerced into cancelling broadcast by opponents.

In addition to hitting at alleged misinformation contained in reprint, article is scored as conveying belief that Federal authorities ordered Rutherford programs canned. Acorn letter further brings up right of free speech.

NAB reprint, apropos of Rutherford, ends with, ". . . when his apparent desire to belittle, deride, debate it (any sect) reaches the point where he wants to spill his prejudices into homes thru the medium of radio—that is the time to shut him up, shut him off. The radio authorities did, and are to be complimented on their sensible action."

National Association of Broadcasters has tried not to raise the censorship bogey, but reported last month that NAB feels adequate solution would be examination by stations of all speeches to go on the air. Rutherford's spleen have been called anti-Catholic, anti-Jewish and anti-Protestant.

the Samba, LeRoy, of Estelle and LeRoy, claims that it's really a Latin sort of Slog, not strong enough for exhibition dancing purposes, but okay for social. . . . Jack Rosenberg, president of Local 802 of the AFM, used to be a drummer by profession, but his hobby is the piano; almost nightly he idles away a few moments at the keyboard—and he's a swell pianist, too. . . . Harry Gruber, lighting fixture designer who now manages the Cafe Bohemo, has become a pastry designer; his latest creation is an extra fancy coconut pie. . . . Eddie LeBaron, band leader at the Rainbow Room, and Dr. Sydney Ross, who recently shifted from that spot to El Morocco, are continuing their marathon casino games each night after their shows. . . . P. A. Bert Nevins comes up with the breathtaking news that Frances Fairfax, Fifth avenue stylist, recently conducted a poll among men as to the best dressed woman, and Sally Rand won, hands down—or fans down, if you'd rather. . . . Mr. Spelvin'd rather.

National Theater in Again

NEW YORK, Nov. 5.—Having finally decided to establish the American National Theater and Academy on the campus of the College of William and Mary, Williamsburg, Va., instead of on the New York World's Fair grounds, the ANTA is now conducting an architectural competition to obtain theater designs suitable for the Williamsburg project and possible duplicates in other sections of the country. Contest, closing January 31, 1939, offers eight prizes, starting at \$500 and running down to \$100.

Australians Favor American Music But Go Sour on Swing

SYDNEY, Australia, Nov. 5.—Tho it is seldom that an American band reaches these shores, probably the most popular music in Australia is that of American dance bands. American recordings are without a doubt the backbone of Australian radio broadcasting, and the most popular bands, based on their recordings, are Tommy Dorsey, Guy Lombardo, Benny Goodman and Shep Fields.

Pats Waller's pianoforte solos are considered very entertaining, but his style of singing doesn't appeal to the natives. For that matter, this goes for the majority of the so-called "hot" singers. Rather, Australians find delight in the vocalizations of such favorites as Bing Crosby, Deanna Durbin, Judy Garland, Jeanette MacDonald, Nelson Eddy, Frances Langford, Alan Jones, Gladys Swarthout and Connie Boswell. Australian music lovers are keener on singing that sticks to the melody. And old favorites revived in the modern manner are much appreciated.

Apart from recordings on the air and motion pictures, American music gets public performance almost solely in Australian dance halls. Until quite recently "swing" was all the rage but now appears to be dying out. The dancing folks here seem to be going back to the more melodious music. Frank Coughlan, band leader at the Trocadero, was the

leading exponent of swing music here.

The Trocadero is Sydney's most popular ballroom, taking the position when the city's largest ballroom, the Palais, was recently converted to an ice rink, controlled by J. C. Bendroit, an American. Most of the large department stores boast ballrooms within their buildings. But these dancing floors are mainly for private and charity balls. In addition to private dances, the Trocadero admits the general public several nights weekly and sets certain nights aside for old-time dancing.

Agents Dropped by AEA Get Bad News

NEW YORK, Nov. 5.—Notices of suspension were finally sent out by Actors' Equity this week to the eight agents being disfranchised. In most cases the agents have already abandoned offices. Consequently Equity expects no protests.

Agents are David B. Hampton, John A. Schultz, Paul Scott, Alf Wilton, Georgia Wolfe, Mrs. Will Boehm, Michael Meyerberg and Charles E. Morrison.

Equity committee investigating agent situation with a mind to more efficient policing of the commission system has yet to make its final recommendations to Council. Matter will probably come up at the November 15 meeting. Regular meeting on Election Day will be omitted.

NBC Sells Canada Rights on "Ranger"

NEW YORK, Nov. 5.—Recent increase in import taxes on waxes has forced National Broadcasting Co. to dispose of its Lone Ranger Canadian rights to All-Canada Radio Facilities, Ltd. Selling territories for Lone Ranger were divided between King-Trendle Broadcasting Corp. and NBC, latter having Canadian area.

Deal is for one year, effective immediately. All-Canada will buy the transcriptions from NBC and resell to advertisers for spot or regional business. The tax will be absorbed in reselling price.

King-Trendle originated Ranger on WXYZ, Detroit. Fran Stricker is author.

NBC Signs ABA for 13 ETs

NEW YORK, Nov. 5.—American Bankers' Association has closed with National Broadcasting Co. for a series of 13 quarter-hour transcriptions featuring a 15-piece orchestra, directed by Nathaniel Shilkret. Waxes will include a four-minute sketch. ABA plans to sell disks to its 10,000 member banks and 800 clearing houses, which can air platters over local stations.

Wasey, Williams Merge

SAN FRANCISCO, Nov. 5.—Merger of the advertising agency business of Howard E. Williams with Erwin Wasey & Co., of the Pacific Coast, has been set.

REWARD MISSING



IF YOU SEE THIS GIRL PLEASE TELL HER TO COME HOME

RUTH NEIDMAN
Nothing Else Matters.
J. NEIDMAN--225 Bennett Ave.
New York City

Superb Living

An address of prestige where the discriminating traveler may relax in an atmosphere of refinement. Under the same management as The Drake and The Blackstone in Chicago.

A. S. Kirkby, Managing Director

The Town House
60 Wilshire in Los Angeles

THEATRE EQUIPMENT NEW & USED

MOVING PICTURES, MACHINES, SOUND EQUIPMENT, THEATRICAL SPECIALS, CHAIRS, SHIRTLETS, TELEVISIONS, FIRM GARDENS, PORTABLE PHOTOGRAPHY, 8-16 CAMERAS, TELEVISION SETS, RECEIVING SETS, RECORDING AND LAMP, RECORDING, VENTILATORS, PAIR, GARDENS, THEATRE, TICKETS, MEDIA LAMPS AND SUPPLIES. EVERYTHING FOR THE THEATRE.

MOVIE SUPPLY CO., Ltd.
1118 S. WABASH AVE. CHICAGO, ILL.

TAFT HOTEL 208-10 South Eighth St. PHILADELPHIA, PA.

Subway Connection to All Theatres.
SPECIAL PROFESSIONAL DAILY AND WEEKLY RATES NOW IN EFFECT.
Inquire by Mail or Phone.

WANTED
Live Wire Salesmen to Sell

PAPER HATS—NOISEMAKERS AND NEW YEAR'S NOVELTIES TO CLUBS, HOTELS, CAFES, ETC.

We are leaders in this field, carrying the largest assortment and largest stocks in the States. Our prices are VERY ATTRACTIVE. We pay 20% commission. If you are not interested but know anyone who may be, write for full particulars, catalogs and sample line. Quantity users of this line write for special quotations.

GOLDFARB NOVELTY CO.
20 West 23d Street, New York City.

HOTEL RALEIGH

When You Can Sleep Anytime—DAY OR NIGHT
648 NO. DEARBORN ST., CHICAGO.

Single Rooms, \$8.00—Doubles, \$7.00 per Week.
Breakfasts, 5 cents; meals, 15 cents.
Theatrical Booking Agencies located in hotel.

STOCK TICKETS

ONE ROLL . . . \$.50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 2.50
FIFTY ROLLS, 15.00
100 ROLLS . . . 29.00
ROLLS 2,000 EACH.

Double Coupons,
Double Price.
No C. O. D. Orders
Save Single Tick. 1.25

Where may we get tickets in a hurry and of first-class quality

? TICKETS

You can get of every description and in a hurry at

SPECIAL PRINTED

Roll or Machine,
10,000 . . . \$ 6.95
30,000 . . . 9.95
50,000 . . . 12.75
100,000 . . . 20.00
1,000,000 . . . 150.50
Double Coupons,
Double Price.

THE TOLEDO TICKET CO., TOLEDO, OHIO

Radio Survey of Helena, Mont.

QUESTION OF NETWORK SERVICE TO HELENA, AS RAISED BY STATE'S GOVER, ANSWERED . . . DAYTIME LISTENING AVERAGE BELOW NORMAL . . . NEWS PROGRAMS EXCEPTIONALLY STRONG . . . LOCAL SERVICE UNIMPRESSIVE

By JERRY FRANKEN

CONTINUING the series of radio program surveys, The Billboard publishes in this issue data covering daytime listening in Helena, Mont. Helena was chosen because the Governor of Montana, thru an official representative, told the Federal Communications Commission last June that his State does not have adequate radio coverage. The trade, and especially the major broadcasting chains, interpret this as specifically meaning network reception and service to Montana radio listeners is inadequate. This survey was made by The Billboard to show whether network programs are heard in Helena and whether an impartial investigation tended to prove or disprove the governor's claim.

Based on the simple fact that a large majority of the programs Helena residents reported hearing during the survey period, October 17 to October 23, are network programs, the answer would appear to be that, insofar as Helena and the near-by territory is concerned, the networks do provide coverage. In the opinion of this writer, the coverage would certainly appear to be adequate.

other half being KGIE, Butte, Mont. As an NBC affiliate, KPFA is available to advertisers without charge when KGIE is used. It is a 250-watt station during the day and 100 watts at night on a local channel (1210 kc.).

There is still another question which this survey did not propose to answer, but which is important in the problem of additional radio service or facilities for certain locales. That is, whether the locale can support a radio station.

Leading Programs

A box will be found on page 6 of this issue listing the leading local programs heard in Helena. Otherwise, Helena's tastes as to daytime radio fodder are in keeping with the average cities previously surveyed, altho, of course, there doesn't seem to be much choice as to available programs. You either listen to the daytime serials and the comparatively few daytime musicals and service shows—or else. The two-

column box on page 6 headed "Leading Programs Heard in Helena" lists those programs most often heard in the city, no program heard less than five times being listed.

News

The most frequently heard broadcast reported in Helena is a news program series sponsored by Texaco. A daily offering, 145 mentions were given these spots, running 45 minutes. No other program comes within 50 mentions of it. Football also comes in for a high total, with 58.

The next issue of The Billboard will contain data on nighttime listening. The Billboard surveys are prepared exclusively for this publication by Market Research Corp. of America.

CINCINNATI, Nov. 5.—James D. Shouse will continue as vice-president and general manager of WLW-WSAI here, his contract having been renewed this week.

Local Leaders

A forum style broadcast is the outstanding local program heard in Helena, broadcast by KPFA. It was mentioned 26 times by interviewed Helena listeners, these 26 mentions stemming from four broadcasts heard during the survey period. The program permits listeners to speak their ideas on any subject whatsoever and also reads poems (unpublished) written by Montana residents. The show has been on the air six months.

KPFA's morning religious program also has a good audience, it is indicated, with 11 mentions during the survey period. It's a daily quarter-hour program.

Material based on John Hix's oddity cartoon, "Strange As It Seems," sponsored by the Union Pacific, is another program coming in for local popularity. On the air by way of KPFA nine months.

A local wax show, sponsored by Sogo Milk Co., also indicates popularity. Aired for one year, Mary Lee Taylor is featured.

FTP Denies Seeking Radio Sales Agent

NEW YORK, Nov. 5.—Federal Theater Radio Division will produce a series of transcriptions to be released to schools and educational organizations throughout the country about the first of the year. Radio Division will write and produce, but will accept bids on pressings from reputable e. t. companies. Plans are to sell the waxes at cost.

Report that the FTP Radio Division had contacted outside men with a view to forming a committee for obtaining sponsors for government radio programs was denied by Evan Roberts, project exec. Pointed out that, while project would like to see its shows bankrolled, it is prevented from taking any direct action because cry would be raised that government radio is cutting into private industry. Legit theater situation offers an exact parallel. Broadway producers having squawked plenty over alleged FTP competition. Report was the FTP had propositioned a radio agent to head a sales committee peddling FTP shows, with the agent really becoming FTP sales rep.

Sponsorship of FTP radio would, of course, mean automatic return to private industry of all personnel connected with the program.

Distribution of the educational waxes, project claims, will in no way affect private interests, field being regarded as practically virgin. Disks are to be used as supplementary educational aids, and will be checked by advisory board before manufacture.

Molle A-Lookin'??

NEW YORK, Nov. 5.—Unconfirmed report is that Molle shaving cream is looking for a new radio show thru its agency, Stack-Goble. Now bank-rolling *Battle of the Sexes*, Molle is said to be dissatisfied with results.

Set Ownership

91% in Helena

Helena, Mont., which has an estimated 1937 population of 13,000 (corporate limits) has 91 per cent family radio set ownership. According to research of the Columbia Broadcasting System, 1937 figures have 3,570 families in Helena, with 3,250 owning radio sets. Helena's population including suburbs is 20,000. The 3,250 radio set figure is for corporate limits.

Helena is in Lewis and Clark County. There are 4,440 sets in the county, according to the Joint Committee on Radio Research.

Leading Programs in Helena

DAYTIME HOUR SHOWS

(Reported Heard Four Times Weekly)

Program	Origin	Station	Mentions
Club Matinee	N	KPFA-54	54

(Reported Heard Twice Weekly)

Montana Farmers' Union	L	KCIR-2; DK-5; KPFA-6	13
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(Reported Heard Once Weekly)

Magic Key of RCA	N	KPFA-19	19
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45-MINUTE SHOWS

(Reported Heard Five Times Weekly)

National Farm and Home Hour	N	KPFA-57	57
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HALF-HOUR SHOWS

(Reported Heard Twice Weekly)

Club Matinee	N	KPFA-20	20
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(Reported Heard Once Weekly)

Catholic Hour	N	KPFA-12	12
Major Bowes' Capitol Family	N	KFBB-4; DK-1	5

15-MINUTE SHOWS

(Reported Heard Six Times Weekly)

Morning Devotions	L	KPFA-11	11
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(Reported Heard Five Times Weekly)

Ma Perkins	N	KPFA-96; DK-1; KFBB-1	98
Story of Mary Marlin	N	KPFA-75	75
Affairs of Anthony	N	KPFA-50	57
Story of the Month	N	KPFA-30	30
Buffy and Bob	S	KFBB-26	26
Between the Book Ends—Ted Malone	N	KPFA-24	24
Those Happy Glimpses	N	KPFA-14	14

(Reported Heard Four Times Weekly)

Everybody's Idea	L	KPFA-26	26
Sweethearts of the Air	N	KPFA-8	8

(Reported Heard Twice Weekly)

Sogo Milky Way	L	KPFA-6	6
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(Reported Heard Once Weekly)

Father and Son	N	KPFA-8	8
Strange as It Seems	S	KPFA-8	8

NEWS PROGRAMS

Texaco News (15 min.)	L	KPFA-144; KCIR-1	(6 times)	145
News (15 min.)	L	KPBB-9	(5 times)	9
News (DK)	L	KPGA-7	(2 times)	7

SPECIAL EVENTS

Football Games (1 1/2 hrs.)	N	KPFA-51; DK-1	(once)	52
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FCC Rep Set by Montana Governor

HELENA, Mont., Nov. 5.—Governor Ayers has named John Claxton to represent this State at the hearings starting November 14 before the Federal Communications Commission. Claxton is from Butte.

Local radio service, and the question of its adequacy, is another problem. While a number of local programs, especially news programs, show audience popularity, the number of locally reported programs does not seem to be as large as it should.

For the week covered a total of 72 programs were reported heard by those interviewed. This includes programs heard more than once, such as daytime serials and news broadcasts. This is smaller than the average reported in previous surveys published by The Billboard. Whether this would be an argument in favor of the governor's claim, or whether it is a corollary of the fact that daytime listening in Helena is below average, cannot be said. On an all-day basis (not an hourly basis) Helena daytime listening hit an average of slightly less than 37 per cent.

Web Shows

Of these 72 programs, 43 were network originated productions, or a percentage of 59 plus. There were 21 locally produced shows, for a percent of 29 plus. The remainder, roughly 11 per cent, were transcription shows. It must also be stated that no figure is available as to how many of the local programs were recorded.

On the belief that a town of 13,000 (estimated 1937) should not be expected to receive more than 59 per cent of its programs from networks, this reporter feels that Helena's coverage from the chains is more than adequate. This is taking into consideration that KPFA, Helena station carrying chain shows, cannot be expected to produce very many local shows.

KPFA, Helena, is half of the Z net,

DAYTIME PROGRAMS HEARD IN HELENA, MONT.

FROM OCTOBER 17 TO OCTOBER 23

Hour Listening	Programs Heard	Program Origin	Station	Total No. Listening	Hour Listening	Programs Heard	Program Origin	Station	Total No. Listening
7:00-7:15	International News	L	KSL	1	1:00-1:15	Story of Mary Marlin	N	KPFA	75
7:15-7:30	Montana Slim	N	DK	1	1:00-2:00	Everybody's Music	N	DK	4
8:00-8:30	Ruslan Melodies	N	KPFA	2	1:00-2:00	Everybody's Music	N	KPFB	1
8:30-8:30	Organ Reville	L	KPFB	1	1:15-1:30	Ma Perkins	N	KPFA	26
8:15-8:30	Morning Devotions	L	KPFA	11	1:15-1:30	Ma Perkins	N	DK	1
8:30-8:45	Lon Hughes	N	KPFA	2	1:30-1:45	U. S. Army Band	N	KPFA	2
8:45-9:00	Popular Waltzes	N	KPFA	2	1:45-2:00	Between the Book Ends—Ted Malone	N	KPFA	24
9:00-9:01	Weather and Road Information	L	KPFA	3	1:45-2:00	Second Guessers	N	KPFA	4
9:01-9:15	Dick's Grocery	L	KPFA	4	1:45-2:00	Ma Perkins	S	KPFB	1
9:15-9:30	Sweethearts of the Air	N	KPFA	8	2:00-2:15	Those Happy Gilmans	S	KPFB	1
9:30-9:45	Story of the Month	N	KPFA	30	2:00-2:30	Helena High School	L	KPFA	4
9:30-9:45	Savemore Market	L	KGIR	2	2:00-3:00	Club Matinee	N	KPFA	54
9:30-10:30	Major Bowen's Capital Family	N	KPFB	4	2:15-2:30	Strange as It Seems	S	KPFA	8
9:30-10:30	Major Bowen's Capital Family	N	DK	1	2:30-2:45	Christian Science Program	L	KPFB	2
9:45-10:00	Sally of the Star	N	KPFB	1	2:30-3:00	The World is Yours	N	KPFA	4
9:45-10:00	Resall Magic Hour	N	DK	2	2:30-3:00	Club Matinee	N	KPFA	20
10:00-10:15	Hymns of All Churches	S	KPFB	3	2:45-3:00	Philharmonic Symphony	N	KPFB	1
10:00-10:15	Par Soap Program	L	KPFA	2	2:30-3:30	Montana Farmers' Union	L	KGIR	2
10:15-10:30	Sego Milky Way	L	KPFA	6	2:30-3:30	Montana Farmers' Union	N	DK	5
10:30-10:45	Betty and Bob	S	KPFB	26	3:00-3:15	Let's Pretend—Nils Mack	N	DK	1
10:30-11:00	Soft Lake City Tabernacle Choir	N	KPFB	2	3:00-3:15	Affairs of Anthony	N	KPFA	57
10:30-11:15	National Farm and Home Hour	N	KPFA	57	3:00-3:30	Metropolitan Opera Auditions	N	KPFA	3
10:30-11:30	Farmers' Union	N	KPFA	6	3:00-3:30	Al Roth Orchestra	N	KPFA	3
10:45-11:00	Hank and Henry	N	KPFB	3	3:15-3:30	Everybody's Idea	L	KPFA	28
11:15-11:30	Agriculture Today	L	KPFA	1	3:30-3:45	Vincent Gomez	N	KPFB	1
11:40-11:55	Musical Varieties	L	KPFB	1	3:30-3:45	National Hillbilly Champions	N	KPFA	1
11:45-12:00	Those Happy Gilmans	N	KPFA	14	3:45-4:00	Master Builders	N	KPFA	2
12:00-12:30	Pope Pius	N	KPFA	3	4:00-4:15	News	L	KPFB	1
12:00-12:30	Music of Appreciation—Dr. Walter Damrosch	N	KPFA	3	4:00-4:15	Visiting Period	N	DK	1
12:00-1:00	Magic Key of RCA	N	KPFA	19	4:00-4:30	Silver Theater	N	DK	2
12:15-12:30	News	L	KPFB	9	4:00-4:30	Catholic Hour	N	KPFA	12
12:15-12:30	News	L	DK	1	4:00-4:30	Concert Master	N	KPFB	1
12:30-12:45	Texaso News	L	KPFA	144	4:30-5:00	Laugh Line	N	KPFB	1
12:30-12:45	Texaso News	L	KGIR	1	4:30-5:00	Father and Son	N	KPFA	3
12:30-1:00	University of Chicago Round Table	N	DK	1	4:45-5:00	Lowell Thomas	N	DK	1
12:45-2:30	Football Games	N	KPFA	51	DK	Navy Day	N	KPFA	4
12:45-2:30	Football Games	N	DK	1	DK	Political Speaker	L	KPFA	3
					DK	News	L	KPFA	7

This survey prepared for The Billboard by the Market Research Corp. of America.

Believe NAB Plans Winter Convention

WASHINGTON, Nov. 5.—Opinion here is that the National Association of Broadcasters will hold a winter convention, probably shortly after the new year. There are a number of important reasons for this step.

First, of course, is that the NAB may want to get together soon after the FCC hearings, starting November 14, are over. Second is that the NAB directors may want to report to the membership on progress under the new regime of Neville Miller, first paid NAB president. This marks the reorganization of the NAB, and it is felt that members are owed some info on how things are going since the org was strengthened.

Finally, the NAB is thought desirous of getting into the regular routine of a winter convale.

WLW Builds Talent

CINCINNATI, Nov. 5.—WLW Spotlight, three-weekly quarter-hour program to build new talent, starts over WLW here Monday (7). Guest artists will change every three weeks, with Joseph Victor Laderoute taking the first round. Program will have Virginia Marucci's Orchestra.

WMCA Cuts Act Off Air Because of Blue Stuff

NEW YORK, Nov. 5.—Radio Rogues, currently appearing in the Broadway musical, *Hellsopoppin'*, were out off the air by WMCA this Tuesday because the station considered their material too blue. Station claims the off-color stuff

started when the act went into a routine telling about a honeymoon.

Act was one of those appearing at the Hebrew Orphan Asylum's benefit at Madison Square Garden. WMCA broadcast most of the benefit. Taking the act off the air meant Allen Stuart (Buddy Cantor), announcer at the Garden, had the tough job of ad libbing eight minutes.

Helena Biz Dull; Dailies Cold To Radio; Listening Factors

Monday, October 17—Wet, slushy snow; first storm of season.
 Marlow (first-run theater)—Deanna Durbin in "That Certain Age."
 Rio Theater—Edward G. Robinson in "Amazing Dr. Clitterhouse."
 State Convention Patriarchs Militant—meetings at night and afternoon.
 Tuesday, October 18—Weather, bad.
 Marlow—"That Certain Age."
 Rio—"Dr. Clitterhouse."
 Wednesday, October 19—Weather, cold, sloppy.
 Bank Night at Marlow and Rio—\$200 first prize and \$100 second. Both houses always jammed for Bank Night. Better than half full every night.
 Marlow seats 1,300; Rio, 445.
 Marlow—The Dionne Quints in "Five of a Kind."
 Rio—Same as Tuesday.
 Thursday, October 20—Weather, cold, cloudy.
 Marlow—Same as Wednesday.
 Rio—Charles Starrett in "Call of the Rockies."
 Friday, October 21—Weather, cold and fair.
 Marlow—Same as Thursday.
 Rio—Same as Thursday.
 Saturday, October 22—Weather, fair and cool.
 Marlow—Rogers and Astaire in "Carefree."
 Rio—Same as Friday.
 Sunday, October 23—Weather, fair and cool.
 Marlow—Same as Saturday.
 Rio—Joel McCrea in "Youth Takes a Fling" and Jane Withers in "Always in Trouble."

Dailies Unfriendly to Radio

Helena Independent (morning) and Montana Record-Herald (afternoon) are only two papers in Helena. No radio departments; not friendly to radio; will not mention any station names in columns. Will not use anything of publicity nature if touched by radio.

Business Dull

Business in Helena dull last two months altho getting better and not far below fall of 1937 mark. Main cause of dullness closing of East Helena lead smelter when workmen struck when asked to take cut. Threw approximately 1,000 miners out of work in this immediate area.

Orson Welles To Steer Silver Show Two Weeks

NEW YORK, Nov. 5.—Orson Welles will produce the *Silver Theater* show with Helen Hayes for the November 13 and 20 broadcasts. Young & Rubicam Agency, handling the account, had contracted Welles for the job a month ago before the *Martian* episode.

Program will be switched to New York for the two broadcasts so that Miss Hayes can do her legit stint in *Victoria Regina*. Glenn Taylor, Y&R producer for the program, will come here from the Coast to assist Welles.

Mark Warnow's Orchestra also set for the show.

Coast 4 A's Elects

DEL MONTE, Calif., Nov. 5.—Pacific Council of the American Association of Advertising Agencies elected new officers and governors at first annual convention here recently. Chairman is Edmund M. Pitts, of J. Walter Thompson San Francisco office; vice-chairman, August J. Bruhn, Los Angeles office of McCann-Erickson, Inc.; secretary-treasurer, Hunter E. Winton (re-elected), Gerber & Crossley, Inc., Portland. Governors are David M. Botsford and W. H. Horsley.

Regional meetings of Eastern members of American Association of Advertising Agencies will be held this month, with New York members slated for confab at Hotel Roosevelt November 17. Chicago members meet at Medinah Club November 22.

Helena Hears Four Stations

Four stations were reported heard during the day in Helena in The Billboard survey. They are:

KPFA, Helena, Mont. 250 watts day, 100 night. Affiliated with Z net and NBC. (Bonus station).

KPFB, Great Falls, Mont. 5,000 watts day, 1,000 night. Affiliated with CBS.

KSL, Salt Lake City, 50,000 watts. Affiliated with CBS.

KGIB, Butte, Mont. 2,500 watts day, 1,000 night. Affiliated with Z net and NBC.

I'm No Press Agent

By MURRAY ARNOLD

A Feature of the

Christmas No. The Billboard

Don't Miss It

Coming

MULTIPLE PLUGS INCREASE

Selling More Than One Product On One Show Lives Down Taboos

NEW YORK, Nov. 5.—Theory of concentrating commercial plugs on one product has hit the ashcan, according to an agency opinion. The single-product plugging is admittedly most effective, sponsors are now veering around to the belief that the difference is not great enough to warrant such specialization. It had been felt plugging two products hurt both.

Multiple product programs now on the nets include *Kate Smith Hour* for General Foods' Calumet Baking Powder and Swansdown Cake Flour; Continental Baking's Jack Haley and Pretty Kitty Kelly, for Wonder Bread and Hostess Cake; General Foods' Mary Margaret McBride, for Satina and La France; Lambert Co.'s *Grand Central Station* for Listerine products and Prophylactic toothbrushes; McKesson & Robbins' *Joges Jordan* for Calox Toothpowder and Solidified Alcolene; Jimmie Fidler for Drene and Crisco; Eddie Cantor for Camel cigarettes and Prince Albert, and ditto Benny Goodman; Bing Crosby for Kraft-Phenix cheeses, Miracle Whip Dressing; Bristol-Myers' *Tosen Hall* for Ipana and Sal Hepatica; Brown & Williamson's Tommy Dorsey program for Raleigh and Kool; Your Family and Mine for Sealtest Ice Cream and milk; Lever Bros.' *Big Sister* and *Big Town* for

Rinsos; Campana Sales Co.'s *First Nighter* for Italian Balm, Dreckin, Coolies and D. D. D.; Standard Brands' Rudy Vallee program for Royal Desserts, Aspic and yeast; Vick Chemical Co.'s *Seth Parker* for Vapor Rub and Va-Tro-Nol; Hollywood Hotel for Campbell's soups, beans and tomato juice. List is by no means exhaustive, but is plenty indicative. In addition to outright multiple product plugging, various institutional programs are a variation of this idea. Examples are Ford Symphony hour and Major Bowes show, for Ford and Chrysler products, respectively. Raft of programs also plug two or more products which are very closely allied, and are therefore not included in multiple-product list. Such programs are Atlantic Refining's broadcasts of the Holy Cross football games, for Atlantic Motor Oil and Atlantic White Flash Gasoline; Silver Theater of Rogers Bros., 1947 and William Rogers & Son; the Campbell shows, et al. Procter & Gamble also use this policy extensively now.

MBS October Biz Best in History

NEW YORK, Nov. 5.—Mutual Network scored its highest month's gross in its history with \$347,770 for October, 1938. This is a gain of 45.7 per cent over last year and brings the 10-month 1938 total to \$2,322,026, 33.8 per cent over the 10-month 1937 total of \$1,735,255.

Columbia Broadcasting System stepped up over September, 1938, this October, but went off against October of last year. At the same time Columbia is also running behind last year's cumulative total, so far having taken in \$22,385,777 against \$23,281,627 for 1937. October, 1938, gross came to \$2,389,893 against last year's take of \$2,505,405. At press time NBC's statistical department was still using the abacus to figure how much cabbage came in.

NBC Sets Conley

NEW YORK, Nov. 5.—NBC has contracted for a program series with Eugene Conley, tenor. He's regarded as a comer. Last sang on WWJ, Detroit, after having been signed by Ben Roche on a Boston station.

N. Y. Station Publicity Chart

NEW YORK, Nov. 5.—Chart below presents an analysis of the publicity breaks scored in radio columns and "best bet" boxes in eight Manhattan dailies and one in Brooklyn. The period covered is from October 2 to October 29—a four-week breakdown enabling comparison with a similar period for 1937.

The three leaders, WABC, WJZ and WEAF, remain in the positions they have held for some time. This also applies to WOR in fourth place.

Among the independents, WMCA, against last year, has gained 68 mentions. A spurt is evidenced in the WIN totals, this station regaining its place following WMCA, showing a gain of 16 mentions over 1937.

WNYC, which had jumped a great deal in the last analysis, has dropped, mainly because its broadcast period has been sharply cut, station now signing off shortly after dusk. Consequently, in comparison with the summer standings, the city station is off. However, against last year, it still shows considerable improvement.

WQXR also has bettered its standing against last year, with 135 additional mentions. However, against the standings of the past few months this high fidelity broadcaster is down.

In the chart below "F" indicates "best bet" mentions; "C," column call letter mentions. City desk or news breaks are not tabulated.

STATION	1938			1937		
	F	C	GT	F	C	GT
WABC	893	167	1,060	889	228	1,117
WJZ	669	138	807	571	195	766
WEAF	621	109	730	661	247	908
WOR	380	79	459	449	149	598
WMCA	334	102	436	271	97	368
WHN	252	51	303	230	57	287
WQXR	198	20	218	69	14	83
WNEW	115	21	136	131	30	161
WNYC	84	31	115	45	15	60
WEVD	84	11	95	140	6	146
WINS	79	12	91	92	44	136
WENX	5	3	8	5	4	9
Totals	3,704	744	4,448	3,553	1,088	4,641

Hats Off

NEW YORK, Nov. 5.—From now on when radio editors around town walk past NBC—or even maybe Radio City—they'll tip their hats reverently. Because this week the boys are all sporting new katie, thanks to the web. Chain sent out toy straw hats and gift orders for the McCoy lads, as a promotion stunt for carrying the Seabiscuit-War Admiral race. Seems as the Bryan Field, opposish horse race announcer and sports writer, said he'd eat his hat if NBC carried the Biscuit-Admiral match. NBC Blue carried it. Field was the first to get the miniature straw from NBC.

Sponsor Asks Advice From Peck Agency

NEW YORK, Nov. 5.—Switch of Manhattan Soap account from Peck Advertising Agency to Franklin Bruck will probably mean a realignment of account's radio advertising, with Manhattan's two current programs likely to be lost in the shuffle. Peck had set William Brady Presents and the Adrian Rollini Trio on the nets.

Ed Wolf, producer of Brady program, is understood to have other plans for the show, including extending it from 15 to 30 minutes. Sketch idea will be kept, but whether Brady will remain is uncertain. Mary Small is a possibility as mistress of ceremonies.

Reported that since the agency switch, ante on the Rollini Trio has been jacked up 45 per cent. Sponsor said to be in a dither and going back to Peck for advice on unscrambling the mess.

Brady program will be handled by Peck for one more week, as per six-week contract.

Coast Musicians Ask More \$; Stations Nix

LOS ANGELES, Nov. 5.—Local 47 officials face a battle with major web outlets here after trying to jack up scale for staff orks. Stations are reported turning a deaf ear to the proposal and threaten to carve down their staffs if the scale increase is demanded.

Stations claim they signed two-year contract with AFM which stated amount of money they were to spend each year, not indicating the number of men they have to employ.

AFRA Stymies 26-Wk Charity Air Series

CHICAGO, Nov. 5.—Council of Social Agencies and Hospitals has run against a snag here with its annual fall radio programs which were scheduled to start in October for the fourth year over WBBM, said snag being the American Federation of Radio Artists' sustaining contract with CBS, which requires \$12 per show for each actor instead of the \$5 usually paid for these charity stints.

Bernard Roloff, head of the local Travelers' Aid Society and chairman of the council, went before the AFRA board Tuesday and asked that it waive scale requirements for these shows. AFRA said no, since it felt Roloff's asking for benefit performances for a period of 26 weeks at two shows per week was an imposition. It was considered expressly so when, as AFRA pointed out, scale was paid to musicians, directors and announcers by WBBM. Heretofore station has footed all bills for these shows except the talent charge.

Ray Jones, AFRA secretary, said his local is more than ready to co-operate on benefits cleared thru Theater Authority, Inc., but that inasmuch as this council is asking for services over a 26-week period and the total talent bill would be relatively small anyway, it would be impossible to sacrifice any of the members to this extent. Of the total cost of talent, each of the 39 agencies participating would only have to pay \$48 for the entire 26 weeks, Jones said, and he could not see that that would be a burden, regardless of who footed the bill.

At this writing it was still a matter of conjecture what the council would do. It can take the biz to Mutual's WGN outlet, as AFRA has no contract with that net. However, it is believed WBBM will try to prevent this because policy of that station has always been to give a liberal slice of its time to charitable and educational institutions. With the coming FCC probe just around the corner, WBBM is likely to go more than halfway to keep this charity biz.

Actress Heads AFRA Chi Local

CHICAGO, Nov. 5.—Annual election of officers for the American Federation of Radio Artists' Chicago local was held Friday night, and Virginia Payne copped the proxy title, succeeding Carlton Brickert, who did not run again because of pressing radio commitments.

Sam Thompson and Henry Sox were elected to the posts of first and second vice-presidents, respectively, and Raymond Jones was re-elected executive secretary for a second year. Phil Lord and Gene Byron were re-elected as treasurer and recording secretary.

Overplayed Yawn

NEW YORK, Nov. 5.—Now that the smoke and Martians have cleared, it looks as tho:

Orson Welles got a terrific publicity break. But it didn't seem to help the legit Mercury Theater, which got slapped around on its Broadway premiere of *Danton's Death*.

CBS can probably go out and sell the Sunday 8 to 9 spot, proof having been delivered that everybody doesn't listen to Charlie McC.

The FCC hasn't done anything yet, but bets are being made it'll do something, even if just a little something.

The dailies had themselves a spree. Newspaper men, in off-the-record comment, expressed amazement that such editorial bias was so obviously shown.

The phony news flash device will very likely be dropped as a radio dramatic bit—at least for some time to come.

Horror stories, except those really established, such as *Lights Out*, will likely be soft-pedaled for some time.

And countless people wondered what all the shootin' was fer and can people really be like that.

Coming

Let's Write for Radio

By ARCH OBOLER

A Feature of the

Christmas No. The Billboard

Don't Miss It

Program Reviews

EST Unless Otherwise Indicated

"Her Honor, Nancy James"

Reviewed Friday, 12:15-12:30 p.m. Style—Dramatic serial. Sponsor—International Cellulose Corp. Agency—Lord & Thomas. Station—WABC (CBS network).

With racket busting a front-page item for some years now, this noontime serial has a punchy basis; but more important than that, it lives up to expectations. Idea of a lady lawyer being responsible for the start of a slum clearance in a metropolitan city, as well as for having an investigation of a building protection racket started, has not only plenty of appeal to the women, but ample scope for dramatic excitement. The particular program reviewed was a tense affair, with an unusually strong holdover appeal to get dialers back after the weekend. Not only should the show do a good job for the sponsor, Kleenex, but it strikes as being a good film possibility. As a pic, it would have to be slightly dehooked.

This episode enacted the first jury hearings on the building protection racket, with a key witness missing at certain time. The don't-talk-or-you'll-get-bumped warnings of the hoodlums, as well as the disappearance of a youngster, important in the script, provided suspense. One fault seemed to be in the pre-action introduction, with the synopsis not too clear for new listeners.

Commercials stress Kleenex as the original tissue and don't-buy-imitation angle.

Cast includes Barbara Weeks and Ned Weaver, leads; Alice Reinheart, Joseph Curtin and Chester Stratton. Script by David Victor and Herbert Little Jr. Produced by the Ed Wolfe office. Dialog a little too theatrical in spots.

Franken.

"Life Can Be Beautiful"

Reviewed Thursday, 4:30-4:45 p.m. Style—Dramatic sketch. Sponsor—Proter & Gamble Co. Agency—Compton. Station—WEAF (NBC Red network).

There was talk that this program, another of many Procter & Gamble-sponsored daytime serials, was to be "different." It was not, in other words, to be just another daily outpouring of lachrymose bilge. But if the specimen reviewed is to be taken as an average example, the report is untrue. Written by Carl Bizby and Don Becker, both experienced radio scribes, the show impressed as being in the same category as its brethren, with a good femme drawing idea, but still a daytime hunk o' hoke. Very good cast performances by Alice Reinheart, John Holbrook and others help.

A miss nicknamed "Chi Chi" is our heroine. Her ma is a baddie, right now consorting with gangster Gyp Mendoza. A Jewish patriarch, Uncle David, has befriended her, given her a home and counsel. But ma insists she return home and there was a tearful parting on the verge. Then, however, a siren started throwing the books into Stephen, Chi Chi's boy friend and Unk's aid in his business, so at certain Chi Chi is hollering she don't wanna scam.

Opening commercial was punched effectively by Jack Fraser, but the advantages of Ivory soap were overly extolled.

Franken.

"Uncommon Knowledge"

Reviewed Saturday, 6:45-7 p.m. Style—Modified quiz. Sponsor—National Educational Alliance. Agency—Walter E. Thwing. Station—WOR-Mutual.

Program an educational broadcast with information dished out via questions and answers. Sponsor is The Popular Educator, book containing 57 courses which can be followed at the rate of 25 cents a week.

When caught chief topic was psychology, with chatter about the meaning of such terms as intelligence quotient, special abilities, etc. Attempt is made to give material a practical slant, mention

being made of relation between knowledge and success, psychology and salesmanship, etc.

Need for a program of this kind can be argued pro and con, tho in all probability an audience for this type of show is always in existence. Program was a fairly clear presentation, with John Bates, producer, apparently keeping to the more elementary facts of the subjects spoken about. This is a wise method.

Ackerman.

"Moonbeams"

Reviewed Friday, 9:30-10 p.m. Style—Musical. Sponsor—Cambarelli & Davitto. Agency—De Biasi Advertising Agency. Station—WOR (Mutual network).

With the exception of Doug Stanbury's frightfully bad narrations and poetic readings, Moonbeams is as great a favorite today as it was during its earlier six-year run starting in 1929. Its director, George Shackley, has the knack for welding small choral groups into a musical half-hour immune to the academic hangover which victimizes most choirs and quartets. His organization makes the most of opportune alternation of the component musical groups to avoid style excesses, and the selection of tried-and-true melodic favorites, ranging from children's ballads to Ave Maria.

Upon its restoration to the air after a lapse of about three years, Moonbeams becomes a consolidation of itself, Choir Invisible, another WOR classic, and Doug Stanbury, Roxy gang baritone. Original Moonbeams trio, Rhoda Arnold, Veronica Wiggins and Mary Merker, has retained its delicacy, while the male quartet supplements ably. As much can be said for Stanbury as a baritone soloist, too, but kindly comment should recommend he stick to singing, yielding his "poetic" readings to a more capable colleague. His rendition of Elizabeth Browning's *How Do I Love Thee* was a perfect dud.

Jerry Lawrence's commercial readings at 10-minute intervals were gold medal copy which blended so well with the mellow mood that any objection to the liquor sponsorship would be Victorianism.

Competition at this hour is difficult. Moonbeams, nevertheless, should be able to carve out for itself a chunk of faithful audience from CBS's *Hollywood Hotel* and NBC's *Death Valley Days* and *March of Time*.

Weiss.

W. C. Fields

Reviewed Saturday, 10-11 p.m. Style—Orchestra and comedian. Sponsor—American Tobacco Co. Agency—Lord & Thomas. Station—WABC (CBS network).

The story is that George W. Hill, president of American Tobacco Co., insisted on building his *Hit Parade* to a semi-variety type show to replace the program almost set for Lucky Strike cigarettes starring Al Pearce. Latter changed his plans after envisioning sponsor interference and instead signed with General Foods. Then Lord & Thomas, ATC agency, pulled a fast one on the rest of the comic-seeking advertisers and signed the redoubtable W. C. Fields. When last heard from in radio Fields had reached a spot where he was causing more belly laughs per minute than all but a few other radio comedians.

However, judging from the program caught, the painful report must be made that Fields was not only not funny but painfully unfunny. There are certain Poldianophiles who laugh at his delivery alone, that gorgeous swashbuckling pomposity, and I am almost, but not quite, one of them. The sad truth appears to be that either Fields needs a dummy to inspire him or a material writer as capable as Richard Mack, who did his Chase & Sanborn routines.

Otherwise, the *Hit Parade* is still as it always has been, presenting the nation's favorite tunes in a style that's built the program sky high. Al Goodman's Orchestra is the current incumbent and a good one.

Franken.

Radio Talent

By JERRY LESSER

THE O'NEILLS is the first script show on the air that has dared to convict its heroine of murder. Violet Dunn plays Peggy O'Neill Kayden. . . . James Van Dyke has been promoted. He used to be district attorney on *The O'Neills* but is now doing the presiding judge on *Your Family and Mine*. . . . James Tranter is allowing his hair to grow long in anticipation of a part in a Broadway show. . . . Taylor Graves has joined the cast of *Lovely*, which opens on Broadway November 14. . . . Maurice Tarplin is now regular announcer on Bert Lytell's *Drama Time* show. . . . Betty Garde is an excellent caricaturist and welcomes new characters on the shows she is on, as she does sketches of all of them. . . . Mary McCormack has just completed a screen test for Warner. . . . Fred Barron joined the cast of Jack Norworth's *Father and Son* show, doing Al Meeker, the villain. . . . Mary Lou Foster is European on *Mrs. Wings*. . . . Ann Elstner's husband brought home a caribou from a recent hunting trip and Ann is having a cape made from the hide. . . . Jay Jostyn celebrates his 11th wedding anniversary this week.

Bess Johnson has again proved the old adage, the show must go on. At a recent broadcast she was taken

ill and fainted just before going on the air, was revived, insisted upon going on and did the complete broadcast, including the final commercial—and then fainted again. Charles A. Schenck Jr. has a script show entitled "Peanut Pietro," taken from the syndicated newspaper column, "Peanut Pietro Says," written by Kay Bess Johnson. . . . Fanny May Baldrige, radio's original Mammy Magnolia and Mommy Gardena on "Betty and Bob," did a program of intimate sketches for the Century Theater Club. She was the first radio performer to appear for this New York theatrical club.

LADDIE SEAMAN, who begins a new character on *Hit Parade*, has just exhibited a group of his oil paintings at the Art Adventurers' League. . . . John Holbrook has replaced Earle Larimore in *Life Can Be Beautiful*. Frankie Laine doing two shows over WINS. . . . Tom Tully goes into *Big Sister*, playing Editor MacGregor. Also starts rehearsal soon for the Broadway legit, *Heavenly Express*. . . . Reported CBS is preparing six new dramatic sustainers.

Advertisers and Agencies

By PAUL ACKERMAN

HARRY S. GOODMAN producing a new wax series in which Ed East will give piano lessons. East so hopped up he thinks he can produce five pianists for network consumption in no time at all. Or didn't I pick the words correctly? . . . Saddest story of the week concerns Samuel Meek, J. Walter Thompson vice-president and account exec, whose home in Greenwich burned down. Lost several thousand dollars' worth of first editions. . . . NBC press department lost Florence Marks and Beeste Peagin this week—Miss Marks to do free-lance writing and Miss Peagin to join *Listener's Digest*. . . . Frank Presbury Agency has set 15-minute sports program for *Legal Shoes* on WSGN, Birmingham—first time the account has bought local radio other than in New York. Jerry Bryan, sports writer on *Birmingham News and Age Herald*, does the stint for 13 weeks beginning Friday (4).

Gotham agency auditioning *Ida Bailey Allen* this week. . . . Carl Harris, head of Chicago publicity of J. Walter Thompson, in town working on Kellogg publicity. . . . Bill Moore, author of "Howie Wing," planned here Monday and scrambled for Chi Tuesday. . . . Tony Stamford left for Coast last Friday, George Faulkner clears out this Friday, Rudy

Valles to Coast for November 10 broadcast. . . . Frank Rohrenbeck, *WHN*, walking away with the football pool every week. . . . Jim Tyler, of CBS, barely missed last week—would have netted him 50-to-1 winnings.

Still nothing definite on Rusty Pierce's plan to get a press box for radio ads at Met opera. . . . Artie Shaw goes on the Old Gold show starting November 20 instead of Larry Clinton. . . . Jimmy Shields, tenor on *Pall Mall*, renewed for 13 weeks. . . . A radio director with a present berth is open to offers. . . . WHN putting 2,700 new car cards in subways and buses. . . . FTT's Radio Division estimates it has obtained \$4,500,000 worth of gratis radio time during the last two and one-half years. . . . Joseph Hershey McGillivra appointed to represent the London Free Press station, CFP, thruout United States and Canada.

Dave Elman writing a book on hobbies. To be published by McGraw-Hill in January. . . . Ben Wain nixes report she is leaving Larry Clinton's Band. Vocalist has a five-year contract.

Fred V. Bowers, veteran songwriter and vaude performer, in New York from the Coast to work on a series of e. t.'s titled *Footlight Memories*. First program to tell life story of McIntyre and Heath.

Chicago Air Briefs

By HAROLD HUMPHREY

BED&O has given Frankie Masters his notice on the Eddie Guest *It Can Be Done* show and will start off around January 1 with a new outfit. . . . Chi's Tribune was the only paper in town that didn't play up the Orson Welles episode, and the wise guys are wondering if it wasn't because of the *Trib's* *Crimson Wizard* chiller which got a similar listener reaction not many weeks ago. . . . William G. Rameau station reps are out with a brand new brochure plugging their Indiana station, WIRE, and its coming basket-ball schedule, a game which is some punkins in the Hoosier State. . . . General Mills, thru the Knox-Reeves agency, and Socony Vacuum, thru J. Stirling Getchell, have signed for alternate games in the 1939 and 1940 Cubs and White Sox series. . . . WBBM has added a UP newspaper wire to get fuller election coverage.

Bob Wood, brother of Ed Wood, WGN's sales manager, arrives from New York this week to join the local WOR office staff, taking the place of salesman Harry W. Walker. . . . H. V. Kellenborn hopped up to the old home town, Milwaukee, for a visit and a gabfest over *WTMJ*. . . . Marek Weber has sent out an S O S call for a Swiss yodeler to give out over his *Carnation Contented* spot. . . . Add those fortunate ones getting fall vacations: NBC director

George Fogie, WGN sports writer Jack Burnett and WGN announcer Vern Hanson. . . . Frank Gillmore, *Four A's* presy, visited the local AFRA office to feel out the possibility of "closer co-operation" among AFRA, AFA, AGMA and SAG. . . . WJJD has framed a new round-table discussion program under auspices of *Debuters' Forum* and directed by Leo J. Bartoline.

ACCORDING to latest reports, P. K. Wrigley's Scattergood Betnes shot will soon get an expanded net over CBS, including an outlet over WBBM here. . . . Lester Damon, of the local *Of Mice and Men* cast, was cast this week in another bad-man role on NBC's serial *Backstage Wife*. . . . Jan Garber is still shopping for a fem vocalist for his engagement at the Blackhawk Cafe opening this week. . . . CBS's foreign newscaster Edward Murrow dished up the lowdown on European broadcasting here Friday before the Council on Foreign Relations.

From All Around

W. E. WAGSTAFF, commercial manager of KBYL, Salt Lake City, planning to Chicago and New York contact—(See FROM ALL AROUND on page 10)

Additional Programs Reviews on Page 10

Additional Program Reviews

"Peables Takes Charge"

Reviewed Wednesday, 1:30-1:45 p.m. Style—Dramatic serial. Sustaining. Station—WJZ (NBC-Blue network).

Kids are kids, and when they are as likable as Nora and Ned folks will follow them thru thick and thin. With butler Peables thrown in, the line-up is 'a bargain for a grocery sponsor.

Tendency of this Elizabeth Todd script is to be humorous and unpretentious. Eight-year-old twins are suddenly thrust in the care of their grumpy great-uncle, a stuffed shirt of the first water. They run away after a short period of fright and unhappiness, giving the buzzard plenty of concern and providing good story situations. They're found but interest holds on. Such a serial can appeal to old and young, because it is, above all, intelligent.

Weiss.

Mary Margaret McBride

Reviewed Monday, 12-12:15 p.m. Style—Columnist. Sponsor—General Foods Corp. Agency—Young & Rubicam. Station—WABC (CBS network).

Mary Margaret McBride's reputation as an artist capable of chinning 15 minutes without saying anything, yet keeping her audience enraptured, is being impaired by performances such as this one. She gave the impression of being not so sure of her text, as well as being unenthusiastic. Kept constantly groping for words. Climax was a masterpiece of directness and concreteness of expression: "She uses all kinds of things with other things." Then followed the "aren't I's" and overtones of "my deah" and a long enough succession of hems and haws.

The running along under her own name instead of that of Martha Deane, the radio columnist's plan of presentation is unchanged. It's of the homey variety wherein she converses with announcer Kenneth Roberts. Then, subtle as a fire alarm, Miss McBride brings on the paid-for chitchat about La France and Satina. The nice part about the commercial is that it brings the session to a close.

Weiss.

"Great Plays"

Reviewed Sunday, 1-2 p.m. Style—Dramatic. Sustaining on WJZ (NBC-Blue network).

NBC is presenting a Sunday afternoon series of the great plays of all time, from Greece to Broadway, cut down to hour air versions. There is much folderol about the great educational and cultural advantages of the idea—but it seems that it would be far better to leave the peasants in the dark as to great plays, rather than to expose them to cut, jumbled versions, badly directed, badly acted and in no way representative of the sight and sound that accompanies

Correction

In a recently published radio program review of Two on a Shoestring on the Mutual network it was erroneously stated that Langlois & Wentworth was the agency for the sponsor, the Oakland Chemical Co. The agency on this account is the Kleppner Co. Langlois & Wentworth are producing the show.

the dramas on the stage. Ignorance of the classics is infinitely preferable to knowledge based on an impression that is entirely wrong.

The plays are introduced by Burns Mantle, critic of The New York Daily News. From the example caught, he seems to be trying to bring the historical background down to the level of the average radio listener, and therefore ends by saying practically nothing. He's pleasant but meaningless, failing to give any clear impression of either the era or the play.

Drama caught was Everyman, the medieval morality play, which is a bad sample. For Everyman is only a literary curiosity, not a masterpiece, anyhow, and its importance is based on its historical position rather than intrinsic excellence. As a result, the inevitable cutting and butchering came as something of a relief. It's easier to be exposed to just an hour of Everyman than to the full play. But one shudders to think of what will happen when the series gets around to Othello, Cymbeline and the rest.

Acting is painfully obvious and ineffective, the performers sounding like the last troupe that played the Punkin Corners Op'ry House. The direction clings to the obvious like a drowning man to a straw.

Burr.

"People's Rally"

Reviewed Sunday, 3:30-4 p.m. Style—Audience participation. Sponsor—The Mennen Co. Agency—H. G. M. Kieselwetter. Station—WOR (Mutual network).

One of the most intriguing ideas yet to come out of the present audience participation fad, the People's Rally fails to cash in as much as it might. Plan is to discuss each week some question of popular interest and importance, getting members of the studio audience to express their views, and also asking for a Postcard vote from the listeners. Announced as an attempt to get back to the old town meeting idea, it's a fine bid for serious dialers. But, unfortunately, there's also a "comedy" section that features what are called, with unsurpassed intelligence, "Quisic-Doodles"—crazy questions on which members of the studio audience are supposed to stub their toes. Program pays out money to listeners sending in such world-beaters as "count from 10 to one backwards."

Result is that people listening in for the serious discussions get fed up on the

long initial comedy stuff before the serious section arrives—and people who would like "Quisic-Doodles" would probably tune off the serious stuff in disgust. It's a good idea gone wrong.

John B. Kennedy conducts the serious section capably, and Bob Hawk is an insistent life of the party in the "comedy" section. Question at show caught centered around expansion of income tax. Only three people were queried, because of the time taken up by the comedy stuff; there should have been at least double that number.

Tom Slater announces, and there are so many commercials for Mennen's shaving creams that the listener, far from being attracted to the product, gets sore at it.

Burr.

Ozark Ramblers

Reviewed Friday, 12-12:15 p.m. C.S.T. Style—Hillbilly music. Sustaining over KWOC (Poplar Bluff, Mo.).

Air is crowded with not too good hill-william bands, but this outfit puts on a peety fair rube show. The program, a regular feature for a couple of months, is fair listenin', pard!

Slim Rhodes, who turns in a riotous bit as master of ceremonies, strums a fairly mean guitar and sings in the nasal twang affected by all the rootin', tootin', revenooer-shootin' hill combos you ever heard. Dusty Rhodes is the fiddler of the bunch, while Speck Rhodes does funny things with the bass fiddle. Bea Rhodes, the only gal in the piece, plays the mandolin in the same toothumpin' style and yodels as well as could be expected. The whole business results in some weird harmony effects and a not unlikable presentation.

Larimet.

"Kraft Music Hall"

Reviewed Thursday, 10-11 p.m. Style—Variety. Sponsor—Kraft Phenix Corp. Agency—Walter Thompson. Station—WEAF (NBC-Red network).

The Bing Crosby-Bob Burns hour show for Kraft Cheese was lifted out of the ordinary variety program classification some time ago with a rube but very strong heave ho. The heave ho came from two principal sources, it seemed—Crosby's offhand delivery of lines and swell material provided by the show's scripter, Carroll Carroll. Since then a number of other programs have tried to imitate its casual and easy-going style. None have succeeded and all have added stature to the Kraft show. From start to finish the show is thro' entertainment, proving that radio doesn't have to stick to the 12-year-old mentality gag or dash out bilge in the daytime serial style. Crosby is now back from vacation, while Burns takes himself a sabbatical.

Musically show will either be well liked or cordially disliked, since there seems to be no happy medium in taking an attitude toward the crooner. I like him and regard him as the top pop-song

Reason Enough!

SYRACUSE, Nov. 5.—The palm for the balmy case of panic when the Martians invaded Syracuse via Orson Welles' Sunday night Columbia show went to—of all people—a radio editor.

Ronald Graham, radio editor of The Syracuse American, listened for a few minutes, then packed his wife and children into his car and fled to his farm home at Howlett Hill, driving frantically into Syracuse to rescue his mother-in-law. He "saved" her, filled his gas tank, then discovered his mistake. He returned, somewhat chastened, to the deserted farm, but the story leaked out. The worst of his plight was when he tried to explain why he "saved" his mother-in-law. His best explanation was that she is a swell cook.

stylist of the day. With the Paul Hollister choral group and superb arrangements by John Trotter's Orchestra, the musical division is outstandingly handled.

Even with Burns away program had plenty of chuckles and laughs. Booking Ogden Nash, rhymster, and having Ralph Bellamy, Henry Fonda, Crosby and Ken Carpenter, announcer, read some of his stuff was a smart comedy filler-in idea. And to show how really good this Kraft stanza is, the program actually made Fonda seem (a) like a human being; (b) like a human being with personality. That seems a major achievement.

Whether foiling or stooging for Crosby, acting as KMH's Peck's bad boy in charge of ringing bells or as vice-president in charge of selling the stuff, Carpenter does a honey of a job. His contribution to the enjoyment of a swell radio program is no small one. While, of course, the part played by Carroll Carroll cannot possibly be overemphasized. Seems a shame he gets no billing.

Franklin.

"Everyday House"

Reviewed Thursday, 9:45-10 a.m. Style—Talk (Transcription). Sponsor—Davidson Furniture Co. Station—KRNT (Col.), Des Moines.

Owen McCleary, a versatile continuity writer as well as a good actress, handles this program and does a good job of it. This particular broadcast discussed 18th century furniture and brought out the relation of history to types of furniture. Discussed also the life and works of Chippendale, Heppelwhite and the Adams brothers, stressing characteristics of various designs.

Of decided interest to women, this program is a happy choice for a first-class furniture store, and Miss McCleary tied in the commercial angle neatly. That it is an electrical transcription does not detract from its appeal.

Moorhead.

The FCC Hearings

THE Federal Communications Commission beginning next Monday has a deeper responsibility than usual, for then it will begin the much-publicized hearings on chain broadcasting and monopoly. Already entrusted by Congress to uphold the "public interest, convenience and necessity," the FCC will have the added moral responsibility of conducting the approaching hearing on a plane that will insure fairness to both the broadcasters and the public.

The controversy between local interest and multiple ownership; the struggle between independent and network; the criticism leveled at transcribed programs; the inferences drawn from management contracts and leases, and the complaints against artist bureaus all will have their day in court. That enough data will be available is evidenced by the fact that the American Federation of Musicians, the Committee for Industrial Organization and the American Society of Composers, Authors and Publishers have asked to participate in the proceedings.

But the Commission will not have ended its work when the last witness steps down. There will be the study of the record and preparation of the committee report. And here is where a yardstick can be used to compare the work of the chain broadcasting committee. Only a week or so back the super-power committee issued its report which resulted from the hearings on the WLW case. Whether the Commission ratifies the WLW report or not; whether the committee is wrong in its conclusions, is something aside from this issue. The point it has proved is that the FCC, when it wants to, can turn out a polished statement of facts and can do it within a reasonable length of time.

With the reconvening Congress the FCC will probably be expected to suggest new legislation on radio. The chain broadcasting report should give the FCC some valid data for its recommendations to Congress. The report will be evaluated by the public and industry long before it is written, because this evaluation will be made while the hearings are in progress. No good will come if the FCC committee attempts a whitewash of network practices or a witch hunt to make the chains look worse.

It may also be worthy to note that insofar as representation in the daily press is concerned, radio very likely will not get a fair shake. It seldom has, and a situation such as that in which radio now finds itself gives ample opportunity for the dailies to go to town.

Above all, the FCC cannot let itself be accused of partisanship or politics. Radio is too close and means too much to the public to let it become a football. The hearings will have to be complete; they will have to be fair.

FROM ALL AROUND

(Continued from page 9)

ing agencies apropos of station's new 5,000-watt transmitter. . . . Arthur Cornwall, tenor, now with WIS, Columbia S. C. . . . Lawrence W. McDowell, commercial manager of KPOX, Long Beach, Calif., builds short wave transmitters in his spare time. . . . KBL (Salt Lake City) notes: Lowell Hicks, staff vibraphonist, a father, Tom Axesen and Russ Stewart off on belated vacations. Lee Taylor bagged a buck 24 hours after opening of Utah deer season. . . . K. P. Torgerson, secretary of Knox-Beeves advertising agency, at meeting of Piedmont Baseball League in Norfolk, Va., recently.

Jimmy Evans and Bill Wrye new additions to engineering staff of WAPI, Birmingham. Station's chief announcer, Lionel Baxter, now known as the Vanishing American. Left Birmingham on wedding trip and station has had no word of him. . . . KGER, Long Beach, Calif., reports an unprecedented spurt of new business within the last 30 days. . . . Arthur Gillette, engineer at WKY, Cincinnati, in New York. . . . WHIO (Dayton, O.) schedules switch to meet emergency created by closing of city's public school system. . . . At a meeting in Camden, N. J., this week board of directors of RCA Mfg. Co. elected Gano Dunn and Henry C. Bowag directors. . . . George Snell, program director at KDYL, Salt Lake City, sold yarn to Frontier Mag.

RAY KINNEY

and his
Native Hawaiian Orchestra

NOW APPEARING

Nightly at the Hawaiian Room

HOTEL
LEXINGTON

New York

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ALOHA
MAIDS

in the new musical hit

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BALLROOMS BLAME VAUDE

Becker Rings Midwest Gate

Sock in Kaycee—Lincoln gets \$750—Krupa's \$695 weakie—other grosses

KANSAS CITY, Mo., Nov. 5.—Unheralded and virtually unpublicized, Howard Becker took the spotlight away from Gene Krupa and Henry Halstead at Will H. Wittig's Pla-Mor Ballroom last weekend. Playing a Thursday stand, Becker grossed a smash \$502 as compared to the \$695 weakie registered by Krupa the following night. Halstead, a sure bet with terpseters here on previous appearances, chalked up a very weak \$400 Saturday night but made up for it by bringing in \$400 for the Sunday matinee.

Krupa was making his debut here on what usually is the Pla-Mor's biggest night. And tho the band clicked with the customers, it flopped financially for Wittig. Halstead's Saturday showing was also a big disappointment. On the strength of his stand Wittig immediately bought Becker from Frederick Bros. Music Corp. for additional eight straight dates.

Working on the theory that a colored combo may light the spark to set the box-office ball rolling as it was a year ago, Wittig bought Louie Armstrong for a November 10 solo. If Armstrong shows strong he plans to import Negro bands regularly thruout the season. Sweet or swingy, none of the bands to date have been able to establish really excellent grosses for the Pla-Mor. A year ago, on the other hand, a \$1,100 mark for a one-nighter was not considered exceptional.

In the Harlem sector Harlan Leonard rang up okeh grosses of \$210 and \$231 for Roseland Ballroom last Sunday and Monday, respectively. Leonard was hurt by a near-by competitor beating the Roseland two-bit admish with a 15-cent duet price, using a non-union combo.

LINCOLN, Neb., Nov. 5.—Coming here from Kansas City for the Friday, Saturday and Sunday stands at R. H. Pauley's Turnpike Casino, Howard Becker grabbed \$750 for the run. Considering the band's asking price, take was plenty good. First two nights went for \$1 per dancing couple, while the Sabbath stand was a two-bit per person bargain.

Politicos Woo Jitterbugs

PHILADELPHIA, Nov. 5.—Local Democratic politicians have gone modern in a big way. Last Friday they called upon all jitterbugs to come to the aid of the party. A gigantic "jitterbug party"—the largest in city's history—was thrown at the Convention Hall by the Democratic city committee for young Negro voters. As bait they had Chick Webb with Ella Fitzgerald, and Doc Hyder's Ork to alternate. More than 22,000 guys and dolls went to town for the Jones-Earle ticket and more than 4,000 more were turned away. Admission was free, with tickets to the affair being distributed in the various precincts by political workers.

Coming

Birth of the One-Nighter

By JOE KAYSER

A Feature of the

Christmas No. The Billboard

Don't Miss It

"Ops 'Swat Jitterbugs"

The above headline on a news story in last week's issue of *The Billboard* has literally flooded the editor's desk with letters, all taking up the plaint of the Iowa Ballroom Association against the "jitterbug menace." The "jeepers" and "shaggers" will soon ruin the ballroom business, they agree, and it's time to call a halt to the waning of the interest of the general public in ballroom dancing, which is more and more becoming an endurance contest.

Low Platt, who operates Summit Beach Park Ballroom, summer dancant in Akron, O., writes, "You can do ballroom operators a great service by getting them to stage a campaign thruout the country to 'sell' dancing and the ballroom to the public."

Service is the life-blood of *The Billboard*, and if your continued cooperation is as enthusiastic as your letters, our services are your command.

7C for Little Even Break In Face of Big Competish

CHATTANOOGA, Nov. 5.—Competing with a free dance given by local Shriners in connection with a bingo party and with a highly advertised musical show presented by Billroy's Comedians, Little Jack Little was able to muster a crowd of 1,000 followers for his show and dance last week at Memorial Auditorium. Spectators shelled out 56 cents for a listen while the tax on dancers was \$1, giving promoter Tommy Thompson a gate of over \$700. About two years ago Little drew the same crowd for a concert and dance, while four years back, following his air build-up, he drew a record 4,000. In spite of the fact that the crowd was held down this time, band was able to make its guarantee and the promoters broke about even. Thompson added that the patrons complimented him on the band's show and dance music.

Childs 6C Ritz for Ritz

BRIDGEPORT, Conn., Nov. 5.—With the box office scaled a little lower than usual, duets going at 55 cents for gents and 40 cents for the fair sex, Reggie Childs accounted for a banner crowd of 1,200 dancers last Sunday at Ritz Ballroom. Take of almost \$600 was a money maker for all concerned.

R-O'K Drops Exclusive; Hitz Hotel Chain an Open Account

NEW YORK, Nov. 5.—Considered economically the best arrangement under existing circumstances, Rockwell-O'Keefe dropped its exclusive booking tie for the Ralph Hitz chain of hotels Thursday (3) and the account becomes an open one for band bookers. While the Hitz account meant almost \$1,000,000 in annual sales, the local New Yorker Hotel alone spending \$350,000 annually, the necessity of splitting commissions with other offices to secure the desired band attractions as well as performing the necessary services to accommodate the client hardly made it a profitable one for R-O'K. Further, the agency was forced to limit its selling activities to other potential buyers in view of the work entailed in booking and servicing the Hitz account alone.

Tommy Martin, R-O'K exec handling the account, will still continue supervising all office sales to Hitz hotels. Carl Snyder, director of dining rooms for the hotel chain, will be in charge of all talent submissions hereafter. Rearrangement of bookings was made on a most friendly basis, both Hitz and Snyder pointing out that it was strictly a business process and did not in any way impair their friendly relationship with R-O'K, which had been handling their account for the past two and a half years.

Current contracts and commitments, many of the bookings running until next

Orks Playing the Pic Palaces Hurt Biz at the Terp Taverns

Midwest ballroom operators yell unfair competish — bookings are bungled—low theater admish ruins take on higher dance tariffs—no solution in sight

KANSAS CITY, Mo., Nov. 5.—Personal appearances of the nation's big name bands in theaters is dealing dangerous damage to box-office grosses and interest in the terpsichorean art, according to ballroom operators in the Middle West, all of them prominent as heavy buyers of traveling orchestras for locations and one-night stands. And backing up their charges are the actual figures of business done since the fall season got under way—figures which admittedly are as much as 60 per cent lower than those of a year or two years ago. The situation is becoming more

Frederick Bros. Add 2 Choice Accounts

NEW YORK, Nov. 5.—Opening their offices here next week, Frederick Bros. Music Corp. started the books for this branch by taking over two Music Corp. of America accounts of long standing. I. A. Frederick closed a booking deal with the Edgewater Beach Hotel, Chicago hotelery, calling for Herbie Holmes to take over the band stand New Year's Eve, lingering on for the winter and spring season. Bill Frederick adds Bill Green's Casino, Pittsburgh, to the account list on December 9, call going to Ray Herbeck, closing today at the Willows, roadhouse outside of Pittsburgh. Band goes out of the territory until the Casino preens.

FIMCO Cleveland office adds dancing for the first time at Dasher-Wallick Hotel, Columbus, O., Henry Halstead making the debut November 14. Opening date for new dining room at Commodore Perry Hotel, Toledo, O., set for December 9. Dick (Hotcha) Gardner having already been inked in for the music. Other bookings have Larry Funk locating at Claridge Hotel, Memphis, and Wally Stoefer following Johnny Burkhardt November 17 at Southern Mansions, Kansas City, Mo.

Norman Flewelling, formerly operating his own band booking agency in Bridgeport, Conn., the Southeastern Orchestra Service, gives up his New England office to join FIMCO here.

alarming each week. Instead of paying anywhere from 75 cents to \$1.50 each to dance to the top-flight dance combinations touring the country, patrons are content to pay quarters and dimes at theater box offices to see the same band, in person, and with the benefit of additional class acts and fancy lighting effects, in an hour show replete with vocalists and instrumental artists regularly featured with the band. The difference in price averages at least 50 cents a person, it was charged.

Ballroom men are contemplating some plan whereby the practice may be controlled. It is known that the entire Tom Archer chain of terp palaces in Iowa, Nebraska and Missouri, as well as Will H. Wittig's Pla-Mor Ballroom here, have been hard hit by the theaters' competition. Various other locations using the ace orks, some of them the year around, are affected as well.

Since the fall season opened early in September, ballrooms in the Middle West have been unable to record grosses with bands equaling those registered in 1937 and in former years. An un-

(See BALLROOMS BLAME on page 12)

Ellington's \$2,200 Socko For a Double Delta Stand

NEW ORLEANS, Nov. 5.—Duke Ellington proved a smash attraction for Crescent City dancers of both races last Sunday and Monday. Playing a race dance first at the Fairgrounds, he brought out 1,000 septa steppers at \$1 per to the tune of \$1,000. Halloween night, at Municipal Auditorium for white dancers, same tariffs made a \$1,200 take, that many payees being on deck.

MONTREAL, Nov. 5.—Forum Ballroom here will be transformed into a nitery for the New Year's Eve celebration, spacious dancant making it possible to accommodate from 6,000 to 7,000 celebrants at tables. Call goes to Duke Ellington for the musical merry-making, booked at a flat \$2,000 figure for the night. Tariff will be scaled at \$3 per head, including all the trimmings.

Coming

The Hotel Manager Buys a Band

By

ROBT. CHRISTENBERRY

A Feature of the

Christmas No. The Billboard

Don't Miss It

April, still hold good. And it will hardly be before the first of the new year that band bookers will have their field days in selling attractions to the Hitz chain. It is hardly probable that the chain will make any other exclusive arrangement with another band agency, remaining entirely in the open field. Altho Music Corp. of America had the preferential arrangement with Hitz before R-O'K stepped in, Willard Alexander, MCA vice-president, advised that the agency will seek no exclusive tie again, rather submitting their properties when available or desired in an open competitive field.

While R-O'K was naturally anxious to retain its preferential tie with the Hitz chain, which in prestige alone means much to an agency, Martin advised that while Consolidated Radio Artists co-operated with him, it was practically impossible in view of the fact that he was never in the position to work out an equitable arrangement with Music Corp. of America in splitting commissions on bookings. By the same token, MCA was never too anxious to sell a band on a split basis.

MINNEAPOLIS, Nov. 5.—Bill Carlsen opens Thursday (10) at Nicollet Hotel, local Ralph Hitz hotelery. Booked by R-O'K, which splits commish with MCA. Carlsen is handled by the latter office.

Coast AFM Votes 20G To Fight Picket Law

LOS ANGELES, Nov. 5.—Special meeting called by Local 47 to raise funds to battle proposed picketing law was held as scheduled, with Joseph Weber, AFM prexy, principal speaker. Nearly 4,500 of the 7,000 members of the musicians' local were present at Shrine Auditorium to hear Weber blast the proposal in no uncertain terms. Meeting voted to appropriate \$20,000 for the fight.

There was quite a bit of squabbling among members as to what specific use the \$20,000 should be put. Union officials wanted the money to go into the fund with other unions to fight the proposed law and they finally won out. Opposition came from members, who claimed \$20,000 should be kept in the local and that musicians should be hired and placed on trucks to tour city and bally for defeat of the measure.

Kemp Sets Chi Drake Hotel High With a \$4,000 Night

CHICAGO, Nov. 5.—Hal Kemp had the customers chinning on the chandeliers at Drake Hotel's Gold Coast Room last Saturday eve, breaking the house record at that spot with 873 devotees throwing nearly \$4,000 into the room's treasury.

This record hung up by Kemp was at the beginning of his fourth week after opening this room cold for the fall season. Previous all-time high for a single night was held jointly by Fred Waring and Paul Whiteman, each hitting the \$3,800 mark. Kemp says he's particularly pleased since the previous records were made when the Drake had a radio wire.

Goodman Jam Jams Waldorf

NEW YORK, Nov. 5.—First Saturday night for Benny Goodman at Hotel Waldorf-Astoria's Informal Empire Room taxed the corner's capacity. Ordinarily seating 400 diners at tops, 578 crowded the Empire Room for swing dancing with their dining (\$1.75 is the minimum-priced dinner). For the supper hours, with a \$1.50 cover charge in force, room again exceeded its capacity with a \$60 turnout. Receipts for the Saturday hit about \$3,500, establishing a hotel high.

Barrie Themer Published

NEW YORK, Nov. 5.—Dick Barrie's theme song, *Blue Shadows*, is being released to dealers this week by Shapiro, Bernstein. Tune was written by Anita Boyer, songstress with the Barrie Ork.

EDDIE PAUL
AND HIS ORCHESTRA
Entire Summer Broadcasting
ELBERTA BEACH
Now—3rd Season—**WGAR**
COLUMBIA BALLROOM, Cleveland.
Exclusive Management
FREDERICK BROS. MUSIC CORP.,
New York — Cleveland — Kansas City.

Don Strickland
KING CORN
and his orchestra
at his orchestra
at his orchestra

BILLY BROOKS' DIXIELAND BAND FEATURING FRAN GARRETT
Closing 5 Months' Successful New England Tour
(Thanks, Junie Edwards, Boston)
TO HEAD SOUTH NOVEMBER 12
Tour Direction—Dave Brummitt-Columbia Orch. Service, Bristol, Tenn.
Six Weeks' Tour of College and Society Dates
TO RETURN NORTH JANUARY 1
TO WISH YOU A HAPPY NEW YEAR VIA
NBC-COAST-TO-COAST NETWORK
NEW KENMORE HOTEL, ALBANY, N. Y.

Orchestra Notes

By M. H. CRODENKER

Talk o' Town

MARK time for another maestro being groomed by ELI (Victor records) OBERSTEIN for a Clinton-kinda build-er-upper... this time the platter pasha is hitching his wax on to VAN ALEX-ANDER, who is really Al Feldman, music arranger responsible for the A-Ticket A-Ticket stock, and will make his disk debut with another bassinet jingle, *Where, Oh Where, Has My Little Dog Gone?*... Freddy Goodman is shopping around for a drummer boy for brother Benny, Dave Tough having left the band upon its opening at the Waldorf... Lionel Hampton is again subbing at the suitcases, with trumpeter Harry James taking over the drumsticks for the quartet interludes... TOM ARCHER will be tickled to know that the move on part of the Iowa Ballroom Association banning jitterbug dancing, as reported in last week's issue of *The Billboard*, has given food for serious thinking here... our mallbag discloses that many ballroom managers and dance promoters round these parts will also taboo such terping.

Doings in Dixie

MEYER DAVIS closed contracts to supply the synops at Roney Plaza Hotel, Miami Beach, starting December 24, and at Miami Biltmore Hotel, Coral Gables, Fla., with New Year's Eve downbeats... GEORGE HALL takes in the December month at Rice Hotel, Houston, before starting the new year at Peabody Hotel, Memphis... ABE LYMAN opens this week for a fortnight at Adolphus Hotel, Dallas... JACK GILLETTE takes in a two-weeker, starting the 12th, at Casa Madrid, Louisville, and December 3 begins a six-week season at Atlanta's Henry Grady Hotel, Eddie Camden bowing out.

Coast Chatter

WAYNE KING takes over at Mark Hopkins Hotel, San Francisco, on the 21st, remaining until December 12, when CLYDE LUCAS carries on... J. D. L'ESPERANCE and CARL HOFELD light up this week a new dancant spot Forum Theater, Los Angeles, with Les Parker the music-maker... JOE OLASER hits the Hollywood lots this week to set pic deals for Louie Armstrong and his other stellar septa attractions... at the Universal film factory TED WEEMS gets the featured spot for a jitterbug flicker, *Swing, Sister, Swing*, and GENE KRUPA gets the starrer shot for a forthcoming Paramount film, scheduled for January production... GARY NOTTINGHAM, having left Roger Pryor's trombone section, comes to San Francisco to front his own combo at Bal Tabarin, Tom Oerun's nitery... and it wasn't so many annuus ago that Gary played trombone in Gerun's Band... EVERETT HOAGLAND comes to El Patio Ballroom, San Francisco, the 19th, Leon Mojica bowing out... attorney WALTER LEAR GORDON JR., leading dance promoter in Southern California, is causing legal headaches for FLOYD RAY over pay-offs on dance dates, both claiming to be on the short end.

On a Western Wing

SEGAR ELLIS opens this week for a 5-monther at Nicolet Hotel, Minneapolis... PAUL DAVIS locates for an indef stay at Bide-a-Wee nitery, Muncie, Ind... HARRY SINGER replaces Garrick McGrath at Chi's Yacht Club

JEAN WALD, with an all-fem band, roots at Hotel Metzger, Salem, O... FRENCHY GRAFFOLIER draws a hold-over ducat at Coconut Grove, Minneapolis... it's a return trip for JIMMY RICHARDS this week at Lantz's Merry-Go-Round, Dayton, O... EDDY ROGERS lingers till the 23d in the same Ohio town at Van Cleve Hotel, when BILLY BAER takes over for a four-weeker... EMERY DEUTSCH set for a four-week season, starting the 17th, at Netherland Plaza Hotel, Cincinnati... and on the same date LANI MONTIRE follows Joe Venuti at Detroit's Book Cadillac Hotel, with RAMONA taking over for the December month... originally in on a two-week ticket, Hotel Lowry, St. Paul, takes up the option on DEAN HUDSON, who stays on for another three weeks... Hudson then heads for New York, where he is set for a Vitaphone movie short.

Cocktail Combos

In New York Hotel Astor opens this week the Broadway Cocktail Lounge, with DICK KUHN inspiring the sippers... the BELA VILLANY gypsy ensemble, formerly confining their sensuous strings to relieving for Gene Kardos at Zimmerman's Hungaria, are now featured at cocktail time in the opulent Cocktail Lounge... Hotel Pileasidi adds JEAN CLAIRE, accordionist-singer, for the daily cocktail hours... in New York State at Binghamton JUNE CROSBY and her Boy Friends start stroiling this week at Community Coffee Shop... LARRY MURPHY FOUR open this week for an indef stroll at Continental Bar of Hotel William Penn, Pittsburgh, Billy Catzone Trio bowing out... The Tavern, Steubenville, O., brings in the THREE SOPHISTICATES... JOE COSTA's Men of Note open this week at Abraham Lincoln Hotel, Springfield, Ill... hold-over ticket good for another two months goes to MARLOWE WILCOX's Three Changes at the Lounge of Hotel Commercial, Elko, Nev... JACK KURTZE jumps his Three Bolliczers to Maryland Cocktail Lounge, Cumberland, Md.

Coast to Coast

CARVEL CRAIG opens this week at Log Cabin, Omaha nitery, with Paul Sabin making the ext... it's a return trip for LEONARD GONYEA at Lenox Hotel, Duluth, Minn... RAY HUMMEL lingers at Shadowland Ballroom, Wichita, Kan... Kankakee (Ill.) County Democratic Organization is taking its dance promotion seriously since Joe Sanders brought in 2,300 paid admissions at 40 cents per for its annual blow-out... politico brought in Frankie Masters this week and are shopping around for more names to keep the local Army lit... Jimmy Daley Attractions, Albany, N. Y., takes over the tour direction of SHERMAN (The Scat Man) CROTHERS, recently closed at Cleveland's Ubangi Club... EARL MELLEN moves into Bill Green's Casino, Pittsburgh, on the 26th, remaining till December 9, when Ray Herbeck takes over.

Notes Off the Cuff

Until Herbie Holms preems New Year's Eve, JAY MILLS, now under Gus Edwards' banner, follows Dick Stable December 3 at Edgewater Beach Hotel, Chicago, coming in from Park Plaza Hotel, St. Louis... KING'S JESTERS come in from the Coast to follow the Biltmore Boys, who wind up a 30-week ticket at Chi's La Salle Hotel on the 17th... MAURIE SHERMAN opens this week at the Windy City's Oriental Gardens Ballroom... JERRY BLAINE pencilled in to follow Del Courtney at New Kenmore Hotel, Albany, N. Y... ED J. PULSTER is running his special dance promotions at the Elizabeth (N. J.) Elks Club and not in Newark as erroneously reported in this pillar last week... dances are sponsored by the Spar Club, of which Pulster is prexy, and the plan is to bring in a name each month for a Sunday stand... GEORGE OLSEN returns to Chicago December 3 after a lengthy absence, following Ozzie Nelson into Drake Hotel... after a month of barnstorming, RAY PEARL takes his Sunset Music to Hotel Gibson, Cincinnati, opening the 11th for an indef stay... times awastin' so we send our cuffs to the cleaners.

Wis. Music Tutors Shun Unionization

MILWAUKEE, Nov. 5.—Local musicians' union organization committee started a drive to unionize the city's 1,500 music teachers. Volmer Dahlstrand, musicians' prez, has asserted the union feels conditions in the profession are "deplorable" and that wages of 50 to 75 cents an hour should be guaranteed teachers to eliminate unfair competition.

Convention of Wisconsin Federation of Music Clubs meeting here this week at the Wisconsin Conservatory of Music went on record as deploring "the current coercive efforts on the part of certain groups to force unionization upon music teachers and artists as being un-American and contrary to the spirit of the fine arts."

While many teachers appeared opposed to joining the union, it was said in some quarters that the agitation might lead to a license law for all music teachers, which was generally regarded as a good thing.

BALLROOMS BLAME

(Continued from page 11)

usually warm autumn season is partially blamed for the decline, but the consensus of opinion is that vaudeville is chiefly responsible.

A year ago the appearance of a well-known orchestra in a theater in this section was a comparatively unusual sight. Only in the East were bands being used consistently as vaude presentations. Because of the success of the venture, however, theater men in this section took note and began importing the big names themselves. For them it has been an extremely profitable move. Benny Goodman's recent \$22,000 gross for a week at the Fox Tower Theater here, for example, proved to be the best recorded in Kaycee theatrical circles in the last six years. The house seats only 2,100, and \$8,000 is a good average weekly gross.

Adding fuel to the fire, say the ballroom men, is the fact the theaters not only are pulling away ballroom business but also are interfering seriously with bookings. Many an ace aggregation, out on the road and ready to line up dates in the bigger ballrooms, cancels contracts in order to take a theater week near by. Ballroom men here, unanimous in meaning, nonetheless admit they see no solution to the problem.

"Many a kid pays two-bits to see a band at a theater," said one widely known operator who has been hard hit, "and that same kid will sit thru two or more shows—all for a quarter.

The **BILTMORE BOYS** and their ORCHESTRA
Currently 26th Week
LA SALLE HOTEL, Chicago.
MFL CONSOLIDATED RADIO ARTISTS, INC.

LIONEL RAND and his ORCHESTRA
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BILLY SWANSON and his MUSIC
Just Concluded 4 Successful Weeks
LOWRY HOTEL
St. Paul, Minn.
MFL CONSOLIDATED RADIO ARTISTS

The Reviewing Stand

Dick Stabile

(Reviewed at Marine Dining Room, Edgewater Beach Hotel, Chicago)

ORGANIZED only two and a half years ago and boasting such long-run engagements as an eight-month stay at Pittsburgh's William Penn Hotel, Ben Bernie's sax-tooting alumnus is now rated a good semi-name band. Playing what is termed "happy medium" music, stable emphasizes softly toned swing and variety of melodies to please every type of audience.

Including the leader, outfit comprises 12 men, instrumentation of five sax, two trumpets, two trombones and three rhythm. Sax and brass sections are equally predominating, basically soothing in tone quality and pleasing to the ear drums. Library includes waltzes, rumbas, tangos and novelties, with a sprinkling of each usually offered at each dance session.

In this ultra spot band has been toning down on real swing sessions which are favored by jitterbugs and going overboard on waltzes and other soft numbers to fill the orders of the aged hotel guests. Dick himself is a hard-working leader, the showman all along whether spotted in a sax solo or in vocal selections. Works with graceful mannerisms and impresses as a youthful, appealing personality.

Features include the Sextette, the axes in specially arranged numbers such as Stardust and Sweet Sue, played for dance and floor show sessions, and a well-balanced glee club which takes in the entire bunch. George Kaitz, who prepares most of the arrangements, has a passable tenor voice used not infrequently. Evelyn Oaks, striking brunet, is the outfit's decorative ballad songstress.

Among standards with the Stable are To a Wild Rose, I Never Knew and the leader's own compositions, Saxophone Stability and Grace Notes, latter dedicated to his singing wife, Gracie Barrie. *Hontberg.*

Jack Melvin

(Reviewed at NTG's Midnight Sun, New York)

THE greatest single point of interest aroused by this alleged band is how something of such abysmally inferior quality can manage to find its way into a Broadway showcase when there is so much worth-while talent lying around and begging for the chance.

For the record, Melvin has 10 men, three brass, three reed, four rhythm. The maestro, if he plays an instrument, kept the matter a secret when caught; instead he lifts what he must believe is a voice on behalf of such long-suffering melodies as Farles-Moi d'Amour as well as current pops. When not involved in committing cardrums mayhem, Melvin idly and vacuously moves his right hand up and down, presumably because it happens to be clutching a baton.

Arrangements are weak and conventional, instrumentation is drab, and if close attention is paid to the rhythm dancing may be managed. A hurdy-gurdy makes better listening and watching. *Richman.*

Eddie Davis

(Reviewed at Larue's, New York)

LISTENING to the Davis brand of L smooth, restful music, it is easy to understand why he remains a perennial fave with the fashionable set patronizing the place. This isn't a dance band in the strict sense of the term, being more an ensemble grooved for quiet, polite dancing and easy listening. Make-up is six men, including the Davis Violin, sax, piano, drums, bass and guitar. Melodie line is taken by violin or sax, with little attempt made at fancy orchestration. Preponderance of rhythm instruments in a small group makes for a steady beat and effortless dancing.

Library has a wide range, covering practically everything from current pops to Viennese waltzes. Old and new show tunes and rumbas are prominent in the Davis catalog. Band plays continuously for as long as 40 minutes at a stretch, one tune following another without a break. And thru it all, conversation can be carried on without straining the larynx at tables a few steps from the band stand. Vocals are handled by Hugo Pedulla, guitarist, in a creditable manner. *Richman.*

Eldon Jones

(Reviewed at Municipal Auditorium, Kansas City, Mo.)

FOR several years a virtual fixture in "jelly joints" on and near the University of Missouri campus, Jones' Band is a youthful, enthusiastic unit which currently is attracting attention throughout the State. With a style leaning to mild swing, it's a danceable aggregation with an okeh appearance, even tho a notch below par from the showmanship angle.

Instrumentation includes three trumpets, four saxes, two aliphorns and orthodox rhythm. Meredith Hare, trumpeter, serves as a whistler. Jones occasionally flashes a sax solo, but spends most of the time up front with a wand. He's a handsome chap. Band makes judicious use of a xylophone double and Ralph Sullivan, tenor man, is outstanding soloist. Giving the band some time to smooth out ensemble weaknesses and to enrich its showmanship score, it should shape up as one with excellent possibilities in the field. Its strong points already outline its weaknesses. *Dexter.*

Ramon Ramos

(Reviewed at La Conga, New York)

HAVING earned a neat society following among the perfumed jitterbugs, this outfit dishes out arrangements of popular tunes that are almost as sophisticated as the class of people following the Ramon rhythm diet. Following the "please play" whims of the cash customers, the band sells itself on the personality angle as well as dansapation.

Emphasis is on arrangements and tonal color, accounting for the profusion of violins and sax (three of each), the lone trumpet and the necessary bass fiddle, guitar, drums and piano, only letting their hair down now and then with hot licks.

In the main the crew is versatile, striking a good balance in pop tunes, rotating with Cuban ditties, but forte is on the jazz side. Adding to the appeal to fans there is Tommy Goodwin, a golf champ on the side, who occasionally exercises with the vocals. Goodwin has that spotlight smile that soogs the ladies and also surprises with his renditions, which are slightly better than so-so. *Zett.*

Oscar De La Rosa

(Reviewed at La Conga, New York)

THIS crew of Cuban melody makers (11 pieces including the leader) dispenses the hip-shaking stuff to a response that would warm the heart of many a band leader. They dwell upon infectious rumbas dubbed in with tomtoms beats that give the rhythm a weird, native touch. Popularity is attested by the ever-crowded dance floor.

Combo is Cuban from the haberdashery up. Attired in native dress, the bandmen lend melodious blends of instrumentation to the arrangements, with the aid of an oboe and clacking sound-effects gadgets. La Rosa fronts the band and doubles in with a sub-tone clarinet. There's a lot of zest and zip to their music and they appear to be enjoying themselves as much as the customers. Even if it's only an affectation it helps keep up the spirit.

Of all the numbers featured, however, outstanding is the "danzonette"—whose native Cuban strains provoke an unusual amount of mass hip gyrating and "bumping" from the dance patrons themselves. *Zett.*

Buddy Rogers

(Reviewed at College Inn, Sherman Hotel, Chicago)

HITTING the big-name ork trail since his debut at the Pennsylvania Hotel, New York, in 1931, Rogers' dance-band career has been more or less of a hit-and-miss proposition. At present his star seems to be on the wane, despite the fact that his crew adds up as a very capable bunch of rhythm dispensers.

A standard five-brass four-reed four-rhythm set-up gives out here a sweet and very danceable musical product. It is all done in a quiet manner, without anyone pulling hair or gnashing teeth. A few slip horn and sax solos are worked in here and there in an unobtrusive way and blend into a very tight and smooth type of stuff. Buddy keeps

Doghhouse Blues

CHICAGO, Nov. 5.—Howard LeRoy has been suffering from a bad case of wanderlust, not, however, on his part but on that of a couple of bass fiddle players in his band. During the past year LeRoy has lost two of them who felt the urge to explore the West. First it was Peter Eastman, who headed for San Francisco, and then the man who took his place, Al Miller, picked himself and his doghouse up and departed for Monterey Park outside of Los Angeles.

LeRoy is looking around for some type of insurance that covers lost bull fiddle slappers and has also developed an intense, smoldering hatred for the State of golden sunshine.

Off the Records

By M. H. ORODENKER
Battle of Music

THE virtues and vices, according to particular likings, of swing and sweet to a song setting is the basis of *Carolina Moon* on the Victor listings. Sammy Kaye, dripping with honey harmonies, doubles the disk with the sentimental swing of *Tommy Dorsey*. The contrasting styles are accented, making for a dandy couplet. Chick Webb, with Ella Fitzgerald accounting for the vocal force, restrains the rhythmpations for teary pop stuff on *Decca*, *I Let a Tear Fall in the River*, mated with better fashioning for a kiddie-diller, *MacPherson Is Rehearsing To Swing*. Webb is the standout among the septa waxers in this basket, stock standard stuff cut for *Decca* by Andy Kirk and his *Clouds of Joy* (no joys in these clouds) for the ballad geared *How Can I Be Wrong?* and *How Much Do You Mean to Me?* and for Vocalion Cab Calloway is too, too conventional for trite tunes from the Cotton Club score. *There's a Sunny Side to Everything*, and *The Conga Conga*, latter being more like a rumba. (See OFF THE RECORDS on page 70)

Norvo for Famous Door

NEW YORK, Nov. 5.—Famous Door, 52d street swing citadel, carries on with its big band policy, bringing in Red Norvo-Mildred Bailey to follow Count Basie, who bows out Saturday (12) before scheduled time to meet the increasing demands for his band. Basie will play one-nighters and theaters until February, with the possibility of his returning to the Door at that time. Norvo opens November 28, a local combo filling in until that time. Basie starts his tour here the following night (13) at Savoy Ballroom and shows at Paramount Theater November 30 for a week.

Molina Gets Stevens Spot

CHICAGO, Nov. 5.—Carlos Molina goes into Stevens Hotel Friday (11) for Consolidated Radio Artists, altho his contract with Music Corp. of America does not expire until November 19. Figured that Molina will change offices permanently and that the differences arising from his eight-day stay at the Stevens while still an MCA account will be settled amicably between the hotel and the booking office.

his boys under wraps on any blasting in this spot because of the sharp acoustics, due to an extremely low ceiling.

The maestro is still loading his right wing into a sling as a result of an auto accident, so is generally hampered in directing and doubling on various instruments, which is usually his forte. Outside of this the outfit displays very little in the way of showmanship, but it is not a noticeable gap, as it is well covered up by the solid tooting which affords a real relief from the cannibalistic antics characteristic of many of our present-day swing crews.

Elizabeth Tilton, kid sister of Benny Goodman's vocalist, handles that job for Rogers, but her work needs some polish. She is not on to all the tricks yet and her voice lacks fullness. Bob Hannon, tenor, delivers romantic ballads with a pleasant enough pair of pipes. Rogers cuts himself in on a few vocal renditions which sell principally on the strength of his name. New addition is Joe Murphy, a mimic, who takes off Ned Sparks, Donald Duck, etc. All right if you like that sort of thing. *Mumphrey.*

Ballrooms and Club Bookings

Busse shuffles westward—Miss Rio and Henderson in campus battle—auto shows

NEW YORK, Nov. 5.—The one-night and club bookers continue to report a bumper crop of bookings for the traveling tootlers, with the greatest activity centered on the college campus and sponsored dances, where the asking price is considerably over the standard ballroom stands. November dates for Barney Rapp include the 13th at Eagles' Ballroom, Milwaukee; 17th at Cleveland's Trionon; 20th at Casa Loma Ballroom, St. Louis, and a December 3 stand at Severance Hall, Northfield, Minn. Don Bestor takes in Princess Theater, Nashville, Tenn., 14-15; University of Detroit the 25th; following night at IMA Auditorium, Flint, Mich., and the 27th at Detroit's Greystone Ballroom.

Izzy Grove, local club booker, bought Bunny Berigan for December 3 at Riverside Plaza here and Larry Clinton for a December 17 date at Manhattan Opera House. Billy (ORA) Shaw set Erskine Hawkins for the 11th at Atlanta's Casino and December 11 in Buffalo at Eagles' Auditorium; Blue Barron, heading for his end-of-month opening at Paramount Theater here, adds Gray Wolf Tavern, Sharon, Pa., on the 7th to his dance tour; Johnny Hamp, for the 18th at Pickwick Club, Birmingham, Ala.; Charlie Barnett for the Red Bank (N. J.) Elks' Club December 28, and Joe Haymes for a New Haven, Conn., dance at St. Anthony's Hall the 25th, remaining in town for Chi Phi frat the following night. Harry (MCA) Moss filling out November dates in Pennsylvania and New York for George Hall.

