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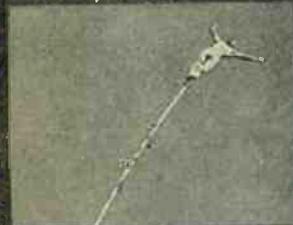
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