Henry Busse adds December dates to his touring, 3d at Madura's Danceland, Hammond, Ill.; Tom Devine's Indiana Roof, Indianapolis, the 4th, and the 17th at R. H. Pauley's Turnpike Casino, Lincoln, Neb. Rita Rio plays Princess Theater, Nashville, Tenn., 28-30, and Fletcher Henderson inked in for December 25 at the Armory, Marion, Ind. Both bands play a battle of music the 12th at Bloomington for the Indiana University students.

Pedro Noriega set for the Indianapolis Auto Show, 19-25, and Maurice Spitalny for the Pittsburgh Auto Show starting the 11th for 11 days. Paul Whiteman goes to the Boston Gardens the 10th for the U. S. Marine Ball. Hal King takes in the 12th and 13th at Topper Ballroom, Cincinnati; Buddy Fisher plays the Elks' Club, Evansville, Ind., the 26th; Chick Webb takes in Casa Loma Ballroom, St. Louis, the next day, and the same date brings Reggie Childs to the Coliseum, Lorain, O. Harlem Play Girls, fronted by Baby Briscoe, are routed thru Ohio territory, starting their tour the 14th at Youngstown's NuEim Ballroom.

Lewis 4-Week Strand Stand Set at a \$30,000 Figure

NEW YORK, Nov. 5.—Ted Lewis has been set for four weeks at the Strand Theater here, starting November 30. Marks the first time since instituting a band policy at this pic palace that a booking has gone beyond the usual three-week limit. Lewis brings in an entire stage unit, getting \$30,000 for the full trip. Also has benefit of Angels With Dirty Faces flicker.

Horace Heidt, who gave way to Al Donahue after three weeks at the Strand, continues his theater touring. Currently at Erie, Philadelphia, moves November 11 to Hippodrome, Baltimore; 18th week at Stanley, Pittsburgh, and 25th week at Fox, Detroit. One-nighta it back to New York for his December 15 opening at Hotel Biltmore. Strand Theater, Baltimore, starts the new year with Erskine Hawkins. Clyde Lucas picked up a couple of Kansas theater dates for December, the Jayhawk in Topeka 4 to 6 and Orpheum, Wichita, 7 to 10.

ARTIE SHAW brings his clarinet and band in front of the Warner cameras for a short to be filmed at the Brooklyn plant November 28 and 29. Larry Clinton turned out a similar venture for Paramount this week. Clinton crew is set for a dance at Fordham College December 2.

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

A
Abley, Carleton: (Rancho San Pablo) El Cerrito, Calif., re.
Adams, Jonathan: (Granada) Greencastle, Ind., re.
Ayres, Mitchell: (Murray's) Tuckahoe, N. Y., re.

B
Bachelors, The: (Community Lounge) Binghamton, N. Y., re.
Banks, Shorty: (Evergreen Gardens) Pittsburgh, Pa., re.
Barré, Dick: (Stetler) Cleveland, h.
Bartel, Gene: (Piccadilly) NYC, re.
Bartel, Harry King: (New Windmill) Natchez, Miss., re.

C
Calloway, Cab: (Cotton Club) NYC, re.
Camden, Eddie: (Madara's Dancehall) Hammond, Ind., re.
Campbell, The: (B Club) Peoria, Ill., re.
Candace, Johnny: (Seven Seas) Los Angeles, re.
Castro, Elmands: (Netherland Plaza) Cincinnati, h.
Clark, Lewry: (Iroquois Gardens) Louisville, Ky., re.

D
D'Andrea, Joseph: (Pepper Pot) NYC, re.
D'Angelos, James: (Club Frolics) Albany, N. Y., re.
Daly, Jack: (Corktown Tavern) Detroit, re.
Davis, Eddie: (Larus's) NYC, re.
DeLoach, Fred: (House of Jags) Oklahoma City, Okla., re.
Davis, Milton: (Hamilton) Washington, D. C., re.
Davis, Sugar Gene: (Southland) Boston, re.
Dawson, Ted: (La Cooze) Hollywood, re.
De La Rosa, Oscar: (La Cooze) NYC, re.
DeLange, Eddie: (Show Bar) NYC, re.
Dea, Eddie: (Gongo) Boston, re.
Del Mar: (St. Nicholas) Decatur, Ill., h.
Demmiker, Paul: (Van Cortland) Bronx, N. Y., re.

E
Edwin, Earl: (Club Astor) Milwaukee, re.
Ehler, Fran: (Nixon) Pittsburgh, re.
Ellis, Joe: (Queen Mary) NYC, re.
Ellis, Segr: (Jul Jan) Galveston, re.
Engle, Freddy: (University Club) Albany, N. Y., re.
Ewers, Charles: (Harry's New York Cabaret) Chi., re.
Ernst, Skimpy: (Mark Hopkins) San Francisco, h.
Ernie, Val: (Versailles) NYC, re.

F
Familiant, Mickey: (Silver Lake Inn) Cincinnati, N. J., re.
Fassano, Sam: (Pleasant Inn) Red Bank, N. J., re.
Felton, Happy: (Arcadia-International) Phila., re.
Fero, Don: (Stratford) Bridgeport, Conn., re.
Fiedler, Johnny: (Piazza) San Antonio, h.
Fiedler, Allan: (Alpha) Phila., h.
Fisher, Buddy: (Crystal Terrace) Louisville, re.
Fisher, Freddy: (St. Paul) St. Paul, h.

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.

Fisher, Jack: (Vienna Room) Boston, re.
Fodor, Jerry: (Jack's) Toledo, O., re.
Folcher, Ernest: (Stork's Nest) Toledo, re.
Foster, Chuck: (St. Moritz) NYC, h.
Foster, Basil: (Topsy's) Los Angeles, re.
Franks, Wee Willie: (Ye Old Tap Room) NYC, re.
Fredric, Marvin: (Park Plaza) St. Louis, h.
Fredric, Jan: (Boulevard Tavern) Elmhurst, L. I., re.
Fremont, Al: (Half Moon) Steubenville, O., re.
Fulcher, Charles: (Colonial Club) Augusta, Ga., re.
Fury, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.
Furst, Joe: (The Brook) Summit, N. J., re.

G
Gable, Jimmy: (Eddie Peyton's Barbecue) Pittsburgh, re.
Gamble, Jack: (Lincoln Terrace) Pittsburgh, re.
Garber, Jan: (Colonial) Dayton, O., re.
Gardner, Dick: (Commodore Perry) Toledo, O., h.
Gasparre, Dick: (Ambassador) NYC, h.
Gates, Mammie: (Royal Palm Club) Miami, re.
Gendron, Henri: (Colombus) Chi., re.
Gerard, Gerry: (Capitol City Club) Atlanta, re.
Gill, Joaquin: (Biltmore) Dayton, O., h.
Gibbs, Billy: (Bedell House) Grand Island, N. Y., h.
Gidycz, Nell: (De Witt Clinton) Albany, h.
Gonzales, Ralph: (St. Moritz) NYC, h.
Gonzalez, Aaron: (Ramba Club) Hollywood, re.
Goodman, Benny: (Waldorf-Astoria) NYC, h.
Goodman, Charles: (Lodell's Paradise) Kansas City, Mo., re.
Graft, Johnny: (Benny the Bum's) Phila., re.
Graffolier, Frenchy: (Cocoanut Grove) Minneapolis, re.
Grant, Bob: (Trocadere) Hollywood, re.
Gray, Ted: (Gaiety) Ottawa, Ont., re.
Guerer, Johnny: (Perkins Club) Kansas City, Mo., re.

H
Halstead, Henry: (Crystal Terrace) Louisville, re.
Hardy, Bob: (Flamingo) Boston, re.
Harris, George: (Towhee Club) Boston, re.
Harris, Phil: (Whitshire Bowl) Los Angeles, re.
Harris, Chas: (Riverside Club) Iron Mountain, Mich., re.

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

Hartigan, Dick: (Newman's) Saratoga Lake, N. Y., h.
Hasson, Joe: (Continental Arms) Baltimore, re.
Hedrick, Pearl: (White Swan Club) Johnson, Pa., re.
Heldt, Horace: (Earle) Phila., re.
Herbeck, Ray: (Willows) Pittsburgh, re.
Herman, Pete: (Casa Manana) Boston, re.
Himber, Richard: (Essex House) NYC, h.
Hines, Earl: (Grand Terrace) Chi., re.
Hofstetler, Frank: (Orpheum) Springfield, Ill., h.
Holmes, Herbie: (Chase) St. Louis, h.
Holst, Ernie: (El Morocco) NYC, re.
Hopp, Hal: (Yacht Club) NYC, re.
Hoson, Harry: (Le Mirage) NYC, re.
Howell, Ed: (Sueva Vista) Niles, Miss., re.
Hudson, Dean: (Lowry) St. Paul, h.
Hummel, Ray: (Sewardland) Wichita, Kan., h.
Hunter, Bob: (Wander Bar) Cincinnati, re.

I
Irish, Mac: (Chanticleer) Millburn, N. J., re.
Irk Spots: (Bennett) Binghamton, N. Y., h.
Jahns, Al: (Biltmore) Providence, h.
Jaxon, Jack: (Rosevelt) Cedar Rapids, Ia., h.
Jay, Johnny: (Campbell's Dinner Club) San Fernando, Calif., re.
Johnson, Pete: (Lone Star) Kansas City, Mo., re.
Jony, Harold: (Piazza) Bklyn, Miss., h.
Jurgens, Dick: (Aragon) Chi., h.

K
Kain, Paul: (Rainbow Grill) NYC, re.
Kardos, Gene: (Hungaria) NYC, re.
Kassal, Art: (Circus) Chi., h.
Kavellin, Al: (New Penn Club) Pittsburgh, re.
Kay, Herbie: (Auto Show, Waldorf-Astoria) NYC, h.
Kaye, Sammy: (Commodore) NYC, h.
Kaye, George: (State Door) Westport, Conn., re.
Kemp, Hal: (Chicago) Chi., re.
Kendis, Sonny: (Stork Club) NYC, re.
Kent, Larry: (Rainbow Rendezvous) Salt Lake City, re.
Kochin, Ken: (Hollywood) Madison, Wis., re.
King, Henry: (Fairmount) San Francisco, h.
King, Wayne: (Cocoanut Grove) Los Angeles, re.
King, Jay: (The Brook) East Orange, N. J., re.
King's Jesters: (Clover Club) Hollywood, re.
Kinney, Ray: (Lexington) NYC, re.
Kirby, John: (Onyx Club) NYC, re.
Knopp, Johnny: (Southmore) Chi., h.
Krey, Freddie: (Rustic Inn) Manitowish, Wis., re.
Krupa, Gene: (Palomar) Los Angeles, h.
Kuhn, Dick: (Astor) NYC, h.
Kurtz, Jack: (La Fountain) Huntington, Ind., re.
Kysar, Kay: (Pennsylvania) NYC, h.

L
La Marr, Ayars: (Blue Moon) Tulsa, Okla., re.
Lake, Sol: (606 Club) Chi., re.
Lande, Jules: (St. Regis) NYC, h.
Lang, Sid: (El Hat) Chi., re.
Lang, Teddy: (Club Cavalier) NYC, re.
LaPorte, Joe: (Old Romanian) NYC, re.
Launoy, Babe: (Club Lido) Texarkana, Tex., re.
Le Baron, Eddie: (Rainbow Room) NYC, re.
Lee, George: (Brookland) Kansas City, Mo., re.
Lee, Julia: (Milton's Tap Room) Kansas City, Mo., re.
Leonard, Harlan: (Roceland) Kansas City, Mo., h.
LeRoy, Howard: (Orlando) Decatur, Ill., h.
Lewis, Ted: (Beverly Hills) Newport, Ky., re.
Lewis, Johnny: (Lockout House) Covington, Ky., re.
Light, Ernoch: (Tart) NYC, h.
Lombardo, Guy: (Rosevelt) NYC, h.
Long, Johnny: (Stetler) Buffalo, h.
Lopez, Vincent: (Casa Manana) NYC, re.
Los Gatos: (Club Gatos) NYC, re.
Losa, Jimmy: (Nelson) Rockford, Ill., h.
Loveland, Archie: (Olympic) Seattle, h.
Lowe, Bert: (Club El Rio) NYC, re.
Lumford, Jimmie: (Elk Hat) NYC, re.
Lyman, Abe: (Rosevelt) New Orleans, h.
Lyon, Bob: (Drant Inn) Burlington, Ont., h.

M
McCarel, Red: (Arcadia Grill) Canton, O., re.
McCooy, Clyde: (Riverside) Milwaukee, h.
McCune, Wm: (Blossert) Brooklyn, h.
McDowell, Adrian: (Andrew Jackson) Nashville, Tenn., h.
McParlane, Frank: (Chateau Moderne) NYC, re.
McTigue, Dick: (Hula Hut) Hollywood, re.
McVay, Cople: (Jefferson Beach) Detroit, h.
McRae, Jerry: (Havana Casino) Buffalo, re.
McRae, Bros.: (The Gleam) San Antonio, re.
McShann, Jay: (Martin's) Kansas City, Mo., re.
McShelly, Bud: (Rio Del Mar) Los Angeles, re.
Manzanarez, Jose: (Colony Club) Chi., re.
Mario, Don: (Yumuri) NYC, re.
Mario, Ray: (Swing Club) NYC, re.
Marsala, Joe: (Rickey House) NYC, re.
Martel, Gus: (Club El Rio) NYC, re.
Martel, Hugo: (Club El Rio) NYC, re.
Martin, Lew: (Leon & Eddie's) NYC, re.
Master, Freddie: (Nut Club) NYC, re.

Mays: (Monte Carlo) NYC, re.
Mayhoff, Eddy: (Governor Clinton) NYC, h.
Mellon, Earle: (Bill Green's Casino) Pittsburgh, re.
Melvin, Jack: (Midnight Sun) NYC, re.
Menking, Ray: (Casa Loma Gardens) Steubenville, O., re.
Meroff, Benny: (Golden Gate) San Francisco, re.
Meyers, Vic: (Trionco) Seattle, Wash., re.
Mikloff, Joe: (Evergreen Casino) Phila., re.
Miller, Glenn: (State) Boston, h.
Miller, Walter: (Copley-Plaza) Boston, h.
Minkler, Harold: (Murray's Grill) Albany, N. Y., re.
Molina, Carlos: (Slevens) Chi., h.
Molina, Mauro: (Club Tivoli) Juarez, Mex., re.
Monchita: (Hollywood) NYC, re.
Moon, Billy: (El Club Grand Rapids) Mich., re.
Mooney, Art: (Webster Hall) Detroit, h.
Moore, Carl Deacon: (Village Barn) NYC, re.
Moore, Eddie: (Naples) Ithaca, N. Y., h.
Morton, George: (Warwick) NYC, h.
Morton, Hughie: (Anchorage) Pittsburgh, re.
Murphy, Francis: (Ten Eyck) Albany, N. Y., h.

N
Nance, Skipper: (Beverly Gardens) Little Rock, Ark., re.
Neubauer, Eddie: (Paradise) Chi., h.
Nichols, Red: (Jung) New Orleans, h.
Nicola, Frank: (Log Cabin) Chasapeake, N. Y., re.
Nielsen, Paul: (Moonlight Gardens) Saginaw, Mich., re.
Niel, Bert: (Palais Royale) Toronto, Ont., re.
Noble, Leighton: (Stetler) Boston, h.
Nolan, Eddy: (Elk Kat Klub, Des Moines, re.
Nottingham, Al: (Village Cellar) NYC, re.
Novak, Frank: (Biltmore) NYC, h.
Novos, Pantasia: (Yumuri) NYC, re.

O
O'Hara, Ray: (Greenwich Village Casino) NYC, re.
O'Connell, Val: (Belmont Plaza) NYC, h.
Olmes, Major: (Webster Hall) Pittsburgh, h.
Osborne, Will: (Meadowbrook) Cedarbrook, N. J., re.
Oswen, Harry: (Beverly-Whitshire) Los Angeles, re.
Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., re.

P
Pierce, Ross: (Gibson Sidewalk Cafe) Cincinnati, h.
Pizzuto, Russ: (Rendezvous Casino) Balboa, Calif., re.
Poll, Johnny: (Embassy Club) Buenos Aires, re.
Pooley, Bob: (Deshler Wallack) Columbia, O., re.
Powell, Eddie: (New Riverside) Spread Eagle, Wis., re.
Prima, Leon: (Bradford Penitence) Boston, re.
Peters, Louis: (Jitterbug House) Hollywood, re.
Pryor, Roger: (Rosevelt) NYC, h.

R
Ramons: (Netherland Plaza) Cincinnati, h.
Ramons, Ramon: (La Cooze) NYC, re.
Redman, Don: (Savoy) NYC, h.
Reyna, Al: (Lemon) Troy, N. Y., re.
Renard, Jacques: (Cocoanut Grove) Boston, re.
Reyn, Chica: (Continental) Detroit, re.
Riley, Mike: (Troc) NYC, re.
Rimaco: (Hollywood) NYC, re.
Robbins, Billy: (Coronado) Worcester, Mass., h.
Rodriguez, Nando: (Havana-Madrid) NYC, re.
Rogers, Buddy: (Sherman) Chi., h.
Rogers, Harry: (Half Moon) Coney Island, N. Y., h.
Rohde, Karl: (Westminster) Boston, h.
Royal, Don: (Utah) Salt Lake City, h.
Ruffin, Adrian: (Piccadilly) NYC, h.
Royal Palm Boys: (New Willard) Toledo, h.
Royal Ambassadors: (Village Brewery) NYC, re.
Ruland, Ralph: (El-Hat Club) Steubenville, O., re.
Russell, Buddy: (Community Coffee Shop) Binghamton, N. Y., re.
Ruth & Her Swingsters: (The Half Moon) NYC, re.

S
Sabin, Paul: (Chez Paree) Omaha, re.
Sachs, Coleman: (Bankhead) Birmingham, h.
Salamak, Tony: (Blue Meadow Club) Lexington, Ky., re.
San Miguel: (Mamuel: (Court of Two Sisters) New Orleans, re.
Sanders, Joe: (Trionco) Chi., h.
Sapienza, George: (Silver Grill) Buffalo, re.
Savitt, Jan: (Arcadia-International) Phila., re.
Schlesser, Bill: (Pistol) NYC, re.
Seaglin, Chas: (Show Boat) Fort Worth, Tex., re.
Scott, Lee: (Club Bagdad) San Francisco, re.
Scott, Raymond: (Mirage) NYC, re.
Sears, Walt: (E. Market Gardens) Akron, h.
Sears, Walt: (Richmond-Leland) Richmond, Ind., h.
Sears, Carl: (Childs' Spanish Gardens) NYC, re.
Seiby, Evan: (Bungalow) Sacramento, Calif., re.
Shaw, Artie: (Lincoln) NYC, h.
Sherman, Maurice: (Oriental Gardens) Chi., re.
Shiger, Harry: (Yacht Club) Chi., re.
Shilton, Red: (Rooxy) NYC, h.
Skinner, Fred: (Capri) Hollywood, re.
Smith, Joseph C.: (La Rue) NYC, re.
Smith, Paul: (Pickwick Club) Birmingham, h.
Stabile, Dick: (Edgewater Beach) Chi., h.
Stanley, Red: (Hollywood) NYC, re.
Stark, Leonard: (F. Shelby) Detroit, h.
Steele, Blue: (Westwood) Little Rock, Ark., re.
Sten, Elmore: (Arch Club) Elmira, N. Y., re.
Sterner, George: (Coo Rouge) NYC, re.
Stevens, Benny: (Lorraine) Louisville, h.
Stutz, Dick: (Brown Derby) Boston, re.
Sylvia, Don: (Bertolotti's) NYC, re.

T
Thompson, Grant: (Wellington) NYC, h.
Thompson, Lang: (Blackstone) Fort Worth, Tex., h.
Three Shades of Blue: (Skyrocket Club) Chi., re.
Three Strings: (Blue Mirror) Baltimore, re.
Tidale Trio: (Coo Rouge) NYC, re.
Tico & His Swinglets: (Lincoln) NYC, h.
Tolte, Norman: (El Chico) Binghamton, N. Y., re.
Tosch, Loren: (El-Ho Club) Wichita, Kan., re.
Travers, Vincent: (International Casino) NYC, re.
Travers, Ted: (Old Vienna) Cincinnati, re.
Trumbler, Frank: (Alpha) Dallas, h.
Tucker, Orvin: (Palmer House) Chi., h.
Two Marines: (Onesto) Canton, O., h.
Two B's: (Vendome) Evansville, Ind., h.

V
Versailles, The: (Thomas Jefferson) Birmingham, h.
Vilanyi, Bela: (Hungaria) NYC, re.
Vorden's, Vera: (All-Girl Band: (Sportsman's Inn) Galveston, Tex., re.
Vozzen, Nick: (Coo Rouge) NYC, re.
Wald, Jean: (Metzger) Salem, O., h.
Walker, Herman: (Spinning Wheel) Kansas City, Mo., re.
Walker, Fred: (Trocadere) Boston, re.
Walker, Paul: (Yacht Club) NYC, re.
Walton, Vern: (The Tavern) Reno, Nev., re.
Waples, Bud: (Margarette) St. Louis, h.
Ward, Dick: (Black Cat) NYC, re.
Ward, Frankie: (Bradford Penitence) Boston, re.
Watkins, Sammy: (Neil House) Columbus, O., h.
Webb, Chick: (Shee's) Buffalo, re.
Weeks, Anson: (Rosevelt) New Orleans, h.
Weems, Ted: (S. Francis) San Francisco, h.
Weldon: (Armada's) NYC, re.
Whalen, Tommy: (Queen's Terrace) World's Fair, Washington, L. I., re.
Widmer, Gus: (Pia Miro) Cheyenne, Wyo., re.
Wilde, Ran: (St. Anthony) San Antonio, Tex., h.
Williams, Ouzie: (Equire Club) Toronto, Ont., re.
Williams, Griff: (Victor Hugo) Beverly Hills, Calif., re.
Williams, Ernie: (Subway) Kansas City, Mo., re.
Wilson, Sammy: (Coronado) St. Louis, h.
Woodfield, Harry: (Arcadia Grill) Canton, O., re.

Y
Yates, Billy: (El Tivoli) Dallas, re.
Young, Johnny: (Excelsior House) Garden Lake, N. Y., h.
Z
Zito, Horatio: (Casanova Club) NYC, re.

Music Items

J. FRED COOTS wrote both words and music for *Let's Stop the Clock*, Bemick publishing. *Indiana Moonlight and Shame, Shame, Everybody Knows Your Game*, both written and published by Joe Davis, are topping his catalog. Charles B. Hofmann resigned as advertising manager of the Robbins-Feist-Miller combine. Al Comparte is taking over the helm at the Cleveland branch of Bregman, Voeco & Conn.

Fred V. Bowers, composer of *Always* among others, is back in New York after a year's absence on the Coast. Former vaudevillian may appear in night clubs. Isadore Halperin, formerly in the music department of Paramount's Coast studios, last week joined MGM's scoring staff. Frederick Hollander and Ralph Freed assigned to do tune and lyric for *What Care I for Isa Miranda* to warble in her forthcoming Paramount, *Hotel Imperial*.

Everybody Sing, songbook published by Paull-Pioneer, gets a nice plug in MGM's *Stablemates*, Mickey Rooney-Wallace Beery pic. During a community sing sequence Beery and other players hold copies of the book, title of which is plainly visible to the audience.

Young Master Rooney, in addition to his cinematic achievements, has now turned tunesmith. He's bringing four of his songs with him during his two-week vacation in New York and intends to plug them around Tin Pan Alley. Titles are *Here a Heart*, which was done by Eddie Cantor; *Love on the Range*, *Sing Around Rosie* and *That Is What Love Will Do*.

A deal has just been closed by Sam Fox, head of the Sam Fox Publishing Co., and Frederic Ullman Jr., representing Pathe News, for the use of all Sam Fox music catalogs in RKO-Pathe newsreels and short subjects. Agreement covers the term of five years.

Chi Tin Pan Alley Moves

CHICAGO, Nov. 5.—Music publishing trade here may soon move out en masse from the Woods Building to the near North Side to be in the vicinity of the Mutual and Columbia broadcasting networks and the band leader corner around the MCA Building. Leading pubs this week already eyed offices in the Wrigley Building on Michigan boulevard and other buildings in that neighborhood. While the Woods Building has been Chi's music publisher reple center for years, altered conditions are forcing a change of scenery.

CHICK ADAMS, arranger for Abe Lyman, has presented the tyro songwriters of the country with a book on what's right and what's wrong in penning words and music. Tome is titled *Song Success*, and Adams is both author and publisher.

They'll Do It Every Time

HOLLYWOOD, Nov. 5.—Answering some mild criticism about his omission of pet love phrases in the lyric of *Two Sleepy People*, which he wrote with Hoagy Carmichael, Frank Loesser gave forth with the opinion that nobody says "I love you," or "honey," "baby," "moon" and "the rest of that stuff" anymore. Lyricist was right in the midst of his dissertation on how old-fashioned that sort of thing is when his phone rang and he began cooing into the mouthpiece. "Hello, baby. How are you, darling? I'll see you soon, sweetheart. Yes, I love you."

Mrs. Loesser apparently doesn't subscribe to her husband's ideas—and also has the power to alter them.

First Meeting for ASCAP Divvy Group

NEW YORK, Nov. 5.—First meeting of the committee named by Gene Buck, American Society of Composers, Authors and Publishers proxy, to discuss a new system of classification of publisher-members of the Society will be held this week. Committee, numbering seven, was appointed last May, but a meeting was not possible over the summer due to vacations and business trips, according to John G. Paine, general manager of the Society.

Problem of classification and division of royalties has long been a vexing one within ASCAP, pubs with large and valuable catalogs but not much radio performance credit protesting especially against the present 50-30-20 split. Ratio is distributed, respectively, for radio plugs, availability of catalog and seniority of membership in ASCAP. System has been in effect two and a half years and has been a sore spot since its inception.

ASCAP officials realize that it will be difficult to arrive at a solution that will please everyone, but are hopeful that the committee may be able to map out some plan whereby many of the present flaws in the system can be overcome and evolve an idea that will satisfy majority of the membership.

Paine Seeks Plan To Collect Fees for Refugee Songwriters

Set-up of international performing rights groups stymies ASCAP—refugees eager for membership, but release from foreign orgs needed first

NEW YORK, Nov. 5.—American Society of Composers, Authors and Publishers is search for some plan whereby it can cope with the situation arising from Nazi domination of German and Austrian performing rights societies, GEMA and ARKM, but thus far has not arrived at any practicable solution. Situation stems from the inability of non-Aryan German and Austrian songwriters to collect anything from the Hitler-controlled societies, both because of the ban on their music which means no return on it from licensees and because what little money they might earn cannot be sent out of the country.

Altho no formal application has been made by German writers now living in this country for membership in ASCAP, it is known that they seek admittance into the Society. ASCAP is entirely sympathetic and would like to admit them and thus enable them to make something from their work, but under the terms of existing agreements between performing rights societies all over the world a member of one cannot also be a member of another. Transfer may be accomplished only upon release of the writer by the organization to which he belongs, of which there is little likelihood in this instance.

Possibility of modification of the agreement is open to ASCAP, but John G. Paine, general manager, is hesitating to negotiate along this line for fear of possible repercussions that could have far-reaching and perhaps confusing and disastrous results. Suggesting modifications of the present international pact by ASCAP would leave the door open for counter-suggestions along other lines involving rates, licenses, etc., which could not very well be turned down if the ASCAP plea were considered.

AL KAVELIN draws a holdover ticket good until December 15 at the New Penn Club, Pittsburgh.

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Fletcher Purchases Joe Morris Catalog

NEW YORK, Nov. 5.—The question of whether the Joe Morris Publishing Co. would or would not be sold to Famous Music, Paramount Pictures' music outlet, was definitely answered in the negative this week when Archie Fletcher, Morris' partner for many years, announced that he had bought Morris' interest in the firm and would continue to run it as an independent pub. Interest had run high along publishers' row as to the ultimate disposition of the Morris catalog after the first announcement that Famous Music would buy it and merge it with that of the Paramount Music Corp., Famous' subsidiary. Move had seemed definite when at the last minute things reached an impasse, with Fletcher stepping in and putting an end to speculation.

Lou Diamond, head of the Paramount music interests, had hoped to strengthen the Paramount Music Corp. standard catalog, which acquisition of the Morris copyrights, included among which are *Melancholy Baby*, *Carolina Moon* and *Memphis Blues*, would have accomplished. Reported sale price was \$75,000. Morris is retiring from the business, with Fletcher taking over as head of the firm. No changes of policy or personnel are planned at the moment.

Songs With Most Radio Plugs

"Reverie" Jumps 10 Notches To Share Lead in Hit Race

Songs listed are those receiving 10 or more network plugs (WJZ, WJAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, November 3. 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 Last Wk. This Wk.	Title	Publisher	Plugs	Net	Ind.
11	1. My Reverie	Robbins	29	18	
2	1. My Own (F)	Robbins	29	10	
7	1. Who Blew Out the Flame?	Feist	29	7	
6	2. So Help Me	Bemick	25	14	
9	2. Night Is Filled With Music (F)	Bemick	25	13	
8	2. All Ashore	Shapiro, Bernstein	25	4	
3	3. Heart and Soul (F)	Famous	24	20	
5	4. While a Cigarette Was Burning	ABC	21	16	
12	5. Change Partners (F)	Berlin	20	20	
2	6. I've Got a Pocketful of Dreams (F)	Miller	20	12	
1	8. At Long Last Love (M)	Santly-Joy	18	17	
6	8. Summer Souvenirs	Chappell	18	12	
5	6. Stop Beatin' Round the Mulberry Bush	Bregman	18	8	
10	6. Deep in a Dream	Bregman	18	7	
12	7. Lambeth Walk	Mills	16	14	
13	8. I Won't Tell a Soul	Crawford	15	14	
4	8. Sixty Seconds Got Together	Santly-Joy	15	11	
1	8. When I Go a-Dreaming (M)	Lincoln	15	6	
3	9. What Goes On Here? (F)	Paramount	14	18	
7	10. Alexander's Ragtime Band (F)	ABC	13	8	
8	10. Girl Friend of the Whirling Dervish (F)	Harms	13	5	
16	10. Don't Cross Your Fingers	Ager-Yellen	13	2	
18	11. If I Loved You More	Words & Music	12	11	
2	11. What Have You Got That Gets Me? (F)	Famous	12	8	
7	11. They Say	Famous	12	6	
16	12. Is That the Way To Treat a Sweetheart?	Olman	11	12	
10	12. Monday Morning	Witmark	11	9	
12	12. Why Doesn't Somebody Tell Me Those Things?	Shapiro, Bernstein	11	8	
19	12. I've Got a Date With a Dream (F)	Feist	11	6	
15	12. Ya Got Me (M)	Lincoln	11	6	
13	13. Two Sleepy People (F)	Famous	10	9	
14	13. Dippy Doodle	Lincoln	10	4	
10	13. Angels With Dirty Faces	Lincoln	10	0	

Sheet-Music Leaders

(For Week Ending November 5)

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 Last Wk. This Wk.	Title
1	1. I've Got a Pocketful of Dreams
4	2. Lambeth Walk
3	3. Alexander's Ragtime Band
11	4. My Reverie
5	5. Heart and Soul
8	6. While a Cigarette Was Burning
2	7. Change Partners
7	8. Two Sleepy People
14	9. Small Fry
10	10. All Ashore
12	11. My Own
6	12. So Help Me
15	13. At Long Last Love
13	14. Summer Souvenirs
10	15. When Mother Nature Sings Her Lullaby

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HUDSON

Beginning Tuesday Evening, November 1, 1938

WALTZ IN GOOSE STEP

A play by Oliver H. P. Garrett, featuring Henry Oscar. Directed by Arthur Hopkins. Settings designed by Norris Houghton, and built and painted by Studio Alliance, Inc. Press agent, David Wallace. Stage manager, Wylie Adams. Assistant stage manager, Kurt Richards. Presented by Julien Chagneneau.

August, the Leader.....Leo Chalzel
Count Gottfried Von Laidi.....Henry Oscar
Schmutzel.....Harold Johnson
Josef Straub.....John Boruff
Rudolf.....Barrie Wanless
Colonel Helot.....Frederic Toesse
Tessie Konstantin.....Marlene Flory
General Von Straffen.....Maurice Manon
Berthold Sprecher.....Henry Sherwood
Dr. Sturm.....Palmer Ward
Herr Schilling.....France Bendtsen
Bruder.....Charles Furcolow
Heinrich.....Howard Fischer
Mrs. Straub.....Marjorie Dalton
Colonel Masch.....Walter Davis
First Trooper.....Turnley Walker
Second Trooper.....John Rostad

ACT I—The interior of a Cabin Plane Used as the Leader's Flying Office. A Summer Afternoon. ACT II—The Apartment of Count Von Laidi in the City. That Evening. ACT III—The Same. Ten o'Clock at Night, Three Months Later.

A frontal attack upon the psychopathic personalities in charge of the horrors of Hitlerism, rather than the usual outflanking maneuver of indignation at anti-Jewish outrages and sympathy for their victims, is the type of offensive used by *Waltz in Goose Step*, the latest anti-Nazi drama to reach New York. Written by Oliver H. P. Garrett, who is at present toiling in the cesspools of the cinema, and presented Tuesday night at the Hudson Theater by Julien Chagneneau, it indulges in no vitriolic diatribes against the swinish insanity of Berlin; rather, it seeks to damn simply by describing. That its description is highly colored is probable, but the method is at least infinitely more effective than those cases of special pleading, no matter how true they happened to be, that have previously infested the stage in the name of democracy. Also, *Waltz in Goose Step* tries valiantly to be effective in its stage terms as well as in its propaganda, another admirable aim that is usually overlooked by playwrights confronted by the looming, blood-stained specter of the German ghoul.

In view of all this, it's a pity that *Waltz in Goose Step* turns out to be an essentially ineffective play. Partly that is due to the construction, which provides three one-act playlets rather than three integrated acts; and partly it is due to Mr. Garrett's very desire to make his play effective on the stage. For a nation swaying in the grip of mad and howling paranoias who whirl beneath the eddies of a blood-stained mist, who rock and reel with the wild drunkenness of unwanted power, who twist and writhe down the winding alleys of their own uncharted minds—a nation in such grip is a subject for tragedy, tragedy of the deepest and most somber sort. Mr. Garrett, seeking justifiably for stage effect, has used melodrama instead; and as a result *Waltz in Goose Step* never even remotely approaches its own subject in stature.

The first act, really a bloated prolog, shows the Leader and two henchmen returning from the Munich purge, being threatened by an idealistic young pilot who is nauseated and disillusioned at the horrors that have occurred, and then

New Plays on Broadway

Reviewed by Eugene Burr

winning the lad over with typically Adolphian rabble-rousing. The fact that the pilot is a good-looking lad also affects the emotional equation.

The second act details, melodramatically and excitingly, the intrigues and ruses and frantic efforts to remain in power of the tottering Minister of Defense, an effeminate nobleman who betrays his friends, smacks sensations upon his flaccid lips and fancies himself a minor Machiavelli. The third act, without much warning, depicts that ignoble nobleman's abortive little putsch and, with tense horror and appalling detail, describes his impromptu execution after the plot is discovered.

The melodramatic intrigues of the second act, the successive revelations of the Minister's twisted, horrible little soul, make exciting theater. The play is at its best when it plunges into its melodrama; and if it were about purely fictional characters it might at such times be immensely effective. But the tremendous and overwhelming tragedy across the Atlantic completely submerges and dwarfs the thinly disguised puppets at the Hudson; and their tiny, vicious intrigues seem singularly unimportant when contrasted with the huge and hopeless floundering of a nation at the stake.

Even so, the second act—and the tensely horrible finale—might have been effective if they had been better integrated with the play as a whole, due in a large measure to the suave and uncannily effective playing of Henry Oscar, imported from England for the occasion, as the Minister. When Mr. Oscar dominates the stage, the play pulls together and realizes its potentialities; in the first act, when it is dominated by the frenzied and unbelievable coon-shouting of Leo Chalzel as the dictator, it loses both interest and effect. Arthur Hopkins' direction rises splendidly to the big scenes, and the work of many of the minor players is excellent. John Boruff, Barrie Wanless and Harold Johnson deserve special mention. The doxy of the dictator, however, is given a peculiarly ineffective treatment by Marlene Flory; tho a small part, it might in competent hands have been outstanding.

The writing is undistinguished for the most part, but smooth and easy and workmanlike. Occasionally, however, it rises far above that—as when, in the first act, the Minister acidly remarks, "One man's paranoia is another man's idealism." In a single sentence that outlines an entire nation's tragedy.

WINDSOR

Beginning Thursday Evening, November 3, 1938

RUN SHEEP RUN

A comedy by Raymond Knight, featuring Hugh O'Connell. Staged by Donald Blackwell. Setting designed by John Root. Presented by Donald Blackwell and Raymond Curtis. Scenery built by Vail Construction Co. and painted by Robert W. Bergman Studio. Press agent, Theron Bamberger and Phyllis Periman. Stage manager, Paul Porter. Assistant stage managers, William Bondix and Virgilia Chew.

Wilkes Potter.....Hugh O'Connell
George.....Peter Goo Chong
Lella Stuart.....Ruth Weston
Claude Pratt.....Alan Bunce
Mrs. Potter.....Beatrice Herford
William Potter.....John Kirk
Nine.....Dickie Von Patten
Eighteen.....Alfred Alderdice
Phyllis Goodspeed.....Virginia Campbell
Edith Pratt.....Edith Gresham
Mrs. Kenneth Goodspeed.....Regina Wallace
Steve Bellows.....James Corner
Kenneth Goodspeed.....Leo Kennedy
Mrs. Hoppie.....Zamah Cunningham
Mrs. Buker.....Hilda Buco
Mrs. Fribbie.....Peggy Cooney
Emily Terzoug.....Enid Markey
Charlie Foster.....John Maroney
Cochrane.....Paul Porter
Fred Buker.....William Bondix
Hermie Rogers.....George Ewing Jr.

ACT I—Scene 1: The Living Room of Wilkes Potter's Penthouse, New York City. An Evening in Late June. Scene 2: Bedrooms in the Potter Home in Parkburg, Ill. A Few Days Later. ACT II—Scene 1: Front Porch of the Potter Home. The Next Evening. Scene 2: Sunset Inn, on the Outskirts of Parkburg. Three Days Later. Scene 3: A Corridor Off the Main Lobby of the Hotel Parkburg. That Night. ACT III—Wilkes Potter's Penthouse. Early Morning. Two Days Later.

Broadway columnists with a sentimental'st nostalgia for the home towns

from which toadstool-like they sprang come in for a hilarious shellacking these nights at the Windsor, where Raymond Knight's *Run Sheep Run* is being presented by Donald Blackwell and Raymond Curtis. Not only that; some towns themselves are acidulously dissected, with good humor mingled with bludgeon blows—and the parlous position of the columnist himself, a Broadway boy in the villages and a yokel at heart on the stem, is amusingly portrayed. Add fast and funny dialog, some hilarious farce situations and the playing of an excellent cast and you have an evening that should be sure-fire. *Run Sheep Run*, unfortunately, isn't that; but it does provide a thoroughly amusing couple of hours at least for this reporter's money.

The chief fault probably is in the construction—and in the fact that the last act gets itself running around in circles for a bit and then fizzles woefully in order to provide a routine and expected curtain at the usual time. Knight starts out with Wilkes (Horace) Potter, a lad from Parkburg, Ill., who, like Abe Lincoln, left the State for big doings on a national scale. He is a New York columnist, making cheaply sentimental use of his small-town origin and contrasting the flinty-hearted big town with the warm and lovely village of his birth, the while he lives with a lady who is known as Lella. Convinced by a boyhood chum that he ought to go back for the old high-school reunion, he returns, and then the fun begins.

The small town shows itself in its true light and before Horace can beat it back to New York five days later he has been involved in a law suit for libel, an accusation of carrying on with his boyhood sweetheart, now safely married, a fist fight with the young Romeo of his boyhood sweetheart's daughter and a threat of horse whipping from his boyhood sweetheart's sanctimonious spouse. It's very funny while it lasts—and its vicious picture of the appallingly dull nastiness of a small town is a horribly true one, despite the fact that it appears very funny on the stage of the Windsor.

It is in his last act that Knight falls down. He has the girl in the case follow Horace to New York, where she tangles with the practically indestructible Lella, to Horace's acute discomfort, and where she is followed by her own Romeo, who mixes things up again. Horace emerges as a fairly stuffy gentleman at heart, and in the end the hometown lad takes the protesting girl away, and Lella approaches Horace with the glint of matrimony in her eye. The last act has practically nothing to do with the basic idea of the rest of the play—and it serves merely as a disappointingly ineffective epilog.

Much of the writing is hilarious, pointed, sharp, witty and extremely amusing. And much of it is legitimately and touchingly tender, as in the scenes between Horace and his parents, and in the gentle yet farcical picture of the class poetess pitifully trying to recapture some of her past glory at the reunion.

The cast throat is excellent, with Hugh O'Connell bringing his appealing and sympathetically rumbling droolery to the aid of Horace; with Ruth Weston, doing the best work of her career, giving both dignity and acidulous bite to Lella, and with Virginia Campbell offering one of the most charming performances of the season in the extremely tricky role of the boyhood sweetheart's daughter. It is a part that might easily have become as phony as Little Eva, but Miss Campbell makes it humorous, believable and delightful.

Among others rating particular mention are Enid Markey, as the poetess; Beatrice Herford and John Kirk, as Horace's parents; James Corner, as the youthful local Romeo, and Alan Bunce, Peter Chong, Edith Gresham, Zamah Cunningham and Peggy Cooney. Donald Blackwell's direction is excellent as it affects the individual assignments, but occasionally lacks pace and completely breaks down in the difficult last act.

Run Sheep Run is by no means a world beater, but it is an amusing and, to me at least, enjoyable evening in the theater. I hope it gets more than I'm afraid it's going to.

MERCURY

Beginning Wednesday Evening, Nov. 2, 1938

DANTON'S DEATH

A play by Georg Buchner, in an English text by Geoffrey Dunlop. Staged by Orson Welles. Setting designed by Stephen Jan Tichacek and constructed by Nolan Brothers. Costumes by Brooks Costume Co. Incidental music by Marc Blitzstein. Press agent, Henry Senber. Stage managers, Walter Ash and Richard Wilson. Presented by the Mercury Theater.

Lilla.....Anna Stafford
Danton.....Martin Gabel
Camille Desmoullins.....Edgar Barrier
Lucille.....Evelyn White
Herault De Sechelles.....Morgan Farley
Philippeau.....William Mowry
Lacroix.....Guy Kingley
A Lady.....Ellen Andrews
Rosespierre.....Madimir Sokoloff
Marian.....Arlene Francis
Rosalie.....Ruth Ford
Adelaide.....Rosemary Carver
Mercur.....Richard Wilson
St. Just.....Orson Welles
Fouquier.....Eustace Wyatt
Barrene.....Joseph Coltan
Servants to Danton.....
William Allard, Edgerton Paul, Stanley Posa
Convention Attendants.....
Richard Baer, Ross Elliott

MEMBERS OF THE CONVENTION, VOICES IN THE STREET: Sparkie Hastings, William Herz, Stephen Roberts, Arthur Hoffe, Sanford Siegel, Fred Thompson, Ellen Andrews, Fay Baker, Helen Coule, Betty Garrett, Victor Thorley, Robert Hanley, Kurt Adams, Theodor Perry, MacGregor Gibbs, Robert Earle, Wallace Lawler, Norman Wass, John Berry. "Christine" Sung by Joseph Cotten and Mary Wickes. "Ode to Reason" Sung by Adelyn Colla-Negri.

The Orson Welles production of *Danton's Death*, originally announced for a week ago last Monday and postponed spasmodically thereafter, finally crawled into the Mercury Theater Wednesday night. The first of the series of postponements, according to the Mercury, was to avoid confusing the critics, who were scheduled to see *Madame Capet* the following night, since *Danton's Death* took place after and not before that of *Madame Capet*. Not even the cautious Mercury could confuse the critics Wednesday, however, because by that time *Madame Capet* was as dead as its namesake—and *Danton*, bearing out the Mercury's passion for historical accuracy, is fast following it to the same theatrical guillotine. It shouldn't linger long.

The play was originally written by Georg Buchner, a young German genius hardly as old as our own Mr. Welles, back in the 1830s, and failed to receive a production for some 80 years thereafter—a fact that attests the perspicacity of German managers of the Victorian era. It has had one previous American presentation in its original German during the Max Reinhardt repertory season some 10 or so years ago. It was probably just as intelligible to non-Germans then as it is now.

This reporter failed to witness the Reinhardt version, so no first-hand comparisons can be made, but those who saw it say it was a full theatrical evening—entirely too full, according to some of the reports. Mr. Welles, who seems to look at a script in much the same way that Hitler looks at a Jew, as something to be purged, has trimmed it down in his accustomed manner to an intermissionless hour and a quarter's running time, thus turning it into a hacked, jerky, disconnected hodgepodge without meaning or effect. Scene follows spotlighted scene at the Mercury, with all sorts of attitudinizing Equity members spotting flowing rivers of rigmarole, and nothing seems to make any sense. The Mercury has even thought it necessary to get out an explanatory leaflet with the program, giving the audience a rough idea of what really took place.

All of which bears out my contention advanced in connection with the Welles version of what was sometimes humorously referred to as Shakespeare's *Julius Caesar*—if you didn't know the play beforehand you wouldn't have the slightest idea of what was going on. Few in America have a working knowledge of the Buchner original—so the Mercury is now housing audiences that try pitifully to find a faint vestige of reason in the odd concoction they have elected to watch. If there's a real tragedy on 41st street, it's in the bewildered faces of those customers on their way out.

It may be that the original was a powerful and excellent play; certainly there are isolated hints of fine, vivid writing; but everything is so disconnected and episodic and better-sketcher at the Mercury that there's no way to tell. Whatever the Reinhardt production was, (See NEW PLAYS on page 28)

Coming

Repertory: 1938

By ORSON WELLES and JOHN HOUSEMAN

A Feature of the

Christmas No. The Billboard

Don't Miss It

Brattleboro Players Offer Negro Meller

NEW YORK, Nov. 5.—The Brattleboro Players, a group that started in summer stock and then invaded Brooklyn last year to score a resounding success of a time with a surrealist production of *The Man Who Ate the Popcorn* and various other presentations, began a second Brooklyn season Monday night with *Conjur*, a play by Waller Freeman. A large part of the group's success was built up thru a young and enthusiastic acting company, used to ensemble playing and finely co-operating with one another; so it's a bit difficult to understand why the outfit picked on an all-Negro drama to inaugurate its season. The colored cast is good; but the Brattleboro would probably be much smarter if it established a permanent acting company and stood or fell on that.

In any case, it falls pretty badly on *Conjur*. That's not the fault of the company, which is as sincere and energetic as Negro companies always are; it's the fault of a play that is thin to the point of emaciation. It's the old one about the witch woman, her son, her son's lascivious tan-skinned innamorata and the preacher who tries to ruin both the witch and the girl—who in very different ways. There's the inevitable revival scene, the inevitable murder, the inevitable swamps to which the boy tries to escape, the inevitable incantations and the inevitable grief of the mother when the lad is shot and killed. There was a flood of very similar melodramas on Broadway a few years ago. Throughout *Conjur* one feels like getting up and saying, "This is where I came in."

The writing is effective enough—the tribe—but there is a paucity (a famine, rather) of supporting incident. The play runs its course and then stops; and, tho it offers an evening shorter than most, in thinking back on it one wonders how it managed to take up even as much time as it did. It seems like the plot-outline on which the other conjur plays were based, the *Starving Armenian* of the Negro drama.

Morris McKenney does a nice revival scene as the preacher, and the work of Laura Bowman and Al Stokes, as the conjur woman and her son, is honest, sincere and often effective. Juanita Hall and her choir enter the proceedings for the prayer meeting and offer the only unadulterated enjoyment that the evening manages to provide. E. B.

NEW YORK, Nov. 5.—On the theory that the Borscht Circuit is harboring a few more Harold Romeos, Phil Gross, Sam Grisman and Jules Leventhal are reading scripts by mountain resort social directors and producers for a revue which will satirize social types rather than political personalities.

BROADWAY RUNS

Performances to November 5, inclusive.	
Dramatic	Opened Perf.
Abe Lincoln in Illinois (Thornburgh)	Oct. 15—25
Booth's Boy (Manfield)	Jan. 25—32
Cass History (Lyons)	Oct. 21—19
Case Nature (Booth)	Sept. 28—48
Danton's Death (Mercury)	Nov. 2—6
Paloma Invalida (Broadway)	Oct. 8—33
Hamlet (St. James)	Oct. 12—26
King the Boss Goodbye (Miller's)	Sept. 28—46
On Borrowed Time (Long)	Oct. 3—31
Our Wild (Palton)	Oct. 10—32
Our Town (Morosini)	Feb. 4—317
Rain, Steam, Heat (Windor)	Nov. 3—3
Tobacco Road (Forsyth)	Dec. 4, '35-2092
Victory (Madison)	Oct. 3—40
Walls in Goose Step (Hud.)	Nov. 1—7
What a Life (Edgerton)	Apr. 13—239
You Can't Take It With You (Imperial)	Dec. 14, '36 806
Musical Comedy	
Hellzapoppin (46th St.)	Sept. 22—52
I Married an Angel (Shubert)	May 11—206
Knickerbocker Holiday (Barry)	Oct. 10—21
Ring Out the News (Music)	Sept. 24—49
You Never Know (Windsor Garden)	Sept. 21—54

From Out Front

By EUGENE BURR

Young Robert Rice, of *The Telegraph* (who, incidentally, made some excellent points regarding the onerous effects of a passionate viewpoint upon the work of a crusading dramatist, in his review of *Walls in Goose Step*) wrote an extremely interesting column recently in which he rejoiced over the glories of a theater that is called, by its commercial parishioners, all but dead. Of course, when the commercial lads wall about emaciated box offices they're hardly talking about the same thing that Mr. Rice means when he shouts the glories of advanced theatrical art; but none the less he does a fine job, saying in effect the same thing that this corner has shouted time and again—that, tho films and radio have drained off perhaps nine-tenths of the theater's former patronage, they have drained it all off from the bottom. Certainly really worthy plays have a constantly increasing chance for commercial success, and the theater, tho a much smaller affair than it was in what the commercial boys call its palmy days, is from a quality standpoint (both as to product and audience) infinitely stronger than ever before.

Mr. Rice said all this and more; but he also said something that caused this corner's pagan of praise to freeze into a yelp of horror. "Talking pictures," he remarked, "have taken the hogwash of the Belascos and the Frohmans and put it on an incredibly larger and cheaper scale."

Their fightin' words, huh! If Mr. Rice cares to call all Belasco productions ever made so many doses of bilgewater, this corner can receive the news with characteristic calm; a gentleman who wore the collar of the clergy to call attention to himself, no matter how great a showman he may have been, can hardly be accused of thoroughgoing sincerity, and I largely share Mr. Rice's estimate of his product. But when Frohman productions are lumped off-handedly into the same unseemly category this department's dander starts soaring into the empyrean—and, as a nostalgic alumnus of Charles Frohman, Inc., I offer Mr. Rice his choice of bludgeons or battle-axes.

The heyday of the Frohman company, of course, extends back into the misty regions uncharted even by *The Billboard Year Book*—but even so the plays of J. M. Barrie, Somerset Maugham and others of like caliber shine like beacons thru the years. Restricting the tally only to plays presented during the last 15 or so seasons, however, in the days of the company's decline, one can ask Mr. Rice if he thinks *Blood and Sand* (complete with Otis Skinner) was entirely hogwash. Is *The Casarina*, outmoded as it is, nothing but hogwash now? Is *Pastor Hogwash*? Is *The Swan Hogwash*? Is *Shall We Join the Ladies Hogwash*? Are such plays as *The Captive*, *The Honor of the Family*, *The Play's the Thing* and *The Constant Wife* to be dismissed as hogwash in this new era of which Mr. Rice so gleefully writes? If they are, I'm afraid that I agree with the more commercial prognosticators, and join in walling for a theater that is dead.

Making the insult even stronger is a list of modern immortals offered as proof that the theater has outgrown the horrors of the Frohman era. With some of the inclusions no one could possibly quarrel. But when Mr. Rice dismisses Clyde Fitch with perhaps deserved contempt and then lists as one of the greatest contributors to the new theater a jejune boob-baiter like Robert E. Sherwood, this column raises pained eyebrows and a clenched fist. Mr. Sherwood, whose sophomoric maunderings include such world-shaking, profound and tremendous achievements as *The Road to Rome*, *The Queen's Husband*, *Waterloo Bridge*, *The Love Nest*, *This Is New York*, *Reunion in Vienna*, *The Petrified Forest* (the apotheosis of sophomoricism) and *Idiot's Delight* (a self-conscious setting for a vaudeville skit), to say nothing of the boring and inept Abe Lincoln in Illinois that is currently afflicting determinedly dutiful customers—the Mr. Sherwood who perpetrated those plays is, you see, merely a minor and much less competent Clyde Fitch.

Mr. Rice also mentions Eimer Rice (strangely enough, a namesake) as one of the great contributors—but somehow I fail to see the world-shaking quality of *It Is the Law*, *Cock Robin*, *The Subway*, *See Naples and Die*, *The Left Bank* and *Conservator-at-Law*, despite the fact that some of them were finely hokey examples of super-theatrical theater. As for the elder Mr. Rice's *Street Scene*, it was, despite a Pulitzer Prize, merely a fine setting with a cheap melodrama in front of it—and his later social dramas hardly even belong in a discussion devoted to plays.

Anyhow you can't bandy the name of Frohman about in this precinct with impunity. Which is it, the battle-axe or the bludgeon?

This corner can hardly be accused of harboring any undue affection for Orson Welles, the miniature Meierhold of the Mercury; as a matter of fact, my lone plaint against his self-conscious and egomaniacal attacks upon unsuspecting classics have been so violent that Charles Collins, a Chicago newspaper man, mistook them for the howls of an entire wolf pack. Certainly the Mercury's current production of *Danton's Death*, reviewed in an adjoining column, does nothing to draw me closer to the infant terrible of 41st street. But even the perpetrator of a *Danton's Death* should have his due, and it seems fantastically and disgracefully unfair that was caused, not by any fault of his, but only by the militant morosity of the popular mind.

Despite a fabulous amount of publicity (which, incidentally, failed to do the Mercury box office any good, largely because it was publicity of the most insidiously adverse sort), Mr. Welles is really being made a scapegoat. Typical was an incident at the second night of *Danton's Death*, when the lights went out before the first curtain; a voice from the back boomed, "The Martians have landed in Jersey!" and the whole house broke into guffaws. I was one of the guffawers, but I'm ashamed of it. The incident was funny, but about as unfair as anything well could be.

No one on earth—no one, that is, with a mental age above the somewhat parious level of 11 or 12 years—reading that Martian script would have believed that anyone, even in an asylum, could possibly, conceivably take it seriously. Mr. Welles, as usual, took entirely indefensible liberties with the original H. G. Wells script in localizing it—but it seems that he won't consent to touch any script unless he himself has butchered it, thus allowing it to take on nobility thru the ministrations of a god. Indefensible as that tinkering was on artistic or even honest moral grounds, however, it certainly couldn't have been expected to achieve so fantastic a result. Even now I can't believe that anyone who had been weaned could take it seriously. Maybe the trouble is that most Americans are nourished on intellectual pap.

There have been attempts to blame the stampede on emotional hysteria aroused by the recent European crisis; but taut nerves can't explain imbecility. The only conclusion—a sorrowful and tragic one—is that the average American who stampeded has a mental level considerably under the accepted standard for a self-respecting moron. Much pity has been wasted upon those who suffered from the scare; but, aside from extending sympathy to them for their mental incapacity, this corner can't bewail their mishaps, which were entirely the fault of their own unbelievable stupidity.

Meanwhile Mr. Welles suffers for their imbecility—when he really should be suffering only because he directed *Danton's Death*.

OUT-OF-TOWN OPENINGS

"Herod and Mariamne"

(Nixon Theater)
PITTSBURGH

A play by Clemence Dane, based on the drama by Friedrich Hebbel. Directed by Guthrie McClintic. Designed by Harry Horner. Incidental music composed by Karol Rathaus. Presented by Katharine Cornell.

Cast: Fritz Kortner, Kent Smith, Joseph Holland, Robert H. Harris, Florence Reed, Katharine Cornell, McKay Morris, Dorothy Patten, Byron McGrath and others.

Katharine Cornell's emergence from temporary retirement is primarily a field day for her costumer and Fritz Kortner's smiting. A tragedy of love poisoned by a king's jealousy, *Herod and Mariamne* as a play is unequal to the high dramatic standards one has learned to expect from Miss Cornell. Directed by Guthrie McClintic with sensitive appreciation for business that is effective entertainment despite its ponderous movement, mounted in four impressive scenes and caparisoned to instruct as well as impress, *Herod* as a drama is ineffectual in its attempt to fire the deep conflict between an exemplary queen and her paranoid husband.

Clemence Dane's adaptation of the German classic tragedy, somewhat tragic in itself because of its inability to etch characterizations or situations, is a relatively faithful version of Friedrich Hebbel. The story represents Mariamne as the quintessence of a wife whose whole existence is enrap in her unprincipled mate despite her mother Alexandra's contempt for the king. Ordered to Egypt by Marc Antony for an interview meant control of the Mediterranean empire, Herod orders that if he is slain while away Mariamne should be killed by her brother-in-law, Joseph, who might then mount the throne. Returned safely, he learns that his instructions were revealed, causes Joseph's death, vaingloriously finds Mariamne still loves him. Again Herod leaves, this time to battle Arabs, and again he orders Mariamne's death, at the hand of Sohemus, governor of Galilee. Like Joseph, swayed by the queen's beauty of body and soul, the governor divulges his master's instructions, and Mariamne resolves to appear the adulteress rather than share her passion and trust with a man so afraid to match her sincerity. After being reported killed Herod returns to discover his queen dancing in red instead of mourning in black, sentences Sohemus to death, calls a packed court and bludgeons the jury into pronouncing her guilty. She is executed off stage. Final curtain brings the Three Wise Men heralding the birth of Jesus, allegorically predicting that right will conquer might. Frightened, Herod orders the "Slaughter of the Innocents" and cowers into a maudlin gibberish.

As lovely as ever, fortified with her magically musical voice and volcanic restraint, Miss Cornell projects a queen lovable for her integrity, but one secondary in stature to Herod. As a king who might have been a man of might and purpose Kortner portrayed instead a petty-minded ruler tormented by family chicanery who seems to try to stigmatize he is going mad because he doubts his own virility. Kortner can be considered a great actor or a great mugger, depending on one's viewpoint. Resembling a hybrid of Edward G. Robinson, Conrad Veidt and the late Fred Kohler, he seemed not the right sparring partner for Buffalo's Kitty.

Touching upon racial persecution, international political intrigue, court squabbling, folklore and the decline of the Roman Empire, *Herod* skimmed too lightly over them all to leave a very definite impression about any of them. If Miss Dane's intention was to weave them in as garniture for a universal tragedy of love she failed by moderating the importance of the queen's role. As produced the play is more the king's. Neither did profuse dialog or lack of on-stage action help.

In the supporting cast Florence Reed acidly plotted to wrest Herod's throne for her Maccabean followers, Kent Smith stalked as a brawny soldier who must have been the B. C. model for America's cowboy heroes, and everybody acted in true rep company spirit for alma mater.

Unless the script is revised attribute the probable box-office black for the tour to Miss Cornell's magnetism, not the optics. Morton Frank.

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Jitterbugs Cut Up--and Do the Theaters Love It

(Continued from page 3)

all of their Philly vaudeviliers booked by Harry Bihen. Houses include the Alhambra, Oxford, Allegheny, Kent and Frankford, which ordinarily spend \$100 a day for a vaude bill and pit band Fridays and Saturdays. The contests augment the show and cost the house about \$25 in a prize to the winning team.

The contests have definitely made money. For example, the Frankford Theater averages \$80 to \$150 a day (week day) and jumps to \$250 a day week-ends when vaude is added. The additional jitterbug contest usually jumps the gross from \$450 to \$600. In other words, the \$25 contests usually bring in an extra \$200 at the box office.

Jitterbug contests are being used to save bad days. For example, Ted Lewis recently played the Erie the week when the finals of the contest were held. The theater did more business the day of the contest, Thursday (his closing day), than opening day or any other day—and Thursday is usually the theater's worst.

There is talk among circuit heads of idea of promoting a national jitterbug contest, with winners going to Hollywood. This will have to be done soon, however, as it is believed that the peak of the rage cannot last more than a couple of months.

In Los Angeles Warner also started the rage. Warner's Forum Theater put on a jitterbug contest last month, using recordings for music, and drew such big crowds that other theaters have been copying.

CHICAGO, Nov. 5.—Jitterbug contests are dotting local neighborhood theaters and are bringing in business. They are also stimulating hope for the return of occasional flesh shows into neighborhoods if jitterbug night crowds mean anything. Since theaters employing jitterbug couples are obliged to use an average of four union musicians the night of the contest, it is felt by bookers and even some independent houses that with a little additional expense a full vaude show can be presented.

Sam Herman, local booker, is probably the leading jitterbug contest promoter, having 14 theaters now going in for weekly contests. While each of the houses runs trailers calling for participants, most of the couples are employed in advance to insure enough contestants. Herman spends an average of \$20 on each contest, using six or seven couples. Each couple gets \$2, with the remainder going to the winner of the first prize, chosen by the audience.

Herman has about 100 couples on his books, most of them amateurs and kids who work in the daytime and go in for shagging at night. Switching teams from one theater to another, they land between two and four weeks' work. Herman started the contests some seven weeks ago and figures they will still be on peak for another couple of months.

Also the Dance Mardi Gras which The Chicago Herald and Examiner introduced this week is figured to prolong the life of the craze. Thru a tie-up with Herman, the paper will select winning

teams and use them in semi-finals. Final contests will be held in eight leading Chicago ballrooms later on.

Theaters other than those on Herman's books go in for the stunt, but managers complain of trouble in rounding up the registered couples on the night of the contest. This difficulty is figured to toss more business into the laps of professional bookers, who can insure success of such events.

White and colored couples are not mixed, and when the applicants are many clean-looking kids are given the preference. A few of the teams have displayed some professional promise and one of them landed an engagement with Frankie Masters' Band at the Rialto, Joliet, Ill., tomorrow.

Herman signs his teams under "exclusive" contracts and doesn't permit them to participate in contests not managed by his office. Following is the list of 14 theaters into which Herman books weekly jitterbug contests:

State-Roseland, Monday; Forrest Park, Englewood and Great States' Lincoln-Dixie, Tuesday; Kenosha in Kenosha, Wis.; State-Lake and Harry Balaban's Commercial, Wednesday; B. & K.'s Berwyn and Rialto, Joliet, Ill., Thursday; B. & K.'s North Shore and Great States' Genesee in Waukegan, Ill., Friday; B. & K.'s Congress and Senate, Saturday, and B. & K. Bel Park, Sunday.

Thru these contests a few theater operators have discovered the fact that they don't have to mortgage their property to run stage shows and that audiences crave flesh entertainment. Of the above listed houses those now running stage shows include the State-Lake, full week; Rialto, Joliet, Ill., Sundays (spot bookings), and the Englewood, Thursdays to Saturdays.

Expense of a single theater jitterbug contest runs from \$75 to \$150, which includes prizes for the couples or the price charged by the promoter of the affair, musicians for the night, advertising, etc. Some houses have increased

Maisie Plays Chez Rosenstein and Learns About Newspaper Men

By PAUL DENIS

Dear Paul:

WELL, I'm now playing the Chez Rosenstein here and it's one of those neighborhood night clubs that tries hard to be a downtown hot spot.

Every show is advertised as a Broadway All-Star Revue, but the customers are getting wise and don't pay any more attention to the billing. Instead, they razz the performers and call them Rosenstein's Ruination. The customers call the club Rosenstein's Rat Hole. Mr. Rosenstein gets very mad when he hears them.

Mr. Rosenstein tries hard to make the floor shows fancy. He has a line of Six Blooming Blooms (staged by Maxie Bloom) and four acts. The line girls are nice kids, except that they drink a lot. Only last night two of them got high and forgot to wear their panties. Nobody knew it until the girls started kicking in the Gen Gen number.

The most unusual act we have here is Joey Mudd, tap dancer. He knows only one bad tap routine and has been doing it for eight months here. Mr. Rosenstein is willing to pay Joey his salary even if he doesn't do his act—but Joey threatens to quit if he can't do his act. The reason Mr. Rosenstein doesn't want to fire Joey is because Joey is an expert on the ponies and hands out good tips to customers. Lots of customers come down for the tips and don't even look at the show.

Another funny act is that of Margie Harris. She's a swell blues singer, but she's been taking on weight ever since she opened here. Mr. Rosenstein is sore because every time she works for him she takes on weight, but when she plays other clubs she reduces.

"For Jake Finkelstein at that dump, El Crutch, she always takes off at least 20 pounds and looks nice and refined. But, for me, she always gets fat," he moans.

JERRY SMEAR is booking the spot and has had it for years. Mr. Rosenstein can't drop him because Jerry comes in every night and types out the menus for the next day. Jerry is the only one who can operate Mr. Rosenstein's old typewriter. Mr. Rosenstein can't afford to buy a new typewriter. Not only that, but there's a rumor that Mr. Rosenstein can't read or write and that he uses the old typewriter as an excuse not to have anything to do with reading or writing.

Our press agent is Jim Mann. He's a wonderful press agent. He always comes in with a lot of friends and introduces them to Mr. Rosenstein as important newspaper men. I never see them writing anything—but I suppose they're so smart they remember everything. Mr. Rosenstein says newspaper men are such witty people, but why do they have to drink so much fine liquor? Mann says it's because they're thinking so much and they're so high strung.

Altho we had five big parties of newspaper men last week, there was only one item in the newspapers mentioning the club. But Jim says he's building up to a terrific double-page layout on Mr. Rosenstein's life. Mr. Rosenstein is very much flattered.

Jim is in jail now for not paying alimony and has been phoning all his newspaper friends from jail. Mr. Rosenstein is paying the phone bill. He says he admires the way Jim never forgets to plug the Chez Rosenstein, no matter where he is.

"Battle of Magic"

YONKERS, N. Y., Nov. 5.—Perhaps the first time for such an arrangement, two magicians took the stage at RKO Proctor's here recently in a "Battle of Magic." Worked out much after the manner of a "Battle of Music," the two magi, the Great Huber and Rosell, went at it, trunks and bells, for a 55-minute show of mystery, thrills and fun.

But shucks, neither was good enough to make the other disappear.

Pickman Joins R-O'K To Head Acts Dept.

NEW YORK, Nov. 5.—Milton Pickman, former Music Corp. of America exec and personal manager for Ted Lewis, joins the Rockwell-O'Keefe office this week. In bringing Pickman in R-O'K becomes the second major band booking agency to set up an act and presentation department along the same lines as that established by Mannie Sachs for MCA several years ago.

Pickman will head the newly formulated club department which calls for the signing up of acts suitable for both hotels and nighteries as well as theaters. Since R-O'K services bands for numerous hotels, principally the Ralph Hitz group, it will mean the clearing of many weeks' work for floor-show talent directly thru the band-booking agency.

In addition to his club duties Pickman will also assist in booking bands for location stands. Altho he is not bringing Ted Lewis to the R-O'K band roster, he will continue as Lewis' personal manager.

their receipts \$200 to \$500 the night of the stunt.

HOLLYWOOD, Nov. 5.—Laugh of the week in local music circles is directed at Universal, which signed Ted Weems to go into the first of the Hollywood jitterbug flickers. Local wise guys claim that with all the hot bands on hand around here Weems' outfit was one of the least suited as a background for jitterbug yarn.

Club Talent

New York:

VIC HYDE, currently with the Vallee unit, will play the Auto Show here beginning November 11, then moves to Hollywood November 21, opening at the Cocomo Grove. . . . INTERNATIONAL CASINO girls, headed by Renee Russell, Betty Dixon and Myra Weldon, are trying to promote a backstage newspaper devoted to gossip and intrigue. . . . HENRY LA MARE is vocalizing at Murray's in Tuckahoe. He has just returned from a long stay on the other side.

SI OTIS, Fannie and Abner, trained mule act, auditioning for local clubs. Come from Cincy. . . . GALI-GALI sailed for Europe last week to open at the Trocadero, London, for four weeks, followed by eight weeks in Berlin. . . . BELLE BAKER opened last week at the Chez Paree, Omaha, for two weeks, then goes into the Rancho San Pablo, El Corrito, Calif. (near San Francisco), for four weeks.

Chicago:

ART WRIGHT has succeeded Bob Hannon as featured vocalist for Buddy Rogers at Sherman Hotel's College Inn, Chicago. Hannon moved to the Chez Paree as emcee.

HILDEGARDE has been signed for a return engagement at the Colony Club starting February 23. She ends her current run Tuesday to make way for Nan Blackstone.

Here and There:

RICHARDS AND CARSON are continuing at the Copacabana, Rio de Janeiro, where the town's three casinos are using practically nothing but American acts. . . . FRANK AND NORMA TUCKER have just opened at the Marquette Hotel, St. Louis. . . . DOROTHY LEE has been placed at the University Grill, Albany, N. Y., by Jimmie Daley. . . . LEE ROSS, with his Singing Violin, is becoming a fixture at the Show Boat, Orange, Tex., having put in six weeks there, with as many more to go.

ROLANDO AND VERDITTA are dancing at the Oaks Club, Winona, Minn., following four weeks in Chicago. . . . JIMMY HODGES heads the new show at the Hofbrau, Lawrence, Mass., site of the old Colonial Theater. Club is reputed the largest in New England. WALTON AND O'BORKE, working perhaps the only permanent puppet theater in the country and having just completed their third consecutive year on Los Angeles' Mexican Midway, Olvera street, report they are lining up a night club unit.

JAMES AND EVELYN VERNON, dancers at the Biltmore Hotel, Providence, were held over for a second week, first time in seven years an act has stayed there for more than a week. . . . NICK LUCAS, a holdover at the Ohio Villa, Cleveland, closed there until November 6. Spot is booked by Frank Senses, of Cleveland.

Coming

Selling the Good Old Days--and Bringing Back the Old-Timers

By BILL HARDY

A Feature of the

Christmas No. The Billboard

Don't Miss It

Coming

Too Many Crepe-Hangers

By BILLY ROSE

A Feature of the

Christmas No. The Billboard

Don't Miss It

COPS CENSOR B'WAY CLUBS

Night Club Management

By GEORGE COLSON

That Union Problem

THE recent State Labor Relations Board decision against Sherman Billingsley, operator of the Stork Club, whereby he was ordered to reinstate nine waiters allegedly discharged for union activity and to pay back wages totaling approximately \$25,000 is another example of what night club owners should avoid.

Since the right of collective bargaining is a law, it doesn't do the night club owner or his business any good to incur the wrath of public opinion. Billingsley's allegation that the men were fired for cause even makes the charges look sillier when the causes include "garlic breath," "manicuring fingernails in the restaurant," "billing drinks to customers and imbibing the drinks themselves," "intimacy with customers" and "serving a special dollar luncheon to a stranger when this privilege is enjoyed only by certain customers."

These reports, printed in all of the papers, certainly can't be put in the classification of favorable publicity. Whatever the moral aspects of the case may be, labor board decisions have proved it is impractical to buck union activity. When such a situation arises it might be better if the night club owner sought a basic solution instead of trying to fight union labor. The labor board in this ruling ordered that the waiters not only receive the \$25 monthly salary but the \$50 weekly that was averaged in tips.

Altho Billingsley announced that he would neither reinstate the waiters nor pay the back wages but would appeal to the higher courts, the encumbrance is still there.

Pavilion Caprice in Waltz Tie-Up

NETHERLAND Plaza's Pavilion Caprice, Cincinnati, has tied up with The Cincinnati Post and the MGM publicity department in a waltz contest to herald the pic *The Great Waltz*, slated for early release. Elimination contests were held at the hotel October 27, with the winners competing in the finals Tuesday night, November 1, in "Viennese Night" at the Pavilion Caprice. Couple capturing the finals will be awarded \$25, a trophy and an all-expense trip to Columbus, O., to compete in State finals. Winners at Columbus will vie with other State finalists at Cleveland. National finals will be held in New York in December.

DOROTHY HAAS, Fanchon and Marco p. 2., has gone out to the Coast for several weeks.

Coming

The Girls Are Always Nicer —on the Other Side

By

CLIFFORD C. FISCHER

A Feature of the

Christmas No. The Billboard

Don't Miss It

Bird in Hand

CHICAGO, Nov. 5.—Abe Lyman, the maestro who planned on opening his own spot in Los Angeles, could not refuse tempting hotel and theater offers and decided to let his own venture wait. He went south after closing at the Chez Paree here and then returns east, opening an engagement at the Strand, New York, December 23.

8 Chi Niteries Under AFA Pacts; Hotel Negotiations

CHICAGO, Nov. 5.—Mike Fritzel and Joe Jacobson, owners of the Chez Paree, leading cafe in this area, signed a contract with the American Federation of Actors this week to use AFA talent exclusively. This is the eighth AFA club signed since the drive started last month. The others are Royale Frolina, Blackhawk Cafe, Hi Hat, 606 Club, Club Minuet, Happy Hour and Clover Bar.

Thru Guy Magley, local AFA chief, the organization joined the Crafts and Trades Council, which is composed of business agents of 27 local unions, including those of waiters, bartenders, food truck drivers, taxi drivers, cooks, chefs, chambermaids and elevator operators. This arrangement is expected to speed the AFA's efforts in hotels and niteries, since the Crafts and Trades Council is pledged to urge operators to sign with the performers' union.

Magley, in a meeting with Charles Arron, attorney for the Chicago Hotel Men's Association, was informed that the AFA angle will be taken up at the hotel men's next meeting, and if any action will be taken it will affect all the members of that association.

More Pittsburgh Spots Reopening

PITTSBURGH, Nov. 5.—Cafe unshuttering in past 10 days indicate upturn in after-dark spending, according to nitery major-domos.

Hotel William Penn this week reopened Bavarian Room with the Original Bavarians troupe after being closed since last spring. Hotel Henry premiered new Silver Grill with George Weber's Orchestra. Wolfendale Hotel on North Side began floor-show policy with three Atlantic City beauty pageant acts heading bill. Schenley Hotel waltzed in Friday and Saturday dancing for ballroom with Jack Walton's Orchestra. Harlem Casino came to life after five months' darkness with revue produced by Larry Steele.

New El Cerrito Club Books Names

SAN FRANCISCO, Nov. 5.—Sally Rand opens November 23 at the Music Box. Reported to get \$1,500 a stint, plus percentage. Bert Levey will take over booking of spot on that date. Line of girls and about four acts weekly will make up shows.

Lita Grey Chaplin and Lina Besquette go into the Rancho San Pablo, El Cerrito, Calif., November 9 for two weeks. Lillian Roth is current at the East Bay dine and dance spot. Belle Baker is booked into the Rancho November 23 for four weeks. Sam Rossey Agency handled deal locally thru William Morris.

Talent Agencies

SAM ROBERTS, Chicago agent, left for New York this week on a 10-day business trip.

SAMMY CLARK, Chicago booker, has joined forces with Will Weber, New York. Clark will maintain an office in Chicago, but will divide his time between there and New York. MAE JOHNSON, of the New York office of MCA, is back on (See TALENT AGENCIES on page 27)

Int'l Casino and NTG's Drop Shows One Day as Punishment

NEW YORK, Nov. 5.—A wave of police censorship hit local night clubs this week with the closing of two major niteries for one night as a "penalty" for excessive nudity and forced mixing. The two clubs hit, with more to come from the police department, are the International Casino, which takes its punishment tomorrow (Sunday), and NTG's Midnight Sun, which will discontinue its floor show or close down for the day next Monday, November 14. Patrons requesting reservations tomorrow at the International Casino were informed that it was "closed for alterations."

Police department said this action is an aftermath of anonymous complaints that reached them. Upon investigation, it was found that the complaints were valid. When approached by the police, the owners of the various clubs said they would comply with decent standards and cut the "objectionable features" from the show.

But the police department made sure to state that they weren't exercising any censorship but that they are responsible for decency and that complaints made against "lewd" shows must be acted upon. An official in the cabaret licensing division, which is under Deputy Commissioner Cornelius O'Leary, said that if it weren't for the angle of performers losing salaries the penalties would be far more severe. There seems to be some doubt whether the acts would be paid for the day.

Charges against the International Casino were said to be against certain "suggestive dances" which the police have been assured will be deleted from future shows. It was also believed that the sale of certain risque novelties brought on the complaints.

In the complaint against NTG's Midnight Sun, the police department said that many of the dances were of "objectionable character" and the showgirls were "forced to mix with the patrons." No other threats were made at the moment, but officials said they were going to keep up strict supervision and if nudity continues to run rampant the night clubs would be subject to revocation of licenses.

A quiet drive is also being conducted among the Greenwich Village night clubs, with the police making nightly visits to some of the spots that have nuded. The drive is being conducted by the police department proper, with Commissioner of Licenses Paul Moss standing on the side lines, his jurisdiction extending only to theaters and burly houses.

MURRAY GORDON, former performer, has joined the Simon Agency, New York, as head of the night club and hotel department. . . . WALLY WANGEL, New York floor-show producer, spotted his first line at the 2 o'Clock Club, Baltimore, Thursday (3), and puts another line into the Brown Derby, Boston, November 21.

CHARLES V. YATES

IRVING YATES

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WILL WEBER PRODUCTIONS

1560 Broadway, NEW YORK, N. Y.

203 No. Wabash Ave., CHICAGO, ILL.

Iridium Room, St. Regis Hotel, New York

This ultra rendezvous of New York's smart set is now following, a little belatedly, the style of floor show popular in several spots last spring and summer—an ice extravaganza. Extravaganza isn't exactly the proper word, since what is presented here is only a skeleton of the spectacle that held visiting firemen spellbound at the International Casino through the warm months. Five of the stars of that show contribute a 17-minute interlude twice nightly, but while it is a short offering in comparison to most floor shows, it is still highly effective and entertaining.

Those moving over from Broadway to Fifth avenue are Nathan Wally, Dorothy Lewis, Margaret and Mary Simpson and Sam Jarvis, each a fine skater and attractive personality. Wally blends high ability on the runners with a good appearance and an ingratiating smile, and Miss Lewis' and the Simpson Sisters' grace and beauty aren't confined to their skating alone. Wally and Jarvis repeat their Bergen and McCarthy act, which is done with more than a little showmanship. Miss Lewis' Lambert Walk is not only effective but apropos in this spot, the scene of the dancer's American birth and one of those swank places whose patronage feels the number was created for it alone.

Floor is not large for ice-skating routines, but the troupe doesn't seem to be bothered by that, and the total effect is one of grace and color, not the least of which is supplied by good-looking costumes and proper lighting. Whole idea fits in admirably with the Iridium Room's expensively sleek and lovely decor.

Charles Baum, his piano and orchestra, attend to the music for the show and for dancing. (Band will be discussed at greater length in a forthcoming issue of *The Billboard*.) Suffice to say here that it performs the job asked of it creditably if not sensationally.

Dinner is \$3.50; food and service, as might be expected, par excellence. Formal dress is required.

Daniel Richman.

Night Club Reviews

Rose Bowl, Chicago

Reopened after considerable remodeling, this intimate room is one of the more modern cafe and cocktail lounge combos on the near North Side. Table capacity has been increased to 180, a band shell erected and the dance floor terraced and enlarged. A window-glass partition separates the bar and is a god-sent noise insulator at show time.

Budget is considerably higher than it was last season. Affair is swiftly paced by Willie Shore, local emcee, who has been around here for some time. He and Armida, Mexican dancer, both at the next-door Hi Hat recently, are sharing honors and fit nicely in this environment. Armida, with her peppery style of firing native tunes and dancing to contagious music, keeps the customers in a jovial mood.

Willie continues with his nutty comedy that is harmless and some soft-shoe prouette stepping that is flashy. He is a good asset in a room such as this, proceeding with a highly informal style and making the check-payers feel welcome.

Burke Sisters (Jean and Margie) open with some swing song and dance work that, graced with their shapely figures, is easy on both eyes and ears. Routines are ordinary but passable. Close with brief take-offs of each of the current dance crazes.

Robinson Twins, veterans from the neighboring Yacht Club, are probably the strongest dance act on the bill, displaying real tap ability and a vibrant delivery. Their opening, a skit of the farmer and his daughter, Nellie, who has been stripping at Minisky's, is rather familiar in this section of town, but their subsequent offerings, both singularly and collectively, are plenty strong. Boy is a tall and winning-looking youngster and gal a peppy little redhead.

Allen Kane directs a five-piece band. Several intermission singers, including Paulette LaPierre and Marcella Gardner,

are around the room between dance sessions.

Appetizing dinners at \$1.50 and \$2. Frankie Howard is manager and Art Goldie handles the publicity.

Sam Honigberg.

Village Nut Club, New York

St Snyder's Nut Club is making a strong comeback. Better management and better shows are obviously the reason. For the first time in a long time the floor show really fits in with the atmosphere—which is a vital point to any night club.

Customers expect nutty stuff because of the club's name and the comic, bawdy wall paintings. And now they're getting it again, the new Bernardi show being an amusing mixture of blackouts, specialties, heckling and novelty. The blackout idea, stolen from burlesque, is swell. Short blackouts do much to break up the monotony of specialties and chorus numbers. Nutzy Pagan does a swell job in the skits and gets fine assistance from Chick Darrow, emcee; Jack Renault, singer; Rudy Horn, dancer, and Red Davis, comic. They do four or five numbers, all of them silly and funny.

Darrow dominates the show with his fast, aggressive, loud and attention-commanding comedy. He reminds us of Milton Berle, working hard and piling up songs, gags and sight bits until the customers just have to give in and laugh. Renault is an okeh singer in the show and later accompanies on the piano Pagan's singing of "sophisticated" songs. Rudy Horn, tall blond youth, turns in a fair tap dance, but really scores with his drunk number.

The five Bernardi Debs are a clean looking, pretty lot who dance well enough and are a pleasing eye-fil in neat costumes. Two of them step out for fair specialties—Helen Waldron for a song and dance and Ronnie Beck for a hip-tossing dance.

The show closes strong when the Big Apple Maniacs (six boys, of which three impersonate girls) do a satire on the Big Apple. It gives a new twist to the fading Big Apple craze. Freddie Masters (trumpet) and five men provide good show and dance music, considering the size of the band. The band's electric guitar is outstanding.

Talent and music booked and staged by Bernard Bernardi. Paul Dentis.

Chez Paree, Chicago

It's an elaborate new show in this popular cafe, headed by three Chez veterans and augmented by a couple of new strong turns. Jimmy Durante, Ruth Petty and the California Varsity Eight are in for another appearance, with Maurice and Maryea, just back from Europe, and Lois Harper upholding the dancing honors.

A singular highlight is the richly costumed line of 16 girls who do three lavish numbers in each show. Gals are eye-filling beauties and their dance work has been considerably improved since Fred Evans took over the reins. In the first and third shows they open in a modernized French number and kick to native tunes in nifty black lace shorts. Midway they follow with a beautiful waltz routine to a Franz Lehar medley and close with a colorful tambourine number in a Gypsy setting.

Jimmy Durante is good, clean fun. Has a gloom-chasing personality thruout the act and socks away with both old and new material. Sings songs in his typical "Schnozzola" manner, interrupts them with gags (has a couple of new ones) and raises Cain with the orchestra. Has two able cohorts that rate mention: Jack Roth, a swiny drummer who doesn't miss a cue, and Shavo Sherman, the impersonator who comes out for a novel bit with Durante. Shavo netted good laughs with his take-offs on Schnozzola and Hugh Herbert.

Ruth Petty, her shapely self again, scored with a series of new hits. Her blues singing voice is full, pleasing and commercial. Uses Negroid arrangements which blend well with her style. Did *Saving Myself for You, So Help Me, Lock My Heart and Throw Away the Key and Who Blew Out the Flame?*

California Varsity Eight, solid choral group, returned with new groups that comparably are on the par with some of their old, standard work. Boys, however, will be wise to continue to deliver from a commercial angle and not elongate slow or semi-classical groups. Hit show-stopping proportions with Russian,

marine and college medleys and for encores did the *Porgy and Bess* group and *Old Men River*.

Maurice and Maryea, in from long European engagements, are one of the smoothest teams to reach the Chez in a long time. They do most strenuous tricks with an abundance of ease and come in and out of each of them with flowing grace. Captured the attention of the large audience with a waltz to *Stars in My Eyes*, a neat clean fox-trot to *Tea for Two and Hearts and Flowers*, a beautiful one-step to *Caveman*, and finished demonstrating *The Blackpool Walk*, latest importation from London. Appearance is tops.

Lois Harper came on early with two tapping routines that were particularly impressive on this large floor. She is a talented dancer and emphasizes steps that enhance her tall, good-looking personality.

Bob Hannon, formerly with Henry Buse and Buddy Rogers, is emceeing the show and lending his melodious, romantic tenor to the production vocals and during dance sessions. Lou Breese and his band are filling a return engagement, playing a fine show and mighty danceable tunes. Breese, on occasions, spurts out with entertaining solos on his educated banjo.

Revue was staged by Fred Evans, assisted by Mary Gorgas. Music arranged by Gene Lucas. Costumes by Evans and Francis Fallister. Special lyrics in the historical number used in the midnight show by Jimmy Savage.

Business has been holding up unusually well, probably attracting a larger number of people than most competitive spots. Ted Weber handling publicity. Sam Honigberg.

Plantation Club, New York

Harlem let loose with a blast last Sunday night that officially inaugurated the winter Lenox Avenue low-down doings when this nitery was jammed to welcome the new revue, *Swing-Copations*. If night club patrons can stand the deafening blares that emanate from this boîte, then they should be included in the first draft, comes the revolution, because they would be the least sensitive.

Be that as it may, noise and all, owner Joe Springer has a show that's fast and racy, with plenty of that zip and showmanship that characterizes the color of a Harlem hot-spot. Talent isn't tops, nor are the gags especially funny or new, but they are on the blue side and the show sizzles with suggestiveness and the feature that made Harlem what it is—dancing, dancing and more dancing.

But the star of the show, for more reasons than singing, is Barrington Guy, who is also the high muck-a-muck of a slave number that sends waves of glandular disturbances down the spines of the customers. The plentiful dancing assignments are doled out among Avon (Brown Boy) Long, Moke and Peko, Joyce Beasley and Ross Collins and Conway and Parks, most of them interspersed with singing and occasional gags.

Avon Long, tho, took top credits as the shining light of the tap artists. He has an illuminating personality and, as a



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

A. B. C. Trio (Paradise) NYC, no. Abbott, Hal & Honey (Hollywood) NYC, no. Abbott & Costello (Casa Manana) NYC, no. Ace, Red (Bastardman's) Cincinnati, no. Adams, Marguerite (Midnight Sun) NYC, no. Adrian, Iva (Leon & Eddie's) NYC, no. Allen, Stuart (Essex House) NYC, h. Allen, Roberta (McAlpin) NYC, h. Allen, Howard (Palmer House) Chi, h. Alms & Roland (Queen's Terrace) Woodside, L. I., no. Althoff, Charles (Paramount) Ft. Wayne, Ind., t. Andre, Julia (Crisis) NYC, no. Andra & Delphine (Billings Club) Billings, Mont., no. Audrey, Lillian (Ball-Ball) Chi, no. Antonia (Havana-Madrid) NYC, no. Apollo, Dave (Cassava) NYC, no. Arroyo, Manuel (Tivoli) Jaen, Mex., no. Arlene, Dolly (Palmer House) Chi, h. Arlyne, Alpha (Village Casino) NYC, no. Arzuda (Rose Bowl) Chi, no. Arzen & Broderick (Strand) NYC, t. Ash, Paul & Orch. (Roxy) NYC, t. Ash, Lou (Rancho San Pablo) El Cerrito, Calif., no. Austin, Sue (Village Barn) NYC, no. Aubrey, Gene (Pal) Chi, t. Aylshire, Alpha (Broadford) Boston, h.

B. Babette (Ritz) Des Moines, no. Bach, Richard (Hildebrandt) Phila, no. Bachelors Four (Belmont Plaza) NYC, h. Bailey Sisters (Palmer House) Chi, h. Baker, Beulah (Palmer House) Chi, h. Baker, Marc (Drake) Chi, h. Banks, Sadie (Old Roumanian) NYC, no. Bamister, Barbara (Midnight Sun) NYC, no. Barms, Dan Luis (Bangalow Cafe) Sacramento, Calif., no. Barwick, Fredrick (Armando's) NYC, re. Barker Trio (Pt. Hayes) Columbia, O., h. Baron & Blair (El Rio) NYC, no. Bartholomew, Freddie (State) Providence, t. Baxson, Dr. L. (Zimmerman's) NYC, re. Bayless, Ed, Les (Henry the Bull) Phila, no. Beaucarre, Pierre (Monte Carlo) NYC, no. Behan, Arthur (Gay Nineties) NYC, no. Bela, Zina (Zimmerman's) NYC, re. Belle, Anna (Gallant's) NYC, no. Bella Hawaiian Polka (Park Westfield, Mass., 49 (State), Manchester, N. H., 11-13; (State) Nashua 13-14; (Strand) Gloucester, Mass., 13, t. Belmont Bros. (Half Moon) Steubenville, O., no. Belmont, Gloria (El Chico) NYC, no. Belmont, Hal (El Chico) NYC, no. Bennett, Ethel (Old Roumanian) NYC, no. Bennett, Lara (Leon & Eddie's) NYC, no. Berk, Irving (Roumanian Village) NYC, no. Berle, Milton (State) NYC, t. Berns, Val, Conrad (Lyric) Indianapolis, t. Berns, Harry (Half Moon) NYC, no. Betty Bros. (Cotton Club) NYC, no. Bigelow & Lee (Chandler) Millburn, N. J., no. Billotti Troupe (Shrines Circus) Galveston, 14-15. Billups, Daria (Russian Kretchma) NYC, re. Blackstone, Nan (Colony) Chi, no. Blanchard, Jerry (13) NYC, no. Blanche & Elliott (Club El Patio) Mexico City, no. Bob, Joe (Alms) Cincinnati, h. Boice & Ladd (Paramount) Ft. Wayne, Ind., t. Boed & Boed (International Casino) NYC, no. Boer, Arthur (Biltmore) Providence, h. Borg, Juba (Jimmy Kelly's) NYC, no. Borsari, Connie (Paramount) NYC, no. Bourbon, Ray (Reverend's) Hollywood, no. Bouvier, Yvonne (St. Moritz) NYC, h. Bowman, Sybil (Pal) Chi, t. Bowes Major, 34 Anniversary Show (Capitol) Washington, t. Brad, Jules (Ambassador) NYC, h. Breck, Helms (Pan-Pacific Rink) Los Angeles, o. Brooks, Sheldon (Beverly Hills) Newport, Ky., no. Brown, Evans (Red Gables) Indianapolis, no. Brown, Mary Jane (666 Club) Chi, no. Brown, Jimmie (Commodore) NYC, h. Brown, Ralph (Kil Kat) NYC, no. Brown, Hank (Birmingham Pair) Birmingham, Ala. Brown, George (International Casino) NYC, no. Bruce, Carol (Midnight Sun) NYC, no. Buckley, Catherine (Midnight Sun) NYC, no. Burke Sisters (Rose Bowl) Chi, no. Burns, Mortuary & Deid (Paramount) Ft. Wayne, Ind. Burton, Mary (Famous Door) NYC, no.

C. California Variety Eight (Chez Paree) Chi, no. Calloway, Hazel (Plantation) NYC, no. Canby Sisters (Leon & Eddie's) NYC, no. Carmen, Lillian (State) NYC, t. Carr, Billy (666 Club) Chi, no. Carroll, Della (Paradise) NYC, no. Carroll & Gorman (13) Chi, no. Carroll, Paul (Village Casino) NYC, no. Carter & Schaub (Jimmy Kelly's) NYC, no. Carter & Bowle (Harvey Gallant's) NYC, re. Cartier, Joan (Swing) NYC, no. Carter, Johnny (Tokay) NYC, re. Carlos & Carlos (Havana-Madrid) NYC, no. Carter, Zev (Village Barn) NYC, no. Chapple & Reed (Kil Kat) NYC, no. Charles & Barbara (Top Hat) Union City, N. J., no. Chase, Rhoda (Coral) NYC, no. Chase, Joseph (Midnight Sun) NYC, re. Chiquita (Midnight Sun) NYC, no. Chire, Dorothy (Brick) NYC, no. Clifford, Pete (Swing) NYC, no. Cohey, Lew (White) NYC, h. Colette, John (13) Chi, no. Colgan, Bill (Cristal) NYC, no. Collins & Beasley (Plantation) NYC, no. Colomo, Aurelia (Radio City Rainbow Room) NYC, no. Colston, The (White) NYC, no. Comfort, Vaughn (Jimmy Kelly's) NYC, no. Conroy, Frances (One Fifth Ave.) NYC, h. Condo Bros. (Harle) Washington, t. Continental Thrillers (Boulevard Tavern) Elmhurst, L. I., no. Continentals, The (Le Mirage) NYC, no. Cooper, Adna (Jimmy Kelly's) NYC, no. Corlies & Palmer (Queen Mary) NYC, re.

Corselli (Hulchick) Hollywood, no. Cordova, Angelita (Trocadero) NYC, re. Cortello Hollywood Casino's (Palomar) Los Angeles, no. Corixa & Malda (Yumurti) NYC, no. Crace, Fred (Leon & Eddie's) NYC, no. Craven, Frank (Chateau Moderne) NYC, no. Crawford & Caskey (Biltmore) NYC, h. Cromwell, Ann (Club Carle) Hollywood, no. Crump, Pissawat (Glaze Hat) NYC, no. Culbertson, Bob (Brick) NYC, no. D'Amore & Anita (International Casino) NYC, no. Dahl, Soney & Shirley (Yacht) NYC, no. Dandridge Sisters (Cotton Club) NYC, no. Daniels, Jean (Plantation) NYC, no. Danis (Village Casino) NYC, no. Dario & Diane (Casanova) NYC, no. Darling Sisters (Coco) Buffalo, no. Darrel, Dorothy (Midnight Sun) NYC, no. Darrow, Chick (Village Nut) NYC, no. Detoko, Yasha (Russian Art) NYC, e. Dawson, Lillian (Zimmerman's) NYC, re. Day, Gloria (Paradise) NYC, no. De Angelo & Porter (Casino De La Plaza) Havana, Cuba, no. De May, Moore & Martin (Colombo's) Chi, no. Dean, Laura (Village Barn) NYC, no. DeCamp, Ronnie (Old Roumanian) NYC, no. De Cruz (International) NYC, no. De Janetta, Renee (Ambassador) NYC, h. Delahanty Sisters (Mac's) Oermantown, O., no. DeRando & Barry (Coral) NYC, no. De Tracy, Leon (Tokay) NYC, re. Dell, Helen (Berlotti's) NYC, no. Denning, Ruth (Yacht Club) Chi, no. Denise (Village Casino) NYC, no. Dennis, Dorothy (El Rio) NYC, e. DeLion, Ernie (International Casino) NYC, no. Desori & Helen (Harle) NYC, no. Dinora (Midnight Sun) NYC, no. Dixon, Alice (Kil Kat) NYC, no. Dixon Sisters (Locust Club) Phila, no. Donahue, Al & Orch. (Strand) NYC, t.

Dora, Dee (Hildebrandt) Phila, no. Doris de Valero (Whirling Top) NYC, no. Drake, Blue (Swing) NYC, no. Draper, Paul (Waldorf-Astoria) NYC, h. Drayton Sisters & Jack (Frostman Club) Detroit, no. Drew, "Bach" (Kil Kat) NYC, no. Duke, Louise (Le Mirage) NYC, no. Dunn, Jerry (Bungalow Cafe) Sacramento, Calif., no. Durante, Jimmy (Chez Paree) Chi, no.

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—club; 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.
NYC—New York City; Phila—Philadelphia; Chi—Chicago.

E. Eddy, Three, with Eddie Keck (General Electric Indoor Circus) Ft. Wayne 13-13. Earl, Doug & Cal (La Marquise) NYC, no. Eberhard, Hess (Pan-Pacific Rink) Los Angeles, o. Elard, Jimmy (Indigo) Hollywood, o. Elin, Maria (El Tabarin) NYC, no. Elliot, John (Gay Nineties) NYC, no. Elmer & Leonard (Hildebrandt) Phila, no. Elliot Trio (Village Barn) NYC, no. Elyon & Rita (Coco) Buffalo, no. Emeram Sisters (Club Candado) Trenton, N. J., no. Eml & Evelyn (Palomar) Los Angeles, no. Emma & Henry (International Casino) NYC, no. Ercles & Novello (Netherland Plaza) Cincinnati, h. Estens, Johnny (Geo. Washington) Jacksonville, Fla., h. Estelle & Leroy (Radio City Rainbow Room) NYC, no.

F. Fagan, Nutsy (Village Nut) NYC, no. Fawcett, Bill (Place Esplanade) NYC, no. Fashionettes, The (Biltmore) NYC, h. Faye, Gladys (Jimmy Kelly's) NYC, no. Fears, Peggy (El Rio) NYC, no. Feisley, Lois (Bungalow Cafe) Sacramento, Calif., no. Fenlon, Mildred (Yacht) NYC, no. Fields, Benny (Casa Manana) NYC, no. Fiske, Dwight (Savoy-Plaza) NYC, h. Finch, Bob (Park Central) NYC, h. Floresta & Boyette (Cat & Fiddle) Cincinnati, no. Foster, May (Swing) NYC, no. Florian, Jean (Palmer House) Chi, h. Forrest, Helen (Lincoln) NYC, h. Foster, Gene, Girls, Sixteen (Earle) Washington, D. C., t. Foster, Gene, Girls (Roxy) NYC, t. Four Co-Eds (Palomar) Los Angeles, h. Francis, Charles (13) NYC, no. Francis, Dixie (LaBelle) Chi, h. Francis, Ray (Variety Hall) Portland, Ore., no. Francisco, Deo (Ritz House) Columbia, O., h. Fredericks, Charles (Midnight Sun) NYC, no. French, Eleanor (Ambassador) NYC, h.

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

G. Gale, Judith (Fifth Ave.) NYC, h. Gale, Ann (Whirling Top) NYC, no. Gale Seater (Beverly Hills) Newport, Ky., no. Gale, Diana (El Cafe) Hollywood, no. Garber, Jan & Band (Colonial) Dayton, O., t. Garner, Nancy (Midwood Grill) Brooklyn, N. Y., no. Gauthos, Seven (Earle) Washington, t. Gavin, Margo (Edgewater Beach) Chi, h. Gaynes, Leda (Club 18) NYC, no. Gerity, Julia (Queens Terrace) Woodside, L. I., no. Gilbert, Ethel (Radio Frank's) NYC, no. Gilbert, Bert (Ball-Ball) Chi, no. Gilford, Jack (State) NYC, t. Gilmore, Amelia (Wivel) NYC, re. Gonzalez & Menen (McAlpin) NYC, h. Gordon, Paul (Roxy) NYC, t. Gory, Gene & Roberto (Shubert) Cincinnati, t. Gower & Jeanne (Palmer House) Chi, h. Grace & Nikko (International) NYC, no. Grauer, Bernis (Gay 90's) NYC, no. Gray, Marlet (Edgewater Beach) Chi, h. Gray, Jack (Park Lane) NYC, h. Gray, Dorothea (Mattoon's) Stockton, Calif., no.

Green, Al (Pioneer Nat) NYC, no. Gregson, The Great (State-Lake) Chi, t. Grey, Betty (Bismarck) Chi, h. Grozan, Willie (13) NYC, no. Guerlain, Annette (Berlotti's) NYC, no. Guy, Harrington (Plantation) NYC, no. Gyldenkrone, Baron (Wivel) NYC, re. Gypsy Four (L'Aiglon) Chi, re.

H. Hall, Vera (Dorchester) London, h. Haines, Tate & Simpson (Leon & Eddie's) NYC, no. Hale, Chester, Girls (Pal) Chi, t. Hale, Johnny (El-Hat) Chi, no. Hale's, Chester, Capitol Dancers (Capitol) Washington, D. C., t. Halliday, Billy (Lincoln) NYC, h.

Hall, James (Melody Club) Union City, N. J., no. Hamilton, Frank (Coco) Buffalo, no. Hammond, Karl P. Eskimo Troupe (Ice Palace of 1377) Atlantic City. Handy, W. C. (Cotton Club) NYC, no. Harold & Lola (International Casino) NYC, no. Harper, Lois (Chez Paree) Chi, no. Harrington, Pat (Club 18) NYC, no. Harris, Val (Indigo) Hollywood, o. Harrison, Burke (Gay 90's) NYC, no. Hartman, The (Flora) NYC, h. Hayward & Allen (Le Roban Bleu) NYC, no. Heaton, Boyd (Pepper Pot) NYC, no. Heldt, Horace & Orch. (Earle) Phila, t. Heller & Riley (Colombo's) Chi, no. Henson, Eddie (Village Barn) NYC, no. Henry, Dorothy (Freddie's) Cleveland, no. Herbert, Florence (Queen Mary) NYC, re. Herbert, Hugh (Strand) NYC, t. Herrera, Armanda (Bamba) Hollywood, no. Hi Emmer & Blue Ridge Hillbillies (Jackson) Jackson, N. C., 10-11 (Richard) Asheville 12, t. Hill, Florence (Plantation) NYC, no. Hilliard, Jack (Royale Prolet) Chi, no. Hillard, Harriet (Drake) Chi, h. Hector & Shoney (Rancho San Pablo) El Cerrito, Calif., no. Hodges, Jimmy (Elbrau) Lawrence, Mass., no. Holt, Lou (Casa Manana) NYC, no. Hoorek, Jimmy (El Tabarin) NYC, no. Houston & Harden (Stevens) Chi, h. Hoover, Winnie, Girls (Harry's New York Cabaret) Chi, no. Howard, Joseph (Bill's Gay 90's) NYC, no. Hubert, John (Fifth Ave.) NYC, h. Hudson, Deane & Band (Loxy) St. Paul, h. Hudson, Marge (Village Barn) NYC, no. Huston, Ethel (Le Roban Bleu) NYC, no. Hutchinson, Hal (Biltmore) NYC, h. Huston, Betty (Casa Manana) NYC, no.

I. Jackson, Stone & Reeves (Colombo's) Chi, no. Jackson, Sigaw (Cotton Club) NYC, no. Jackson, Harry (Paradise) NYC, no. James, Jacqueline (Gold Dollar) Jamestown, N. Y., no. Janet of France (Janet of France) NYC, re. Jarvis, Elaine (Cavalier) NYC, no. Jarvis, Johnny (Fifth Ave.) NYC, h. Jarvis, Sam (El Regia) NYC, h. Jayne, Ezana (Fifth Ave.) NYC, h. Jeanette & Kalan (Monte Carlo) NYC, no. Jessel, George (Versailles) NYC, no. Jimmie & Nora (Village Casino) NYC, no. Johnny & George (Maxim's) NYC, re. Johnson, Mae (Cotton Club) NYC, no. Johnson, Mrs. (Yacht) NYC, no. Jones, Owen (Leon's) NYC, re. Jovellys, Lew (Pal.) Chi, t.

Joyita & Maravilla (El Chico) NYC, no. Juanito (Gauch) NYC, no.

K. Kalmus, Bee (Royale Prolet) Chi, no. Kamia (Colombo's) Chi, no. Kapelova, Klavdia (Russian Kretchma) NYC, no. Karavassif, Simon (Russian Kretchma) NYC, no. Kauf, Ben (Place Esplanade) NYC, no. Kay, Herbie & Band (Auto Show-Waldorf-Astoria) NYC, h. Kaye, Danny (Dorchester) London, h. Kelly, Paula (Rainbow Room) NYC, no. Kelsey, Billy (Elyse) NYC, h. Kemp, Hal & Band (Chicago) Chi, t. Kemp, Hal & Band (Chicago) Chi, t. Kemper, Charles (Yacht) NYC, no. Kenmore, Shubby (Hiverside Club) Casper, Wyo., no. Kenney, Billy (Coral) El Paso, Tex., h. Kent, Beatrice (Dorchester) London, h. Kermit & Dennis (Biltmore) Atlanta, h. King, Charlie (Butler's) NYC, t. King, Mickey (Mattoon's) Stockton, Calif., no. King, Peggy (Brick) NYC, no. Knapp, Ss. & Sunny Barone (Chicago) Chi, t. Korova, Natalia (El Gauch) NYC, no. Korboff, Alexis (International Casino) NYC, no. Kramer, Leon (Zimmerman's) NYC, re. Kreis (International Casino) NYC, no. Krupa, Gene & Band (Palomar) Los Angeles, h. Kuhlman, Marie (Stevens) Chi, h.

L. La Carmella (Gauch) NYC, no. Laokre, Jimmie (Weber's Hofbrau) Camden, N. J., no. Laird, Horace (Shrine Circus) Phila, 14-13. Lane, Jackie (Merry-Go-Round) Canton, O., no. Lane & Carroll (Essex House) NYC, h. Lane, Mary (Jimmy Kelly's) NYC, no. Lang & Lee (Cinderella) Denver, no. Lawton, Reed (Armando's) NYC, no. Layton, Bert & Four Flirts (Plaza Cafe) Pittsburgh, no. Lazaro, Gus, Trio (Deshler-Wallick) Columbia, O., h. Leclair, Aerial (Paris Inn) San Diego, Calif., no. Lacerria, The (Chicago) Chi, t. Le Baron, Karra, Trio (Royale Prolet) Chi, no. LeBarras, The (College Inn) Chi, no. Lee, Bob (Wivel) NYC, re. Lee, Joe & Betty (Copa Cabana) Rio de Janeiro, h. Lee, Dorothy (University Grill) Albany, N. Y., no. Lee & Lockman (Colony Club) Springfield, Ill., no. Lee, Gypsy Rose & Unit (Tower) Kansas City, Mo., t. Legg, Harris (Pan-Pacific Rink) Los Angeles, o. Leeman (Lexington) NYC, h. Lenny, Jack & Stalter Twins (State-Lake) Chi, t. Leonard Sr., Eddie (Beverly Hills) Newport, Ky., no. Leonard, Harold (La Marquise) NYC, no. Leonard, Marva (Hildebrandt) Phila, no. Les Cristiani (International Casino) NYC, no. Lester, Ted (Wivel) NYC, re. Leslie, Nancy (Monte Carlo) NYC, no. Lester & Irma Jean (Nixon's) Pittsburgh, o. Lester, David (Nixon's) NYC, no. Lewis, Hank (Mattoon's) Stockton, Calif., no. Lewis, Ann (Old Brick) NYC, no. Lewis Twins & McKenna (Embassy Club) Montreal, Que., no. Lewis, Rich (Review) Reading, Pa., no. Lewis, Ted & Band (Beverly Hills) Newport, Ky., no. Leyton, Jack (Lido) Youngstown, O., no. Liberte & Owen (Village Casino) NYC, no. Little, Joe (Gold Dollar) Jamestown, N. Y., no. Lombardo, Guy & Band (Booseville) NYC, h. Lonas, John (Variety Hall) Portland, Ore., no. Long Jr., Nick (Dorchester) London, h. Long, Avon (Plantation) NYC, no. Los Alamos (Summit) NYC, no. Loy, Tonia (Columbia) New Casper, Wyo., h. Lucienne & Ashour (State) NYC, t. Lyman, Abe & Band (Roosevelt) New Orleans, h. Lyons, George (Earle) Washington, t. Lyte, Rose & Ray (Rancho San Pablo) El Cerrito, Calif., no. Lyte, Rose & Ray (Lookout House) Covington, Ky., no.

M. McConnell & Moore (Industrial Expo.) Ft. Smith, Ark. McCoy, Clyde & Band (Hiverside) Milwaukee, t. McDowan & Mack (Pan-Pacific Rink) Los Angeles, o. McKim, Mae (Casanova) NYC, no. McMahon, Larry (Village Casino) NYC, no. Medina, Manuel (Mexico) Denver, t. Mack, Billy (Cristal) NYC, no. Mackle & Paul (Top Hat) Union City, N. J., no. Madera, Nedra (Gauch) NYC, no. Madison, Rudy (Gay Nineties) NYC, no. Malarekno, Daniel (Rainbow Inn) NYC, re. Malvey, Hal (Club Candado) Syracuse, N. Y., no. Malzac, Three (Village Casino) NYC, no. Marco & Marsha (Jung) New Orleans, h. Marcus, Dr. Arthur (Mayflower) Akron, O., h. Marcus, Lois (Colombo's) Chi, no. Margot (Tokay) NYC, re. Martin, Paul (Midnight Sun) NYC, no. Martina & Norma (Tokay) NYC, re. Marlowe, Selma (Century) Baltimore, t. Marilyn & Michael (Radio City Rainbow Grill) NYC, no. Marquita & Meese (New Penn) Library, Pa., no. Marshall & Helen (General Electric Indoor Circus) Ft. Wayne 13-13. Martinell, Marie (Gamecock) NYC, re. Martin, Louis (Cristal) NYC, no. Marvay, Gene (Warwick) NYC, h. Marley & Corby (New Yorker) NYC, h. Maurice & Maryea (Chez Paree) Chi, no. Maureth, Irene (13) NYC, no. May, Bobby (Dorchester) London, h. Mayfield, Katherine (Le Mirage) NYC, no.

(See ROUTES on page 53)

SWING TO FLESH IN L. A.

RKO Vaude Back In Cincy, Cleve.; N. Y. Shows Okeh

NEW YORK, Nov. 7.—RKO is going ahead with plans for resumption of vaude in two of its houses this and the coming week. Palace, Cleveland, is lighting up on the 11th with a bill consisting of Gene Autry, Sybil Bowan, Lathrop Brothers and Betty, the Biltmorettes and Oxford Boys, while the Schubert, Cincinnati, brings in shows a week later, the 18th, with a "battle of music" between Don Bestor and Clyde McCoy. Subsequent bookings for the two houses includes, for Cincy, Count Berni Vici, week of November 25; Horace Heidt, December 2, and Gypsy Rose Lee, December 9. For Cleveland, Gypsy Rose Lee, November 18, and Ozzie Nelson-Harriet Hilliard week of December 2.

Officials of RKO vehemently denied reports of the discontinuance of the "experimental vaude bookings" in nabe houses in the metropolitan area. Houses concerned are the Fordham, Franklin, Coliseum, 86th Street, Madison, Richmond Hill and the Prospect. Charles McDonald, RKO division manager, denied that the theaters were abandoning spot bookings. He pointed out that shows have been booked for several houses for dates two and three weeks ahead. McDonald also discredited rumors that dissension with stagehands and musicians' unions was directly frustrating vaude revivals for these houses. He did say, tho, that shows were not the regular policy at these theaters and that they would remain sporadic bookings.

Introduction of vaude in Cleveland and Cincinnati follows closely the revival of a stage policy at RKO houses in Chicago and Columbus recently.

Grosses

NEW YORK—Paramount, with a stage show consisting of Raymond Scott's Quintette and Mark Warnow's Ork, plus the not too strong pix, *Men With Wings*, did \$46,000 in its opening week. The Stage came thru with but \$34,000 with *Body Vallee* as the attraction and *Too Hot To Handle* on the screen. This is considerably better than it has been doing but not as much as expected. Horace Heidt and crew at the Strand, along with an equally strong picture, *The Sisters*, rolled off \$30,000 in its third and closing week. Third week of Abbott and Costello, Mario and Florida and Suzie at the Romy was good for \$36,200. Radio City Music Hall with the stage revue and Young Dr. Eldere did \$70,000, just about par.

CHICAGO.—Third and last week of vaude bill supporting Deanna Durbin's *That Certain Age* at the Palace grossed a fine \$15,000, making a healthy total of \$32,200 for the entire engagement. Orin Tucker's holdover at the Chicago, stimulated by a new screen arrival, Warner's *The Sisters*, topped his first week and attracted a good \$36,000. A strong five-act show at the State-Lake and a Movie Quiz film, *Speed To Burn*, wound up with an average \$12,000.

PITTSBURGH—Stanley, featuring Ted Lewis Band and *The Arkansas Traveler*, did \$4,000 above the normal \$18,000 draw with \$22,000.

WASHINGTON—Capitol did an average gate of \$17,800 with the Radio (See GROSSES on page 25)

Folly, Brooklyn, In Sudden Fold-Up

NEW YORK, Nov. 5.—Folly, Brooklyn, which had been using units and acts on split-week basis, closed suddenly on Wednesday without indicating future policy. Bookers, Al Rogers and Bill Miller, claim acts, stagehands, musicians were given day's notice. Despite that Rogers and Miller claim several disbelieving acts went to the theater Thursday suspecting the theater was still open, but found the theater closed. Eddie Sherman is understood to have taken over booking with a new show Sunday, but Rogers-Miller office deny report, contending they'll still be Folly bookers if and when it reopens.

1,400 Costumes, One Act

NEW YORK, Nov. 7.—Lestra Lamont owns what is probably the biggest wardrobe for an individual act in show business today.

He has 1,400 costumes for himself and his four girls, and the trunks holding the costumes fill an entire basement on West 46th street. Costumes are for 85 production numbers and are all crepe-paper creations designed, cut and sewn by Lamont himself.

He's playing night clubs now.

Only 3-Day Stand Left in Boston; Circuits Adamant

BOSTON, Nov. 5.—Keith Memorial and Keith-Boston at present entertain no prospect for the immediate return of flesh and the present double-feature policy at both houses will be continued thruout the winter.

The M. & P. Theaters have definitely decided not to restore flesh to the Metropolitan, 4,500-seater, at least for this season. Met has also the double-feature policy, which policy leaves only the Gaiety as a vaude theater, and that only for the last half each week.

Show Pulled Due To Weak Picture

NEWARK, N. J., Nov. 5.—A dispute over salary for the second unplayed week of their two-week contract at the Paramount Theater was settled amicably by the management and the Dows, bookers. Film, *Men With Wings*, was pulled out after the first week, along with the show, which included Saul Grauman, Lindy Hoppers, Cappy Bara Band and Johnny Burke.

Negotiating thru the APA, Grauman was given five days at the State, Hartford, drawing full salary for both weeks and also getting money for transportation. Other acts reached a settlement with the Dows.

Ina Ray Hutton, NTG's unit and Colling and Peterson are current.

Rose Unit in Midwest

CHICAGO, Nov. 5.—Rose's *Parisian Midget Follies* are getting a nice play out of the local Billy Diamond Agency. Dates set for the show this week, starting mid-November, include the Garrick, Duluth, Minn., for four days; State, Virginia, Minn., one day; State, Hibbing, Minn., two days; Palace, Superior, Wis., two days, and Hollywood, La Crosse, Wis., two days. All of these houses furnish spot bookings for unusual attractions.

New Billy Rose Show Surpasses All Previous Manana Offerings

NEW YORK, Nov. 7.—By far surpassing anything he has ever put on here since he took over the place five months ago and perhaps the most brilliant array of variety entertainers ever assembled on one bill, Billy Rose's eighth edition of his *Streamlined Varieties* put forward the most convincing argument that vaudeville, in the modern manner, is not only possible but commercially so, too. Enough to convert the disbelievers, to confound his competitors and please the widest and most discriminating patronage, a two-and-a-half-hour show, with hardly an act out of the "name" class, completely won over a helpless opening night throng Sunday. Actually, not one of them failed to draw a show-stopping approval.

The amazing roster of names boasts of Lou Holtz, Velox and Yolanda, Benny Fields, Helen Morgan, Bessie Minevitch's Rascals, Abbott and Costello, Gaston Palmer, Betty Hutton, Della Lind and the Helen Reynolds Girls. As impressive as the list may look on paper,

FTP Revue a Surprise Hit and Starts Strong Talk for Vaude

"Two-a-Day" a click—colored revue opens November 10 — AFA pushes back-to-vaude movement — appeals to mayor — indie theaters mull plan to drop bank nights

By DEAN OWEN

LOS ANGELES, Nov. 5.—Rumors that flesh shows are on the upswing in the public's favor have been heard around here for some time, but this week there is proof that live talent is definitely b. o. The capacity biz being done at the Hollywood Playhouse with FTP's *Two-a-Day*, the new colored show opening at the downtown Criterion, and the move among film theaters to drop bank nights, keno, etc., in favor of flesh are seen as proof of a swing to vaudeville. Sunday night FTP opened its *Two-a-Day*, expecting to do fair biz. The public has gone overboard on the show and there is a heavy advance sale. With admission 15 cents to \$1.10, the show grossed \$7,500 for Sunday and Monday nights. This is top biz for the house, considering that 50 per cent come in on passes, paying small fee for service charges. Sunday night's opener lasted until 1 a.m. and even then the crowd didn't want to go home.

3 U. S. Acts in Command Show; 6 in '31 and '35

LONDON, Nov. 5.—Vaude program for the 19th Royal Command Performance held at the London Coliseum November 9 has been set. Following are the acts: Stuart Morgan Dancers, Les Allen, Two Crastonians, Three Aberdonians, Elsie and Doris Waters, Jack Payne and band, Evelyn Laye, Two Leslies, Lupino Lane, George Graves, Ken Davidson and Hughie Fergie, with Joe Tobin; Donald Stewart and Renee Houston, 24 Tiller Girls, Murray and Mooney, Hattan and Manners, Richard Hearn and Co. and Teddy St. Denis, Victoria Palace Co., presenting *The Lambeth Walk*, will finale.

American acts on the bill are Stuart Morgan Dancers, Davidson and Fergie and Stewart and Houston.

American acts previously honored by inclusion in such programs are as follows: Pipifax and Paulo, Fanny Fields, Charles T. Aldrich (1912); Sam Barton (1919); Kharum, Tris Sisters (1922); Julian Rose, Howell, Hargar and Naldi, Chilton and Thomas, Toto (1930); Teddy Brown, Myron Pearl and Company, Moore and Revel, Rich Hayes, Al Trahan and Yukona Cameron, Carr Brothers and Betty (1931); Wilson, Keppel and Betty, Ganjou Brothers and Juanita, William and Joe Mandell, Omar, Roy Fox (1933); Kafka, Stanley and Mae Four, Three Sailors, Jack Holland and June Hart, Sophie Tucker, Four Mills Brothers (1934); Three Diamond Brothers, Joe Jackson, Three Cossacks, Will Mahoney, Jeanne Deveraux, Ruth Harrison and Alex Fisher (1935); Jack La Vier and Ruthie Morgan (1937).

Proceeds will, as usual, be entirely devoted to the Variety Artists' Benevolent Fund. Program has been set by Harry Marslow, George Black and Sir Oswald Stoll.

Carrillo Maybe For Robitschek; Vaude, Afterpiece

NEW YORK, Nov. 5.—Negotiations are on to have Leo Carrillo as headliner for the opening of Kurt Robitschek's New York Palladium. Carrillo, who is making a picture at present, will be available after November 23, and if Robitschek and he come to terms the house will open November 24 instead of the 21st as scheduled. Herman Bing may open the second show in four weeks.

Shows will take 135 minutes of running time and will consist of straight vaude for the first part (45 minutes), with the balance being produced vaude of the revue type, as sanctioned by Actors' Equity. According to the agreement with Equity, those appearing in the first part of the show will not be permitted to appear in the second half. Robitschek is in the midst of negotiations with the American Federation of Actors, with which he said he will sign a contract.

(See NEW BILLY ROSE on page 28)

State, New York

(Reviewed Thursday Evening, Nov. 3)

Making a prodigal return to Broadway after a year or so in Hollywood, Milton Berle seems to have lost none of his draw for the New York audience, for he packed them in opening day, anguring a fat week. More than that, he will be held for the following week but with an entirely new show.

Surrounding himself with a group of mediocre specialties, with one exception, he nevertheless gives so much of his own time that the entire offering is swept along on his strength to a very popular conclusion. Not that Berle is without flaw, for he almost queers his own chances by putting forward his worst foot, a motley collection of oldies. But Mrs. Berle's now roly-poly son still is master of the satiric rapier thrust, hair-breadth timing and audience reaction, and he had things very much his way soon after the opening bell. In addition to his gagging and kidding, he also tries his hand at a bit of legerdemain that goes awry, a spot of vocalizing, expert parodying of pop song titles and, generally, kibitzes with each act and with a couple of stooges.

Meritorious standout of his "crazy show" is the slam-bang and wildly acrobatic spache offering of Lucienne and Ashour. Opening legitimately, with the girl the butt of all the teasing around, the turn changes aspect in the last half, the girl turning the tables on the slight male and subjecting him to a thoro going-over. Act combines speed, skill and novelty for a very favorable impression.

For the rest, Lillian Carmen vocalizes a couple of tunes, *You Go to My Head* and *I Know, You Know*, in a small and rather shrill voice to fair results. However, good arrangements and trimness of appearance help out greatly. Jack Gifford is pretty weak at mimicking, and Ralph Sanford does a looney characterization of pseudo-dramatics, which in itself is not so hot but which serves well enough to set the stage for a burlesqued bit of the same by Berle.

A not very impressive supporting cast, hardly enough to steal any thunder from Berle, which may be the madness in Berle's method.

Strong attraction on the screen, *You Can't Take It With You*.

George Colson.

Princess and Baby
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"PSYCHIC WONDERS"
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Vaudeville Reviews

Palace, Chicago

(Reviewed Friday Evening, Nov. 4)

Despite its rustic atmosphere (or, perhaps, because of it) Gene Autry went best in the new bill today. The "first cowboy of the screen" made his entrance to a big band and displayed a gracious, well-staged and surprisingly entertaining act. Works in the closing spot with two boys, one on in a comedy suit and the other a champion fiddler, and makes a popular gesture by permitting his cohorts to grab some laughs. His horse Champion is on the stage for a couple of tricks, sings himself a few popular tunes of the wide open spaces and engages in some patter with his assistants. The comedy songs they all do together, accompanied by the comic on a washboard contraption, are good fun.

Ann Pritchard and Jack Lord, tap and ballroom team, open the show and probably because of that early appearance do not make a more satisfactory showing expected of such an act. First two tap numbers, one with castanets and the other of musical comedy design, have slow tempos. Later return with a graceful waltz climaxed by Miss Pritchard's lengthy and expert circle of turns. Sandwiched in is Larry Collins, the trick trombonist, who earned a nice hand with an interesting version of *Black Eyes* and a "strip tease" of the instrument.

Vox and Waiters, the old-time ventriloquist turn, modernized the act in quite a number of spots, the finished product including some fresh lines and a new dummy with a more expressive face. Man's drink bit and woman's baby cry are still the highlights.

Les Jewellys, man and woman novelty act, are really offering something different in the balancing line that is worthy of presentation. Among other tricks, man balances his partner on a precarious seesaw and later improves on the feat by placing two large rubber balls between his own and partner's head.

The Slate Brothers, nutty trio, spend a little too much time on nonsense. Boys should move up some of the stronger stuff, particularly Fay Carroll, sexy blonde who does a good warbling job of *True Confession*. An audience will accept an offering that demands talent and an amount of effort, a reaction displayed in their closing competition dance.

On screen, RKO-Radio's *The Mad Miss Newton*. House fair first evening show opening day. Sam Hontigberg.

Music Hall, New York

(Reviewed Thursday Evening, Nov. 3)

Titled *Symphony in Color*, stage show is sumptuously dressed and produced. Gets off to a rather light and clever start with the Glee Club wearing artists' smocks and singing special music and lyrics by way of introducing Rosita Ortega in *The Lady in Red* number. Miss Ortega is a Spanish dancer with castanets, twinkling feet and a completely charming manner. Her perform-

ance is expert, sinuous and top entertainment.

Lady in Blue, Ruby Mercer, sings a Romberg tune with a good soprano voice, looks enchanting and no doubt feels that way amid those gorgeous Music Hall props and production.

Troy and Lynn are an eccentric ballroom team and go thru a jerky, rubbery routine, taking a splendid hand. Act impresses strongly as a ballroom novelty with a refreshing angle.

The Briants do one of those lazy-style knockabout turns in which one of the men, in a somnolent condition, continually collapses with a peculiar corkscrew motion. Partner sets him up in ludicrous postures, etc. Act is given plenty of production and is a good novelty.

Ballet closes show, with Music Hall troupe, aided by excellent lighting, producing a riot of color and motion. Featured are Hilda Eckler and Jerome Andrews, very capable.

Rockettes turn, of course, is one of extraordinary precision and rhythm.

Pic, *The Young in Heart* (Selznick International). House okeh.

Paul Ackerman.

Gayety, Boston

(Reviewed Thursday Evening, Nov. 3)

Five acts for three days' stand. Business at opening excellent.

Revue is *Toten Topics*, with line of 12 girls and five acts.

Charles and Doherty, man and woman, offer routine taps with sensational finish. Girl is comely and has attractive personality, which goes over the footlights well.

Adler and Donahue, man and woman comedy team, perform pantomime, comedy impersonations and songs. Unusually strong act in appeal to risibilities of audience.

Aileen Howard, contralto, does comedy songs. Good voice, plenty of personal pep and magnetism. Registered well.

Rodney and Gould, comedy dances and songs. Two men. Both inject plenty of enthusiasm and pep into routine and seem to be headed for better things.

Tick and Take are two smiling Japanese acrobats, man and girl. Open with dancing on slack wire, with and without poles or other balancing material. Finale is on stage with tap dancing, whirlwind finish, running fire of comedy conversation, much of which is from ancient joke books.

Floyd L. Bell.

Strand, New York

(Reviewed Friday Evening, November 4)

There is a strong suspicion that Warner Bros. in reviving vaude at this de luxe, has done so in an effort to kill it off entirely. At least that is the sum and substance of audience response to the marquee magnet this week. Hugh Herbert's act comes so close to stage stagnation that it must be labeled "under false pretenses." With Mrs. Herbert, innocently enough, on the assist, Herbert offers the "sending a telegram to the wife" skit that has been knocking

around the burly boards for so many years. And to add salt to stuff, over-stays his welcome with a string of gagless gags, quips that Joe Miller would call libelous to his reverence.

On the other side of the fence, and proof that patrons demand "entertainment" is the stanzas displayed by (Charlotte) Arren and (Johnny) Broderick. Miss Arren's music hall character singing, especially her familiar vocal mayhem on an operatic aria, is nothing short of sensational in breaking up the house. Broderick, assisting at the piano, has his solo moments, highlighted by harplike pickings on the piano strings. It's the same routine they've been doing for years and still strong enough to make it sound mild in saying they stopped the show. Crowded house refused to let them go, and it was a let-down when they failed to deliver a called-for encore. In the same class was the delightful rhythmic stepping of Eunice Healy. Gal is easy on the eyes and sells herself solidly. Could easily have returned later in the hour's bill for another routine.

The parade of bands, weaving the presentation together, continues, with Al Donahue doubling from the ultra Rainbow Room. Class distinction matters none, for his rhythmpations, reserved for tonier patrons, strike a responsive chord for the masses. Selections are on the toe-tapping side without violating the melodic intent of the songs. There is a generous sprinkling of musical novelties, making the band concert the more refreshing.

Paula Kelly, band's canary, is plenty potent on selling the rhythmic songs and had to oblige with a double encore before they let her off. Donahue, quite impressive and at ease for fronting, adds vocal force in the bary range and handles the announcements with eclat. Drummer boy in the band also takes the spots for violent skin beatings and Dutch-dialect singing with Miss Kelly.

Flicker attraction is *Brother Rat* (Warner) and is penciled in for three weeks. Ted Lewis coming in November 25. For the supper show only, Jane Bryan, a WB starlet, showed up for a look-see. Fortunately, she made no pretense of making it any more than a look-see. But if any more Herberts are on the calendar it will be doing right by their patronage to offer the screen gods as lobby attractions—certainly not on the stage.

M. H. Orosdenker.

State-Lake, Chicago

(Reviewed Friday Afternoon, Nov. 4)

There's good and bad in this week's revue, the next to the last before Jones, Linkin & Schaefer pack up and move into the neighboring Oriental. Fortunately there is more good than bad, and it's on early, too.

Jack Lenny and the Statler Twins, tappers, are a fine sight and their routines are good theater. Do four numbers, individually and collectively, work with high spirit and wind up with effective results. The two peas in a pod in this instance are attractive blondes and likable dancers. Concentrate on both orthodox and swing styles.

The Great Gretsonas, high-wire acrobats, furnish a few real thrills in the

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PALACE THEATER, CLEVELAND

next spot. The four men and one woman with balancing poles, chair and bicycle dash up some attention-holding feats.

Harry Ross and Eddie Edwards did not fare well because their talk and song material is in dire need of reconditioning. Their man and woman gags should be brought more up to date, and such oddies as *The Honeymoon Is Over* and *Get on Let's Call the Whole Thing Off* can stand trading for more modern songs. Edwards' tap-dance impression on his fingers gives the act a novel finish.

Rex Roper and Maisie, roping act, need organization and polish. The boy can handle a rope like a veteran despite his youth and can use a crack whip as well as the rest of them, but the affair is loosely tied and lacks commercialism. His blood partner does little to help the act and is not even generous on smiles.

Radio Ramblers, former impersonators, now have an act that is more of a take-off on Elitz Brothers' nonsense than of mimics. There is some individuality here due to clever dancing (particularly the Charlie McCarthy doll routine), good vocal bits and a couple of strong skits. Their Italy-German-Japan satire is not very healthy entertainment at this time.

The house line of 12 girls has a cowboy novelty preceding Rex Roper and Maisie and a soft-shoe finale. On screen, *Smoking the Rockets* (RKO-Radio). House weak second show opening day.

Sam Honigberg.

Roxy, New York

(Reviewed Friday Evening, November 4)

Curtailed show this week, only three acts due to the rather lengthy Deanna Durbin pic, *That Certain Age*. Set-up of Red Skelton, Paul Gordon and Sylvia-Borden Co., although each act is separately a substantial unit in itself, fails to jell into a complete well-rounded show.

Skelton emcees and knits together the several specialties and the result is that not only does he weaken his own offering by having to offer it piecemeal but that it thereby affects the entire presentation. Skelton has not yet attained the strength where he can carry a show. His material, funny as it is, has not enough substance to stand dissection. His "woman dressing" bit, the dunking classic, his impressions, falls, gags, etc., all are laughgetters but nowhere near the power as when they are pyramided in quick succession.

Paul Gordon is top man in response with his trick cycling. He has never looked better, from drunk opening to closing trick of mastering the elongated two-wheeler. He goes thru his paces with a number of bikes and a variety of balancing and acrobatic feats with assurance and poise.

Sylvia-Borden Co., three men and girl

adagio quartet (believed recently billed as Sylvia Manon Co.), perform daring girl juggling with grace as well as abandon and also score handsly. Troupe, that is the male tossers, are arrayed in elegant Colonial costumes, pictorially enhancing and somewhat allaying what otherwise might impress as too physical flesh flipping. Act is breathtaking throughout, but has a climaxing closer that, to us, anyway, is matchless.

Edna Stillwell goes thru a short straightening job for Skelton without fault, and the Gae Poster line unfolds a couple of production routines of no outstanding merit. First is a novel but a bit overlong number to *White a Cigarette Burns* with offstage vocal accompaniment, and the other is a minutet that prefaces the adagio team. Both numbers are well costumed, however.

Attendance for the last show just about fair.

George Colson.

Finsbury Park Empire, London

(Week of October 24)

Most important suburban theater operated by the Moss Empires-GTC Concern, controllers and owners of the London Palladium and Holborn Empire. No fewer than six of the turns are "doubling" at other theaters, thus playing havoc with the running of the show.

Swell opener is that of Savona, slick foot juggler, with a bunch of good tricks. Is assisted by an attractive girl, Arebelle Elray, novel ventriloquist, has a fine brand of original humor. Uses three figures and alters his voice accordingly. Dorothy, femme, gives grand support. McKay and La Vallee, American boys, chalk up a huge hit with acro, dancing and comedy that hasn't a dull spot. Two Leslies, English comedy and singing boys, do well with a familiar act that runs a bit too long. Marian Pola, with Trixie and Jean, three-girl dance act, does well, although there's nothing unusually striking about the routines.

Campbell and Wise, American wise-cracking team, work in one and chalk up some real belly laughs. Showmanly team. Two Rascos, men, click with a daring cycle and acrobatic offering of unusual endurance and balancing feats. Max Miller, English monologist, headlines. Does a 30-minute session and show stops. Miss Louise and Dogs and Monkeys, miniature circus act, pleasing but not striking, holds them in as a closer.

Bert Ross.

GROSSES

(Continued from page 23)

Kidoodlers, Three Swifts and a line of Chester Hale girls on the stage in conjunction with *Sing, You Sinners*. The Earle, with the Stroud Twins and Roxettes along with *Garden of the Moon*, fell way under average with \$12,500. Average is \$16,000.

ST. PAUL—The Orpheum had a draw of \$5,500, or \$2,200 above normal with Dot Franey and Ice Carnival and *Gateway*.

MILWAUKEE — Gene Krupa is still continuing to bowl them over, his latest appearance at the Palace grossing \$14,675 with the strong pix. *Sing, You Sinners*. Average is \$5,000. At the Riverside Phil Spitalny also did a strong \$16,000 with *Sing That Cheer* on the screen. House is also a normal \$5,000 grosser.

INDIANAPOLIS—At the Lyric Pepper Martin's Ork plus vaude bill and *Broadway Musketeers* did an average \$7,300.

KANSAS CITY—Fox Tower accounted for \$14,600 with *Velox* and *Yolanda*, Dolly Kay and others along with *Youth Takes a Fling*. Normal for the house is \$8,000.

DENVER—A stage show headed by Morton Downey at the Denham with *Sing, You Sinners* grossed \$9,000.

PHILADELPHIA—Henry Busse's Orchestra in its first appearance, plus Ella Logan as vocalist and *Fire of a Kind*, grossed \$18,000 at the Earle Theater.

RICHARD (RED) SKELTON

ROXY THEATRE NEW YORK NOW!

Management TOM KENNEDY
Booking Representative WILLIAM MORRIS AGENCY

HARRIS AND SHORE

STRAND, NEW YORK
"Harris & Shore clicked solidly."
Paul Denis—The Billboard.

"... We take off our hats to the comedy dancers Harris & Shore."
George Ross—N. Y. World-Telegram.

EARLE, WASHINGTON
"Finished showman that he is—the cigar-smoking band leader is forced to hustle in order to stop the performance of Harris & Shore, a pair of show-stoppers of whose talents the audience couldn't get enough. They burlesque ballroom and adagio dance teams and do it in a manner conducive to that quaint pastime known as 'rolling in the aisles.'"
R. O'N.—Times, Washington, D. C.

DIRECTION: MUSIC CORPORATION OF AMERICA

ORPHEUM, MINNEAPOLIS
"Of importance on the bill is the appearance of Harris & Shore, the dance team, whose satires on ballroom dancing set the vogue currently copied by so many performers of less skill. The Harris & Shore dance travesty is easily the high spot in fun of the entire program."
R. E. M.—Minneapolis Tribune.

CHICAGO, CHICAGO
"Harris & Shore, probably the most popular comedy dance team around here, stopped the show with four routines. Their satires are not labored and are exaggerated just enough to bring salty humor. Have a strong exit offering in their *Nightmare of an Adagio Team*."
Sam Honigberg—The Billboard.

Successful American Tour
The 5 JUGGLING JEWELS ★★★★★

The Original Carlton Sisters
Now Playing
STRAND THEATRE, Brooklyn, New York.
Direction: CHARLES V. YATES, SIMON AGENCY, Radio City, New York.
Thanks to MR. GEORGE A. HAMID for a Wonderful Fair Season.

WENCES

Entertainer Extraordinary
HELD OVER
PARAMOUNT THEATER New York

Personal Management: CLARENCE J. AUSTIN.
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Rex Roper WITH Maisie
England's Only Boy Rope Spinner and Stock Whip Expert
NOW—STATE-LAKE THEATER, CHICAGO
Direction: WILLIAM MORRIS AGENCY NEW YORK

Hirst Circuit

BOBBY MORRIS show, first to open the season in Boston—August 28—winds up its tour at Werba's, Brooklyn, November 26.

MARGIE HART'S extra-attraction tour continues after November 6 week in Union City, N. J., with further week stops at the Empire, Newark, November 13; Werba's, Brooklyn, November 20, and Gayety, Washington, November 27.

FRED BINDER and Jack Rosen, comedy team, open in a new show at the Howard, Boston, November 27. Roxanne heads the cast.

THREE BLUE JACKETS, colored dancing act, extra-attractions November 13 week on the Penn one-nighters.

VALERIE PARKS' show has Irving Selig and John Head replacing Tommy Raff and Lew Brown next week.

TRIBORO, Harlem, New York, will have road show's chorus augmented by six stock showgirls starting November 15, with Leo Stevens, producer, arranging the combination ensembles.

ROSE (MURRAY) HENDERSON, formerly burly showgirl, is now residing in Miami, Fla., where she has just built herself a new home.

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

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Beef Trust Billy Says

BELMAR, N. J., Nov. 5.—Genuinely happy over the prospect of returning favor of vaudeville, Billy Watson, of Beef Trust fame, still laments the fact that no branch of show business can ever take the place of burlesque.

According to Billy, "clean burlesque will last forever." Billy also blames the present tie-up of second and third-run films with the presentation of "burlesque" for the lack of support shown it.

"The patron who goes to see burlesque," says he, "pays a big price for an hour and a half of show, disappointing in itself, but then goes out altogether mad because the film he had seen before. What they really want to see is a full show."

Burlesque Review

Rialto, Chicago

(Reviewed Tuesday Afternoon, Nov. 1)

This is the local outlet for the Western Managers' Association Circuit, augmented with N. S. Barger's own house acts. Sum total is a generous burlesque dish and the type that will please patrons who seek a proportionate amount of nudity, comedy and briefly costumed production numbers. There is a definite improvement in the comedy skits, the material being cleaner and more receptive.

A highly effective disrobing number was offered by Rose La Rose, an alert and shapely brunet who works with polish to elaborate musical arrangements. She is a bright spot and earns a hand. Dagmar was another impressive worker, holding attention with a "chiffon fantasy" that winds up with a fan routine. Early strippers included Helen Colby and Nona Martin, blonde and redhead, who double handily in bits.

Singing assignment is still in the capable hands of Louise Miller, a veteran in this house. Has a pleasing, silky voice that lends effect to both production and individual spots. Girl is youthful and attractive. Assisting in the vocal department is Denny Lyons, who also has a ventriloquist turn.

Comedy honors were divided among Kenny Brenna, Billy Mack and Manny King, all burlesque favorites. Brenna is probably the best known here due to his long engagements with Charles Country. Mack scored in a drunk scene, and King, working as a cute comic, nettled laughs in a baseball sketch and later on displayed some real talent on a violin.

Line of 14 girls paraded thru four routines. Jack Buckley and Mervin Harmon came on and off with good straight work.

Sam Hontigberg.

SEATTLE, Nov. 5.—Rialto Theater, recently reopened with double-feature policy, is back to burlesque.

Burlesque Notes

(Communications to New York Office)

New York:

LOYE ASTRID left the Republic November 3 to open November 11 at the Gayety, Minneapolis, thru Milt Schuster. Following a fortnight's stay, she opens November 25 at the 606 Club, Chicago, and then heads for the Coast. . . . **ANN VALENTINE** left the Star, Brooklyn, November 3 to open in Toronto November 11 on the Midwest circuit. Booked by Milt Schuster. . . . **AL FERRIS**, comic, is back in New York after an absence of five years. He's at the Eltings. . . . **EVELYN NESBIT** extra-attractioned the first time in burly at the Howard, Boston, recently, with Dorothy Dee and Sunya (Smiles) Slane also in the show.

MARJORIE ROYE returned to the Eltings cast last week after nearly a week's layoff with a severe sore throat. . . . **RALPH SHELBY**, tenor-straight with the Ann Corio show, Hirst circuit, back to burly after 10 years in hotels and niteries. Induced to return by Eddie Lloyd, comic. His last burly appearance was with Billy K. Wells' Red Pepper show when he was Ralph Singer. . . . **DOROTHY DEE**, Diana Redfern and Cele DeVine opened at the Republic November 4. Exciting were Danny Lewis and Loye Astrid. Buddy Orlando returned to replace Danny Lewis. . . . **TAMARA**, Lillian Dixon and Roxanne replaced Ann Valentine, Eve and Ai-Ling Foo at the Star, Brooklyn, November 4. . . . **HAZEL WALKER**, new here, and Eve replaced Sally Keith and Roxanna at the Gayety November 4.

SALLY KEITH celebrated a birthday November 1. Among a load of gifts was a diamond wrist watch. Recalled for another two weeks by Max Michaels at the Columbia, Boston, opening November 7. . . . **HILDA ALLISON**, dancer, left the Eltings to open at the Melody Club, Union City, N. J. . . . **KAY WHITE**, chorine at the Gayety, a Hilda Allison protégée, picked to double between the front line and in dance specialties. . . . **TONI MITCHELL**, a former blues singer in niteries, turned into a strip teaser and opened at the Eltings November 4, relieving Patricia Paige.

LOUISE WRIGHT, booked by Tommy Levene, opened at the People's to replace Annette Ross. . . . **BOOTS BURNS** and Saul Fields transport themselves and props over the Hirst circuit in their own trailer. . . . **SAM GOULD**, tenor with a Hirst show, interested in the new night spot, Old Brick Tavern, because his brother-in-law, Louis Dremer, is part owner and a partner of Harry Brock, former burly house and stock show operator. . . . **FRED BLOCK**, former executive of the Mutual Circuit, has opened an eat shop in the 40s. . . . **WALT STANFORD**, comic, added to the Eltings cast October 28. . . . **MARGIE HART** held over for another extra-attraction week at the Triboro.

BERNIE MILLER, former baritone in burly and one of The Billboard's "Possibilities," is vocalizing with Vincent Travis' Ork at the International Casino. . . . **ALLING FOO** another extra attraction at the Star, Brooklyn, October 28. . . . Also Farrell and Boyd, dancers, October 21

week was the 25th anniversary at the Star with a re-enforced Allen Gilbert show, including Brown and Holder, dancers; Sylvia Starr, afro dancer, and Loula Stewart and Cherie Griffith, strippers. **UNO.**

Chicago:

INNES AND JOHNSON opened at the Gayety, Minneapolis, Friday. . . . **HARRY MEYERS** closed in Minneapolis and left for New York, where he will visit his mother. . . . **ERNIE HOLDER** went into the Empress, Milwaukee, Friday. . . . **DEWEY MICHAELS**, manager of the Palace, Buffalo, denies rumor he will turn the house over to stock. . . . **MAXINE DASHON** closed a tour of the Midwest burly circuit and returned to New York. . . . **DOROTHY WAHL** moved into Club Alabama here. . . . **PEACHES**, well again, is on the Initial Ball Ball bill.

Empress, Detroit, Opens

DETROIT, Nov. 5.—Empress Theater, operated by Joseph Ellul, opened this week with show produced by Princess Livingston. Company includes Dave Morris, straight man; Skippy Douglas and Bono Prudeau, comics, and a line of seven girls, including Sally Connelly, Babe Kiskin and Hazel Dodd.

Burly Escapes L. A. Purge

LOS ANGELES, Nov. 5.—New vice purge instigated by Mayor Bowron has not hit burly houses here. Business is still going strong, with the strippers not showing all as result of ops' desire to be on safe side.

Empress Tosses in Wrestling

MILWAUKEE, Nov. 5.—Empress Theater is offering wrestling Thursday nights, with an "uncrowned champion" offering \$50 to anyone staying in the ring for 15 minutes and twice that amount for 30 minutes.

Ellul Adds Detroit House

DETROIT, Nov. 5.—Joseph Ellul, operator of the Empress Theater, burlesque house, for the past three or four years, has taken over the former Greenfield Theater, renaming it the Regal.

CHORUS GIRLS WANTED

Mediums and Show Girls.
Salary \$25.00 PER WEEK
Six-Day Week, 2 Shows Daily. Extra for Mid-Nites
Best Stock Job in the U. S. A.
If I don't know you send photos.
If I know you write or wire.
BEN BERNARD, Producer
Columbia Theatre, Boston, Mass

AL FERRIS

Current at the **ELTINGE**, New York City
Thanks to **DAVE COHN**

Back East after five years of successful and real pleasant engagements in Western Cities with plenty of new and revised comedy material.

KENNETH ROGERS

PRODUCER EXCEPTIONALE

NOW AT WERBA'S THEATRE, BROOKLYN, N. Y.

CRITICS' COMMENTS:—

A RECENT REVIEW in the "NEWS"

"The show's producer, Kenneth Rogers, has surpassed his previous excellent presentations; still another indication that Mr. Rogers merits his reputation as the most brilliant producer in burlesque."

PAUL ACKERMAN in "THE BILLBOARD"

"Production is well paced and dressed, Kenneth Rogers revamping the presentation advantageously—Rogers' production lifts the production to better than average burly."

PAUL DENIS in "THE BILLBOARD"

"Kenneth Rogers reveals he has imagination and a definite flair for interesting presentations, good line formations, colorful costumes and lighting."

DANIEL RICHMAN in "THE BILLBOARD"

"Under the aegis of producer Kenneth Rogers, this show revealed a definite attempt to lift burly out of the rut of unimaginative sameness—A production that for laughs, speed, musical numbers, settings and staging was the best and most original seen hereabouts in many a moon."

JAMES A. SHEA in the Worcester (Mass.) "POST"

"A bow should be given every week to the show's producer, Kenneth Rogers, who, every week, provides at least a half dozen unusually nice songs and ensemble numbers in which not alone does the work of the chorus stand out but also the costumes and the lighting."

Magic

By BILL SACHS
(Communications to Cincinnati Office)

A TIP from one who should know has it that there'll be a lot of changes made in the International Brotherhood of Magicians at the Back-to-Kenton meeting, to be held at Kenton, O., next week. The gathering will be the most important one the organization has had in years and extremely vital to the future of the I.B.M. . . . PAUL DUKE has been dropped from the coming George Abbott show, *The Boys From Syracuse*. Carl Fisher notified Duke that the cancellation "is no reflection on you as a magician" but that his magic act "interferes with the continuity of the play." Duke had originally been cast in a character role that also called for a magic routine. . . . AL FLOSSO, vent-magician, is working club dates in and around New York. . . . DOUGLAS GEOFFREY, magical performer and demonstrator, has joined Grant's Magic Studio, popular New York rendezvous for magicians, as manager. . . . WESLEY HARDING, escapee, is beating it southward after winding up the season with the Celin & Wilson Shows. . . . MELISSO (George L. Hall), veteran comedy magician, is now engaged at his old trade, the printing business, in Cincinnati. . . . THE KARNAKS are headed for New England after three weeks in the "Tobacco Road" country of the South to the worst business they've ever experienced. They warn all magi to stay out of the South. Their trek thru that section was made even more horrible by their following a 5-cent magician and a 3-cent bird and animal show. . . . MARQUESS postals from Ploche, Nev., that he's now doing business in that State. . . . D. ELDON OMAR pencils that he's set for an extended tour of Southern theaters with his sex picture and mental show, commencing November 8. Says he caught the Will Rock show recently at the Capitol Theater, Frankfort, Ky., and was stoked with the performance and amazed at the business done by the troupe. Durso and his spook show pulled good business at the New Theater in the same city recently. Omar reports. Durso vanishes a grown white camel and four girls from right over the heads of the audience. . . . HAS MYSTIC COURTNEY ever perfected the vanishing corn bread and black-eye peas illusion?

CLAUDE H. (KID) LONG, trail-blazer for the new Will Rock magic revue, informs that he has been offered some splendid time in the Southeast. Show is booked solidly until Keokuk, Ia. (November 31-December 1). Long says, from whence the company jumps to Kansas City, Mo., and then into the Southwest. . . . RHODE ISLAND Ring No. 44, I.B.M., held its second annual dinner and entertainment at Port Arthur Restaurant, Providence, October 22, having as guests of honor Jack Gwynne and Co. Mr. and Mrs. Herman Hansen and National President John H. Davison. Bill Baker served as emcee for the after-dinner show, which included Harry Balton, Robert Smithson, Alvan Shaw, Myerious Ingram, Kardyro and William Wallace. Wednesday night, October 26, Ring members visited Fay's Theater, Providence, in a body to catch the Gwynne act. . . . KNIGHTS OF MAGIC held their first Ladies' Night of the season October 23 at the McAlpin Hotel, New York, with 150 people in attendance. Those who participated in the show were Dr. Abraham Hurwitz and his three kid proteges, James Horan, Jerry Bergman, Aaron Kutz, Ben Sylvan, Harry Bernstein, Harry Koller, Morris Fox, the Zevellin Brothers, John Cooper, Paul Duke Jr. and Paul Duke Sr. Lou Schaefer was stage manager and Lew Dick and Jack Mallon took turns at emceeing. . . . GARK SHARPE left Cincinnati early last week to join George Hamid's Artists and Models unit at Norfolk, Va., November 3 for a 31-day tour. He's now laboring under the label of Mr. Ballantine. . . . WHEN JOHN BOOTH arrived in Peoria, Ill., last week to begin a return engagement at the Hotel Pere Marquette he found his baggage had gone astray, leaving him without an act or wardrobe. On two hours' notice, however, Charlie Thorn and Vern Block, local magi, scraped up enough tricks to build Booth an act and managed to cram him into borrowed evening clothes to enable him to open on time. Ah, the brotherhood of magicians! . . . IT DIDN'T

TAKE the Western magic lads long to catch on to the "touch and go" trick performed by a certain well-known mystery team out that way in recent months. The act has the bad habit of leaving a trail of small unpaid liens behind whenever possible, but their turn has been crabbled no little by the fact that their reputation has preceded them in a number of spots recently.

NEW DUCAT

(Continued from page 3)
tions to the League for ironing out of present shortcomings.

Reilly's policing system does not depend on routine investigations. Instead, his office directs spot tests, calling in the books when the boys least expect it, with the unheralded audits proving far more successful than any routine.

CISSIE LOFTUS

(Continued from page 4)
herself was in the audience Sunday, but it is rumored that she survived.

The recitals will continue on Sunday evenings at the Vanderbilt, a newly refurbished playhouse that has just been turned, by dint of tasteful and extensive renovation, from a sort of barnlike theater into one of the most attractive showspots in town. Eugene Burr.

TALENT AGENCIES

(Continued from page 19)
the job after being laid up for two weeks with an infected hand. . . . MISS DRAKE, secretary at New York MCA, leaves the office December 31 to change her last name to Walker. James is an engineer. . . . ARTHUR ARGYRIES, manager of Mutual Entertainment Exchange, Rochester, N. Y., reports 16 clubs on his books, most of them exclusive. . . . PARAMOUNT STUDIOS, INC., of Jackson, Miss., is doing bookings of hotels and clubs in Southern area, taking in Mississippi, Arkansas and Louisiana. . . . STANLEY WOOLF, New York, who recently moved in with Sidney Rheinhold and Buddy Irwin, has taken Charles King under his wing. . . . FREDDIE FULTON, also of New York, has placed Edna Mae Harris, colored, under personal management and will exploit her at the head of an ork. She was in *Green Pastures* and *Spirit of Youth*.

FRANK WOLF, Philadelphia, is booking the Black Cat Club, Wilmington, Del. Show changed weekly. . . . RAPHAEL

BARISH, New York agent, is managing Tania Niki, Russian singer just in from Europe.

STAN WILLIS agency, Boston, moved into larger quarters November 1. Increase in business in the private club department necessitated the move, Willis reports.

ELSIE COLE, Cbl booker, has booked Will Hill's dog and pony act into Gimbel's department store, Milwaukee, for five weeks starting November 19, and is working up other similar units for Christmas shows in various department emporiums in this sector.

SWING TO FLESH

(Continued from page 23)
ope to discuss ditching of bank nights, etc. Majority favored dropping the games, declaring that if they could do away with them they would have \$100 or more to spend on vaude. With many of them running vaude already, a boost in the budget would allow more acts to play. Two or three of the ops decided to stick to the games. In order to protect themselves, the other theater owners had to follow suit.

AFA worked on several angles with friendly ops in regard to enforcing law against keno and bank nights. Also it is illegal to have screen gambling games here, the law has never been enforced, according to the AFA, which urged Mayor Bowron to clamp down on violators. Mayor said that if AFA would present written request the matter would be taken up. Mayor has under advisement petition from AFA in which 15 alleged violators of the anti-gambling law are listed.

With local AFA branch promising the national headquarters a 100 per cent closed shop by January 1, membership drive has brought total to around 1,500. Ralph Whitehead, executive secretary, trained in this week to look the situation over. Forty-two agents have been signed by local office, and with class night clubs lined up 100 per cent, it is evident that dreams of an "APA shop town" are close at hand.

The Paramount here is still running presentations booked thru F&M, and the Orpheum is using acts set thru the Paul Savoy Agency. The Polities Theater uses burlesque. Biltmore is the only local legit house. FTP productions are running at the Hollywood Playhouse, the Mayan and the Belasco.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Marion, Ill., Still on With 10 Pair in Running

MARION, Ill., Nov. 5.—Local walkathon is still on after 465 hours, with 10 teams still in the running. They are Larry Kendall and Patsy Kronis, George Smith and Edna Davis, George Walker and Viola Comford, Eric Lawson and Evelyn King, Arnie Ray and Helen Caldwell, Lefty Taylor and Jerry Clark, Bill McCoy and Bernice Pike, Billy Cain and Jackie Stiles, Joe Gruber and Mary Walker, and Kenny Laux and Evelyn Thomson.

Centralia Show Loses Tent As Big Blow Strikes Lot

CENTRALIA, Ill., Nov. 5.—Winds of cyclonic velocity yesterday afternoon demolished the tent under which the walkathon was being staged here. While the only personal injury reported was suffered by Bud Coleman, cookhouse concession worker, every piece of apparatus on the lot was damaged.

At the time of the storm the show had run 864 hours and two teams and one solo remained. They were Gladys Houghton and Jimmie Hoffman, Pete and Pauline Scott and Doris Donovan, solo, who are trying to hold over until a new location is obtained.

JIMMIE MASON is still on tour with the Celin & Wilson Shows.

DANNY BOONE postals from Wolcott, Ind., that he is now residing there and would like to read a line here on Joe Paolooka, Lee Tyler, Jack Duval, Tarzan Orenshaw, Doris Neubert, Fran and Roy Sanderson and Mary Jane Collins.

AFTER THE GREEN BAY, Wis., show, George Harrington and Phil Rainey motored to Ocean Park, Calif., where they are working till they get back into the endurance field in the spring.

EDDIE (SHADOW) DAVIS and his California Joy Girls have just concluded an engagement at the Swing Club, Pekin, Ill., and are scheduled to open soon at a St. Louis spot.

LOUIS (PEE WEE) ELLIS is working as usher and utility man at the Paramount Theater, Baton Rouge, La. "Lemseed the Halloween festivities at the theater and must have gotten off to a pretty fair start," says Louis, "as I received several offers to hook up with bands in this vicinity. While I haven't decided definitely what to do, the urge to play the one-nighters is mighty strong."

TIM HAMMACK letters from Alexandria, Va., that he has been taking it easy since the Hagerstown, Md., show.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

LEON LONG, magician and minstrel, postals that he visited the Rabbit Foot show at Monroe, La., October 31 and found it highly entertaining and playing to a good crowd. Roy Bolden is band leader with the Rabbit Foot opry. Long informs.

EDDIE LEONARD, veteran minstrel star, current with the Ted Lewis show at the Beverly Hills Country Club, Newport, Ky., just across the river from Cincinnati, appeared as guest artist on the Col. Merryweather Minstrels program over Station WLW and the Mutual network last Saturday night (5). Leonard sang his famous *Ida and Roly Roly Eyes*. Other features on the program included Hink and Dink, regular WLW end men; Charlie Dameron and Ray Shannon, as Hambone and Skiddoo; Joe Luger and his Dixieland Dandies Band; Ralph Nyland, tenor, and the Cotton Blossom Four.

PROF. AND MRS. WALTER B. LEONARD have left their home in Glens Falls, N. Y., to spend some time with their daughter in Ithaca, N. Y.

FRANK (EIGHT-BALL) BOYLAN, who spent three seasons with the Glenwood Minstrels on lodge and clubs dates, is now sojourning in Aurora, Ill. Boylan appeared for a time over Station WCFL, Chicago.

"DID YOU KNOW," asks Walter Brown Leonard, "that Jack Haverly played the old Boston Theater with his Genuine Colored Minstrels in August, 1879, and that among his company were Billy Kernsands, Sam Lucas, Wallace King, Dick Little, Tom McIntosh, Bob Mack, Beebe Brothers, Sykes and Woodson, Billy Allen and Ned Brown? That Billy Emerson's Minstrels, with Billy Emerson, Schoolcraft and Coes, Lew Simmons, Alf Liston, H. W. Prillman, J. A. Barber, the Three Rankins, Season and Sommers, Ginard Brothers, Gibson and Binney, Arthur Cook, Harry Robinson and Walsh and King played the same theater the same season?"

5 L. A. SHOWS

(Continued from page 3)
ored revue fell thru and will remain shuttered until around first week in December, when Homer Curran and Luther Greene present *Constance Collier in The Torchbearers*. Show is in rehearsal now and will open in Santa Barbara, then to Frisco.

Five shows so far have totaled \$147,000 in 11 weeks of playing time. It makes an average take that's plenty high—between 13 and 14 grand a week.



AMERICA'S SNAPPIEST Minstrel Shows

Unrivalled selection of Complete Minstrel First Parts, Backstage Plays, Opening Chorus, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Boxes, Tambourines—everything to put life and snap into your show. Send for Special Catalog.

Denon's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.

T. S. DENISON & CO.
203 N. Wabash Ave. Dept. 150, Chicago, Ill.

WANTED

TOP FOR ROLLER DERBY IN MIAMI—Complete with Seats. Seating Capacity Five to Seven Thousand, Inside Track, 70' x 120'. Must be good shops. Will rent or probably buy. Wire or Write By Air Mail. JOE ARCHER, Roller Derby, 501 Meigs Building, Dallas, Texas.

Ads Mislead, So Fans Balk At Extra Fee

CHATTANOOGA, Nov. 5.—Failure to show at least two of their featured acts until an extra-fare "concert" which the company had forgotten to mention in its previous advertisements and announcements brought plenty of howls from a good-sized audience that turned out to greet Billroy's Comedians here Wednesday of last week.

Show drew a crowd that more than two-thirds filled the large tent at the single performance here in competition with Little Jack Little, playing for a concert and dancer, a free dance by a local orchestra and a bingo game. Audience didn't seem to mind the scarcity of unreserved seats and even seemed to enjoy the candy sales. The show was warmly received, a hilariously act getting the warmest reception, but at the first intermission the master of ceremonies announced that following the next act the regular show would be over and that it would be followed by a "stupendous concert" with an "entirely new company headed by Yolanda, just up from the Argentine," who would perform her outstanding bubble dance.

Yolanda had been featured as a regular attraction in all advertising and announcements, and a mighty squawk went up from those who had come to see her but had not expected to have to pay extra for the privilege. Despite the heeding, however, a large number paid the extra tariff and stayed for the concert and watched Yolanda, attired in lights and brassiere, knock a large bubble around.

The original charge for show was 25 cents for adults, ladies free with one paid adult admission. An extra charge was made for reserve seats, and the concert fee was 25 cents additional.

Where "Little Nugget" Players of 1884 Now Are

Detroit.

Editor The Billboard:

I think that the following is interesting history: In 1884 I organized Sisson & Cawthorn's Little Nugget Co. (musical comedy), starring Josie Sisson. The cast consisted of Josie, Oscar Sisson; Joe and Herbert Cawthorn, George Pancoast, Edith Kingdon and others.

Here are the interesting details: Joe Cawthorn, everybody knows, was a famous comedian, and is now a Hollywood film star. George Pancoast is general manager of William Randolph Hearst's great business and a millionaire. Edith Kingdon married George Gould and his \$100,000,000. Herbert Cawthorn retired years ago "on easy street."

That little show was sure a hummer and I know of nothing today that can equal it. HARRY A. MANN.

Bybee Frames Kansas Circle

LARNED, Kan., Nov. 5.—Marvin E. Bybee, who for many years headed Bybee Stock Co. under canvas in Kansas and for several seasons operated a one-nighter of *Shepherd of the Hills*, has organized a circle here which will show a loop of towns within driving distance. Bybee has been out of the business for several years, during which time he was connected in a secretarial capacity with the local Chamber of Commerce.

Nero on N. C. School Dates

RUFFIN, N. C., Nov. 5.—Roe Nero Players opened their North Carolina school dates at the local high school Thursday afternoon. Four-people cast is offering *Rebecca of Sunnybrook Farm*. Mr. and Mrs. Rex Ingham, who have a dine-and-dance place here, were guests of Mr. and Mrs. Nero.

SHORT CAST PLAYS FOR LEASE

Tab and full length versions for repertoire and circle work. Send for list and state how your cast is framed and what territory you play.

JOHN LAWRENCE, Worthington, Ind.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by MARTIN C. BRENNAN,
108 City Terrace Building, Pitt Street, Sydney,
Australian Office of THE BILLBOARD.

Rep Ripples

FRANK DAVIS, of Pappy's Hillbillies, is considering taking out a small outfit to play halls in Iowa. . . . MR. AND MRS. ARTHUR CLAYBURN, who recently closed the season with the Winnipeg Players, are laying off in Toronto. . . . WILBUR TYLER, of the Tyler-Varney Players, is sojourning in Boston, mulling over an offer to go on the air. . . . WILIAM A. (Uncle Bill) HAAS, formerly associated with the old Jake Rosenthal and Waite companies in a managerial capacity, is now living in retirement in Pasadena, Calif., after more than 50 years in the business. . . . SID SNIDER, formerly with Allen Bros' Comedians and the Ray and Margie Bash Stock Co., has joined the Hazel McOwen Players in Nebraska. . . . MR. AND MRS. HARRY O. BROWN, who have conducted the Brown Players in Wisconsin for many years, are spending the winter in Bixox, Miss. Brown plans to organize a circle for the winter. . . . TOBY SHELTON's vaude and picture show is reported to be doing okeh in Arkansas. . . . BISBEE'S COMEDIANS are slated to bring their tent trek to a close this week in Tennessee. . . . FRANK SMITH PLAYERS closed a satisfactory tent tour last week in Portageville, Mo. . . . BERT ARNOLD, Midwest repertorian, is now director of recreational activities in a Michigan spot. . . . AILEEN GIBBS has closed with the Ray Bash Players and is now resting at her home in Iowa. EARL LARUE recently joined the McOwen Sister Stock Co. circling in Minnesota. . . . FRED BOONE, after a season under canvas with Allen Bros' Comedians, is sojourning at his home in Northern Missouri. . . . GEORGE AND GOLDENE KLEBER, formerly with Brown's Comedians, are spending the winter in Bixox, Miss. . . . BILLY AND HELEN VAN SANDT are now with Toby Shelton's Comedians in Arkansas. . . . BYRON GOSH, since the closing of his tent theater season, has been presenting his country store, give-away feature in six theaters in and around Cumberland, Md. Other attractions working that territory at this time, Gosh reports, are Blackstone, the magician; Tex Rose and Co., Tommy Tompkins and Co., Jack Ritchie's cowboy unit, Sullivan's Oklahoma Cowgirls and the Harper Bros' Novelty Show.

KING AND HAZEL FELTON are still featured on the vaude end with the Hopkins Players in Dallas. . . . CHESTER HUGHES, past season pianist with the L. H. Reeves Show, is visiting his home in Savannah, Tenn. . . . FRANK CAGGAN is in Covington, Va., after winding up his eighth season with the Edward A. Reno Funmakers. "Business was above average and the ghost walked all season," Caggan scribbles. . . . THE TENT REPERTOIRE field mourns the passing of one of its best known and most popular managers with the death of the veteran Monroe Hopkins, who went to his reward in Dallas October 27. He had a host of friends in the game. Further details of Hopkins' passing appear under the Final Curtain in this issue. . . . HOPKINS PLAYERS, in stock under canvas in Dallas, grabbed themselves a heap of newspaper publicity in Dallas and vicinity with their recent production of *Jesse James*. In the cast for the vehicle were Mack Long, Glenn Adams, Verge Lester, Fred Fleisher, Jack McClaskey, King Felton, Frank Clark, Charles Rector, Crystal Morse, Jessie Gilde and Alyce Southern. . . . GERTIE JEFFERIES has closed with the Hopkins organization to spend the winter with her aunt in Sacramento, Calif. . . . BERNY BERNARD Show closed its canvas season near Springfield, Mo., October 29, and the equipment was moved in three trucks to winter quarters at Columbus, O. . . . MR. AND MRS. MEL HOLLINGSWORTH, operators of the Favorite Players' tent show, will again put in the winter at their restaurant and candy kitchen in Palestine, Ill. Mel is filling in his spare moments painting and repairing his tent paraphernalia. . . . HERB WALTERS info that his circle working out of Fort Cobb, Okla., is playing to satisfactory returns. . . . RAY WAYNE, formerly of the John Lawrence Players, is framing a circle to show Eastern Illinois on a co-operative basis. Towns lined up to date are Ciney, Robinson, Lawrenceville and Sumner. . . . WALTER J. CROWLEY, former rep actor and director, continues as dramatic instructor for the Chicago park department. He has classes in three Windy

City parks and uses approximately 10 new plays during the season.

JAMES ROBERTS, with Choate's Comedians the past summer, has gone to California for the winter. . . . JACK RIPLEY has abandoned his plans for an Iowa circle to manage his filling station at Edgewood, Ia., this winter. . . . MILLS LITTLE, who recently opened a Missouri circle, closed after a week's showing. . . . MICKEY AND BERTHA ARTHUR have severed their connection with the Peagin-Wilson Players playing a loop of towns out of Port Dodge, Ia. . . . VERN DOUGLAS PLAYERS, organized recently in Kansas City, Mo., are playing Utah towns, with headquarters at Roosevelt. . . . DAISY JOHNSON, after a season with Allen Bros' Comedians thru Missouri and Arkansas, is resting at her home in Nowata, Okla. . . . CHRISTY OBRECHT, manager of Obrecht Players showing theaters in Minnesota, suffered the loss of his housecar by fire at Benson, Minn., recently. . . . EMILE CONLEY has signed with the Peruch Stock Co. after a season with Allen Bros' Comedians. . . . HAZEL WILLIAMS, formerly with Frank Smith Players, has joined the Sid Kingdon Players circling in Northern Missouri. . . . ROBERT C. FONTINELLE, after a season under canvas in Missouri, has organized a circle to play Northern Missouri, with Chula as the base. . . . KELLY BROTHERS have opened a third unit in the South. . . . Company will circle in Louisiana, with Monroe as headquarters. . . . OSCAR HOWLAND, veteran character man, is in Kansas City, Mo., after closing the season with the Frank Smith Players.

Harts Wind Up Tent Trek

LOCKESBURG, Ark., Nov. 5.—Jack Hart's Comedians, who opened early in the spring, closed a satisfactory tent tour here last week. Showings were continuous in Arkansas and Oklahoma throughout the summer, with the exception of a week lay-off in midsummer for reorganization. After storing the outfit in Foreman, Ark., the show's quarters, Mr. and Mrs. Hart left for a vacation.

Johnny Howell Is Wounded

SAN ANGELO, Tex., Nov. 5.—Johnny Howell, 13, son of Mr. and Mrs. Ray Howell, well known in the repertoire field, was seriously wounded at Twin Mountains, near here, recently when a gun accidentally discharged in the hands of a youthful companion. He is confined at the Clinic Hospital of San Angelo. Altho showing improvement, his condition is still serious.

'Nother Circle for Indiana

WORTHINGTON, Ind., Nov. 5.—Educational Players, new circle group, will hit out on a string of Central Indiana towns beginning November 15. Merry-go-round will take in Switz City, Lyons, Bicknell, Edwardsport, Sullivan and Worthington, with the last-named city as the base.

NEW BILLY ROSE—

(Continued from page 23)

bill not only because of their already recognized excellence of dancing, but because they are the sole contributors of it in any form. Nimble footwork and appearance and personality share the team's outstanding regard. He a suave but a masterful director and she jocking exotically beautiful, gracefully undulating in a Kathryn Kuhn creation. Gaston Palmer entertained novelty, divulging as much entertainment in his patter as in his unusual juggling.

Benny Fields is in his element here and he makes the most of it. The type of singer best appreciated on Broadway, he is forced to encore after encore (even without mention of Blossom). Helen Morgan unquestionably still possesses and exudes all that fragile wistfulness of voice and personality that made her a criterion of sentimental warbling.

Betty Hutton, the only holdover, completely breaks up the show and audience with her dynamic vocals and limitless pep. Comparatively an unknown, this pert blond youngster's acclaim was tops in general popularity. Another new face, Della Lind, and announced as Rose's "find of the month," possesses unusual beauty and a lyric soprano voice with an astounding clear and strong high note.

Vincent Lopez's Orchestra, plays for dancing and accompanies the show in faultless manner. Upstairs in the Palm Beach Bar Kay Parsons sings old faves and conducts the community sing.

Stanley Spier handles all publicity. George Colson.

Heffner-Vinson Hi-Lites

CARRABELLE, Fla., Nov. 5.—Two-day stands in towns on the Gulf are giving the fishermen on the show ample time to get in plenty of the sport. Some dandy catches have been brought in.

Buddy Hawkins and Paul Herbert, who have had an interesting pallor all summer, are becoming quite bronzed with the Florida outdoor life.

Wiley Kilpatrick and Ervin and Lola Behmer visited at Blountstown, Fla. The trio closed recently with the Milt Tolbert Show and are now doing club and orchestra work in and around Dothan, Ala.

Doc C. L. Stumpf, who closed his med cpy here recently, was a visitor. He is located here for the winter so that his children can be in school.

Captain Kongstad and wife visited at Carrabelle, Fla. They are parents of Georgia and Jewel Sothern, bury trouper.

Apalachicola, Fla., was the banner town of the week.

The writer came very near being left on the lot at Port St. Joe, Fla., due to oversleeping, and was grateful to last-minute Gwin for the ride to the next town. AL PITCAITHLEY.

NEW PLAYS—

(Continued from page 15)

this one is merely an outline—but not, certainly, the outline of a play. It seems, rather, the blue print of a brainstorm.

Once more emphasizing his own pre-eminence at the expense of an unfortunate author, Mr. Welles has stylized the piece unbearably. The single setting by Stephen Jan Tichacek is a cyclorama covered with grotesque faces in relief, on which Mr. Welles' beloved lights continually play a variety of changes. There are, literally, thousands of faces (this reporter, substituting them for sleep during the seemingly infinite stretches of the play, counted over 300 without really scratching the surface) and they grow infernally boring before the end. Also, all entrances and exits are made thru the stage floor, an unusual method that serves only to point up Mr. Welles' similarity to a honky-tonk magician. As a result the stage is honeycombed with holes for the actors, giving rise to a suspicion that maybe the whole affair was something that crawled out of the Mercury cellar by mistake.

The action—such as it is—tries to show Danton's attitude after his virtual retirement, the "purity" purge of Robespierre, Danton's inertia, intellectual despair and contempt for the blood-hungry bounds he himself has unleashed (none of which is brought out very clearly) and the final execution of Danton and his coterie. None of it manages to be in any sense dramatic. And the writing, the occasionally showing signs of power and color, is more often a succession of self-conscious non sequiturs. Scene after scene offers no possible valid reason for having been included—or even written.

Despite the fact that Martin Gabel, a fine actor, does yeoman service as Danton, offering as strong, vigorous and honest a characterization as the play and production will allow, and constantly straining to lift the pace into some semblance of effect, the cast generally is as ineffective as the drama. It is led by Vladimir Sokoloff, as Robespierre, an actor who seems to be a good dialectical comedian woefully out of place. His accent, reminiscent of Jack Pearl at the top of his form, combined with Mr. Welles' blackout technique, makes one look constantly forward to the strip tease which, in the usual course of events, should naturally follow. Mr. Sokoloff's accent makes his casting a matter of wonder—but, beyond that, he is a peculiarly bad actor. He played the same part for Reinhardt and still hasn't recovered, offering a sluggish, impossibly awful performance that has to be seen to be believed.

As for Mr. Welles, he confines himself to the small role of St. Just—plus a sort of soap-box curtain speech at the end—but even in that narrow confine he manages to display the multi-angled expanses of his ineptitude. The curtain speech sounds a bit like the Shadow at a political rally.

One thing, however, Danton's Death should do. Reducing the Welles method to absolute absurdity, it should display its glaring weaknesses so plainly that they can't be missed even by a dramatic critic. In that respect it should prove educational, even tho' far from entertaining.

The Final Curtain

ADAMS—A. Emmett, 48, popular song composer, in London October 30 after a long illness. Among his works was *The Song of St. Mary's*. His last composition was *Life's Great Sunset*, which he asked to be published only after his death.

BAINBRIDGE-BELL—Mrs. Eleanor Lane Mingle, 78, well-known actress of a generation ago, at the home of her cousin, Mrs. Alden March, New York, November 3. Her late husband was a leading man here and in England. Survived by a sister.

BARNES—Mrs. M. mother of Levi Barnes, concessioner on J. J. Page Shows, at her home in Canlston, N. Y., October 25. Burial in Hornell, N. Y., October 28.

CAMPBELL—Jess, old-time circus and vaude performer in his trailer on the Warsaw, Ind., fairgrounds September 26 of a lung hemorrhage. He and his wife were known as the Flying Howards. Interment at Irving Park Cemetery, Chicago. Survivors include his widow, Etta; father and two sisters.

COLEMAN—Mrs. Anne, 49, prominent Michigan musician, October 26 at her home at Kalamazoo, Mich., after a long illness. Survived by her husband. Interment in Kalamazoo.

CORBALLEY—Maxine Castleton, star of the operettas conducted at Jones Beach, N. Y., and known as Maxine Castleton, in New York October 30. Survived by husband and father.

COTTRELL—Johnny, member of the Five Cottrells, springboard acrobats, in Manila, P. I., recently after a long illness. He toured the Far East with several of the well-known circuses and at the time of his death was with Isako's Circus in the Philippines. Survived by his widow.

DUPREZ—Fred, 54, for 30 years a favorite comedian of the English stage and well known to theatergoers in this country, at sea aboard the liner *President Harding*. He was on his way to London to see his daughter, who is making her debut in *Four Feathers*. Duprez was born in Detroit in 1884. He left medical school to go on the stage, making his first appearance in 1889. In 1902 he made his first New York debut at Wallack's Theater as a page in *A Gentleman of France*. After five years in stock and repertory he entered vaudeville in 1913. Later he joined the touring company of *The Passing Show*. Other shows in which he appeared were *Smile, The Coconut, Lucky Boy, My Soldier Boy, The Music Box Revue, The Folies Bergeres, Lead Me Your Wife and My Wife's Family*, of which he was co-author. Survived by his widow, the former Florence Mathews, and daughter, June, the wife of Dr. Guy Beauchamp, London specialist.

FAUNCE—Jack, 80, former showman, in the Decatur & Macon County Hospital, Decatur, Ill., recently. Faunce, who had served nine years in prison for the murder of a man of which he was proved innocent by Harry Wheeler, a former newspaper reporter, was a member of a troupe playing the Oakland Park Theater, Decatur, at the time of the affair. Survived by one brother and a cousin.

FISHER—Mrs. Maggie Holloway, 84, film pioneer and once leading woman for Nat Goodwin, Henry Miller and William Faversham, in Glendale, Calif., November 3. Mrs. Fisher, born in London, the daughter of Joseph Holloway, theatrical

manager, was first seen in this country with Goodwin in *In Confusion*, followed by the Charles Frohman productions *Mice and Men* and *Joseph Entangled*. Other roles she appeared in were *Road to Hsin, The Highway of Life*. In 1918 she appeared with Pauline Frederick in the pictures *Ashes of Embers* and *The Victim*. Her last two pictures, made in 1919, were *Out of a Clear Sky* and *All of a Sudden Peggy*.

FOREMAN—Albert, 60, for years a candy concessioner in downtown Cincinnati theaters, suddenly in that city October 31. Foreman had retired two years ago from his candy business. Survived by his widow, Cecelia; a daughter, Mrs. Harry Schaingold; three sons, Norman, Promiss and Milton, and a sister, Mrs. Harry Cohen, of Kansas City, Mo. Burial in Covedale Cemetery, Cincinnati, November 1.

HARRIS—George (Whitey), 72, for many years associated with various carnivals, October 21 in City Hospital, St. Louis.

HEATH—Ross, 43, lecturer and glass blower, in Duke Hospital, Durham, N. C., October 24 of pneumonia. He was with the 101 Ranch Show for seven seasons and the past season with the Dodson World's Fair Shows. Survived by his widow, a son, brother and a sister.

HILDEBRANDT—Charles J., 50, formerly known to the stage as Charles J. Hill, in Good Samaritan Hospital, Los Angeles, November 2. Since retiring from the stage he had been a partner with Bert Wheeler, actor, in the operation of the Long Palm Hotel, Palm Springs, Fla.

HOPKINS—Monroe K., 58, owner-manager of the Monroe Hopkins Tent Show, which since April has been playing at Fourth and Grand streets, Dallas, in Methodist Hospital, that city, October 27 following an operation for a brain tumor. He had been ill two weeks. With his wife, Lola A., Hopkins began his theatrical career in a tent show operated by Grace Hayward, now a Hollywood playwright and scenario writer. In 1911 they entered vaudeville, playing the major circuits for nine years under the name of Monroe and Axtell. They organized their Monroe Hopkins Tent Show in 1920, with which they toured Nebraska, Missouri, Arkansas, Kansas, Oklahoma and Texas, concentrating on the last-named State in recent years. In 1937 they concluded a five-year stock run with their show in Houston, Tex., a long-run record for an under-canvas organization. The show, now in Dallas, will continue under the management of Mrs. Hopkins. Besides his widow, he is survived by a sister, Mrs. Bella Taft, of Denver, and two brothers, Guy Hopkins, Denver, and John Hopkins, Los Angeles. Services and burial in Dallas.

JACOBS—Frank Mortimer, 42, concessioner, of pneumonia in St. Vincent's Hospital, Sioux City, Ia., October 27. He was with the Zimdars Shows in 1936 and Fairly-Martone Shows in 1937. Survived by a brother and two sisters. Interment in Logan Park Cemetery, Sioux City.

KELM—Max C., 39, member of the Watertown City (WIG) Band for 22 years, October 27 at his home in that city. Survived by his widow, three daughters, two brothers and three sisters.

LEE—John Francis (Dad), well known in circus and indoor show fields, in Milwaukee October 26. In late years he was active in advertising, thru membership in the International Alliance of Billposters and Billers. Lee started his career as a program boy with Pop Corn George Hall, then went to the Dods Fisk Society Circus as contracting agent. Following this he was appointed manager of Reynolds' Wagon Shows out of Rockford, Ill., and at the conclusion of the last season of that enterprise formed his own Lee Bros. Comedy Circus. During the Chicago World's Fair in 1933 he handled Rex Hardy, said to have been the first balloon ascensionist in America. Survived by four sons, Frank, formerly publicity man with Gollmar Bros., Ringling Bros. and Barnum & Bailey, 101 Ranch, Shubert and Brady offices and the past three years agent for large carnivals; Harry, the past season with Sol's Liberty Shows; Bernard, for the past five years with Ringling Bros. and Barnum & Bailey, and Robert, of the public relations division of the Electric Co., Milwaukee. Lee belonged to the Moose, Knights of Columbus and was a life member of the Elks. Interment in Holy Cross Cemetery, Milwaukee, October 29.

LICHLITER—Mrs. Margaret, 42, in Robert Long Hospital, Indianapolis, October 19. She and her husband, Russell Lichliter, trouped for many years with the Mid-Western Shows until the last four years, where her health began to fail. Survived by her husband; two daughters, Ida Fay and Dorothy Ellen, and a brother.

O'CONNOR—Michael, head of the Theater Guild, New York, since its organization in 1919, in Philadelphia October 30.

OLSEN—Mrs. Mattie, 51, in New Haven Hospital, New Haven, Conn., recently after an illness of two weeks. She was on the musical comedy stage over 20 years ago.

PASTRANA—Dorita, 22, of the Trio Pastrana, Spanish dancers and singers, in Prague, Czecho-Slovakia, after a month's illness. The trio recently visited the Far East with Doorlay's Tropical Express Revue. Survived by two sisters, at present playing in Germany.

POPE—Joseph F., 56, beach operator, in Miami town, O., October 24 of a heart ailment. For the last 10 years he had operated the Blue Bell Beach on the Great Miami River, near Miami town. Survived by his widow and five children. Services and burial October 27.

QUINLAN—Mrs. Josie, 78, widow of James J. Quinlan and former member of the original Honeshow Four (Carr, Quinlan and Love Sisters), a headline act in the leading vaude houses of this country half a century ago, of a heart attack in Chicago October 28. She made her last appearance on the stage in Boston in 1909 as a member of the team Quinlan and (Emily) Howard.

ROSE—Charles Edward, 70, former owner and manager of the Rose Stock Co., in the Elks' Home, Bedford, Va., recently. He was the original manager of the Grand Opera House at Linton, Ind., and had spent nearly his entire life in show business. Burial in Bloomfield, Ind., November 2.

SANBORN—Capt. Clarence, 53, former skipper of the Island Queen and Morning Star, Coney Island pleasure boats, Cincinnati, in Higginsport, O., October 26. Services at residence in Higginsport October 29.

SAXBY—Mrs. Ella Read, widow of Howard Saxby, widely known Cincinnati columnist, magazine editor, poet and frequent contributor to *The Billboard*, in the Madelin-Marie Rest Home, Cincinnati, after a short illness November 3. Interment in Spring Grove Cemetery, that city, November 5.

SCHACHT—Chester Carl, 45, in Austin, Tex., October 27. He was formerly with the Valley Shows. Survived by a sister, Mrs. E. H. Vaughan.

SHAW—Harry, 52, former publisher and owner of Station WMT, Waterloo, Ia., at his home in Sarasota, Fla., October 16, a suicide. He had suffered four strokes in the last two years. At one time Shaw was president of the National Broadcasters' Association and prominent in State NRA activities. Survived by his widow, mother and three children.

SHEM—Aldora M., 67, former Shakespearean actor, October 31 in City Hospital, Alliance, O., after a brief illness. He studied drama in New York and he and his wife toured the United States and Canada with Shakespearean companies for several seasons. He retired several years ago and had been engaged in the mercantile business in Alliance. His widow and a son, Van M., survive. Services and burial in Alliance.

SMITH—W. A. years ago connected with the Stanley Roberts show as secretary and more recently of the circulation department of *The Southern Planter*, Richmond, Va., of diabetes in Columbia, N. C., October 17. Survived by his mother and a brother. Interment in Columbia.

SNAIR—Joseph H., 54, cornetist and band leader, at his home in Creston, Ia., October 28 of Bright's disease. He had trouped the past 25 years with various carnivals and circuses. Burial in the family lot in Gracecand Cemetery, Creston.

SPRIGGS—James A., 63, circus clown, at his home in Toledo November 1. While he had been retired for 10 years he was a joy for 40 years and had been with the Hagenbeck-Wallace and Ringling Bros.' shows most of that time. He is said to have been the first clown to caper in the make-up of Jiggs, George McManus' newspaper cartoon character. Survived by his widow, Etta, and a daughter. Services November 3 and interment in Toledo, O.

STOWELL—Frank H., 64, of a heart attack October 29 in Fort Edward, N. Y. Born in Seneca Falls, N. Y., he spent his early life in the circus business. He was connected with the Big Sautelle Circus, and after the passing of Sautelle he operated the show, and at the time of death was news correspondent for *Glens Falls* (N. Y.) papers at Fort Edward. Survived by two daughters and a son. Services in Fort Edward November 1 and burial there.

STUART—Mrs. Iva Mae, mother of Mrs. Charles McDougall, who with her husband is a midway worker with the Beckmann & Gerety Shows, and sister-in-law of Edward Latham, chief electrician of the Goodman Wonder Show, at her home in East Alton, Ill., November 1.

STUDENT—Leota, formerly well known to vaudeville, circuses and fairs with the act Cy and Sunshine, also Sunshine and Her Dogs, in Bryn Mawr Hospital, Bryn Mawr, Pa., October 31. Survived by her husband, William Student, and two sisters. Interment in Baltimore.

SULLIVAN—Capt. Herman E., 64, of a heart attack in the Veterans' Hospital, Bronx, New York, October 30. Sullivan was a pioneer motion picture operator in Whitehall, N. Y.; a noted band conductor, a singer and had appeared in opera. He was a 32d degree Mason.

WASHINGTON—William Mack, 30, well-known Negro drummer, October 1 in General Hospital, Kansas City, Mo. For eight years he was a member of the rhythm section of the old Bennie Moten Orchestra and after Moten's death played with Count Basie several years. He was a member of Musicians' Local No. 627. Survived by his widow, father, a brother and a sister. Services October 4 in St. Stephen's Baptist Church, Kansas City, with burial in Highland Cemetery, that city.

WYATT—Josephine C. (Josie Barry), wife of Jack Wyatt, of Wyatt's Scotch Lads and Lassies, with whom she appeared, and before that with road shows that included *The Three Twins*, *May Ward's Dresden Dolls* and *Top of the World*, at her home in Billerica, Mass., October 22.

SUGAR'S DOMINO

(Continued from page 4)
the relations of bookers who frequently against their wills are forced to resort to guerrilla tactics and outright measures.

Think as badly as you will about the old Vaudeville Managers' Protective Association, the fact remains—and we dare anybody to refute it—that the VMPA's Joint Complaint Bureau operated by Major J. O. Donovan was a powerful stabilizing factor in the vaude booking business, altho its activities were necessarily confined to circuit-controlled agencies and theaters. There is the need today for a Joint Complaint Bureau; one that will operate with the same degree of fairness and power as characterized Major Donovan's activities and decisions.

There should, of course, be an agents' association, too. But this is something that is entirely too utopian to expect. However, if there were strong bookers' and agents' associations it would be a short step up to the point where theaters, too, would be combined in a group dedicated to their common welfare. With these set-ups at work independently and co-operatively a bureau for the handling of complaints would be assured.

But even without a thoro organization of the flesh industry taking place and without a complaint bureau operating the bookers can achieve much with their own organization. No union, governmental agency, licensing official or anybody else can force a booker to buy an act he doesn't want. With the bookers working together towards the end of eliminating outright competition and exchanging notes on acts that do not take their contractual obligations seriously, the industry as a whole will benefit and the act that has no sense of responsibility will acquire one darn fast or will exit from the business and not be missed.

The indie booker never had a better chance than now to achieve growth, influence and cold cash. The circuits are letting opportunities slip by every week to cash in on flesh. The booking field has become highly decentralized. There is room for several booking offices to spread their tentacles over the length and breadth of the country. And even when this is done there will still be plenty of room for the smaller offices to operate profitably. But no real expansion can take place until bookers clean their own house.

Robert Woolsey

Robert Woolsey, 49, actor and former partner of Bert Wheeler in the comedy team of Wheeler and Woolsey, at his home in Malibu Beach, Calif., October 31. He had been suffering from a kidney ailment for a year and a half.

Born in Cincinnati, Woolsey had ambitions of becoming a jockey, but an accident forced him to leave the turf. He later became a bit player in a stock company, then entered vaudeville, where his fame began, which was climaxed when the late Ziegfeld teamed him with Wheeler in *Rio Rita*.

Road shows he played in include *Prince of Pilsen, Isle of Spice, The Enchantress, Three Twins and Little Johnnie Jones*. Among his screen successes were *Half Shot at Sunrise, Dixiana, Peach O'Reno, Girl Crazy, Hips, Hips, Hoopie, Kentucky Kernels, The Nit Wits, The Rainmakers, Silly Sillies, Mummy's Boys, High Flyers, On Again-Off Again, So This Is Africa, Girl Crazy and Diplomats*.

Survived by his widow, the former Mignon Reed; his mother, Mrs. Sarah Woolsey, of Herod, Ill., and a brother, Charles, of San Francisco. Services in Glendale, Calif., November 4.

Hartmann's Broadcast

WHAT The Tulsa Tribune of Tulsa, Okla., tells us is true—and we have no evidence that would cause us to doubt it—the Tulsa State Fair has sunk to a very low depth. This is too bad, especially since fairs are primarily held for educational purposes.

The Tulsa Tribune, speaking editorially in its issue of October 20, said that a group of angry citizens headed by William L. Bowie, independent oil man and a supporter of various youth organizations, has put the pressure on the Tulsa school board to cancel the one-day school holiday which is declared each September so that Tulsa children can attend the Tulsa State Fair. The reason for this action is that the indignation group claims that the "midway" at the fair has become so allied with cheap honky-tonk and garbed with so many low-brow sex shows that the educational influence of the fair exhibits is more than offset by evil influences at hand. Among other things, Mr. Bowie described what he called a "koochie-koochie" show in which, he said, the girl dancer wore no clothing. He also told how a 19-year-old youth lost \$21 at a gambling booth in less than an hour.

This step of discouraging children from attending the fair, if successful, is bound to show its effects in the fair's future, for any fair man without any hesitancy will agree that fairs cannot progress without the support of the youth.

But let's go on with the editorial from the Tulsa paper. "We missed the alleged 'koochie-koochie' show this year," it continues, "but we do remember a fan dance act several years ago in which the fan was badly molten to begin with and was eventually discarded altogether. And at this last fair we lost \$1.50 in two minutes on one of those little perforated boards where you roll the baseballs down an incline while the fast-talking attendant counts up the results so rapidly that it is impossible to check him. We didn't begrudge the \$1.50 since that could truly be chalked up to education, but when callow youths start dropping tens and twenties at the same game we do feel it is time to call a halt."

"Altho many citizens hold that the Tulsa State Fair is poor because the midway is rotten, we personally would reverse the reasoning and say that the midway is rotten because the fair is poor. For many years the fair has been nothing to write home about, and years of unprincipled management and waning interest on the part of the citizens has naturally caused the fair to degenerate into a sort of glorified carnival in order to draw crowds."

"If the fair is to be cleaned up it must also be propped up, for if you take away the hula dancers and the raffish boards you won't have enough of interest left in the rest of the fair to bring in the cash customers. It is a very sad state of affairs when a city the size of Tulsa puts on such a second-rate fair that it must be dirty in order to be popular, but such is the case. If the fair is merely fumigated it will die, for the type of citizen who has been keeping the fair going by packing into the peep shows is not the type who will be enthusiastic about the needlework exhibits or the kindergarten displays if the peep shows are taken away."

"If the fair—as a fair—is sufficiently improved enough decent citizens may take an interest in it to keep it going. If it is not to be improved the county might just as well close it up and save the taxpayers the difference."

If the officials responsible for the Tulsa State Fair didn't blush with shame when they read this editorial then there is something radically wrong with them. It's high time they start using the broom or, the chances are, it will be only a matter of a short time and the fair will pass out of the picture, which we and every future-building fair man in the country would hate to see come about.

The Tulsa Tribune is to be congratulated for bringing these evils to light.

J. N. WISNER's attention was attracted to what he terms a very unusual example of excellent economical advance press work by the agent of Barney Bros.' Circus, which exhibited in Rockwell, Tex., October 27.

"They had practically a full capacity

at the matinee this afternoon," he writes, "and the performance while not overly expensive was very pleasing. If there is merit in my contention that it pays to give a good performance the show should have a full tent tonight. The Vern Coriell troupe is so very outstanding as to overshadow other excellent acts, and this is one circus that is making a fair profit."



I AM glad to be back. An excursion into endeavors from the inside looking out is hardly calculated to misfit one for endeavors from the outside looking in, since no reporter, if he writes objectively and as a completely disinterested party, is ever more than a lay observer. This is as it should be.

Sometimes, however, a little learning is truly a dangerous thing, at least for one who functions in the trade-writing bracket. He should know enough to discuss problems and issues in the field, but not too much about those fields from actual experience as a worker in it, because his views may tend to be conditioned by his experiences.

This probably sounds screwy and self-consciously highfaluting, but isn't it possible that his experiences encircled a small and limited circumference, or were the wrong experiences for him to have had, or, if he has been connected with public relations in any way, made of him a special pleader, thus single-tracking him?

These may seem like a complicated set of views, but they do define the feeling of one who humbly respects the writing craft, particularly the so-called specialists thereof, peopled as it is by those whose neutrality is regarded—or should be regarded—as unquestionable.

It is when their neutrality is subject to survey and scrutiny that they suffer in prestige and their readers decline. This, too, is as it should be. Writers should be free, untrammelled, unfettered, disinterested, objective—I wish I knew of more words, because the point cannot be emphasized too strongly.

Their reports or their views should add up, logically. They themselves should not be subject to the whims of readers or advertisers, of whatever class or station in life.

THE BILLBOARD derives its strength and influence not so much from the fact that it is a devoted friend of show business and its workers, but more because it is an enemy of those in the industry who perform a disservice to it and in it.

For two years, as an "outsider," I have learned to revitalize my respect for "The Authority" and to become more religiously devoted to it. If this seems like a bow to the bossman, I regret it, for that is not my intention. It is a sincere and honest confession, a crystallization of my "philosophy," to use a word that frightens me by its very sound.

There are many shams and myths in show business in the realm of practices and practitioners. I have always tried to make these shams and myths focal points, training whatever guns happened to be at my disposal toward a critical analysis of what makes them tick and how they could be made to untick.

The Cincinnati offices 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

I shall continue to do so with the kind permission of sponsors and listening audience.

MY THANKS to the following for their words of comfort touching upon my return: Arch Clair, Leslie G. (Andy) Anderson, J. Willard Lloyd, F. Darius Benham, Doc and Ma Kelley, Frank Wirth, George Degnon, Fred Pitzer, Bert Nevins, L. C. (Ted) Miller, A. R. (Al) Hodge, B. Ward Beam, John W. (Jack) Wilson, George Traver, Mack Kassow, Louis Segal, Orest J. Devany, John J. Kelly, Johnny Kline, Sam Rothstein, Johnny Liddy, Alfred Adler, Earle (Skater) Reynolds, Katie Pallenberg, Fred H. Phillips and every member of the Hamld office from George Hamld down.

Thanks also to Roger Littleford for the gracious and disarming way in which, in his last stint in this space last week, he introduced me to his readers and reintroduced me to mine, if any.

Notes From the Crossroads

By NAT GREEN

THE prevalence of world's fairs and large sectional expositions during the last five years evidently has infected State fair managements with a yen to lengthen their fairs. The wisdom of such a policy is questioned by many showmen and fair men of experience. But it's one of those things that will have to be worked out by the trial-and-error method. It worked very nicely at Detroit this year. A few fairs that lengthened their time to two weeks found the results satisfactory. Some others were not so fortunate. While they came out on the right side of the ledger the profits of the first half were at least partly eaten up by the drop in attendance toward the end. There seems to be no question of the wisdom of extending a fair to include two Saturdays and two Sundays, altho it may cause some little difficulty in lining up exhibits and attractions. However, that is a matter that can be satisfactorily adjusted. But the success of longer periods remains to be proved.

L. Clifton Kelley joined J. O. McCaffery and J. W. (Patty) Conklin at Hot Springs for a brief rest before the big doings in Chi. . . . Dan Turner, manager of the Tom Mix show, in town on business and pleasure and will visit New York before going to the West Coast. . . . Dall says Tom Mix is doing nicely on his personal-appearance tour of England and will remain abroad until March. . . . Col. Thomas McFarland and "Skiddy" Skidmore, of the Sidney (Australia) Exhibition, have been visiting Middle-Western shows in search of attractions. . . . Billy Senior, of the Ous Sun office, taking a 15-day vacation and expects to spend a few days at the old home place near Decatur, Ill. . . . Juanita Hobson, featured equestrienne with Robbins Bros. Circus, off to California to visit until her winter circus dates start. . . . Homer Hobson still making his headquarters at Rochester, Ind. . . . Jake Friedman, carnival girl-show man, is at American Hospital recovering from a severe illness.

The week's gist of post-season circus gossip includes reports that S. L. Cronin and Wallace Beery will be in Rochester, Ind., this week to consider framing a 15-car show with Cronin, Beery and Hal Ronch; that Tom Mix will go on rails next spring; that Jess Adkins will take out a 15-car show and the Seils-Sterling show will blossom again. . . . J. F.

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.

Biographies

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publisher's office before noon Monday.
The Billboard reserves the right to edit all advertising copy.



Vol. 50, NOVEMBER 12, 1938, No. 46

Porcheddu, fireworks man, in town on business and pleasure. . . . Al Humke, who handled promotion for a Barnes-Carruthers revue in the Southwest for several weeks, is back in the home town, Anderson, Ind. . . . Noel Van Tilburg, Minneapolis Shrine potentate, who handles the winter circus, is very ill. . . . Zack Terrell has moved his household furnishings to Owensboro, Ky. . . . Looks as if Jack Dadswell is set as a first-string p. a. for the '39 season. . . . Edna Curtis off to Fort Worth with her acts to play the Fat Stock Show.

A perusal of the classified ad columns of the dailies frequently divulges romance and human interest. As, for instance, this from a loan company ad in *The Chicago Tribune*: "With rings on her fingers she rode her white horse in the sawdust ring, reached fame and fortune in her chosen profession of circus life, and as the years advanced became a vaudeville dancer and later a booking agent. Bona fide records prove she aided still famous screen stars in securing coveted roles. Years later, at the age of 71, Nellis Cook Pearl died in apparent poverty, but among her effects were found the following, which we now offer for sale: Diamond dinner ring with 24 fine blue-white and fancy color diamonds. . . . tiger head brooch, set with three diamonds; chatelaine watch and pin, set with 193 genuine pearls and three genuine diamonds." Oldtimers will remember Nellis Cook Pearl as a colorful equestrienne.



Krone Show For London

Will play there five weeks
—Tower, Blackpool and
Mills tenting seasons end

LONDON, Oct. 26.—Stanley W. Wathon, European circus agent, has obtained the Circus Krone, famous Continental show, for the Agricultural Hall, London. Circus Krone, entirely new to London, will commence a five weeks' season December 22. Tower Circus, Blackpool, closed its annual season last Saturday. Despite the numerous counterattractions at England's No. 1 seacoast resort, the circus proved the best attraction in the town and played to excellent business. Show was again booked by Wathon.

Bertram Mills' tenting season closes this week at York after a successful seven months' tour of England and Scotland. Show visited 35 towns and played from one day to a full week-stands.

Bernard and Cyril Mills, sons of the late Bertram Mills, are engaged in lining up talent for the Olympia, London, Christmas Circus which opens for five weeks commencing December 23. One of the first acts to be engaged is the English aerial attraction, the Marie Louise Sisters.

Maurice Collano and family are doing swell as the stellar attraction in the Charles D. Tucker unit, Pops Everything, which is touring the principal English vaude theaters.

Kanman Bombayo, the Hindu on the bounding rope, now in Germany, is routing his act for vaudeville and will shortly commence a headlining tour of the English music halls.

Joe Fenton and Co. are due to commence an English vaude tour in November.

More British acts than usual will be used in English circuses this Christmas in order to appease the Labor Ministry.

H. S. Bailey Named Receiver for H-W

PERU, Ind., Nov. 5.—Henry S. Bailey, local attorney, was named by Circuit Court here Thursday as receiver for the Hagenbeck-Wallace Circus. Suit for the receivership was filed by four former performers with the show. They charged that the circus owes them \$3,423 in back wages. They filed a similar suit in Kansas City, Mo., when they left the show during the past season. Bailey will work in co-operation with the Kansas City receiver.

The show, operated by Howard Y. Bary, is at Baldwin Park, Calif.

Beatty Again Has His Cats

CINCINNATI, Nov. 5.—The lions and tigers which Clyde Beatty sold to Cole Bros' Circus are again in his possession, he having purchased them from the South Bend (Ind.) Investment Co. Announcement of this transaction has come from Beatty himself, who also stated that he was at present negotiating with the New York World's Fair for his placement of the cat act.

Coming

Performers as Good Will Ambassadors

By JOS. H. HUGHES

A Feature of the

Christmas No. The Billboard

Don't Miss It



WILLIAM H. STEPHENS (left), traveling representative of the American Federation of Musicians, and Henry Kyes, band director of the Hagenbeck-Wallace Circus. When the show closed the latter returned to his home in Hathorne, Mass.

WPA Winter Tour Opens at White Plains Nov. 24

NEW YORK, Nov. 5.—The WPA Federal Theater Project's circus winter tour will open at White Plains, N. Y., Thanksgiving afternoon.

New press books, a line of new paper and a new herald have been received by the advance brigades, which start work on the opening spot Monday. The brigades will again be under the supervision of Harold Sullivan, who has held that position since the show's inception. John Jarrett will continue as local contractor.

Ben Jackson, who resigned to re-enter private industry, rejoined the show this week. BDI Montague, Circus Fan of West Hartford, Conn., was a visitor at Federal Theater headquarters last Wednesday. He was on his way to the regional conference of the Fans which is to be held in Binghamton, reports Wendell J. Goodwin.

Russell To Play Indoor Dates; Will Open at Hutchinson, Kan.

ROLLA, Mo., Nov. 5.—Russell Bros' Circus will launch a series of indoor dates at Hutchinson, Kan., November 14, playing a week's stand in Convention Hall under auspices of Cyrus Grotto. Several other engagements will follow before the holiday layoff, and it is planned to resume after the first of the year.

The indoor dates are being booked by T. Dwight Peppie and the promotional staff is headed by G. O. Dupuis. Elephants and other stock of the Russell Bros' organization will be used and a strong program is being framed.

Mrs. C. W. Webb and Mrs. Robert O'Hara returned October 30 from a 10-day visit with relatives at their old home at Dunlap, Tenn. They saw the Barnes show at Chattanooga and visited Manager George W. Smith, Herb DuVal, the Bob Fisher family and others.

C. S. Brooks, bandmaster and mail agent, has been in quarters here since the outdoor season closed, and will be musical director of the indoor show. Several other bandmen are also remaining here until the indoor dates open, including Harry Weil, Mike Guy and George Gardner.

Mr. and Mrs. Buck Steele accompanied Madam Bedini and her stock to Aurora, Ill., and then spent several days at quarters before departing for the South. They were accompanied by their young son, Bucky, and brother, Joe; their daughter, Marlene, going to Dover, O., for school. Jimmy Groves, of the Wild West department, went to his home at Esberry, Mo.

Joe Hodgini and family returned to their home at Peru, Ind.; the Aerial Ortons to Adel, Ia.; Fred and Doodles DeMarr, Chicago; Irene Ledgett, Rockford, Ill.; Lawrence Cross, Ottumwa, Ia.; Maxine Woeckner, Peru. Don LaVola and wife went to Detroit; Happy Starr,

Emily Ringling Foreclosure Decree Appealed by North

SARASOTA, Fla., Nov. 5.—Final decree of foreclosure granted Mrs. Emily Ringling on five paintings mortgaged to her by the late John Ringling as security for a \$50,000 loan was appealed to the State Supreme Court last week by J. P. Burket, attorney for John Ringling North, executor of the Ringling estate.

The foreclosure decree was granted here a month ago by Circuit Judge W. T. Harrison. In court at that time the estate admitted the validity of Mrs. Ringling's claim for \$50,000 against the estate but termed the mortgage given as security for the claim invalid on the ground that it was a contract between husband and wife.

Ringling borrowed the \$50,000 originally on an unsecured note prior to his marriage to the then Mrs. Buck. Following the marriage he secured the note with the mortgage, which fell due last year.

The mortgage covers five paintings, including two Rembrandts, which have been appraised at a total value of over a quarter of a million dollars.

The appeal, filed in Circuit Court here, is returnable before the State Supreme Court on January 18, 1939.

Kelley Closing; Season a Winner

CANADIAN, Okla., Nov. 5.—The Al G. Kelley and Miller Bros' Circus will close season at Bernice, Okla., November 9 and go into winter quarters at Springfield, Mo. The season was a winner, show making more money than last year. Show will have all new canvas, a special line of paper and will add some animals.

S. L. Cronin in East

CHICAGO, Nov. 5.—S. L. Cronin came in from the West Coast Thursday and after spending a couple of days here left for the East. On his return trip he will stop off in Indiana to visit relatives. Cronin has made no announcement of his plans for next season.

Wisconsin; Jeff Murphree, Birmingham, Ala.; Rube Egan to El Paso, Tex., to play the Shrine Circus on his way to Oakland, Calif.

King Ballo, side show manager, returned to his home at Muskegon Heights, Mich. The Sam Goldens, of the side show, are at quarters and plan to be with the indoor show. They are exhibiting their snakes, birds and sloth in local schools. Rufe Todd is also in Rolla, Mo., with Harry Weil and Mike Guy, presented a stage show in the Legion Theater at Steelville, Mo.

Moos Resumes Practice

Charles Moos, who joined in Oklahoma as court trustee and remained until the close of the season, returned to Oklahoma City to resume his law practice. Joe C. Webb returned to his home at Newport, Tenn., and visited Downie Bros., Parker & Watts and Barnes circuses on the way. Justus Edwards, press agent, is handling publicity for the indoor dates. Robert O'Hara and Raymond A. Walton have joined the advance of the indoor show. Francis Kitman, advance car manager, and son, Mike, joined the advance of Downie Bros., and Clyde Haskill went with Billroy's Comedians.

George Werner, lot superintendent, spent several days in Chicago and Southern Illinois, and has returned to Rolla. Milton Sydow, front-door superintendent, is back in St. Louis for the winter; Alex DeBeers, master painter, in Ottumwa, Ia., and Mr. and Mrs. C. V. Crawford, of the concession department, in Wichita, Kan.

The show's office is again in charge of James H. Webb and wife. Freddie Guinup is again in the Webb household, and activities in quarters are being handled by M. M. (Baldy) Murray. Fred (See RUSSELL TO PLAY opposite page)

Clown Head Man in Library

KANSAS CITY, Mo., Nov. 5.—Students of the University of Kansas City are not aware of it, but they have a circus clown serving as head man in the university library.

Horace S. Mose, a graduate of Knox College, started attending circuses when he was 5 years old, then living in Salina, Kan. Later he donned make-up and worked out several routines, routines which were good enough to make him acceptable professionally on tours of the nation with the big top. Mose likes to work in the library because he can study history books. He believes clowning is an art first developed in the Grecian era.

"A clown is a true artist," says Mose. "By his dramatic ability he attracts audiences with pantomime, slapstick and pathos." For the past six summers Mose has spent his two-week vacations traveling about with circus troupes.

Downie Scheduled To Close Nov. 19 At St. Augustine

MACON, Ga., Nov. 5.—Plans are being made for the return of Downie Bros' Circus to winter quarters at Central City Park here November 20. The show is scheduled to close in St. Augustine, Fla., November 19, and will have a home run of about 300 miles.

Season has been remarkable in many ways for this show. After about six weeks in spring the show was closed in Virginia and returned. On August 15 the show reopened in Columbus, Ga., and has been on the road about 15 weeks since reopening.

Under the piloting of James M. Beach as general agent, the show entered new territory, crossing the Mississippi River and playing several weeks in Louisiana and Arkansas.

Business for the fall tour has been termed satisfactory by Charles Sparks, manager.

National To Open Show at Chattanooga

CHATTANOOGA, Nov. 5.—Its organization about completed, the indoor circus of the National Circus Syndicate, Inc., will be held in Memorial Auditorium here January 4. It was announced by George W. Paige this week.

Show will go on a tour following its premiere here, sponsored by the Woman's Hospital Auxiliary, which includes some of Chattanooga's most influential and prominent citizens. Mr. Paige said.

The title of Jumbo has been leased for a condensed version of the show's opening spec, as announced previously.

Mayer Co. Eastern Rep. Of G. G. Expo Guide Book

NEW YORK, Nov. 5.—Joseph Mayer Publishing Co., of this city, has been appointed Eastern representative of the official guide book of the Golden Gate Exposition in San Francisco. The Mayer firm for years has been one of the nation's leading publishers of programs and guide books, concentrating chiefly on the circus field.

Mayer also began work this week on the 1939 program book for the Ringling Bros.-Barnum & Bailey show. The firm has put out this book for several decades.

Coming

Between the Lines

By DOC WADDELL

A Feature of the

Christmas No. The Billboard

Don't Miss It



**With the
Circus Fans**
By THE RINGMASTER
CFA

President: MELVIN D. HILDRETH, W. M. BUCKINGHAM
1715 Evans Bldg.,
Washington, D. C.

Secretary: THOMAS BARK,
Norwich, Conn.

(Conducted by WALTER ROSENDEL, Editor
"The White Tent," care International Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 5.—Charles Sparks Tent No. 12, Norwich, Conn., was entertained by Bert Gager October 26 at his home on Broadway. All but four members answered the roll call. Guests were Mr. and Mrs. Emil Pallenberg, of Clinton, Conn.; Dr. and Mrs. Harold L. Staples, New Haven, Conn.; William L. Montague, West Hartford, Conn.; William (Hardy) Potter and Miss Potter. A committee was appointed to make arrangements for holding a meeting of the Connecticut members after the close of the Grotto Circus evening of December 2, also to present a petition to the Court of Common Council to have the old city dumping ground, known as Holyhook Island, put in shape to be used as a playground and allow it also to be used for circus purposes if desired.

It was planned to have two State meetings each year, one in the fall and the other in warm weather, the first to be held at some convenient place and the second on some circus.

WE NEED SOME HELP! Our only method of getting items for this column is from letters we receive from CFA members and lately they have been few and far between. Drop us a line and let us know of your CFA activities.

In a recent letter from our national historian, Col. C. G. Sturtevant, of San Antonio, Tex., he states he had a fine time while the Barnes show was there. Was given a nice reception by Manager George W. Smith and had visits with Bob Fisher, Terrell Jacobs, Merle Evans, Capt. Bill Curtis, Blackie Williamson, Eddie Trees, Buster Rooney, Milt Taylor, Oscar Jordan, Raleigh Davidson, Clarence Bruce and others. Sturtevant and wife, Mr. and Mrs. Ben Austin and Mr. and Mrs. Dan Odum witnessed the performance.

Los Angeles

LOS ANGELES, Calif., Nov. 5.—The new Farmers' Market on Fairfax Avenue introduced a new idea for the opening last week. A circus running the entire week was staged for the entertainment of customers and as an advertising medium. Jimmie Woods' big top and side show were used. Poodles Hanneford was equestrian director. Feature was the Hanneford riding act. Cal Owens, up-side-down man; Irene McAfee and the toy dogs; Jack McAfee and Fay Aralon, clowns, also were on the program.

Woods has the set-up this week on the Universal Pictures lot for the W. C. Fields circus sequence of the You Can't Cheat an Honest Man. Henry Koster, director of Deanna Durbin, is getting ready for a circus picture for the juvenile star, as yet untitled. The Bobby Breen picture in production, Fishermen's Wharf, is also using outdoor showfolk.

Dan Dix is working on the Sonja Henie show as utility man, and Ben Schaffer is assistant chief electrician.

Frank Chisarelli will have the annual winter circus at Baldwin Park and will present all the noted circus acts in Southern California that are available.

Ralph Clawson, representing the Ringling Bros. and Barnum & Bailey interests with the Hagenbeck-Wallace Circus, is living downtown and commuting to Baldwin Park.

JOE LEWIS, with the Hamid-Morton Circus, sends the following: Coming from Toronto, the show was up and on time in Cleveland night of October 31. Many of their friends visited the George Hanneford family. The Anteleks also had visitors. Tuffy Genders is doing comedy in the flying act of the Comets. Percy Smith did broadcasting for show in Toronto. Orrin Davenport visited in Cleveland. Silvers Johnson has discarded the Funny Food for a Comedy Austin. The Two Aces bought a new home in Gibesdon, Fla. The clowns gave a show at a Cleveland hospital. Joey line-up includes Billy Rice, Jimmy Davidson, Horace Laird, Tad Tosky, Ollie Lutz, Two Aces Johnson, Clint Barnes, Joe Picchiani, Polidor, Lewis.

15 Years Ago

(From The Billboard Dated
November 10, 1923)

Four circuses closed within a few days of each other. Ringling-Barnum pulled up stakes at Richmond, Va., November 5; Hagenbeck-Wallace, which canceled its date at Dyersburg, Tenn., November 3 because of rain, left there and went to its quarters in West Baden, Ind.; Sells-Floto quit at Cape Girardeau, Mo., November 6, and John Robinson at Trenton, Tenn., same day. . . . Mrs. James Patterson underwent an operation at Grace Hospital, Kansas City. . . . William (Spiky) Hennessey, legal adjuster with Gentry-Patterson Circus, closed at Jennings, La., and left for St. Louis. . . . John Ringling was one of the incorporators of the Northeast Missouri Sand and Gravel Co., which was incorporated at Hannibal, Mo. . . . Sam Fink, who formerly trouped with Walter L. Main Circus, was operating a billiard parlor in Washington.

The Seven Dare-Devils (Arabian troupe) of the Walter L. Main Circus were on the Keith Time. . . . The Atterbury Wagon Show closed a 25-week season at Correctionville, Ia., October 14 and went to quarters in Sioux City. The Whitesides, tight-wire performers with the show, left for Chicago to play with the Jack Moore Troupe for the winter. Shorty Lerch, clown, with his trick mule, was advertising for picture houses in Sioux City for the winter. . . . John T. Benson, American representative of the Hagenbeck Brothers, Inc., of Hamburg, Germany, delivered to The Rochester (N. Y.) Times-Union an elephant purchased from his Newark, N. J., headquarters by the school children of that city. . . . The Willison & Wirth Shows were playing in Mesopotamia.

Frank Filis' Circus was sold at Singapore owing to the general slump prevailing throughout the Orient. . . . Bostock's Royal Italian Circus was in Egypt. . . . Will Burkard, contortionist, closed a 23-week season with the Danby Shows. . . . Charles Mack was doing "Punch" at Pogue's department store, Cincinnati. . . . Roy Albright, clown, left the Gentry-Patterson Circus at Smackover, Ark., to play fair dates. . . . Charles Fishell (Elephant Charlie) left the Al G. Barnes show at El Reno, Okla., and joined the M. L. Clark & Sons' Shows for the winter season. . . . Billy Dick and Art Powell closed with Christy Bros' Circus and joined Golden Bros' Circus. . . . Kittie LaRock, trapeze performer, who was formerly with Sells-Floto, John Robinson and Ringling-Barnum circuses and at one time with the Nelson Family, died at her home in Chicago October 11.

Hearing on Crowson Case

LOS ANGELES, Nov. 5.—Department Chief of the California State Industrial Commission Bond and staff had a hearing at the bedside of Billy Crowson, high wire performer, injured while doing his act with the Hagenbeck-Wallace Circus September 10 in Hollywood. Attorney Kearney appeared for the circus and Attorney Sackin and Hayward for Crowson. The testimony of Crowson and Mike Wishinger, boss hostler of the circus, was taken. It had been reported that the circus management would allege that the injured man was not an employee but an independent act. However, in justice to Manager Howard Y. Bary, there was no attempt made to do this, it having been well established that Crowson was a regular employee. His condition is unchanged.

The story that appeared in a recent issue of *The Billboard* about his accident brought him letters of sympathy and encouragement. Oliver Hardy, of the screen team of Laurel and Hardy, sent him a check, and a letter and flowers were received from Fred Astaire. Roland Young, screen star, obtained a position for Mrs. Crowson at the Hal Roach studios.

JOSEF RIX, six calliopiist, who had been with Cole Bros' Circus, opened in Lansing, Mich., at Rhinegold Garden September 22 with three-piece combination—Joe Robel, violinist; Raymond Young, drums, and Rix at piano, playing six nights a week. On Sunday nights Rix plays at Pigeon Inn, a Belgian resort club, with Earl Smith violinist, and Pearl Smith doing vocal solos.

Dressing Room Gossip

DOWNIE BROS.—A number of performers almost missed the opening spec recently because of a certain radio broadcast that really had them in an uproar. Albert Yarbrough, route card man, says he will have a season's card out soon. Captain Pickard's trained seals present a clown bank number that is tops. Bill Leon has a new chauffeur. Bert Wallace and Carlos Carreon, also Mrs. Bert Wallace, receive much comment for the manner in which they present a beautiful equine display. Harry Mack is scoring at the microphone. Mrs. Howard Bryant is recovering from a cold. Mickey O'Brien is back on his high stilts. Jack, one of our chefs, has a new pet dog which he is training. The side show band, under direction of Joseph Brantly, played for one of the show's daily broadcasts. Several vocal numbers were done by Theresa Jones. There must have been a sale on wool socks, because most of the men in the dressing room are wearing bright colored ones. Bill Moore, late of the Hagenbeck-Wallace Circus, was a recent visitor.

CHESTER (BOBO) BARNETT.

Fair Biz for Barnes Show at Greensboro, N. C.

GREENSBORO, N. C., Nov. 5.—The Al G. Barnes and Sells-Floto circus was here Wednesday and showed to a light matinee and fair night house. Weather was ideal, but show coming in so close behind the fair and Robbins Bros' Circus hurt business. Newspapers were liberal with space. The Barnes title is new in this territory. Ringling paper brings them out. Presentation of Gargantua in darkened big top at night show, with lighted cake and narrative by Frank Buck, is masterpiece of showmanship.

Rex and Mrs. Ingham and Chief Frank Canoe, of Ingham's Congress of Indians, were guests of Jerome T. Harriman at night show.

Admire, Whetten to Ky.

MADISON, Ind., Nov. 5.—Business with the Admire & Whetten Indoor Circus the first 16 days has not been very good. Show will go into Kentucky November 10. Eighteen people are with it. R. C. Phister and wife joined last week and are working promotions.

Joe B. Webb Re-Engaged

FT. SMITH, Ark., Nov. 5.—Joe B. Webb, who was legal adjuster with the Parker & Watts Circus, has been re-engaged for next season.

RUSSELL TO PLAY

(Continued from opposite page)

Qualters, Jack Wynn, B. A. (Blackie) Koehler and Herman Walters, Edwin Welsh took the show's camels to Fort Dodge, Ia., for the Thatcher-Stanberry Christmas parades but will return to handle the elephants in the indoor show. E. A. Peterson, superintendent of transportation, is with the Christmas parade unit.

Bert Nelson, wild animal trainer, formerly with the Barnes and Hagenbeck-Wallace circuses, was a recent visitor at quarters. W. S. DeBarrie, side show manager of Parker & Watts Circus, stopped off with his wife en route to their home at Fort Wayne, Ind. The Whipping Smiths were also visitors.

BERNIECE KELLY Circus Revue closed its park and fair season at Alexander City, Ala., October 22 and opened indoor season at Ft. Smith, Ark., November 7. Will be at the Shrine Circus, Houston, Tex. At Alexander City Pat Kelly, of the Kelly Revue, played on the same bill with Pinky Steiner, of the Steiner Trio. It was 38 years ago that they played together in that town. Steiner was doing a bar act and Kelly Jackley-drops as free attractions with the Indiana Carnival Co.

Hickey Heralding Henie

LOS ANGELES, Nov. 5.—Bob Hickey, publicity director of the Chicago Stadium, is in town blazing the trail for the Hollywood Ice Productions Co., of which Sonja Henie is the star. The publicity job he has done with the Los Angeles dahlias is most creditable. The executive staff of the Chicago Stadium is handling the tour, which will include major cities and going to New York for a run.

The premiere was night of November 1 at Polar Ice Rink, seating 3,760. Scale of prices, \$2 to \$5.



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Circus Acts desirable for Use playing High School Audiences this territory. Send photographs, low cost salary. MUST HAVE transportation. BAND LEADER. Organized Small Band.
WM. PEARCE, General Manager,
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WANTED
For Indoor Circus Dates Starting Nov. 14.
Good Sweet Man and two Hitting Hatches. Geo. Thompson req. Will lease Candy Prices. Address: C. V. CRAWFORD, 1915 S. Emporia Ave., Wichita, Kan.

FOR SALE
Downie Bros. Circus Property
Can be seen as per route: Mobile, Ala., November 10; Pensacola, Fla., November 11; Panama City, Fla., November 12; Tallahassee, Fla., November 14; Perry, Fla., November 15; Ocala, Fla., November 16; Daytona, Fla., November 17; Palatka, Fla., November 18; St. Augustine, Fla., November 19. After that, Winter Quarters, Central City Park, Macon, Ga.

Under the Marquee

By CIRCUS SOLLY

R. M. HARVEY, while in Cincinnati last week, called at The Billboard offices.

GLENN BOOTH, of the Ringling advance, is wintering in Los Angeles.

GEORGE HANNEFORD Family is with the Hamid-Morton Circus.

WALTER L. MAIN and John Creamer attended the Morton-Hamid Circus in Cleveland.

DON LAVOLA, who was with Russell Bros.' Circus, is now playing vaude dates in and around Detroit.

THE BILLETTS, high-wire, were on the bill of the Firemen's show in Cincinnati November 4-7.

BILLY PAPE and Conchita, en route east from California, will present perch act at Shrine Circus, Houston, Tex.

W. F. (BILL) WILCOX closed on the No. 2 car of the Barnes show and returned to his home in Kansas City, Mo.

EDDIE DELOY saw the Barnes show at Knoxville, Tenn., speaking well of the performance. Met his boyhood friend, Gordon Orton.

THERE IS GREAT satisfaction in a season's work well done.

VIRGIL B. DARE, impersonator, writes from Tuscola, Ill., that he was en route to join the Mighty Haag show for the winter season.

EDISON KINGSBURY, who has been with Harry Haag and wife and the Mighty Haag Circus, has joined the Passion Players.

BOBBY HANSON, on side show of Al G. Barnes-Bella-Floto, has returned to his home in Philadelphia and will most likely remain there this winter.

MORALES SISTERS (Teresa and Dorothy), after playing Palace Theater, Valdosta, Ga., will be at the Shrine date in Macon, Ga.

POODLES HANNEFORD is breaking a new horse. Ned having died recently, Poodles' wife watched the fair circus of the Farmers' Market, Hollywood, from a wheel chair. Her right leg is in a cast.

KING BAILE, after closing season with Russell Bros.' Circus as side-show manager, is back home in Muskegon Heights, Mich., for the winter. Says he expects to work some promotions.

EUGENE ADAMS advises that Rudy Rudyoff is training horses at Caswell, Wis., and that he has been there on several occasions. Rudy's wife and son are with him.

A REMEMBER from George Parento—when Eddie Sibbon and Charles Grapewin, the famous comedian, did a double trap act with John G. Foley Circus in 1890 and Gun Sun was with show.

LEONA CARTER, who was with the Tom Mix Circus, returned home in Portland, Ore. Had been in Los Angeles past six weeks. Expects to work at the fair in San Francisco next year.

JOE BUMSTRAD, clown, of Brooklyn, N. Y., will spend a few weeks with his folks in Bound Brook, N. J., and then play night clubs. Will have a new dog next season.

THE GRIFT will get one into plenty of trouble. Oh, yes, some shows still have it and glory in it despite the fact that they have plenty of squeaks.

THE KLINES (Charles and Peggy) open in Toyland at Lansing, Mich., November 19. State that it was necessary for them to cancel the Auto Show date in Indianapolis to make Lansing.

BERNARD MACFADDEN will be the Fall Guy at the luncheon of the Dexter Fellows Tent, Circus Saints and Slayers' Club, at Hotel Commodore, New York, November 9.

LEE SMITH, clown, returned to his home in Newark, N. Y., after closing with Robbins Bros.' Circus, which rounded out his 27th season of clowning. He will soon play some indoor dates.

BARNETT BROS.' Circus, operated by O. C. Cox, lessee, has been in the Carolinas for several weeks, playing to varying business. Show has twice been only a few miles from winter quarters at York, S. C., and many troupers have visited in York.

AL MARTIN has lost his position as steepleman for his brother of a rubber stamp manufacturing company of Chicago, since Al's efforts were confined to patronage of circuses and he refused to guarantee payment of their accounts.

ED RAYMOND, producing clown with Barnett Bros.' Circus, en route to Cleveland last week, stopped over in Cincinnati and visited The Billboard offices. Will be at a Cleveland department store for his 10th consecutive year.

THERE ARE FREQUENT inquiries on the "magic carpet" of Hotel Sherman, Chicago, as to the whereabouts of Frank Gavin, who was a popular and successful concession manager on several of the big shows.

THE ELEPHANT ACT on the Mighty Haag Circus, worked by Helen Haag Hayes, was wanted by two Southern State fairs, but Helen would not take the act from the show, despite the attractive salaries offered. Mighty Haag is still in South Alabama.

CHARLES (KID) KOSTER, ahead of George Abbott's *What a Life*, was in Cincinnati last week billing the show, which is at the Cox Theater this week. The "kid" renewed acquaintances with many showfolk and visited The Billboard offices.

AMONG THOSE who attended the premiere performance of the J. R. Malloy circus unit at Dalton, O., were Jack Newrow and wife, of Massillon, O.; Maynard (Doc) Mast, Bernice Lentz, Jack Mullance, concessioner; Rex McConnell and wife, all of Canton.

THERE IS MUCH exaggeration in some shows' billing matter. Advertising 50 elephants when a circus has but one-fifth that number is laying it on pretty thick. Remember, the natives are not so dumb, so get wise.

JOE BAKER, former boss lithographer, pens from Olympia, Wash., that he is working on a promotion in connection with an amateur entertainers' group, which he says is new in the Northwest. Baker is a former vaudevillian and minstrel.

FRANK BENNETT, 24-hour man with the Hagenbeck-Wallace Circus the past season, is still sojourning in or near the Baldwin Park (Calif.) winter quarters for the same reason that others are there instead of farther east, where they would like to be.

ERNE WISWELL, after closing Southern fair season, returned to Erie (Pa.) headquarters. Will leave in a couple of weeks to hunt deer in the Allegheny Mountains near Clearfield, after which he will play indoor dates with his Punny Ford.

THE LAST VESTIGE of the winter quarters of Fred Buchanan's Circus enterprises has been removed at Granger, Ia. The rails of the side tracks were recently taken away.

RED HARRIS recently closed his fair dates and is back home at Black Creek, N. C. Played the Peanut Exposition, Enfield, N. C., for his second season and is contracted next year for the Lions' Club there. Harris says he hopes to be back on a circus in 1939.

PAT KLING, formerly with the Al G. Barnes show, and lately manager and part owner of the Four Monarchs of the Air, received a broken back in a fall at his ranch in Phoenix, Ariz., recently. He will be in bed for two months. His address is R. R. 3, Box 135-P.

MR. AND MRS. C. O. DUPUIS stopped at Nevada, Mo., while en route to Hutchinson, Kan., where they were to handle promotion work for Russell Bros.' Circus, auspices of Cyrus Grotto, date being booked by T. Dwight Pepple, and placed a floral piece on the grave of Gladys LeTourneau, whose body is at rest in Newton Cemetery.

Stadium Rodeo in Black

CHICAGO, Nov. 5.—Chicago Stadium Rodeo, which closed last Sunday night, came out in the black and Stadium officials are well satisfied with it. While there were some very light nights, attendance thru most of the engagements was excellent and compared favorably with last year's event.

The Corral

By ROWDY WADDY

COLEMAN RODEO ASSOCIATION, of Coleman, Tex., was granted a charter of incorporation last week at Austin, Tex. Capital stock was not announced. Incorporators are S. T. Cobb, W. P. Stobaugh and E. C. Edena.

CAPT. IRVING O'HAY, announcer at this year's rodeo held in connection with the Southwestern Exposition and Pat Stock Show, Fort Worth, Tex., has been named announcer for the Fort Worth Fall Horse Show in Will Rogers Memorial Coliseum there.

COLLECTION of rodeo trophies won by the late Pete Knight are being exhibited at the Rodeo Live-Stock Show at Little Rock, Ark., which got under way November 8, by Mrs. Knight. She also plans to exhibit the trophies next spring in California, Oregon and Wyoming. Included in the collection are three silver-mounted saddles, a Tom Mix bridle; a silver cup awarded by Jack Dempsey at Reno, Nev., and the Prince of Wales Trophy, a silver horse, awarded at Calgary, Can.

CONTRACTED LIST FOR rodeo to be held in connection with the Arkansas Live-Stock Show, North Little Rock, Ark., continues to grow, reports T. E. Robertson, director. List includes Polly Dryer, Marge and Alice Greenough, Curley Seal, Rose Davis, Violet Clements, Vivian and Grace White, Jimmy Askew and Lefty Christian. Juveniles are Don and Jean McLoughlin, Florence Randolph, Don Wilcox, Alice Suty and Cecil Cornish. Josephine Proctor, woman calf roper, has also signed. Corrals and chutes have been completed and it is planned to hold a pre-event public inspection.

RESULTS of remainder of the go-arounds at Chicago Stadium Rodeo, together with final awards. Bareback Bronk Riding—Fifth go-around, Mitch Owens, Cecil Bedford, Smokey Snider, Johnnie Schneider. Steer Wrestling—Sixth go-around, Bill Van Vactor, Jim Irwin, Steve Heacock, Shorty Ricker. Seventh go-around, Dee Hinton; Andy Curtis and Milt Moe split second and third; Jim Irwin. Calf Roping—Fifth go-around, Dee Burk, James Kenney, Jim Wilkinson, Oran Fore. Sixth go-around, Roy Lewis, Buck Goodspeed, Tom Taylor, Dee Burk. Saddle Bronk Riding—Fifth go-around, Gerald Roberts, Ray Mavity, Chuck Williams; Slat Jacobs, Dick Shappert and Jack Wade split fourth. Sixth go-around, Gene Pruitt; Johnnie Schneider and Milt Moe split second and third; Ray Mavity. Steer Riding—Fifth go-around, Durwood Ryan; Kid Roberts and PeeWee Morris split second and third; Red Breckenridge. Sixth go-around, Jimmy Hazen, Paul Bond, Junie Martin, C. K. Lewallen. Seventh go-around, Gerald Roberts, Ken Hargis, Johnnie Schneider, Dan Wilder. Wild Cow Milking—Fourth go-around, Jiggs Burk, Tom Taylor, Maurice Laycock, Dee Burk. Fifth go-around, Oral Zumwalt and Dee Hinton split first and second; Oran Fore, Bill Van Vactor. Finals in the various events were as follows: Bareback Bronk Riding—Ken Roberts, Smokey Snider, Doug Bruce, Cecil Bedford. Steer Hiding—Ken Roberts, Speck McMillan, Kid Roberts, Andy Gibson. Calf Roping—Oran Fore, Jim Wilkinson, Buck Goodspeed, James Kenney. Saddle Bronk Riding—Ken Roberts; Milt Moe and George Yardley split second and third; Frank Van Mater. Steer Wrestling—Andy Curtis, Bud Spillsbury, Herschell Ross, Earl Blerins. Wild Cow Milking—Oran Fore, Clyde Brown, Jiggs Burk, Maurice Laycock.

Successful Run For Garden Rodeo

NEW YORK, Nov. 5.—New names to New York audiences appear in this year's championship roster of the Madison

Square Garden rodeo, which closed a successful 24-day engagement October 30. Winners, besides receiving award money, were recipients of the usual highly decorated and expensively made saddles from Garden President Col. John Reed Kilpatrick.

First prize in Bareback Bronk Riding went to Eddie Curtis; Vivian White scored in Cowgirls' Bronk Contest; Jake McClure wound up first in Calf Roping, and Bronk Riding went to Burel Mulkey. Dick Truitt won the Steer Wrestling Contest; Frank Marion the Steer Riding, and Clyde Burke, Wild Cow Milking. Pete Kerscher scored in the Wild Horse Race, and Carl Dossey and Kid Fletcher had the best bucking horses.

Final Money Winners

Cowboys' Bareback Bronk Riding—Eddie Curtis, Cecil Henley, Fritz Truan, Dale Adams. Cowgirls' Bronk Riding—Vivian White, Vaughn Krieg, Gene Creed, Mary Parks. Calf Roping—Jake McClure, Clyde Burk, Cleve Kelley, E. Pardes. Cowboys' Bronk Riding—Burel Mulkey, Fritz Truan, Jackie Cooper, Bob Walden. Steer Wrestling—Dick Truitt, Everett Bowman, Gene Ross, Howard McCrory. Steer Riding—Frank Marion, Kid Fletcher, Hubert Sandell, Melvin Harper. Wild Cow Milking—Clyde Burk, Sonny Hancock, Hugh Bennett. Wild Horse Race—Pete Kerscher, George Mills, Kid Fletcher. Best Bucking Horse—Carl Dossey, Kid Fletcher split.

Day money winners (results in all events are for night contests unless otherwise indicated): Bareback Bronk Riding—Tenth day (Friday, Saturday matinee and night), Fritz Becker, George Mills; Cecil Henley, Eddie Curtis and Canada Kid split third and fourth. Eleventh day (Sunday matinee and night), Pete Forrester, Kid Fletcher; Pete Grubb and Hughie Long split third and fourth. Cowgirls' Bronk Riding—Tenth day (Thursday, Friday, Saturday matinee), Rose Davis, Brendon and Doris neel, Haysne split first and second; Alice Greenough, Vaughn Krieg. Eleventh day (Saturday, Sunday matinee and night), Vivian White; Iva Del Jacobs and Vaughn Krieg split second and third; Alice Greenough. Calf Roping—(Thursday, Friday, Saturday matinee), Toots Mansfield, Buck Sorrells, Clyde Burk, Herb Meyers, Harry Hart. Eleventh day (Saturday, Sunday matinee and night), Jake McClure, Everett Shaw, Royce Sewall, Harry Hart, Toots Mansfield.

Cowboys' Bronk Riding—Tenth day (Thursday, Friday, Saturday matinee), Cliff Helm; Vic Schwarz and Herman Linder split second and third; Pete Grubb; Nick Knight and Kid Fletcher split fifth and sixth; Chet McCarty and Bob Walden split seventh. Eleventh day (Saturday, Sunday matinee and night), Bart Glennon; Eddie Curtis and Vic Schwartz split second and third; Nick Knight and Kid Fletcher split fourth and fifth; Melvin Harper and Bob Walden split sixth and seventh. Steer Wrestling—Eighth day (Thursday, Friday, Saturday matinee), Joe Thompson, Everett Bowman, Mike Fisher, Howard McCrory, Clay Carr. Ninth day (Saturday, Sunday matinee and night), Gene Ross, Mike Fisher, Tom Brendon, Ted Yochum, Rusty McGinty. Wild Cow Milking—Thirtieth day (Friday), Clyde Burk. Thirty-first day (Saturday matinee), Toots Mansfield, Roy Matthews, Carl Shepard. Thirty-second day (Saturday), Royce Sewall, Jack McClure, Everett Shaw. Thirty-third day (Sunday matinee), Harry Hart, Dick Truitt, Manard Gayler. Thirty-fourth day (Sunday), Earl Moore, E. Pardes, Hugh Bennett.

Steer Riding—Tenth day (Wednesday, Thursday, Friday), Eddie Curtis, Dale Adams, Frank Marion; Kid Fletcher and Melvin Harper split fourth and fifth. Eleventh day (Saturday matinee and night), Hubert Sandell, Kid Fletcher, Buttons Yonick; Hughie Long and Dale Adams split fourth and fifth. Twelfth day (Sunday matinee and night), Kid Fletcher, Melvin Harper and Joe Orr split second and third; Frank Marion, Whitey Kned. Wild Horse Race—Thirtieth day (Friday), Carl Dossey, George Mills, Pete Kerscher. Thirty-first day (Saturday matinee), Hugh Clingman, Hank Mills, Lyle Cottrell. Thirty-second day (Saturday), Bud Nelson, Pete Kerscher, George Mills. Thirty-third day (Sunday matinee), Hank Mills, Hugh Clingman, Orville Stanton. Thirty-fourth day (Sunday), Kid Fletcher, Hank Mills, Carl Dossey. Best Bucking Horse—Fritz Carl, Goldie Butler. Saturday matinee, Kid Fletcher and Orville Stanton split. Saturday, Bill Greenough. Sunday matinee, Orville Stanton. Sunday, Kid Fletcher and Orville Stanton split.

EXPOS ADD TO FUN ZONES

S. F. To Get Rides, Shows

Baker ready to start construction — office force going to Treasure Island

SAN FRANCISCO, Nov. 5.—Golden Gate International Exposition has started to lay out the Gayway, its fun zone, and speed rides will begin to shape up along the midway shortly. Harry C. Baker, president of the National Association of Amusement Parks, Pools and Beaches, has taken over the construction program for a Coaster, speed ride, Midget Auto Track and Luff-Land at an announced cost of \$200,000.

He was here on Wednesday from Los Angeles to close the deal with Concession Director Frederick Weddleton. Associated with Mr. Baker is Harry G. Traver, both regarded as premier outdoor showmen.

About 3,500 feet of track will be laid (See S. F. TO GET on page 37)

Hagerstown Draws Big Gate and Stand

HAGERSTOWN, Md., Nov. 5.—Except on Thursday, when rain limited attendance to 3,000, weather was perfect during the 74th annual Washington County Fair here on October 18-23 and an estimated 160,000 attended, about 25 per cent more than last year, to make it one of the most successful events in the association's history, said Charles Wolfe, secretary. Gate and grand-stand admissions of 40 and 50 cents remained unchanged.

Night grand-stand show, under direction of John T. McCaslin, who booked acts and acted as emcee, drew crowds about 20 per cent greater than last year, and McCaslin has been re-signed to act in the same capacity next year. Among acts were Oklahoma Blackie's Dogs and Pigs; Great Calvert, high wire; Georgetown Brothers, comedy boxers; Dion and Dawn, aerialists; Zimmerman Brothers, strong act; Ryan and George's Dog; Four o' Hearts, high wire, and Florence Allen. (See HAGERSTOWN DRAWS on page 57)

Travises Make Motor Tour During Post-Fair Vacation

NASHVILLE, Tenn., Nov. 5.—With all bills paid and premium checks settled, Phil C. Travis, manager of Tennessee State Fair here, started on vacation on October 10, going by motor and accompanied by Mrs. Travis and her niece, Betty Luke. In Columbus, O., they visited the National Dairy Show, then going to Johnstown, Pa., to visit relatives and friends for two weeks.

While in Pennsylvania they visited Mr. and Mrs. Grant B. Smith (Grant and Sister Sue) at Crooked Creek, finding them both in good health. Sister Sue had invited a number of relatives and friends and during the three days the Travises were there the following dropped in: Mr. and Mrs. William B. Jones, Margaret Jones and Billy Jones; Mrs. Anna Jones Dean and son, Paul, Bloomsburg, Pa.; Wilbur Smith, Corning, N. Y.; Mr. and Mrs. M. A. Weckerly, Du Bois, Pa.; and Mr. and Mrs. Charles Smith and sons, Cleveland.

Before returning to Johnstown a trip was taken to Corning, N. Y., by Mr. and Mrs. Travis, Grant and Sister Sue. Having returned to Nashville, Manager Travis is looking forward to the Chicago conventions.

WINTER HAVEN, Fla.—In the October 27 edition of The Winter Haven Daily Chief a six-page section was devoted to publicity concerning the citrus fruit industry and the Florida Orange Festival, including a signed feature article on the fair by Almon E. Shaffer, executive manager, who is here making preparations for the 1939 event.



CONGRATULATIONS WENT THE ROUNDS when this photo was snapped on closing day of the 1938 Charlotte (N. C.) Agricultural Fair, which executives declared was most successful ever presented in the Piedmont. Left to right: Bill Arp Lowrance, newspaper publisher and general manager of the fair; Charles Abbott, general agent of the Marks Shows, which were on the midway; J. F. Wilkinson, president of Charlotte Fair, and John H. Marks, carnival owner. Photo by Jack Dadsweil for The Billboard.

Act Booking Picture for '39 Will Pack Plenty of Interest

NEW YORK, Nov. 5.—Free act and general attraction booking set-up slanted towards outdoors is undergoing complex change substantial enough to make the 1939 picture more interesting than in years.

Re-entry of Frank Wirth Booking Association into the free act field is the first major Eastern venture-invasion in nearly 20 years. Frank Wirth and George A. Hamid parted in 1931 and under terms of the agreement the former shelved booking activities until the middle part of this year. George Hamid thus became head of George A. Hamid, Inc., with Wirth confining his interests to frat circuses.

While Wirth's actual re-entry came this year, he did not have the advantage of promotion and campaigning over a 12-month period prior to contract fulfillment. This advantage he will enjoy from now on, including appearances at annual State meetings of fairs, park deliberations and the Chicago conclave, as the dissolution agreement also banned him from attendance at these huddles, among other legal restrictions usually the case in such liquidations.

Meantime Hamid has become solidly entrenched in all phases of the attraction

business, not mentioning operation and the prestige attached to his heading of trade associations, including the National Showmen's Association and the American Recreational Equipment Association. Whether newcomers are equipped to cause any dent in his turnover, what with Hamid's vast network of accounts, friends and affiliations, is what will make matters highly interesting, even to casual observers.

Wirth's physical expansion as to office facilities and personnel seems to indicate that he is making an aggressive bid for major recognition. Out in the field for him are Phil Wirth, erstwhile head of Boyd & Wirth; A. J. Grey, George Poh and Mack Kassow, latter breaking in. Pauline Miller is handling office detail with L. C. (Ted) Miller, just off the road from a season's tour of the Cetlin & Wilson Shows, tabbed for press-promotion with possibility of fronting function split with propaganda duties. Alfred Adler, long with Frank Wirth circus producing office, is specializing in foreign acts and act contact. Harry Ward is on vaudeclub angles. Affiliations, if any, with fireworks, sound, revue producers, etc.,

(See ACT BOOKING on page 37)

Surpluses Reported by Two Maritime Province Annuals

ST. JOHN, N. B., Nov. 5.—Surplus of \$147 plus \$159 to the building fund is reported from the 1938 Windsor (N. S.) Fair, claimed to be the oldest fall fair in America. Receipts were \$589 more than in 1937. M. C. Hanson is president and Harry M. Clark secretary-treasurer. A deficit of about \$150 is being reported from the 1938 Moncton (N. B.) Fair by Moncton Exhibition Co., sponsor. Surplus of about \$1,500 is reported from the 1938 St. John (N. B.) Exhibition, contrasted with a deficit of about \$3,500 in 1937, largely caused by an infantile paralysis epidemic. St. John Exhibition Association will not take advantage of the guarantee of \$2,000 against loss, provided by city council.

Nova Scotia Exhibition Commission, sponsoring annual Halifax Fair, is operating the Forum, part of the fair plant, as an artificial ice rink for skating and hockey this winter instead of renting it. E. F. Lordy, secretary-treasurer-manager of the fair, is rink manager.

Mobile Free Gate Has a 15% Rise; Count Is 100,000

MOBILE, Ala., Nov. 5.—Greater Mobile Gulf Coast Fair here on October 24-30 shattered all records for attendance with a free gate. Greatest crowd of the week was recorded on Sunday, final day, with regular summer weather, it being estimated by Fournier J. Gale, president, and police on the grounds that over 25,000 were present.

Directors reported a 15 per cent increase in attendance over 1937 due to the fact that weather was fair all week and that exhibits were on a larger and better organized scale. Four counties in Mississippi had exhibits, something new, and the Boys' 4-H Club exhibit was one of the best in the South. Exhibits were shown to better advantage, as set-ups were more uniform and lighting effects much improved.

President Gale conservatively estimated (See MOBILE FREE GATES on page 57)

N. Y. Signs "Old" Village

Messmore & Damon with Jessel in project — more officials resign fair posts

NEW YORK, Nov. 5.—The World's Fair obtained another major concession in its amusement zone this week when Messmore & Damon with George Jessel signed to produce and operate an "Old New York" village at the 1939 event. Project replaces the proposed French Village that had been negotiated for several months but which could not be properly financed by several operating companies.

Village will cover about two acres in the mid-section of the amusement zone and will consist of reconstructed versions of Barnum's museum, Chuck Connor's saloon, Fraunces Tavern, the Haymarket, Bowling Green, Henry Hudson's Hall

(See N. Y. SIGNS on page 37)

La. State Up In Attendance; Spending Off

SHREVEPORT, La., Nov. 5.—Altho official attendance figures are not yet available, Secretary-Manager W. R. Hirsch said indications point to last year's Louisiana State Fair record of 290,000 being equaled and perhaps a new record of 300,000 hung up at the 33d annual fair on October 22-31. As there was not as much spending this year as last, the management declared it doubtful whether any profit would be realized. Estimated attendance by days: Saturday, October 22, 32,000; Sunday, 40,588; Monday, 32,000; Tuesday, Wednesday and Thursday, about 20,000 each; Friday, 25,000; Saturday, 32,000; Sunday, 40,000; Monday, October 31, 32,000.

Several factors contributed to slow spending, especially a recent cut in the price of oil. On opening night there was rain, which kept many away, followed by two or three days of cold weather. Also contributing to the financial situation was increased expense of the program and an increase in premiums. Of \$35,000 in cash premiums, the fair association provided \$27,500 and the State \$7,500. Altho final figures may reveal that expenditures exceeded receipts and attendance did not surpass the 1937 record, the annual was by far the most successful.

(See LA. STATE UP on page 57)

Coming

Fairs Set Styles in Rural Entertainment

By NAT S. GREEN

A Feature of the

Christmas No. The Billboard

Don't Miss It

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Record Is Set by "Belles"

CHICAGO, Nov. 5.—Beaming with pride over record crowds his musical extravaganza, *Belles of Liberty*, drew at Texas State Fair, Dallas, where more than 1,000 chairs were added to capacity of the big Auditorium in an effort to accommodate part of overflow crowds which milled about the gates in a near-riot trying to gain entrance. M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, returned to Chicago this week after a month's tour of the South. Mr. Barnes said, "*Belles of Liberty* not only performed like a thoroughbred in Dallas, but set an all-time record in Shreveport, where two complete shows were given Sunday night. No show has ever before played to so many people in the history of Louisiana State Fair."

G. G. Paper Is Colorful

CINCINNATI, Nov. 5.—Samples of a line of paper for Golden Gate International Exposition, San Francisco, in the form of window cards, one-sheets and other assorted sizes in beautiful color effects, modernistic designs and handsome examples of the lithographer's art were received recently by the editorial office of *The Billboard* here from exposition officials.

Fair Grounds

ASHLAND, O.—Approval by PWA of a \$9,000 grant for improvements on Ashland County Fair grounds has been announced, project to include a new grand stand, horse barn and junior fair building.

GREENWOOD, Miss.—Charter of incorporation has been issued to Leflore County Negro Fair Association. A. B. Morant, C. H. Wilkes and Willie Moore, Greenwood, and J. D. Montgomery, Sidon, and a nonprofit group plans a (See FAIR GROUNDS on page 47)

Fair Meetings

Canadian Association of Exhibitions, November 21 and 22, Royal York Hotel, Toronto, Ont.—W. D. Jackson, secretary, London, Ont.

International Association of Fairs and Expositions, November 29 and 30, Hotel Sherman, Chicago. Ralph T. Hemphill, secretary, Oklahoma City, Okla.

Iowa Fair Managers' Association, December 12 and 13, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 14, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Western Fairs Association, January 5-7, Palace Hotel, San Francisco. Tervis Paine, secretary, Sacramento, Calif.

State Association of Kansas Fairs, January 10 and 11, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 11 and 12, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Northampton, Northampton. A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 23-25, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Texas Association of Fairs, January 27 and 28, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Grand-Stand Shows

AFTER closing a season of 16 weeks in Dillon, S. C., on October 30, Jerry D. Martin (Jaydee the Great), aerial contortion trapeze performer, went to his home in Rochelle Park, N. J.

ACTS at the six-day Anderson (S. C.) Fair ending on November 5 were La Collette, balancing; Three Eddys, with Eddie Keck, comedy acrobats; DeKohl Troupe, rolling globes; Tudor Sisters and Avery, acrobats and contortionists; Marshall and Helen, tight wire; Red Sells, clown; Smith's Band and fireworks.

ATTRACTIONS at Greenville (S. C.) County Fair, on October 24-29, were Steiner Trio, comedy bars; Aerial Cowdens, trapeze; Helen and Marshall, tight wire; Scott's Mules; Jack and Almee, revolving ladders; Three Eddys, comedy acrobats; Capt. Jimmy Jamison, high fire

diver; Tudor Sisters and Avery, contortionists; S. Victor Drumb, aerial contortionist; Fred Rockless, swaying pole; Wagner's Band; Eddie Keck, emcee; and Newcastle Fireworks Co., displays. Steiner Trio closed their season at Greenville, most successful in years, and returned to their home in Detroit, they report.

BINK'S Circus Attractions, with Leo Demers, closed a successful five-month outdoor season on October 21, and are now playing indoor dates. They are booked for Milwaukee and Waukesha County indoor fairs.

JOHN T. McCASLIN, who closed his outdoor season as grand-stand director at Hagerstown (Md.) Fair on October 22, returned to Baltimore, where he has booked for a number of private parties and banquets, reports Harry J. Bowen.

AUSTIN C. WILSON, who reports having closed an active summer and fair season with his thrill shows and drives, is in Chicago arranging for seven weeks of indoor presentations under auspices of American Rodeos shortly after January 1. Opening early in April, the organization was in the Middle West until August, followed by Eastern and Southern dates until late October. Among fair engagements were those in Lebanon, Pa.; North Wilkesboro and Rutherfordton, N. C.; Orangeburg and Nyack, N. Y.; Timonium, Md., and Forest City, Stateville, Wilmington, Kingston and Williamson, N. C. With several outstanding features and Ernie Wiswell, circus comic with his Funny Ford, the troupe did well, altho handicapped by weather, especially in the South. Jimmie Smith was featured stuntster and Leon Stone handled the advance.

WILFRED MAE TRIO, who report finishing a season of fairs for George A. Hamid, Inc., and contracting with that office for 1939, are playing Waukesha, opening at the Fox Theater, Providence, on November 11. They also will play some Florida fairs.

APPLETON, Minn.—At annual stockholders' meeting of Swift County Fair Association here on October 27 Paul Waldon was elected president; Lester Evans, vice-president; Sibert Johnson, treasurer; J. G. Anderson, secretary; George Clapp, Edmund Anderson, A. T. Forsberg, directors.

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Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

JIMMY AND JOAN Lidstone, British amateur figure skating champions, with Billy Watson runner-up, drew a packed house and tremendous applause at the close of their two-day exhibition in Billy Carpenter's Riverside Roller Rink, Uhrichville, O., on November 2, reports Armand J. Schaub Sr. Many prominent people, among them a number of local business men, witnessed the performance. On November 3 Mr. and Mrs. Carpenter drove the trio to Youngstown, O., where they were scheduled to appear in Mora Roller Rink, another lap of their tour under auspices of the Roller Skating Rink Operators' Association of the United States.

OPENING on October 22 under management of Frank Dixon, New Fairyland Garden Roller Rink, Peoria, Ill., drew 800, reports Al Janssen, skateroom manager. Rink has 14,000 square feet of flooring and is in the heart of the business district in the building occupied by the old Fairyland Rink until 1921. New organ has been installed, with Russell Remmele at the console.

AL WISH, manager of New Playland Roller Rink, South Bend, Ind., reports that business has been good, considering warm weather. Fred (Bright Star) Murrow, 78-year-old Indian figure skater, was booked for appearances at the rink on November 3-5. Rollaway Trio, cross-country skaters en route to California from New York, appeared at the rink on October 22 and 23. Beginners' matinees are being held on Wednesdays.

A NEW roller rink in Massillon, O., first there in several years, will be one of the largest in Eastern Ohio, say pro-

motors, and opening is scheduled within the next month. Management will soon announce the staff and definite plans of the new venture.

DUE to increased popularity of roller skating, Lakeview Ballroom in Lakeview Park, Lowell, Mass., has been resurfaced and will open soon as a skating rink, reports C. A. Corey, manager. Rink will have a 165 by 225-foot floor, with additional space for beginners. There will be refreshment stand, restaurant and parking space to accommodate 1,000 cars. Manager Corey plans to install an RCA sound system and to hold special events, including a roller-skating revue, members to be picked from patrons. Rink will be open every afternoon and night.

PITTS' roller rink, Paris, Tenn., closed for several weeks, was reopened on October 10 when Sweetheart Night was featured, free admission to women accompanied by men.

ROYAL ROLLERS and Mickey were booked for a two-week engagement in Hotel Webster Halley, Detroit, starting on October 28.

ROLLER Rink at Puritas Springs, O., will continue in operation through winter, heating facilities having been installed. Sessions are scheduled nightly and Saturday and Sunday afternoons.

A HALLOWEEN party in Roseland Skating Rink, West End, N. J., proved a great success, said William Schmitz, owner, and Frank Morris, manager. Event featured a grand march, games and prizes for costumes. A children's matinee packed them in. Herman Bakerman's Keansburg (N. J.) rink had record business with a number of Halloween events.

ARMAND J. SCHAUB JR., assisted by Mrs. G. C. Ashley, recently directed a Cinderella ballet revue on roller skates in Grafton (W. Va.) Rollerdom, those taking part being members of the rink's junior skating club. On a recent tour Schaub visited George Karp's Silver Moon Rink, Auburn, Ind.; K. E. Dreyer's Lincolndale Rink, Fort Wayne, Ind., where a party was in progress with Arno Grunert at the console; Jack Dalton's Rink and Mrs. Leo Mayniner's Land of Dance Rink, Canton, O., and Tuscoro Park Rink, New Philadelphia, O., on October 28.

OLYMPIA Amusement Corp., operator of Roll-Arena, Gloucester City, N. J., reports that a big crowd attended the rink on October 28 when Holbrook Coulter, floor manager, and Dorothy Schlager, Milville, N. J., were married in the rink. Entire wedding group were dressed formally and wore skates. Photos of the ceremony were taken for a picture magazine and the affair received much newspaper publicity.

ROLLING CLOUDS, Billie Kresge and Bob Miller, were recent visitors to Andy Perry's Walnut Rollerdom, Allentown, Pa.

Progress of Roller Art

By CYRIL SEASTALL

DERBY, England.—While all who take interest in these things know that a second European championship in pair and figure skating was successfully staged in Manchester, England, recently, there are a few points relative to the event which are not so satisfactory with those of us who take every angle of our skating seriously.

The panel of judges was again subject to criticism and it appears that something should be done to insure more satisfaction to all competitors. The inclusion of an American ice judge, Dr. W. L. Hildburgh, seems to have upset certain people and comments in the British ice magazine by A. C. Buller give one much food for thought.

It is a remarkable fact that an ice judge may be enlisted to the panel for a roller test and yet a roller judge may not be on the job for an ice test. There is something wrong about such an arrangement and it is high time for the National Skating Association of Great Britain to move with a view to making more complete and satisfactory arrangements for championships and gold-medal tests at least.

Despite all these points nobody can deny that the Germans deserved to take the leading honors in all three events and this should not be taken as any reflection upon the other competitors. The Lidstones did not represent their country in the pair skating, but Frank Burrows and Mary May, who won our

national dance championship last year in the absence of Jim and Joan Lidstone, gave of their best and had to acknowledge the undoubted superiority of the two crack German couples, whose performance stamped them the greatest pair skaters of the day. Lidstones might have beaten Burrows and May, because everyone here knows that the Lidstone combination is unbeatable in this country when they are in practice. But to suggest that they would have been able to triumph against the two German couples who took first and second places would be hardly fair to the Germans.

Some readers may imagine that these remarks signify that the Lidstones are not what I have made them out to be in the past, but such an idea would be quite in error, for the Lidstones are the greatest dance skaters extant. Pair skating is free skating only and should not be confused with dance skating. All roller-dance tests and competitions include a few minutes of free skating, but the major portion of the program is made up of fixed dances to schedule, duly advertised before the event.

The exhibition of their art by Jimmy and Joan Lidstone in American roller rinks should bring considerably more interest in advanced dance and figure skating. Here's hoping that they will be appreciated to the extent they unquestionably should be and that the Roller Rink Operators' Association of the United States will benefit by increased interest and support of their splendid organization.

N. Y. SIGNS

(Continued from page 35)
MOON, McPadden's Flats and Hitchcock's "Beef and Beans." A "Steve Brodie" will jump nightly from a 100-foot model of the Brooklyn Bridge and other free attractions will go with the 25-cent admission charge. Messmore & Damon will produce the show at an announced cost of \$500,000 and Jessel will be in charge of entertainment and will appear personally.

Old New York is the second fair venture on the part of Messmore & Damon, the firm having previously signed to operate a "Flash Gordon" show, a dramatization of Alex Raymond's comic strip.

Childs restaurant company signed a contract to operate 80 lunch stands throughout the grounds, besides a restaurant seating 1,000 in the Railroad Building, making it the largest food-dispensing firm at the fair. Largest single eatery will be Ballantine Brewery's 2,000-seat Three-Ring Restaurant at the upper end of the amusement zone.

Officials Resign

Further evidence that all is not serene in the fair organization became apparent late last week when four officials resigned from their posts. Altho they did not state reasons for their departure, it is understood from good authority that differences of opinion among departmental heads and the president's office has created more than a little dissension within ranks of the executive roster. Those handing in their papers on Saturday included Arthur Freeman, director of merchandise; Clifford Sage, director of promotion and special events; John McNeil, also on the promotion staff, and Admiral William H. Standley, director of foreign participation.

Several months ago the first resignation of prominence came when W. Earle Andrews dropped his duties as general manager to assume a reported "advisory" position. Since that time he has been out of the fair picture entirely.

Concession department has been working overtime recently on proposed amusement ventures, and several announcements of newly signed concessions are due within the next few days. Construction in the amusement sector is confined to comparatively few enterprises, altho additional work is scheduled to get under way shortly. Active builders at present include Norman Bartlett's Flying Turns; National Cash Register's exhibit and attendance recorder; Children's World, Inc., Kiddyland, and the Three-Ring Restaurant.

Construction in the exhibit area continues at a regular rate, a new cornerstone laying or dedication occurring almost daily in that division. An exceptionally warm and dry fall has been a boon to contractors.

ACT BOOKING

(Continued from page 35)
not known at the present stage.

Hamid office maintains its usual New York staff and branch offices, plus its regular working agreements with fire-works and other affiliates.

B. Ward Beam, indie man, who, aside from booking activities, has specialized in dare-devil unit, auto races and revue production, claims 1938 was his best year since 1926. He's on the move for '39 bookings. Others in the local booking fraternity are Frank McVilvie, Jimmy Victor, John C. Jackel and a number of free lancers working both solo and with offices mentioned.

S. F. TO GET

(Continued from page 35)
for the Coaster ride, Mr. Baker said. It will be 70 feet high and is to cost \$80,000. All equipment will be new.

Amounts to be spent on the other concessions are \$50,000 for the speed ride, \$40,000 for Midget Autos and \$30,000 for Luff-Land. Mr. Baker also expects to arrange for several other rides.

B. D. Russell, managing director of the Streets of the World, has booked a group of bolo-knife dancers for his Philippine Village. Visitors will be served with Philippine food and drink. Cafe will seat 175.

Within a few weeks most of the exposition's office force will take up headquarters in the Administration Building on Treasure Island. Chief Director Harris Connick's staff will move out of local quarters first. Press Manager Bucky Harris plans to maintain a contact office on the mainland.

Boycott Talk Discounted

SAN FRANCISCO, Nov. 5.—Reports of a possible boycott of the Golden Gate Exposition by the Screen Actors Guild were discounted by Exposition Director Harris Connick, who declared that an agreement will be reached shortly with reference to booking screen players.

He indicated that the fair would be glad to have picture stars, provided that their appearance did not entail any expense. Mr. Connick said that the SAO was asking 15 per cent of the gate. "It's too much," he declared.



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CAMPBELL TENT & AWNING CO.
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FOR SALE RINK EQUIPMENT
SAME AS NEW
Sole A. Hammond Organ with 2 Cabinets: 400 1917 Chicago Skates, Crystal Ball, A. Spots, Webster Sound System, 3 Mics, 4 Speakers, WINLAND AUDITORIUM, E. Liverpool, O.

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OPERATION IS NAAPPB THEME

Problems To Be Aired at 20th Annual Convention, Trade Show

Big device exhibit forecast for Chicago conclave in Hotel Sherman—program to include fewer topics but those of unusual importance—Gurtler is social head

CHICAGO, Nov. 5.—Herbert F. O'Malley, director of Playland, Rye, N. Y., chairman of the program committee for the 20th annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman here on November 28-December 1, reports that his committee, comprising Harry J. Batt, manager of Pontchartrain Beach, New Orleans; Executive Secretary A. R. Hodge, of NAAPPB, Chicago; Paul H. Huedepohl, manager of Jantzen Swimming Association, Portland, Ore., and Charles F. Keller Jr., Park and Beach Supply Co., New York, are putting finishing touches to the program.

President Harry C. Baker, New York, has been in constant touch with the committee, and Mr. Huedepohl has been consulted regarding to the part of the program dealing with pools and beaches. To obtain better results for pool operators a special pool program committee headed by Mr. Huedepohl, assisted by R. N. Perkins, Chicago, and Julian M. Hamberger, manager of Lagoon, Salt Lake City, was appointed some months ago by President Baker and this committee reports some interesting plans for pool activities at the convention.

More Time for Subjects

The conclave will officially start with Exhibitors' Day Monday morning, November 28, but there will be a dinner and meeting of the American Recreational Equipment Association at 7 o'clock on the preceding night. Aside from the NAAPPB and AREA there will be meetings to the International Association of Fairs and Expositions, American Carnivals Association and the 26th annual banquet and ball of the Showmen's League of America. Mr. O'Malley (See OPERATION IS on page 69)

Bridgeport Profit Reported

BRIDGEPORT, Conn., Nov. 5.—City Comptroller Perry M. Rodman reported to Mayor Jasper McLevy that Pleasure Beach Park, municipally operated amusement resort, had realized profit of \$11,941 during its 1938 season, first under municipal control. The city took over the park in September, 1937. Exclusive of cost of repairing a bridge and constructing a pier, capital outlay in the park was \$11,900. Pier was built by WPA funds and bridge cost is chargeable to bridge department expenditures. The outlay will be liquidated in a year or two, said Rodman, who holds the title of managing director of the park, with John Molloy doing the active managing.

SANDUSKY, O.—G. A. Boeckling Co., operator of Cedar Point-on-Lake Erie, announced signing H. B. Garrett, Cleveland, and Hampton Beeson, Columbus, O., as members of its convention bureau, the latter replacing Fred Long in handling resort publicity, reports Art McCall.

Playland, Key West, Lines Up Attractions

KEY WEST, Fla., Nov. 5.—With closing of the Curtis L. Bockus Shows in St. George, S. C., on October 24, Mrs. Bockus left for Boston to spend a few weeks with her mother. Mr. and Mrs. Britt booked their rides with the Orange State Shows. V. E. Murphy went home to Newark, N. J.; Mr. and Mrs. Carl Ratliff to the Orange State Shows, and Mr. and Mrs. Robert Coleman, R. D. Casey, Vivian Tomlinson and Bert Godwin came to Key West.

Mr. Coleman has his bingo set up on Duval street and expects to open in a few days. J. P. Bolt and Chris M. Smith drove from North Carolina and after a conference with Mr. Bockus, head of Playland Park here, Mr. Bolt signed contracts to furnish his Merry-Go-Round, Ferris Wheel, Chairplane, Lindy Loop and Tilt-a-Whirl, rides to arrive about December 5. Mr. Bolt and party left for Dailey, N. C., pleased with prospects for the winter season here.

Dr. R. Garfield has booked his Hall of Science, featuring himself, "The Man Without a Skull." Show has a 100-foot front and a 90-foot top. It is playing fairs with the Cetlin & Wilson Shows and at the close of their season will be shipped to Key West. Jean Woods, now with the Southern States Shows, has booked his 60-foot motordrome and novelty show. Chet Dunn wired that he will ship his Octopus as soon as his fair season closes. Annette McKearnan and Emma Van Celeste have booked their Girl Revue and will leave Hartford, Conn., about December 1. Contracts have been sent to J. R. Duncan, Pontiac, Mich., for his U-Drive-It cars.

Park will open with 12 major and three kiddie rides, eight shows and about 30 concessions. Free acts will be booked thru George A. Hamid, Inc. Free-gate policy will prevail, with acts changed weekly. Location is at Duval and Division streets. Reported by Bill Eaton.

M.-D. Pier, Set for Auto and Dog Shows, Draws 2,500 Halloweeners

ATLANTIC CITY, Nov. 5.—Premier of the fall automobile shows will be held during the coming week on Hamid's Million-Dollar Pier here with special entertainment and other attractions nightly and a big patriotic celebration on Armistice Day. This is the first time in several years that the show has been held on this pier and it will be officially opened by Mayor C. D. White and other officials.

Despite a severe storm, more than 2,500 turned out for the Halloween Ball on Hamid's Pier on October 28 and this event, once an outstanding fall feature, but which has been out of the picture for past five years, is well on the way to re-establishment. Eddy Morgan and his orchestra furnished music with more than 185 in line of march to vie for prizes. Tiny Martin was emcee. George A. Hamid, New York, pier impresario, flew in from Canada for the occasion. After the football game between the University of Delaware and PMG in the Auditorium tonight, workmen took up the



CHAIRMEN OF PROGRAM COMMITTEES for the 20th annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on November 28-December 1, report that stress will be laid upon subjects pertaining to operation. Herbert F. O'Malley (left), director of Playland, Rye, N. Y., heads the association program body, and Paul H. Huedepohl (right), manager of Jantzen Swimming Association, Portland, Ore., is in charge of selecting topics for pool activities.

N. E. Section Backing Members For RFC Loans To Rehabilitate Property Hit in September Gale

EXETER, N. H., Nov. 5.—Amusement park managements are eligible to borrow from the Reconstruction Finance Corp. as a disaster operation. It has been announced by John J. Hagerty, regional director of the corporation, and the executive board of New England Section, National Association of Amusement Parks, Pools and Beaches, is desirous of helping park men to secure loans for going parks that were crippled or destroyed in the hurricane and flood of September 21.

This is the gist of a letter from President Wallace St. C. Jones, of the N. E. Section, Boston, going out to members from the office of Secretary Fred L. Markey here. Questionnaires also have gone out asking facts and figures which the section directors can use in the event that they are called to Washington on the matter.

"Mr. Hagerty advises us that the Reconstruction Finance Corp. is anxious to assist all industries, including ours, that have been in any way hit by these two catastrophes. We believe that loans can be obtained for reconstruction on very reasonable terms," reads President Jones' letter, in part:

"The Reconstruction Finance Corp. has district offices in every district of New England, operating under the re-

gional director in Boston. It is highly advisable that everyone who needs a loan of this kind go immediately to his local post office, as most of the branch offices are in post-office buildings, and find out from the local post office where the district office is and obtain a blank application for a loan from the district office. We suggest that this application be filed immediately, as very prompt action is necessary. If you will notify me as soon as application is filed and give me detailed information, I believe I can assist you. The executive board stands ready to send representatives to Washington if this is necessary. If this is done the expense of sending representation to Washington will be borne by the association and not by individual borrowers.

Erosion Work Included

"It is very important that all of us co-operate to the limit in this effort, as some of our men are very severely handicapped and would be put out of business if unsuccessful in obtaining federal assistance. We have compiled considerable data, but we need every bit of data we can get, so please send your questionnaire in, filled out, by return mail, for if we are going to accomplish the desired result we must be fully equipped. We estimate that there is approximately \$200,000,000 worth of taxable property in New England used exclusively for amusements. We feel

(See N. E. SECTION on page 69)

Soft Ball League Planned

YOUNGSTOWN, O., Nov. 5.—Dave Roberts, long a concessioner in Summit Beach Park, Akron, revealed plans for a softball league of employees of at least eight Eastern Ohio amusement parks, to function with the opening of the spots next May. He said co-operation is procured from Idora Park, Youngstown; Craig Beach Park, Diamond; Chippewa Lake Park, near Medina; Geauga Lake Park, Geauga; Meyers Lake Park, Canton; Summit Beach and others. Late last season Summit Beach's softball club and a team representing Idora Park played a home-and-home series, with 100 features at each resort.

CANTON, O.—E. Don McKibben, several years head of excursion and picnic department in Meyers Lake Park here, has severed his connection with the park, he announced. Prior to affiliating with the Canton park he was several years excursion agent of Cascade Park, New Castle, Pa., and had been in similar capacities with Pittsburgh district parks.

Coming

Stunting
One's
Growth

By BERT NEVINS

A Feature of the

Christmas No.
The Billboard

Don't Miss It

The Pool Whirl

By NAT A. TOR

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

Flash

Understand that Mack Rose, operator of Riverside Cascades outdoor pool, New York City, and well-known aquatic engineer, has been called in to draw plans for a mammoth open-air natatorium for a proposed trailer camp at Throggs Neck, N. Y. Harry Rich Mooney is reported to have taken over considerable land near the parkway leading to Whitestone Bridge, on the outskirts of New York City, on which he plans to erect a miniature city suitable to house thousands of trailers expected for the World's Fair. A huge aquadrome is one of the many community facilities slated. Whether the tank will be operated exclusively for the trailer colony or will be open to the public could not be determined at this time. If plans go thru the pool is certain to affect tanks now operating in Yonkers and the Throggs Neck area. While no concrete plans have as yet been made, rumor has it that if Mack Rose works on the construction job, in all probability he will also operate the pool for the trailer park people.

NSA Banquet

A month or so ago this department urged pool owners to join the National Showmen's Association, declaring it a swell opportunity for tank operators to fraternize with their brethren in outdoor and indoor amusement biz. I don't know how many followed the suggestion, but I should like to make still another concerning this worth-while organization. As you may have read on other pages of this publication, the NSA is staging its first annual banquet and ball in New York City on the night of November 17 in the Grand Ballroom of the Commodore Hotel and it's an event that every person connected with the swimming profession should attend. It will be an occasion when pool owners can break bread with carnival and park operators, where managers of tanks can discuss their respective businesses with others in their field and where water performers, high divers and life guards can exchange views and at the same time make merry with serial entertainers and other outdoor actors. Don't miss this grand get-together. Information concerning reservations can be obtained by communicating with John Liddy, executive secretary, at the National Showmen's Association headquarters, Palace Theater Building, New York City. It will be swell to have a couple of tables of pool men at this affair.

Holiday Celebrations

Thanksgiving and Christmas will soon be here and every year I urge indoor pool men to stage special events at their tanks for the occasion. This season is no exception, but let's try to present some real novel events this time. To be sure, stunts like having a swimmer dressed as Santa Claus and retrieve presents for patrons from the bottom of the tank, as is done by Ambassador indoor plunge, Washington, D. C., is a good promotional scheme, but how about some new ideas? Too many pool men are content to string some paper mache pumpkins or holly around their tanks, give away some turkeys on Thanksgiving Eve and let it go at that. If some serious thought is given you not only will be able to attract additional business during the holidays but entice free newspaper space from your local press, which is always on the lookout for novel ideas. One stunt that might be worked is to construct a float in the shape of a turkey—for Thanksgiving—or in the form of Santa Claus—for Christmas. Then you can announce that at a certain hour on both holiday nights your patrons can swim to the made-up float and grab for prizes or souvenirs. Another idea which, while not as strong a turnstile ringer, will net plenty of publicity is to have a group of pretty girl swimmers attempt to teach three or four turkeys how to swim. I have always discouraged staging events which call for animals in a pool, such as dog-paddling races or alligator wrestling, because I feel it has a negative reaction. However, in the case of a few harmless turkeys I see no danger in trying to get them to swim, especially when such an attraction is certain to get big picture layouts in newspapers. At any rate,

do something for Thanksgiving and Christmas besides letting swimmers know that those two holidays are coming.

Dots and Dashes

Pool men who don't already know it will be interested to learn that Leonard Traube resumes his writings on outdoor show business in this issue. . . . Capt. Jimmy Jamison got a swell spread in the last issue of Look magazine, which published some remarkable photos of his high-diving exhibition. —Congrats to whoever is responsible for the new ad copy being used by St. George indoor tank, Brooklyn, N. Y. . . . Fred Cady, Olympic swim coach, is teaching swimming at Santa Clara (Calif.) Club pool. —Steve Hannagan crowd moved to Florida last week to start ballyhoo drums beating for the Miami winter season. . . . And it was encouraging to learn that some pool men, such as Mack Rose, Matt Sedgwick, Harry Lanmer and others, discovered this column was missing in the last issue. Their phone calls are appreciated, and the tummy ache's better, thank you!

American Recreational Equipment Association

By R. S. UZZELL

Interest is now converging on Chicago, the place of our annual round-up. To lose out on a convention is to drop behind the procession. A teacher who ceases to be a student is soon a back number, while a physician who does not keep abreast of the times is all too soon a has-been. Those of us who travel extensively can point out the influence which our association meetings have on an amusement park manager. A membership and constant attendance at our meetings is a form of insurance which certifies a park manager as being up to date. This makes him of more value to his community, to his park and to himself. It has grown to be a week at college, whose faculty is of the most astute park managers of the world. Is further argument necessary? Reserve your room and prepare for the trek to Chicago.

For Government Loans

Wallace St. G. Jones, president of New England park men, is giving unstintedly of his time and is spending some of his own money to get "government loans" for the parks in the five New England States. He reports encouraging results. One carefully drawn application has gone to Washington. A definite report will be made at the Chicago conclave. Jones and his fellow officers show a fine spirit in working for the very best interests of their members. Had only one individual made an application for a loan, it would have been only a matter of routine with the authorities at the nation's capital, but with the united support of New England park men backing up the applications an agent from the department went to Boston to confer with the officers and committee men of the New England division of our association.

This strength of unity will weld together more closely than ever the members of this worthy division and will show that their officers are not just "stuffed shirts." New England has been confronted with calamities before and has never quit, so we may be sure she will come thru again.

Bostock Heirs Sought

James Gordon Bostock, a member of the famous wild animal training family, once lived here in New York City. He left an account in the Franklin Savings Bank of this city. The account has been long inactive, which makes it necessary for the bank to advertise the fact. By chance, William C. Uzzell saw the name among those listed on the outside of the bank at 42d street and 8th avenue. Will The World's Fair of England please copy so that his relatives may claim the account? Only legal heirs can ascertain the amount of this account. Should any relatives see this notice will they please notify the writer, so that we may discontinue the search?

AREA will have a dinner meeting the same as last year in Chicago. All plans are to go out to members after the executive meeting here on November 4. The dinner is for members and guests and, as usual, the first part of the program will be an open session.

The business index continues upward. It has reversed sentiment among outdoor showmen as nothing else could do. Last

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year courage was sinking with each downward slide of the stock market. Each recession of the stock ticker caused a new case of jitters. This year we are headed up grade and are daily gaining new ground. Old Man Gloom is feeling lonely and neglected. Who's afraid now?

Long Island

By ALFRED FRIEDMAN

Flushing as Host

Nobody really expects the community of Flushing to play a major role in entertaining World's Fair visitors next year. The fair itself will attend to most of that, and what the fair cannot supply visitors from the hinterlands will search for among Manhattan's vast source of amusements. Nevertheless, the millions in for the fair many will wander into Flushing proper, perhaps mostly to satisfy a natural curiosity.

To greet these expected thousands Flushing is not well equipped. Altho its population is not far from the six-figure mark, it has never developed fully in respect to supplying the needs of amusement thrifty of its own borders, let alone a vast number of transients. It has found that to compete with near-by Manhattan was unwise even to attempt. When the fair became a reality Flushing business people made a valiant attempt to fulfill these needs, but necessary financial support was lacking and the real development has been very small.

Heretofore the town has been treated more or less as one of suburban character. The bulk of its residents are those who commute to and from Manhattan. From the exposition Flushing stands to gain a multitude of date lines in the press of the world, but as for monetary returns these will be small by comparison.

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10,000 Attend Dedication Of New Oklahoma City Zoo

OKLAHOMA CITY, Nov. 5.—Dedication ceremonies of Oklahoma City's new zoo in Lincoln Park on October 23 were attended by about 10,000, including city officials, reports Leo Blondin, keeper. Park has been equipped with nine cat and four bear pits, nine field pens, rodent and mammal pits, an alligator swamp, two fly cages, a fenced duck pond, fowl pen, monkey island and shelter and club houses.

Zoo made two trades recently, receiving a hyena from T. N. (Tex) Clark, of Swope Park Zoo, Kansas City, Mo., and a male llama from Cheyenne Mountain Zoo, Colorado Springs, Colo.

Tickets Move, Talent Lined Up In NSA Drive

NEW YORK, Nov. 5.—With nearly 500 tickets already purchased, banquet and ball drive by the National Showmen's Association enters the final stages next week with an intense selling campaign throughout the East. Second meeting of the season in the clubrooms on November 1 was marked by enthusiasm for the event to be held in the Hotel Commodore on November 17.

President George A. Hamid shared the chair with Banquet Chairman Lew Dufour and both emphasized the importance of utmost co-operation of each member in the sale of tickets and space in the banquet souvenir program. Tom Brady, in charge of obtaining speakers for the evening, reported excellent success and assured the membership of a notable gathering of personalities in all walks of life on the date. Entertainment Chairman Billy Rose has lined up an array of talent for that evening, announcement of names probably to come at the club's next meeting on November 8.

Recent communications from fair societies, supply-house people and showmen from all parts of the East have assured officers of suitable out-of-town representation.

Jones SLA Benefit Scores at Augusta

AUGUSTA, Ga., Nov. 5.—Labor has its day, and fraternal and civic organizations as well as mother and father have their day, so owner E. Lawrence Phillips of Johnny J. Jones Exposition set October 30 at Showmen's League of America Day. Phillips started festivities at 2 p.m. with an old-time Southern barbecue and oyster roast, with Chef W. E. Woodard in charge.

Meanwhile ballyhoo artists on the front of Chez La Femme Show lured hundreds of showfolks, local show fans and city and county officials to the annual SLA benefit performance. As the crowds filed in Hedy Jones, Mary Stuy, Lucille Lamplin and Frances Lauther (See JONES SLA on page 45)

Aufenger-Hutton Unit Does Well in Atlanta

ATLANTA, Nov. 5.—An Aufenger & Hutton unit of the marine hippodrome and whale exhibit concluded a nine-day stand here recently to good business despite poor location, reports George Kitzinger. A feature of the unit's showing here was the public wedding of Albert Hardy and Hazel Caricopi in the mouth of the whale.

Line-up included Carl Banks, manager, whale exhibit; John Saylor's Popeye; John Lynch, flea circus; Sylvia Blair, musical cabinet; Doxlas and Lola Golden, jugglers, and Sontala, headless woman. Ray Jones handled publicity and advance. Unit obtained good newspaper and radio publicity with two daily broadcasts over Station WAGA and other broadcasts over WGST.

The Vagabond Coach Mfg. Co. has just issued an attractive piece of literature in which it presents a "pre-vue" of its new Vagabond coach models for 1939.

Coming

The Carnival on Probation

By JOE GALLER

A Feature of the

Christmas No. The Billboard

Don't Miss It



NATIONAL SHOWMEN'S ASSOCIATION'S intense campaign to put across its first benefit banquet and ball in the Hotel Commodore, New York City, on November 17 is being aided greatly by active participation of the 150 prominent showmen pictured above. On the left is Lew Dufour, general chairman of the banquet committee, and on the right Billy Rose, who heads the entertainment board. Both men are utilizing their wide influence and personal ability to make the event a success.

J. J. Page Finale Marred by Weather

JOHNSON CITY, Tenn., Nov. 5.—J. J. Page Exposition Shows' final stand of the season here was disappointing insofar as weather was concerned, reports R. E. Savage, of shows' staff. However, despite chilly weather, which prevailed throughout the 10-day stand, Saturday matinees and Saturday nights registered big. It was Owner Page's intention to prolong the season a few more weeks, but the weather changed his plans and show went into winter quarters here. He reported, however, that despite the fact that shows were hampered during the early part of their tour by rain, business for the season was fair.

At the wind-up, many members departed for their homes, some joined other shows, while others trekked to Florida. Following are their destinations: Mr. and Mrs. Bert Montgomery and sons, Luther and Trevor, St. Clair, Pa.; Billy (See J. J. PAGE on page 45)

Fountain of Youth Plans World's Fairs' Locations

LITTLE ROCK, Ark., Nov. 5.—H. Milton Goodhue, technician, of Fountain of Youth Shows, Inc., announced here last week that the organization is negotiating with New York World's Fair officials and Walter K. Sibley, of Golden Gate Exposition, San Francisco, for locations for the show at both events.

Goodhue said he plans to leave here soon for New York where he will build two new shows. Present plans call for the organization to spend an estimated \$50,000 at each fair.

Manila Date Ends Spasmodic Season For B & B Shows

MANILA, Ark., Nov. 5.—Byers & Beach Shows' engagement here last week marked the end of a spasmodic season for the organization, according to Don Trueblood, of shows' staff. Adverse weather played havoc with the spring routing and fell far below expectations. However, with perfect weather prevailing the last five weeks in Southern Missouri and Arkansas, business exceeded expectations, with each Saturday responsible for two-thirds of the week's business.

New winter quarters have been leased in Steele, Mo., and all equipment will be stored there. Carl Byers and Harry Beach have announced that work in quarters will get under way about January 1.

Mr. and Mrs. C. W. Byers will remain at winter quarters in Steele, while Mr. and Mrs. Harry Beach plan a brief visit in Moline, Ill., before making an extended tour thru Louisiana. Mr. and Mrs. Don Trueblood are visiting at Belle Plaine, Ia., but plan to winter in Des Moines.

West Signs Berk for '39

TAMPA, Fla., Nov. 5.—Neil Berk said here last week that he had signed with Frank West for another year as general agent of West's World's Wonder Shows. Berk this week concluded negotiations for the organization to begin its 1939 season at the Pinellas County Fair, Largo, Fla.



EXECUTIVE STAFF OF THE ART LEWIS SHOWS, which have gone into winter quarters in Norfolk, Va., comprises, left to right, seated: Art Lewis, general manager; E. B. Braden, business manager; standing, Al Rogers, general superintendent; F. Percy Morency, secretary-treasurer.

CNE Benefit Show Brings \$1,784 to Various Club Funds

HOT SPRINGS, Ark., Nov. 5.—Final figures of the benefit show held at the Canadian National Exhibition, Toronto, reveal that \$1,784 accrued from the event, according to J. W. (Patty) Conklin, of Conklin Shows, who left here Thursday for Toronto.

Fund was split into five parts with the Showmen's League of America getting \$712.00; National Showmen's Association, \$475.20; Pacific Coast Showmen's Association, \$237.60; Heart of America Showmen's Club, \$158.40, and Benevolent Fund of Musicians' Union, Toronto, \$200.

Galler Satisfied With Buckeye Biz

NATCHEZ, Miss., Nov. 5.—Buckeye State Shows closed the season last Saturday night at conclusion of a successful stand under American Legion Post auspices and went into quarters here this week with General Manager Joe Galler expressing satisfaction with business on the season.

"We made money on every date except two," he said, "and those two we reported as blanks. We didn't get wealthy, but we have made money. We owe our success to the co-operation of the staff, but special credit must go to General Agent J. A. Gentsch and Press Agent Ted Johnson."

Manager Galler announced that winter-quarters work would begin about January 1. He plans to spend a few weeks at his home in Biloxi, Miss., where he will rest before visiting his mother in Ohio and attending the Showmen's League of America convention in Chicago.

Jones Expo Ends Profitable Season

AUGUSTA, Ga., Nov. 5.—Johnny J. Jones Exposition terminated one of its most successful seasons at wind-up of its successful stand at the Exchange Club Fair here last Saturday night, reports Starr DeBelle, of show's staff. A good spring opening, coupled with one of the organization's most profitable fall fair routes in years, sent the show to the barn on the right side of the ledger. Not only did the show gain financially but much new equipment was purchased while en route.

Show will again be stored in its old quarters here, and building and repairing will begin as soon as storing work has been completed. Actual work of building new fronts, however, will not get under way until after the holidays.

Many innovations are planned by the management for the coming months. Lighting effects and show fronts will make up the biggest part of the program. Thru arrangements of the Exchange Club, a part of the midway remained on the fairgrounds for a two-day colored fair here.

Nail in Monroe Barn; Season Is Profitable

MONROE, La., Nov. 5.—C. W. Nail Shows, under direction of Mr. and Mrs. C. W. Nail, which called it a season at conclusion of its stand in Ruston, La., October 22, moved into winter quarters here last week. Altho the season was spotty, final check-up revealed it to be profitable, reports L. M. Brown, of the shows' staff. A small crew will begin work in quarters about February 1.

Owner Nail left here for Hot Springs, Ark., while Earl Atchison and wife headed for their home in Anna, Ill., for the winter.

Kaus Party in Greenville

GREENVILLE, N. C., Nov. 5.—Annual banquet for personnel of the Kaus Exposition Shows was held here last Thursday night during the organization's engagement at the local fair, reports Lester Kern, of the staff. Event was made possible by a balance of over \$200 in the treasury accrued from the organization's weekly benefit shows. Committee consisting of George Whitehead, Carl Davis and Frank Turner provided an excellent meal and entertainment.

Lohmar Executive Amusement Corp.

CINCINNATI, Nov. 5.—By phone today from Houston R. L. Lohmar announced to *The Billboard* that he had joined the Amusement Corp. of America in an executive capacity. He assumed his new duties this week and is leaving Houston tonight for his home in Morton, Ill., for a short stay.

Lohmar has been in the carnival business since 1912. His first engagement was with the Wortham & Allen Shows as special agent. Season of 1938 he was general agent and railroad contractor of Hennies Bros.' Shows, with which he wound up his duties on October 15 at Dallas.

Art Lewis Showfolk Take Departure as Season Ends

HIGH POINT, N. C., Nov. 5.—Upon conclusion of its engagement at the fair here tonight personnel of Art Lewis Shows left immediately for their homes or to fill winter engagements, reports Danny Wilson, organization's mailman and agent for *The Billboard*. Manager Lewis, after checking the show into winter quarters in Norfolk, Va., drove to

his home in New York. Al Rogers will be in charge of affairs during Lewis' absence. Percy Morency will return to quarters after a visit with their home folks in Dallas. E. B. Braden, shows' adjuster, and wife went to Tennessee. Mr. and Mrs. Jean O'Donnell, Guy Markley, Frank Hargdon, Jack McCormack and wife and G. L. Buck and wife drove to Philadelphia. Mr. and Mrs. Russell Tully and Edward Thomas remained in the South.

Harry Decker, Walt Ryan and Nick Cymbel hied themselves away to New York. Bee Russell and Dottie Sweeney remained south. Mr. and Mrs. Harold Russell went to winter quarters. Jack Neal and wife and Mrs. Charles Reynolds left for Miami. Mr. and Mrs. Ray Perry left for a visit in Moultrie, Ga. Mr. and Mrs. Howard Belvue left for Daytona Beach, Fla., to do some fishing. Mr. and Mrs. Danny Dennin drove to Philadelphia with John Ring, visiting his folks there. Jack Barth went to New York, as did Strings Coen. Lou Bernstein and Larry Briggs and Mr. and Mrs. Louis Sage headed for Daytona Beach, Fla. Mr. and Mrs. Bennett left for Savannah, Ga.

Mr. and Mrs. Dahmer and Richard Heberon will winter in Florida. Pete Thompson is loafing around quarters, while Art Converse will play stereograms with his side show. Mr. and Mrs. Newt Kelly are visiting folks in the East. Tommy Thomas drove their car for them. Mr. and Mrs. William Palmer went home to Eustace, Fla. Francis White went to Maine, while his brother, Mike McFarland, headed for Florida. Mr. and Mrs. Sid Smith and Mrs. Dial headed for Key West, Fla. Mr. and Mrs. Jack Montague went to Ponta Gorda, Fla., to catch up on their fishing. Herb and Babe Acosta are visiting in Louisiana. Mr. and Mrs. Larry Zerm headed for Augusta, Ga. Tommy and Pearl Riley are playing Southern dates. Mr. and Mrs. Jack Burke went to Philadelphia. Mr. and Mrs. McVay will winter in Florida, as will Mudusa Van Allen and the Biggs. Mr. and Mrs. Jimmie Robichaud went to winter quarters. The Barkoots headed for Tampa, Fla., with Mr. and Mrs. Mattisoff going to Miami.

Al Bydock busy in winter quarters. Art Henderson will spend the winter swimming and fishing in Florida. Eddie Vera and wife trekked to California. Mr. and Mrs. Lew Hill went to New Jersey. Lee and Peggy Nungesser went to winter quarters. Mr. and Mrs. Brady headed for Florida. Mr. and Mrs. Walters and son, Richard, left for Grand Rapids, Mich., while Mrs. Victor Lee headed for Miami. Danny Wilson went to his home in Charleston, W. Va.

Loris, S. C., Stand Good Closer for Clyde's-Henry

LORIS, S. C., Nov. 5.—Favored with weather, Clyde's United & Lew Henry Shows Combined, under direction of George C. Smith and Lew Henry, closed the season here last Saturday night to good business. Henry stored his ride and show paraphernalia in Burlington, N. C., and he and wife left for their home in Washington. Later they will go to Florida for remainder of the winter. George C. Smith has returned to his home in Cumberland, Md.

Mr. and Mrs. Jack Rockway, who had binged on Clyde's United Show this season, spent a few days with Mrs. Rockway's parents in Griffin, Ga., and then went to Miami where they will winter. Mr. and Mrs. Oscar White will remain on the road a few more weeks before returning to their home in New Jersey. Mr. and Mrs. Charles Perry left immediately for Richmond, Va., and home, while Mr. and Mrs. Frank Maddah returned to their home in Kulpmont, Pa.

Park Amusement Barns At Lake Charles, La.

LAKE CHARLES, La., Nov. 5.—Cliff Liles, manager of the Park Amusement Co., came home for a week's stand on downtown lot before going into winter quarters here. Liles says he may try his hand at a few short stands in surrounding communities in East Texas and Louisiana before breaking up, but the weather must remain very good to encourage such a move.

Almost all of show's 100 attaches winter within a few miles of this city.

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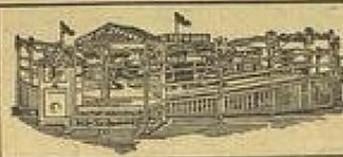
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BOOMERANG

THE ACKNOWLEDGED RIDE SENSATION OF 1938

NO MIDWAY IS COMPLETE WITHOUT A BOOMERANG

Boomerang Mfg. Corp. 366 HAMILTON AVE. BROOKLYN, N. Y.

HARRY WITT, Sales Mgr.

COLEMAN BROS.' SHOW

Opening at Middletown, Conn., April, 1939.

Now booking Shows Pit or Platform, Circus Side Show, any New or Novelty Show. Concessions—Wheels and Grind Store; legitimate only. For Sale—Eight-Car Mangels Whip; very good condition, new motor; price \$1,200 cash. Also Calliophone.

THOS. J. COLEMAN 508 Main Street Middletown, Conn.

RIDE MEN ATTENTION

Mr. E. W. Muhsfeld will be at Hotel Sherman, Chicago, for Showmen's Convention, Nov. 30th-Dec. 2d, to negotiate New Major Rides for Virginia Park, Long Beach, Calif.

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

a featured singer and trumpet soloist with Ralph Miller's Band, playing Western Pennsylvania and Ohio night spots.

ELLSWORTH McATEE, who was associated with Bill Dyer on S. W. Brundage Shows 20 years ago, recently closed a successful season as Octopus foreman on Dyer Greater Shows. His wife had the hoop-la.

THOSE concessioners who know more about renting a show than the agent does should have no trouble finding positions as general agents next season.

JOAN COLLIER TYDINGS, of White City Shows, celebrated her ninth birthday anniversary with a grand party at Redley, Calif., during the organization's engagement there. All kiddies on the show were guests.

E. H. RUCKER, stage manager with Scott Bros.' Minstrels on Scott Bros.' Shows, has been released from the hospital in Selma, Ala., where he was confined for four weeks with pneumonia. He reports that C. D. Scott saw to it that he obtained the best attention possible.

"LOVE me, baby?" "And how!" Loud-speaker courtship between a side-show talker and a baby girl on an illusion show across the lot may be effective but it's not so hot to the listening natives on a packed midway.

ELMO FLORENCE cards from Blytheville, Ark., that his minstrel show is clicking on Groves Greater Shows' midway. Blubber Mack, comedian, is in charge of the stage. "The weather," says Florence, "is fair with cool nights. Midway in general is doing a fair business."

ACCORDING to The News and Courier, of Charleston, S. C., a \$30,000 mortgage on equipment of the Strates Shows, Inc., made out to H. W. Jones to secure a note due January 1, 1939, was recorded on October 24 in the office of Julius E. Copwell, register of mesne conveyance.

NOTICE of sale. Superior Court of Kick Back County. One set spindles, six C wheels, five skillets, one blower and assorted merchandise. Courthouse steps, next Saturday—Sheriff O. O. Wasentzen.

GERMAINE BURGEVIWN, this season with the Cetlin & Wilson Shows, is one carnivalite who is winding up the year with a little sugar. At least, she reports that she has received her passport for France, her homeland, and will sail from Havana on December 10.

NORMA NORMAN (David Logsdon), who recently closed the season with Hal Compton's Side Show on the American United Shows, is planning a tour of California. He also plans to meet Anna John Budd upon the latter's arrival in San Francisco about January 1.

WHY spend thousands of dollars to build up a strong back-end midway to cover up the front—or vice versa? Both ends should be of the highest standard that circumstances will allow.

TED C. TAYLOR reports that after a two-year absence, Ben Beno's free act and Vincent Bellamo's Band have returned to the Funland Shows from the Kline Greater Shows. Taylor adds that Bartlett's diggers joined the organization last week.

RED ROGERS, operator of the Midget Show on Cetlin & Wilson Shows this season, concluded negotiations for a six-week contract for his midgets for a movie and will go to Hollywood immediately, taking Ike and Mike, Freda Little and Lord Leo with him.

SHOWFOLKS with their trailers are going from east to west, from west to east, from south to north and from north to south. Too bad we can't just trade places and save the gas and oil.—Mrs. Uphaw, Trailer Camp, Fla.

SOUTHERN STATES SHOWS have been awarded a contract to furnish all attractions at Florida Constitution Centennial Celebration in Port St. Joe, Fla., reports John B. Davis. Official sponsors are Gov. Fred P. Cone; Robert A. Gray, secretary of state, and James H. Kelley, vice-chairman.

B. E. KLINE letters from Brookville, Pa., that Sam E. Spencer, of Sam E. Spencer Exposition Shows, severed an artery in his forehead as a result of a fall while looking over his farm property last week. He's confined in Brookville Hospital, Franklin, Pa., but is expected back on the job in a few days.

WHEN rides are open for business these

Give 'Em a Chance!

POWERFUL loudspeakers put on all parts of midways at numerous fairs by fair officials and used to call crowds to grand stand and as public information bureaus are detrimental to shows in general, every department being affected by them. These fair officials should be satisfied with the fact that they have already given their part of the events unlimited publicity and have neglected the midways, unintentionally or otherwise. With some secretaries the grand stand comes first, always ahead of everything else. A show never had a public-address system that could compete with these raucous, blasting speakers.

Hours before a grand stand opens there can often be heard from every high pole on a lot: "Listen, you people on the midway. Don't forget the big grand-stand show. Twenty big acts and races. Buy tickets now. Hurry, hurry, hurry!" Later: "Calling all people on the midway to the grand stand! Gates are now open. Visit the midway after the big show, etc." All thru the day, often drowning words of midway workers and cleaning midways of patrons.

After the grand-stand blowoffs loudspeakers are again brought into play as advertising media for civic and club booths, information carriers, not to forget long announcements of premium-ribbon winners. "Mrs. Georiam, of the Tide Water district, your party is waiting at main gate." "The electrician is wanted in the secretary's office." "Don't forget the night show. Big revue, fifty people. Mostly girls. Buy your tickets now. Hurry, hurry, hurry!" And so thru the night. But should noise of a ride or music of an organ interfere with a vocal number, there is insistence that they be stopped. Midways are generally the biggest units of fairs—and they are not supported by State, county or municipal funds.

where the employees look neat and clean get first call from parents who resent having their children picked up and put on or off by attaches with greasy garments, dirty hands and bewhiskered kissers.

SID CRANE letters from McComb, Miss.: "Paul Herweid, German giant, joined my side show on Wallace Bros.' Shows here. Karelene, Australian Wonder Girl, who enjoyed an exceptional week in Meadville, Miss., will be the added attraction on my traveling museum this winter."

CLAUDINE CLAUDE and Robert Brothers closed with Keystone Shows, Toceca, Ga., recently, making the former's fifth season with the organization. Claudine left immediately to fulfill night club engagements in Columbus, O., while Robert went to his home in Gallipolis, O.

If a press agent kept a separate scrapbook of his clippings from The Billboard to show to his boss when the show closed, the latter would realize how much publicity his show received, compared with the outlay made. Or would it prove to him that his p. a. did not take advantage of a good thing?

E. W. COE, general manager of Hilderbrand's United Shows, celebrated his birthday anniversary during the organization's stand in Hayward, Calif., at a private dinner party tendered him by his wife, Betty. Many gifts were received, and good wishes from personnel of the show were extended.

MR. AND MRS. CLARENCE H. KRUG have returned to their home in Erin, Tenn., after a four-day stay at Nobles Memorial Hospital, Paris, Tenn., where their son, Junior, had a splintered piece of bone removed from his arm, the result of a broken arm which the youth sustained at Flemingsburg, Ky.

DR. MEL ROY writes from Sardis, Tenn., that his side show on Harry Six Shows has been enjoying good business. Line-up includes the Doc, who is doing the outside talking; Mrs. Mel Roy, ticket box; Bobbie Burns, armless wonder; Texas Blackie, tattoo artist; Captain Lewis, rubber man; Mystery Girl is in the annex.

B. A. KERR, general agent of the Marks Shows, pulled into New York last week after having finished the season in North Carolina. Visited NSA club-rooms and The Billboard offices and said he is planning to attend the club's No-

vember 17 banquet and will push on to Texarkana, Tex., to visit his mother. No plans for next season as yet, he said.

LET'S TRY to make both ends meet! More friendliness should exist between concessioners at the front end and show and ride operators at the back end of midways. Some back-end folks imagine that the front end takes many a dollar that should be theirs. And so many front-enders resent that attitude and consider them knockers.

SAM EDDY, manager of South Street Museum, Philadelphia, altho without arms, is called one of the most versatile of showmen, transacts all business of the museum in an efficient manner, built all the new additions, keeps the books, counts the money and does many other things that those without arms cannot do.

WANTED for our winter fairs. Outstanding show with own transportation. Must have neozed modernistic front with unusual performance, new and novel, that has never been presented on a midway before. To such an attraction we will furnish 30-by-60 top that doesn't leak. Suitcase showmen, save stamps.—Gate and Banner Shows.

JACK A. STEVENS closed his World Wonder Show October 8 at Grand Rapids, Mich., after a pleasant but only fair financial season with Barkoot Bros.' Shows. Unit has been stored in quarters there, where it is being overhauled for next season. B. Geyer, scenic artist, has been engaged to handle repainting of equipment. Jack says he will not go down yonder this winter.

MEMBERS of Cetlin & Wilson Shows who have been contracted to furnish attractions in Playland Park, Key West, Fla., this winter include Charles Cohen, Ride-O; C. A. Dunn, Octopus; Leo Carrell, Monkey Circus; Dr. R. Garfield, Hall of Science; Fred Haragan, Rolo Funhouse; Ted Miller, mouse game; Dick Keller, Motordrome, and Lew Krem, Loop-o-Plane and Kiddie Ride.

PETTY jealousy often running rampant on midways is a detriment to entire organizations. It tears the hearts out of some showmen to see others hit while they miss. The hard loser becomes a knocker who does everything possible thru words and ballyhoo tactics to keep patrons away from his competitors. "I am glad to see someone get it, if I can't," is the credo of a real showman.

J. D. (JACK) ARSPARGER, of Skeeball note and concession manager of Yankee Park, Brookfield, O., and Fred Piffner, lead shooting gallery operator, write that they will head for the Sunny South soon and if possible play several spots en route. The boys also plan a brief visit with Capt. Ben Loos. Jack adds that altho he has played only carnivals and fairs to date, he expects to set up several concessions at Yankee Park next season.

BERTH CAR Bedtime Stories—"The light plant's on the bum again." . . . "What! They didn't water the train?" . . . "Who took my soap?" . . . "No, the laundry didn't come back." . . . "Hey, porter, how about another blanket?" . . . "Just listen to him snore!" . . . "Hey, you, down at the end; we want to sleep!" . . . "Can you imagine? Trying to cook in a berth!" . . . "Excuse me for climbing over you."

MRS. TRUDIE CLIFTON, who closed the season as cookhouse cashier with Blue Ribbon Shows at Albany, Ga., letters from Augusta, Ga.: "Mr. and Mrs. L. E. Roth are certainly swell folks. Joined my husband on the Johnny J. Jones Exposition here and arrived in time to attend the Showmen's League benefit. It was one of the best shows I've been in my 25 years in show business. My husband and I will leave for our home in Oshawa, Can., soon."

WHEN RUBIN & CHERRY EXPOSITION closed the season at Mobile, Ala., last week, personnel of Pete Kortez' No.

EVANS MONEY MAKERS. Make your Concession the LIVE SPOT! Rely on EVANS' 45 Years' Experience for the Latest and Best Amusement Equipment. PADDLE WHEELS OF ALL KINDS \$7.50. Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway. FREE CATALOG. H. C. EVANS & CO. 1520-30 W. Adams St., CHICAGO

CARNIVAL OWNERS. Secure the Cream of Bookings for '39. Use Aggressive, Result-Producing Advertising in the XMAS SPECIAL Convention Issue of The Billboard. This issue will be distributed at the I. A. F. E. Convention in Chicago and mailed to Fair Secretaries thruout the country. You can also secure the best of attractions and help for 1939 thru advertising in this edition. MAIL YOUR COPY TODAY. FORMS START TO PRESS WEDNESDAY, NOVEMBER 16

2 side show scattered as follows: Manager Shadow, Harry Lewis, Allen the Rice Writer and Patent Sisters went to San Antonio; Paul Herold, Mobile, and Colonel Cayser, Carlson Sisters and Tom Blackhall to New York. May and Snoko Hall remained in Mobile for a week and then headed for San Antonio. Buster and Dolly Castle and Harry Marvello went to Miami, and Flipo, frog boy, went to Los Angeles to fulfill a motion picture contract. COOKHOUSE and grab-stand operators are not out of line when they squawk about high privileges demanded at some fairs. With no protection whatever, rates at some fairs run as high as \$15 a foot, while local civic clubs, lodges and other groups receive space for \$10. (See MIDWAY CONFAB on page 45)

Hi-Ho Showmen - - - Arrange NOW to see the working model of Our Exciting New Ride SUPER ROLLOPLANE at Booth 123, at the Manufacturers' and Showmen's Convention, Hotel Sherman, Chicago, November 28 to December 1. Eyerly Rides Guarantee Big Profits. Manufacturers of OCTOPUS and LOOP-O-PLANE. EYERLY AIRCRAFT COMPANY, Salem, Oregon. ABNER K. KLINE, Sales Manager. Luce Bros., Ltd., Blackpool, England, European Suppliers.

General Amusements

Vevay, Ind., Week ended October 23. Weather, fair. Business, good. Buffalo, Tenn., three days. Weather, cold. Business, none.

Vevay, Ind., proved a winner for everyone. General Amusements has been organized for a winter show. Made jump from Toledo, O., to Vevay in record time. Everything up and going Monday night. Eddie Herman has girl show; George Karkot, photos; Blana, pitch-till-win and penny pitch; Harold Cramer, cigaret gallery and bumper.
H. G. HOCKETT.

Funland

Maddox, Ga. Week ended October 29. Morgan County Fair, auspices, American Legion Post.

Weather was cool here, but business was excellent. This was show's fourth consecutive Georgia fair. Organization is truly grateful for the 100 per cent co-operation given it on all its Georgia dates and will look forward with pleasure to its next fairs in 1939. Vincent Bellamo's Band joined here from Killeb Show.
TED C. TAYLOR.

Cetlin & Wilson

Rocky Mount, N. C. Week ended October 29. Rocky Mount Fair. Weather, rain Monday, Friday and Saturday. Business, fair.

Rain prevented opening on Monday night, but on Tuesday, Wednesday and Thursday midway gross was 50 per cent above 1937. Friday and Saturday were lost due to rain. Tuesday was City Children's Day, with Friday being County School Children's Day. Thursday one of the largest crowds ever in the grand stand turned out to see Lucky Teter who by special request played a return date Sunday. Show has one more fair date before going to winter quarters.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$2.25; 50 cards, \$4.75; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$16; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$6.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—put up and down. Lightweight cards. Per set of 100 cards with markers, \$8.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 4 1/2 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5x7. Thin cards such as used in theaters, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class, \$12.50
Leopard, white cards, 2 1/2 x 4, Per G. . . . 1.50
Stapling Bingo Cards on same, Extra, per G.50
Bingo Card Markers, in strips, 25,000 for 1.50
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. charges. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
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ALLAN-HERSCHELL
MERRY-GO-ROUND
40 Feet — Three Arcs.
Good Operating Condition.
A Rare Bargain at \$1,800 Cash.
COLEMAN BROS. SHOWS
508 Main St., Middletown, Conn.

CASH
For Rides, Tents, Show Equipment of all kind.
WANT Penny Arcade Machines, Calliope, Organ, Light Plants, Snow Machines, Kiddie Rides.
Address P. O. BOX 760, Greenville, Tex.

WANTED
5 Kiddie Rides with Magnet Steam Train with Track, for cash.
BEN HERALD
1334 West 79th Street, Chicago, Ill.
FOR SALE
Tangle Calliope, Model CA-43, Calliope, Engine Blower, Dan, Horse, 18 Bells Music, Road Run.
EDDY'S BAKERY
Helena, Mont.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

**Fair officials from Wilson, Tarboro, Henderson, Fayetteville, Goldsboro, Mebane, Durham, Enfield, Roxboro, Greenville, Kinston, Spring Hope and Warsaw, N. C., attended. Art Parent, of Paradise Revue, left here to join Walkalki Swingsters in Roanoke, Va. Princess Mitzi, of the same show, left to open in Reading, Pa., while Esther Waters will grace the line in Walkalki Nights at the close of the Mebane (N. C.) Fair engagement.
GEORGE HIRSHBERG.**

Buckeye State

(Motorized)

Natchez, Miss. Week ended October 29. Auspices, American Legion Fair. Location, downtown streets. Weather, fine. Business, excellent.

Show moved in here for the third time this year, and this date proved even better than the two previous visits. Warm welcome on arrival here grew more cordial as the fair went on. General Manager Joe Galler purchased a new car. Bob Cochran repainted his stand. Friday midnight Wallace Bros. Shows visited and members of both shows put on a benefit for the Showmen's League of America Home Fund. Excellent attendance and good entertainment was reported. Edna Franks visited Mrs. Galler and Mrs. Rainey. Editor Lambert of The Natchez Democrat was liberal with space. Mayor Byrne, Sheriff Conner and Police Chief Stone joined Joe Galler in entertaining the children from the three orphanages Friday afternoon. **TED JOHNSON.**

Hilderbrand's

(Motorized)

Hayward, Calif. Week ended October 30. Auspices, VFW. Weather, fair and rain. Business, fair.

A late-season spot with business just fair. Four Sensational Rockets, Hustru Troupe and Capt. Smith's Diving Ponies, free acts, were popular here. Betty Ooe, assisted by C. O. Rhinehart, was on front gate. Ed and Ma Lahey's Dinner Bell Cafe, with Harold Hendrickson on front, continues popular with showfolks. Ralph Balcom, Art Anderson, John Cardwell and Sammy Epple are redecorating for the celebration at Berkeley, Calif. Fred Thumberg, Bud Cross and Wendell Foss are booking rides for winter spots. John and Billie Hicks, with Dale Hendrickson as Charlie McCarthy, are packing the Trading Post. Al Bird's athletic arena, Stewart's Mystic Temple, Lewis' Kongo with Barle's French Casino are prepping for Berkeley, Calif. Visitors included Leo Lees; Charles and Edith Walpert, of Krekoe Shows; Mr. and Mrs. Shorty Wrightman and Mr. and Mrs. Loomis. Bud Cross tendered all juveniles on the show a Halloween party in the bingo tent. Among those attending were Dot Cross, Vaughn Knowles; Maxie, Loreen, Dale and Junior Foss; Beverly and Darline Madison, Dale Hendrickson, Leslie Gehrke and Danny Allison. Toots Epple, Mary Booker, Mrs. Knowles, Mrs. Hendrickson and Hazel Fisher were hostesses.
CLAUDE A. BARRIE.

White City

(Motorized)

Reedley, Calif. Four days ending October 29. Location, City Park. Auspices, Fire Department. Weather, warm. Business, fair.

Altho ideal weather prevailed business did not come up to par. Saturday night, however, a huge crowd turned out. Max Mulligan Kaplan and Larry Mitchell purchased new cars. Mr. and Mrs. Joe Krug's cookhouse has become the rendezvous of the personnel. Peggy Nelson was called home to Olympia, Wash., by the illness of her mother. Harry Barron spent three days on business in Los Angeles. Anato Hayes returned from his trip to Los Angeles. Mr. and Mrs. Louis Godfrey, operators of bingo, topped the midway nightly. Mrs. Marie Klenck arrived with her Octopus and ball game. Mr. and Mrs. J. Foss, of Los Angeles, visited their daughter, Mrs. Casey Taylor. Mr. and Mrs. Max Williams spent the week remodeling and painting their housecar and auto. Luvern Raymond entertained friends from Bakersfield during the week. General Agent Arthur Hockwald spent the week here. Will Wright was a welcome visitor Saturday night. Having joined the PCSA and

Ladies' Auxiliary, Howard and May Collier Tydings will not return to Baltimore, Md., this winter but will be among the Coast Defenders. Mrs. William Collier will also remain on the West Coast. Frog hunting became the nighttime sport this week, with successful catches being made by Howard Tydings, Joe Krug, Joe White, Frank Forrest and Willard Holt.

WALTON DE PELLATON.

Crystal Exposition

Darlington, S. C. Week ended October 29. Darlington County Fair. Weather, ideal. Business, good.

Attendance here was surprising for its exceptional increase compared with former years. Date has never been anything more than ordinary. Fair board used good judgment in cutting gate to 10 cents. Increased number of free acts also helped considerably. Six were used with Bob Bovey featured. Max Isaacsohn, fair manager, did everything possible to make the fair the success it was. All shows and rides had their average proportionate quota of cash customers, with no special tops to any particular unit. Next week will be the show's last stand of the season. **H. NELLA.**



FRED STUMBO, veteran operator of small carnivals in the Central Western States, who began carnival activities about 20 years ago as a concession agent, later buying rides and booking shows to complete his midway. Next season, however, he plans to build his own attractions not only for his midway but for the No. 2 unit operated by his brother-in-law, Mr. Lambeth. Both Stumbo-Lambeth Shows units will operate in Oklahoma, Arkansas, Missouri and Kansas exclusively. Photo by Jack Dedsuwell.

Crowley's

Brenham, Tex. Week ended October 29. Location, Connell showgrounds. Auspices, American Legion. Pay gate, 10 cents. Weather, ideal. Business, below par.

This was shows' worst date since season opened. Tore down and moved after Friday. Everything went wrong. Georgianna, 2-year-old daughter of Mr. and Mrs. George C. Crowley, owners, who was stricken with a mysterious malady and rushed to an Austin (Tex.) hospital, was brought back Saturday. Local newsboys were entertained on midway here. Writer and Princess Red Wing entertained Rotary Club. Doc Stringer joined here. The Whitehearts are having their frozen custard machine rebuilt. Cleo Hill has new ball game. Visits were exchanged with Beckmann & Gerety Shows. Babe Drake, wife and daughters and Capt. Ted Townsend, high net diver, and wife were banqueted. Don Cotton has rejoined with his shooting gallery. Binger McCord is scoring with scales. Ira Burdick and wife and Aerial Eatons were given a twilight repeat. George Harris and Blossoms of Dixie Minstrels will join C. O. Spencer Shows in Morgan City, La., about November 7. General Agent E. W. Wells is in Corpus Christi, arranging for quarters.
DOC WADDELL.

L. J. Heth

(Motorized and Baggage Cars)

Hawkinsville, Ga. Week ended October 29. Auspices, Pulaski County Fair Association. Location, fairgrounds. Business, excellent.

This date marked shows' first stand in Hawkinsville since they wintered here in 1928-'29. Shows were tendered a huge welcome by old friends. Newspapers carried the following headline streamers: "Welcome Home, L. J. Heth." Secretary George A. Hough handled the fair in a businesslike manner. Two children's days, one for whites and the other for the colored, were well attended. Mr. and Mrs. Heth were busy entertaining friends here. The writer visited his mother, Mrs. Rosa Fontanna, who has been ill in her home in Augusta, Ga. A number of showfolks from their winter colony in Mason visited, as did Paul Conway and party. Show will soon complete one of the longest seasons of its career. Concessioners joining here were Malcolm (Deafy) Lewis, J. H. Lane and Adrian D. Durbin. **JOE J. FONTANNA.**

Clyde's-Henry Combined

Loris, S. C. Week ended October 29. Fair. Weather, ideal. Business, good.

This was the closing spot of the season for Clyde's United and Lew Henry Shows Combined. The fair opened Tuesday night and found all in readiness. Attendance increased daily. Several thousand children were on the midway Friday, Children's Day. Rides, shows and concessions all received a good play until about 9:30 p.m., when an unexpected shower sent most of them home. This was the second straight time this combination of shows made the Southern fairs together and Mr. Henry and Mr. Smith are making plans to continue next season. **MRS. JACK ROCKWAY.**

Zimdars

(Motorized)

Russellville, Ala. Week ended October 29. American Legion Fair. Weather, cold. Business, fair.

First part of week here saw some of the coldest weather of the season, but it finally warmed up and business was good considering the size of the town. Saturday night brought out a packed midway, but spending was not as free as it might have been. Mr. and Mrs. Artie Zimdars now have the cookhouse. Tiger Mack, bingo operator, called it a season and left for his home in Donaldson, Ark. His assistants, Benny Summers, went to Glendale, Calif., and Jimmy Carley to his cottage on the Gulf Coast. The grand finale will take place in two weeks. Office reported good co-operation from the fair board. Free acts and fireworks were held every night.
BUDDY MUNN.

Strates

(Railroad)

Charleston, S. C. Week ended October 29. Fair. Weather, fair. Business, fair.

Business here started off with a bang Tuesday, Children's Day, and continued fair all week. Big night's business came Friday when more than 15,000 people jammed the grounds. Fair management gave away a new automobile that night and this helped swell attendance. Date was ably handled for several weeks in advance by C. W. Cracraft, general agent. It was billed for a radius of over 100 miles, with a number of stories being planted in two local and eight surrounding newspapers. Five American Eagles, free act, were popular, as were Three Sky Rockets, Mary Ellen Keirow and Shackles, the other free acts. Show and personnel will call it a season after next week's stand and the trek to their various homes will begin. Bobby Mansfield visited with friends on the show all week. **BEN H. VOORHEIS.**

Kaus

(Baggage cars)

Greenville, S. C. Week ended October 29. Auspices, Greenville County Fair Association. Weather, good. Business, fair.

Week opened to light crowds, altho the weather was excellent except first part of week when nights were cold. Children's Day, Wednesday, brought out some people during the day. Remainder of week about only business done was at night. Crowds did not tarry long after end of grand-stand acts, which were free, and money did not appear plentiful. A few reported good business, but on the whole stand was only fair.

Mack's bingo was enlarged this week by combining both stands into one. Several concessioners joined here. They included T. C. Lewis, photo; E. Lencow, peanuts and pop corn; Laphome Bros., ice cream and pop corn. E. L. Rucker joined with his hoop-la, caramel corn and jewelry stores. Frank Jaquinta has added another guess-your-weight store. Jack Maddad is again with us and working a ball game. Visitors included Mr. and Mrs. Tom Carson, of Heller's Acme Shows; William Perry, of Pittsburgh, formerly of Harry Copping Shows, and Jerry Cohen, of Fulton Tent and Awning Co. Willie Lavine closed here with his photo gallery, and he and his agents, Mr. and Mrs. Harry Hottle, returned to their homes in Kansas City, Mo.

LESTER KERN.

World of Mirth

(Railroad)

Orangeburg, S. C. Orangeburg County Fair. Week ended October 29. Weather, good. Business, fair.

Weather here was ideal and the week's grosses held up to last year, with the exception of Saturday, Colored Day. Due to limited space, shows and rides were jammed on the midway and it was impossible to set up the main entrance. Will Rushmer's Scooter ride was tops, while the Ferris Wheels, which led the parade for the past three weeks, were relegated to second position in box-office ratings. Russell Judy's Minstrel topped shows, with Earl Purdie's Motor-drome and Art Gordon's Swing Club also having a good week. George Adams was taken to Tri-County Hospital here after suffering a stroke. Jean Allen, formerly with Jack Ward's Miss America Show, has returned to her home in Indianapolis because of illness. Mrs. Max Linderman left here for New York. Lawrence Bowe, mailman and The Billboard agent, has covered the shows thoroughly in soliciting winter subscriptions for The Billboard. Many showfolk witnessed the South Carolina-Villanova football game at the fairgrounds here Friday. Tommy Higgins, cookhouse operator, staged a party for the working boys. Visitors included E. Lawrence Phillips and Mrs. Johnny J. Jones from the Johnny J. Jones Exposition.

JIM McHUGH

MIDWAY CONFAB

(Continued from page 43)

He or nothing. To these merchants often donate unlimited supplies which can be almost given away. Even workers in local stands generally donate their services. How can the year-round operator pay off with competition like that? Governments impose tariffs to protect their industries that have high overhead.

ROY C. PAUSTINO, who had his girl revue on the Greater Exposition Shows this summer until an accident laid him low, filed suit in Peoria County District Court, Peoria, Ill., November 1 against Hannah and Max Brill for \$20,000. In his complaint Paustino charged that on July 29 he went to inspect the upper floor of a building which he said was owned by the Brills with a view to renting it and opening a dance studio. The suit alleges he climbed an outside stairway to the second floor when a railing on the platform gave away. He fell to the ground and the sight in his left eye was destroyed and his right eye impaired.

BUCKEYE STATE SHOWS' season's end notes by Ted Johnson: General Agent J. A. Gentsch will divide his winter season between his home in Winona, Miss., and his bookings for next year. . . . Secretary Harry Starbuck and wife will go to Southern Florida for the winter. . . . Roy Frear has his cockhouse in show's quarters at Natchez, Miss., where work on equipment is going on. . . . Lewis Jefferson plans to winter in Birmingham. . . . Happy Mills has hied himself away to New York. Mr. and Mrs. Fred Rainey headed for Florida, with Charles Savage going to Lakewood, O. . . . Ray Kriwell went to Key West, Fla., while Phillip Stopeck heads for Venice, Calif. . . . James Caro left for Pensacola, Fla., and Harold Lowry went to Shiloh, Ala. . . . Charles Harvey expects to winter in Summerland, Miss. . . . Doc Green will play one-night stands with his augmented Minstrel Show. . . . Dayton Curtis and wife, Fay, are taking out a museum which will feature Santitas. Douglas Kvenmoen probably will go with them. . . . Clay the Artist went to New Orleans, while Bob Cochrane headed for the Mississippi Coast.

Beckmann & Gerety Folk Scatter as Season Ends

LINCOLN, Neb., Nov. 5. — Don Kellogg, press agent for Beckmann & Gerety Shows since it hit the Nebraska State Fair here in September, returned to this city this week after the show closed at Corpus Christi, Tex., and went into quarters in San Antonio. He reported that he would make no moves until after the convention in Chicago, November 28.

Other showfolk and their destinations were: Mr. and Mrs. Ted Webb, Doc and Betty Hartwick, Mr. and Mrs. Sam Gordon, Mr. and Mrs. Arky Bradford, Mrs. Tony Ybanez, R. C. Bucklin, Mr. and Mrs. Boden Schotz, Felix Charneski, Whitey Gregory, Fred Baker, Tom Bush, George Hellman to San Antonio; Jess Shoote, Mr. and Mrs. Dutch Wilson, Houston; Mr. and Mrs. Jimmy Limbaugh, Mishawaka, Ind.; Del Ward, Shelby, Ill.; Mr. and Mrs. Dave Miller, Miami; Johnny Byers, Paul Eastus and Zeke and Virginia Shumway, Dallas; Glenn Buck, Ralph Anderson, Bud Hawk, Springfield, Ill.; Jasper Edwards, Tampa, Fla.; Curly Smitherman, Decatur, Ill.; Sam Feinberg, San Antonio; Jimmy Thompson, Corpus Christi, Tex. Earl Chambers will tour theaters with his monkey show while Pete Kortes will operate a traveling museum. Kellogg reported that business in Corpus Christi was fair.

Lorain Is Good Opener For Lewiston's Museum

LORAIN, O., Nov. 5.—Harry Lewiston's TRAVELING Museum opened on Main street here October 31 to good business. Acts include John Dunning, gullotine; monster snakes, wrestled by Charles Williams; Harry Esau, jungle man; Mme. Zindra, mentalist, assisted by Mme. Yohana; Charles Noller, presenting living body without a head; Leona Young, fire act; Kongee, man immune from pain; Vivien Dunning, sword swallower. Leona is in the snow.

Lewiston also has a large store booked in Elyria, O.

Conklin Home From Trip

CHICAGO, Nov. 5.—J. W. (Patty) Conklin and Mrs. Conklin returned to Toronto today after a trip thru the Southwest and a sojourn at Hot Springs, stopping off here for a couple of days to visit friends.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Firebrand, S. C. Week ended October 29, 1938.

Dear Mixer: Ballyhoo Bros.' train arrived here late Monday night due to long waits while our train crew chopped down trees that had grown in the center of the tracks since the last train ran over this road. The longest delay was caused by a growth of vines that entangled the entire train, stopping it suddenly as well as holding it so securely that it couldn't move forward or backward. Five hours were wasted while our men chopped the way clear.

General Agent Lem Trucklow booked this date last week, and it has been listed as our first bona fide fair of the season. Event was quickly advertised by handbills as the Firebrand County Bonfire Fair, which extreme cold weather made live up to its title. Bonfires were built on all sides of the midway, around which huddled the fair patrons as well as the show's entire personnel. Before the week was over all rubbish on the lot was reduced to ashes and that included several of our show outfits.

On our arrival the exact location of the fairgrounds had not been decided upon. We had our pick between the board-wall baseball park or a sidewall frame-up. After many heated arguments Pete Ballyhoo decided to use sidewalk grounds, declaring: "We would rather run thru canvas than climb over a board fence Saturday night."

Here our concession row was augmented by four more palmistry booths,

BIGGER!!! BETTER!!!
A SHOW YOU WON'T WANT TO MISS

26th Annual BANQUET and BALL
Showmen's League of America

To be held Wednesday Night, November 30, 1938
In the Grand Ballroom, Hotel Sherman, Chicago
TICKETS \$5.00 PER PLATE

Greatest Showmen's Event of the Year

For reservations write
Banquet Committee, Showmen's League of America,
165 W. Madison St., Chicago, Ill.

J. J. PAGE

(Continued from page 40)

and Flo Clark, Florida; D. L. (Spot) and Hoke and Billie Bassinger, Salisbury, N. C.; Charlie Phillion, Charlie Preston and Emory Jackson, Rome, Ga.; Al Risher and wife, Ocala, Fla.; Jimmy Riggs, Akron; Lloyd and Glen Coffey, another show; Richard Sloss, Nashville, Tenn.; Al Trivaday and wife, Raleigh, N. C.; Bill and Verne Kimmel and Barney Harrison, another show; Earl and Henry Dennis, Columbia, S. C.; Chief Canoe, another show; George Spiredes and wife, another show.

Levi Barnes and wife, Canisteo, N. Y.; Jennie Bivins, Andalusia, Ala.; Luther England, Rome, Ga.; Ruby Wilson, Savannah, Ga.; Rance Boyd, Georgia; Edgar Brown, Raymond Cato, Robert Johnson, Tex Sutherland, Sergey Gracheff and Richard May, other shows. Barney and Mae Sison will conduct a sandwich stand here. Members remaining here include Chris Jennigan, C. F. Tidball, Mary and Roy Fann, Mr. and Mrs. R. E. Savage.

Owner J. J. Page, wife and daughter will remain here until the first of the year when Page will make several fair meetings. He also announced that work in quarters will begin about the middle

WANTED!

Men To Cash In On These New Popcorn Machines

These thoroughly new, up-to-date Popcorn Machines get all the nickels and dimes. They are improved big-capacity models with lights, color and motion that really get the business for you. All-electric, full cabinet size. Capacities: \$2.00 to \$12.00 per hour. Low down payments, easy terms.

Write for Catalog!
ADVANCE MFG. CO.
6522 St. Louis Ave.,
ST. LOUIS, MO

of February. Differing from the former custom of starting around the first of December and keeping a crew the entire winter. The duration of the season was 30 weeks, traveled thru Georgia, South Carolina, North Carolina, Tennessee, Virginia, Kentucky, Ohio and Alabama, having 12 fairs, 12 dates under auspices, while there were six weeks of still dates. The season as a whole was fair, but the first part of the season was hampered by Old Jupe Pivvius visiting the week-end, making the show lose 10 Saturdays along with several of the better days during these weeks. The staff remained intact the entire season, at the same time there were very few changes among the personnel of the show.

R. E. SAVAGE.

JONES SLA

(Continued from page 40)

sold their wares and made prize candy pitches to good financial results. Merchandise was donated by Floyd Hesse.

Owner Phillips made the opening address, thanking all for their wholehearted support in making the event a success. Robert Lee Sumner and Judge Gordon Chambers, representing the Exchange Club, followed with brief talks, and the show got under way. Cast lineup included Paul Sprague, emcee; Donald Cavella, Gloria Wilson; Cavillo, clown; Bob Schlosberg, Chee La Femme Chorus, Hawaiian Revue, Royal Russian Meddets, Hughie Mack, Horner Twins, Mae Parrish, and Darktown Polles, an old-time minstrel show, also was on the bill, with Hughie Mack, interlocutor; Holt and Wilson, end men; Mrs. Bootsie Paddock, Mrs. Jean Dellabate, Mrs. Marguerite Wilson and Mrs. Gertie Barr, chorus. Mrs. George Davis and Rubie Nixon were cast as Uncle Eph and Aunt Dinah in the minstrel afterpiece.

Carl J. Lauther, side-show operator, closed the event with an old-time girl-show blow-off opening, turning the audience behind the curtains to a pleasant disappointment and adding to the funds. Much credit for the event's success is due Morris Lipsky and Buddy Paddock, who did more than their bit financially and worked hard to put the show over. During a short intermission sale of box lunches, prepared by women members on the show, added more dollars to the fund. Amount grossed by the affair will be announced soon.

MAJOR PRIVILEGE.

SHOWMEN'S PLAYGROUND
Trailer
Park AND FURNISHED
 COTTAGE CABINS.
 \$1.50 Per Week, Lights and Meter Service.

Shade Among the Palms
 Protected Harbor
 Mostly Show Folks
 Comfortable Cabins
 Finest Gulf Fishing

On Fla. Rt. 101, 9 miles so. U. S. No. 41,
 Between Punta Gorda and Sarasota.

On the Gulf at Englewood.

For Reservations Write
 Law Woods or Glenn Marcy

Punta Gorda Beach
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FLORIDA

**Showmen's League
 of America**



165 W. Madison St.,
 Chicago, Ill.

CHICAGO, Nov. 5.—Vice-President Frank P. Duffield presided at an interesting meeting Thursday night. With him at the table were Treasurer A. L. Rossmann and Secretary Joe Strelbich. Membership committee reported added activity with the total now close to the 200 mark. E. Ross Jordan, Ralph Vogel, Alex McLachlan, Joseph A. Morton, Jack McDonald, Dallas E. Duncan, R. L. Millican, Edward Walter, Leo Mulvey, Charles Donaldson, John K. McBride, Sam Glickman, Alvin DeBelle, Ralph G. Lockett, F. W. McQuay, Charles Cass, William Crickhoff and Howard Loughner were elected to membership. These are credited to Harold (Buddy) Paddock. Relief committee reported that Brothers Rankine, Owens and Vollmer are still confined to their homes and that Brothers Maxwell, Bernard and Karns are resting about the same in the hospital. Committee on badges and registration have arrangements completed and will be very active during the annual meeting. Tom Rankine has moved back into town.

All were grieved at news of the sudden passing of Brother R. J. (Dutch) Rogers, who passed away on October 30. Services were held on November 2, with interment in Showmen's Rest. Respects were paid to his memory at the meeting. House committee proudly displayed American and Canadian flags presented by Vice-President Frank R. Conklin. These make a valuable addition to the meeting room. Dall Turney, in town for a visit, was at the meeting. Leo Sennett, Al Selph and Bob Seery attended their first meeting. Those who have returned for the winter include Mike Rosen, Al Rukin, Al Humke, Richard Fronath and E. Glasser.

Ray Oakes and family are back after a Southern sojourn. Bernie Mendelson and Charles G. Driver are back from a business trip. Joe Miles, closed for the season, will spend a while in Chi before leaving for Florida. Past President J. W.

(Patty) Conklin stopped over on his way from Hot Springs, Ark. Sam J. Levy and L. C. Kelley have been added to the league members now resting at Hot Springs.

Interesting letter came from Brother John M. Sheesley with a check for \$372.80, result of a league benefit show staged by the Mighty Sheesley Midway. Another came from Hennies Bros.' Shows with a check for \$643, result of the benefit show at the Dallas fair. Other interesting letters came from Lee A. Sullivan, Harry A. Illions, L. B. Herring Jr., George W. Johnson, Max Linderman, Frank R. Conklin, Art Lewis and Max Goodman.

Does were received during the week from Elwood A. Hughes, Tom Hasson, Fred Beckmann, Wilfred Clain, J. R. Applebaum, P. Pivor, Harry Kahn, Charles H. Sheperd, Richard Miller, Richard Pronath, Albert J. Horan, Leo Claude, Floyd Hesse, R. C. Edwards, Edward B. Latham, La Motte Dodson, Julius Wagner, Beverly White, Nate Miller, James L. Smith, Frank Hanasaki, Dr. Ralph Garfield Hull, C. P. Zeiger, Arthur Hopper, A. R. Corey, O. W. Hennies, H. W. Hennies, Dave Miller, Jimmie Linbaugh, Felix Charneski and Benjamin Pardo.

Sam J. Levy is busy on arrangements for the 28th Annual Banquet and Ball on Wednesday, November 30, in the Hotel Sherman.

Nate Miller, going thru on a business trip, dropped in. With deepest regret we note news of the illness of our beloved brother Fred Beckmann.

Schedule for convention week includes the following league activities: President's party, Saturday, November 26; annual memorial service, Sunday, November 27; annual meeting and election of officers, November 28; Banquet and Ball, November 30, and installation of officers, Thursday, December 1.

Ladies' Auxiliary

The November 3 meeting had large attendance with President Leah M. Brumleve presiding, along with Ida Chase, first vice-president; Blanche Latto, second vice-president; Edith Strelbich, third vice-president; Phoebe Carsy, treasurer, and Frances Keller, secretary. Invocation was by Chaplain Mattie Crosby. A board of governors' meeting was held on important club affairs and business matters.

Relief committee reported disappointing news of Sister Mrs. Charles Driver. Members were delighted to have Sisters Bobbie Ward, Hazel Harris, Mattie Crosby and Hallie McCabe with us again. New members are coming in right along and Secretary Keller will be glad to furnish applications, giving full details.

Ladies' Auxiliary open-house convention will be Saturday, November 26, in the Hotel Sherman. Installation dinner will be November 29, Crystal Ballroom, Hotel Sherman. Have you forgotten your 1939 dues were payable September 1? Send all mail in care of Showmen's League of America Clubrooms, 165 West Madison street, Chicago.

**Smith's Greater Wind-Up
 Is Okeh; To Barn in N. C.**

FUQUAY SPRINGS, N. C., Nov. 5.—A successful stand at the fair here, which ended October 22, wound up the season for Smith's Greater Atlantic Shows, reports Mrs. K. F. Smith, secretary. Equipment was moved to quarters in Apex, N. C., nine miles distant. Altho the season, cut short due to the illness of Owner-Manager K. F. (Brownie) Smith, who is now in Salisbury, N. C., with his wife and family, was not of the blue-ribbon variety, shows went into quarters with figures on the right side of the ledger. Joe Konlaw, Karl Smith, Bill Penny and Harold Barolls remained to put the equipment in quarters, with Chief Congo in charge.

**O. N. Crafts Units Move
 Into New Winter Quarters**

VAN NUYS, Calif., Nov. 5.—Construction work on the first units of buildings of Crafts Enterprises' new winter quarters on Bellaire avenue, north of here, has been completed and Crafts 20 Big and Golden State Shows have moved in. World's Fair Shows, now quartered at the National Orange Show plant, San Bernardino, Calif., will eventually move here as will Crafts Manufacturing Co. T. J. Myers, secretary, reports that when complete the five-acre site will consist of a modern home for Orville N. Crafts, administration building, machine and paint shops and wood-working plants.

15 Years Ago

(From The Billboard Dated
 November 10, 1923)

M. B. (Duke) Golden closed negotiations with William Glick and Ralph Smith whereby he became a partner and general agent on Bernardi Greater Shows. . . . Krause Shows were clicking playing Puerto Rico territory. . . . United States Tent and Awning Co. leased a five-story building on Sangamon street, Chicago, from George L. and Lisette Peterson, of Pasadena, Calif., for 12 years at an aggregate rental of \$10,000. . . . H. C. Evans & Co. opened a sales and display store on West Madison street, Chicago. . . . Ashland (Ala.) Fair was proving a lucrative spot for Murphy Bros.' Shows.

Due to the limited size of grounds at the remaining fairs to be played for the season, John M. Sheesley cut his 30-car show train at Goldsboro, N. C., to 25. . . . Lou Backenstoe passed thru Cincinnati November 1 with his chimp, Joe Mende, en route to Sells-Floto Circus. . . . Greater Loof Shows closed the season in Victor, Mont., and went into Missoula, Mont., quarters. . . . Mrs. J. W. Conklin was in Los Angeles following a successful season in Canada. . . . Billy B. Craig, fire eater, closed with Boyd & Linderman Shows at Birmingham and was wintering at Sweetwater, Tenn. . . . Henry Heyn, well-known ride device man, after closing with LaVole's International Attractions, was visiting friends in Chicago.

Dodson's World's Fair Shows were experiencing bad weather breaks and poor business in their Texas tour. . . . Halloween party in Showmen's League of America clubrooms, Chicago, proved highly successful. . . . Louisiana State Fair, Shreveport, gave Morris & Castle Shows their best gross of the season. . . . Ladies' Auxiliary, of Heart of America Showmen's Club, ushered in its social season with a successful Halloween party in the ballroom of the Coates House, Kansas City. . . . T. A. Wolfe Shows got off to a flying start at Anderson (S. C.) Fair. . . . Mr. and Mrs. J. G. Fields, of Fields Greater Shows, were visiting their former secretary, J. J. Frank, at his home in Rockford, Ill.

**Showmen's League of
 America**



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND
 Previously Acknowledged -----\$17,602.80
 Received This Week -----372.80
CARL J. SEDLMAYR, General Chairman Drive for Funds.

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 A Home for Aged and Infirm
 Showmen**

- Showmen's Home Trustees**
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Worthy of Your Co-Operation

**WANT MORE REVENUE
 for
 YOUR ORGANIZATION?
 Read**

"BINGO BUSINESS"
 A Column About Bingo in the
**WHOLESALE MERCHANDISE
 Department**
THIS WEEK and EVERY WEEK

**ADVERTISE IN THE BILLBOARD —
 YOU'LL BE SATISFIED WITH
 RESULTS**

27 FT. WHITE TRAVEL CAR

The last word in a home on wheels. Meel for general travel. Rides like a Pullman on air cushioned shock absorbers. Lovely beds, drapes, rug, desk, radio, refrigerator, running water, sanitary toilet, shower bath, copper sinks, outside tent, large storage space. Everything in A-1 shape inside and out. Ten miles per gallon on gas. \$1,000.00 cash, trade for auto or California real estate. Write for picture and details.
 W. E. JONES, 174 S. Eureka Ave., Columbus, O.

"MAC" McNALLY

(Formerly Altman, Pa.)
 Handles Show Folk's Business on
CARS— Chevrolet —TRUCKS
 With
SOUTHLAND MOTORS, Inc., Miami, Fla.

Frank Smith Wants

Trumpet, Tuba, Trombone, Sax, two Girls and Conde for hot Jig Show with Funland Shows, Montgomery, Ga., this week; Vienna, Ga., next week. All winter's work. Come on.
BEN F. TOSH, Manager, FUNLAND SHOWS.

CARNIVAL

**SUPPLY HOUSES, RIDE AND
 GAME MANUFACTURERS**

The market for carnival equipment and supplies is larger and more profitable than ever before. Modernized carnival organizations offer manufacturers, jobbers and agents a great field for making sales.

All of the important show people . . . those who do the buying . . . will attend the big outdoor meetings in Chicago. Make them acquainted with your line of products by advertising in the annual

XMAS SPECIAL

Convention Issue of

**The
 Billboard**

MAIL YOUR COPY TODAY
Forms Start to Press Wednesday
November 16

El Paso Shrine Circus Put Over Under Big Top

EL PASO, Tex., Nov. 5.—Fourth annual El Maida Shrine Circus here on October 29-November 5, under big top for the first time, opened to slow business, but attendance picked up in mid-week, reported Director Verne H. Newcombe. Threat of rain marred two early performances.

Program included Karrin's aerial ballet; Leta Shaw's trained dogs and monkeys; Harry La Pearl's acrobatic clowns; Ernestine Clark, equestrienne; Merry Andrews, clown bullfight; Aletha and Catherine Clark, wire; Gracie Pomeroy's trained ponies; Clarks, jugglers; Major Ebb Barton's Liberty horses; Erma Kling, iron jaw; Harry La Pearl, baseball clowning; Clark Family, bareback riders; Gordon Brothers, revolving ladder; Danny and Flopey, clown prize fight; high-school horses; Jeanette Mansfield, on King, walking horse; clown band; Capt. George Wallace with Babe, performing elephant, and the Clarkonians, aerialists. Johnny Mullens produced a Wild West show for the concert.

Floto Band Director

Performers were Ernestine Clark, Erma Kling, Elizabeth Hanneford, Aletha Clark, Danny Gordon, Charles Clark, Leta Shaw, Betty Johnson, Dacey Driney, Jeanette Rucier, Percy Clark, Ebb Barton, Clinton Dagg, Francelle Driney, Don Attler, Harry and Loretta La Pearl, John Jessor, Ray La Pearl, Tommy and Helen Ford, Fred Johnson, George Pahew, George Wallace, Rube Egan, Gladys Wilford, Kenneth Murray, Vic Taylor, George Thomas, Frank Anthony, Hank Larkin, Juanita Gray, Weaver Gray, Bolo McLaughlin, Frank Beaumont, Raymond Murphy, Slat McGinty and Gracie Hemingway. Gabe Floto was director of the band which included Art Kassel, Frank Hoesch, trumpets; Grady Rapier, bass; L. J. Croteau, drums; Dayton Payne, calloper; E. Madel, baritone, and Herman Webel, clarinet. Jack Burslem was announcer.

Midway Biz Good

On the staff were Verne H. Newcombe, director general; Dall Turney, manager; Charles F. Warrell, assistant manager; Gladstone Shaw, legal adjuster; Ray Swocker, secretary; Paxton Dent, press; W. F. Flowers, 24-hour agent; Frank Ward, Frank Norris, field representatives; Hazel Warrell, timekeeper; Gabe Floto, mail agent; Ray Garrett, boss canvasser; Charles Wilford, chief electrician; Boston McLaughlin, superintendent of concessions; Rabb Barton, superintendent of stock; George Wallace, boss animal man; Larry Lewis, boss property man; Arthur Alister, chef; Jack Joyce, manager of cookhouse, and Mrs. Jack Joyce, cookhouse cashier. Ernest Clark was equestrian director and Johnnie Mullens co-director.

Business was reported good along midway, which had 6 rides, 10 shows and about 25 concessions.

Midway at De Queen Show

DE QUEEN, Ark., Nov. 5.—First annual Dairy and Live-Stock Show sponsored by the Commercial Club here on October 19-21 made a small profit and attendance and interest in the event was highly satisfactory, said Ralph B. Kite, general chairman. Show was financed by contributions from business men, who turned in about \$1,100, of which about \$400 was paid in premiums. Show operated on a free-gate basis. Magic Empire Shows, managed by A. Spheris, were on the midway and had a fairly successful week. They opened on Monday and ran thru the week. Thursday was a banner day from the standpoint of attendance and business. All county schools were dismissed and the midway was crowded thruout the day.

Yamboree Draw for 50,000

GILMER, Tex., Nov. 5.—About 50,000 attended fourth annual East Texas Yamboree, designed to stimulate yam production, here on October 27-29, when the Texas Longhorn Shows, carrying a trapeze act as free attraction, were on the midway, reports Gordon Pulliam, publicity director. There were football games, indoor and outdoor dancing, a fiddlers' contest, parade, pageant, queen coronation and band concerts. News-papers and radio were used to publicize the event.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Hamid-Morton Circus in Arena, Cleveland, Gets Night Capacity; Cat Acts "Contest" Is Featured

CLEVELAND, Nov. 5.—Hamid-Morton Circus in its first Cleveland appearance in the Arena on October 30-November 5 appeared set to draw at least 30,000 more than the 183,000 admissions reported by Director Bob Morton for last week in Maple Leaf Gardens, Toronto, under auspices of Ramesses Shrine Temple, which has contracted the company for a 1939 show.

Circus hit here with a \$35,000 advance sale, due to efforts of the Federation of Women's Clubs, Veterans of Foreign Wars and the Junior Association of Commerce, sponsors. General admission was 50 cents; reserves, \$1, and boxes, \$1.50. Matinees on school days were light, but every night show has been capacity, 9,400.

Signed for Next Year

Clyde Beatty, who always draws well in Cleveland, was an added attraction for Cleveland only, and his presence was reflected at the box office, not a little of the capacity business being due to the "contest" between Beatty and Capt. Roman Proske and his Royal Bengal Tigers. Attention of patrons was called to the opportunity of judging the two acts by means of 24-sheets and paint boards, and the local press featured stories on the "contest." Director Morton said he is conducting negotiations with Beatty in the hope of making this contest a standard feature of the circus company next winter.

All other indoor circuses to play Cleveland, except the Grotto-sponsored event held every winter in Public Hall, have always shown a loss, it is said, but the Hamid-Morton troupe will move to Philadelphia a winner. The Grotto was approached by Al Sutphin, Arena president, to give its show in the Arena, but declined because the committee believed no elephants could get thru the ramps leading to the floor. Dr. Bernard's bulls

gave no trouble, however, and the show has been so successful that Sutphin and Morton have already initialed next year's contract.

Paint Boards Are Used

Show ran two hours and 45 minutes in three rings. Joe Basile, director of Madison Square Garden Band, was billed as guest conductor of Walter Logan's Arena Band. VFW Drum and Bugle Corps led the grand entry. Seats rise from floor to roof with no balcony, so that seating was good for all acts, which included Margie Hartlett, riding act; Johnny Jones, riding act; Harvey Girls, aerial trapeze; Randy Family, double trapeze; Capt. Roman Proske's Tigers, Silvers Johnson and his Punny Ford, Torrell's Dog and Pony Circus; Waldo Trio, aerialists; Miss Bubbles, trapeze; Harold Barnes, tight wire; Antinos, aerialists; Heason Company, balancers; Picchiani Family, acrobats; Melton Duo, balancers; Beroalmi Family, high wire; Clyde Beatty's Lions and Tigers, Woolford's Educated Dachshunds; Bernard's Elephants; Great Peters, hanging himself; Harney Family, acrobats; Victoria Family, unicycles; Melros Duo, comedy acrobats; Pichini Family, comedy acrobats; Art Concello and Four Comets, trapeze; American Flyers, trapeze. Joey's were Shorty Flem, Joe Lewis, Jimmy Davidson, Billy Rice, Silvers Johnson, Jacobs Palomar James, Danny Mitchell and Johnny Murphy. Del Rio Family of little people in the concert spot brought down the house with their rendition of *A Tisket, A Tasket*, with dance and business.

Omer J. Kenyon is general representative, with Al Harding auditor and assistant to Bob Morton. Billposting was under direction of the regular Arena staff. It is believed this is the first circus to use paint boards in Cleveland.

K. C. Jubilesta In 1939 Doubtful

KANSAS CITY, Mo., Nov. 5.—Probability of a fourth annual Jubilesta in Municipal Auditorium appeared dark today when the Jubilesta executive committee, meeting in the Hotel Muehlebach, revealed the 1938 event was the heaviest loser of three Jubilestas presented.

Loss, according to Cornelius J. Giblin, chairman, was \$46,509, including the underwriting of \$30,484 by business men, Chamber of Commerce and other sponsors. Expenditures were \$125,181, including federal taxes of \$7,929. Income, mostly thru ticket sales, was \$109,155. Attendance during the festival on September 17-25 reached 75,000, far below that of previous years. Manager Lincoln G. Dickey was assisted by Peg Willin Humphrey and Almon R. Shaffer. Sum of \$41,303 was spent for talent in the main arena.

Weather was ideal and publicity set a new high, handled by Arthur Killick and Louis Smythe. Never since 1936, when the event was first presented, has it shown a profit. The 1937 Jubilesta lost about \$16,000, but underwriters considered the sum well spent. It was agreed today that hundreds of visitors had spent large sums in stores and other business places, but probably not anywhere near enough to balance the loss.

Consensus was that a Jubilesta would not be attempted in 1939. The same agreement was reached last year, however, only to be changed a few months later. It is understood a subscription campaign to cover the deficit will be launched immediately.

Boston Elks Line Up Acts

BOSTON, Nov. 5.—Engagement of Coney Island Steeplechase Band for the seven-day Boston World's Fair in Mechanics Building here was announced this week by Charles Gordon, who will conduct the show under sponsorship of the local Elks' Lodge. Margie Grey, featured dancer with the London Hippodrome Circus in Boston Garden last year, will be a headline. Circus acts will be seen twice daily on the main floor and three thrill acts will be booked as special attractions in the main show. There will be three performances daily, each show to run for one hour and 50 minutes. A mechanical man and other midway attractions will be located in the basement. A 60-foot-square artificial ice rink is to be laid in the main hall for the ice revue.

ANNUAL Food Show sponsored by the Grocers and Meat Dealers' Association in Akron Armory on October 24-29 was the most successful yet held, officials said, attendance being over 28,000. The Co-Eds, girl band, played nightly.

FAIR GROUNDS

(Continued from page 36)
series of annual fairs in Delta communities.

LETHBRIDGE, Alta.—A stampede, rac-

ing program or combination of the two as a feature of Lethbridge Exhibition were discussed at the annual meeting of the board. Feeling seemed to be that the time was ripe for a revival of horse racing, and a straw vote may be taken to sound out public sentiment. Reports showed a surplus of \$90.73, altho the first day's program this year was rained out. Hopes are high that the new circuit of Lethbridge, Moose Jaw, Prince Albert and Yorkton will result in better showings all around.

COLUMBUS, O.—Governor Davey appointed Harry Koehler, Hamilton, chairman of the State Racing Commission at a salary of \$3,600 a year. Koehler has been a member at a salary of \$2,400. When the new commission was appointed several months ago no chairman was designated.

MURRAY, Utah.—Harry S. Joseph, Salt Lake City, was appointed head of a committee to prepare an exhibit representing Salt Lake County at the 1939 Golden Gate Exposition in San Francisco. He is a director of Salt Lake City County Fair. The Utah exhibit being completed by artists will present replicas of famous scenes, ranging from Temple Square to Southern Wonderlands. The 1939 New York World's Fair will also have a display from Utah, with Ernest S. Holmes, manager of Utah State Fair, and a large committee working on an exhibit.

PORT WORTH, Tex.—Texas World Fairs Association Commission has set \$250,000 as the amount needed for Texas exhibits at the New York and San Francisco expositions in 1939. Lieut.-Gov. Walter Woodul is to be in charge of the financial campaign to be launched soon to raise the amount. He will be aided by Karl Hobbitzelle, Dallas theater owner.

REGINA, Sask.—Payment of \$16,404 to the city of Regina from surplus earnings of the exhibition board has been approved by directors. A year ago the board remitted \$10,000 to the city. After making the larger payment, the board will have \$7,881 on hand for the 1938-39 operations. Total revenue for the 1938 Regina Exhibition was \$73,115 and expenditures \$51,795.

NATCHEZ, Miss.—Adams County Fair, sponsored by American Legion Post here on October 24-29, featured the Buckeye State Shows with five rides and six shows.

GREENUP, Ill.—Greenup Cumberland County Fair Association re-elected P. J. Bowman, president; Fred Wyde, vice-president; Preston Jenuine, secretary; J. A. Campbell, treasurer.

MARSHFIELD, Mass.—Marshfield Fair, August 22-27, made net profit of \$4,200, according to report of Ernest H. Sparrell at a recent directors' meeting at which he was re-elected president. Others elected were Edward S. O'Neill, vice-president; Horace C. Keene, secretary, and W. Clark Atwater, treasurer.

NORTH BATTLEFORD, Sask.—W. R. Blair was re-elected for a fourth term as president of North Battleford Exhibition Association. Unanimously named also were H. S. Clarke and Reeve Lorne Foster, vice-presidents, and C. R. McIntosh, honorary president. Operations showed a net surplus of over \$800, to maintain the good showing of the previous year.

WANT MORE REVENUE

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WHOLESALE MERCHANDISE
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AGENTS AND DISTRIBUTORS WANTED

AGENTS—300% PROFIT SELLING GOLD LEAF Letters for store windows. Free samples. **METALLIC CO.**, 439 North Clark, Chicago. x

ATTENTION, SUBSCRIPTION SALESPEOPLE—If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL**, 539 S. Clark, Chicago. x

CASH IN ON BIG DEMAND FOR MEXICAN Novelties! Large profits! Particulars free. Samples 10c stamps. **MARQUEZ BAJ**, Apartado 1176, Mexico City. no26x

CHRISTMAS CARDS—21 BEAUTIFUL FOLDERS, your name in classy type, \$1.00 postpaid; 10 Folders, your name on each, 25c (coin). **VOGUE ENGRAVERS**, 5434 Cologne Ave., St. Louis, Mo. x

COSTS 2c - SELLS 25c—FAST-SELLING NECESSITY for agents, crews, demonstrators. Sample 10c. Details stamp. **LINNEE**, Box 1963-B, Cleveland, O. x

DISTRIBUTORS AND SALESMEN—TO BE RELEASED November 5. New Satin Xmas and New Year Window and Store Displays and Banners that are brilliant, scintillating and attractive. Every merchant a prospect. Priced from \$1.00 to \$5.00. Big profits, quick returns. **POSTCRAFT CO.**, 675 W. Lakeside Ave., Cleveland, O. x

EXPERIENCED PAPERMAN WANTED—RURAL work exclusively. Attractive Club National Magazines. Very liberal proposition. **PUBLISHERS**, 630 Shubert Bldg., Kansas City, Mo. no12x

HOTTEST SALES BOARD AND XMAS GIFT item in Year—Brand new. Need man in every city capable of carrying small stock and handling crew. **OMAHA SEAT COVER CO.**, 2815 Dodge, Omaha, Neb. x

LOCAL AGENTS WANTED TO WEAR AND demonstrate Suits to friends. No canvassers. Up to \$12 in a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **H. J. GRAVES**, 1300 Harrison, Dept. L-807, Chicago. x

LORD'S PRAYER, TEN COMMANDMENTS ON a Penny—Carded. Sells on sight; \$4.50 gross. Samples, 50c dozen. **PERKINS**, 1104 Lawrence, Chicago. x

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 26. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 16. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

LORD'S PRAYER PENNY ON XMAS CARDS—Big seller, 3 samples for 25c. **MOHAWK NOVELTY WORKS**, 179 N. Wells St., Room 2066, Chicago, Ill. x

OVER 2000 WAYS TO MAKE MONEY AT HOME in spare time. Descriptive folio free. **MARVIN STUDIOS**, 203 S. Dearborn, Chicago. x

PERFUMED NOVELTIES—NEW, FAST CHRISTMAS Sellers. Also Perfumed Christmas Cards. Sensation. Sample 10c. **MISSION CO.**, 2325 N. Pico, Los Angeles, Calif. no26x

SELL BY MAIL—FORMULAS, BOOKS, PICTURES, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. x

SNAPPY PHOTOS, BOOKS, NOVELTIES—Catalog 10c. Assorted samples \$1.00. **E. G. SPECIALTIES**, Dept. B-23, Glenn Ave., Carnegie, Pa. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. no26x

107 WAYS TO MAKE MONEY IN HOME OR office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. no26x

ANIMALS, BIRDS AND PETS

ALLIGATORS AND SNAKES—10 LARGE Harmless Assorted Snakes for Show, \$10.00. Price list. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala, Fla. de3

ANIMALS, SNAKES, IGUANAS, CILA MONSTERS, Monkeys, Parrots, Parakeets and Macaws for Pets and Shows. Lists free. **SNAKE KING**, Brownsville, Tex. no12

ANIMALS, BIRDS AND REPTILES—IMPORTED by **MEEMS BROS. & WARD, INC.**, Box B, OceanSide, N. Y. Rockville Center 5006. Write for price list.

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FOR SALE—LIVE PORCUPINES, \$4.00 FOR one or \$7.00 a pair. Shipped express collect. **IVAN C. KIMBALL**, East Stoneham, Me. x

FOUR TRAINED DOVES—RIDE MERRY-CO-Round, Climb Ladder, Roll Barrel, Ride Ferris Wheel, with props, \$15.00. **THOS. FINN**, Housick Falls, N. Y. x

HUMAN SKIN BULL—HEALTHY, SEVEN months old; also Show Trailer. At Anderson, S. C., November 8-12. **SMITH BULL SHOW**. x

LIVE ARMADILLOS—ALL SIZES, ALSO mother and babies. Prompt delivery, good feeders. **THE ARMADILLO FARM**, Comfort, Tex. no26

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN VENTRILOQUISM BY MAIL—SMALL cost; 3c stamp brings particulars. **GEO. W. SMITH**, 125 N. Jefferson, Room 731, Peoria, Ill. x

PAINT SIGNS FOR PROFIT—FINE LETTERING, fast with Speedway Patterns. Modern styles, many sizes. Free samples, literature. For 3-in. alphabet enclose nickel. **DISPLAY LETTER CO.**, Dept. B, 8309 3d Ave., Brooklyn, N. Y. x

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VENTRILOQUISM—LEARN QUICKLY. EARN big money as entertainer. Send stamp for particulars. **PROF. KINGSLEY**, 1142 West 7th St., Erie, Pa. x

BUSINESS OPPORTUNITIES

BARGAIN BUYER'S GUIDE TO DIRECT SUPPLY source. Lowest prices possible. Only \$1.00 postpaid. **HICKS**, Box 8-D, Brooklyn, N. Y. no19x

CAFE—COLORED. ONLY ONE HERE. COOK-house Trailer part payment. Business good. Cheap. Colored population 5,700. **ELITE CAFE**, Decatur, Ill. x

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"DUTCH HOLLAND" HAMBURGERS, HOT-Dogs—Genuine money-makers. Sensational opportunity. Restaurants, roadstands. No special equipment. Details stamp. **DAVIS**, Box 1484-BB, Clarksburg, W. Va. x

"NEW MONEY MAKERS" MAGAZINE—PRE-sents novel business-building ideas monthly. Sample copy 10c. **MARVIN STUDIOS**, Publishers, 203 S. Dearborn, Chicago. x

PITCHMENT SOLICITORS!—MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 60-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

AAA-1 BARGAINS—TRACK TIME (RED Heads), \$95.00; Red Head Skill Times, \$100.00; '38 Skill Fields, \$60.00; Derby Day Consoles, \$37.50; Sport Page, \$110.00; Fairgrounds, \$55.00; Preakness, \$33.50; Racing Form, \$15.00; Arcade, \$40.00; Bally Reserve, \$24.50; Aurora, \$17.50; Boba, \$17.50; Boo Hoo, \$7.50. **THE MARKEPP COMPANY**, Cleveland, O. x

A-1 GARMS, MAZUMA, SANTA ANITA. Foto Finish, Classic, Golden Wheels, \$14.00; Sportman DeLuxe, Miss America, clock, \$17.50; Hi Cards, \$15.00; Preakness, \$24.50; Fleetwoods, \$49.50; Fairgrounds, 1-2-3 reversed reels, \$34.50. Slots, Safes and Stands. **TOLEDO COIN MACHINE EXCHANGE CO.**, 1825 Adams, Toledo, O. x

AD-LEE EVEREADY 4-COLUMN 1c BULK Merchandiser, \$7.50 each; 5 or more, \$6.50 each; 50 Columbus 5c Peanut Vendors, \$3.00 each. **ROBBINS COMPANY**, 1141B De Kalb Ave., Brooklyn, N. Y. no19

BALLY RESERVES—ALL MODELS, SLIGHTLY used, \$27.50 each; Bally Palm Springs, like new, \$49.50 each; Genco Gaytimes, \$29.50 each; Genco Silver Flashes, \$16.50 each. 1/3 deposit with order. **STAR SALES CO.**, Valdosta, Ga. x

BARGAIN IN USED SELECTIVE CANDY MACHINES—Peanut Machines, 75c up; 1c and 5c Hershey Machines. **MERRIAM**, 3017 47th, Des Moines, Ia. x

DIGGERS—ERIE, BUCKLEYS, MERCHANT-men, Multoscopes, Iron Claws, Candy Bar, Cigarette Machines, Snacks, 200 Peanut Machines. **NATIONAL**, 4242 Market, Philadelphia, Pa. x

CLOSEOUT PHONOGRAPHS—ROCK-OLA '34 Regular, \$65.00 each; Rock-Ola Rhythmic King, \$85.00 each; Rock-Ola Imperial 25c, \$129.50 each; Seeburgs Model B, \$65.00 each; Seeburgs Model D, \$75.00 each; Seeburgs Model K, \$149.50 each. This group Phonographs sold subject to ten-day money-back guarantee. One-third deposit with order, balance C. O. D. **STAR SALES COMPANY**, Valdosta, Ga. x

DUX, STONERS RACES, SLUGGER, \$15.00 each; Chico Derby, Boo Hoo, Stormy, Mercury, \$10.00 each; Crossline, Ball Fans, \$5.00 each. 1/3 deposit. **R. D. CRADSKY**, 501 Lexington Ave., Dayton, O. x

FOR BARGAINS IN USED SLOT MACHINES and Console Tables write **A. R. KISER**, 127 N. Brevard, Charlotte, N. C. no19

FOR SALE—ONE MILLS ESCALATOR, 5c SLOT Machine, one 5c Bally Reliance Dice Machine. Both \$200.00. **KARL LARKIN**, Rochester, Ind. x

FOR SALE—PREAKNESS, ARLINGTON, Rovers, Track Time, Track Odds, Stoner Champs, Jennings Liberty Bell Consoles, Tanforams, Rays Track. **AUTOMATIC VENDOR COMPANY**, 152 Houston St., Mobile, Ala. x

FOR SALE—TWO MILLS WAR EAGLE, 25c play, at \$25.00 each; one Caille Cadet, 25c play, \$25.00; one Caille Commander, 25c play, \$45.00, used six weeks; one Mills War Eagle, 5c play, \$25.00; one Jennings Dixie Bell, 25c play, \$20.00, used three weeks; one Waiting Roll-A-Top, 50c play, at \$60.00; one Caille Lemon, 25c play, at \$30.00. All in good condition. Whole lot for \$300.00. **MERLIN WALEY**, P. O. Box 16, New Iberia, La. x

FOR SALE OR EXCHANGE—FOUR MILLS 1-2-3, \$70.00 each, or will trade for Flashers; four Bally Reserves, \$35.00 each, or will trade for Snappys; ten King Six Jr. Dice Machines, \$12.50 each, or will trade for Trio Pacs or Groetchen Zephyrs. **IDEAL AMUSEMENT COMPANY**, 506 S. Royal St., Jackson, Tenn. x

FOUR BRUNSWICK 4x8 POOL TABLES—IN excellent condition, now operating. Will trade for 1935 Wurlitzer P-12 or Rock-Ola 5c Model Night Club Phonographs. Write or wire **C. H. HESS**, Conway, Ark. x

GOODBODY'S BARGAIN LIST IS WAITING for you. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. de10

PACES RACES, TRACK TIMES—WE BUY AND sell. We sell parts for Paces Races. **CHARLES PITTLE**, New Bedford, Mass. de24x

REEL 21, RACES, DICE, TIT TAT TOE, \$4.50 each; 9-Ft. Rola Score, \$35.00; Q. T., \$35.00 and \$45.00 each; Zephyr, \$9.50; Smoke Reel, \$17.50; Sparks, \$22.50; Swing and Snappy, \$29.50 each; Cargo, \$22.50; Airway, \$19.50; Filata, \$42.50; Nags, \$42.50; Track Time, \$125.00; Galloping Dominoes, \$75.00; Banquet, \$75.00; Club House, \$60.00; Ray's Track, \$85.00; Dark Horse, \$35.00; Turf Champ, \$25.00; Zeta, \$55.00; Grand Slam, \$49.50; Bally Basket Ball, \$39.50; Hi Ball, \$49.50; Hoops, \$19.50; 120 Pack Cigaret Vendors, \$19.50; U-Need-A-Pak, \$19.50. Write us your needs. Slot Machines all kinds, \$10.00 up. **LEHIGH SPECIALTY CO.**, 2d and Green, Philadelphia, Pa. x

ROCK-OLA WORLD SERIES, \$125.00; MILLS 5c Dial, \$15.00; Mills 10c Wolf-Head Double Jackpot, \$20.00; Gottlieb 3-Way Crisis, \$9.50; Jennings Derby Day Console, \$49.50; Pacific DeLuxe Bell Console, 5c play, \$27.50; Turf Champs, \$19.50; Royal Races, Flickers, \$11.00. **THE ATLAS**, Wells, Minn. x

SACRIFICE—75 BOWLING GAMES, IN A-1 shape. Rockballs, Bowlettes, Bally Rola, Rola Scores, Magic Rolls, Bumper Bowling, Wurlitzer Skee Balls, or will trade. **GRAND NATIONAL**, 2300 Armitage, Chicago, Ill. de3

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SLOTS—BARGAINS. LATE MODELS—100 Jennings, Pace, Mills, Watlings and Cailles, 5 Paces Races, 30-1, Series over 4000; 25 Lite Model 5-Ball Novelty Games with Melwood Awards. Write for prices. **SCHWARTZ & CO.**, 401 Biwell Ave., Tremont, O. no12

SNACKS—50 5c and 75 1c. LATEST MODEL excellent condition, look like new, 3 compartment Bulk Vendor, \$15.00 each, including angle iron stand. Try a few, be convinced. One-third cash, balance C. O. D. **INTERSTATE CIGARETTE SALES CO.**, 73 Washington St., Springfield, Mass. x

TO CLOSE OUT—BALLY MAGIC BALL, LIKE new, \$49.50; Bally Bumpers, Home Run, Excels, Buttons, \$6.00; Reel Spots, Gems, Bell Babies, \$5.00; Tit Tat Tots, Dival Races, \$4.00. Lowest prices on late reconditioned machines. **MILLER VENDING COMPANY**, 615 Lyon Grand Rapids, Mich. x

WANT PHONOGRAPHS—ADVISE QUANTITY, model. Pay cash. Also have large supply Pin Games. Write for price list. **CANADA AMUSEMENT MACHINE EXCHANGE**, 3159 Lasalle Blvd., Verdun, P. Q., Canada. no19x

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Classified Advertising Forms

for the big annual

Xmas Special

issue

Close in Cincinnati Wednesday,

NOVEMBER 16

"rush your copy and remittance—TODAY"

The **Billboard**

25 OPERA PLACE

CINCINNATI, O.

WANT PHOTOMATICS — STATE QUANTITY. condition, serial number and best price. **BOX C-6, The Billboard, Cincinnati, O.** no12

WANT TO BUY — FAIRGROUNDS, SPORT Pages, Kentucky Clubs, Track Times, Track Odds, Counter Games, Zeta. Write **THE MARKEPP COMPANY, Cleveland, O.** x

WANTED — GROETCHEN GINGERS, ANY quantity. Quote lowest price for cash. **WEST TEXAS COIN MACHINE EXCHANGE, 317 Upson Ave., El Paso, Tex.**

WANTED — 1938 BANG TAILS, ROULETTO, Track Times, Grand Stands, Fleetwoods, other low price deals. Send serial numbers. **PUEBLO VENDING CO., 923 Carteret, Pueblo, Colo.**

5" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mr. Pleasant, Newark, N. J.** no26x

2 MILLS DO-RE-MI, \$62.50 EACH; 2 SEEBURG B, \$50.00 each; 2 Seeburg C, \$55.00 each; 2 Seeburg H, \$70.00 each; 1 Seeburg K, \$90.00; 100 Stewart-McGuire Toy Venders, 4 months, \$4.95 each; 1 Blow Type Game, \$45.00; George Washington Scale, \$7.00; Bumpers, Boosters, Mad Caps, Electric Whiffles, Roll-overs, \$3.50 each. **AUTOMATIC NOVELTY, 133 Trinity Ave., Atlanta, Ga.** x

1 U-POP-IT LATE MODEL AUTOMATIC POP- corn Machines — Perfect condition, \$75.00 each. 1/3 cash. **WARD PETERS, Box 1973, Baton Rouge, La.** no12

10 STEWART-McGUIRE, 4-COLUMN SLUG- proof, 100 pack capacity; 75 6-Column Coritta Cigarette Machines, 150 pack capacity, \$14.95 each; 8 for \$100.00. Half deposit. **CLEVELAND COIN, 2336-S Prospect, Cleveland, Ohio.** x

25 CIGARETTE MACHINES — 7-COLUMN Stewart-McGuire, \$45.00; 6-Column National, \$40.00. One-half cash, balance C. O. D., F. O. E. **W. BARRY, 7743 Cornell Ave., Chicago, Ill.**

100 DIFFERENT KIND VENDING MACHINES — Always something different. Write for our low price list. **RAKE, 5435 Woodland Ave., Philadelphia, Pa.** no12

COSTUMES, UNIFORMS, WARDROBE

A-J EVENING GOWNS, WRAPS, \$2.00; SHOES, \$3c up; Furs, Costumes, Mixed Bundles, 120. Street Wear. **CONDLEY, 310 W. 47th, New York.**

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SILK AND OPERA HATS — UNIFORMS, OR- chestra Coats, Tuxedos, Dress Suits, Character Suits, Boots. **SOKOLOFF, 3138 Broadway, Chicago.**

USED COSTUMES — CHORUS, PRINCIPALS, dollar up; Uniforms, Tuxedos, Dress Suits. No catalogue. **LOUIS GUTTENBERG'S SONS, 9 W. 18th, New York.** no12

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY, Chemists, BH-1142, Sunnyvale, Chicago.** BHfx

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FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for Fast Sellers. **M-BELFORD, 4042 N. Keller, Chicago.**

WATSON PRACTICAL TESTED FORMULAS — Make latest money-making fast selling products. Literature free. **WATSON COMPANY, Stockyard Station, Kansas City, Mo.** no26

10 BIG MONEY-MAKING FORMULAS, \$1.00. Guaranteed. **BROOKS, 8120, Arkansas, Wis.** x

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE PORTABLES, ALL- Electric, Long-Eakins Rotary, Kettles, Carameleon Equipment, Burners, Tanks, Repairs. **NORTHSIDE CO., 1303 College Ave., Des Moines, Ia.** no19x

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FOR SALE—A BEAUTIFUL CHEVROLET HOUSE Car, 7x15 inside. Insulated, bath, everything complete for living. License only \$10.00. Price really new. A real bargain. Write **SAM Houser, Mendon, O.**

FOR SALE AT SACRIFICE—2 COMPLETE CUS- hand Outfits. Choice of one Kohr and 2 new type Ezo-Freeze Ice Machines. **CONRAD BROS., Urbana, O.**

PORCORN MACHINES—CRISPETTE, CARMEL- crisp, Chevrolet, French Toast, Potato Chip Machines. **LONG-EAKINS CO., 1976 High St., Springfield, O.** de3x

Show Family Album



MEMBERS of the Leonard Players, snapped in Garden Grove, Ia., season of 1924, when they featured the play "The White Sister." Standing, left to right, are Madeline Goodwin, May Espanola, Mrs. W. J. Hille, Nora Leonard, Daisy Daniel and Velma and Clair Brewer. In the center row are J. W. Van Hausen, Art Miller, George Rinehart and W. J. Hille. Seated at the left is Les Mullins. First, second and third from the right are William Gannaway; Charles B. Whitechurch, who now has out his own show, and W. R. Leonard, manager.

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.

FOR SALE—SECOND-HAND SHOW PROPERTY

AERIAL CASTING ACT — RIGGING AND Catching Net with Aaron. Good as new. Used very little. \$100. **PRESCOTT ATTRACTIONS, 3450 Dupont St., Minneapolis, Minn.**

BINGO TOP—24x12, SWING OUT SIDEWALL, Bally, 100 Card Game, fine condition, \$75.00 takes it. **L. HORVATH, 4209 Buckley, Cleveland, O.**

COMPLETE CARNIVAL FOR SALE — STORED at Tampa, Fla. Herschell-Spillman 3-Abreast Carmouel, Mangels 12-Car Whip, Smith Chair-o-Plane, Spillman Kiddie Auto Ride, together with wiring and equipment. Everything in first-class shape. \$6,000 cash. **BOX 901, care Billboard, 1564 Broadway, New York City.**

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KIDDIE BIRD SWING—FENCE, TICKET BOX, complete, perfect, reasonable. Ball Games, complete ready to operate, \$30.00. 49-15 69th, Woodside, N. Y.

PARKER 34-FT. TWO-ABREAST RECONDI- tioned Merry-Go-Round, Single Loop-o-Plane, Organs, Calliophone, Ell Power Unit. **WAYNE HALE, Lenox, Ia.**

SHOOTING GALLERY — BOUGHT NEW ONE year ago. Complete, for sale cheap. Write or wire **REX AMUSEMENT CENTER, Lowell, Mass.** no12

8-CAR WHIP PARK RIDE—GOOD CONDITION. May be seen. Operated past season. \$400 for quick sale. **BOX 5964, Indianapolis, Ind.** no19

HELP WANTED

BLACK COMIC—PLAY GUITAR OR BANJO. Talk sense about salary. Never close. Consider team with trailer. **MOTENA REMEDY CO., Patroit, O.**

DANCE MUSICIANS FOR ROAD BAND—PREF- er Singers and Entertainers. Weeds and horns, save your stumps. **HARRY COLLINS, Grand Island, Neb.**

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GIRL AERIALISTS — BUILDING SHORTLY European Stage Novelty. Suitable in and outdoors. State full particulars. **BOX 905, Billboard, 1564 Broadway, New York.**

MOTION PICTURE THEATRE MANAGERS AND Projectionists who want change in locale. Small towners get preference. **BOX 165, Troy, Ohio.**

WANT BUSINESS MANAGER—WITH CAR TO book, route and publicize Von Zurn, Magician and Illusionist. **VON ZURN, 633 Harris St., Harrisburg, Pa.**

WANTED—DRAMATIC PEOPLE WITH SP- ecialties. Circulate stock. Send photos. Commonwealth opening next week. 1805 Francis, Jackson, Mich.

WANTED—GOOD LOOKING GIRL, ABOVE average. Tap and other style dancing. Established traveling act now booked. Answer with photos (will be returned). Apt. 2-B, 1503 Poplar, Philadelphia, Pa.

LOCATIONS WANTED

WANTED—BUILDING SUITABLE FOR ROLL- er-Skating Rink. Have skates and equipment needed. **M. W. EVANS, R. 1, Crown Point, Ind.**

MAGICAL APPARATUS

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ACTION WESTERN, GANGSTER AND DRAMA Features—Also Shorts. Like new Victor Model 26 Sound 16MM. Projector, complete, \$175.00. Write **JACK MAHARIAN, Box 123, Union City, N. J.**

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AT LIBERTY

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SOBER, RELIABLE AGENT — FOR NOVELTY Unit or Family Act that can work schools and halls. Ohio, Pennsylvania, West Virginia. Percentage. AGENT, Box 371, Toronto, O. no19

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ADVANCE AGENT—Wants to contract at once. Western, Hillbilly, Hawaiian, Radio. All but hard to get. Selling Glass Units or Acts, large or small. Commisive. Steady, profitable route. Theatre, night club. Percentage or other arrangements. Write full details and give address two weeks ahead. BOX 341, Billboard, Chicago. no12

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BUSINESS MANAGER — Nine years' experience with children. Expert accountant, typical, secure. Will act as general manager. P. O. Box 11, Golden St., Beverly, Mass. no19

EXCELLENT THEATER MANAGER — Desires position. Five times Greater Exploitation Award. Has managed three small town theaters. Handled publicity for two theaters. Wishes cash prices for publicity. Experienced, honest, reliable, ambitious, aggressive, capable, pleasing personality. Now working. Best of references. Go anywhere. Prefer New England or New York. Information and interview upon request. Write or wire BOX 486, St. Albans, Vt.

HIGH-POWERED PRESS AGENT—Advance Man. Two seasons with Jassini Lynch. Can work any attraction. Reviews, third shows and contracts. All those who contacted me before do so again. Have sound system and car. Write or wire BOX C-8, care The Billboard, Cincinnati, O. no12

AT LIBERTY

BANDS AND ORCHESTRAS

NOTICE, DANCE PROMOS

ers—Twelve-Piece Orchestra now on tour. Will give open dates and pictures of orchestra. PAT DORAN, 1802 Staunton Ave., N. W., Roanoke, Va. de3

AVAILABLE DEC. 10TH—MODERN 6-PIECE Dance Band. Now on location. Wire immediately. Hotels and clubs take notice. ORCHESTRA, 361 Holcomb Ave., Clairton, Pa. no19

NATIONALLY KNOWN 10-PIECE ORCHESTRA and Girl Vocalist—Union, all special arrangements. Vocalists, novelties, wardrobe, transportation, cut floor shows, etc. Misrepresentation reason for this ad. Agents, state your license number. Owners, promoters contact at once. Will go anywhere. Location preferred. Can suggest. Address BOX 342, Billboard, Chicago.

VERSATILE FOUR-PIECE BAND—AVAILABLE Jan. 1st. Piano, Drums, Sax, Trumpet. Cut floor shows. Reliable, sober. Organized two years. Will augment. Vocals play sweet, swing. BOX C-12, Billboard, Cincinnati, no19

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DOC. COOK'S NBO ORCHESTRA—Single engagements exclusively. Now booking college, fraternal, church, social conventions and holiday dates. P. O. Box 534, Perth Amboy, N. J. no19

AT LIBERTY

DRAMATIC ARTISTS

AT LIBERTY—Young Team. Men, age 27, 28 each, including leader. Both drummer country, single showing and dancing specialties. Double table specialty. Woman, soprano or alto cast. Age 20. Both trained, conventional and holiday dates. Write HARRY AND SUE DIXON, Nashville, Ark.

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SELL XMAS CARDS, CALENDARS, BUSINESS Cards; \$1.50 thousand. Business Stationery, Book Matches, Advertising Tags, Paper Towels, Pencils, Salesbooks, Rubber Stamps, Tags, Menu Covers. Free sales portfolio. 35% commission daily. Money-making specialists. WILLENS, 2130 Clady, Dept. C, Chicago. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIOS, 3544 North Halsted, Chicago. no19

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DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$70 to \$25, according to size. SCHELL STUDIO'S, 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. KERR COMPANY, 1954 Grand Ave., Chicago. no26

THEATRICAL PRINTING

CUTS FOR EVERY PURPOSE—I HAVE PLENTY. Write me what you need. DELCO, Box 614, Harrisburg, Pa.

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ADVANCE 4-COLUMN SELECTIVE CIGARETTE Machines for Export—1 or 100. State condition and lowest price. N. W. K. VAND, MACH EXCH., 383 Hawthorne Ave., Newark, N. J. x

FERRIS WHEEL—ELI 5, IN GOOD CONDITION, for cash. State road, bottom floor and where can be seen. M. HUEY, 618 Elizabeth Ave., Elizabeth, N. J.

WANTED TO BUY—ELI FERRIS WHEEL. Give number and condition. Lowest cash price. HARRY DOWNES, 1901 Chelsea Road, Baltimore, Md. no12

WANTED—TENT FOR SKATING RINK. SIZE about 40x100. Must be first class and a bargain. W. H. MARTIN, Meeker, Okla.

TRUMPET—AVAILABLE NOV. 15. READ, nice tone, go plenty. Prefer small Dixieland band but good second in large. Lombardo, get this. Age 24. State apt, RALPH OSBORN, 916 National Rd., Bridgeport, O.

YOUNG UNION DRUMMER—DOUBLING ON Vibraphone. Have modern drum set. Can read and jam. Five years at radio, bit dance and teaching. Write or wire MAMMY MITKA, 5007 24th Ave., Kenosha, Wis. no12

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A-1 BARITONE EUPHONIUM—Relief for concert band. Write or wire RICHARD DECARLO, No. 10, Lake City, Fla., or permanent address, Miami, Ga. no12

ACCORDIONIST—Young, sober, experienced, six years' connection with dance orchestras. Results preferred. Considerable experience. Write or wire HARRY HOLMES, Manchester, O. no12

ALTO SAX - CLAR. — Young, no habits, good fake, like, ride. Prefer playing third. BOX C-18, Billboard, Cincinnati.

ALTO SAX - CLARINET — Good, unit and dance experience. Read or fake. Go anywhere. Must be held of. MUSICIAN, Box N. Main, Decatur, Ill.

AT LIBERTY—Old-Time Fiddler and Guitar Player. Would like a place with some good old-time string band. EARL JOHNS, 311 E. Main St., Des Moines, Ill.

DRUMMER—Experienced, reliable, age 21. Read music. Great technique, modern taste. BOX C-64, Billboard, Cincinnati.

GOOD TRUMPONIST—Join immediately. Age 22. Good reader, excellent technique, modern taste. BOX C-64, Billboard, Cincinnati.

HAMMOND ORGANIST AVAILABLE — Young lady, pleasing personality, union. Plays classical and swing. Nice library. Just completed two-year course in music. Write or wire CHLOE WEDDE, Box 814, Redox, O. no12

TEACHER—Spanish, Hawaiian Guitars, Violin, Sax, Clarinet. Over ten years' experience class and private instruction. Married, sober and reliable. Address UNIVERSAL, Box 1013, Warrenton, Va. no12

TENOR SAXOPHONE AND CLARINET—Double Bass Clarinet and Baritone. Also furnish young lady pianist, doubling Accordion for hotel, concert, dance, radio or cocktail lounge. All essentials. Personal combination. JACK WEDDE, 6214 E. Aberdeen St., Chicago, Ill. no12

TRUMPET—Modern, fine tone and pleasing, with range, good reader and union. Location preferred. State all in first letter. MUSICIAN, 815 Glen Ave., Whitefish Bay, Milwaukee, Wis. no12

TRUMPET — Excellent style. Read, fake, all shows. Age 23, seven years' experience. Will consider reliable unit. State all in first. BILL BETTS, 405 W. Grand, Oortbald, Ill.

AT LIBERTY

PARKS AND FAIRS

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SI, FANNY AND TRICK MULE, EBNER — Available for indoor circuses, fairs, night clubs, theaters. SI-OTIS, care Billboard, Cincinnati, O. no12

OHAS, AUGUSTUS — High-Class Trapes Artist. Commissioned wanting a real feature novelty act for circus and clubs, state in your copy. Write me complete and daily apparatus and do a set out. Literature and price on request. Address CHAS. AUGUSTUS, care Drexler Drug Co., 602 Galton St., Ft. Wayne, Ind.

AT LIBERTY

PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, ETC. Sober, reliable, all essentials. BOX C-3, care Billboard, Cincinnati, O.

VAUDEVILLE PIANIST — EXPERIENCED ALL lines. CARL WHYTE, care Billboard, Wood Bldg., Chicago, Ill.

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At Liberty Advertisements

5¢ WORD, CASH (First Line Large Black Type). 2¢ WORD, CASH (First Line and Name Black Type). 1¢ WORD, CASH (Small Type) (No Ad Less Than 25¢). Figure Total of Words at One Rate Only.

TEAM AT LIBERTY—Man, Characters, Comedy, General Business. Age 49, height 5 ft. 6, weight 130. Woman, Characters, General Business, Double Plans, Age 41, height 5 ft. 2, weight 130. Singing and talking state and double specialties. Sober, reliable. Good study and wardrobe. Have car. Address W. LEISOR, General Delivery, Folsom, Okla.

AT LIBERTY

MISCELLANEOUS

A-1 MANUEL'S MINIATURE CITY IN ACTION —Now playing Chicago and vicinity. A high-class show and a sure money getter anywhere. Ready to travel after the holidays. Sign contracts now. Write MANUEL'S STUDIOS, 3544 N. Halsted St., Chicago, Ill. no19

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AT LIBERTY — Professional Model, age 40. Spiritualist Medium, double stage, management shows, divorce car or convenience. Meet, have transportation. MISS VEENA KOEN, Seminole Hotel, 920 N. Alabama, Indianapolis Ind. no12

GAG WRITER - IDEA MAN—John, wisecracks, skills, continuity. Modern, streamlined payee. Versatile, positive material man. Moderate rates. Free to travel. DON FRANKEL, 3423 Dickens, Chicago.

GAG WRITER—Young man, 30, wishes to connect with theatrical representation or party. Can also transcribe material. BOX 902, care Billboard, 1564 Broadway, New York.

PUPPETEER - PLAYWRIGHT — Has Maresette outfit. Can produce any play in miniature. Author of 88 puppet plays. Seeks sponsor, radio or advertising. Will work as instructor for institutions or individuals, either in person or by correspondence. Address MARTIN CARROLL, 2658 Lexington St., Chicago, Ill.

AT LIBERTY

MUSICIANS

ALTO SAX—DOUBLING CLARINET. Thoroughly experienced first chair or third (say which). Good reader, phrase, tone. Sober, dependable, union. Write night letter, stating full details. At Liberty Nov. 12. Join immediately thereafter. BOB HEIDELBERG, care Billroys, Nashville, Ga.

ALTO SAX, CLARINET AND VOICE—GOOD reader, fake. Appearance, sober, reliable. Do parts on show. Reply by letter. Join at once. Have car. TOM MATNEY, Waynesville, N. C.

ALTO SAX, CLARINET, FLUTE, BASS CLARINET —Name experience. EARL BRANCH, Apt. 32, 605 E. 14th, Minneapolis, Minn.

AT LIBERTY—TALENTED VIOLINIST. PLAYS with phonograph records, demonstrate and advertise, ventriloquist, features, experienced. Percentage and salary basis. Only concerns who have money for advertising records with space for work need apply. Will double with harpist. Age 34, mixed American. Address F. M. ARNOLD, 127 6th Ave., N., Troy, N. Y.

DRUMMER—EXPERIENCED, UNION, 28, RELIABLE. Good habits. Single, Troupier. Anything considered. Now available. HOOPIE MOORE, Casper, Wyo. no12

DRUMMER — THOROUGHLY EXPERIENCED — Dance Man. Sight reader and plenty modern ticks. Union. At liberty after Nov. 12. ART FARLEY, Box 455, Dillon, S. C. no12

EXPERIENCED DRUMMER — GO ANYWHERE. Union, can sing, new Leedy tri-tone blue outfit, bells. Best out a groovy or lay back, and more. Habits clean. Nine-man band or larger. Write or wire JOE ST. CLAIR, Box 792, Jamestown, N. D. no12

EXPERIENCED HAMMOND ORGANIST AND Pianist seeks hotel or restaurant connection. Anywhere. FRED A. WOHLFORTH, Princeton, N. J. no19

FAST PIANO—AVAILABLE NOV. 15. HAVE all qualifications, jam in small band. Solid rhythm man in large. Good soloist, not copyist. Cannot use Mickey Mouse band. State all. Age 23. AL MCCONNELL, 916 National Rd., Bridgeport, O.

FRANK "SULLY" SULLIVAN — TENOR SAX, Clarinet. Read anything, alto parts at sight. Nice tone and style, any chair. Age thirty-four. Prefer Florida. No habits nor unions. Western Union or General Delivery, Friday, Douglas, Ga.; Saturday, Nashville, Ga.; then Valdosta, Ga.

GOOD TENOR - CLAR. — READ, FAKE, TRANSPOSE. Some vocal and arranging. BOX C-663, Billboard, Cincinnati.

GUITARIST—READ, FAKE, ALSO VOCALS. Neat, young, radio experience. Photo on request. "MUSICIAN," 315 W. 4th, Marshfield, Wis.

LEADERS, TAKE NOTICE—THREE TRUMPET Players. Each Doubling Sax (Clar.); one also doubles Violin and arranges. Union, plenty references. Young, single, sober and fine appearance. KEN FOLLER, 36 Academy Ave., Middletown, N. Y.

MODERN SWING DRUMMER—PLAY SHOWS. Read and fake. Very good vocalist. BOX C-662, Billboard, Cincinnati.

MODERN TRUMPET—THOROUGHLY EXPERIENCED. Can join at once. TED WALL, Western Union or General Delivery, Memphis, Tenn.

RECORDING BASS—DOUBLING STRING BASS. Thoroughly experienced musician. Youth, personality, college education, sober, reliable, union. Working now, but available after Nov. 5th. Best of equipment. A real bottom to any rhythm section. Prefer location. LEONARD FYE, 283 Walnut St., Meadville, Pa. no12

SWING DRUMMER—YOUNG, UNION, EXPERIENCED floor shows. Arrange for any combination. DRUMMER, 4 Union Ave., Danbury, Conn. 5 no19

TENOR SAX SECTION—TRANSPOSE, DOUBLE Clarinets, one Flute. Team well, sweet style. Have played hotel, radio and resort engagements. Union, young, sober and dependable. One man sings. State salary for section and all in first wire or letter. RUSSELL ADAMS, 518 Craftins Ave., Punxsutawney, Pa.

TENOR CLARINET, ALTO—A-1 TONE, GOOD reader. Also take-off. Legit solos on alto. Also legit clarinet experience. Thirteen years' experience dance and concert work. Age 30. Sober, reliable, union. Prefer Florida, but what have you? V. McNALLY, General Delivery, Battle Creek, Mich.

TRUMPONE—ALL ESSENTIALS. DIXIELAND ride. Ideal for small band, but have no preference. Neat, sober. Age 28. "DUKE" DUNAWAY, Euftaula, Ala. no19

TRUMPET AND TENOR—DOUBLING CLARINET. Both young and experienced. DON RED, Stove, Pa. no12

TRUMPET—FIRST OR SECOND. TONE, RANGE and phrase. Dixieland take-off. Solid, schooled musicianship. Seven years' experience with good bands. Arrange and have library. Single, age 23, neat appearance and reliable. Consider any reliable offer, preferably location. State all particulars. Write, don't wire. MUSICIAN, Route A, Box 37, Waynoka, Okla.

TRUMPET—EXPERIENCED ALL LINES, AGE 35. Competent, sober. 3919 N. 30th St., Omaha, Neb.

TRUMPET—THOROUGHLY EXPERIENCED MUSICIAN. Youth, sober, reliable, union. Read, range, tone. At Liberty Nov. 12. Prefer location. State all details. RUSSELL LEWALLEN, General Delivery, Valdosta, Ga.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Mayor Reports Salesboard Ordinance a Big Success

Salecards ending second year of successful legalized operation—city fathers and citizens cite benefits—terms of ordinance given—business booming

CANTON, O., Nov. 5.—In December, 1936, Canton became one of the first cities in the nation to license and regulate the use of salesboards for trade stimulation. With the second anniversary of the enactment of the city ordinance coming up within a few weeks, Mayor James Secombe, speaking in behalf of the city's attitude toward the ordinance, has stated that initial doubts about the measure have been dispelled and that the plan has proved to be workable. "The situation has been kept well under control," the mayor stated. "The use of trade cards as fair methods of trade stimulation have kept rackets and chiselers from entering the city. The method in which we keep this ordinance in operation has discouraged the entrance of outsiders, for they find they can't get away with anything here."

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

S & K Sales, Inc., one of the leading deal distributors in the Midwest, is out with a deal which should prove welcome to the boys who are looking for something new to work. Item featured is a beautiful, imported tapestry table cover and it looks good for a strong buy. Cover is new, has flash, all-year-round appeal and as it can be adapted to the purchaser's own use or used as a gift it should go well on a Christmas promotion.

Deal gives away 12 tapestry table covers on a 12-hole card, 1 to 39 cents, with a \$4 take. Every purchaser receives a cover. With the trend definitely toward small deals, this one should click. In fact, S & K claim it is the fastest moving deal they have ever put out.

G. K. Gartman writes from Detroit: "Have read *The Billboard* for years but have never taken advantage of your department so do not know how far I can go in asking questions. If I am going beyond limits of rules and regulations advise. Want to ask regarding salesboards.

"What is best way to secure agents to sell boards to individuals?

"In selling to stores, say cost of deal is \$11 and takes in \$25, what should agent's and store's commissions be?

"Is a board that carries, say four major prizes, one major prize for last punch (See *DEALS* on page 57)

Terms of Ordinance

Conditions of the ordinance under which salesboards operate here are: Licenses are issued to persons of good character after payment of the \$5 license fee. Only three cards or boards or combination of the two may be displayed at one time. Minors are not permitted to use boards. Profit is limited to 10 per cent on the board proper plus a reasonable amount on merchandise sold thereby. Only merchandise regularly carried in stock may be offered on boards. Boards and cards may be purchased only from authorized distributors at a fixed price per board or card. A fine of not less than \$5 nor more than \$100 is provided for violations of the ordinance if the licensee is convicted. All licenses are subject to revocation for cause at any time.

A full-time inspector has been provided by the city in co-operation with the candy wholesalers' organization of the city. The city and wholesalers pay equal shares toward the inspectors' salary, and his duties are to see that boards and deals not complying with provisions of the ordinance are eliminated.

Success to Date

During the first year 325 established businesses took out licenses to display and use salesboards and salecards. The \$5 license fee dumped \$1,625 into the city's general fund. Officials report that dozens of applications for permits were denied because applicants were not established business concerns in the city. Merchants from other cities have been barred from using the ordinance.

The success of the ordinance has brought requests from municipalities all over the country for copies of the ordinance and details of the manner in which it operates. City officials, local merchants and private citizens have joined in, stating that the salesboard ordinance to a large extent has fulfilled the aims of its sponsors to control and improve a recognized condition that permitted gyp boards, poor merchandise and rackets to thrive before enactment.

Big Booming

At the present time with industrial plants here operating at the highest peak in almost a year, the salesboard and salesboard business is on the upswing. With hundreds of unemployed now absorbed by private industry, retailers already have observed a gain in sales, according to reports. Wholesalers in turn report greater demand for boards, cards and merchandise. In some instances sales have soared 20 per cent. There is every indication that this figure will have climbed still higher by the end of the year since factories here anticipate no interruption of operations for some time to come.

New Smoker Items Packed With Appeal For Board Fans

NEW YORK, Nov. 5.—Two new numbers designed to capture the fancy of cigaret smokers have made their appearance recently. Both pack plenty of appeal and should become profitable numbers. It seems that there is always a large percentage of the smoking public interested in new and tricky gadgets for carrying or smoking their cigs. The popularity of the Zeus cigaret filter holder and others of a similar nature proved how lucrative the market is once the right item comes along to catch the fancy of the smoker.

One of these items is a new-type cigaret case called the Pushbutton Cigaret Case, offered by the Gregory Mfg. Co. It should make a big hit with women smokers, according to reports. What is novel about this number is that one simply slides back the lid, presses a button and, presto, a cigaret pops up. Maker states that the case keeps the pockets or purse free from loose tobacco and that cigarettes remain fresh until smoked and do not become mangled.

The other item is designed for salesboard promotions and smokers will welcome it. This number is the Ro-Tray, combination cigaret server, humidifier and ash tray, marketed by Evans Novelty Co. Billing the number as a "truly great low-priced salesboard item," the firm reports that the convenience of this number, plus its attractiveness, makes the Ro-Tray an especially hot item. Number stands about five inches high and to all appearances looks like an ordinary ash tray. Between the outside of the tray and the ash receiver is a band containing 20 tubes into which cigarettes are placed. The top squeezes down and keeps cigarettes in place. The top, in addition to having three grooves to hold burning cigarettes, contains a hole which when turned to line up with one of the tubes containing a cig lets the cigaret spring up. In other words, one simply turns the top to see a cigaret pop. Firm states that the tricky way in which the Ro-Tray mysteriously serves a fresh unbroken cigaret fascinates everyone. Number comes in red, blue, gray and ivory finishes.

Both numbers are priced low enough to enable a wide margin of profit, it is reported, and should be money makers with the Christmas season just ahead.

BINGO BUSINESS

By JOHN CARY

FLASHES from hither and yon indicate that more and more public officials are coming to the realization that bingo is a definite force for public good. In Ohio two sections have resumed play after temporary shutdowns. In Summit County, near Akron, the Walbridge Club and Semler's, two popular spots, have resumed bingos. And in Canton the village council granted a bingo permit to Meyers Lake Park Co., operator of Meyers Lake Park. Harry Shirk, concession manager at the park, is planning to reopen the Hofbrau, where bingo was formerly played in the park. Shirk reports that he will use merchandise awards exclusively. The early games at the Hofbrau attracted capacity crowds, and it is expected that the new games will do just as well.

BINGOS OPERATED for charitable purposes in Ecorse, Mich., received the official ok of Mayor Newton Hawkins.

W.F. Rejects Applications

Refusals tendered mfrs. of items in fields already crowded with licensees

NEW YORK, Nov. 5.—With well over 350 firms licensed by the World's Fair Licensing Bureau to produce items bearing the World's Fair insignia, officials have evidently decided to protect those already licensed by not granting licenses to any more applicants in fields already crowded with licensees.

This does not mean, however, that no more licenses will be granted. It simply affects certain types of merchandise for which licenses have already been granted to a large number of manufacturers. Any firm that has an item different from those licensed to date will have little difficulty in securing the necessary ok, it is reported. The same applies to firms seeking approval of items of a type that as yet haven't many licensed competitors.

Evidently the motive behind this action is the desire on the part of fair execs to protect those firms which have applied and received licenses months ago. Another motive is seen in the fact that the fair evidently wants to keep close check on merchandise it's licensed to date, since licenses are granted on a royalty basis. Consequently, it is unwise for them to flood the gift, novelty and souvenir markets with products of many manufacturers all turning out the same type of goods.

The official catalog of World's Fair Licensees and their products will be available to all buyers of merchandise within the next few weeks. A display room in which samples of licensed products will be shown is also nearing completion in the Administration Building and should be open to the public shortly.

Ecorse is one of the most important industrial centers in the State and is close by Detroit. Bingo fans who have been deprived of their favorite form of entertainment for some time are flocking to the newly opened games.

IN MIAMI BEACH, Fla., the city council licensed six operators to run the game this season. The fee of \$1,000 is a stiff one, but operators feel that there is enough public interest in bingo to attract large enough crowds to their games to make up for this fee. Coconut Grove in Miami Beach is running a large Negro bingo, giving colored folks a chance to enjoy the game, too.

OUR COLUMN of last week concerning new developments and improvements in bingo equipment brought several queries. It seems we didn't give the folks enough information. One letter from our friends at the Continental Premium Mart says: "In reference to bingo lap boards, where can the Kemper-Thomas Co. be located? What other firms manufacture up-to-date lap boards? We are especially interested in those which eliminate markers."

The boys at Continental haven't been reading their copies of *The Billboard* as carefully as they might. The Kemper-Thomas Co. has run several advertisements featuring their new board in recent issues. Ecorse Mfg. Co. also makes a lap board which eliminates markers.

Another inquiry by telephone came in, asking: "What material is the new deep?" (See *BINGO BUSINESS* on page 57)

True or False?

A Quiz Section on Christmas Merchandise

By MAURICE DAVIS

A Feature of the

Christmas No. The Billboard

Don't Miss It



TRIX O Hand Monkey

Composition is a d shaped exactly like a monkey's. Cloth body. Each in lithographed display box. B 33N11

Per Gross **\$16.50**
Per Dozen **\$1.50**

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.

N. SHURE CO.

300 W. ADAMS ST., CHICAGO.

State Flower Souve

Artificial flowers, representing the official flower of each State, are being marketed as a World's Fair Souvenir by C. A. Boatwick, Inc. Officially Licensed, flowers come in a cellophane-windowed box. Back of box has postcard space for mailing. Sides contain information about the State and important facts about the World's Fair. Included in the box, besides the flower, is a ribbon bearing the name of the State and the imprint of the Trylon and Perisphere. A gummed sticker is also inclosed to cover the cellophane window front when mailing. Box is printed in official orange and blue colors of the fair. Number should be a natural for souve workers, it is reported.

Rubber Bathing Jewelry

One of the latest novelty items introduced is rubber bathing jewelry, now reported going strong on Florida and California beaches, and which is said to be catching on fast with patrons of indoor pools in other parts of the country. The group includes a hair ornament, a necklace and a bracelet or anklet. Ornaments are made of rubber flowers, petals and centers being of contrasting shades to give an appearance of reality. The hair ornament can be worn in the hair or on a bathing cap. The newness of the novelty, combined with its low price, makes it an item which every girl who swims goes crazy about, according to claims of the maker.

Goodluck Clock

A new clock designed for premium and prize use is the Goodluck Horseshoe Clock distributed by Evans Novelty Co. The number consists of a chromlumin-plated horseshoe mounted on a chrome base. In the center of the horseshoe is mounted a circular clock. Item has plenty flash and its mirror-like brilliance coupled with a dependable clock and the appeal of a goodluck horseshoe make it an exquisite timepiece for the home, the firm stated.

Chest of Pearls

Charles J. Romer is marketing a holiday item which he claims is winning favor. Item is known as the Treasure Chest of Pearls. The package is a masterpiece of eye appeal, he reports, and contains two strings of pearls, each in a separate compartment. Romer is said to have a flair for creating novel items. He is best remembered for his Hollywood Nights perfume, which had quite a vogue.

Mirror Candy Chest

The Swing Mirror Vanity Chest, filled with candy, is scoring with salesboard ops specializing in candy deals, according to officials of Goldwyn Co., who market the deal. Number is said to pack a lot of appeal in that its modern design clicks with all who see it. Chest is finished in blue and clear mirror glass with velour back. Candies consist of an assortment of bitter and sweet milk chocolates, hard and soft centers, nut clusters and bon-bons.

Roller Rink Novelties

Beakrem Silver Mfg. Co. has announced a line of jewelry novelties and trophies for resale and prize promotions at roller rinks. All items are designed to please rink fans, embodying skating emblems. Firm reports that some rink operators have realized worth-while revenue from sale of such novelties.

HERE IT IS

Another EVANS Novelty Sensation!
Revolving GLOBE Electric CLOCK
A STRIKING, COMPELLING, ATTENTION-GETTER
It Has Life! Action! Five Beautiful Colors!

Again EVANS offers you ANOTHER EXCLUSIVE NEW PROFIT ITEM . . . really DIFFERENT! A remarkable ROTATING GLOBE ELECTRIC CLOCK that's an instant hit wherever shown. It has ACTION! It moves all the time. The beautiful 5-color globe revolves slowly, continuously . . . the precision clock rotates, showing time at a glance . . . this is a PROTECTED item . . . it will not be found in department stores for at least six months. Exquisite antique bronze base. Overall size, 10" high, 6" wide. The extremely LOW PRICE means bigger profits for you. Send for all the amazing details and special deal . . . NOW!



EVANS NOVELTY CO.
946 DIVERSEY • CHICAGO

BINGO OPERATORS

Be sure and contact us today for full details on the most complete line of Merchandise in the country suitable for Bingo Games, Celebrations, Bazaars, Indoor Carnivals, etc.

OUR 1938 CATALOG COVERING A FULL LINE OF XMAS GIFTS IS NOW READY
WRITE FOR COMPLETE CATALOG AND LISTINGS.

WISCONSIN DELUXE CORPORATION
1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN



PACKARD LECTRO SHAVER

Lots of 6, Each . . . **\$4.50**

SAMPLE, EACH \$5.00

The Electric Shaver with a national reputation. Rinses, cuts edge for all types of beards. ORDER TODAY.

ROHDE-SPENCER CO.

223-225 W. Madison St., Chicago.

ORDER TO-DAY LEADING MECHANICAL TOYS AT

REDUCED PRICES



MECHANICAL MONKEY WITH COMB AND MIRROR AND WAGGING TAIL.

Doz., \$1.75; Gro., \$21.00

Genuine No. 105 Oh U Dog, Doz., 1.75; Gro., 18.00

Tipping Hat Monkey, Doz., 1.75; Gro., 18.00

Oh U Monkey, in Skates, Doz., 1.75; Gro., 18.00

Large Dancing Couple, Doz., 1.75; Gro., 18.00

New Hitting Bear, Doz., 2.00; Gro., 21.00

Large Dog With Shoe, Doz., 1.75; Gro., 20.00

Walking Charley McCarthy, Doz., 2.00; Gro., 22.50

Walt Disney Dopey, Doz., 2.00; Gro., 21.00

Tricky Taxi, New Colors, Doz., 1.80; Gro., 21.00

New Rocket Box Auto, Doz., 2.00; Gro., 22.50

Large U. S. A. Gypsy, Doz., 1.75; Gro., 18.00

Knicka Santa Klaus Envelopes, Doz., 3.75

One-Half Deposit on All Orders. Send \$2.00 for Samples Best Street Items.

HARRY KELNER & SON, Inc.
50 Bowery, New York City.

LATEST STYLE FUR COATS



Genuine Fur Coats, all types, all sizes, P's & Seal, Sweater or Semi-Fitted Models. Finest quality. A-1 workmanship. Exceptional prices for shops and salesboard operators. Rush your orders today for immediate delivery. Lowest Balance prices in fur history. C. O. D. Send for New Illustrated Catalog Showing Coats We Sell You.

M. SEIDEL & SON
243 W. 30th St., New York, N. Y.



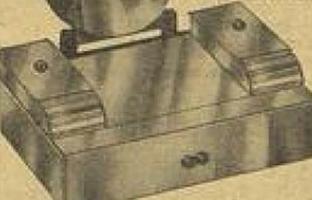
WALTHAM POCKET WATCHES

16 Size, 7 Jewels, in Yellow Engraved Case or Black Engraved Case. Each . . . **\$2.65**

Above Prices in Lots. Special Price for Large Quantity Users. Send for Watch and Diamond Catalog. 25¢ Deposit. Eastern & C. O. D. **PLYMOUTH JEWELRY EXCH.**, 163 Canal, N. Y.

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

IT'S NEW! "SWING MIRROR" VANITY CHEST
FILLED WITH DELICIOUS HOME-MADE CHOCOLATES & BON-BONS



★ APPEAL ONLY
★ FLASH **\$2.00** Each
★ BIG PROFITS Lots of 6 or more
★ LOW PRICE Sample \$2.50
50 or 60-Hole Illustrated Push Card with Each Chest
40c Extra 400-Hole Illus. Salesboard.
80c Extra 600-Hole Illustrated Salesboard, All Mirror, Blue and White, with Velour Back.
1/3 Dep., Bal. C. O. D., P. O. B. Chicago.

GOLDWYN CO.
2321 NO. HALSTED ST., CHICAGO, ILL.

MAKE BIG PROFITS QUICKLY SELLING TIES!

CASH IN WITH THIS NEW FALL LINE!
Striped to Solid, on Right 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, \$1.80 per Doz.; Hand Made Ties, \$2.50 per Doz.; Hand Made Ties (pure silk warp), \$4.80 per Doz. LOWER PRICES ON LARGER QUANTITIES. \$1.00 will bring you a sample set acquainted set containing 5 ties (1 each of above). Tie & Handkerchief assembles; Muller, Tie & Kerchief Sets; Multiple Tie & Jewelry Combinations; New Birds-on-Ties; Woolen & Silk Shufflers.

Dept. M4, 22 W. 21st St., New York City.

WILLARD JR. Electric Shaver



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, they won't do it. Here is latest model dual head Willard Shaver, with straight A. C. motor. Available case. Shaves as well as shavers selling at \$15.00. Order No. 891. Complete in folding leatherette case. Each, 95c. Per **\$10.90** Dozen. Sample, Postpaid, \$1.25.

No. 810K6 — Packard Lectro-Shavers. Hundreds of thousands sold at \$15.00. Now \$5.00 each. In lots of six, each \$4.50.

No. 810K67 — Famous Stand Close Shaver, product of Remington Rand. Retail \$9.50. A.C. only. Only \$6.17 each. In lots of six, each \$5.70.

WRITE — WIRE TODAY.

25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 283, or Sporting and Home Goods Cat. No. 282 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.

ELGIN & WALTHAM



RENEWED & GUARANTEED WRIST WATCHES **\$2.75 EACH**

J.-J. New Cases, Leather Straps. 25% Deposit, Balance C. O. D. Never Underbid.

WHY PAY MORE? Send for Free Catalog.

LOU MALTZ, 135 E. 5th St., PHILA., PA.
WHOLESALE JEWELER SINCE 1912.

YOU CAN MAKE BIG MONEY SELLING ROYAL ELECTRIC DRY SHAVERS

★ ONE OPERATOR USED 1000 LAST WEEK WITH AN AVERAGE PROFIT OF \$1.00 TO \$2.00 PER UNIT



SPECIAL \$1.00 LOW PRICE EACH IN DOZEN LOTS

FACTORY DIRECT-TO-YOU F. O. B. CHICAGO, ILL. Factory Guarantee for 1 Year

Think what you could do in your territory. This A.C. Electric Shaver has never been advertised to Retail Dealers. The field is wide open. Thousands of satisfied users. MAIL \$1.25 TODAY for Sample—postage prepaid. Only financially responsible Operators who can do volume business will be considered. ACT AT ONCE before this liberal offer is withdrawn.

DUR-A-BIL PRODUCTS CO.
Sales Office: 6227 Broadway, CHICAGO

NOTES from SUPPLY HOUSES

Richard Rosebury, trade show promoter, is organizing the annual National Bar, Grill and Tavern Exposition to be held in Hotel New Yorker, New York. The first exposition proved a success and Rosebury has decided to establish it as an annual. Rosebury is also known for his long association in the magazine subscription field.

George Price, for a number of years connected with the sales staff of the American Merchandise Co., has branched out for himself. He now has his own concern known as the Sterling Merchandise Co. The firm will deal primarily in European and Oriental importations suitable for the premium, salesboard and concession trade. Price is regarded as expert in this type of merchandise and his friends in the trade feel that he will establish a permanent place for himself. Others interested in the firm are equally well versed in the line and the combined staff controls a lucrative clientele, it is reported.

In last week's issue of The Billboard the word "phonetic" was spelled incorrectly in describing the New Everlasting Bingo Ball in the Metro Mfg. Co. advertisement. (See SUPPLY HOUSE on page 57)

SPECIAL SALE!

- ELGIN ELECTRIC SHAVERS, 110 \$1.00 80c
Volt—A. C. Current Only. 1 Year Factory Guarantee. Dozen.
 - COLOR BORDER HANDKERCHIEFS—Size 16x16. Big Assortment. 20c
 - SNOW LACES—27 1/2" OR 29c
 - DOUBLE EDGE RAZOR BLADES—5 to Pkg. Cells. 1000. 2.50
 - POCKET COMBS—Each with Leatherette Pocket. Black only. Gr. 2.25
 - ALKALINE SALT-XR TABLETS—30 Tablets to Display Card. Quality Guaranteed. Each Card. 18c
- SEND FOR 1938 CATALOGUE.

BENGOR PRODUCTS CO.
876 BROADWAY, NEW YORK, N. Y.

SCOOP!

HAMILTON DE LUXE DRY

SHAVERS SPECIAL 90c ANY QUANTITY

Guaranteed 1 Year by Manufacturer RUSH YOUR ORDER AT THIS SPECIAL PRICE 50% CASH WITH ORDER

AUTOMATIC NOVELTY COMPANY
1410 HICKS AVE. SAN ANTONIO, TEXAS

FUR COATS FREE CATALOG!
of smartest fall models in Coats, Scarfs, Capes. All furs, styles, sizes. Pileed Seal, DyedONEY FUR COAT (Sweater or Fitted Style), all sizes. We give the best coat for the price. In Dep. Bal. C. O. D. Same day deliveries.

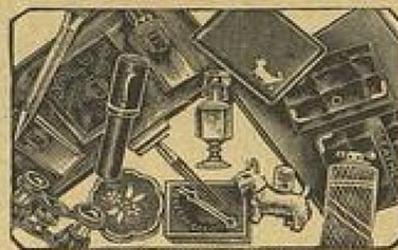
\$9

Genuine FUR RUGS About Lambkin 2x3 FL. White, Brown, Gray, 100d Christmas Item! \$1.00

ORDER TODAY!
N.M.J. FUR CO., 155 W. 28 St., N. Y. C.

A CLEAN SWEEP - SELLS ON SIGHT

No. 4930
12- PUNCHES
12- WINNERS
consists of 12 Major Prizes, Mounted on a Display Card, and 12-Hole Card.
Takes in . \$4.00
Your Cost 2.25
Lots of 6 2.00 ea.



No. 4940
24- PUNCHES
24- WINNERS
Consists of 12 Major Prizes, Mounted on a Display Card.
Takes in . \$8.00
Your Cost 4.00
Lots of 6 3.75 ea.

EVERY PUNCH A WINNER
HOLIDAY CATALOG NOW READY — WRITE FOR COPY TODAY.
A CME PREMIUM SUPPLY - 3139 OLIVE ST. LOUIS, MO.

FULL LINE OF GIFTS--FULL LINE OF TOYS --FULL OF SAVINGS

Our 1938 Xmas wholesale catalog now ready for mailing. Write for your copy.
LEVIN BROTHERS, Terre Haute, Indiana

SPECIAL HOLIDAY CATALOG

NOISEMAKERS, PAPER HATS, DECORATIONS, BINGO PRIZES
LOWEST WHOLESALE PRICES--Be sure to mention your line of business
MIDWEST MERCHANDISE CO.
10TH & BROADWAY, KANSAS CITY, MO.

HAVE YOU HEARD?--THEY'RE HONEYES!!!

1--WHITE PEN & PENCIL DEAL! 2--MIDGET KNIFE DEAL!
3--ATTRACTIVE ASSORTED MERCHANDISE DEAL!
EVERY SALE A WINNER! WRITE FOR CATALOG TODAY!
• Premiums, Sales Boards, Electric Clocks, Performers, Notions, Lotions, Blades, Soap, Extracts, Gadget Goods, Seltzer Merchandise,
• Wagonloads of Pickles, Noms, Office Cassavars and Premium Workers,
• Turkey Cards--Xmas Cards and Wreaths--Tree Lights,
CHAMPION SPECIALTY CO. 814-V CENTRAL ST., KANSAS CITY, MO.

Box CHOCOLATE DEALS and Salesboard HIGH QUALITY CHOCOLATES in Handmade Cellulose Boxes. Every Merchant a Prospect. WRITE FOR DETAILS AT ONCE!

New!

REMCO PREMIUM DEAL
Genuine Leather WALLET and KEY CASE SET FREE WITH EACH CARD OR CARTON OF

REMCO

MICRO TESTED RAZOR BLADES
100 Double Edge Blades (20/75's) --- 80c
100 Single Edge Blades (25/4's) --- 87c
100 Streamline Thin Blades (20/75's) \$1.00
Above Prices Are Per Card or Carton.

Send 10c for Sample & New Catalog.

- Order From Your Nearest Distributor
- BANNER NOV. CO., 729 W. Madison St., Chicago, Ill.
 - ROBINSON DRUG COMPANY, 120 Grand Ave., Des Moines, Ia.
 - WARREN FELT, 5 N. New Jersey St., Indianapolis, Ind.
 - GOLDSMITH'S, 29 E. Court St., Cincinnati, O.
 - HANOVER SALES, 719 Hanover St., Boston, Mass.
 - JEDRO CO., 192 W. 22d St., N. Y. City.
 - SPORS CO., Le Center, Minn.
 - M. B. SINGERMAN, 208 S. Fourth St., St. Louis, Mo.
 - WM. NEBBIT, 632 Fifth Ave., Pittsburgh, Pa.
 - BEN'S CUT RATE SUPPLY, 134 W. Market St., Louisville, Ky.
 - EAGLE PRODUCTS, 908 E. Superior Ave., Cleveland, O.
 - AL'S SUPPLY, 18-20 E. Chestnut St., Columbus, O.
 - METRO SUPPLY, 28 W. Jefferson St., Detroit, Mich.

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 1905.
POP BAKER, 2907 W. Warren, Detroit, Mich.

SALESBOARD OPERATORS NOTICE!

Sorry we could not get our cuts in time for this issue. We are always the first with the LATEST in PREMIUMS and NEW NOVELTY CREATIONS for Operators. Write for our latest Circular.
STANDARD SALES COMPANY, 2363 MILWAUKEE AVE. CHICAGO, ILL.

HI-HO-HI-Ge! In The Dough SNOW WHITE LIVE TURTLES!

Selling like hot cakes for 25c each! 1 1/2" long, Snow White, Seven Dwarfs, Mickey Mouse, Donald Duck in water, proof colors. Name delivered free.
WALT DISNEY, 100 lots, Ea. 12c
Sample Dec. \$1.50
FLORAL D. 100 lots, Ea. 11c
SIGNS, 100 lots, ea. \$1.00
Mailing Boxes \$1.00
10c Turtle Food, 100 Prices F. O. B. Chicago

H. Fishlove & Co.
1430 N. ORLEANS ST. CHICAGO

RED HOT SPICY XMAS CARDS

- Over 200 different Cards, Folders, Novelties and Comic Xmas in stock. Prices from 2.00 per 1000 and up. Send 25c for Samples and Special Xmas Catalogue.
SOLID GLASS OF BEER, Dec. 1.20
SQUIRREL GLASS, Dec. 75c
Squirt Scotty .40
Squirt Rub. Tulip .60
How To Raise Dog 1.35
Spooky Spider .120
Run & Tumble .300
Moose .300
The Hops Chest 1.85
DOGGIT (that funny pig), in box, Dec. .600
Barbecue Noodle Glasses, Highball Size, Dec. .800
Comic Dipstick, 4.25 ea. Dec. .600
COMIC PHONE DIPLOMAS, 50 Dip. .200
Blinds, Dec. .200
- ALL THE FAST-SELLING TRICKS AND JOKES IN STOCK. Send 25c for Catalogue or \$2.00 for 50 Different Samples and Catalogue. Our finest sell very big. We refund price of Catalogue with order.
MAGNOTRIX NOV CORP., 126 Park Row, N. Y.

FUR COATS SECURE THE BEST-PRY LESS

Form-FITTING, Swaggy and Princess Styles in all sizes. Kid Paw Sealings, Leather, Connys, Caracals, Marmocks Broadtails. Act immediately to get full particulars on these sensational Fur bargains. Write for complete details with our and complete details with our obligation. We manufacture FUR COATS exclusively which enables us to give you greater value for your money.

\$9.00 UP

S. ANGELL 236 WEST 27th St. NEW YORK, CITY, N.Y.
MANUFACTURING FURRIERS

236 WEST 27th St. NEW YORK, CITY, N.Y. MANUFACTURING FURRIERS

SPECIAL Short Time Only

ELGIN - ILLINOIS - HAMPEX WATCHES - 7 Jewel, Like 12 Size. In New Yellow and \$2.25 Chrome Case, Ea. ... \$1.95
WILLY WATCHES - ELGIN & WALTHAM, 3-0 Size, In Yellow Tornado Case with Strap, In box with price tag, Ea. \$3.25
Special Price for Quantity Users, 25% Deposit, Balance C. O. D. Sample 50c Extra. Send for Catalogue.

N. SEIDMAN 178 Canal Street, New York, N. Y.

CHRISTMAS MONEY MAKER

LARGE QUANTITY BRAND NEW LADIES' JEWELED WRIST WATCHES PURCHASED FROM FACTORY CLOSOUT.
Complete With Metal Band and Attractive Gift Box, 25% Dep., Bal. C. O. D. Special Price. In Quantity Orders, Send Free Catalogue for sample.
LOUIS PERLOFF, 720 Walnut St., Philadelphia, Pa.

THEY'RE NEW | **THEY SELL**
 SPRING-O-MATIC, PLUNGER VAC. TATTLE-TALE, INK GAUGE PENS. PENCILS • COMBOS
JOHN F. SULLIVAN
 425 Broadway, NEW YORK CITY.

ELGIN & WALTHAM
WRIST WATCHES \$2.95
 In New Cases,
 Sent for Circular, showing the Biggest Bargains in Wrist Watches and Unmatched Diamonds in the country.

H. SPARBER & CO.
 106 North 7th Street, St. Louis, Mo.

BIG PROFITS
 Placing Our Silent Salesman Vending Men's and Ladies' Necessities in Nite Clubs, Restaurants, Gas Stations, Etc.
Money Back Guarantee.
 KASCO, 1616 S. Keiser, Chicago, Ill.

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 prove the tremendous money making possibilities of these cards we are offering a sample box of 25 Christmas Cards and Envelopes for 25¢. 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.B., 246 Fifth Ave., New York City.

UNDERWOOD
PLUNGERS—Special \$18.00 PER GRO.
 PENS • PENCILS • COMBOS
 Buy Direct From Manufacturer.
GRODIN PEN CO., 683 Broadway, New York City.

BLADES
 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.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.
SOUTHERN PEN CO.
 Manufacturers Since 1913.
 16 N. Union St., Dept. B, Petersburg, Va.
 Send \$1.00 for Samples. Prompt Shipments.

PER GROSS \$18
BETTER PLUNGERS
 3 Assorted Samples Postpaid 50c
ASS'D PEN, Mfrs., 187 Lafayette, N. Y. C.

Combination Cross & Locket
 24Kt. Gold finished and polished on both sides, with place for engraving. Hinged cover over picture frame. 24Kt. Gold finished chain. Send \$1 for sample line of Crosses, Lockets and other Jewelry Items.
 "Tell Us Your Specialty and We Will Fill Your Need."
LA MODE BEAD & NOVELTY CO.
 42 West 33rd Street, New York City.

NEW \$18.50 Gro. PLUNGERS
LOWEST PRICE EVER!
 Ink Gauge tells when to refill. Modernistic Band—Extra Top Band. Beautifully Varied Colored. Complete Sample Line 50c.
JACKWIN PEN 80 W. 24th St., New York, N. Y.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

GEORGE DURST
 of Jamaica, N. Y., who recently suggested a National Courtesy Week for pitchmen and others, says he notices that some big people have advocated the same and it may become a reality.

THE PITCH PROFESSION—It's world wide.

TOBY'S FUNMAKERS
 are still playing the cotton territory along the Mississippi in Tennessee to fair business, according to Toby Adams, manager. Unit has four more stands in Tennessee before going into Mississippi. Adams, who recently made a trip into Dyersburg, Tenn., to visit Billroy's Comedians and the Pan-American Shows, says there are plenty of small shows in that territory. Florine Kalurpk joined the show in Bogota, Tenn. Recent visitors included Eddie Coy and wife, Bert Anderson and family, Doc Pilkerton and Johnnie Wise.

LEONARD ROSEN
 and wife worked the Ak-Sar-Ben Stock Show, Omaha, with a horn nut stand to reported fair business.

IF YOU can't present a sensible argument it's best not to argue.

MAURICE (SPEED) HASCAL
 and Ray Quiggin are working blocks and blades in Omaha after a fair week at American Royal Stock Show, Kansas City, Mo. After that spot Hascal and wife head for the West Coast soon and would like to see pipes from Al Rice, Ed-St. Matthews and Herb Johnston.

DOC LUND
 is working med at 16th and Capitol streets, Omaha, to fair results.

WE'VE HEARD RUMORS that a number of the boys are planning to operate doll, blanket, toy and other stores for the Christmas trade.

CHARLES SNELLENBERG
 who has just completed a six-month span as engineer and draftsman for Uncle Sam on the Sardis (Miss.) dam and reservoir project, will spend a brief vacation in Pensacola, Fla., visiting his friends, the Bentlys, before spending Christmas with his family in Detroit and Indianapolis. "Will be back in harness," writes Charley, "about January 1 and head for San Francisco to absorb some of the atmosphere on good old Market street. What's happened to the Frank DeGraw family?"

J. W. HARTIGAN JR.
 pencils from Morgantown, W. Va., that James R. Casteel, a local druggist, will soon become associated with a medicine show which is being financed by several old-time med showmen. Will hit the road next spring.

STILL THEY COME. Last week the writer received four unsigned communications. One pertained to an automobile smash-up, another to a birth, another was about some folks going to Cuba and another concerned a marriage. Permit us to remind you that all unsigned communications, altho written with the best intent, are worthless as printable news. Don't be reticent about affixing your signature to your news notes.

AL ROSS
 is still clicking with Social Security plates in Pennsylvania territory, according to reports from that neck of the woods.

"LISTEN CAREFULLY"
 warns E. A. Pine from Jacksonville, Fla. "North Carolina and Georgia have gone crazy. Reader in North Carolina is now \$10 each for city, State and county, while Augusta, Ga., which could always be worked for \$1 per day, now has a \$10 reader. South Boston, Va., is \$5 per day. Danville, Va., \$5.85 per day. Louisville, Ga., is closed tight, while Swainsboro, Ga., can be worked for \$2 per day. Columbus, Tifton, Thomasville and Valdosta, Ga., all have \$10 per day readers. I worked all these towns free last year. I left North Carolina in order to avoid paying out \$20 after I

had been hooked for \$10 and landed here only to find that my veterans' Florida State license was void because of a new city ordinance which demands \$10 a year from all comers. There are no pitchmen in sight as yet, and it's just as well, because there's no business here. Let's have some pipes from Shifty Lewis, Phil Mullins, Frank Libby and Jack Hendrix."

TRIPOD OPININGS: "Wonder when some of the small-minded fellows will grow up and be men."

REPORTS DRIFTING
 in to the Pipes desk from Chicago indicate that the Food Show in the Coliseum there last week drew good crowds and almost all of the boys working the date made some money.

GENE FREDETTE
 is reported to be en route to the West Coast.

EDDIE GAILLARD
 was sighted passing thru Chicago recently en route to join Nicola, the magician, for an around-the-world tour. Eddie is doing a mental act with his wife, Lucille.

HOW COME we haven't been hearing much from department store demonstrators lately?

BOB ROCHE
 comes thru with the following pipe, the first for some time, from Chicago: "Have been working Sevengall decks at the old Museum on South State street here for the past six weeks to fair business. Spot is now called Arthur's Books and Tricks Store. A number of pitchmen are in town, but about the only place to work is on Maxwell street. Sunday is always good there. Made a few Illinois fairs, but business was not up to last year's at any of them. Almost all Indiana towns can be worked on a reasonable reader. Plan to remain here until after Christmas and then head for the fair in San Francisco. Would like to read a pipe from Art Fredette."

RAY KUMMER
 wigwags from Chicago that he is anxious to read a pipe from Albert Kenny, of corn-punk fame.

WHEN READING this pillar week after week don't get the suggestions made by Bill and the individual suggestions of the pipsters mixed up. The boys have a right to express themselves and when they pull good ones of benefit to the profession the credit should go to them personally.

F. L. (FERGIE) FERGUSON
 well known to members of Pitchdom and special representative for General Products Laboratories, stopped off in Cincinnati last week while en route to Columbus, O., from Washington, where he recently discussed pitchmen's problems with the Federal Trade Bureau. The affable Fergie discussed pitching conditions thruout the country at length

OAK HYTEX
Packaged BALLOONS
 are **PROFITABLE**



Unique and popular balloons in colorful, eye-catching packages. Many different sizes, including exclusive Walt Disney items. Ask your jobber, or write to us for complete information.

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 Whitelines and Games
 Rings, Lockets, Crosses, Signal Rings and Jewelry for Engraving. Send \$2.00 for Samples.

OLYMPIC NOVELTY COMPANY
 307 5th Ave., New York

New Streamlined Banker Pens now ready. Plungers—Combinations—Pitch Pens. All complete with Holly Boxes. Get my New Price List.



JAS. KELLEY, The Fountain Pen King.
 487 B'way, N. Y. CHICAGO, 180 W. Adams St.

ELGIN — WALTHAM & HAMPDEN
WATCHES \$1.75 UP
 In New Chromium Cases, all sizes. Satisfaction guaranteed or money refunded.
5 USED RUNNING POCKET AND WRIST WATCHES
 American and Swiss. Our Assortment \$7.50 at the Special Price of.....
B. LOWE Room 1208, Keiser Bldg., Chicago, Ill.

REVOLUTIONARY NEW WINDSHIELD DEFROSTER



Strange New Chemical
 clears away frost, mist, sleet and ice from windshield instantly. Gives clear vision to all windows. Makes winter driving safer. Comes in handy container with self-feeding applicator top. Dispenser is used by 25 million motorists. AGENTS WANTED EVERYWHERE. Phenomenal profits.

Write for complete information and trial to first person in each locality who writes. No obligation. Get details. Be first—send in your name TODAY!
KRISTE PRODUCTS, Dept. 997, Akron, Ohio.

Every \$1.00 Gets you \$5.00
 Yes, 4¢, 7¢ profit. Goodrich Shoe Workers always have South, and when you tell prospects how they are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Windshield Defrosters, write for low gross prices. Best cream ahead. Sample 1¢.

GOODRICH,
 1500 West Madison, Chicago, Dept. 80-11.

CHEWING GUM 22¢ BOX



RETAILS FOR \$1.00.
 Each box holds 20 Cellulose Gum Packs of Factory Fresh Gum! Stronger Digestive Powers help you to get good 100% to 200% profits. As our distributor—get started! Send \$5c for sample box (prepaid). **GUMS, PENS, INK, ETC., Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.**

MEDICINE MEN
 Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 137 E. Spring St., Columbus, Ohio.

Veterans Wake Up!
 Note removed to larger quarters. Old-timers are back in line selling our Veterans' Jobe Book, Magnifying—2c, 10c, 25c. Sold 10c to 25c. Delivery reasonable features, Holiday Flash, Patriotic Calendar, Welcome Cards, etc. 2c to 5c. Send 10c for Sample. **VETERAN SERVICE MAGAZINE,** 169 Duane St., New York City.

Coming

Pitchmen's License Laws Invalid

By **LEO T. PARKER**

A Feature of the

Christmas No. The Billboard

Don't Miss It

ELECTRIC RAZORS!

to Retail for \$1.98
Write for details today.



NEW ENGRAVING PINS

Over a hundred new engraving numbers—Pins, Lockets, Crosses, etc. New Writetones and Cameo Rings, Photo Jewelry, Engraving Machines for Social Security Plates. Write today for new Catalog No. 29.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

OUR SLOGAN FOR OVER 22 YEARS

WE ARE "NEVER UNDER SOLD" . . . has given us a tremendous following . . . NOW . . . We challenge every Buyer . . . to make us prove it. Our line consists of Razor Blades, Toilettries, Razor-Line Merchandise, Notions, Novelties, Gifts, Saleboards and Deals. UNIVERSAL WHOLESALERS Customers Note . . . Through special arrangement all orders for

UNIVERSAL WHOLESALERS shipped by us.

Deposits of \$250 with all C. O. 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 WHOLESALER

JOE PERRY WANTS AT ONCE

MEN TO BOOK STORES FOR ELECTRIC RAZORS

Exclusive item not yet offered to stores. No price competition. Good salary, commission and transportation. Bigger salary if you have a car.

Preference given to those known by me.
Address BOX 343, The Billboard, Chicago.

DID YOU MAKE \$50 LAST WEEK?

If not, investigate this opportunity to get into a big-pay business of your own. Show merchandise plan that increases sales, profits. Handle Nationally Advertised Line. Sell to goods. Put up an ad. Sell Counter Displays. 200 daily necessities. Incredibly fast. 24 HRS. No girls—approved by Good Housekeeping Bureau—and 200 Grand Razor Blades. Hundreds of men carrying big incomes handling our fast-selling line. Start small—grow fast. 24 HRS. book tells you how you can build big pay store route. Write for it today. World's Products Co., Dept. 118, Spencer, Ind.

ELGIN WALTHAM WATCHES

Rebuilt and Guaranteed—New Chronos, Case, 6-Size Wrist Watches, 74, \$2.95; 10 J, \$3.95; Like 12-S P.M. Watches, 74, \$2.50; 15J, \$2.95

LEO PEVSNER, 5 So. Wabash, CHICAGO.

JEWELRY DEMONSTRATORS

Men or Women — Steady Work Store Experience Preferred
BOX 344
The Billboard, Woods Bldg., Chicago, Ill.

SPICY COMIC XMAS CARDS

Hot, spicy, laughable designs in flashy colors. 20 NEW DESIGNS. Fast 100 sellers. Eye-opening profits. Start selling your market for Xmas. No charge for below books. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Deal samples. No stock. Inquiries with each card. 20 Samples \$1.00. Free.

COMIC SHOP, Philadelphia, Pa.
2443-F Kensington Ave.

with the writer, and believe us he has a world of information which should prove valuable to any of the boys and girls in the business.

CHARLIE HALLINGAN . . . is still holding down his spot in St. Paul with corn remedy and oil to fair results.

EDDIE KIEHL . . . is chinking with glass cutters in Minnesota territory.

PLEASANT words will win the most friends.

DONALD E. CRABB . . . went to Grand Forks, N. D., recently to work the potato show there, but upon his arrival found that the boys didn't think the spot was the place for a demonstration, so he worked a local chain store and reports he did okeh. Before the Grand Forks stand Don worked Mason City, Ia., and Austin, Minn., but neither town proved a lucrative stand, as he had worked them a few months previous. He reports that business around the town is okeh, tho, and that he plans to return later with his polish. Crabb is working Fargo, N. D., this week and then will make the Brookings (S. D.) Farm Show. He says he'd like to read pipes from Rudy Holmberg, Mary Cramer, the Hess Family and Eddie Gillespie and wants to know what has become of Mac McCormick.

BUD BUTTERFIELD . . . and garnering the long green with the forms in Kresge's Appleton, Wis., store.

HAROLD (TOMMY) THOMPSON . . . who last week concluded a three-week engagement with varnish in M. Ward's stores in Green Bay and Appleton, Wis., to good results, has begun a three-week stand with the same item in Madison, Wis.

THE PITCH PROFESSION, like many another line of business, has its black sheep, but in the main they are good citizens, square shooters and aggressive business men.

JOE W. KEOWN . . . who is making the East Texas Yam-boree, Gilmer, says that the East Texas potato crop of 70,000 acres annually brings growers over \$4,000,000. "Gilmer," continues Keown, "has just been re-opened and I seem to be the only paper man here. I haven't met many of the boys this year. Why? I'm someone working all by myself. Plan to cover Beaumont (Tex.) Fair and then fish in the valley until Christmas."

CHIEF GREY FOX . . . infers that he jumped from Missouri to Alvord, Tex., where he opened October 25 to a large tip and good business. "State reader," says the Chief, is \$50; each county has a \$25 reader. Counties, however, can be fixed for \$2.10 a month. Have a new 40-watt p-a. system. Pipe in, Jack Besse and Louis Swan."

BILLY MORING . . . is reported to have lost his wardrobe trunk in a fire recently.

A **GOOD** lecturer with a small, snappy company will almost invariably get the business.

JEFF FARMER . . . scribbles from Suffolk, Va., that he worked there to fair business October 31. He expects to head for East Tennessee soon and says he found the North Carolina tobacco markets fair and that Richmond, Va., is a good spot for anyone headed south. It can be worked for \$5 per week, he reports. Good Saturday spots in that section on your own o. m., according to Jeff, are Elizabeth City and Edenton, N. C., and Petersburg, Franklin and Stony Creek, Va. Jeff says he will have an inside demonstration on vent figures for the Christmas holidays. He would like to read pipes from Doc Anderson, King La Mar, Swede Swanson and Helnie Schneider.

MAXIE SPARKS . . . is pitching watches at the Gulf Coast Fair: "Have been working around Texas but found it not so good. Made the Eucharistic Congress in New Orleans to a good week's business. Have been traveling with Harry Hameroff, of Cleveland. He's one of the best guess-your-weight men in the business."

Events for 2 Weeks
(Nov. 7-12)
ARIZ.—Phoenix, Fiesta Del Sol, 7-12.
CALIF.—Dinuba, Rodeo, 11-12.
Oklahoma Celebration, 11.
Porterville, Armistic Celebration, 11.
San Francisco, Auto Show, 11-12.
CONN.—New Haven, Dog Show, 13.
FLA.—Bushnell, State Farmers' Market Opening Jubilee, 11-12.
IND.—Indianapolis, Dog Show, 13.
IA.—Des Moines, Dog Show, 12-13.
KAN.—Lyons, Armistic Celebration, 11.
PARSONS, Armistic Celebration, 11.
KY.—Louisville, Fat Cattle Show, 9-11.

Kiddies Love GLIDER-SKATES

DOUBLE RUNNERS

RED HOT ITEM!
Clean up a mint on this new winter sport sensation! Kids go wild over GLIDER SKATES. . . they can glide like skis, slide or glide . . . on ice or snow, flat or hilly country! Amazingly low-priced! A sell-out on every pitch! Get in now!

SAMPLE PAIR 50c In 6 Doz. Lots, F.O.B. Chicago **30c**

GLIDER SKATE CO., Dept. 15
3129 West 49th Place, CHICAGO.

START YOUR OWN BUSINESS
Social Security Sensation!
Earn \$12 to \$15 Daily

Own this modern portable Stamping Machine. Newly improved, containing many new features. Very simple to operate. Fully guaranteed.

The Best Machine Manufactured in the Low Price Field.

CASH or TIME

Every Individual A Prospect
Complete Service. Plates, Wallets, etc. **\$4.75**

ACT NOW—GET INTO THE QUICKEST MONEY MAKING OPPORTUNITY! Salesmen, Agents, Operators—Write for Details and Samples.

ROOVERS
2611 14th Ave., Brooklyn, N. Y., or 258 Broadway, Suite 512, Dept. B, N. Y. C.

SPICER'S 4000 MONEY MAKERS

FREE 1938 Wholesale Catalog

Has 260 pages of world-wide bargains! 6,000 latest market 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.
T622	Quality Face Powder	\$2.75
N284	Clp Combs	2.70
N310	Men's Quality Black Pocket Comb	1.08
V80	Assorted Charms	.50
Small Camera	with 2 films	3.95
N203	Home Needle Box, 22 needles	1.09
H308	Elgin Dry Shaver, Each	.58
H503	Smooth Salling D. E. Blades, 1,000	2.95
H504	Smooth Salling S. E. Blades, 100	.50

SPORS CO.
11-38 Erie St., LeCenter, Minn.

HOT COMIC SPICY XMAS CARDS

Printed in 3 Flashy Colors, 20 Different. Post Card size. 50c a 100, or \$2.00 M. XMAS FOLDERS with Funny Spicy Poetry . . . or FOLDERS with Caricatures, \$1.50 per 100. NEW XMAS SERIES. Seasonal size with Evv. 1 Color. Per 100, 75c in Colors, \$1.25 a 100. Send 50c for 50 Different Samples and Outlines.

T. R. PAYNE, 25 Cardinal Place, New York.

SOCIAL SECURITY Machines and Plates

Our Tried, Proved Portable Machine, Stamping Names and Numbers. No Skill Required. Over 200 \$52.50 each deposit with \$100.00. Weight, 14 Lbs.

Hand Stamping Outh, patented, plate holder, spacer, \$19.95

24 - Gargo Ribbing Brass Social Security Plates, polished front, back, Ea. 5c

1,000 Lots, \$48.

Double Fold, Metal Egg Leather Case, 3c

Leatherette Cover, 1 1/2c

INQUIRE ABOUT NEW PLATES!
CATHOLIC & 908 PLATES.

SOCIAL IDENTIFICATION CO.
1560 BROADWAY NEW YORK CITY

Leaders for PITCHMEN & DEMONSTRATORS!

COMBINATION SHARPENER, GLASS CUTTER AND BOTTLE OPENER.

One of the fastest selling demonstrators on the market! Get our rock bottom prices!

STAR ART NEEDLE

An easily demonstrated and highly efficient Embroidery Needle that sells fast! Don't pass this up—get our prices!

Send for Free copy of our General Catalog

GELMAN BROS. 109 North Dearborn St. MINNEAPOLIS, MINN.

FUR COATS \$11.50

Guaranteed Non-rip Genuine Fur Coats. \$2.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. Real flash for saleboards, bingo operators, agents, salesmen or storekeepers. Other Coats from \$3.00.

WAYNE FUR CO.
8761 Linwood Ave., Detroit.

Big Profits!

Own your own business. Maximize \$1.00 Checks, Social Security Tags, Xmas & Plates. Sample with name and address, 25 cents.

HART MFG. CO.
511 Deane St., Brooklyn, New York.

GET DOUBLE PRICES DECORATE YOUR TURTLES with DECALS

Beautiful World's Fair—Real Quality Designs. Prices Reasonable. COMPRISED DECAL CORP., 184-50 Jamaica Ave., Jamaica, N. Y.

LORDS PRAYER PENNY MACHINES

Empress Lord's Prayer, Ten Commandments, Crucifix, 23d Psalm, etc., on pens. Big variety. 7 1/2c Each. Beautiful Engraving, carded, \$1.50 per 100; \$15.00 per 1,000. Why pay more? Write and 5 Samples only 25c. Back today for free literature.

RAY MFG. CO.
2250 Clyburn Ave., Chicago, Ill.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, In S. H. Engraved Case, at

Send for Price List. Money Back if Not Satisfied.

OREGON CITY WATCH MATERIAL CO.
119 N. Broadway, St. Louis, Mo.

DISTRIBUTORS-JOBBERS-AGENTS

Officially approved New York World's Fair Novelties. Saleable in 48 states—A Sure N.C. Returns 10 cents. Unusually fast seller. Millions of prospects. Large profits. Mailable. Attractive boxes and display cases. Patented—Copyrighted. Nothing like this on market. Exclusive territory now open. Act today! Get our proposition at once. Sample 10c.

C. A. BOSTWICK, Inc., 480-B, Madison Ave., New York City.

FELT RUGS

Assorted Combination Colors. Every Home a Prospect. Over 100% Profit. Particulars Free. \$2.25 will bring you two Sample Rugs. Sizes 27x54 and 35x70 (Postpaid).

AMERICAN RUG CO.
11 LEWIS ST., NEW YORK CITY.

Send your correspondence to advertisers by clipping The Billboard.

LA.—University. Bodeo & Live-Stock Show, 10-12.
 MICH.—Banger. Fruit Belt Apple Show, 10-11.
 Kalamazoo. Potato Show, 9-11.
 Lapeer. Potato Show, 9-11.
 MINN.—Minneapolis. Northwest Auto Show, 12-19.
 MISS.—Indianola. Armistice Celebration, 7-12.
 McComb. Armistice Celebration, 7-12.
 MO.—St. Louis. Dog Show, 15.
 St. Louis. Dog Show, 15.
 N. J.—Atlantic City. Auto Show, 8-12.
 N. Y.—New York. Natl. Auto Show, 11-18.
 New York. Natl. Motor Truck Show, 11-17.
 New York. Natl. Horse Show, 6-12.
 N. C.—Charlotte. Expo. & Food Show, 9-12.
 Charlotte. Armistice Celebration & Re-unions, 11.
 Warsaw. Armistice Celebration, 11-16.
 Wilmington. Armistice Celebration, 11.
 PA.—Harrisburg. Dog Show, 12.
 Philadelphia. Auto & Transportation Show, 11-12.
 Pittsburgh. Auto Show, 11-19.
 S. D.—Brookings. Farm & Home Week, 8-11.
 TEX.—Fl. Worth. Horse Show, 8-12.
 Rowena. Armistice Celebration, 11.
 Waco. Armistice Celebration, 7-12.
 W. VA.—Martinsburg. Apple Harvest Festival, 10-12.

(Nov. 14-19)

ARK.—Fl. Smith. Natl. Home Show 15-20.
 CALIF.—Nevada Hills. Dog Show, 19-23.
 Los Angeles. Auto Show, 12-20.
 San Mateo. Dog Show, 13.
 CONN.—New Haven. Auto Show, 14-19.
 FLA.—Lake City. Stash Pine Forest & Farm Fair, 14-19.
 Miami. Food Show & Manufacturers' Exhibit, 17.
 ILL.—Chicago. Natl. Auto Show, 12-19.
 Chicago. Dog Show, 19-20.
 Rockford. Dog Show, 17.
 IND.—Walkerton. Milk Crop Show, 14-18.
 IL.—Des Moines. Auto Show, 14-19.
 MASS.—Boston. Dog Show, 13-19.
 Boston. Auto Show, 12-17.
 MICH.—Detroit. Auto Show, 11-19.
 Grand Rapids. Indoor Fair, 14-19.
 Grand Rapids. Fall Festival, 12-22.
 Shelby. Farm & Fall Festival, 14-19.
 MO.—St. Louis. Auto Show, 12-19.
 N. Y.—Buffalo. Auto Show, 12-19.
 Syracuse. Auto Show, 14-19.
 O.—Columbus. Auto Show, 12-19.
 Oxford. Knights of Pythias Fair, 17-19.
 PA.—Philadelphia. Dog Show, 20.
 S. D.—Humboldt. Turkey Day, 19.
 TEX.—Beckey. Helzapoppin, 16-19.
 W. VA.—Huntington. Tobacco Festival, 14-19.
 WIS.—Milwaukee. Auto Show, 12-19.

BINGO BUSINESS

(Continued from page 52)

burnt-in die-cut bingo balls made of? Where can I secure these balls?
 We did neglect to mention that the new balls, produced by the E. S. Lowe Co. were wooden balls. They are guaranteed not to chip and can be washed and will fit any standard-size bingo cage. Any one of the jobbers handling the E. S. Lowe line will be able to supply interested parties with these balls.

DEALS

(Continued from page 52)

and a cigaret lighter with every punch, legal everywhere?
 "Where can you get boards made to order?"
 "In getting individuals to sell boards is it better to allow a prize or cash?"
 "In selling to stores what is the usual method, outright sale or commission basis?"
 "Any other comments you may add will be appreciated."
 In answering the first question we are assuming that Gartman wants these agents to get individuals to run off a deal and not to actually buy salesboards. In any event, the methods used in securing these agents are no different than are used in securing agents for other types of selling propositions. Agents can be secured in localities where the operator knows he can work a deal and where he intends to set up an operating company and have men placing for him direct, by advertising in newspapers. They can also be obtained by advertising in the Billboard. However, in the latter case the operator should not be advertising for agents to work directly for him but for men who can purchase deals outright and in turn work deals in their own localities for themselves.
 On a deal that costs \$11 and takes in \$25 the agent's commission should be at least \$4, but if the operator is smart and wants to give his men incentive to place cards and see to it that they turn over, he will split the profits on a deal with them. In fact, in many instances the operator will make less on each deal than the men placing them for him. His real money is made on the overwrite on all deals placed. The storekeeper should receive no cash. His reward should be one of the major awards offered on the deal.
 Whether a salescard deal is legal or not depends entirely upon local conditions. Therefore the answer to the third question is no.
 Any of the salesboard manufacturers who advertise regularly in The Billboard

are in a position to make up salesboards to order.

In getting an individual to run off a deal it is much better to offer him one of the major awards for his efforts rather than cash. This major award is usually worth more to the individual, that is he would have to pay more for it if he had to buy it, than the cash you would be able to give in its place. If proper care is used in the selection of merchandise, the individual's desire to obtain one of the major awards for himself will be incentive enough for him to complete the deal.

In working with stores operators will more often than not sell the deal outright to the storekeeper. However, in working with individuals in offices and factories the reverse is true.

Elmer, the dummy that actually talks, is clicking with operators, according to Walter Spiegel, of Playland Supply Co. "Orders are coming in every day," he said. "In fact, some of the boys have already reordered, even though Elmer was introduced only a week ago."

HAPPY LANDING.

SUPPLY HOUSE

(Continued from page 54)

tisement. The word should be "phonolic" and not "phonoletic" as shown in the ad. The phonolic material of which the New Everlasting Bingo Ball is made is reported to be a hard, black composition material which is unburnable, unbreakable and which will not chip. Sid Finklestein, of Metro, reports that his new bingo ball is going over big with operators and jobbers. "Everyone who has seen the Everlasting Bingo Ball liked it immediately," he said, "and proved it by placing substantial orders." Metro sells thru jobbers only.

LA. STATE UP

(Continued from page 35)

cessful in history of the State Fair Association, it was declared by many visitors who have attended virtually all of the fairs.
 Exhibits outnumbered previous ones and quality in many instances was superior. Amusements were unusually pleasing, main grand-stand feature, *Belles of Liberty*, being declared by many patrons to be the best ever presented on the grounds. Competition in live-stock and poultry was open to the world, but in other departments competition was confined almost entirely to Louisiana products.

B.-C. Show Praised

For the grand-stand program on opening night there was an overflow crowd on the race track, in which temporary bleachers had been placed, but it began raining hard before the first act was offered and the downpour forced virtually everybody out except those in the grand-stand proper. Despite rain, most of the acts were presented, causing the crowd to praise the entertainers for filling their engagement under such circumstances. Except for chilly air on the nights of October 23 and 24 weather smiled on the grand-stand show and patrons enjoyed it immensely. On the nights of October 20 and 30 Jack Baker, NBC "Breakfast Club" star, known as the "Louisiana Lark," sang to about 35,000 during three appearances, two of them Sunday night. Baker was a guest of Secretary-Manager Hirsch, whose personal representative, Dolph Franz, managing editor of The Shreveport Journal, headed the reception and courtesies committee. Mr. Hirsch said he received hundreds of requests for a return visit to the fair next year by Baker.

The Barnes-Carruthers grand-stand show, featuring *Belles of Liberty*, a magnificent and spectacular production, included Marion Ryser, prima donna; and music by Myron's Concert Band, and Jack Klein and Allen Rogers as emcees. Other acts were Alf Loyal, Aerial Ballet, Monroe and Grant, Grenadier Octet, Mansley Troupe, Three Bo-Brummels, Sensational Jewels, Alexander Santos Foursome, Power's Elephants, and Valentine Vox, introducing Happy, Charlie McCarthy's only rival. Thearle-Duffield fireworks closed the night show.

On the two Sunday afternoons auto racing drew big crowds, attendance on October 23 being 40,588, said to be a single day record. Several running races daily except Sundays were carded, with 300 horses on the grounds. Part-mutuels were in use. The horse race meet will continue until November 19.

Midway Somewhat Off

While patronage of the Royal Ameri-

PREMIUM & NOVELTY
 Manufacturers and Jobbers
 the
XMAS SPECIAL
 Holiday Merchandise Issue
 of
The Billboard
 Will Be on Sale November 22
 More Than a Month Before Christmas
 Advertise in it! — And increase the sale of your products during the biggest buying season of the year!
 MAIL YOUR COPY TODAY
 Forms Start to Press Wednesday
 November 16

can Shows on the midway was off to some extent compared with last year's, business was off less than that of other attractions on the grounds. The carnival features were highly praised. A fire destroyed the W&S Show on October 29, but no other equipment was damaged, due to prompt fire fighting. About 150 entries were in the Horse Show in the new arena. An innovation was the demolition of seats in the Coliseum and conversion of the building into space, 110 by 340 feet, for an Automobile Show, first in several years. Acts were given on the stage during the show. Trade courtesy tickets were used again, being sold to business firms to distribute. The firms were required to pay only for tickets taken up at gates. Many thousands were distributed.

Plans were discussed for erection of a new New Orleans building on the grounds by City Commissioner Fred Ehrhardt, New Orleans, representative of Mayor Robert Maestri, and Secretary-Manager Hirsch. Some years ago New Orleans erected a building at the grounds and for a few years it housed exhibits.

The usual barbecues and luncheons were given nightly on the grounds to visitors of note. The fair association gave a luncheon to Louisiana Jersey breeders and other cattlemen atop the \$1,000,000 Caddo Parish Jail, at which Sheriff Thomas R. Hughes was host. At this luncheon and at other functions gratitude was expressed for the courtesies and hospitality of Secretary-Manager Hirsch and other fair officials, and wishes were expressed for the complete recovery of Mr. Hirsch, who some weeks before the fair opened underwent a serious operation. He was able to be on duty constantly during the fair directing activities, with assistance of Joe T. Morsour, first assistant; Gladys McDuffie, office secretary; President S. H. Bolinger and other officials.

Benefit Big for SLA

Altho the fair did not officially open until October 22, some of the shows booked were seen at a public preview on the night of October 20 when the Al O. Barnes-Sells-Floto Circus showed here. The circus was about three blocks from the fairgrounds. Several thousands attended the free fair show, and the preview was credited with having

contributed to the large patronage during the fair.

For the Showmen's League of America a benefit show was given Thursday night and pledges and cash totaled \$4,700, a gain over last year's fund. Staged after the grand-stand program, it was largely attended, sponsored by the fair association and participated in by the Royal American Shows, Max Goodman, Phil Little, Thearle-Duffield and Barnes-Carruthers. Jack Klein was emcee. Tickets were furnished gratis by Standard Printing Co. The Journal and Times gave it generous publicity. Among the league's official family present were President J. C. McGaffery, W. B. Hirsch, Max Goodman, Carl J. Sedlmayr and M. H. Barnes.

HAGERSTOWN DRAWS

(Continued from page 35)

parachute jumper. Jay Miller's Orchestra played the show. On Saturday Lucky Teter and his Hell Drivers drew the biggest crowd ever in the grand stand.

On the midway were Mr. and Mrs. Bryan Woods' Dog, Fony and Monkey Show, which took top money; a life show, John Rea's Ten-in-One, Jimmy Ringer's Side Show, Jimmy Hellman's two shows and Monkey Motordrome; Pat, giant horse; Frank Brown's Hairless Cow, Tommy Fallon's three girl shows, several pit shows and Gooding's six rides. Concessioners reported business about 15 per cent above last year.

Exhibits were ahead of last year in number and quality and stock and Gay '90s parades, horse-pulling contests, horse and dog shows and harness racing were presented before the grand stand daily.

MOBILE FREE

(Continued from page 35)

rated that more than 100,000 visited the fair.
 Rubin & Cherry Exposition furnished midway attractions and a majority of concessions, others being confined to veterans and church organizations. The carnival organization reported very satisfactory business. A committee from the Chamber of Commerce visited Rubin & Cherry officials, who agreed to winter in Mobile.

ROUTES

(Continued from page 22)
Meadows, Frankie (Butlers) NYC.
Meehoff & Merovia (Tivoli) Juarez, Mex., no.
Merrill Bros. & Sis (Geo. Washington) Jacksonville, Fla., h.

STATESBORO, GA. COTTON FESTIVAL

ALL WEEK NOVEMBER 14.
Location Business District Uplown.
WANT any Rides, 25%. Independent Shows.
Side Show, Monkey Circus, Mack's Mobo, etc.

WANTED FOR ALL WINTER JOB

Man or Lady Barker for Window Lectures. Must
be able to back, rehab and sell. Positively no
boomers. Apply by mail, giving experience, last
employer, salary expected and reasons last employ-
ment of yourself. Address TOM TERRILL, Western
Union Office, Statesboro, Ga.

CIRCUS ACTS WANTED

Afternoon Performance Only.
SUNDAY, NOVEMBER 20
State Lowest in First Letter, or Wire. Pay Own
Wires.

GOLD NUGGET SHOWS

WANT for Nevada, S. C., starting November 14, for
Fair Festival, City Park, in Heart of Town, Ferns
Week, Chairplane, Auto Kiddie Ride and 400 Flat
Rides. All Concessions open with Cash. Nice job
in touch with me. (A. N. PLACE near Chevy Hill)
Greenville, S. C. next week. Semco,
Westminster and Walkalla to follow. Address all
mail and wires to.

GOLD NUGGET SHOWS, Greenville S. C.

CHRISTMAS SEALS
1938
HEALTH GREETINGS
Illustration of a woman in a long dress and a child, with a seal being placed on the dress.

Help to Protect Your Home from Tuberculosis

PLAYLAND PARK

Duval and Division Streets, Key West, Florida.
WANTS for opening, January 1 and all winter. Shows with own outfits.
Carl Lauther, Cash Miller and Jack Orr, write. All Major Rides booked.
Can place one more Kiddie Ride. Will book legitimate Concessions of all
kinds. Will sell exclusive Cook House. Write or wire
CURTIS L. BOCKUS, Playland Park, Key West, Florida.

WANT FOR VETERANS' RELIEF ASSOCIATION FALL FESTIVAL

GREENVILLE, S. C., WEEK NOVEMBER 14.
Flat Rides, Especially want Loop-O-Plane, Shows and Concessions all kinds. Other dates to
follow. Sketch, wire STANLEY ROBERTS. CAN PLACE Ferris Wheel and Chairplane to open
week November 21. Above date centrally located at Perry Avenue Show Grounds. All address
HARRY HELLER, Virginia Hotel, Greenville, S. C.

Moreno, Comode (Cuban Casino) NYC, no.
Morgan, Helen (Casa Manana) NYC, no.
Morgan, Johnny (Boulevard Tavern) Elm-
hurst, L. I., no.
Morrisey, Tex. with Hank the Mule (Look-
out House) Covington, Ky., no.
Molcay, Jimmy & Mildred (Palmer House)
Chicago, Ill., no.
Murray & Alan (Old Roumanian) NYC, no.
Murray & Beat (Village Casino) NYC, no.
Murray, Arthur, Dancers (Netherland Plaza)
Cincinnati, h.

N
Nargo, Vera (International Casino) NYC, no.
Nash, Dick & Leola (Earle) Washington, I.
Natacha (Harry's New York Cabaret) Chi., no.
Nathan Bros. (Coca) NYC, no.
Naturals, Three (Netherland Plaza) Cincin-
nati, h.
Nazarenko, Iasha (St. Regis) NYC, h.
New York World's Fair Revue (Orph.) Mem-
phis, t.

O
O'Connor, Eileen (International Casino) NYC,
no.
O'Connor, Ann (606 Club) Chi., no.
O'Day, Darlene (Bismarck) Chi., h.
O'Dell, Dell (Warwick) NYC, h.
Oakes, Jimmy (Tivoli) Juarez, Mex., no.
Oakley, Kiva (Beck) NYC, no.
Ortega, Eva (St. Regis) NYC, h.
Ortega, Rosita (Havana-Madrid) NYC, no.
Ortiz, Joe (Club Cercle) Hollywood, no.
Osborne, Ruth (Swing) NYC, no.
Oxford Boys (Century) Baltimore, t.

P
Paddis, Norma (Tivoli) Juarez, Mex., no.
Paige & Jewett's Novelties of 1938 (Capitol)
Atlanta, t.
Page, Sid (Paramount) Ft. Wayne, Ind., t.
Paley, Nellie (Gallant) NYC, no.
Pall Mall Boys (Jefferson Davis) Montgomery,
Ala., h.
Palmer, Gaston (Casa Manana) NYC, no.
Paris, Frank (Paradise) NYC, no.
Parraga, Graciela (Larue's) NYC, re.
Parrish, Frank (Netherland Plaza) Cincin-
nati, h.
Parsons, Kay (Casa Manana) NYC, no.
Parsons, Tony (Tivoli) NYC, h.
Paul & Quina (Gayety) Cincinnati, t.
Payne, Johnny (Elysee) NYC, h.
Peterson, Ann (Midnight Sun) NYC, no.
Petry, Ruth (Chez Paree) Chi., no.
Pickett, Holly & Verma (Drake) Chi., h.
Pickett, Marie (Coca) NYC, no.
Plaza, Trini (Club Cascho) NYC, no.
Polakova, Nastia (Russian Kretchma) NYC,
no.
Pontre, Lowell (Biltmore) NYC, h.
Pritchard & Lord (Pal.) Chi., t.

Q
Queens of Hearts, Six (Edgewater Beach)
Chi., h.
Queens of Melody (Miami) Dayton, O., h.

R
Radio Ramblers (State-Lake) Chi., t.
Rambau, Clay (Alms) Cincinnati, h.
Ramos & Lucinda (Cuba's Casino) NYC, no.
Ramon & Renita (Central Park Casino)
NYC, no.
Ramon & Holden (Club Kentucky) Toledo, no.
Jandolph, Amanda (Black Cat) NYC, no.
Rame, Victoria (Zimmerman's) NYC, re.
Ray, Iris (Pepper Pot) NYC, no.
Rays, Diane (Midnight Sun) NYC, no.
Rayes, Billy (Savens) Chi., h.
Reddy, Mary (Coca) NYC, no.
Reed, Diana (Village Casino) NYC, no.
Regan, Paul (Riverside) Milwaukee, t.
Remso, Paul (Chicago) Chi., t.
Rensell, Francis (Hildebrand's) Phila., no.
Reynolds, Jack (Village Hut Club) NYC, no.
Reronda, Helen, Skaters (Casa Manana)
NYC, no.
Richards & Carson (Copa Cabana) Rio de
Janeiro, no.
Ridson, George (Chateau Moderne) NYC, no.
Rie, Edith & Bros. (International Casino)
NYC, no.
Roark, Edith (Little) NYC, no.
Robert & Ninon (Matton's) Stockton,
Calif., no.
Roberts, Mary (Gay Nineties) NYC, no.
Roberts, Roberta (Goldmine) Chi., no.
Roberts, Bill (In Cafe) Hollywood, no.
Rock, Will (Granada) Greencastle, Ind., 8;
(Majestic) Seymour 10; (Elks) New Albany
11-13, t.
Rock, Mildred (Harry's New York Cabaret)
Chi., no.
Rockwood, John (Jimmy Kelly's) NYC, no.
Rolando & Verdita (Oaks Club) Winona,
Mich., no.

Rockers Trio (Starlynd) Cumberland,
Md., h.
Romona (Cavalier) NYC, no.
Roper, Rex & Maizie (State-Lake) Chi., t.
Roost, Paul (Belmont Plaza) NYC, h.
Ross, Lee (Show Boat) Orange, Tex., no.
Ross, Geraldine (Midnight Sun) NYC, no.
Ross & Edwards (State-Lake) Chi., t.
Ross, Dr. Sydney (El Morocco) NYC, no.
Ross, Lee & His Singing Violin (Show Boat)
Orange, Tex., no.
Roth & Shay (Scalia) Berlin, Germany, t.
Royal Rogers (Wabster Hall) Detroit, h.
Rush, Ann (18) NYC, no.
Russell, Mabel (Swing) NYC, no.
Russell, Ruth (Village Brewery) NYC, no.
Ryan, Tommy (Commodore) NYC, h.
Ryers, Frankie (18) NYC, no.

S
Sakosecky, Simeon (Russian Kretchma) NYC,
no.
Samfoval, Eduardo (Caucho) NYC, no.
Sanford, Ralph (State) NYC, t.
Sara, Haruna (Russian Kretchma) NYC, no.
Scott, Virgie (Black Cat) NYC, no.
Scott, Hazel (Le Mirage) NYC, no.
Scott, Raymond, Quintet (Paramount) NYC, t.
Sedley, Roy (Queens Terrace) Woodside,
L. I., no.
Serban, Gloria (International) NYC, no.
Shadlen, Anna (Roumanian Village) NYC, re.
Shaw, Ralph (Rainbow Inn) NYC, no.
Shaw, Aloha (Pepper Pot) NYC, no.
Shaw, Wm. (Crawford House) Boston, h.
Shelton, Eleanor (Ruben Blue) NYC, re.
Sherr, Lou & Les (Rancho San Pablo) El Cer-
rillo, Calif., no.
Shipstead, Roy (Pan-Pacific Bink) Los An-
geles, t.
Shore, Willie (Rox Bow) Chi., no.
Skyrette Trio (International Casino) NYC,
no.
Simons, Naomi (Caucho) NYC, no.
Simpson Sisters (St. Regis) NYC, h.
Skolton, Red, & Orch. (Rox) NYC, t.
State Circus (Pal. Bire) t.
Snyder's Bears (Shrine Circus) Galveston,
Tex., 14-19.
Sodja, Joe (Century) Baltimore, t.
Soma & Marjorie (Hildebrand's) Phila., no.
Sorensen Sisters (Rochester) Milwaukee, h.
Sperry, Frank (Hollywood) NYC, no.
Stanford, Virginia (Biltmore) NYC, h.
Stanley, Irene (Whirling Top) NYC, no.
Star Dusters (Casanova) NYC, no.
Star, Jack (Palmer House) Chi., h.
Starr, Jody (Chicago) Chi., t.
Stars Over Broadway Unit (Lyric) Indian-
apolis, t.
Stephanie & Craig (Village Barn) NYC, no.
Sterling, Wynne (Roumanian Village) NYC,
no.

T
Stoker, William J. (State) Baltimore 7-10, t.
Sullivan, Maxine (Paramount) NYC, t.
Swann, Russell (Stellar) Cleveland, h.
Swanson, Paula (Edgewater Beach) Chi., h.
Sylvia-Borden Co. (Rox) NYC, t.

T
Taka, Michi (Midnight Sun) NYC, no.
Tate, Katherine (Queen Mary) NYC, re.
Templeton, Alec (Radio City Rainbow Room)
NYC, no.
Terry, Muriel (Monte Carlo) NYC, no.
Tharpe Sisters (Cotton Club) NYC, no.
Theodore & Deneha (St. Moritz) NYC, h.
Therrien, Henri (Geo. Washington) Jackson-
ville, Fla., h.
Thomas, Jackie (Swing) NYC, no.
Thomas, Orio (Biltmore) NYC, h.
Thomashefky, Boris (Rainbow Inn) NYC, re.
Timmie & Freddie (Cotton Club) NYC, no.
Titans, The (Paradise) NYC, no.
Toschetti, Charles (Gay Nineties) NYC, no.
Troy & (Radio City) NYC, no.
Tucker, Orin, & Band (Palmer House) Chi.,
h.
Tucker, Frank & Norma (Marquette) St.
Louis, h.
Tudor Sisters & Avery (General Electric
Indoor Circus) Ft. Wayne 13-19.

U
Upperco, Virginia (Mon Paris) NYC, no.
Usdonoff, Michs (Russian Kretchma) NYC,
no.

V
Valda (Plantation) NYC, no.
Valda & Corinne (International Casino)
NYC, no.
Valda, Vern (Tivoli) San Francisco, no.
Valentine's Sensational Flyers (Gran Circo
Schweyer) Caracas, Dutch West Indies.
Vance, Carol (Cristi) NYC, no.
Vance, Annie (Barnes Gallin's) NYC, no.
Veeor & Yolanda (Casa Manana) NYC, no.
Vickers, Joan (Harry's New York Cabaret)
Chi., no.
Villa, Celia (El Gaucho) NYC, no.
Vills, Rene (606 Club) Chi., no.
Vincent, Romo (Lookout House) Covington,
Ky., no.
Vodery's, Will, Choir (Cotton Club) NYC, no.
Vox & Walters (Pal.) Chi., t.

W
Waddell & Dade (Show Bar) Forest Hills,
L. I., no.
Walker, Tex (Chateau Moderne) NYC, no.
Walker, Terry (Leon & Eddie's) NYC, no.
Wally, Nathan (St. Regis) NYC, h.
Walton & Jeanne (Zimmerman's) NYC, re.
Ware, Peggy (Zimmerman's) NYC, re.
Warrow, Mark, & Orch. (Paramount) NYC, t.
Warren, Earl (Famous Door) NYC, no.
Wayne, Naunton (Dorchester) London, h.
Wayne, Iris (Neil House) Columbus, O., h.
Webb, Senor (Barnes Gallin's) NYC, t.
Wedding, Charles (Zimmerman's) NYC, re.
Wenzel, Eileen (Midnight Sun) NYC, no.
Whalen, Jackie, & Co. (Viking) Phila., no.
Wheeler, Frank (Coco) Buffalo, no.
White, Jack (18) NYC, no.
White, Ann (Queen Mary) NYC, re.
White, Jerry (Whirling Top) NYC, no.
Whitstone (H-18) Chi., no.
Whitney, Gloria (Paradise) NYC, no.
White's Lindy Hoppers (Cotton Club) NYC,
no.
Whittier, Charles (Beverly Hills) Newport,
Ky., no.
Wicke, Gus "Popery" (Radio Frank's) NYC,
no.
Wiley, Lee (Yacht) NYC, no.
Williams, Pearl (Hickory House) NYC, re.
Williams & Charles (Palomar) Los Angeles,
no.

Williams, Janice (Yacht) NYC, no.
Wilson, Harold (Gay Nineties) NYC, no.
Wilson, Charles (Commodore) NYC, h.
Wither, Jeri (Queens Terrace) Woodside,
L. I., no.
Wolandi (Gayety) Boston, Mass., 10-12, t.
Woods, Joe (48th St.) NYC, t.
Worcester, Worcester 14-16, t.
Wong, Jim (48th St.) NYC, t.
Wong, Jim, Troupe (Paramount) Ft. Wayne,
Ind., t.
Wood, Eleanor (Village Casino) NYC, no.
Wright, Cobina (Waldorf-Astoria) NYC, h.
Wright, Charlie (Buckingham) NYC, h.
Wyse Jr., Ross (Earle) Washington, t.

Y
Yevo & Doro (Bal Tabarin) NYC, no.
Z
Zaranoff, Sonia (Five o'Clock) Miami Beach,
no.
Zorita (Wonder Bar) Cincinnati, no.

FAIR GRAND-STAND ATTRACTIONS

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

Beno, Ben; Vienna, Ga.
Bloodin-Rubin Troupe; Beaumont, Tex.
Bryce, Bernice, Circus Revue; Ft. Smith,
Ark., 7-14.
Lankford's Band; Live Oak, Fla.; Lake City
14-19.
Walker's Animals; Valdosta, Ga.

DRAMATIC AND MUSICAL

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

Bankhead, Tallulah; (Auditorium) Memphis,
Tenn., 8; (Temple) Birmingham, Ala., 10;
(Municipal Aud.) New Orleans, La., 11-12.
Barrimore, Ethel; (Nixon) Pittsburgh; (Case)
Detroit 14-19.
Hosson Time; (Davidson) Milwaukee; (Amer-
ican) St. Louis 13-19.
Boys From Syracuse; (Shubert) Boston.
Cohan, George M.; (Hartman) Columbus, O.,
7-9; (English) Indianapolis, Ind., 10-12;
(Taft) Cincinnati, O., 17-19.
Cornell, Katharine; (Hanna) Cleveland 7-9;
(Hilfinger) Buffalo 10-12; (National) Wash-
ington, D. C., 14-19.
Dams Nature; (Erlander) Chi.
Ella, John, Rip Van Winkle Co.; Detroit,
Mich., schools until Dec. 20.
Fring, Gumburg; (Wynmouth) Boston.
Golden Boy; (Locust St.) Phila 7-19.
Great Lady; (Forrest) Phila.
Lawrence, Gertrude; (Harris) Chi.
Lighthart; (Colonial) Boston.
Lynn & Fontaine; (National) Washington,
D. C.
Of Mice and Men; (Selwyn) Chi.
On Borrowed Time; (Grand) Chi.
Pins & Needles; (Cass) Detroit; (Hanna)
Cleveland 14-19.
Red Herring; Best; (Citrans) San Francisco.
San Carlo Opera Co.; (His Majesty's) Mont-
real, Can.
Shadow & Substance; (Wilbur) Boston; (Per-
rett) Phila 14-26.
Skinner, Cornelia Oils; (English) Indianap-
olis, Ind., 9; (Ornd) Terre Haute 9;
(Collburn) Evansville 11.
Tobacco Road; (Colonial) Norfolk, Va., 10-12.
What a Life; (Cox) Cincinnati.
Women, The; (Auditorium) Chi.
You Can't Take It With You; (American) St.
Louis.

REPERTOIRE

Hillroy's Comedians, Billy Weble's Thomab-
ville, Ga., 9; Fitzgerald 10; Douglas 10;
Nashville 12; season ends.
Carter-Tracy Dramatic Co.; Chippewa Lake
Mich., 7-12.
New York Toman Tent Show; St. Stephens,
S. C., 7-12.
Obrecht Co.; Le Center, Minn., 7-12.
Sadler's Own Co.; Merkel, Tex., 12.

CARNIVAL

(Routes are for current week when no date
are given. In some instances possibly
mailing points are listed.)

American Am. Co.; Cedarborn, Ga.
Atlantic Coastal; Thunderbolt, Ga.; Black-
shear 14-19.
B. & H. Am. Co.; NeSmith 8. C.
Barfield's Cosmopolitan; Donaldsonville, Ga.;
season ends.
Brown Novelty; (Fair) Valdosta, Ga.
Burke, Harry; Franklin, La.
Brown Family Rides; Orlard, Ga.
Bullock Am.; Branchville, S. C.
Campbell's Limited; Summerville, S. C.
Cobin & White; (Fair) Sanford, N. C.
Crescent Am. Co.; (Fair) De Funtik Spring,
Fla.
Crystal Expo.; Camden, S. C.
Dudley, D. S.; Hale, Tex.; (Fair) "Metaph"
14-19.
Dyer's Greater; Grenada, Miss.
Eady Bros.; Bushnell, Fla., 9-12.
Evangelina; Breaux Bridge, La.
Fairly & Little; (Fair) Little Rock, Ark., 7-9.
Famous Dixie; Tallapoosa, Ga.
Fleeting Maid; (Fair) Folkston, Ga.
Funland; (Pimento's Fair) Montezuma, Ga.
Gem Amusements; Petersburg, Tenn.
Great Southern; Langdale, Ala.
Greater United; (Fair) Kingsville, Tex.
Hames, Bill; Curo, Tex.
Harris's Am.; Ware Shoals, S. C.
Heth, L. J.; (Fair) Cuthbert, Ga.; (Fair)
Greenville, Ala., 14-19.
Hilderbrand; Berkeley, Calif.
Hurst, Bob; Mineola, Tex.; season closes.
Joyland; Dinah, Calif.
Kaus, W. C.; Warren, W. C.
Kaus Expo.; Anderson, S. C.
Kline's Greater; Sumrall, Miss.
Lana's, Dee, Famous; Kilgore, Tex.; Temple
14-19.
Lorenson, Sam; Waycross, Ga.
Liberty United; Rowena, Tex.
Littlejohn, Thos. F.; Oark, Ala.

Madge Empire: Antler, Okla.
 Mack: Hopewell, Va.
 Miller Amusements: Morgan City, La.
 Miller Bros.: Indianapolis, Miss.
 Model: Reidsville, Ga.
 Nye & Franco Exps.: Reidsville, Ga.
 Oyster State: Augusta, Ga.
 Packer, Jack C.: Summerville, S. C.; (Fair)
 15-19; Monks Corner 14-19.
 Pocco: Elbert, Miss.
 Rogers & Powell: Forrest, Miss.; Durant 14-19.
 Royal American: (Fair) Beaumont, Tex.; 3-12.
 Scott Bros.: (Fair) Camden, Ala.; (Fair) Jackson 14-19.
 Shugart, Doc: Paris, Tex.
 Striband Bros.: Phoenix, Ariz.
 St. J. Harry: Clifton, Tenn.; Shannon, Ga., 15-19.
 Southern States: Live Oak, Fla.; Lake City 14-19.
 Sparks, J. F.: Ft. Payne, Ala.
 Sparks' Greater: Fort Valley, Ga.
 States: Charlotte, N. C.
 Terrell & Marshall: Thomson, Ga.
 Texas Kid: Oranbury, Tex.
 Tucker Bros.: Cochran, Ga.
 Wallace Bros.: (Fair) Biloxi, Miss., 3-13; season ends.
 Webb: John H.: Lafayette, La.; Lake Charles 14-19.
 West World's Wonder: (Fair) American, Ga.
 West Coast Am. Co.: (Fair) Porterville, Calif., 4-11.
 West Bros.: Indianapolis, Miss.
 White City: Clovis, Calif.
 Wonders Greater: Brinkley, Ark.; season closed.

CIRCUS AND WILD WEST

Barnes, Al G., and Sells-Photo: Atlanta, Ga., 7-8; Anniston, Ala., 9; Birmingham 10; Montgomery 11; Columbus, Ga., 12; Jacksonville, Fla., 14; Gainesville 15; Orlando 16; St. Petersburg 17; Tampa 18-19.
 Bosters-Barnes: Johnsonville, S. C., 9; Lane 9; Eutawville 11; Pinewood 12.
 Devale Bros.: Bogalusa, La., 3; Gulfport, Miss., 9; Mobile, Ala., 10; Pensacola, Fla., 11; Panama City 12; Tallahassee 14.
 Herold-Morton: (Arenas) Philadelphia, Pa., 7-11.
 Kelley-Miller Bros.: Adair, Okla., 3; Bernice, 3; season ends.
 Russell Bros.: Hutchinson, Kan., 14-19.

MISCELLANEOUS

Arthur, Magician: Oak Hill, Ala., 9-10; Roden-son 11-12.
 Bach, Magician: Wymore, Neb., 3; Fairbury 10; Beloit, Kan., 11; Mankato 14; Ellis 15; Russell 16; Ashlene 17; Herington 18.
 Barry Ball: Brookhaven, Miss., 10; Carthage 11.
 Campbell, Loring, Magician: Payetteville, N. C., 9; Oxford 10; Henderson 11; Raleigh 12; Smithfield 14; Greensboro 15; High Point 16; Reidsville 17; Burlington 18.
 Coward, Linden, Magician: Stone Mountain, Ga., 15-19.
 Daniel, E. A., Magician: Cherokee, Ia., 11-12; Marcus 13; Le Mars 14; Mazilla 15; Carroll 16.
 Dehmer, Hypnotist, Escape unit: (Victory) Denver, Colo., 15-17; (New Victory) Denver 18-19; (Vida) Griggs Creek 18-19.
 Der, Daniel, Magician: Meadow View, Va., 3; Jackson, Ky., 10.
 Fayaux, Hypnotist: Tuskegee, Ala., 11; Columbus, Ga., 14.
 Hubbard, Paul, Magician: (Public Schools) Cincinnati, O., until Nov. 18.
 Jasin, Ventriquist: (Noclet) De Pere, Wis., 8-9; (Terrace Gardens) Appleton 10-11; (Appleton) Appleton 12-13.
 Klein's Attractions: New Waterford, O., 7-12.
 Leonard, Magician: Morgantown, N. C., 7-11; La Plam, Mo., 14-19.
 Long, Leon, Magician: Bastrop, La., 10; Ruston 11-12; Windfield 13; Wimboboro 14; Minden 15.
 Marquis, Magician: Prescott, Ariz., 9-10; Temple 11.
 McVally's Variety Show: Sergeantville, N. J., 7-12.
 Miller, Al H., Show: Dawson, Ga., 7-12.
 Phelps, Phil & Doty: (Orpheum) Spokane, Wash., 10-13.
 Rector's Bow Circus: Barnett, Ga., 7-12.
 Process Edna Show: Rute, Tex., 7-12.
 Sherman, Ms & Pa: (World Museum) Paterson, N. J., 7-12.
 Spout's, L. Verne, Theater Workshop: Woodstock, Va., 9; Mt. Pleasant 10; Chicago, Ill., 12.
 Wayne Producing Co.: Wooster, O., 7-12.

St. Louis

ST. LOUIS, Nov. 5.—First winter month meeting of International Association of Showmen was held November 3. Meetings hereafter will be held every Thursday night at club headquarters in Maryland Hotel. President John Francis presided at the opening meeting. Following the business session lunch and refreshments were served, to which the Missouri Showwomen's Club, which also held a business meeting in its rooms at the same hotel, was invited. Greater Exposition Show pulled into East St. Louis quarters October 30, and Owner John Francis advised that last season was one of the worst in his show's history. L. Clifton Kelley, general representative Amusement Corp. of America, passed thru the city this week en route to Hot Springs, Ark., where he will sojourn for several weeks. Charles G. Driver and Bernie Mendelson, of the O. Henry Tent and Awning Co., visited The Billboard offices Thursday while en route from Shreveport and Hot Springs to Chicago. Catherine Oliver, this season with Rubin & Cherry Exposition, arrived

Wednesday and will winter here. E. S. (Ted) Webb made a hurried trip to St. Louis from San Antonio this week to purchase a new car from Charles T. Goss. He arrived Wednesday afternoon, got delivery of his new car Thursday at noon and departed for home in the car at 2 p.m. the same day. Curtis Velare, of Royal American Shows, who has been seriously ill here the past month, is now able to get around and visit his many friends here. After another week of rest, Mr. and Mrs. Velare plan to take a trip south.

Charles MacDougall, of Beckmann & Gerety Shows, arrived in Alton, Ill., Wednesday to attend funeral services of his mother-in-law, who was buried Thursday. Eugene Franklin returned here for winter. He closed with Barker Shows in Hayti, Mo., last Saturday. Shows went into quarters in Charleston, Mo. Harry Beach, part owner of the Byers & Beach Shows, visited friends here on Tuesday. Jack Lorenzo, animal trainer, arrived here Monday and will engage in a commercial business this winter.

Circus Solly Says

JOHN ROBINSON elephants were in the Republican torchlight parade which opened a GOP rally at Music Hall, Cincinnati, November 1. The elephants will be at the Shrine Circus, Evansville, Ind., the latter part of the month. George Thompson, trainer, has one of them walking a plank seven feet in the air.

NEWSWEEK for November 7 has on its front cover a picture of a lithograph showing a parade scene of the Barnum & Bailey Greatest Show on Earth in 1896. Underneath appears this caption: "Just 42 years ago the auto was a circus freak." It was in 1896 that Charles Duryea drove his car in the Barnum & Bailey parade as the show's star attraction.

THE RINGLING-BARNUM quarters crew at Sarasota, Fla., had a busy day last week when a score of monkeys escaped thru an aperture in the cage and scampered into near-by trees and on top of railroad cars and buildings. Animal men finally coaxed most of the escapees back into their cage when feeding time came.

MASSILLON, O., has been quite a center for circus, rep and other outdoor show people the past two weeks. Mr. and Mrs. Arnold Maley, of Robbins Bros.' Circus, have been making their usual fall visit to that city. Harry Graf, manager of the Madge Kinsey Players, is employed there. There was a meeting at Pete Mardo's service station nightly. Present were Maley, Graf, Duke Drukenbrod, Billy and Jack Meinhart, of the Hagenbeck-Wallace show, and Doc Jones, old-time troupier. The Maleys will leave for the South after Arnold looks over some football teams.

HARRY B. CHIPMAN, general press representative of Downie Bros.' Circus, while in Searcy, Ark., met Skinny Dawson and others of Parker & Watts Circus, and T. Dwight Pepple, Justus Edwards and others of Russell Bros. at Walnut Ridge, Ark. En route to Mansfield, La., Chipman caught the Barnes show at Shreveport, La., and visited with many other friends. Following the matinee he and Eddie Trees looked over the Royal American Shows. At Hot Springs Chipman visited with Bernie Head and his father, Frank, whom he hadn't seen for 19 years. Frank still has the billposting plant. Chipman recently Sundayed in Lake Charles La., and ran into Lee Manchell, agent for Polack Bros.' Circus, who had been ill for several days.

Ohio's Project Is Readied

COLUMBUS, O., Nov. 5.—Plans to modernize and beautify Ohio State Fair Grounds by acquiring additional land, constructing new buildings, adding new departments and expanding others have been announced by State Director of Agriculture Earl H. Hansfeld. He said he would appeal to the legislature immediately to appropriate funds to carry out the program. Record crowds at the 1938 fair prompted the action, he said. Program calls for additional parking space, construction of two underpasses and roadway leading from parking lot into the grounds and circling the plant on which trailer busses would carry patrons, space for visitors to picnic, additional space for exhibits, construction of a building to house flower shows, erection of an auto show building, construction of a conservation building and the en-

largement of the Coliseum by removal of the west end and adding 70 feet. While he could not immediately estimate cost of the project, he said that with aid of WPA labor and funds the cost to Ohio would be small in comparison to resulting gains. He also said that if a new parking area were opened much of the State's cost could be financed thru the 25-cent parking charge.

Annual Show in Corsicana Has Profit of Over \$5,500

CORSICANA, Tex., Nov. 5.—Final figures for Corsicana Live-Stock and Agricultural Show here on October 3-8, as reported by Manager R. W. Knight, show profit of \$5,535.06, derived principally from rodeo, midway and gate. Attendance was 85,000.

Receipts were \$17,012.93 and expenses \$11,477.85, including \$6,320.51 for the rodeo. Gate brought in \$3,339.34; midway attractions, \$1,199.66; stadium concessions, \$227; commercial space sale and

catalogs, \$735, and rodeo, \$11,511.93. Event, sponsored by the Chamber of Commerce, has an investment in permanent improvements of \$44,722, the rodeo stadium, which seats 5,600, costing \$16,000. Rodeo drew well on four nights, only the Saturday matinee being light. Officials spent about \$1,200 for advertising and publicity. Newspapers and radio advertising were supplemented by good-will trips in a 75-mile radius.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS, Showmen's Insurance Man.
CHARLES A. LENZ
 Permanent Address,
 440 Insurance Exchange Bldg., Chicago, Ill.

IMPORTANT ANNOUNCEMENT

New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery. Write
CHAS. T. GOSS
 With STANDARD CHEVROLET COMPANY, East St. Louis, Ill.

WEST'S WORLD'S WONDER SHOWS
 NOW BOOKING FOR 1939 SEASON
 Opening at Largo, Fla., Fair, January 10, With a Real Circuit of Florida Fairs To Follow.
 All Concessions open, starting at Largo Fair. Will book and finance the building of any meritorious Attraction. Showmen with ideas desiring a long, desirable route, communicate with us. Also interested in booking Rides not conflicting with what we have. Will furnish wagons to showmen and ride owners. Wanted—Show Front Designer and Builder, Painter, Mechanics all departments. Train leaves Americus Sunday, Nov. 13, for Winter Quarters, Fairgrounds, Largo, Fla. All communications to FRANK WEST, this week, Americus, Ga.; next, Milton, Fla., or Largo.

COMPLETE CARNIVAL FOR SALE
 7 RIDES—7 SHOW TOPS—15 COMPLETE CONCESSION STANDS
 3 LIGHT TOWERS—TRANSFORMERS AND CABLE
 All in very good condition. Ready to start out. Reason for selling, bad health.
 Address BOX 109, care of The Billboard, Arcade Bldg., St. Louis, Mo.

A Lifetime Record of Your Social Security Number

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Compliments of **The Billboard**
 The World's Foremost Amusement Weekly

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Your Name and Number Individually Engraved on an Etched Bronze Plate

SOCIAL SECURITY PLATE COUPON
 This coupon entitles you to your own permanent bronze Social Security Plate, engraved with your name and number, when mailed to Social Security Dept., The Billboard, 25 Opera Place, Cincinnati, O., with 10c to cover postage and handling costs

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State

Golden Gate Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Nov. 5.—Nat Pendleton, of the movies, is evidencing much interest in the San Francisco fair, so much so that he is considering becoming financially interested in a novel Gayway attraction.

The great parking area on Treasure Island is open and pre-exposition visitors are taking advantage of its service. Seven thousand cars were parked there last Sunday. Over 200,000 people have visited the grounds since they have been thrown open to the public.

John F. Courtney and Harry Dennis, associated with Johnny Branson in the new ride they are developing, arrived after a motor trip from Augusta, Ga. Courtney, inventor of the device, says that after he makes some minor changes contracts will be let for its construction and they hope the ride will be ready for opening of the Golden Gate International Exposition.

F. M. McFalls and wife, who arrived after a motor trip from Fort Worth, Tex., placed their children in a private school in San Carlos and have taken an apartment in San Francisco for duration of the fair. Mac will build two up-to-date shooting galleries on the Gayway.

Charles F. Keller Jr., technical expert for the Park and Beach Supply Co., presided over by Harry C. Baker, accompanied by Baker's superintendent of construction, Joseph Drambor, arrived after a seven-day motor trip from New York. Keller received shock on arrival when a telegram was handed to him announcing the passing of his father, whom he had not seen for some time. The two will direct construction of the Traver-Baker devices and shows.

My internationally famous pooch, Boesie, had an operation on his eye recently for a ruptured blood vessel received in a fight with a bulldog. The bulldog got the best of it. The doctor says this mutt will be all right in a couple of weeks.

There is a possibility that the largest mountain gorilla in captivity will be one of the attractions on the Gayway. This great beast, brought to America by Mrs. Martin Johnson, has been domiciled in the San Diego Zoo under skillful care of Mrs. Belle Benchley. It weighs nearly 600 pounds and is built in proportion.

Australian Government has given permission for exportation of four boxing kangaroos, to be part of one of the Gayway attractions. It is claimed the largest one, called Bob Fitzsimmons, can knock any man out that he can hit on the button.

Max Schwartz, Chicago photographer, who has the "movie flash" concession on Treasure Island, flew in from the Windy City. Mr. Schwartz's building on the Gayway is about ready for occupancy, the novel building representing a giant camera.

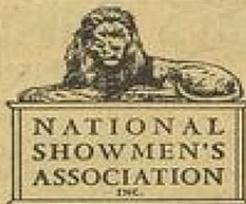
Mortimer Decker, personal representative of Ab Jenkins, said to be the holder of more automobile speed records than any other living person, is developing an idea for possible presentation at the exposition whereby a number of Jenkins' racing cars and accessories will be exhibited. It is planned that Jenkins will deliver lectures and tell of the thrills and spills he has had in his long career of record race driving and testing of automobiles and tires.

The aurora borealis is being outdone by lighting engineers of the GOIE. All colors of the spectrum are being used to light the giant exhibit palaces at night, blending in such a way as to

produce effects that have never been seen before and making an illuminating spectacle that is gorgeously magnificent and awe inspiring. This lighting picture will be produced at an expenditure of about \$2,500,000.

Ground has just been broken with ceremonies for the great Coliseum, where all of the great indoor events will be held during the exposition. The structure is to cost \$500,000 and will be of about the size of Madison Square Garden.

A monster ski slide is being erected for the competition to take place on opening day of the fair. The world's greatest ski experts are to compete for the largest prizes ever given for such an event. Real ice will be crushed in giant machines and will be packed to a depth of six inches on the slide and take-off.



Palace Theater Building,
New York.

NEW YORK, Nov. 5.—November 1 meeting was well attended, more than 150 members being present. Board of Governors and Banquet Committee held meetings prior to the general session and all meetings were devoted chiefly to discussion of the Benefit Banquet which is to be held at the Hotel Commodore, November 17. Ticket and reservations committees reported the following sales and reservations: Pallades Amusement Park, 10 tables; Art Lewis Shows, 2 tables; Oscar Buck Shows, 2 tables; Lew Dufour, 1 table; Tom Brady, 1 table; Harry Schwartz, 1 table; Max Linderman's World of Mirth Shows, 5 tables; Herman Blumenfeld, 1 table; Frank Miller, 1 table; Ladies' Auxiliary, 10 tables; Cetlin & Wilson Shows, 2 tables; The Billboard, 2 tables; George A. Hamid, 5 tables; Fanchon & Marco, 1 table; Phil Isser, 2 tables. Single table reservations also were made for Johnny J. Jones Shows, Mrs. George Hamid, Jack Green-spoon, Frank Bergen, Charles Lawrence, Bill Block, Billy Rose, Frank Wirth, J. W. (Patty) Conklin, Johnny J. Kline, George W. Traver, George P. Smith Jr., Sam Rothstein, Joe Landy, Irving Udowitz, Ike Weinberg, Sam Grisman and H. F. O'Malley.

Ticket sale exceeds expectations, altho there are still some choice tables left and members and friends are urged to get their reservations in before the last-minute rush. It is first come, first served in the matter of table locations and this rule will not be deviated from. A Ladies' Auxiliary committee and a committee consisting of Irving Udowitz, Mack Harris, David Bloom and Nate Weinberg were appointed to aid Vic Herndon in the matter of obtaining additional advertising for the souvenir program.

Counsel Max Hofmann has contributed a radio for the clubrooms. House Committee Chairman Sam Rothstein announced that furniture was to be delivered to the clubrooms in time for next Tuesday night's meeting and asked for a vote of thanks for Bill Block, who was instrumental in making a marvelous purchase. Chairs for the clubrooms were donated by Fred Phillips, Lew Dufour, George A. Hamid, Ike Weinberg and Rene Zouary.

New members approved by the Eligibility Committee were Edward L. Clayton, George P. Whitehead, Anthony Van Stettin, John J. Pawlak, Calvin C. Eckert, Anthony Orlinki, Frederick H. Blyth, Peter Stamos, Donald Edward Winkler and Paul P. A. Witt, all proposed by Gene O'Donnell. Harry Schwartz sponsored the application of Louis Light, Cetlin & Wilson proposed Paul Botwin, E. Lawrence Phillips proposed Ralph G. Lockett, Rosina Tumini was proposed by James E. Strates and President George A. Hamid brought in the applications of Jesse Kaye and Samuel Chayon, of the

Fanchon & Marco office, as well as those of Hamid Benn and Willard T. Lenhart. Birthday greetings and congratulations from the brother members and officers to the following: Andre E. Dumont, November 12; Joe Caspar, November 13; George P. Smith Jr. and Sam Miller, November 15; Emil Luraschi, November 16, and John Moran, November 17.

Ladies' Auxiliary

The Auxiliary held an interesting meeting November 1, prior to the regular NSA session, to which we again were gratefully invited. We were happy to have in attendance Sisters Edna Laures and Dolly Udowitz who have been on the road since last meeting. Sister Bess Hamid proposed Anna Neal and Alice Awd, altho she is far beyond her life membership quota. Mrs. Hamid has also sold no fewer than 40 award books.

President Dorothy Packman has written a banquet song for the NSA, to be sung at the big event November 17, and Sherry Mopper, a prospective member, contributed a pep song for the same event.

Sister Fanny Linderman proposed Mildred Isser; Anita Goldie proposed Jeanne Grey.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 5.—Official notice of our fifth annual meeting has been forwarded to members of the association. The notice reads:

"Please take notice in accordance with Article 2, Section 1 of the by-laws of the association that the fifth annual meeting of the association will be held in the Hotel Sherman, Chicago, Ill., starting on Monday night, November 28, at 11 o'clock. Subsequent sessions are planned for the ensuing evenings of that week at the same time and place subject to the action of the membership at the annual meeting. All of the sessions of the annual meeting will be held in Room 118 of the Sherman.

"It will be very helpful if you will acknowledge receipt of this notice of meeting and advise whether you plan to be in attendance. Items of importance will be brought to the attention of the membership at the coming sessions and we strongly urge your attendance. Your early response will be greatly appreciated."

Indications are that we shall be favored with an unusually large attendance this year.

Fred Beckmann in Hospital

SAN ANTONIO, Nov. 5.—Fred Beckmann, veteran outdoor showman and co-owner of the Beckmann & Gerety Shows, is in a local hospital. Mr. Beckmann, who is 74 and who has been in ill health for some time, entered the hospital on October 25. His condition is improving rapidly and his early release is expected, it is reported.

OPERATION IS—

(Continued from page 38)

has stressed that while a number of members of NAAAPP and AREA will participate in the Showmen's League banquet and ball, the NAAAPP will stage its own banquet and entertainment Thursday night, December 1, as the curtain drops on the 1938 conclave.

While it is too early to publish a complete program of the forthcoming meeting, Mr. O'Malley advised that the program will contain fewer subjects in order to allow more time for certain subjects which should be given more consideration and discussion than is customary because of their unusual importance to the industry and still make possible shorter program sessions.

General theme of the program will be operating problems, and conspicuous among subjects to be discussed will be *Where Do We Go From Here?*, *The Trend of the Swimming Business*, *Price Policies and the Price Inducement in Business Promotion*, *Safeguarding Parks, Pools and Beaches*, *Publicity for Outdoor Amusement Enterprises*, *Personal Salesmanship*, *How To Get Picnics*, *Co-Operative Endeavor Between Swimming Pool Organizations*, *Rebirth—1938—Or Making New Ones Out of Old Ones*, *Special Attractions as a Business Stimulant*, *The Value of Special Promotions*, *Business Quiz—The Questions You Would Like To Have Answered and Showmanship Exemplified*.

Formal opening of the exhibition hall at 9 a.m. Monday, November 28, will

mark opening of the convention and promises to be most extensive in the number of exhibits for many years, and the bookings for space received to date include a large number of new devices.

Banquet Final Feature

Particular emphasis is being laid on the social side of the convention, just as it was last year. Arnold B. Gurtler, Elitch Gardens, Denver, is chairman of the reception and social committee, assisted by a large corps of able helpers. Noonday luncheons will be returned starting Monday, and the Pent House Club, which was such a marked success, will be operated again but on an even more elaborate basis. Concluding feature of the convention will be the banquet and dinner dance in the Bal Tabarin under the able supervision of George A. Hamid, New York, and Mrs. Mabel Killyell, Euclid Beach Park, Cleveland. Manufacturers and dealers who have not as yet reserved space for exhibits are urged to do so before it is too late, said Secretary Hodge. In a subsequent issue of *The Billboard* will appear a detailed program for the meeting.

N. E. SECTION—

(Continued from page 38)

that in representing this investment we should and will be heard by the federal authorities.

"If you have anything like a sea wall to be rebuilt or construction which can be classed as erosion prevention work, this should be called to the attention of the public works department of the State, either direct or thru us. Massachusetts has appropriated money to do just this kind of work without expense to the owner. Be sure to state clearly the number of permanent positions that your park provides and the number of seasonal positions provided by your park. The amount of employment you are giving is very essential. The executive board of this association got this ruling from the Reconstruction Finance Corp. in favor of amusement parks, and now it is up to each individual park to make the next move."

With the Zoos

FORT WORTH, Tex.—Oibbie, a Gibbon monkey, and Jerry, a chimpanzee, in Forest Park Zoo here, were sold to the Mighty Shreeley Midway. The money obtained from the sale will be used to buy two baby chimps to be trained for exhibition in the zoo.

KANSAS CITY, Mo.—Warm weather during the last two months brought thousands of extra admissions to Swope Park Zoological Gardens, Tex Clark, superintendent, reported. Attendance at Swope Park's indoor gardens exceeded that of last year, he said.

LITTLE ROCK, Ark.—All attendance records at Fair Park Zoo were broken on October 30 when about 12,000 came to do homage to Ruthie, elephant, on her 23d birthday anniversary. A bear played while Ruthie stole the show with some neat tricks. Superintendent William Sprott supervised cutting of a 1,000-pound birthday cake which contained over 400 pounds of sugar and 300 pounds of flour.

HOUSTON, Tex.—Living up to the reputation given new-born hyenas for fighting spirit, two in Hermann Park Zoo are making excellent progress, Hans Nagel, zoo keeper, reports. He has closely guarded their safety since the zoo lost one of two newly born when they fought to a finish over food. At that time the survivor was put into an adjoining cage with a wolf and they became fast friends.

NEW ORLEANS.—Cosette, "problem child" chimpanzee of Audubon Park Zoo, is dead after a brief but tumultuous life. Born in the zoo on September 28, the chimp drew plenty of attention recently when Luzette, a childless female, "kidnaped" her from the mother and father as Pete, the father, had slammed the baby against the cage in an effort to kill her. After several days Cosette was rescued, but by that time was so badly undernourished that special attention was needed. She began to thrive on orange juice and milk but suddenly turned over on her side and died. Park Superintendent Frank Neelis reported. Bronchial pneumonia was blamed. The carcass will be stuffed, Neelis said.

MILWAUKEE.—Two American baby antelopes added to Washington Park Zoo are gifts of Washington Park Zoological society and valued at \$100 each.

TUCKER BROS. SHOWS WANT

CORN GAME, GRIND SHOWS, CONCESSIONS. Address, GEO. W. TUCKER, Mgr., Cochran, Ga., this week.

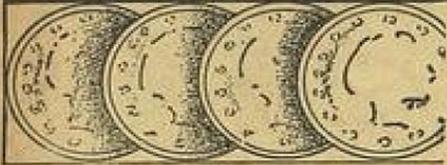
P. S.—We remain out all winter, Florida dates start Nov. 14.

ROYAL MIDWAY SHOWS, Inc.

Formerly McOlellan Shows.

New Booking Shows and Concessions for 1939. Will make attractive rate for Commission working for Merchants. Winter Quarters, 117 Olive St., North Little Rock, Ark. P. S.—Watch for ad. J. T. McOlellan, in Xmas Special.

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.

POPULAR VOTE

When the people go to the polls to vote on November 8 they will vote on the specific question of licensing certain types of coin machines in two States and in one other they will vote on the question of removing an anti-lottery ban.

The amusement division of the coin-operated machine trade will be vitally interested in these three test votes of popular opinion. Since it is the first time in which so definite a test vote has been arranged in so many States at the same time, it is possible that an adverse vote may be recorded. The idea is new, and only a sweeping expression of liberal sentiment can bring about a majority vote in favor of the measures in which the amusement division is interested.

This editorial will reach our readers on the day following the elections and hence cannot influence any votes in one direction or another. The purpose of this editorial is to offer some constructive criticism of the measures being voted upon. If one or more of the States should show a popular vote in favor of licensing slot machines, payout games or lotteries, then there is certain to be a widespread movement next year to vote licensing in other States. The legislatures of 37 States meet next year, which means a flood of both favorable and adverse bills relating to amusement devices of all kinds. Constructive criticism of bills and licensing plans now before the country should help in framing more acceptable laws in the future.

New York

Before considering the States in which a vote will be taken it should be recalled that the people of New York State came very near but were finally denied the chance to express by popular vote the majority opinion on lotteries, etc. It came about when the Constitutional convention met in Albany to consider revising the State constitution, a practice which the law provides for every 15 years in New York.

The Hirsch amendment was the most popular proposal put before the convention. This amendment would have repealed the anti-lottery clause from the State constitution, which would have then made it possible for the Legislature to pass enabling acts for local licensing of slot machines, games, lotteries, Bank Nights and various other forms of petty gambling.

Al Smith made one of his earnest appeals for the submitting of this amendment to a vote of the people. He showed how illegal gambling is going on all the time in the State—and said that it always will. But the amendment was defeated purely thru partisan politics. It was never considered on its merits, and when the people of the State of New York vote on several amendments this year they will not get to vote on the lottery question.

Maryland

The people of the State of Maryland vote specifically this year on the question of repealing the anti-lottery clause from their State constitution. One candidate for governor favors the amendment and the other candidate wants to keep the anti-lottery clause in the constitution. Just what the influence of the two candidates will have on the votes for or

against the amendment is hard to say. However, the popularity of the candidates for governor will influence the vote of a lot of people on the amendment.

However, the people of Maryland do have a proposed amendment which is fair and square in its wording, and there are no ifs and ands or faulty definitions about its meaning. There are some faulty definitions in the licensing bills in other States, but in Maryland the people will know exactly what they are voting for or against. The influence of the candidates for governor is the only outside influence entering into the question. If the amendment wins it will enable the Legislature to pass enabling acts for local licensing or to legalize various forms of petty gambling over the State.

Oklahoma

The people of Oklahoma vote on a bill for State licensing of what the trade knows as "mint vending slot machines." The bill was passed back in 1935, has been thru court tests and many legal entanglements and organized opposition, but thru the long and tireless work of members of the trade it is definitely on the ballot for a vote by the people.

The Oklahoma law is open to criticism, however, as to its terms and definitions. If it wins, and the opposition is strong enough, further legal complications may arise in its enforcement. It may also greatly complicate matters for merchandising machines unless State officials regard the spirit of the law rather than its technical language.

It is fair to say that any and all such bills should clearly specify the types of machines meant. If something is put over on the public, or if matters are complicated for merchandising machines, an unfavorable reaction may set in which will drive all coin machines out of business.

Nebraska

The people of Nebraska also vote on November 8 on a proposed amendment to the State constitution for licensing slot machines, etc., at \$1,000 for the first machine and a graduated scale for additional machines.

The proposed amendment has gained headway because the revenue is to go to the old-age pension fund. Capitalizing on this idea, a State-wide organization has conducted a vigorous campaign to put the amendment over.

But here is another bill so worded that newspapers all over the country have come out in opposition to it, calling it a deliberate camouflage. The very fact that the biggest newspapers of the country have seen fit to oppose this bill shows how much damage may be done by trying to conceal slot machines under vague terms.

One fact is certain. The people of Nebraska are so vitally interested in old-age pensions that they would vote for an amendment worded simply and plainly as to the type of machines meant. If the amendment carries the groundwork has been laid for serious and unfavorable reaction.

So the people are voting this November 8 in three States. The outcome will be of unusual interest for many reasons.

Daval Adds 10,000 Ft. Floor Space

CHICAGO, Nov. 5.—The tremendous surge of business on both the Odd Ball novelty game and the Tally counter game has been described by Daval as the reason for an additional 10,000 square feet of factory floor space recently acquired by the Daval plant. A. S. Douglas, president of Daval, was quoted as saying: "Boy, these sure are hectic days for us at Daval! It's been one hit after another—and now we get two record breakers at one time. Obviously, it's impossible to immediately fill orders that come in with such breath-taking rapidity. But everybody clamors for quick delivery. They want Odd Ball and they want Tally. So we leased the extra 10,000 square feet of space, and at the same time we enlarged the factory force by adding a night shift. Now we hope to be able to fill orders in a much more prompt manner."

Spin-O Said To Revive Taverns

MINNEAPOLIS, Nov. 5.—Harry Cowl, distributor of a modern version of the corn game as he says, called Spin-O, reports that he has had to rush overtime

GONE WITH THE WIND

... Can you think of any coin machine of the past 5 years that is not dead or outmoded and completely forgotten ...

EXCEPT PHOTOMATIC!
In justice to yourself you should **INVESTIGATE**
International Mutoscope Reel Co., Inc.
518 West 34th St., New York

Coming

Games Are Still Good

By H. F. REVES

A Feature of the

Christmas No. The Billboard

Don't Miss It

to fill orders for the device since he decided to enter the national market with it. It had already taken Minnesota by storm, he said.

Results from the first general announcement, Cowl said, brought about 150 inquiries from all parts of the United States, Canada and Mexico. Still more interesting is the fact that the announcement brought two pinball operators more than 800 miles to watch Spin-O actually work in its home territory in the Twin Cities. As a result they placed large orders, he said.

"Theaters, bars, taverns and carnivals are all fine locations for Spin-O," adds Cowl. "And it's making money for others besides distributors and operators. A broker even hit upon the idea of buying run-down taverns and putting in Spin-O games to make them pay. After a month of Spin-O nights business had increased so that the broker could sell the taverns at a good price."

American Coin In New Quarters

ROCHESTER, N. Y., Nov. 5.—Jerry Kertman, head of the American Coin Machine Co., Rochester, has announced the removal of his company to new quarters at 557 Clinton avenue, North.

All-American choice in 1938 FREE GAMES

Single Coin • 5 Balls

Several accumulative awards possible on each 5-ball play.

Keeney's "BIG TEN"

FREE REPLAY AWARD GAME

Leave it to the originators of the free replay award idea to introduce the season's biggest money-maker in such a game. BIG TEN is piling up bigger collection scores than any similar type of game now on the market. Don't "fumble" your opportunity to "break thru" for bigger gains in profits. Signal for BIG TEN today.

J. H. KEENEY & COMPANY
(NOT INC.)
2001 CALUMET AVENUE • CHICAGO

A NEW PRINCIPLE OF



Stepped up

payout table play & awards

Keeney's UPPER

1 BALL

STEPPER

PRINCIPLE

Obsoletes

the "MULTIPLE PLAY" PAYOUT TABLE

UPPER

STEPPER

The STEPPER-UPPER System of Play

If player fails to secure winner with first nickel, he can insert second coin doubling odds for second game. If he loses on second game, third coin can be inserted tripling odds for third game.

Gives player 3 tries for a winner, with stepped up odds for each try

There's no "maybe you'll get better odds" about STEPPER-UPPER. Odds on STEPPER-UPPER are *doubled* with playing of second coin after a no-winner game. Third coin sets up *tripled* odds if player's first two games produce no winners.

It's the greatest "nickel inviter" you've ever seen in *stepping up* the play per player! It means 15c (or more) per "round", with no "walk aways" on the part of "lone nickel" boys.

That's why STEPPER-UPPER is taking both the play and locations away from the now out-of-date "multiple play" payout tables. It's the payout table of the future!

STEP UP YOUR EARNINGS WITH STEPPER-UPPER

Contact your Keeney Distributor at once, or wire us direct if you wish circular, prices or sample direct.

J. H. KEENEY & COMPANY (Not Inc.)
"The House that Jack Built"
2001 CALUMET AVE., CHICAGO, ILL.

NY Phono Ops Have Big Time

First entertainment and dance of Automatic Music Ops a big success

NEW YORK, Nov. 5.—Automatic Music Operators' Association, Inc., of New York, inaugurated the social season in local coin machine circles with its first annual entertainment and dance last Sunday, October 30, in the grand ballroom of the American Women's Association clubhouse. Leo Rubincov, president; Alfred Bloom, secretary, and the other officers and directors of the association provided the guests not only with a splendid meal but with a 54-page souvenir program and a 20-set floor show that was tops in entertainment.

It was the operators' night. Throwing off the shackles of business cares, they were bent on having a good time with their families and friends. Over 275 people were on hand when dinner was served. In addition to the tables occupied by operators, there were others around which were grouped prominent distributors, jobbers, manufacturers' representatives and others affiliated with the industry and their friends.

Immediately after the dinner was served the floor show began, emceed by Billy Glason. A galaxy of stars appearing thru the courtesy of the various recording companies augmented the fine bill lined up by the committee. Victor and Bluebird guest stars included Larry Clinton, accompanied by his singing star, Bea Wain; Les Brown and his featured vocalist, Miriam Shaw; Ballin and McAvoy, well-known radio team; Dick Todd, singer, and Fats Waller, popular colored entertainer. Decca presented the Merry Macs, four men and a girl appearing on the Fred Allen program, and Mill Herth and his Swing Makers, who scored with their organ, drums and piano arrangements. Chick Bullock appeared thru courtesy of Brunswick and Vocalion. Blanche and Elliott, dance team; Four Krackerjacks, colored tap dancers; Reed and Ryan, impressions; Pat Rossi, song

and the Janette Hackett Revue rounded out the program. Show was booked in by George Cutton, of the Varsity Entertainment Bureau.

Appoint Lawrence As Seaboard Rep

NEW YORK, Nov. 5.—Harold Lawrence has been appointed Pennsylvania representative for Seaboard Sales. Lawrence, a well-known veteran in the coin machine business, will fill Penn coinmen's needs for his firm's products, assuring the Pennsylvanians the finest and fastest of service on the leading games in the industry," announced a Seaboard Sales spokesman.

Says Bert Lane, head of the firm: "We've been careful in choosing a Penn representative. I'm convinced that in Harold Lawrence we have a man who will be a credit both to the firm and the men with whom he'll do business. He has a great record in this industry. He will be very useful to Penn coinmen in solving many of their problems and I'm sure they'll give him a fine reception."

Derby King Gets Heavy Demand

CHICAGO, Nov. 5.—"Making a strong bid for payout table honors for 1938, Western Products' new one-ball game, Derby King, entered its second week of

Vest Pocket Bell Big Autumn Hit

CHICAGO, Nov. 5.—Vince Shay, sales manager of Mills Novelty Co., reports the three great Mills factories far behind on producing the new Mills Vest Pocket Bell. "In spite of everything we could do," said Shay, "we weren't able to keep up with the avalanche of orders produced by our first announcement. We are working three shifts in our factories and yet we are having a hard time taking care of customers simply because new orders and repeats are coming in with multiplied force. The sale of this grand little machine has been far beyond our expectations, even the those expectations were large in the first place. However, we can promise that within a few days, due to greatly enlarged operations, we'll be able to meet all orders and ship immediately.

"The explanation of the Vest Pocket's success is simple. It's a complete bell and its complete automatic operation coupled with small size gives it a chance to go in territories where other types of bells are not being used. There is no other machine on the market that resembles it in any way, and alert operators have sensed the world of opportunity it delivers to them.

"This terrific response to The Billboard advertising, which practically sold out two weeks' production of Vest Pocket bells for the largest factory in the business, is a feat never before duplicated by any trade magazine," Shay added.

Mrs. John Watling Ill

CHICAGO, Nov. 5.—As we go to press word was received that Mrs. John Watling is critically ill in a hospital in Oak Park, Ill. The sympathy of the trade is extended to Mr. Watling as he hopes for the speedy and full recovery of his wife.

Atlas Announces Bargain Center

CHICAGO, Nov. 5.—Atlas Novelty Co. announces the inauguration of a Bargain Center where operators may see any type of machine dating from way back when up to the latest machines.

The new salesroom housing the Bargain Center is located separately and apart from the regular showrooms so that operators can browse around leisurely and at will. All machines will be plainly marked for price and all will be in working order, it is stated.

"The Bargain Center, in charge of Harold Pincus, will feature machines at very low prices to enable operators to purchase equipment for any type of location they desire. Mr. Pincus, thoroughly familiar with the department, will be at the service of the operators, who will find his suggestions helpful and profitable."

Incidentally, Morris Ginsburg, returning from a short rest and vacation at Hot Springs, was very agreeably surprised to find the office and warehouse undergoing a thoro renovation.

NACOMM Show Definitely in December

CHICAGO, Nov. 5.—The annual coin machine show of the National Association of Coin-Operated Machine Manufacturers will be held at the Stevens Hotel December 12-15 despite reports to the contrary which have been current, according to an announcement made Friday by A. E. Gebert, president, and C. S. Darling, secretary of NACOMM.

production with no signs of let-up in demand," said officials of the company.

"As far as we are concerned, business is good," said Sales Manager Don Anderson. "Operators are placing orders for Derby King in steadily increasing volume. Those who have purchased trial orders are coming back for more because they say the first games proved their earning power. Those who have not yet tried Derby King are hearing such high praise of the game that they are losing no time in getting in line with their orders.

"Derby King is a one-ball console-type automatic payout table featuring \$10-\$20-\$40 jackpot and a four or six-coin multiple play. Both coin multiples are optional and can be easily changed by the operator. These features of Derby King actually give an operator more than one game for his single investment. He can change to jackpot and multiple play where locations permit, or he can operate it otherwise if necessary," said Anderson.

Daval Presents Cigaret Tally

CHICAGO, Nov. 5.—Officials of Daval Mfg. Co. have announced a new penny cigaret play version of the Tally counter game. A country-wide demand among operators was said to be the cause of this new Tally model.

According to one Daval executive: "The reserve jackpot feature of Tally met with instant approval the moment it made its appearance. Operators really went wild over the idea of a counter game with the high top award that Tally offered, and they appreciated the extra appeal of the intermediate payouts. Then again, there is the convenience of the coin divider which automatically separates all coins played into two individually locked cash boxes—one for the operator and the other for the location owner. Operators who had cleaned up with the Daval cigaret game, Penny Pack, realize that penny cigaret play

Stage Play Uses Phono Makeshift

NEW YORK, Nov. 5.—Run Sheep Run, a legitimate show, opened in New York last week. One of the sets was a tavern scene, and a coin-operated phonograph was alongside the bar. At one place in the show a customer drops a coin in the phono. Due to the musicians' union it was necessary to have the music played by live musicians who were backstage. However, the effect was that the music came from the machine. The machine was supplied by East Coast Phonograph Distributors, New York.

Art Weinand Quits Bachelor Fraternity

CHICAGO, Nov. 5.—J. A. (Art) Weinand, the "hold-out" bachelor of Rock-Ola Mfg. Corp., has done it! The big event took place on Saturday morning, November 5, in Chicago. Kay Deschermeler was the bride's name before she accepted Weinand.

In Tally makes it a million-dollar game. And they are right, for Tally cigaret game has been on the market for only a couple of weeks and already the orders are piling sky-high."

CONSOLES OVERSTOCKED PRICES SLASHED

TRIPLE ENTRY	\$125.00
1937 GALLOPING DOMINO	125.00
LINCOLN FIELD, New Johnson Head	145.00
TRUCK ODDS	125.00
RIVIERA	115.00
BANG TAIL, Red Cabinet	90.00
GALLOPING DOMINO	70.00
LINCOLN FIELD	70.00
CHUCKALLETTE, 7 Coin Head	90.00
JOCKEY CLUB, 7 Coin Head	55.00
EXHIBIT RACES, 7 Coin Head	55.00
SADDLE CLUB	45.00
CLUB HOUSE	42.50
TANPORAN	35.00
DONKEYT	35.00
JENNINGS BUNCO	35.00
FAVORITE	35.00
EVANS KEENO	25.00
CHUCKALLETTE	25.00
DOMINOLA	25.00

PACES RACES, Serial 4000	\$125.00
PACES RACES, Serial 1600	90.00
PACES RACES, Serial 1200	75.00
RAY'S TRACK, Serial 2000	49.50
EVANS ROLLETTE	32.50

NOVELTY GAMES	
EUREKA, F. S.	\$120.00
GREEN LIGHTS, F. S.	85.00
ZETA, Used 10 Days	49.50
BELLY RESERVE	29.50
STONER BASEBALL	27.50
200 SLOT BARGAINS	
CHERRY BELLS, 42000 and up	\$57.50
MELON BELLS, 42000 and up	72.50
Used Only 10 Days	

Write for Prices on All Other Reconditioned Bets.

NORTHWEST'S BALLY DISTRIBUTOR
MAYFLOWER NOVELTY CO.
1507 University Ave., St. Paul, Minn.
Nedor 7284.

SLOT BARGAINS	
5 Mills 5c Melon Bells, Nos. over 422,000	\$59.50
1 Mills 5c Cherry Bell, No. 427,004	49.50
1 Jennings 5c Silver Chief (Dixie Bell) No. 130,384	59.50
1 Paces 5c De Luxe Comet, No. 48,650	59.50
7 Walling 5c Roll-Top (with diamond pot), Nos. over 80,000	39.50
Above Machines Bought New—Used Only Monthly	
1 Mills 5c Blue Front, (Double J. P. with Gold Award) No. 366,005	\$32.50
5 Jennings 5c Chief, Nos. over 117,000	22.50
6 Mills 5c Front Venders equipped with double Comet J. P. check separator	each
10 Mills 5c Single Jack Tree play features. (Converted from 5c plays) Check separator	12.50
J. B. DODD & CO., C. O. D.	
MARYLAND COIN MACHINE CO., 5210 Marlath Ave., Baltimore, Md.	



GRAND OPENING OF FITZGIBBONS OF UTICA, Inc., Utica, N. Y., brought out a large crowd to witness the ceremonies. Some of those attending are shown above. They are, left to right: Leo Wolf, John A. Fitzgibbons, Jim Buckley, Charles Gorman, Abe Blumenberg, Harry Samuels, George Cahill, Albert House, Arthur Lux, Ray Wolfe, A. Vendecur, Jack Monroe, Nick Nole, Russ and Leo Bianco, Gordon Bennet, Bill and Chef, M. Schritta, John Dolan, Ford Trusk and Harvey Spencer.

PEANUT & GUM VENDING MACHINES

New, Direct From Factory

Only **\$2.40** and up

Over 60,000 Sold

UNIVERSAL



Designed to provide operators with maximum service and sales appeal at a **LOW PRICE**. Vends everything—candies, peanuts, chocolates, charms, etc. Capacity 5 lbs.

\$6.95

Special Introductory Offer

1 Universal 10 lb. candy, 1 or less. All for **\$8.95**

1/3 Deposit With Order, Balance C. O. D. Send for circular and easy terms. Order Now Factory Distributor

TORR 2047A-SO. 68 PHILA. PA.



TOPPER GOES TO TOWN

For Beauty, Quality, Performance and Price—The Operators Choose the Topper. 10 New Outstanding Features Positively Make Topper "The Top."

Topper Vends Everything. Charms, Ball-Gum, Peanuts, Candies, Photographs, Etc. Capacity 5 Lbs. Bulk Merchandise, 900 Balls of Gum. For Further Details and Low Prices Contact Your Nearest Jobber or Write Direct.

VICTOR VENDING CORP. 4203 Fullerton Avenue, Chicago



WORLD'S FINEST VENDOR

Rotary—Full View.

4-in-1

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

"SERVICE SET"

For Servicing All Types of Bulk Merchandise Vendors.

FOUR-IN-ONE MFG. CO. 1338 Joy Road, Detroit, Mich.

THE CHIEF

Vends everything. Ball-gum, peanuts, candies, photographs, etc. Capacity 2 1/2 to 3 lbs. of merchandise or 400 balls gum. When ordering Chief for ball-gum, please specify size, 3 1/2" x 1 1/2". Weight 10 lbs. packed. 1 to 5, only \$4.75 Each. 6 or more, only \$4.00 Each. 1/3 Cash With Order, Bal. C. O. D. Victor Vending Corp. 4203 Fullerton Avenue, Chicago, Ill.



EARN \$75 TO \$100 WEEKLY PROFIT

With Only 25 **B-I-N-G-O** To Counter Skill Games Legal Everywhere! Sample Blings, \$17.50. Quantity Prices on Request.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



Milk Venders In Detroit

DETROIT, Nov. 5.—Milk vending machines made their initial appearance in Detroit recently. The machines were developed by the Mills Novelty Co., Chicago, for H. A. McDonald Creamery Co. By inserting a nickel in the machines a half pint of milk is procured. Each machine is provided with mechanical refrigeration and holds 90 bottles. The machines are being placed in factories, department stores, etc. It is reported that the machines are proving themselves a great convenience for the employees and the management of the companies where they have been installed. They have expressed appreciation for the service, according to Carl F. Stelaff Jr., vice-president of the dairy.

CMA Bulletin in Tribute To Milton H. Lewis

NEWARK, N. J., Nov. 5.—October 25 issue of the official bulletin of the Cigaret Merchandisers' Association of New Jersey contained the following tribute to Milton H. Lewis, vice-president of the group, recently deceased: "Gone from our physical view but not from our memories, our organizer, officer and vice-president, friend, counselor and fair competitor, Milton H. Lewis is no more. Vacant is the chair which he graced, dignified the station which he held, immemorial his oft-quoted words of wisdom and counsel. Here was more than a member. Here was more than a payer of dues, an attender at meetings, an objector of motions. Here was a brother, a guide who sought to light the way over the rough and rugged road we had to travel in the formative period of our association. Countless hours and days did he spend with our officers and manager giving freely of his time, his effort, his energy and his resources in order that we might have profit from our businesses and pleasure in our company. He gave unselfishly of his experience to the end that our group might be favorably known for its work and conduct that others may learn from our actions and be inspired by our ideals. He lived just long enough to see the fulfillment of his dreams, to take pleasure in the praise of our association by those in the industry and to know with great satisfaction that the fame of our association extended thruout the vending and tobacco industries. Great was his joy as he read the numerous articles in the trade journals heralding our association as a pioneer and leader in the field of co-operative endeavor."

Trade Likes Bob White Bulk Vender

NEWARK, N. J., Nov. 5.—Frank Hart, of Eastern Machine Exchange, manufacturer of the Bob White bulk vender, reports: "Operators who have purchased the machine say that this is one vender that really stays on location. "It certainly means a lot to a vending machine operator to get a bulk vender where the location owner agrees with him that the new machine is more attractive and better than the old machine. Every report we have received in answer to our request from operators who have already purchased the Bob White states that the machine stays put once they get it on location. Getting Bob Whites on the best locations is not a tough job at all," concluded Hart.

cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

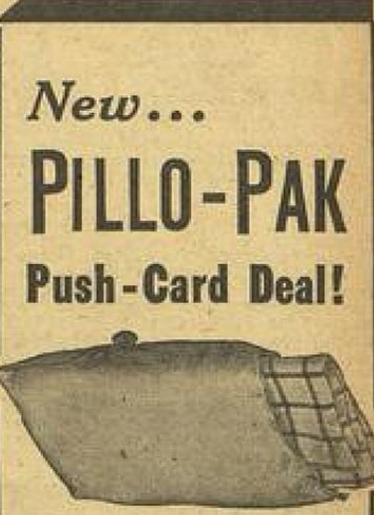
An actual instance of the dollar and cents value of an association to its members is revealed by the speed with which Matthew Forbes, manager of the New York CMA, working with local authorities and the Telephone Co., arrested a slug plague. Last Monday several operators reported that machines spotted on the west side of Manhattan from the Battery to 125th street were taking in large quantities of slugs. In some instances machines had been emptied of all stock. Since all slugs were alike, evidence pointed to the fact that one gang was responsible for their use. As the Telephone Co. reported similar losses, the CMA joined hands with it and the local authorities, and by Thursday the culprits were caught, tried and sentenced. Severe penalties were meted out by the judge. This is the second time in the past year that the slug menace has broken out in New York. Both times the epidemic was curbed in less than a week. It's just an example of what a closely knit body of operators can do to counteract the difficulties that arise in this business from time to time.

Both the CMA of New York and the CMA of New Jersey have meetings scheduled for the week of November 8. The New Jersey group get together on Tuesday, November 8, to pay tribute to their past president and Charles W. Stange. Stange played a major role in the founding of the New Jersey group and has been an invaluable aid in shaping its policies ever since. He will address the members on the subject, "Who Is the Association?" Leo Wilens will be guest speaker and deliver an important message to the group.

The New York members will meet on Thursday night, November 10. The boys have decided to do away with any entertainment or speakers and confine themselves solely to business. Some important association matters are up for discussion and indications are that all members will be on hand.

An accurate gauge of the progress of any industry is to compare the type of sales promotional material sent out in the early days with that which it is using today. It wasn't many years ago that most of the literature sent out by firms in this business was more or less of a handbill or pamphlet type. Today much of it is comparable to that being sent out by any other front rank business. One of the best jobs we've seen in a long time is the current edition of The Stewart & McGuire News. Lewis A. Jaffa, director of sales promotion, has reason to be proud of his work. The present edition totals 68 pages and is spiral bound in a leatherette embossed cover. It contains some excellent examples of color printing and design and is factual proof of the giant strides the industry has made in the past few years.

It's dividend time again for the cigarette companies. American Tobacco has announced its 133d consecutive common dividend. This year it is 5 per cent (\$1.25 a share) on common stock and common stock B payable in cash on December 1 to stockholders on record since November 10, 1938. Philip Morris reports a net income of \$3,157,967 for the six months' period ending September 30, which was equal to \$5.95 a share on the 519,151 shares of



New... PILLO-PAK Push-Card Deal!

"Perfect for FOOTBALL SEASON" MILLIONS attend the games every week, and every fan wants PILLO-PAK the instant he sees it! It's a combination water-proof CUSHION, ROBE and RAIN-COAT, etc.! List Price \$10.00.

PROVEN

Our experience in North Texas convinces us PILLO-PAK is the greatest push card item we've ever seen! A sample will convince you. Send \$3.98 money order for a PILLO-PAK and Special PILLO-PAK Sales Card. 50-Hole Card, 1c to 25c grosses \$10.00; 1c to 10c grosses \$9.55.

ELECTRO-BALL CO., INC. Distributors 1200 Camp DALLAS

MODEL "E" SEL-MOR

\$6.25 SAMPLE (CHEAPER IN QUANTITIES) GUARANTEED 5 YEARS!

The Automatic Toy, BALL GUM and Candy Shop that brings BIGGER PROFITS ASK ANY SMART OPERATOR!



GREAT STATES MFG. CO. DEPT. E - 1601-09 E. 39TH ST. - KANSAS CITY, MO.

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

common stock outstanding at the close of the period after dividends were paid on the 5 per cent preferred.

Of the cuff: "Smoke Like a Lady" is the title of an article by Helen J. Wdson printed in the October issue of *Milady*. It was a frank discussion of smoking technique aimed to tell the gals just how to smoke a cig convincingly and still appear perfectly at ease. . . . Maurice Kuskner is opening a new office in New Haven, Conn., on November 16. Kuskner states that the purpose of this office is to facilitate rapid deliveries to ops in Southern New England. Office will carry a full stock of machines and accessories. . . . We're just learned that wooden matches were known for 1000 years before matches came into being. It seems that our matches were once known as sticks and the first English patent was awarded to W. Newton in England in 1832.

From Boston comes word that Walter R. Guild, manager of the CMA of Massachusetts, has been spending most of his time in court listening to the Unfair Sales Act test case. After a two-week hearing the case is now in the hands of the judges and a decision is expected in a week or two. . . . The executive committee of the Massachusetts group met on October 27 and appointed Guild as delegate to represent it at the coming Interstate CMA meeting. Massachusetts ops are strongly in favor of interstate co-operation, it is reported. . . . Most of the ops in the New England area seem to have repaired the damage the hurricane and tidal wave did to their machines, but it will be a long time before some locations reopen.

All the members of the New York CMA are wishing Past President Will Golden lots of luck in his new cigarette machine venture on the West Coast. Golden's headquarters are in Los Angeles. . . . Harry Golden, Will's brother, is also a distributor of cig machines in Cleveland. . . . Correction notice: In last week's account of the CMA of New York meeting we inadvertently omitted the fact that John Sharenow, secretary and treasurer of the CMA of New Jersey, also was one of the speakers on the program.

Merchandiser Boom in New York

NEW YORK, Nov. 5.—From all indications apparent here there is a merchandiser boom under way. Not only this city but all the surrounding territory is going for the large merchandisers. The de luxe selective candy bar machines are appearing on more and more locations throughout both New York and New Jersey. The same is true of cigaret machine merchandisers.

The operators seem to have swung over to the merchandise machine just as they did some years ago. Everywhere there is a drift toward this type of equipment, and keener competition is apparent already for the better locations.

PROVEN Money Makers!

Be an independent operator. Place Tom Thumb Venders in stores, waiting rooms, taverns, restaurants, bars—where you know how. Tom Thumb vends candy, peanuts, gum, five penny catches, Whizzer and rich old penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handmade, compact Tom Thumb gets in where ordinary venders are shut out. Magic coin detector. Yale Tumbler locks. Advertisable—you set the profit, guarantee protects you while you prove the price. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. 46, Jackson, Mich.

PEANUT VENDERS

1 OR 100.
Unconditionally guaranteed against any mechanical defect for 5 years.
Vends Champs perfectly.
CENTURY MFG. CO.,
4126-S Chicago Avenue, Chicago, Ill.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
For the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Show Information

The very latest reports that could be obtained before going to press indicate that sincere efforts are being made to bring about a merger or compromise which will make it possible to hold only one annual coin machine show in Chicago.

The *Billboard* hopes to report next week the final arrangements.

The latest official report at the end of the week was that the Coin Machine Manufacturers' Association had made plans to change the date of its show at the Sherman Hotel to December 12, 13, 14 and 15, which are the dates announced for the NACOMM show. Thus members of the trade will be able to see both shows during the one week in Chicago.

Further plans are being discussed and will be announced in our next issue.

New Orleans

NEW ORLEANS, Nov. 5.—The first week of November finds coin machine ops and distributors of the New Orleans area highly enthused over the decided betterment in the industry. Operations continue to mount weekly and the majority of downtown locations have been forced to increase their machines to take care of the growing demand for play. Never before has new equipment been so conspicuous. There seems to have been a decided turn to keep up with the latest in machines, and equipment is placed when the slightest let-up in player interest is noted. But despite the trend to making more frequent changes to new stock, distributors are highly pleased by the quick absorption of the secondhands, particularly by out-of-town operators.

The "country" boys continue to flock into town to add on supplies for increasing play in many parts of the State, particularly in those areas where oil booms are bringing surges of prosperity unequalled even in the heyday of 1928 to 1929. While cotton centers have been hampered by low price returns for the white staple, the abundance of supplies helps to create a good flow of crop money. Out in the Sugar Bowl area, west of New Orleans, grinding of a record-breaking crop has brought pay money into better circulation in the past fortnight.

One of the most popular spots in town for the country visitors is the offices and display room of the Dixie Coin Machine Co., Bally and Mills distributor. President Julius Pace never forgets to make the boys welcome and to proudly show them the full line of games carried on display. Among visitors calling this week at the Dixie office were Bud Varnado, McComb, Miss.; George Regis, Donaldsonville, La.; Leon Fontana, Ponchatoula; Leon Boudoin, W. C. Singley, Monroe; E. L. Little, Bogalusa, and many others.

Down on a business trip thru the Southern territory, Charles Snyder, of the Mills Novelty Co., home office at Chi,



HARRY SEIDEN (right) has announced the addition of Jules Olshen (left) to the firm. Olshen will have charge of the Seiden Distributing Co. sales floor.

spent several days in New Orleans, being joined by Mrs. Snyder and their son before all returned to the Windy City. Mr. Snyder speaks highly of the Mills new slot, counter game and 1-2-3 pin table and looks for the best season in the history of the company.

Sam Gentilich, head of the Dixie Music Co., Seeburg phonograph distributor, returned recently from New York City, where he spent over \$25,000 on new equipment in preparation for a big fall and winter season. Most of the new machines will be used by Gentilich in operations by his Gentilich Distributing Corp., one of the largest operating firms in the city.

R. N. McCormick, Southern sales manager for Decca records, reports that all records for individual disc sales have fallen with the latest Bing Crosby rendition of the old favorite *Mexicali Rose*. Orders from phonograph ops were so heavy for a while that Mac had to stall them off until new supplies could be rushed from the recording factory.

"Like bees around flowers" seems the best way to describe the way they cling around the office of the Direct Sales Co., and we often wonder if Lillian Harries, the beautiful brunet secretary, hasn't something to do with it. At least she is one of the most popular secretaries of the many in coin machine row here.

The return of the New Orleans two big college eleven, Tulane and Loyola, as formidable rivals for championship in their respective conferences gives the local coin machine ops and distributors plenty of food for hot arguments these fall days. Take for instance Ed Rodriguez, of the Jules Peres Novelty Co., who is so sold on Loyola Wolves that he stops anything he may be doing to tell you of the many good points of the 1938 varsity squad. As best Tulane supporter, our hat goes off to Louis Boasberg, of the New Orleans Novelty Co., former star of Tulane's finest eleven.

Hitting the town like a ton of bricks is Bally's newer creation, Eureka. Operators have been buying this machine so heavily that the Bally distributor, Dixie Coin Machine Co., is far behind in filling orders. Location owners personally record player interest since Eureka has been installed. "That machine does everything but talk to you," a big operator said when questioned as to his reaction to the new Eureka.

Orchids to Ernie Petrowsky, the six-foot four-inch service man for the Great Southern Novelty Co. Speeding back to New Orleans last week from a country call, Petrowsky was attracted by a fire in a suburban inn just north of the city. When he neared the spot he suddenly remembered that the Great Southern had a big new Seeburg on location there. Forgetting danger or shouted warnings from the fire fighters, Petrowsky and his Negro helper, Joe Monette, rushed into the spot, tugged out the Seeburg, which was already beginning to burn, and rushed it to safety. "When Ernie and Joe got back to our office here," Manager Ernest Ciesl relates, "the phonograph was still smoking but its mechanism was unharmed."

In town for several days, mainly to attend the recent Eucharistic Congress here, Arthur C. Hughes, of the Electro Ball Co., Dallas, was seen in company with Buster Ciesl, of the Great Southern Novelty Co., and Dan Cohen, of the Crescent City Novelty Co. Arthur Hughes is one of the best known music operating experts in the Southwest and he has a wide circle of friends in the Crescent City.

Detroit

DETROIT, Nov. 5.—Joseph Brilliant, G. A. Gustafson, Frank D. Noble and John Croyewski were Wurlitzer customers here. Truman A. Conrad took over some scales from operator Frank D. Noble. Looks as if Noble is concentrating on phonographs.

Allen A. Lesley, of the L. & W. Vending Co., operating many types of machines, is adding more Watling scales.

Raymond J. LaBarre, reported as a newcomer in the coin machine field, is starting off with cigaret venders, using the U-Need-a-Pak model.

Mack Barron, like many other Detroit music operators, is prospering these



AL SCHLESINGER, Marvin Liebowitz, Joe Hiroch and Joe Fishman (left to right), prominent New York coinmen, are snapped with the two deer they bagged on a recent hunting trip in the Canadian wilds.

days. And buying more Seeburgs as a result.

The Canteen Co., one of the city's largest vending machine operators, has just acquired a new lot of cigaret venders from Stewart & McGuire.

A number of merchandise vending machines were placed recently in the plant of the Cadillac Motor Car Co. by Mills Automatic Merchandising Corp. They have also placed machines with the Kroger Grocery and Baking Co. stores, according to George H. Lightner, manager of the corporation.

Michael A. Angott Jr., head of Angott Coin Machine Merchandising Co., commenting on the statement made by Harry L. Dingeman, city councilman, that 6,000 merchants were dependent upon pin games for their living, said that his speech and its reception by members of the city council had restored the hope of the pin-game operators that they would be able to obtain new licenses.

Frank Alluvott recently added several new Wurlitzer machines to his route. Alluvott reports a noticeable pick-up in business.

Julian M. Kratze, of the Atlas Automatic Music Co., Seeburg representative, is this week making a final visit before the show on the trade through the western half of the State. This office reports business holding up well with no slack movements.

William O. Selsor, who recently entered the Detroit coin machine field, is finding business very good. In fact, he states he has all the business that he can handle at the present time.

Budin and Munves Have Bounty Game

BROOKLYN, Nov. 5.—Herman Budin of Budin Specialties, Brooklyn, and Mike Munves, of Mike Munves Corp., New York, have joined hands in distributing Exhibit's line of novelty tables in the East. These two men are among the foremost distributors in the country and both are enthused over the possibilities of Bounty's being a great success, it is said. The distribution set-up is very advantageous to other jobbers and all operators in metropolitan New York. These games can be secured immediately in Brooklyn at Budin's, at the downtown New York office of Mike Munves and at the 157th street office of Munves operated by Max Munves, the reports state.

Harry Hoppe, Eastern representative for Exhibit Supply Co., set the game up in Budin's showroom, and the response from the operators who were present was exceptionally encouraging, it is said. Hoppe claims: "Bounty, in my opinion, is a far superior money maker to Review and Regatta, Exhibit's last two successes."

Mike Munves has been distributing Exhibit's arcade machines for many years and now will carry its entire line.

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. 2,134,088.
Pertaining to Machine for Popping Pop Corn and Vending the Same.
Application, December 29, 1937.
Issued October 25, 1938.
Number of Claims, 5.
Inventor's Name—Louis K. Obdyke, Glendale, Calif.

1. In a machine for popping pop corn and vending the same, comprising a heating pan containing a quantity of popping liquid, electric heating means associated with said pan for heating the liquid, a separate popping liquid reservoir and operating means acting to fill the heating pan with liquid in excess of that required for the popping operation and to thereafter withdraw liquid from the pan until a predetermined level is reached.

Patent No. 2,134,185.
Pertaining to Game Apparatus.
Application, January 2, 1936.
Issued October 25, 1938.
Number of Claims, 4.
Inventor's Name—Leslie M. Hansen, Chicago, Ill.

Assigned to Genco, Inc., Chicago, Ill.
1. "Free-play" mechanism for use with game apparatus of the type having an apertured ball-playing board and an apertured baffle movable back and forth below said board to hold and release balls played into the apertures in the board, a coin-freed manually operable control having a limited idle stroke freedom of movement and arranged to move said baffle into ball-releasing position when moved in full stroke operation, spring means normally holding said baffle in ball-retaining position, said "free-play" mechanism including electro-magnetic means for moving said baffle into ball-releasing position, switch means operable by a ball and arranged in circuit with said electro-magnetic means and a manually operable switch positioned for operation by said coin-freed control upon idle stroke movement of the same, said ball-operated switch being positioned below said board closely adjacent a ball aperture thereof for operation by a ball played into said aperture substantially as described.

Patent No. 2,134,461.
Pertaining to Game Apparatus.
Application, March 22, 1937.
Issued October 25, 1938.
Number of Claims, 1.
Inventor's Name—John Michael Fusco, Altoona, Pa.

In a game apparatus, a support having playing field indicia thereon and provided with an opening, a spherical member exposed thru said opening and having indicia indicative of playing activity, a turntable arranged at the opening and supporting the spherical member for rotation thereof and means for imparting rotation to said turntable.

Design Patent No. 111,851.
Pertaining to Design for a Bottle Vending Machine.
Application, May 7, 1938.
Issued October 25, 1938.
Designer's Name—Joseph E. Hagstrom, Kansas City, Mo.
Assigned to the Vendo Co., Kansas City, Mo.
The ornamental design for a bottle vending machine.

Design Patent No. 111,869.
Pertaining to Design for a Corn-Popping Machine.
Application, February 18, 1938.
Issued October 25, 1938.
Designer's Name—Irven H. Wilsey, Chicago, Ill.
The ornamental design for a corn-popping machine.

Design Patent No. 111,865.
Pertaining to Design for a Vending Machine Casing or the Like.

Application, August 18, 1938.
Issued October 25, 1938.
Designer's Name—John Tavis, New York, N. Y.
Assigned to Stewart & McGuire, Inc., New York, N. Y.
The ornamental design for a vending machine casing or the like.

Patent No. 2,135,176.
Pertaining to Amusement Device.
Application, December 18, 1937.
Issued November 1, 1938.
Number of Claims, 4.
Inventor's Name—Glen D. Fleak, Beaumont, Tex.

Assigned one-fourth to H. A. Mitchem, one-fourth to C. M. Lewis, both of Lake Charles, La., and one-fourth to W. D. Fleak, Chicago, Ill.
1. An amusement device having a plurality of upwardly extended guides, a figure operatively connected to each guide to be movable along the guide between a starting position and a goal, cable means for each figure for raising and lowering the figures along the guides, rotatable winding members for said cables, a common drive means frictionally connected individually with said winding members, stop means for each winding member operative to hold it against rotation in one direction only, manually actuated means individual to each stop means for releasing it, said drive means being reversible to turn said winding members in the other direction, and holding means individual to each winding member to prevent rotation thereof in said other direction, each of said cables being connected to the corresponding holding means to hold it in inoperative position until the cable is unwound from its winding member.

Patent No. 2,135,182.
Pertaining to Game Apparatus.
Application, July 12, 1935.
Issued November 1, 1938.
Number of Claims, 15.
Inventor's Name—Allen T. Jozz, Chicago, Ill.

Assigned to James E. Johnson, Chicago, Ill.
1. In a game apparatus, the combination of an electromagnet having a coil and an armature, a pair of contacts in circuit with said coil and constructed and arranged to be closed when said armature is moved away from said coil, resilient means for moving said armature away from said coil to close said contacts, a hammer secured to said armature, a dice-carrying member and manually controlled means for substantially simultaneously energizing said electromagnet and moving said member into the path of movement of said hammer, thereby to cause the latter to vibrate said member.

Patent No. 2,135,292.
Pertaining to Amusement Device.
Application, June 19, 1936.
Issued November 1, 1938.
Number of Claims, 3.
Inventor's Name—Fred Pocell, Chicago, Ill.

Assigned to Edward E. Barthell, Winnetka, Ill.
1. An amusement device comprising a stationary upright container partially filled with liquid, a target positioned near the bottom of said container and submerged in said liquid, a top provided with an opening in alignment with said target, and a sinker adapted to be inserted thru said opening, said sinker being so shaped that the resistance to its travel offered by said liquid will divert the same from a right-line movement.

2. A device of the character described comprising a coin receiver, means inclosing the receiver and having a coin slot above the receiver, liquid in the inclosing means in which the coin receiver is submerged and means for tilting the receiver to displace the coin therefrom.

Design Patent No. 111,876.
Pertaining to Design for a Coaster Slide.
Application, January 17, 1938.
Issued October 25, 1938.
Designer's Name—Horace W. Hanna, New York, N. Y.
Assigned one-half to Kathie Malik, New York, N. Y.
The ornamental design for a coaster slide.

Design Patent No. 111,910.

CLOSING OUT!

160 MICKEY MOUSE VENDERS

Original Selling Price \$8.95 Each

NOW OFFERED AS FOLLOWS

86 BRAND NEW VENDERS, Never Unpacked, **\$4.95 Each**
Only
74 SLIGHTLY USED VENDERS, Operated Less Than **\$3.50 Each**
3 Weeks, Guaranteed Like New, Only.....

Walt Disney Charms, Per Gross, 75c

PHONE, WIRE or MAIL your order today to insure your getting delivery, as these Venders are offered subject to prior sale. Terms: One-third certified deposit with order, balance C. O. D.

THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

Pertaining to Design for a Putting Game Device.

Application, March 14, 1938.
Issued October 25, 1938.
Designer's Name—Fred W. Preece, Toledo, O.

The ornamental design for a putting game device.

Small Window Is Aid to Customer

DETROIT, Nov. 5.—A little publicized feature of the Four-in-One Vender, made in Detroit, is responsible for a lot of its satisfaction on location. This is a cover of practically unbreakable glass which is installed as a window over the discharge chute at the bottom of each of the four compartments.

This serves to call attention to merchandise in the chute and clearly shows the customer where his candy, nuts, etc., are just after he plays his penny. It makes for neatness by avoiding spilling from the discharge end of the chute, as the merchandise is only released when the player holds down the lower portion of the chute, presumably holding his other hand under the chute to receive his goods.

The Four-in-One Co. is selling its new service set for operators of vending machines in most States in this country. Manager Saul E. Gordon reported this week.

They are also extending operations in the field of selling merchandise, such as candy, peanuts, etc., for merchandise vendors, and are specializing in quality goods in quantities that will allow operators a variety of choice.

Asco Sales Draw Quick Replies

NEWARK, N. J., Nov. 5.—Al Cohen, of Asco Vending Machine Exchange, who started in the jobbing of merchandise machines just a short time ago, has been running a clearance sale of vendors, "which has attracted operators all over the country," he reports.

Cohen was pleased with the answers to his ads, he states. "There is no doubt that the operators reading our ads in this advertising medium are the most progressive. They act quick. Every time we feature a clearance of some of our vendors we are swamped with orders."

"This time we have one of the best lots of reconditioned bulk vendors that we have ever had. We feel that those who get them will agree with us that they are certainly great bargains."

"The firm has stocked all types of nuts and candies as well as charms and will feature these at exceptional prices."

Soft Drink Trade Has Convention

NEW YORK, Nov. 5.—With the gradual increase of coin-operated machines for vending soft drinks, interest of the vending trade centered in the annual convention of the American Bottlers of

CHARMS 75c

GROSS—CASH WITH ORDER
Our stock consists of Snow White and Dwarfs and other good grades sold assorted in 10 gross lots.
75c GROSS, P. O. B. PHILADELPHIA, PA. Bulk Candy for your machine.
1 1/2 c. LB.
20 and 50-lb. cartons.
Hundreds of merchandise machines—new and used! Universal, Topper, Silver King, Lucky Boy and many others. Write to us for our bargain list.
RAKE
5438 Woodland Ave. PHILADELPHIA, PA.

Carbonated Beverages at Commerce Hall this week.

Statistics on the soft-drink market indicated that the industry's previous record of the equivalent of 13,000,000,000 half-pint bottles, worth about \$350,000,000 annually, will be surpassed by the end of this year, it was said.

The convention and exhibit, which covered 160,000 square feet, 35 per cent larger than a year ago, is the first ever held in New York by the association, which is 20 years old. About 200 manufacturers of bottling equipments, supplies, extracts, trucks, coolers, refrigerators, etc., displayed their newest developments. While technical innovations in the bottling processes were fairly numerous, changes in bottles themselves were few.

New-Type Bottles
Some trend to the straight-sided short-lipped bottles for storage convenience was reported. One company brought out a bottle containing an insoluble straw that pops up when the cap is removed. A milk bottle with a short wall extending above the regular lip for easier pouring was shown.

Multiple Venders Best, Says Gordon

DETROIT, Nov. 5.—The ability of the four-unit vending machines to take over and hold locations under certain conditions was discussed here recently by Saul E. Gordon, of the Four-in-One Mfg. Co., who said: "We have had numerous inquiries from people in the operating business asking whether or not we also had a companion single-unit vender. Our reply, however, was in the negative."

"We feel this way about it—there is, no doubt, something to be said for both types of vendors. We expect our machine to take over the better locations. For that reason we do not care to enter the single-vender field. The four-unit vender, while carrying more merchandise and several kinds of candies, etc., has less merchandise in each individual unit. This tends to keep stock from deteriorating in the machine—keeping it fresh and building up consequent customer good will and patronage. We think that operators are safer in using the multiple-unit vendors with consequently much greater sales."

Portraits of Record Artists

This is the sixth in a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

KAY KYSER

Kay Kyser, who has brought humor and novelty to the band stand thru his *Kollege of Musical Knowledge* and his use of the singing titles, was born in 1906 in Rocky Mount, N. C. Turning band leader was the farthest thing from his mind until 10 years ago when the University of North Carolina, which he attended, found itself minus a dance orchestra. Kay, who had been serving his alma mater as cheer leader, came to the rescue and organized an outfit which he thought would be used only during his collegiate days. It became so successful, however, that he was prevailed upon to accept after-graduation engagements, and he was soon well on the road to band-leading fame.

His first work upon turning professional was a series of more than 40 college dates thruout the South, East and Midwest, and he and his boys developed so nicely that it wasn't long before calls began coming from important hotel spots. Kyser forthwith embarked on a hotel spree which carried him into practically every important hostelry from New York to California. It was during one of these engagements—at the Miramar Hotel, Santa Monica, Calif.—that Kay originated the famous singing song-title idea.

The Kyser stock went farther up when he started the *Kollege of Musical Knowledge* idea at the Blackhawk Cafe in Chicago. He established a new business record with it at that restaurant and thru it landed a Coast-to-Coast radio commercial sponsored by Lucky Strike cigarettes. His appearance at the New York Paramount, during which he further utilized the *Kollege* stunt, made his contribution to the parade of name bands at that theater stand out and resulted in tremendous business and added prestige to the Kyser name. He is accepted in the band world as one of its greatest showmen and personalities, and his clowning on the band stand in addition to his distinctive style has been a prime factor in his success.

This fall and winter Kay is departing in the Manhattan Room of the Pennsylvania Hotel, New York, after a summer spent on its roof garden and is more than holding his own against the greatest array of competitive name bands the city has ever seen at one time.

Adverse Bill Coming Up

LOUISVILLE, Nov. 5.—A council hearing was held here recently on a tax bill for coin-operated machines which is considered adverse by members of the coin machine trade. The bill was referred to committee and will come up again at the next meeting of the council.

The bill would tax both pinball games and phonographs at the same high rate, which is very objectionable, members of the trade say.

A delegate from the musicians' local of the American Federation of Labor said the tax was not high enough.



JERRY KERTMAN and others of the American Coin Machine Co., Rochester, N. Y., look over the Seeburg phonograph, for which they are distributors.



Operator Tips

By MORRIE KORENCOLD

CHICAGO, Nov. 5.—To my knowledge, this is one of the few columns written by an honest-to-goodness, genuine operator. While other columns that appear in various journals are mighty well written and express some very good informational points, it is really the operator who understands some of the basic facts, because he is "up to his neck" in the business—and glad to be there.

First, to my many friends in Chicago I say, "Howdy!" To others in and around the country, "Glad to meetcha." Let me hear from you. Express your viewpoints. We could get some mighty interesting discussions going if you would write in.

My motto for operating—for 11 continuous years—has been, "The coin machine business at its worst is better than most business at its best!" What's yours?

There are some operators, especially in the phono business, who are paying money to location owners to secure spots. This is a sure sign of laziness and bad business—not only for the individual but for the entire business.

Locations can still be gotten by the ancient method of leg muscles plus brain work. It's the best way.

Some operators have a special fund to spend for drinking at their locations, thinking that by spending a few dollars now and then they can hold their locations.

In the opinion of many operators, it just isn't true that you need do this to hold the spots. Locations can be held by the magic three—dependability, courtesy, service. I have never spent a dime deliberately to get a location. I know others who do as I do. We get hundreds of new locations every year.

No matter how small an operator you are, keep a set of books so that you know just where you stand financially—when you want to know! I have seen operators spend too much of their gross intake on personal expenses, not because they had to, but because they thought they earned it. You'll wind up behind the eight ball if you don't keep books and figure such things as depreciation, damage, etc.

The other day I saw an operator coming into a location with a bunch of keys about the size of a haystack. He spent about 10 minutes looking for the number that opened the cash box. Everybody looked at the fellow with envious eyes, made a few remarks to the effect that the fellow must "sure collect plenty of dough!"

It's bad business to lose so much time and to have such comments made. For a few cents per machine you can have your route keys limited to three or four numbers. It will save you time and eliminate wisecracks.

I hope this column will benefit some operator somewhere. Drop a note in care of the Coin Machine Department with any useful information that might be of interest to other operators. Get it in print so that we can all see it.

Bennet Saleshead For Corcoran Co.

CHICAGO, Nov. 5.—E. George Bennet, in charge of sales of Corcoran cabinets thruout the Midwestern sector, was back in Chicago last week after an extended trip thruout his territory, including Ohio, Kentucky, Missouri, Indiana and Illinois.

He announced that the showrooms for Corcoran cabinets has been removed to the factory showrooms at 2739 W. Chicago avenue. Bennet stated that due to lack of office space and parking facilities in their former location they had deemed it advisable to move to their new location.

He will leave shortly, he said, on another trip thru the territory to show operators the Corcoran cabinet. Said Bennet: "It's a great cabinet and drawing plenty of attention from operators."

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Heart and Soul. One of the most popular ballads of the moment and plenty worth having around. Larry Clinton has a grand recording, and they'll want to hear his further because the song is featured in the Paramount short, *A Song Is Born*, which stars the Clinton Band.

While a Cigarette Was Burning. This Nick Kenny tune came up fast and looks good to linger near the top for some little time. Selling strongly, and prominent on the air waves, it should be doing well for operators. Sammy Kaye has one of the latest waxings, but for a smooth version Buddy Rogers' heads the list.

My Reverie. Surprising everyone, since it's not exactly a commercial number, this Larry Clinton adaptation of one of Debussy's lovelier melodies jumps this week out of the operators' specials classification and into general, country-wide favor. No. 1 radio tune and No. 4 best seller are the reasons. Clinton's, of course, is the record to have.

Lambeth Walk. Altho this is maintaining a nice pace as a sheet-music seller and still holding up its end on the air, several operators report a slackening off in machine demand for it. It would seem, therefore, to be up to the discretion of the particular ops whether to hold on to it for another week or two or let it go. Duke Ellington and Russ Morgan have good platters.

I've Got a Pocketful of Dreams. Still pretty strong after many sustained weeks of popularity, Russ Morgan again, with a particularly pleasing disc.

Summer Souvenirs. Climbing well enough on all lists to make it practically a "must" for the machines. A few operators claim they're finding it one of the best paying numbers under the needles. Larry Clinton's version is tops.

COMING UP—BETTER STOCK THEM

Two Sleepy People. One hearing is enough to make the average person want to hear more of this clever lyric and catchy tune. That has been proved by its actions of the past week, when, with plugs only enough to put it in a poor 13th spot on the most played list, it still managed to sell enough copies to land it among the glorified 15 best sellers as No. 8. Get this in the machine; it's going to be this season's *Thanks for the Memory*. Sammy Kaye, thus far, has the smoothest waxing, and Hoagy Carmichael, the composer, records it with Ella Logan in a vocal-dance arrangement.

All Ashore. Sammy Kaye also does this new Billy Hill ballad and the combination looks like a potential hit for the machines. Tune is advancing steadily and seems to have what it takes to hoist it into the really popular class.

My Dawn. Much more in public favor on the air than over the counter, this Deanna Durban tune from her latest picture, *That Certain Age*, just released, seems pretty sure to go places. Several dance versions out, none of which is outstanding.

Old Folks. Publishers of this one are still delaying their campaign on it, but once they start it's going to be a necessity for operators. It's a grand, homey ballad that the public always goes for, and this is even better than the average. Bea Wain's vocal on Larry Clinton record is, as usual, ace.

Have You Forgotten So Soon? Another ballad that looks good for early winter popularity. Mildred Bailey, with Red Norvo's Ork, warbles it in her customary excellent style.

OPERATORS' SPECIALS

Mexicali Rose. Going strong as a machine number, due to Bing Crosby's appeal for the nickel droppers.

Wacky Dust. Ella Fitzgerald and Chick Webb turn out another great phono item in this swinger. Very popular with operators, according to reports of the past week.

MacPherson Is Rehearsin' To Swing. Another Webb-Fitzgerald entry and pretty potential. Sort of a kiddie diller with a hop, scotch and jump.

Carolina Moon. This is a real novelty. A battle of music on the same disc, Sammy Kaye upholding the virtues of the song as a sweet, slow fox-trot, and Tommy Dorsey doing his best to demonstrate that the number is much better as a swing stomper.

Jump Session. Slim and Slam, the *Flat Foot Floogie* and *Tutti Frutti* boys, do it again and present ops with a profitable item.

Sha Sha. An Andrews Sisters' disc which is meeting with much favor in large cities and in Jewish locations. But where the Andrews are idolized generally—and that's in a great many places—this one has been doing very nicely for itself.

When My Baby Smiles at Me. Those who like Ted Lewis will always go for his standard bearer, and there are enough Lewis fans around the country to make ops happy.

Button, Button. Eddie De Lange knocks out a nice one in this novelty. His split with Will Hudson hasn't seemed to lessen his ability to swing any.

GOING DOWN—NOT WORTH PUSHING

I've Got a Date With a Dream; So Help Me; I Haven't Changed a Thing; Tutti Frutti; A-Ticket, A-Tasket; The Yam; Stop Beatin' Round the Mulberry Bush; O! Man Mose; Music, Maestro, Please; I'm Gonna Lock My Heart; Now It Can Be Told.

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.

New Orleans

November 5, 1938.

To the Editor:
 Down here in the Deep South, far from the confines of Tin Pan Alley, phonograph operators don't have to change records as often as in the faster moving areas to the North and East. Race numbers have their tuning, but they as a rule do not hold on as long as the blues or other typical airs so much associated with the semi-tropical atmosphere of the land of such long summers.

As the Halloween rush echoes the opening of the winter season in New Orleans, a time of the year when thousands upon thousands of Northerners turn their attention to the milder climate, I find particular prolongment for such recent favorites as Alexander's Rhythm Band, *Stop Beatin' 'Round the Mulberry Bush*, *A-Ticket A-Ticket*, *Way Down Yonder in New Orleans*, *Mexicola Rose*, *Stardust* and *Old Man Moss*. The peak of the football season finds a better demand from locations that are favorite haunts for the college set, and by far margin is the special recording of *The Darling of LSU*, a number that spread over a wide area of the country during the heyday of the late Senator Huey P. Long.

Up and coming in the past week to 10 days are such numbers as *Long Legs*, *I've Got a Pocketful of Dreams*, *Who Stew Ouzt the Flame?* and the *Great Waltz*, coincident with the picture's showing at a local theater this week.

Mexicola Rose, by Bing Crosby, goes without doubt to the front of my list in popularity in the New Orleans area. Flavored with the haunting strains of Latin beat, Crosby's popularity makes this disc a double click. Crosby stands far ahead in the white nubes, while Ella Fitzgerald and Bob Crosby's *Ork* must be given first place in the Negro sections.

Where dancing is permitted in some few places (New Orleans has a high tax on locations where dancing is allowed) Pat Walker, Tommy Dorsey, Bob Crosby, Mamie Lanford, our native Louis Armstrong and Benny Goodman are the bands of the hour. Swing renditions of

Martha, as sung by the native Connie Boswell, and of some Goodman arrangements are usually requested along with selections that are usually running high in popularity at the time on the radio. Halloween night found a strong appeal for *March of the Bob Cats* and all available "spook" numbers.

Noticing that Mildred Bailey has been so popular with the Negroes of other areas, we have found that New Orleans must be included in the excepted areas. Except for the *Old Booking Chair*, New Orleans hasn't gone so much for Mildred Bailey. Slim and Slam numbers are on the up, especially their *Tuff-Fruff*.

It's hard to remember any movie that had so much influence on demands for recording during the year as *Rogers-Astaire's Carefree*. Most of these numbers, especially *Change Partners*, continue to find their place into the daily line-up. *Music, Maestro, Please*; *I've Got a Date With a Dream*, *I Haven't Changed a Thing* and *So Help Me* are among the slipping numbers.

Despite its distance from New York and Chicago, between the radio and simultaneous release of popular movies the New Orleans music lover is well up with times of the times, only he has a tendency to keep liking some old favorites a bit longer than the average American.

Your column is a boon to the music operator. The suggestions contained therein fill a long-needed gap.

JULIUS PERES,
 Peres Novelty Co.,
 New Orleans, La.

New York City

November 5, 1938.

To the Editor:
 If I were putting out a new machine this week I'd use the same list of records that you mentioned in the "Record Buying Guide" in last week's issue. With one or two exceptions, every tune you have listed is going well on my machines. At the present time *My Renery* is still leading the pack. Both the Larry Clinton and the Bing Crosby versions are doing equally well. In runner-up positions I'd place Crosby's *Old Folks* and *Mexicola Rose*. Jimmy Dorsey's *Change Partners* is doing very well, as are both Clinton's and Connie Boswell's rendition of *Summer Scenters*.

Two numbers that are on the upswing and due to be nation-wide hits on phonos, in my opinion, are *Buffon Buttons*, by Eddie DeLange, and *Two Sleepy People*. DeLange's number is the first worth-while one he's recorded since splitting with Hudson. *Two Sleepy People* has all the earmarks of a natural, but to date the right recording has yet to be made. But watch that number! When made by the right hand it will be tops.

Crosby's *Small Fry* and Russ Morgan's *Lambeth Walk* have been good money makers for us, but the numbers have begun to slip a bit during the past week. *All Ashore* is a peculiar tune for us. It has all the requisites for a hit on phonos but hasn't caught on as yet. In my



Talkie Horoscope

- ★ The only Horoscope that TALKS . . . an exclusive Rock-Ola product.
- ★ Takes DIMES only . . . double money to you!
- ★ It talks! Then it delivers printed Horoscope!
- ★ Special announcer draws crowds every few minutes!
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Fred Pray

Offices at PARK CENTRAL HOTEL
 New York City, N. Y.

PHONO BARGAINS EAST COAST SPECIALS

WURLITZERS	ROCK-OLA'S	MILLS
412 \$69.50	Night Club \$37.50	Dance Master . . . \$22.50
312 79.50	Regular 42.50	De Luxe 39.50
	Rhythm King . . . 52.50	Do Re Mi 49.50
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Excellent Mechanical Condition and Appearance. 1/3 Cash With Order, Balance C. O. D., F. O. B. New York. First Come—First Served!

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WURLITZER \$109⁵⁰ EA.

616

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.

opinion, the reason is that no recording to date has done it justice. Mildred Bailey fans should really go for her release of last week, which has *Have You Forgotten so Soon?* and *Old Folks* back to back. The rockin' chair lady has done herself proud with both sides.

Altho returns have fallen off on the Andrews Sisters' *Sha Sha* in the general run of spots, it's nothing short of terrific in Jewish locations. Of all the releases on Alexander's *Ragtime Band* I've done best with a repress of the number the Boswell Sisters did years ago. Here's a number that ops should stock up on in those towns where the picture is due to appear.

I've been finding this column mighty interesting reading during the past few weeks and it should be a big help to operators in all parts of the country. Your "Record Buying Guide" feature is tops with me, and any operator who puts the numbers you pick on his machines can't go wrong.

BABE KAUFMAN,
 President Babe Kaufman Music Co.,
 New York City.

Kansas City, Mo.

November 5, 1938.

To the Editor:
 Just in the last two or three weeks, it seems to me, there have been numerous outstanding releases from the various waxworks, many of which are proving socko stuff on my machines.

Take the Chick Webb-Ella Fitzgerald combination as an example. I'm doing big business with *MacPherson Is Re-*

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GENUINE PHONOGRAPH
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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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250 WEST 54th ST., - NEW YORK
ALL PHONES: CIRCLE 7-1381



—Standard Flashlight Co., New York.
 OVER 375 MUSIC MACHINE OPERATORS, jobbers, distributors and their friends attended the first annual entertainment and dance of the Automatic Music Operators' Association of New York City at the American Women's Association Clubhouse October 30.

MEMBERS OF THE COIN MACHINE TRADE

Are Offered the Opportunity to Attend Two Big Shows. Grand Entertainment—Big Displays of New Machines—and Good Fellowship Await All Who Come. Registration is Free in Either or Both Shows If You Mail Your Blank Now.

Get All the Details Week by Week in The Billboard



ADVANCE REGISTRATION FOR COIN MACHINE SHOWS

Readers of The Billboard may make advance registration for one or both of the Coin Machine Shows that have been announced in Chicago. Simply fill in the blanks below and mail to The Billboard.

Mark X Before the Show You Plan To Attend

NACOMM ANNUAL SHOW December 12, 13, 14, 15, '38 Stevens Hotel, Chicago (National Association of Coin-Operated Machine Manufacturers)	CMMMA ANNUAL SHOW December 12, 13, 14, 15, '38 Sherman Hotel, Chicago (Coin Machine Manufacturers' Association)
---	--

(Members of the trade may register for one or both Shows)

Advance registration is open only to bona-fide operators, jobbers and distributors of coin-operated machines. Please write plainly.

Name Firm

Street City and State

Check whether OPERATOR..... JOBBER..... DISTRIBUTOR.....

Check Types of Machines Used: Amusement..... Vending.....
 Music..... Service.....

To identify bona-fide members of the industry, please enclose either Letterhead () or Business Card (). Also give the name of at least one manufacturer whose machines you have purchased during the past year:

Signed by Date

NOTE—Advance registration for the NACOMM Show must be received not later than November 30, 1938.

MAIL YOUR BLANK TO THE BILLBOARD,
54 W. RANDOLPH STREET, CHICAGO, ILL.

Hearing, Wacky Dust and I Let a Tear Fall in the River, all sung by Ella. Then there's another pairing that never fails for me. I'm speaking of Red Norvo and Mildred Bailey. They have real killers in Who Blew Out the Flame? This is Madness and I haven't Changed a Thing, tunes which go well in cocktail lounges as well as jitterbug spots. I expected big things from the Andrews Sisters and their Goodbye-Goodbye, paired with Lullaby to a Little Jitterbug, but neither side has been a winner. Guess it's just one of those things. Some of the Andrews discs in the past proved terrific.

Bunny Berigan's High Society; Father, Dear Father and Livery Stable Blues are the first the torrid trumpeter and his band have made that have been okeh on my locations, especially those near high schools and in the vicinity of college campuses. Ella Logan's Ragtime Cowboy Joe is going to be good a little later, I think. So far it is not arousing the enthusiasm that her Dear, What Can the Matter Be? did early last spring, but I'm gambling a while longer. Sammy Kaye is another I gamble with. He may be big stuff in the East, but I have found that he plays third fiddle to Kay Kyser here. Kyser's recent waxings of Ya Got Me, You're Lovely, Madame and What Have You Got That Gets Me? are all potent nickel-grabbers, as is Larry Clinton's Summer Souvenirs, a swell ballad that everyone seems to like.

What we need right now, despite the bumper crop of pop tunes, is a smash novelty to equal A-Tisket A-Tasket, by Webb and Fitzgerald. That one set all kinds of records here but it's run its course now.

For machines in the Harlem districts I have sure bets in Louie Armstrong's Ain't Misbehavin', tied with I Can't Give You Anything But Love; Gene Krupa's Turff-Fuff, with the Leo Watson scat vocal chorus; Count Basie's Out the Window, Every Tub, Good Mornin' Blues and Dippin' Around; Andy Kirk's versions of How Much You Mean to Me, paired with How Can We Be Wrong? and both sung by Kansas City's own Phyllis Terrell; Tommy Dorsey's Boogie-Woogie, and finally any of Benny Goodman's releases. Especially profitable is the recent release by the Goodman quartet, with Lionel Hampton singing. The titles are The Blues in My Flat and The Blues in Your Flat, both slow but sold steady.

Still holding up well are The Yam and Change Partners, by Jimmy Dorsey; I Cried for You, Song of India and Smoke Rings, Glen Gray and the Casa Lomas; Marie, Stompin' at the Stadium and Carolina Moon, Tommy Dorsey; Indian Love Call, Begin the Beguine and Back Bay Shuf/le, Artie Shaw; All Ashore, Paul Whiteman; My Reverie, Eddy Duchin, also Larry Clinton; When My Baby Smiles at Me, Ted Lewis, and Louie, Louie, by Bob Crosby.

Obviously, all these sides don't go big on all locations. The clever operator, however, ascertains which ones pay to hear bands and certain singers. Kids like the stompie stuff, including Goodman, Shaw, the Dorseys, Crosby and Casa Loma. Older patrons of spots lean toward Duchin, Whiteman, Lewis, Clinton, Heldt and similar "commercial" orchestras. Some bands click with everyone, apparently. Kay Kyser and Norvo-Bailey are my best examples offhand.

It's an interesting business, but it takes lots of checking and skillful ordering. This new column in The Billboard is a godsend, sure enough, and dozens of men in the phono field in the Kansas City area agree with me on that point.

CARL F. HOELZEL,
President United Amusement Co.,
Kansas City, Mo.

OFF THE RECORDS

(Continued from page 13)

Glenn Miller continues both sides of a Bluebird label for what is alleged to be a swingy arrangement of By the Waters of Minnetonka. We don't know why, since there isn't enough musical meat in his orchestration to make it worthy of even a single side. Besides, the band sounds very mediocre on this try, and woefully so when the instrumentalists start riding with licks Adam used to woo Eve. For the same label Artie Shaw continues to garner glorification for his clarinet and his band, especially for this theme, Nightmare, replete with choicy clary cadenzas. Mated with Non-Stop Flight, the conventional stompie stuff but plenty solid.

Reissues

A VOCALION reissue that's a must-have for collectors is the bringing

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WE PAY CASH

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USED RECORDS

Wanted Any Quantity of Records by the following Artists at the Following Prices.

BENNY GOODMAN	8c
Raymond Scott	Hal Kemp	} 5c
Artie Shaw	Red Norvo	
Mudie-Delange	Big Sisterbecks	
Horace Heidt	Den Hedman	
Gene Krupa	Kavir Cugat	

F. O. B., N. Y. Ship Them in C. O. D.
Deposit Will Be Sent On Request.

Long Island Record Exchange
41 CORTLANDT ST., NEW YORK CITY.

back of Frankie Trumbauer's old Clark cutting of Clarinet Marmalade and Way Down Yonder in New Orleans. It's mostly the old Jean Goldkette band of some 10 years back that had Big trumpeting. And the bugle boys are still too thingy Big's takes on these sides. Brownie Wick brings back the Red Norvo Quartet classic of Big's In a Mist and Norvo's own Dance of the Octopus. Both pieces are impressionistic in music that's moderne. And both serve as a shrewdness for Norvo's superb xylophone stickings. Further interest is added in the fact that the quartet, purely for recording purposes in those days, included the late Dick McDonough on guitar; bassist Arthur Bernstein, of Red Nichols' Five Pennies, and background clarinet passages by a then unknown, Benny Goodman.

Another bring-'em-back of unusual interest is found in the Bluebird listings, Mildred Bailey, when she was Paul Whiteman's rocking chair lady, for the Too Late sob song and in a delta mood, Dear Old Mother Dixie. The background is stringy, but the singing is sweet. Only why list the lady as a "comedienne," a sense of humor we fail to appreciate. Up-to-the-minute soulful singing by Ella Bailey is found on Vocalion for the moody My Reverie and a more rhythmic What Have You Got That Gets Me?

Designed for Dancing

LARRY CLINTON, with Bea Wain's warbling on the credit side, adds a refreshing touch to the ballads on Victor for Who Blew Out the Flame? and I Took a Million Years. Wayne King is back on that label with Josephine's sister, Emeline. A twin sister, in fact, for the song is so related that it could very readily be the second sax part of Josephine. Piattimate is the King's royal three-quarter timing for The Perfect Waltz.

For the rumba enthusiasts Decca offers an easy-to-take album of 10 familiar rumbas played in the acceptable manner by Henry King. Kavir Cugat on Victor, has an exotic double of originals, a bolero rumba, Night Must Fall, and a conga, Cui, Cui. Both sides rich with Cuban flavor.

On the sweet side, Elmo Barron makes familiar music for Heart and Soul and Love Doesn't Grow on Trees for a dandy Bluebird double. And for the same label, Marc Kenney and his Western Gentlemen, a Canadian combo, doubles Sound at Midnight with When the Moon Hits the Night Good-Bye, harmless popie



WE HAVE MILLS VEST POCKET BELL!

The tiniest Bell in the world! Only 8"x7"x8". Weighs 15 lbs. Regular Mystery Payout. Fruit symbol stops. No Bell handle, operates with push-pull coin chute. Cash box holds \$45 in nickels. Three times faster than regular Bell!

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Air Races (Tkt.), Stoner's later than	
Turf Champs	\$15.00
Golden Wheel	18.50
Problems	35.00
Turf Champs (Tkt.)	24.00
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Electro J. Jo (Stoner)	\$22.50
Zita	29.50
Electro	49.50
CONSOLES	
Track Kings	\$69.50
Track Time	69.50
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Cardinal Cigarette Machine	\$ 6.00
Four's (5c)	18.50
Quizer (5c)	19.50
Dick Dominies	7.50
Groeschel Black Jack	7.50
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Rilliance Dice (Bally)	14.50
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SLOT MACHINES	
Jennings Dutchess (5c)	\$16.00
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Wattling Red-Top (10c)	25.00
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OTHER AMUSEMENT MACHINES	
A. B. T. Squirrel Shooting Machine	\$125.00
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Terms: 1/3 Deposit, Balance C. O. D.	

S-A-C-R-I-F-I-C-E

Bally RESERVES	\$ 20.00
Bally ATLANTIC CITY	20.00
Mills RIO	42.50
Stoner AIR RACES	9.50
PACES RACES & MARATHONS, Check Sep., Brown Cabinets, \$300 and Over	135.00
Orders of 5 or Over, 5% Off.	
PACES RACES, Black Cabinet, Check Separator	59.50
Bally FLEETWOOD	45.00
Stoner ZETA	39.50
5c Wattling DIAMOND BELL SLOTS, 89500 and Over	42.50
5c Mills BLUE FRONTS	22.50
WANTED - Winning Tickets, Derby Champs and Stoner Champs.	
TERMS: 1/3 Certified Deposit, Prompt Service.	

ARUNDEL AMUSEMENT CO.
39 WEST STREET, ANNAPOLIS, MARYLAND

straight style. Buddy Rogers whose arranger is listening to Benny Goodman too much, makes an almighty couplet for Vocalion with You Can't Be Mine and While a Cigarette Was Burning. But it doesn't take much unwinding to know that it's not Goodman.

Winter Sport Is New Game Theme

(New Game)

CHICAGO, Nov. 5.—From the snow-covered slopes of Switzerland's famed St. Moritz, the mecca of winter-sports lovers, comes the inspiration for our newest release," states Sam Wolberg, official of the Chicago Coin Machine Mfg. Co.

"The game will take its name from that sports resort," he said. "We have planned a thrilling, exciting type of play for St. Moritz, one that will give location players a real incentive to put their coins into the game. St. Moritz will be a straight novelty game of a super-high-score type."

A description of St. Moritz was given by co-official Sam Gensberg. "In addition to the special high-score play, the brilliant coloring and general mechanical quality which are being built into St. Moritz, we are including a radical departure in playing-field features. Altho I cannot reveal the details just now, I will say that it is an exceptionally clever feature that will be welcomed by operators. Full details will be given upon release of the game several days from now.

"While preparations are being made to devote the entire production line to the making of St. Moritz, the recent Chicago Coin release, Peachy, continues to monopolize production facilities," according to officials, "due to the fact that the game is continually growing in favor with the nation's operators."

Plant Visitors Okeh Qualified

CHICAGO, Nov. 5.—"Qualified, Western's new free game, is capturing the hearts of operators everywhere," states a Western Products spokesman.

"Recently a delegation of operators, consisting of Gilboe & Fielding and Harry Wilson, with their associates, called at the home of Western and placed additional orders for Qualified. The enthusiasm which they displayed for the game, plus the many complimentary letters being received daily, certainly substantiates Western's claims for the game," he said.

"One of the outstanding features which was commented upon is the adaptability of Qualified as either a one-ball or a five-ball table. Many operators have requested that the one-ball feature be installed at the time the game is made, while other operators desire to make this change themselves as they see fit in keeping with the territory conditions.

"Qualified free game and Race Meet, Western's latest console, plus the announcement of Derby King, a brand-new one-shot jackpot table, certainly keep Western's wheels humming."



W. C. FAIRBANKS, veteran coinman and hunter of Sioux Falls, S. D. His faithful English cocker spaniel, says Fairbanks, knows as much about hunting and retrieving as his master.

Little POKERFACE!

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—cheat-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

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 POKERFACE in your location quick . . . It's the best buy you ever made at only . . .

\$17.95

RUSH YOUR ORDER TODAY!
SANDERS PRODUCTS CO 6227 Broadway, CHICAGO
Coin Machine Manufacturers for the Trade Since 1918

MONEY-BACK GUARANTEE!
Try LITTLE POKERFACE for 1 week! If you're not absolutely pleased . . . return it and get your money back!

IMMEDIATE DELIVERY



STREAMLINE

5 or 10 Ball Novelty Table

Amazing Automatic Progressive Scoring System
Mechanically Simple
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Sensibly Priced At \$15.00
PENNY OR NICKEL PLAY
Order Direct — No Jobbers
One-Third Cash — Balance C. O. D.
AUTOMATIC AMUSEMENT CO.
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EXHIBIT'S

BOUNTY \$99.50

NEW 5 BALL NOVELTY GAME WITH FREE PLAY COIN SLOT.

STONER'S RITZ: Immediate Shipments, Jobbers and Operators Write for Prices.

→ CLOSE OUT — FLEETS \$39.50 ←

1/3 Deposit, Balance C. O. D.
Write for Complete List of Used and New Games at Lowest Prices.

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"For years we have been called 'A FRIENDLY FIRM' and long ago we adopted this expression as our slogan. The reason is simply that we have always given our customers, whether in our offices or a thousand miles away, proof of our friendship in every possible fashion. We want you to feel that our friendship for you is more than just a matter of business. It's our policy. And it's because of this friendship policy that we say YOU CAN BUY ANY GAME LISTED HERE WITH CONFIDENCE—AND BUY RIGHT!" GEORGE PONSER.

Chico's PEACHY
Daval's ODD BALL and TALLY
Keeney's HIT NUMBER
 AND NEW SENSATIONAL FREE PLAY FOOTBALL GAME! IT'S HOT!
BIG TEN
 CLOSEOUTS ON BRAND NEW COUNTER GAMES! WRITE FOR FULL DETAILS TO NEWARK OFFICE.

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3 COMPLETE DEALS

ONLY \$4.50



The Deal of a Lifetime, including Tickets, Jars, Holders and Cards all for only \$4.50. RED HOT, 1440 Tickets @ 5c, \$72.00. Av. Pay \$38.00. Profit \$36.00.

WORLD CRUISE 1280 Tickets at 5c, \$64.00. Av. Pay \$35.00. Profit \$29.00.

STREAMLINE 1,140 Tickets @ 5c, \$57.00. Av. Pay \$35.00. Profit \$22.00.



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20 BALLY RESERVES

NICE CLEAN SHAPE, \$19.95 each

Half Deposit, Balance C. O. D.

Cleveland Coin Machine Exch. 2336-S Prospect Ave., Cleveland, O.

Place 366 More Meters

HARRISBURG, Pa., Nov. 5.—City of Harrisburg has placed an order for 366 parking meters, which will bring the total in use here to 723 meters. The contract was awarded to the Kurpark Corp., of New York.

Meters were originally set at 45 minutes for 5 cents, but recently some have been changed to allow one-hour parking for a nickel, with the city explaining that "it is easier for a motorist to remember one hour than 45 minutes."

Beg Your Pardon

In The Billboard, October 26, 1938, page 75, a news item concerning the appointment of Modern Automatic Sales Corp., of Cleveland, as a distributor of Bally Mfg. Co. machines in the Cleveland area contained an erroneous heading or caption in which the Cleveland firm was referred to as "Eastern distrib." It should have read "distributor in the Cleveland area."

Jim Polizzi, head of the Modern Automatic Sales Corp., 4879 he expects to do a good job of distributing machines to Cleveland operators.

Nemeroff Cites Monarch "Balance"

CHICAGO, Nov. 5.—According to Clayton Nemeroff, manager of the Monarch Coin Machine Co., "the success being enjoyed by our organization is an outgrowth of what we term balance."

"Like a top-flight football team, a distributing organization requires balance," said Nemeroff. "You've got to have enough of the right things and you've got to be able to use them correctly to make touchdowns or sales. We pride ourselves on having balance in every department. We have a varied line of merchandise, including practically every type of reconditioned equipment, new games and other merchandise that coinmen require to fill out their operating activities. Jar deals, boards, merchandise machines and the like are available in the highest quality of their respective classes."

"In addition to equipment, a good distributor must give a balanced service," continued Nemeroff. "Service in the Monarch plant is complete."

Fitzgibbons To Improve Coverage

NEW YORK, Nov. 5.—John A. Fitzgibbons, Eastern regional manager for Bally Mfg. Co., reports: "Because of the sensational deal which we have for the operators from Maine to Maryland we are planning a better coverage of this territory than ever before. We will keep operators well informed of news in the industry."

"It has always been our contention that the operator should be informed regarding machines and all general conditions, for he is the man most interested in the course of events in the industry."

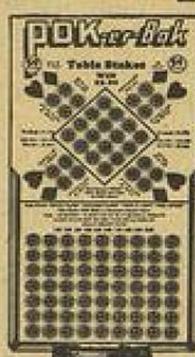
"We also feel that the special deal which we have started and which has won the regard and acclaim of the operators is sure to prove one of the greatest ideas ever originated in the coin machines industry. Our many years of experience in coin machine matters convinces us of this fact."

Fort Worth

FT. WORTH, Nov. 5.—Harry Turner, dapper op of Dallas, was seen making the "row" a while back in his new Packard car. Harry is one of the pioneer ops of the Southwest.

Henry DeLavan, operator of Hobbs, N. M., passed thru Ft. Worth recently. Henry is doing a good operating job in the Hobbs section.

Helen Savage, Dallas, was spotted in Ft. Worth attending the Roller Derby a few days ago. She was sporting nothing less than a beautiful orchid. Helen



REAL POKER HANDS
POK-ER-BOK

Colorful, Appealing, Profitable. With or Without Jackpot Card. Everyone likes to play poker, so why not let your players draw their own hands by the fistful and make barrels of money for you?

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CHANCE TO WIN \$25.00.
 2100 Tickets. 85 Seal Card.
 127 Winners.
 Pays \$1-\$10 and Chance at Tablestakes.
 Takes in @ 5c per Ticket, \$108.00
 Jar Payout... \$48.50
 Card Payout avg. 25.22

Tot. Pay't avg. 71.72 71.72
 Profit per Deal, avg. \$ 30.28
 Also Available in 10c Play.

PLAY POKER

55.00 Winners.
 2100 Tickets.
 114 Winners.
 5c Play

Takes in... \$108.00
 Pays Out... \$50.50
 Profit... \$ 57.50

10c Play... \$ 27.50
 Takes in... \$216.00
 Pays Out... \$85.00
 Profit... \$ 131.00

WERTS NOVELTY CO., Inc.
 Dept. BB-11, MUNCIE, IND.
 World's Largest Manufacturer of Ticket Games.

USED NOVELTY GAMES

Bally Rocket	\$12.00	Long Beach	\$ 8.00
Basket Ball (Exhibit)	12.00	Mad Cap	5.00
Carnival	10.00	Mary	15.00
Chicago Baseball	12.00	Mercury	5.00
Chico Derby	8.00	Reply	5.00
Chicago Express	15.00	Skinner	9.00
Dux	13.50	Stoner's Races	10.00
Electric 21	5.00	Swing	25.00
Happy Days	5.00	Toss	18.00
Half-Em	5.00	Turf Kings	10.00
Home Stretch	7.50	Vogus	10.00
Keno-D	12.00	Bally Zephyr	18.00

USED AUTOMATICS AND CONSOLES.

Range Tails	\$ 75.00
Galloping Dominoes	67.50
Put-N-Take	5.00
Track Time (1938)	200.00
Tenaron	37.50
Turf Champs	15.00
Track Time (Red)	100.00

MISCELLANEOUS

Bally Eagle Eye Gun	\$75.00
Panama Baseball	25.00
10 Popomatic (Like New)	29.50
Bally Roll	28.00
Skate Ball	40.00

TERMS: 1/3 Deposit With Order, Balance C. O. D. We Are Distributors for Mills Novelty Co. and Carry a Complete Line of Their Products.

OLIVE NOVELTY CO. 3020 Olive Street, St. Louis, Mo.

admits it's her first—but not the giver's name.

Mr. and Mrs. Porter Harrison, of Dallas, popular young coin machine folks who are well known in Ft. Worth, are the proud parents of a boy born October 18. The mother is the former Virginia Mayfield, sister of Mrs. Earl Reynolds, of Dallas. This makes Earl and Audrey Uncle Earl and Aunt Audrey. The father is a prominent operator of Dallas.

A number of operators from Waco attended the football game between the Waco Baylor College and Texas Christian University Saturday, October 29. They came along with the big Waco delegation and stormed cowtown like nobody's business. Among the Waco ops were Mr. and Mrs. Shelby, popular young society folks of Waco and operators of automatic phonographs.

A. M. Mendez, New Orleans Wurlitzer representative, was seen along the "row" some few days ago. He and the attractive Mrs. Mendez were on their way home after a pleasant stay in the Rocky Mountains of Colorado. Mendez promised the Texas ops some real fishing in real waters if they would drop down New Orleans way some time.

CMMA Makes Change in Show Date

The CMMA (Coin Machine Manufacturers' Association) thru its committee, consisting of Ray Maloney, Dick Hood, Lou Ginsberg and Dave Gottlieb, has labored consistently for weeks with a committee representing the NACOMM, namely, D. W. Donahue, Dave Rockola and Marshall Seeburg, and had perfected plans for a merger of shows, only to have the plans rejected by a 4 to 3 vote of the board of directors of NACOMM.

The CMMA, which has always tried to be fair to all concerned and does not want the trade handicapped with two different dates for the shows, is making plans to move its show date to December 13-15, inclusive, at the Sherman Hotel. A definite decision will be reached very shortly and announced thru the trade journals. (Signed) RAY MALONEY, E. W. (DICK) HOOD, LOU GINSBURG, DAVE GOTTLIEB.

CRYSTAL GAZER

All Electric Dice Machine
 2 Thrills With One Play
 Tells Your Fortune and Pays Out From 1 to 10 Pkgs. Cigarettes for 1c. Players Are Going Wild Over This. Be First in Your Territory With This Big Money-Maker.



Actually 5 Machines in One, With 5 Different Payout Setups, With New Thrills... New Pulling Power... New Payout Charts... No Expensive Changing of Machines Necessary... All for Only \$14.75
 1/3 Deposit, Balance C. O. D.

WINNER SALES CO.
 "Pick a Winner With Winner"
 3307 Armitage Ave. Chicago, Ill.

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

CONSOLES

KEENEYS TRIPLE ENTRY F.S. \$229.50	BUCKLEYS FLASHING IVORIES Like New \$109.50
GOTTLIEBS DERBY CONSOLES 9 COIN PLAY... \$79.50	
CLUBHOUSE 7 COIN UPRIGHT... \$49.50	SADDLE CLUB F.S. \$49.50
JENNINGS PARLAY RACES 7 COIN PLAY F.S. \$79.50	
MILLS RIO Like New... \$69.50	TAN FORAN... \$39.50
WESTERNS FAST TRACK 7 COIN PLAY... \$29.50	
NEW PACES RACES CHECK SER. FLOOR SAFETY \$239.50	PARADES MARATHON CHECK SEPARATOR \$159.50
PACES RACES SERIALS OVER 5,000 \$149.50	PACES RACES BLACK CABINET... \$49.50

PAYOUT TABLES

WINNING TICKETS SAME AS NEW... \$149.50		
MILLS BIG RACE 7 COIN PLAY NEW... \$79.50	STONERS CHAMP 4 COIN PAIR... \$79.50	
KEENEYS DERBY CHAMP 7 COIN HEAD... \$79.50		
STONERS CHAMP Like New \$55.00	BALLY ENTRY Very Clean \$29.50	
ONE-TWO-THREE BALLY PAYOUT UNIT REVERSE FINNING REELS \$59.50	GOTTLIEB MULTIPLE RACES LIKE NEW \$55.50	
ARLINGTON \$22.50	AK-SAR-BEN SINGLE \$22.50	MISS AMERICA \$22.50
WESTERNS GRAND DERBY Like New... \$59.50		
RACING FORM... \$17.50	GOTTLIEB GAMES CLOCK MODEL \$17.50	

PRODDOCK-10 STRIKE CAROM
BALLY MULTIPLE BROADWAY ANGELS
POLICY - BELMONT - PAMCO BALLOT
BLUESIAID - ROYAL RACES - PAMCO BELLS
QUEEN MARY - FENCE BUSTER & MANY OTHERS

2 for \$15.00

HOT VENDOR WRITE FOR PRICE

WE HAVE SEVERAL HUNDRED LATE RECONDITIONED SLOT MACHINES AT GREATLY REDUCED PRICES... ALSO A LARGE STOCK OF RECONDITIONED PHONOGRAPHS

WRITE FOR COMPLETE PRICE LIST

Acme NOVELTY CO.

1124 HENNEPIN AVE. MINNEAPOLIS MINN.

Games an Aid To Merchants

Councilman says 6,000 merchants in Detroit area want pinball games

DETROIT Nov. 5.—The sound merchandising value of pin games received confirmation this week from a prominent city official when Harry I. Dingeman, city councilman, spoke on their behalf in the council. Detroit is considering various new ordinance developments, altho exact legislation has not yet been completed for submission to the council. Two alternate ordinances were prepared some time ago, but consideration of them has been postponed.

The present proposal, at last report in the talking stage, was to abolish use of pin games except for "competitive play," eliminating prizes. About 6,000 merchants would be affected by this, according to Dingeman, who said: "All these merchants would be hurt by such an ordinance. A lot of them couldn't pay their rent if they didn't have this revenue."

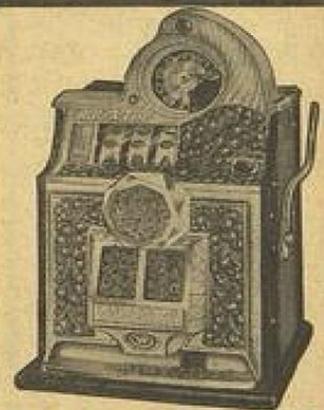
The adverse proposal was not accepted for further consideration.

Op Association Plans Banquet

NEW YORK, Nov. 5.—Amalgamated Vending Machine Operators' Association, Inc., operator organization here, is preparing far in advance for its annual banquet, which will be held in about 60 days.

Joe Fishman, general manager of the association, has already sent out notification to the members of the organization that this year the banquet will probably be the largest in their history. Fishman stated: "This is the one affair that the New York operators can be proud of. It is the one event that brings all the leading manufacturers, distributors, jobbers and operators to New York. Every year we have had a great gathering of important members of the industry at our annual banquets. This year we feel that we will have the biggest turnout in all history because of the enthusiasm predominant in coin machine circles throughout the East."

"We are getting ready for our annual banquet far in advance of the date this year. We intend to have every operator of the organization working with us. While in Chicago we issued invitations to the leading manufacturers, and most of them have promised to be present."



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. OOLumber 3770.
Cable address "WATLINGITE," Chicago.

BAR, BELL & FRUIT

JAR DEAL TICKETS

Tickets are printed in colors using slot-machine characters to designate the play.

TICKETS TO DEALS

2544 - 2592 - 2664 5c or 10c Play

All deals alike except the winners vary in number. Write for description and prices.

SOLD ONLY TO JOBBERS

Wheeling Novelty Co., Inc. 57 Fourteenth St. Wheeling, W. Va.

Signals Called For Big Ten

CHICAGO, Nov. 5.—"The operators are calling signals and they are certainly carrying the ball for some record-earning scores on our new five replay award game, Big Ten," said Ray Becker, Keeney & Co. sales manager. Big Ten is the name of Keeney's latest release in the replay award games.

"Big Ten has a football background with all the plays, thrills and color one sees in any football classic," explained Becker. "Gains are made by balls striking bumpers and going thru runways on the playfield. These gains are recorded by an illuminated football traveling over a large backboard gridiron. It is possible for the player to secure several winners during a five-ball play, with awards running as high as \$3 in five replays or free games."

Flip Flop Fluzzee Is New Game Name

(New Game)
KANSAS CITY, Mo., Nov. 5.—Latest penny counter game to be introduced on the market here is the Flip Flop Fluzzee, a 15-to-1 unit which is being manufactured by the Star Mfg. and Sales Co. of Kansas City.

According to W. H. Bowen, head of the Star organization here, the Flip Flop Fluzzee is radically different from all other small penny games. "Test machines on locations throughout the city in October brought the operators better

than average results," Bowen said, "and ops everywhere appeared to be highly enthusiastic because the Fluzzee was cheat-proof. With a fancy, attractive modernistic finish, the machine is a foot high and six inches wide. Inside its neat cabinet is a glass container and a receptacle for pennies. The player may drop, spin or shoot his penny in, then watch it loop the loop spectacularly. Cigarettes, beer or candy are awarded."

"The Fluzzee is a real trade stimulant," said Bowen. "Players get a big kick putting coins into the game, and we believe it stands as the biggest winner Star has yet produced. Orders for the game are coming in daily and the Star plant is rushing activity so prompt shipment can be made on all orders received."

Incorporate Two New Firms in New York

ALBANY, N. Y., Nov. 5.—Champion Coin Machine Corp., New York, a new corporation just incorporated by the secretary of state, is authorized to deal in vending machines of all kinds. The company has a capitalization of 100 shares of preferred stock of the par value of \$50 each and 2,000 shares of common stock of no par value. The promoters and stockholders are Harry Levison, Hans Joachim Paulini and Albert A. Friedlander, of Brooklyn.

The Rex Automatic Music Co., Inc., of Brooklyn, has also been issued a charter of organization. It has a capitalization of \$10,000 and will manufacture mechanical music machines and other automatic appliances. The stockholders and directors are Bertha Cohen, Marton Pitcher and Anne Wertheimer, Brooklyn.



KEENEY'S "STEPPER-UPPER" personifying that company's new payout table of the same name.

CLOSEOUT 500 SLOTS

Penny - Nickel - Dime - Quarter
MILLS BLUE FRONTS
JENNINGS BIG CHIEFS
WATLING ROLLATOP
PACE ALL STARS
SAFE STANDS—FOLDING STANDS
WRITE FOR PRICE LIST
MT. ROYAL NOVELTY
306 E. Baltimore St., Baltimore, Md.

PRICES SLASHED

Reconditioned Used Machines

8 Bally Re-erves \$17.50	1 Round the World... \$ 5.00
2 Silver Flash... 15.00	1 Rock-Ola Jigley... 12.50
1 Ski High... 17.50	2 Dix... 10.00
2 Forward Marches... 7.50	1 Stormy... 5.00
1 Top... 12.50	1 Mercury... 10.00
3 Beam Lines... 10.00	1 Fire-cracker... 5.00
1 Time Marches... 10.00	1 Hero and Heroine... 19.50
4 Ball's Eye... 15.00	2 Gance Jrs... 11.50
1 Mills Tour-nament... 7.50	3 Zephyrs... 19.50
1 Bally Bumper... 5.00	2 Ohio Derby... 7.50
1 Gance Double Track... 22.50	1 Daryl Bump-off Bowling... 27.50
1 Double Coin Slot... 17.50	10 Bally Re-erves... 25.00
4 Gettlieb Sluggers... 12.50	2 Gettlieb Final Scores... 5.00
1 War Admiral... 17.50	1 Bally Rock-er... 17.50
1 Globe Trot-ter... 17.50	3 Howards... 7.50
1 Recorder... 27.50	2 Bally Baseball... 20.00
1 Exhibit Hi-Ball, Floor Sample... 27.50	1 Mills 1-2-3... 35.00

COUNTER GAMES

3 Grotchen Sparks... \$10.50	1 Grotchen Beer Reels... \$4.50
4 Daryl Reel Spots... \$4.50	1 Daryl Penny Pack... 0.00
2 Daryl Reel... 4.50	2 Watsons Baby Tracks... 7.50
6 A. B. T. Target Skills... 12.50	2 Exhibit Set-top Eggs... 3.50
1 A. B. T. Half Million... 10.00	1 Exhibit Home Stretch... 3.50
16 Deuses Wild... 11.50	1 Lucky Pack, New... 15.00

All clean merchandise—ready to make money. Full purchase price refunded if not satisfied. TERMS: 1/3 Deposit, Balance C. O. D. WIRE OR WRITE

SOUTHERN MUSIC COMPANY
603 W. Central Ave., Orlando, Fla.
Central Florida's Largest Operators and Distributors.

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

AT LAST! A COUNTER GAME THAT'S REALLY NEW AND DIFFERENT

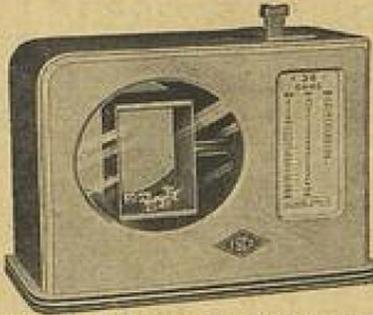
EXHIBIT'S "36" GAME

New Action—New Cabinet Design—New Thrills—New Suspense—New 100% Perfect Trouble-Free Mechanism.

Here's a counter game that looks like a high-grade Radio—Play a penny—nickel or dime—Push down the plunger and away spins the glass incased case—add 'em up—only 12 losing numbers and 19 winning numbers—Constant—Fascinating Suspense. A guaranteed long-term money maker. Order yours today—quick and put new profit life in your COUNTER GAME SPOTS.

ONLY \$18.50

EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO

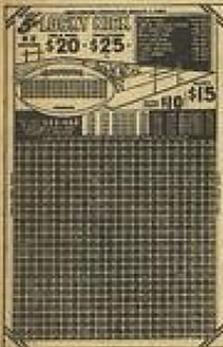


"LUCKY KICK" KICKS IN WITH EXTRA PROFITS

SUPERIOR FOOTBALL BOARDS CAPTURE APPEAL AND COLOR OF GRID IRON.

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 SOOPS, scoreboard trade paper.

SUPERIOR PRODUCTS, Inc.
14 NORTH PEORIA ST., CHICAGO, ILLINOIS



MILLS 1-2-3 Guaranteed Perfect \$44.50 ea.

WITH EXTRA LARGE RECTIFIERS

PHOTO FINISH, Check or Cash	\$14.50
BALLY RESERVE	20.00
CAROM	10.00
HEAVYWEIGHT	10.00
DERBY DAY	10.00
PREAKNESS	10.00
CLASSIC	10.00
GOLDEN WHEEL	13.50

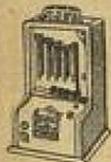
1/3 Deposit With Order, Balance C. O. D.

SQUARE AMUSEMENT COMPANY
88 MAIN ST., POUGHKEEPSIE, N. Y.

WE BUY, SELL AND EXCHANGE

WANTED TO BUY	Triple Entry \$210.00	College Football \$ 15.00
Flashers	Longchamps 75.00	Preakness 22.50
Track Odds		F500 Finish 17.50
Mills 1-2-3		Heavyweight 10.00
CONSOLES FOR SALE.	PAYOUT TABLES.	Fleetwood 50.00
1938 Kentucky Clubs \$110.50	Grandstands \$192.50	COUNTER GAMES.
1938 Track Times or	Sport Page 110.00	Reel 21, Like New \$ 5.75
Skill Times 100.00	Flashers 49.50	Zephyr, New 15.50
1937 Track Times 99.50	Panoco Races, 7-Coin	Reel Spots 8.50
Derby Day 39.50	Head 20.00	Big Game Hunter 8.50
Liberty Bells 33.50	Fairgrounds 15.00	David Cigarette Mach. 7.00
Rosemonts 25.50	Derby Day 15.00	Peanut Machines 2.50
Dark Horse 40.50	Turf Changes 19.50	NOVELTY TABLES.
Ray's Tracks, Late	Center Smash 12.50	Zeta, Like New \$ 44.50
Special 40.00	Winner 12.50	Bally Reserve 25.00
Exhibit Races 49.50	Mills 1-2-2, Improved	Chico Derby 15.00
	Mechanism 60.00	Dix 14.50

CLEVELAND - CHICAGO AMUSEMENT SALES CO., 1723 PROSPECT AVE., CLEVELAND, O.

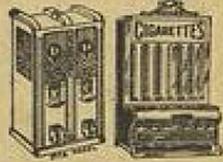


BINGO

Steady Money Maker! Legal OPERATOR'S PRICE \$17.50 Only

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



CONSOLES	ZETA \$49.50
EXHIBIT RACES	29.50
TRACK TIMES (G. H.)	60.00
DARK HORSE	42.50
TRACK RING	59.50
FAVORITE	47.50
SKILL FIELD	58.50
LONGCHAMPS	69.50
KENTUCKY CLUB	110.00
DERBY DAY	42.50

PAY TABLES	BALLY ENTRY \$ 27.50
BALLY RESERVE	27.50
PREAKNESS	24.50
FAIRGROUNDS	54.50
BALLY STABLES	48.50
FLEETWOOD	65.00
BIG RACE	49.50
SPORT PAGE	114.50
GRANDSTANDS	134.50
BILLS 1-2-3, New Model	124.50

MODERN AUTOMATIC EXCHANGE

2618 CARNEGIE AVE. CLEVELAND, OHIO

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Rock-Ola Begins Big 1939 Program

CHICAGO, Nov. 5.—Looking forward to 1939, the Rock-Ola Mfg. Corp. this week began an ambitious expansion program, a program that will extend far into 1939, it is said. Contracts have already been awarded for many improvements and innovations. It is estimated that this expansion program alone will give employment to 200 additional men.

David C. Rockola, president of the firm, said that for quite some time the firm "had been considering the expenditure of large sums of money to expand our facilities. There have been times when the demand for our products has been so great that we have been unable to build equipment fast enough to satisfy our customers, in spite of the fact that we have modern facilities that measure up to any in the industry. However, to overcome this condition our works manager, with the assistance of plant engineers, studied ways and means of increasing the efficiency of our facilities. Among other projects, they decided upon the addition of floor space and closer communication between the various buildings.

"We have taken the first step in our 1939 expansion program today by setting the steel work in place for a connecting aerialway between our main building and an important auxiliary building. These two buildings are separated by Sawyer avenue, and in the past it has been necessary to transport materials to the main floor in order to transfer them across the street from one building to another. With this new connecting aerialway running from the third floor of the main building to the third floor of the auxiliary building it will be possible to achieve more production with greater efficiency."

Complete overhauling of plant equipment, reconditioning and modernization are now in progress throughout the many buildings on the Rock-Ola grounds. Various departments are being reorganized and further co-ordinated in order to give smoother operation and even more efficient service to Rock-Ola's many customers.

Among other improvements in the expansion at the Rock-Ola factory are included the installation of new modern stokers in the boiler room in order to handle more efficiently the heating and ventilating of the entire plant and to manufacture electricity.

Few people know that within this vast factory there is a huge power house which contains generators powerful enough to produce electric current for a city of 25,000 people.

The Rock-Ola Mfg. Corp. started in a very modest way—manufacturing personal weight scales in 1930 in a small store building in Chicago, containing only 900 square feet of floor space. The growth of the company and its continuous expansion—adding new products, enlarging its factory, employing more and more workers—present a tangible record of its success. Early in 1935 a huge factory completely up to date, including all the machinery and equip-

TALLY



THE GREATEST MONEY MAKER EVER BUILT, WITH THE ADDED APPEAL OF

PENNY CIGARETTE PLAY!

RESERVE JACKPOT AS HIGH AS \$10.00.

INTERMEDIATE CIGARETTE AWARDS!

COIN DIVIDER and Two Separate Cash Boxes!

Also available in 5c play, with interchangeable number strips and bell-trait strips!

PALMANTIER-KING SALES CO.
117 W. Tuscarora St., CANTON, OHIO

FLIP FLOP FLUZZEE



STAR MFG. & SALES CO.
3901-05 WAYNE KANSAS CITY, MO.

ment, was purchased by the corporation. (The valuation of the properties was given at \$5,000,000.) This immense factory, now the permanent modern home of Rock-Ola, is located on Chicago, Kedzie, Spaulding and Sawyer avenues. It covers four square city blocks, with close to a million square feet of floor space.



DERRICK AND STEEL are symbols of progress. Above is a scene taken at the Rock-Ola factory, Chicago. Workmen are constructing an aerialway to link the main building to an auxiliary building across the street.

Exhibit Markets New Score Idea

CHICAGO, Nov. 5.—With the statement that the new game offers "for the first time, a free-game table with complete sequence or rotation scoring," Exhibit Supply Co. announces a new table game called Bounty, which provides a five-ball game and also a built-in jackpot idea.

The scoring idea is a decided feature in the machine, according to Exhibit officials. "Rotation scoring isn't new," they state, "but the method of rotation scoring on Bounty is distinctly new. When the player tries Bounty once he is positive that the new game will be a winner. Free games register on the big backboard each time the large metal ball rolls between two lighted bumpers. Player shoots to make the key numbers 1, 2, 3, 4, 5. When the chain or sequence has been made, then the player shoots for number 6. Two free plays will register every time ball rolls over this switch after key numbers have been made.

"When a chain of 1 to 10 bumpers has been completed all out-balls automatically return for further play and all bumpers light up," it is explained.

"Games on test locations were constantly surrounded with eager spectators, awaiting a chance to play," it is claimed. "You'll need two Bounty games in each location. Players are wild about it."

Seattle

SEATTLE, Nov. 5.—The apple vending machines at the big university have been packed with nickels since opening this October of the university. Record-breaking attendance of more than 11,000 students practically empties the machines by the end of the day. The machines vend big rosy Washington apples at 5 cents apiece to the boys and girls 'tween class meals and snacks during the day. Nearly all the educational halls or college buildings are conveniently equipped, with the machines having several rows of rosy apples one atop the other showing thru glass fronts.

Folks passing halls and corridors can almost tell what time it is by the remaining apples showing in the machines, that are usually without apples but with a cash box full of collegians' nickels by the end of classes in the early afternoon. Apples are spotlighted in the machines that adhere to this healthful lunch for the hard-working students that find these machines with their extra-large apples a real answer to their luncheon problem or snacks question.

Earl J. Heroux, head of the Heroux Enterprises, amusement games business of Seattle, has recently installed a group of machines entirely new to the Seattle amusement trade in this location on First avenue at Cherry street. Something like the popular ski-ball are the four Magic Roll machines. They are believed to be the first installation of such games in the Pacific Northwest and are used daily and nightly by the ball throwers and artists of the curved ball.



FAR AWAY in Barga, Finland, B. M. Sunde listens to a Rock-Ola phonograph. Says Rock-Ola's export division: "Despite unsettled conditions in foreign countries, export business is increasing."



CLEAN UP WITH WIN-O!

Original Electric Bingo Game The time-proven money-making sensation for turkey rallies, holiday entertainments, churches, bazars, fish clubs, ballroom, taverns, etc. Now at amazing low price! Operates by remote control. Individual or group play. Complete outfit, including 1000 Cards, Blackboard, Advertising Streamers, Displays, etc. **\$7.50**

H. C. EVANS & CO. Chicago, 1320 West Adams Street.

SPECIAL FOR SALESBOARD OPERATORS

25 COLLECTION BOOKS **\$3.00** PREPAID IF CHECK WITH ORDER

HANDLES COLLECTIONS FOR ALL DEALS.

Original has printed merchandise report. Duplicate keys in book. Third Copy for location. Immediate delivery. Write to CHARLES FLEISCHMANN.

BALTIMORE SALESBOOK CO.

120 West 42nd Street, New York City. Standard Collection Books for All Game Machine Operators.



BOZO--The Wonder Dog

Gets Laughs and Excitement

The Only Dog in Captivity That Can Be Interviewed and Create Mirb, Wonder and Approval.

"I'm 'Telling' You His Tail Tells a Tale That's in a Glass By Itself."

300-HOLE BOARD, H.S. & Tack, 1 BOZO DOG, Deal **\$1.85** Complete. 20-IN O.L.E. PUSH **\$1.50**

CARD, 1 to 20c. Tack in \$4.55. SPECIAL LOW PRICES IN QUANTITY LOTS. 1516 Market Street. IDEAL SALES, Inc. ST. LOUIS, MO.

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

Eastern Distributors:

MILLS NOVELTY CO.
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SALESBOARD OPERATORS Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

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



Priced to sell, 100 Slot Machines and other machines at the prices quoted below. The following machines are slightly used and like new.

- 15 Melon Bells, 5c play, Serials over 425,000 at \$40.00
- 25 Melon Jackpots with milco checks and skill control, 5c play, Serials from 425,000 to 432,000 at \$58.00
- 15 Mystery Blue Fronts, 5c play Jackpot Vender with milco checks and skill control at \$39.50
- 10 Mills Bonus Jackpot Venders, 5c play, with milco checks at \$35.00
- 5 Mills Bonus 5c play Jackpot Bell at \$32.50
- 20 Watling 5c play Twin Jackpots Venders at \$47.00
- 2 Mills Mystery Blue Front 10c play Jackpot Bells at \$35.00

5-BALL NOVELTY

10 Zetas, clean and like new \$42.50
10 Palm Springs, like new 42.50
5 Flares 30.00
10 Bally Reserves 27.50

5-BALL NOVELTY

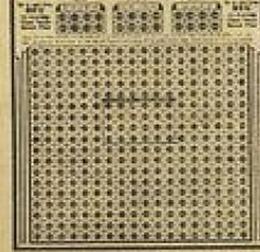
3 Bally Bull's-Eye 20.00
1 Exhibit Handicap, like new 20.00
1 Genco Baseball P. S. 25.00
2 Zephyrs 15.50

CONSOLES

1 Evans Bang Tail, 25c play, 1938 model, cash pay, like new \$150.00
2 Keweenaw Track Time, like new, 1937 model 80.00
1 Bally Skillfield 60.00
2 Pacific Roomeroms, 5c & 25c play at 27.50

MOSELEY VENDING MACHINE EX. INC., Richmond, Va.

Day Phone 3-4511



"NOW" SWEEPSTAKES

The newest and latest money board on the Market. Four beautiful colors. Board takes in \$15.00, pays out approximately \$5.00. Sample Deal \$1.00 or \$5.00 a dozen. Terms 1/3 Cash with order, balance C. O. D. Sample Deal prepaid. Write us for lowest prices on money boards, jar games and push cards. We are the lowest in the U. S. When Better Games Are Made We Will Make Them.

INTERSTATE SPECIALTY CO. DALLAS, TEXAS



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. Sample Deal, prepaid, \$2.00. 6 or more Deals, \$1.80 Each. Write Today.

S. & K. SALES, INC. Dept. C—100 N. Broadway, St. Louis, Mo.

BUY FROM THE LEADER

Always	\$16.50	Easy Steps	\$19.50	Power Play	\$ 7.50
Aureora	7.50	Electro	12.50	Play Ball	32.50
Auto Derby	6.50	Exposition	27.50	Bally Reserves	22.50
Atlantic City	24.50	El Toro	17.50	Rocket	6.50
Bobs	13.50	Free Race	62.50	Rose Bowl	9.50
Bumper	6.50	Fleet	42.50	Races	7.50
Booster	6.50	Globe Trotter	27.50	Reorder	1.50
Beam Lite	12.50	Gay Time	24.50	Swing	27.50
Bull's-Eye	19.50	Home Stretch	7.50	Snappy	27.50
Bambino	32.50	Home Run	6.50	Silver Flash	12.50
Chicago Derby	7.50	Hit	10.50	Sensation	9.50
Chicago Baseball	10.50	Jungle	27.50	Slipper	12.50
Cozy Island	22.50	Long Beach	7.50	Spokes	39.50
Cadet	25.50	Lightning	39.50	Vogues	7.50
		Multi Races	36.00	War Admiral	7.50
		Raid	36.00	Zephyr	19.50

ACE DISTRIBUTING CO., INC., 1125 BROAD ST., NEWARK N. J.



MAKE BIG MONEY

From Now Until Christmas Selling JUMBO TURKEY BOARDS A Real Flash that Really Sells at \$1.00 Each 150 Holes. No Numbers Over 15c BRINGS \$21.45 AND SELLS 1 Turkey, 1 Goose, 1 Duck and 2 Chickens PRICE \$3.00 per Doz. \$20.00 per 100 Sets, \$1.00 Remittance With Order or 50% on C. O. D. ARTHUR WOOD & CO., 219 Market St., St. Louis, Mo.

Defense Says People's Will

Wins bookie test case by appeal to rights of common man

CHICAGO, Nov. 5.—A bookie test case, said by the prosecution to have fool-proof evidence for conviction, resulted in freeing the defendant by a jury here this week. It was heralded as a case sure to bring a conviction in the long war against bookies here and would thus set a precedent for future convictions.

The prosecution used its legal evidence and also its strongest plea against racketeering in order to get a first conviction. But the prosecution had not reckoned with basic public opinion in the minds of the jurors.

The defense attorney established precedent by forgetting the technicalities of law and argument and made a bold appeal to popular opinion. His appeal to the jury will no doubt make history in such defenses.

Defense attorney Lawrence Dowd said in his summation to the jury:

"The bookie law of 1887 is obsolete and was never meant to be enforced today.

"It discriminates against the poor and favors the rich. The working man in overalls has as much sporting blood as a man with a top hat and a cane. This law permits the man with a top hat and cane to satisfy his desire to gamble. This jury can force new legislation which would treat rich and poor alike."

Bumper Sales On Bowling Games

NEWARK, N. J., Nov. 5.—Hercules Machine Exchange, Inc., sold out advertised machines the first week after their ad appeared, according to Irv Orenstein, president of the firm.

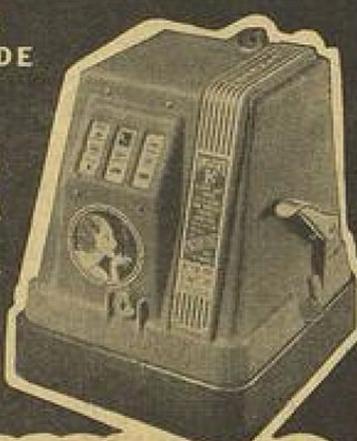
He stated: "We were certainly surprised at the fine sales that we received from our last ad. The Bowlo Bumps that we advertised were sold out almost the same day the ad appeared."

"This definitely proved that the ops are still wild about this original bumper bowling game. Our price was much lower than what the machine originally sold for. Perhaps this might have been a factor in this quick action, but we frankly believe that it was the operators' acceptance of this fine game."

by ordering from out of town. We have so arranged our delivery schedules that the men get the machines much faster than they would in any other way. In most cases deliveries have been made overnight and this has won the approval of jobbers and operators everywhere for it starts action on the machine so much sooner and brings back the bacon as fast as if ordered direct in town."



AMERICA'S COUNTER GAME KINGS
MAKE THEIR
MOST SENSATIONAL OFFER!
\$5 ALLOWANCE FOR ANY USED COUNTER GAME
OF ANY MAKE OR CONDITION IN TRADE
ON A NEW
Groetchen GINGER
TOKEN PAYOUT GIGARETTE GAME



"Certified" payout protection through tokens redeemed. Mechanically perfect. . . . Cheat-proof goose-neck coin chute, 1c or 5c play. Specify with order.

WE WANT THOUSANDS OF USED COUNTER GAMES!

Any game—any condition! Send 'em in for \$5 allowance on brand-new Gingers! We pay the freight! (Not liable for express shipments.) No waiting for your new games—just send us bill of lading on shipment! No limit—one or a thousand! Offer based on machine for machine. This is your chance to cash in on old, unprofitable games and get money-making Gingers! Take advantage of it NOW!

Remember! A G. & G. Endorsement Is a Genuine Guarantee of Satisfaction or Your Money Returned!

GERBER & GLASS DISTRIBUTING CO.
914 Diversey Boulevard • Chicago, Illinois



DON'T GAMBLE!



NEXT TIME TRY...
ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE MD.
—ALSO AT—
Pittsburgh • Washington • Buffalo

7-Day Free Trial on Sample JINGLE BOARD

NEW PENNY GIGARETTE COUNTER GAME Not a SKILLO, or WATER, or TICKET GAME ENTIRELY NEW 23 RED SPOTS — 23 WINNERS.

Place with Skopkeeper on 30-40 Base.

HOW GAME WORKS: Coin rolls down thru Brass Pins on to Jingle Board, which has 23 Red Spots (Van Dikes), which are smaller than the coin. For award, the coin must cover a Red Spot. Completely with One Penny. A circle is around each Red Spot, with a number indicating the amount of each Award, such as:

1 PACK = 2 PACKS
3 PACK = 3 TRADE

Coin are stamped off Jingle Board into Bottom of Jar with Spring Drum, tied in rear of machine.

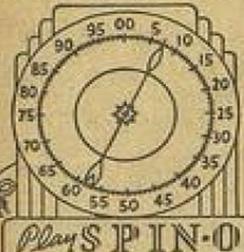
Reaps Tremendous Quick Profits! Easy to Play! No. 1000.

Rubber Suction Foot Over Hat Proof Lock and Key

\$4.45 Write for Quantity Prices.

EMPIRE MANUFACTURING CO.
202 EAST 15TH ST., KANSAS CITY, MO.

OPERATORS!



It's Fast
It's Furious
It's Legitimate

The original and genuine Spin-O pulls crowds and holds them breathless in thousands of Taverns, Theatres, Night Clubs, Ballrooms, Pairs, and wherever people gather. Increase your take on other devices. makes money from the start! A real deal with long STEADY profits owned by exclusive franchise in restricted territories for night operators. Beware of imitations! Write or wire for full information without delay! Dept. B.

SPIN-O SALES CO.
108 SO. 11th, MINNEAPOLIS, MINN.

Speedy Delivery Is Vemco Feature

PAYETTEVILLE, N. C., Nov. 5.—"The speedy deliveries which the Vending Machine Co. instituted some months ago are meeting with general approval everywhere," stated a Vemco official.

"This speedy action," commented Joe Calcutt, "gives the operators the extra time necessary to make up for the profits which they would ordinarily lose



DAYAL MFG. CO., CHICAGO, has recently added 10,000 square feet of floor space to its factory. Here is a small section of the new addition as more employees get busy on machines.

WILL TAKE SLOTS IN TRADE

WE HAVE TO TRADE.

Air Derby (New)—Air Derby—Bee Jays—Airways—Bally Reserve—Chico Derby—Dark Horse—Daily Race—Dewey Jr.—Dolux Bell—Equity—Genco Football—Hilozab—Latonis—Maxima—Phantom—Photo Finish—Post Times—Prekness—Rosemont—Sportsman—Thoroughbred—Turf Champs—Track Time—Tycoon—Stoner Races—Winner—10 Copark Multi Selection 1936—40 Model A Seeburg—50 No. 412 Wurlitzer.

ALL KINDS OF NOVELTY GAMES.

J. M. NOVELTY COMPANY
1578 Mahoning Ave. Youngstown, O.

FREE FREE FREE FREE FREE

Just Off The Press!

A NEW CATALOG OF SALESBOARD DEALS

SIZZLING WITH PROFITS FOR YOU!

Operators! If you want to enjoy prosperity—send for your Free copy of this money-making catalog! It's chock full of the Season's newest Salesboard Assortment! Jammed with profit-making deals that are designed for fast play and swift profits! Write today!

GELLMAN BROS. 119 North Fourth St., MOUNTAIN VIEW, MO.

SALES BOARD OPERATORS!

You cannot afford to be without our latest catalog of money-making premium deals. Write today for your copy, also for big list of close-out cash and step-up boards.

H. G. PAYNE COMPANY
312 Broadway, Nashville, Tenn.

SPECIAL VALUES!

BRAND NEW TALLY JACKPOT COUNTER GAME \$34.50

PAYTABLES

FLEETWOOD	\$64.50
MILLS BIG RACE	\$2.50
AK-SAR-BEN	\$4.50
QUINELLA 17 Coin (One Head)	\$9.50
BALLY ENTRY	\$4.50
MILLS 1-2-3 (Factory Rebuilt, Reversed Reels)	\$9.50

CONSOLES

TRACK TIME	\$110.00
EVANS BANGTAILS	\$9.50
CALLING DOMINOS	\$2.50
KENTUCKY CLUB (With Bell Feature)	\$49.50
BALLY TEASER	\$9.50
RACE RACES (Walnut Cabinet)	\$9.50
BALLY FAVORITE	\$9.50
WESTERN FAST TRACK	\$9.50
PAMCO DE LUXE BELL	\$9.50

PHONOGRAPHS

WURLITZER 618	\$139.50
WURLITZER 716	\$147.50
SEEBURG MODEL A	\$9.50
MILLS DE LUXE DANCING MASTER	\$9.50
ROCK-OLA RHYTHM MASTER (16 Records)	\$9.50
ROCK-OLA RHYTHM KING (12 Records)	\$9.50

TERMS: 1/3 Deposit, Balance C. O. D. Write for new list of complete line of reconditioned Paytables, Consoles, Novelty Games, Counter Games, Phonographs and Slot Machines.

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago, Ill. | 1001 Fifth Ave., Pittsburgh, Pa.
Cable Address, "ATNOVCO."

PAY-OUT TABLES

Air Races	\$ 15.00
Arlington	35.00
Big Race	49.50
Carom	15.00
Classic, Ticket	15.00
Derby Day, no Clock	15.00
Double Header	7.50
Foto-Finish	12.50
Firstwood	50.00
Golden Wheel	22.50

Gott, Multiple	\$ 50.00
Hi-Gard, Clock	20.00
Winner	10.00
Navy	10.00
1-2-3	10.00
Patrol, Western	39.50
6 Multiples	25.00
Patrol	39.50
Turf Champ	22.50
Rock-Ola World Series	125.00
Flies Peak	10.00

CONSOLES

Jess, Derby Day Console	\$ 29.50
Sull Times, 1937	\$115.00
Skills Times, 1938	\$165.00
Flashing Thru Jennings	\$39.50

COUNTER GAMES

AST Big Game Husters & Stands \$7.50

SLOTS

500 ALL MAKES—RECONDITIONED. READY FOR IMMEDIATE DELIVERY.

SAVOY VENDING CO.
143 W. FRANKLIN ST., BALTIMORE, MD.

AUCTION

By Order of Common Pleas Court—All the Assets of the GEM CITY MACHINES, Inc., on the Premises, 1229 East 3rd St., Dayton, O., Wednesday, Nov. 16, 1 P. M., Consisting of 50 Ex-Ki-Mo Shooting Galleries, some complete, some incomplete, with enough material to complete them with. Also all Factory and Office Equipment. Terms Cash.

JACK M. WERST AUCTIONEER
524-28 Industries Bldg., Dayton, O.

MILLS PENNY QT'S
Like New \$27.50

SAM MAY & COMPANY.
2011-13 Maryland Ave., Balto., Md.

Eastern Notes

NEW YORK, Nov. 5.—Eddie Ross, of Oriole Coin Machine Corp., Baltimore, visited the Big City last week and told us that his ads in *Billyboy* have won a large number of fans who look forward to them each week. Ross is also proud of the success of his Oriole scrip plan. . . . Joe Fishman, Joe Hirsch, Al Schlessinger and Marvin Liebowitz spent all last week hunting in Canada. Results: Fishman, 0; Hirsch, 0; Schlessinger, 0; Liebowitz, 2 bucks. . . .

New Jersey operators are placing more and more of Daval's Tally counter games. We came across over 30 of the games while driving thru Jersey. . . . Suggestion from Bill Gerah, ad man for Byrde, Richard & Pound, that coinmen give full support to Wage and Hour Bill. Explains that extra leisure and more cash will mean better take for coin games. . . .

Still one of the steadiest and most ingenious coin devices is Bill Rabkin's Photomatic. Mutoscope's display at the Hotel Show in Grand Central Palace this week promoted the use of Photomatics in hotel lobbies. Earl Winters and Grace Rabkin were in charge of the display. This means, they say, that operators soliciting hotels for Photomatic locations will find good reception.

By the way Al Schlessinger has become leading sports promoter for Poughkeepsie and vicinity. Al is planning huge arena to accommodate the crowds.

Dave Robbins is verra verra happy over the success of his Bingo counter game. He is contemplating an entire series of similar type games for ops. . . . Bert Lane was recalled from his honeymoon at the Ritz-Carlton, Atlantic City, by press of business. . . .

Jim Buckley, of Bally, writes in to say that he and Ray Mooney thoroly agree with Jack Fitzgibbons' new slogan, 2 to 1—It's Bally. . . . Al Cohen, who started Asco Vending in Newark short time ago, reports that if things keep up the way they have been he'll be needing larger quarters. . . .

They tell us that Dick Steinberg and Leo Waldor are the most active members of the New Jersey ops' organization. . . . Irv Morris, of George Ponsor's Newark offices, has become a billiard fan and tangles with his boss of evenings for supremacy at this skill game. . . . Leon Taksen has just returned from a trip to Chi and other Midwest points. . . .

Joe Calcott, of Venmo, Payetteville, N. C., proved his overnight delivery service to a Newark op recently. Ask Sid Mittleman, who is still very much surprised at the speed. . . . Frank Hart, of Eastern Newark, getting the rep of "charms king" in these parts. Claims best relaxer he knows of is to get home early evenings and putter around garden and lawn. . . . And that reminds us that one of the industry's best farmers is I. H. Rothstein, of Banner, Philly. Rothstein raises beautiful flowers, fruits and vegetables. Some of his flowers have won prizes.

Bob Server, Leo Waldor, Charley Poggear, Harry Pearl, Irv Orenstein, Mac Harris and Red Harris went deep-sea fishing off Barnegat the other day seeking the elusive weakfish. After 14 hours they returned with but one 2½-inch herring, the catch of Irv Orenstein, Hercules, Newark, mentor.

We've just been informed to expect A. S. Douglis, Daval proxy, in New York very soon again. With the success of Odd Ball there's no doubt he'll get the grand hand from the boys when he arrives. . . . Regardless of the European war scare, Earle C. Blacke, of National Novelty, Merrick, reports that his export biz has been going ahead with leaps and bounds.

George Ponsor took away the simoleons from a gang of the boys that barged down on his home the other night playing poker. That'll teach 'em to leave suburbanites alone in the tranquil peace and quiet of their homes.

Even with Jack Fitzgibbons out of town there's still a great staff down at the Bally Building to handle all customer's wants headed by Bill McDonald, Jack Devlin and Phil Coogan. As well as Mary McLaughlin and Evelyn Banks. . . . There's talk of a de luxe ice cream vender that will appear next spring or summer.

New Games Going Well, Says Genco

CHICAGO, Nov. 5.—"Our newest games, Klick and Zip, are living up to their names with a vengeance," advises Dave Gensberg, official of Genco, Inc. "Klick is really clicking with operator,

location and players, while Zip, the stable mate, is zipping along to possible new records on straight novelty game locations.

"Zip is a novelty game with a super-abundance of appeal and pep. It incorporates five-ball play and features scoring on a light-up clock indicator on the highly colored backrack. Balls that contact bumpers on the field cause the indicator to advance notch by notch.

"Awards are made when three numbers light up consecutively, i. e., numbers one, two and three. Additional numbers lighted in succession add to the award. Skill lanes advance the indicator several notches at a time.

"Klick," companion game, features the same play idea in a free-game model. This permits the operator to place the appeal of Zip on locations where play-off awards are permitted. Klick also features the proven free-play Genco unit."

Man-o-War Recalls Derby Day Game

CHICAGO, Nov. 5.—"Those good old days of Derby Day and Daily Races, unparalleled money makers for operators, seem to be brought back into existence by Man-o-War," report many operators, according to D. Gottlieb & Co.

"Since the advent of this new one-shot multiple mystery payout and its record-breaking run of big earnings," they go on to say, "locations have been electrified into new life. Every day we receive the most heartening reports from operators. Man-o-War is bringing back the days of real payout returns.

"The illuminated win pockets that guide the player for whatever selection he is playing make for greater simplicity and playing ease. Operators report a great response to that feature alone from the players. The payouts in multiples of three instead of two as was customary before certainly meet with the operator's approval. We pride ourselves on the instant acclaim the new simplified silent mechanism has won from the trade for its marvelous performance."

▲

COMING SOON!

ZIPPER

America's Lowest Priced Paytable in the High Earning Class

▼

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

New Filled With Popular Tip Combination Tickets.

NEW LOW PRICES ON THICK AND SEMI-THICK BOARDS

HARLICH MFG. CO., 1413 W. Jackson Blvd., Chicago, Illinois.

SPECIAL!

BALLY BABY CIGARETTE MACHINE (Brand New)

(616 6x347)

WORLD'S SMALLEST COUNTER GAME

ONLY \$12.75 EACH

PHONE, WIRE OR MAIL YOUR ORDERS TODAY.

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

MONARCH COIN MACHINE CO.

1731 Belmont Avenue, Chicago, Ill.

Write for prices on all new and used equipment

TURKEY CARDS \$1.50 | \$4.00 to \$18.00 Profit PER DOZ. ON EACH CARD.

100 100-Hole Turkey Cards, Only, \$8.48 | 100 60-Hole Turkey Cards, Only, \$8.94

100 80-Hole Turkey Cards, Only, 7.88 | 100 50-Hole Turkey Cards, Only, 6.90

DISCOUNTS 25% ON ORDERS OF \$50.00 OR MORE.

For Immediate Service Send Certified Check.

GRAND NATIONAL SALES CO., - 2500 Armitage Ave., Chicago, Ill.

Advertise in The Billboard—You'll Be Satisfied With Results.

**\$10-\$20-\$40 JACKPOT
EITHER 4 OR 6 COIN MULTIPLE**

[Both Optional—May Be Easily
Changed By Operator]

**DERBY
KING**



**WESTERN'S NEW
1-BALL CONSOLE TYPE
AUTOMATIC with**

- MULTI-MASTER PAYOUT UNIT
- CHANGING ODDS for Win-Place-Show-Purse Awards
- 1 to 7 SELECTIONS each play.
- 100% O. K.!

Immediate Delivery!

WESTERN PRODUCTS INC.
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

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.



Asbury Park, N. J.

ASBURY PARK, N. J., Nov. 5.—King Amusement Co., of Asbury Park, is now making plans for a big summer.

New Wurlitzer machines are being distributed throught the area by the Casino Amusement Co.

Marvin Widman is in charge of the rotaries of the amusement company located in the Casino building on the promenade.

Viola Devlin is beginning her fifth year with the Beach Amusement Co. as cashier. Frank Van Ness is manager.

Frank Morris, manager of Sportland, reports that fall biz is still good.

Stoner's Zeta is going strong in this neighborhood. The one at the Horseshoe Inn is claiming comment from many residents in the section. A citizen says it is so fascinating that he can't go home nights until he's stopped. It must be a sort of nightcap.

Executives of the Coast Cigaret Service are keeping an eye on the new machines recently released.

Babe Kaufman's force is busy. The main office for this area is in Atlantic Highlands.

Asbury Park's coin machine room is growing more lively every day. With the section "depopulated" by the exodus to the city, these operators don't forget the fact that Decoration Day will be around again before they know it. New and used equipment is having a good turnover now.

Explanade Amusement Co. is a rendezvous for followers of the coin games. Jacob Campbell says he gets a big kick out of telling them of the sensational manner in which the public received Charlie McCarthy prizes.

Seeburg machines are getting a good distribution in the vicinity. A new one has just been installed at Paul's Club at Wanamassa, one of the most popular spots along the shore.

Henry Lopez, operator of Cuba's, says his new Wurlitzer is attracting sales and comment.

Reviews Pension Moves

NEW YORK, Nov. 5.—In a news review of State pension movements *Newsweek*, weekly news mag, used a two-column illustration of slot machines in its issue of October 17, 1938, thus showing that the coin-operated machine industry enters into the old-age pension movement that is gaining vast political momentum.

The occasion for the use of the picture of slot machines was in reference to the proposed amendment to the Nebraska constitution, to be voted on November 8, and which proposal would tax slot machines to provide funds for old-age pensions in Nebraska.

**BOTH
PENNY CIGARETTE PLAY
AND
RESERVE JACKPOT
THAT'S
TALLY**



RESERVE JACKPOT starts with \$1.00 and zooms to \$10.00! Intermediate Cigarette Awards keep players glued to the game! Coin Divider and Two Separate Cash Boxes eliminate all misunderstandings between operator and location owner!

ALSO AVAILABLE IN 5c PLAY, WITH INTERCHANGEABLE NUMBER STRIPS AND BELL-FRUIT STRIPS!

PRICE **\$34.50** F. O. B. CHICAGO

DAVAL MFG. CO. 315 N. ROYKE CHICAGO

**CLOSEOUT
250 SLOTS**

Used 60 Days
Penny - Nickel - Dime - Quarter
MELON BELL — SILVER CHIEF
PACE DE LUXE
WATLING DIAMOND BELL
WRITE FOR PRICE LIST
MT. ROYAL NOVELTY, Inc.
306 E. Baltimore St., Baltimore, Md.



"OPERATORS," says Charlie Schlicht, Mills Western sales manager, "note for Mills Square Bell—a machine with a purpose."

McCALL'S WEEKLY SPECIALS—ALL GUARANTEED

NOVELTY GAMES	Running Wild \$17.00	Turf Kings \$17.50
Rouley \$4.50	Light Out \$6.00	Stoner's Races (Exhibit) \$9.50
Home stretch \$4.50	Roller Up \$6.00	Reocastello (Exhibit) \$4.50
Hold 'Em \$4.50	Stoner's Vogue (floor sample) \$2.50	Long Beach \$12.50
Head Cap \$4.50	Stoner's Naps \$4.50	Long Beach (1st) \$12.50
Exact \$4.50	Chico \$3.50	Long Beach (2nd) \$4.50
Fifty Grand \$4.50	Sequence \$3.50	Stoner's Ball Fan \$15.00
Short Set \$4.50	Auto Derby \$6.00	Stoner's Hit (floor sample) \$4.50
Reocast	Home Run	
AK-Ser-Ber \$52.50	AUTOMATIC	Ivery Golf \$4.00
Phil 'n' Take \$4.00	Stoner's Air Races \$12.50	Turf Champs (1st) \$18.50
Flintwood \$2.50	Stoner's (1st) \$4.00	Repeater \$2.50
Hollywood \$10.50	Peerless \$3.50	Bally Entry \$2.50
Fluker \$4.00	King Fish \$3.50	Bally Derby \$5.50
Pamco Red Balls \$4.00	Jumpo \$7.50	
1c Green Front Q. T. Chief \$22.50	SLOT MACHINES	1c Triple J. P. Lige Duke \$15.00
1c Jeannings Silver Chief \$9.50	5c Jeannings Chief \$27.00	1c Single J. P. Lige Duke \$12.50
1c Jeannings 547 Chief (Mills Vander, new) \$9.00	10c Jeannings Chief \$9.50	25c Governed Slots (working) \$7.50
1/3 Deposit, Balance C. O. D.	5c Mills-Mingo Future Play (floor sample) \$7.50	
Cable Address: "McCall's" Phone: Jefferson 1644.	5c Mills O. T. Dials \$2.50	
	1c Waiting \$15.00	

WE BUY, SELL AND EXCHANGE.
McCALL NOVELTY CO.
3147 Locust St., St. Louis, Mo.

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

OPERATORS

Double Your Profits

by covering those choice locations with the best equipment. We are now in position to make immediate shipment of the following new machines direct from their respective factories.

Mills
BROWN FRONT BELL
VEST POCKET BELL
SQUARE BELL
HI-BOY
WILD DEUCES

FRUIT KING
TRYLON SCALE

Bally
THISTLEDOWN
GRANDSTAND
BABY RESERVE
DIXIE CONSOLE

EUREKA
SUSPENSE
TWIN BELL

Chicago Coin
PEACHY

Daval
ODD BALL
SAFE HIT

TALLY

Exhibit
HIBOUTY

Evans
GALLOPING DOMINOS
BANG TAILS

Gottlieb
MAN-O-WAR
STEEPLE RACE

MIDGET RACES

Groetchen
COLUMBIA MYSTERY BELL
GINGER

SPARKS

Genco
KLICK
ZIP

ZIP

Jennings
MULTIPLE RACES

Keeney
BIG TEN
TRACK TIME

TRIPLE ENTRY

Stoner
SUPER ZETA

CHECK UP

ON YOUR REQUIREMENTS AND ORDER OUT THOSE MACHINES NEEDED TODAY.

NOTE: We also have many bargains in guaranteed reconditioned machines and games. Write for our complete list.

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

Keeney Previews A New Payout

(New Game)

CHICAGO, Nov. 5.—“Our new Stepper-Upper introduces a new principle of stepped-up payout table play and awards,” explained J. H. Keeney at a recent Keeney distributor preview. “We believe that it will establish a complete new trend in payout table design.

“There has always been an element of ‘maybe’ in the old-style multiple-play table which did not always register with the player if, on his insertion of additional coins, he failed to have bettered the offered odds.

“Stepper-Upper does away with that detrimental factor by doubling the odds upon insertion of second nickel should the player fail to secure a winner on his first game. By tripling the odds upon the playing of the third coin if no winners are secured on the player’s previous two games we have made Stepper-Upper a powerfully appealing game for repeat play.”

Claimed Keeney: “The players like that because there’s no mystery about it. Stepper-Upper gives them three tries for a winner and pyramids the odds with each successive try. However, upon the insertion of the coin for the third game player can insert additional coins in attempting to better his odds or selections, but awards are not multiplied beyond the three-coin basis.

“Stepper-Upper employs a single-coin chute, with from one to seven selections coming up on each game and offering odds according to hole made in purse, place, show and win sections of playing field.”

London

LONDON, Nov. 5.—Operation of Bingo games in London sportslands quickly resulted in action on part of police. In cases heard by magistrates to date operators have been fined smartly.

Use of expensive merchandise in cranes and rotaries has also caused police to take action in certain parts of London. Some months back meeting of amusement caterers agreed to limit values of prizes in machines, but not all have fallen in line. Trouble is largely due to too keen competition thru some parts of London having far too many sportslands.

Annual general meeting of British Automatic Machine Operators’ Society took place in London November 2. A new secretary was appointed and a report made as to 1938 exposition. Beyond a statement that an exposition will definitely be held under joint auspices of BAMOS and Amusement Caterers’ Association, no details are forthcoming. “It is rumored that the board seeks a smaller hall than that taken for 1938 exposition. When coin machine exposition was held on its own in Royal Hotel accommodation available proved just about right. Joining up with amusement caterers and extending scope to all aspects of amusement busi-

ness called for bigger place, but Royal Horticultural Hall, where 1938 show took place, seems to have been a shade too large. London is not too well equipped with halls of modest size at the same time ready with installations desirable for exposition of this kind. At Royal Hotel special cabling had to be run from mains to supply electricity to exhibitors and partitioning erected to separate exhibit area from hotel diners. Horticultural Hall is a modern building erected expressly for exposition and would be ideal if a little smaller. In these circumstances The Billboard readers will appreciate why they are likely to hear of a change of place. Hotels in the central part of London have nothing like the facilities for holding expositions as would appear to be the case in Chicago. The Royal proved rather unique in that respect, but apart from the coin machines the only exposition held there to the knowledge of the writer was one of band instruments. Grosvenor House, Park Lane, has a fine hall in which the Wine and Spirit Trade Exposition is held, but the time of coin machine and amusement show tallies with the big banqueting season.

Fire destroyed sportland known as Fulmland in London’s Edgware road. Proprietors were the Arcaris, reputed to be first to market Galle Commercial in Britain. They were lucky enough to secure possession of vacant shop in street just around the corner, and with loss of only one day had new place fully equipped and operating.

London Underground Railway change-giving ticket-issuing machines have been subjects of thieving campaigns thru use of counterfeit coins. In several instances the thieving has been carried out by gangs working according to plan. Police have been very active over this and a number of men have been caught in the act, charged and given sharp sentences.

Animated Console New Bally Game

(New Game)

CHICAGO, Nov. 5.—Discussing the new Dixie, seven-coin console, Jim Buckley, general sales manager of Bally Mfg. Co., pointed out that the game has “all the realistic race-track atmosphere of Bally’s famous \$500 Ray’s Track machine, with miniature horses galloping to a thrilling photo finish plus the beautiful flash of the modern console, and at a price operators will like.

“Before releasing the Dixie console,” he continued, “we gave it a morning workout in half a dozen spots around the United States, and collection reports prove that the dark horse odds booster featured in Dixie is the most remarkable repeat-play stimulator ever built into this type of equipment.

“Unlike other odds booster devices, the dark horse is part of the main action—thus insures double suspense, double excitement—not merely at the start or finish of the game, but from start to finish and every inch of the way.”

You'll Want Now's First!

Next Week

CHICAGO COIN WILL ANNOUNCE

St. Moritz

A Super High Score Novelty Game With a Multiple Play Field!

Order Now for Earliest Delivery!

CHICAGO COIN

MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD.
CHICAGO, ILL.

'RED HOT' DEALS for OPERATORS!

Demand the Genuine BAR - BELL - FRUIT JAR DEALS



The choice of all "live-wire" Operators!

- More Tickets
- Bigger Profits
- Fast Sell-Outs
- 5c or 10c Play

The most sensational Jar Deal of the year! Offered in these popular numbers—2544 Tickets, 2322 Tickets and 2264 Tickets—for either 5c or 10c play. Tickets are colorfully printed with Bar, Bell and Fruit Jar-machine characters.

STOP & GO JAR DEALS

- 1800 Total Tickets
- 60 Red Winners
- 24 Orange Winners
- 6 Green Winners



Boost your profits with these fast selling deals! Made in two popular numbers—Deal No. 1 with \$24.00 profit, and Deal No. 2 with \$18.00 profit. Don't pass up these money-making deals! Right now is the time to get started!

WRITE TODAY FOR LOW OPERATORS' PRICES AND DESCRIPTIVE CIRCULAR!

H. & H. NOVELTY SALES CO.
645 HAMB BLDG.—ST. PAUL, MINN.

"FROM A RABBIT'S FOOT TO A MINK COAT." FUR COATS

Latest Styles. Lowest Prices. Best Quality. Write for Free Price List. CHAS. BRAND, 208 West 20th Street, New York.



LESTER RIECK and Charlie Zander, Mills coin machine sales division, measure up the Mills War Eagle. Say they, "It continues to be one of the most popular machines among operators."

BALLY RESERVE .. \$20.00

Congo .. \$23.00	Races .. \$9.00
Zephyr .. 16.50	Outboard .. 8.00
Top .. 14.00	Long Beach .. 7.00
Silver Fish 12.50	Power Play .. 7.00
Here n' ..	Skooky .. 7.00
Round .. 12.00	Home ..
Wagon .. 9.00	Stretch .. 7.00
Carnival .. 8.00	Auto Derby .. 7.00
Rocket .. 9.00	

FOLLOWING ARE \$5.50 EACH: Great Gunz, Ricochet, Booster, Scoreboard, Buzzer Up, Sequence, Madcap, Swingtime, Match Em, Country Club, Neck n' Neck, Happy Day.

1/3 Cash Deposit, Balance C. O. D. ALL NEW GAMES ALWAYS IN STOCK. Illustrated Bargain Lists Free.

EXPORT—We Ship All Over the World. Circle Address, COINMACHINE, N. Y.

MIKE MUNVES CORP.
535 West 157th St., New York, N. Y.

SALESBOARD OPERATORS

Ask for Our New Catalog of Profit Makers.

ACME NOVELTY & MFG. CO.
1324 W. Monroe Street, Chicago, Ill.

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

DAVAL'S MONEY-MAKING MASTERPIECE

**GREATER
AND GREATER
AND GREATER
AND GREATER!**

NEVER A GAME
LIKE



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. B. Chicago
With
Reserve
Feature
\$10 extra

GUARANTEED 100%
MECHANICALLY PERFECT

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

Kansas City

KANSAS CITY, Mo., Nov. 6.—Things are humming in the coin machine field here now. Business is definitely on the upgrade after several slow weeks in September and October. As a result there's plenty of activity along coin machine row, and indications are that it will continue at a fast pace thruout the winter.

A. E. Sandhaus, president of the Great States Mfg. Co., reports his staff and crew of workmen in the Great States factory to be working overtime in handling orders for the Sel-Mor line of vending machines. Sandhaus recently returned from a trip east with two dozen large orders for Sel-Mor units.

Rue F. Mason and Tim Crummett, executives of the Central Distributing Co., continue to push Wurlitzer phonographs. Several entire carloads have been sold by the company since August and the two are convinced the current Wurlitzer models are the most outstanding ever placed on the market. The small table model especially is in great demand.

Recently robbed of \$605 cash as he stepped from his office at the United Amusement Co. shortly before midnight, Carl F. Hoelzel, United proxy, has been working even harder than before with his many coin-operated machines and phono units. Unified's total business for August, September and October set a new record, reports Hoelzel, and he, as well as other United heads, anticipates the boom to continue indefinitely.

A. J. Stephens, president of the A. J. Stephens Co., this week said the nation's acceptance of his new penny game was actually amazing. Hundreds of orders have been received, and there are more in every morning's mail. Operators everywhere are writing Stephens to tell of the profits they are making with the game. All of which makes the affable Mr. Stephens ever more genial.

Jules Samuelson, chief of staff of the Empire Mfg. Co., also has good reports on his Empire penny game introduced only two weeks ago.

Hamilton Enterprises, Inc., manufacturer of vendors and charms shaped like Walt Disney's comic animal characters, also is running full blast. Mickey Mouse, Donald Duck, Pluto and other lifelike characters are going big, especially on locations near schools.

Men who handle automatic phonographs in the Kansas City area are responding to the new column titled "What the Records Are Doing for Me," which appears weekly in The Billboard. They agree it is a great help but go even farther than that by actually taking time enough to write letters to the editor to tell which platters they, too, find profitable.

A profit of \$100,000 will be realized by the city from the 2-cent cigaret tax which went into effect last September, said H. P. McElroy, city manager, this week. The \$100,000 sum will be reached

**NATIONAL'S
BARGAIN COLUMN**

- SLOTS**
- 100 MELON BELLS, Serial over 425,000, Se. Can Hardly Be Told From \$49.00 New \$40.00
 - Jennings Silver Chief \$40.00
 - Mills Blue Front Single Jack, Serial Over 400,000, 5c 45.00
 - Mills O. T., Serial 14,000 to 16,000, 5c, Green Front 29.00
 - Jennings Chief, 5c, 10c, 25c, Serial Over 122,000 27.00
 - Star War Eagle, 5c, 10c, 25c, Balls 27.00
 - Pace All-Star Comet, 10c 24.50
 - Mills F. O. K. Escalator, 5c 10.00
 - Walling, Red-A-Ton, 10c, Serial 67,000 to 70,000 18.00
 - Safe Stands 8.00

- NOVELTY GAMES**
- Zeta \$55.00
 - Bally Reserve 29.50
 - Jungle 29.50
 - Swing 29.50
 - Cargo 29.50
 - Snappy 29.50
 - Bull's Eye 29.50
 - Coney Island 24.50
 - Zephyr 22.50
 - Airway 21.00
 - Ski-Hi \$20.00
 - Top 20.00
 - Boa 20.00
 - Mare n' 19.00
 - Hound 19.00
 - Silver Flash 18.50
 - Chico Derby 8.00
 - Bally 7.50
 - Bumper 7.50
 - Ricochet 6.00

- PAYOUTS**
- Fairgrounds \$85.00
 - Fleetwood 45.00
 - Princess 37.00
 - Ticket 37.00
 - Derby Day 26.00
 - Ticket 26.00
 - Princess 24.50
 - Derby Day 23.00
 - Turf Champ \$20.00
 - Latonia 20.00
 - Golden Wheel 17.00
 - Fox-Finish 17.00
 - Blue Bird 10.00
 - Queen Mary 7.00
 - Peerless 7.00

- COUNTER GAMES**
- Groeschen \$9.50
 - Zephyr 8.50
 - Turf Time 8.50
 - Penny Pack 8.00
 - Bally Baby 8.00
 - Gettins Gim- 7.50
 - Grip 7.50
 - Reel Foot \$8.50
 - Reel Dice 8.00
 - Reel Boxes 8.00
 - Bally Nugget 8.00
 - Out-A-Smoke 8.00
 - Bowling Cr- 8.00
 - retta Mch. 8.00

- PHONOGRAPHS**
- Wurlitzer 616 \$124.50
 - Rock-Ola 1938 Model 42.00

- CONSOLES**
- Pace Racer, 20-1 Odds, Ser. 4,000, \$69.50
 - Jennings Liberty Bell 44.50

TERMS: 1/3 Deposit, Balance O. O. D., F. O. B. Chicago.

First With the Latest New Games. Get Your Name On Our Mailing List.

National Coin Machine Exchange
1407 DIVERSEY BLVD., CHICAGO.



THE HIT OF THE SEASON
"TOUCHDOWN"
BY AJAX

No. 2402 2400 Holes
Takes in \$120.00
Pays Out (Average) 69.82
Profit (Average) \$ 50.18

BOARD FILLED WITH TIP STYLE COMBINATION TICKETS.
OUR LATEST 1939 COMPLETE CATALOG WITH LOWEST PRICES NOW READY. WRITE FOR A COPY.

PRICE \$4.96 Each

AJAX MFG. CORP.
119-125 N. 4th St., Philadelphia, Pa.



THESE GIRLS ARE BUSY PAINTING the Tally counter machines in the Daval Mfg. Co. plant, Chicago.

HOLIDAY SPECIAL

Electric Scoreboard
Daval Baseball

Wizard Dayton's Like Wire
East & West Bitter Up Jo-Jo

SURE HITS

HOLIDAY SPECIAL
1500 Holes. Takes in \$75.00. Pays Out \$32.50 and 75 Pieces of Cigarettes.
PRICE, \$2.20

TOUCH DOWN
816 Holes. Takes in \$40.80. Average Pay-out \$23.22. A Step-Up Board.
PRICE, \$2.80

GLOBE PRINTING CO.
1023 Race St., Philadelphia.

"TOUCHDOWN"

48 Holes

\$7.45 EACH OR 3 FOR \$21.00

Electric Scoreboard Daval Baseball

ABSOLUTELY FREE TO OPERATORS

New Illustrated Catalog. Free Price List Mailed Every 2 Weeks!

1/3 With Order, Balance C. O. D., F. O. B. Merrick, N. Y.

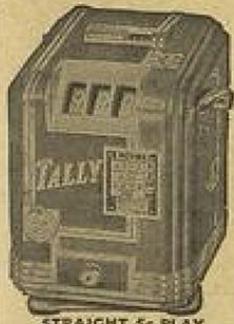
NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

EXPORT

"We Cover the World."

Cable Address: "NATNOVCO," Merrick, N. Y.

TALLY Seattle Okeh On Salesboards



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 7c Play.

1922 FREEMAN CINCINNATI, O.

Labor groups' demand for use of salescards brings city edict repeal

SEATTLE, Nov. 5.—Once more Seattle is open for salesboard games and other games which have re blossomed on retail counters all over the city. They had been removed following an edict against them.

Protests of the union groups who claimed they would lose employment and by cigar dealers, joined by candy makers and bakers, claiming it as an advantageous outlet for their products thru the various trade stimulators put them squarely back on hundreds of downtown counters and locations of every sort.

The salesboard games have been viewed in an entirely new light by city officials following the strong protest against the ban. The boards are regarded as veritable machines for producing business as an incentive of trade. By virtue of winning numbers a host of Seattle-manufacturing products find a market that would not otherwise be found and also produce a larger volume of business.

Ponser Preparing For New Games

NEW YORK, Nov. 5.—George Ponser reports that his firm is getting ready for the new games which manufacturers have promised them before the annual show.

He stated: "We have already received Keeney's great new football free-play game, Big Ten. At the first showing of this game operators stated they believed it would be a real money maker. We believe it is going to be one of the leading sellers in the East.

"Other factories are also getting ready with some great surprises for operators. Al S. Douglas, president of Daval Mfg. Co., phoned that he would be in New York shortly with a surprise game. Chicago Coin is also going to have something new for operators. Nothing need be said about ChiCoin games—they're always good.

"We anxiously await the arrival of these new games, for we know that they will lead operators to greater profits," Ponser concluded.

Bingo To Be at Chicago Show

BROOKLYN, Nov. 5.—States Dave Robbins, "Many out-of-town operators who have not yet seen our Bingo counter skill game will have the opportunity to see it at the coin machine show to be held in Chicago.

"D. Robbins & Co. have reserved exhibit space and I will be there to demonstrate the Bingo game and show operators and jobbers how to make money either operating or selling Bingos.

"Bingo is not really a novelty game, but a combination vending machine plus a clever skill game. It is a machine which should be popular several years."

Streamlined Stand For Bally Bell

CHICAGO, Nov. 5.—"A streamlined stand for a streamlined bell," is the way Ray Moloney, president of Bally Mfg. Co., describes the new stand developed for Bally's double-chute bell.

"The stand," he explained, "is designed to harmonize with the sleek modern lines of the bell, and the two form a beautiful ensemble. In spite of its graceful appearance the stand is as husky as a bank vault and convenient means are provided for weighting.

"Increased production is now making it possible for us to catch up on the tremendous backlog of Bally Bell orders. Reports coming in from the first few hundred on location prove our statements that the double chute does double the operator's average return per machine. Particularly interesting are the reports from operators who are

MIDGET RACES COUNTER GAME THRILLER

- ELECTRICAL SELECTIONS
- MYSTERY HORSES & ODDS
- INDIRECT LIGHTING!

Features and earnings of a big game! Inclined front panel shows mystery selections and odds. 7 colored balls representing horses race down the runway. 2-1 to 20-1 awards indicated for winners! A terrific hit everywhere!

COMBINATION 1c to 25c Slot. \$29.50

STEEPLE RACES Non-Electric Award Card Model \$19.50



MAN-O-WAR 1-BALL CONSOLE

Made By The Masters of Payouts!

MULTIPLE PAYOUT MYSTERY DAILY DOUBLE MYSTERY SELECTION & ODDS FIRST

- with Mystery Payouts in multiples of 2!
- with Flicker Light Field and Illuminated Win Pockets!
- with Mystery "Daily Double" Pockets and TOP AWARD OF \$12 CASH!

Greatest game of recent times! Mystery Selection of 1 or more horses . . . Multiple or Single operation by simply throwing switch . . . Odds 2-1 to 240-1 . . . absolutely bug-free mechanical! Earnings that mark a new era! Order quick and clean!

\$189.50



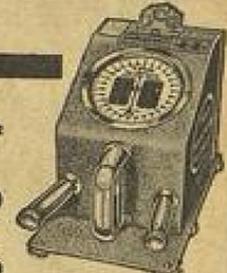
NEW DUO-GRIP

TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER

Cigarette reels spin with each play . . . winning symbols entitle player to awards shown on award card. Top-notch features . . . including button indicator, release, non-clog slot, with button release which also closes shutters over reels, bell and tension adjustments, etc. Available with fruit bell symbols or numbers. Stand \$2.50.

COMBINATION, 1c to 25c SLOT. \$24.50

IMMEDIATE DELIVERY ON ALL MACHINES D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago



SICKING

"Little Boy Blue, go blow your horn." TELL EVERYONE THAT **KLICK** AND **ZIP** ARE HONEST-TO-GOD SMASH HITS! Still Doing a Job: RAGTIME, JITTERBUG, TRIPLE PLAY. **SEABOARD SALES, INC.** 612 TENTH AVENUE, NEW YORK, N.Y. Phone: BR 1-1000 7-5688

SPECIAL BARGAINS
 3 Bell's Front Vendors, Each . . . \$10.00
 3 Bell's Jack Pots, Each . . . 15.00
 3 Bally Bell Side Vendors . . . 35.00
 2 Jennings Chief Blue Front, Each . . . 25.00
 2 Jennings Double Jack Pot, Each . . . 25.00
 2 Price 7c Reserve Jack Pot, C. O. D. . . . 20.00
 All Machines in First-Class Condition. **THE ROYAL NOVELTY CO.** 2425 Linden Avenue, Baltimore, Md.

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS

2 TO 1 IT'S BETTER
 . . . 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 for full details.

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.

building up a lucrative quarter trade in locations where only nickels have been played heretofore. This is done by installing Bally Bell machines with a nickel chute on one side, a quarter chute on the other. The nickel chute takes care of the regular trade, while the quarter chute collects a goodly harvest of two-bit pieces that formerly were diverted from the operator. As one operator recently told me, "I knew there was a certain amount of potential quarter trade in — cafe, but not enough so I could afford to install a quarter machine in addition to the nickel bell I already had there. The Bally Bell solves this problem, and I am already getting plenty of quarters in every collection."

Bally SUSPENSE

6-WAY MULTIPLE * NOVELTY HIT

Your novelty spots produce PAYOUT PROFITS when SUSPENSE is on the job! And the sensationally LOW PRICE enables you to blanket your territory! SUSPENSE has all the play-appeal of Bally's famous payout games... ODDS CHANGE on each coin played or changed by skill. From 1 to 7 MYSTERY SELECTIONS on each coin... or by skill. "WIN-PLACE-SHOW" AWARDS... plus a fascinating new "qualify" idea.

\$10.00 FEATURE AWARD

Player who shoots one ball in each of two FEATURE pockets and one ball in START pocket receives 200 FREE GAMES (adjustable for 200, 100, 50 or 20 free games). The big winner appeal embodied in the FEATURE idea guarantees consistent repeat play and extra long life on location. FEATURE awards METERED for your protection. Pep up your novelty spots by ordering SUSPENSE now.

* MAY ALSO BE OPERATED AS SINGLE-COIN GAME

5-BALL
PLAY



44 in. by 22 in.

\$74⁵⁰

F.O.B. CHICAGO

RAINBOW

PENCIL VENDOR WITH "BUY BACK" FEATURE



A merchandise machine in appearance and operation, a bell in earning power! Double Revolving Pencil Display—studded with pencils in 6 different colors—is a legitimate animated advertising device... and also packed with more suspense and thrills than a console dial! Equal value vended for each coin... yet the clever "Buy Back" plan—at merchant's discretion and depending on color of pencil—insures the kind of "repeat play" profits formerly expected only from bells and one-shots. RAINBOW puts ALL TERRITORY back on the big-money map... be first and be glad!

EUREKA FREE PLAY NOVELTY GAME

OPERATE WITH OR WITHOUT MULTIPLE

Earn PAYOUT PROFITS in your novelty spots! EUREKA has all the proven profit features of Bally's famous payout games. ODDS CHANGE on each coin—or may be changed by skill! MYSTERY SELECTIONS—1 to 7 for each coin—or by skill! "Win, Place, Show" awards... plus a new "qualify" idea that's a real repeat play cozier. And the FREE PLAY CHUTE opens the door to countless new locations! Order EUREKA from your jobber today!

5, 4, 2 OR 1
BALL PLAY

METERED
For Your Protection



PAY
TABLE
SIZE

DIXIE 7-COIN ANIMATED RACE TRACK CONSOLE

WITH NEW "DARK HORSE" ODDS BOOSTER



All the realistic race-track atmosphere (real miniature horses) and "neck 'n' neck" suspense of Bally's famous \$500 Ray's Track... plus the beautiful flash and eye-appeal of the modern console! New "Dark Horse" Odds Booster (an extra non-selectable horse) is part of the main action—thus insures double suspense, double thrills—not merely at the start or finish, but FROM START TO FINISH AND EVERY INCH OF THE WAY! And that double dose of "what it takes" results in plenty of stick-with-it repeat play. Write or wire for NEW LOW PRICE and details on NEW SIMPLIFIED GUARANTEED CHART-PROOF MECHANISM.

Write for circulars of BALLY BELL, GRANDSTAND, HOT-VENDER, FOUR HORSEMEN, LITE-A-PAX, THISTLEDOWN, MILLWHEEL and other Bally hits!

BALLY MFG. COMPANY
2640 BELMONT AVE. • CHICAGO, ILL.

New Genco's KLICK



**DELUXE FREE GAME!
PLAYER PLAYS OFF
AWARDS**

A Clever New "Free Play" Game with a Novel Scoring System. Five-ball play. Each bumper hit advances light-up indicator one notch on clock-like backboard register. If indicator stops before a number, number lights. Lighting of three consecutive numbers wins award. Skill lanes add to scoring thrills. Fully metered.

\$ 89⁵⁰
F.O.B. FACTORY

GENCO, Inc.
2621 N. ASHLAND AVE. CHICAGO, ILLINOIS

New Genco's ZIP



**A NOVELTY GAME WITH
PLENTY OF ZIP--LOADS
OF APPEAL!**

A clever five-ball game that everybody understands and plays on sight! All the playing thrills and features of Klick in straight novelty play. Player hits bumpers with balls to advance light-up indicator on clock-like register. Awards won when first three numbers lighted consecutively—extra awards for extra numbers! Fully metered.

IMMEDIATE DELIVERY

\$ 79⁵⁰
F.O.B. FACTORY

SEABOARD SALES, Inc.,
515 Tenth Ave., New York,
Eastern Factory Represent.
European Distributors:
COIN AMUSEMENT SUP.
PLY. Ltd., London, England.

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 200-Hole Salesboard.
COSTS YOU \$6.00.
TAKES IN \$15.00.

Fast Moving Deal
36 WINNERS
A 35-Hole Salesboard.
Numbers run from 1 to 39.
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 39.
24 1-Lb. Boxes of Chocolates.
A 24-Hole Salesboard.
COSTS YOU \$4.25.
TAKES IN \$8.00.

CANDY FOR THE HOLIDAYS

1-Lb. Box of Assorted Chocolates, 1/2 Doz. in Carton. **70c**
2-Lb. Box of High-Grade Chocolates in Padded-Top Box, Cello, Wrapped, 1 Doz. to Carton. Per Box. **50c**
Cordial Cherries—1-Lb. Net, Packed 2 Doz. to Carton. Per Dozen **\$2.40**
20% Deposit, With Order, Balance C. O. D. Send for FREE Catalogue of Assorted Box Candy.
DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK, N. Y.

EVANS' 1939 GALLOPING DOMINOS WITH NEW LEGALIZING SKILL ATTACHMENT

★ EQUIPPED WITH EVANS' NEW 7-COIN HEAD!

Acknowledged by big-time operators as the greatest coin head advance in the industry! Positively eliminates overlapping and jamming of coins. Stops grief from thick coins, slugs, gum, string, steel strips, celluloid and other tricks of the gyp artist. Last 3 coins in each chute visible at distance. Patented and manufactured solely by Evans—available only on Evans' multiple-play consoles!



IDEAL FOR RESTRICTED TERRITORY!

Again this "KING OF CONSOLES" scores a top hit! New, ingenious Legalizing Skill Attachment with Gold Award . . . now makes it a perfect "natural" wherever skill games are required!

Evans' NEW 7-Coin Head protects your profits! New steel inner wall prevents tampering with mechanism. New silent-action mechanism, giant power-pak, a host of other new 1939 features plus Evans' precision engineering make this marvel absolutely incomparable to any other game regardless of claim! Perfect performance unconditionally guaranteed!

WATCH FOR EVANS' LUCKY LUCRE
Sets a New Standard in Amusement Equipment!

OTHER EVANS' HITS
Bang Tallis Rollette Jr.
Improved HiLoah Special

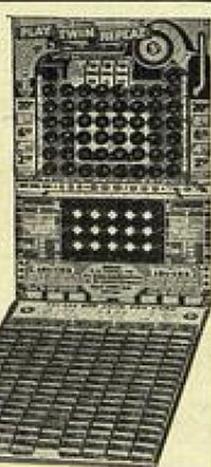
• AT YOUR JOBBER or WRITE, WIRE or PHONE HAYMARKET 7630!

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



E-Z PICKIN TWIN REPEAT
New—Different
Many Other New Games Ready
OPERATORS
Cash in with the Latest Proven Money Makers.
Write—Wire—Phone.
SLOT OR COMBINATION COUPONS.
2520 Cops.
5c Take in . . . \$126.00
Pay Out . . . 80.00
Average Profit . . . \$46.00

E-Z PICKIN CARDED DEALS ARE THE SENSATIONAL PLAY GETTERS
1939 HIT
Get on the Beat With Carded 5s.
1939 HIT
760 Carded 5s Takes In . . . \$38.00
Aver. Pay't 20.00
Av. Profit . \$18.00
Combination Coupons.
PROTECT YOUR LOCATIONS WITH E-Z PICKIN GAMES.



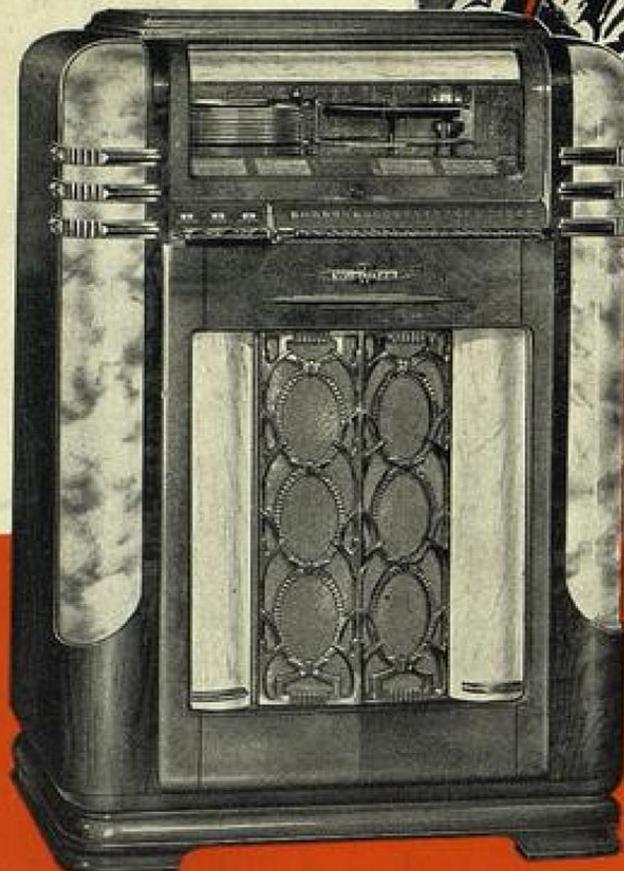
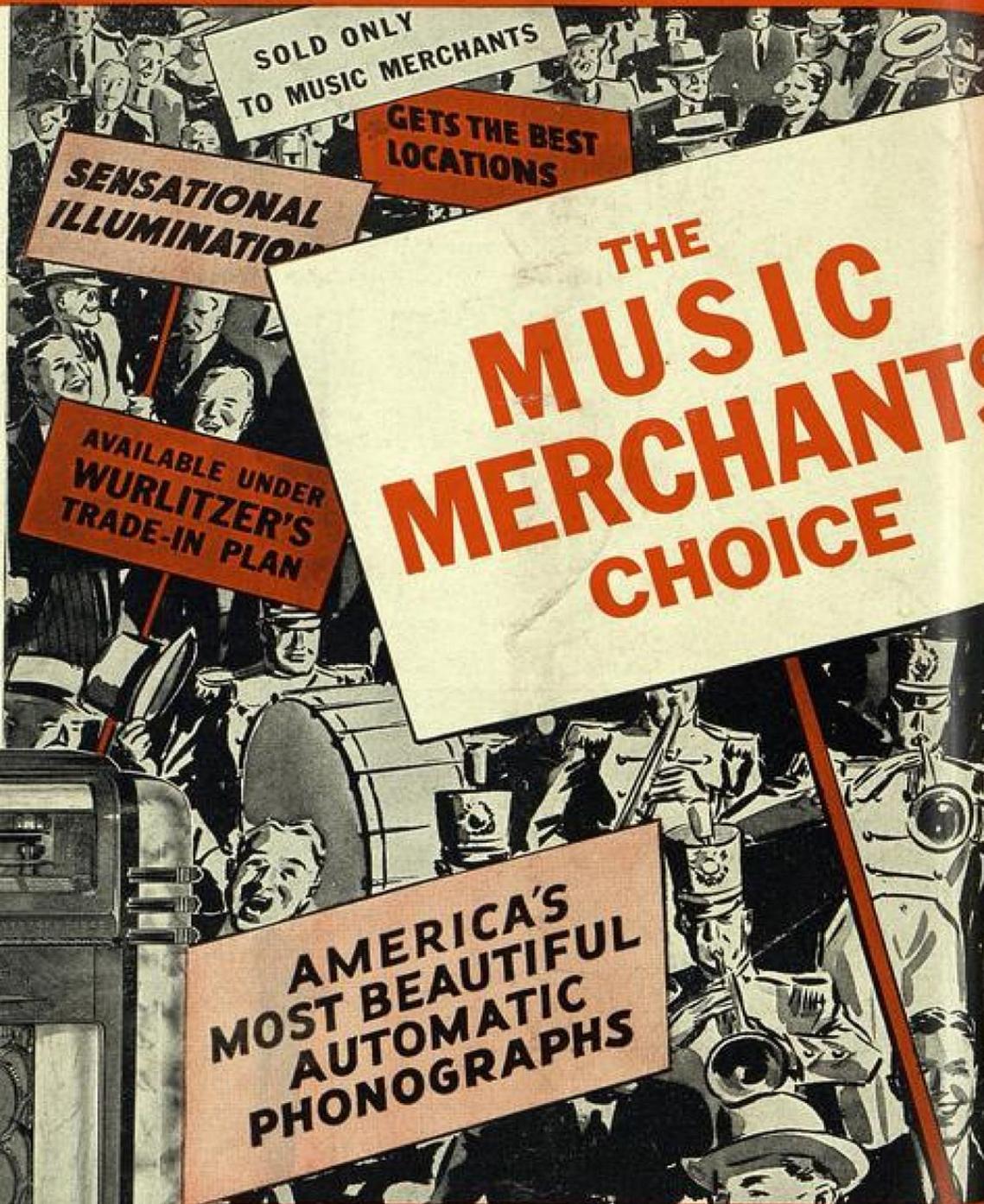
NOEL'S Gay Games
INCORPORATED
Muncie, Indiana

WINS BY A LANDSLIDE!

Wurlitzer Phonographs win by an overwhelming majority the vote of music merchants as the biggest earning automatic instruments ever built—win by their brilliant beauty thousands of the finest locations in the land—win bigger returns gladly spent by music loving America to hear their magnificent living tone.

Turn in your obsolete instruments now on Wurlitzer Automatic Phonographs under Wurlitzer's Trade-In Plan. Get these big winners working and earning for you. Write or wire for details.

**THE RUDOLPH
WURLITZER CO.**
NORTH TONAWANDA, NEW YORK
Canadian Factory: RCA Victor Co., Ltd.,
Montreal, Quebec, Canada



MODEL 500

WURLITZER

REG. U. S. PAT. OFF.

AUTOMATIC PHONOGRAPHS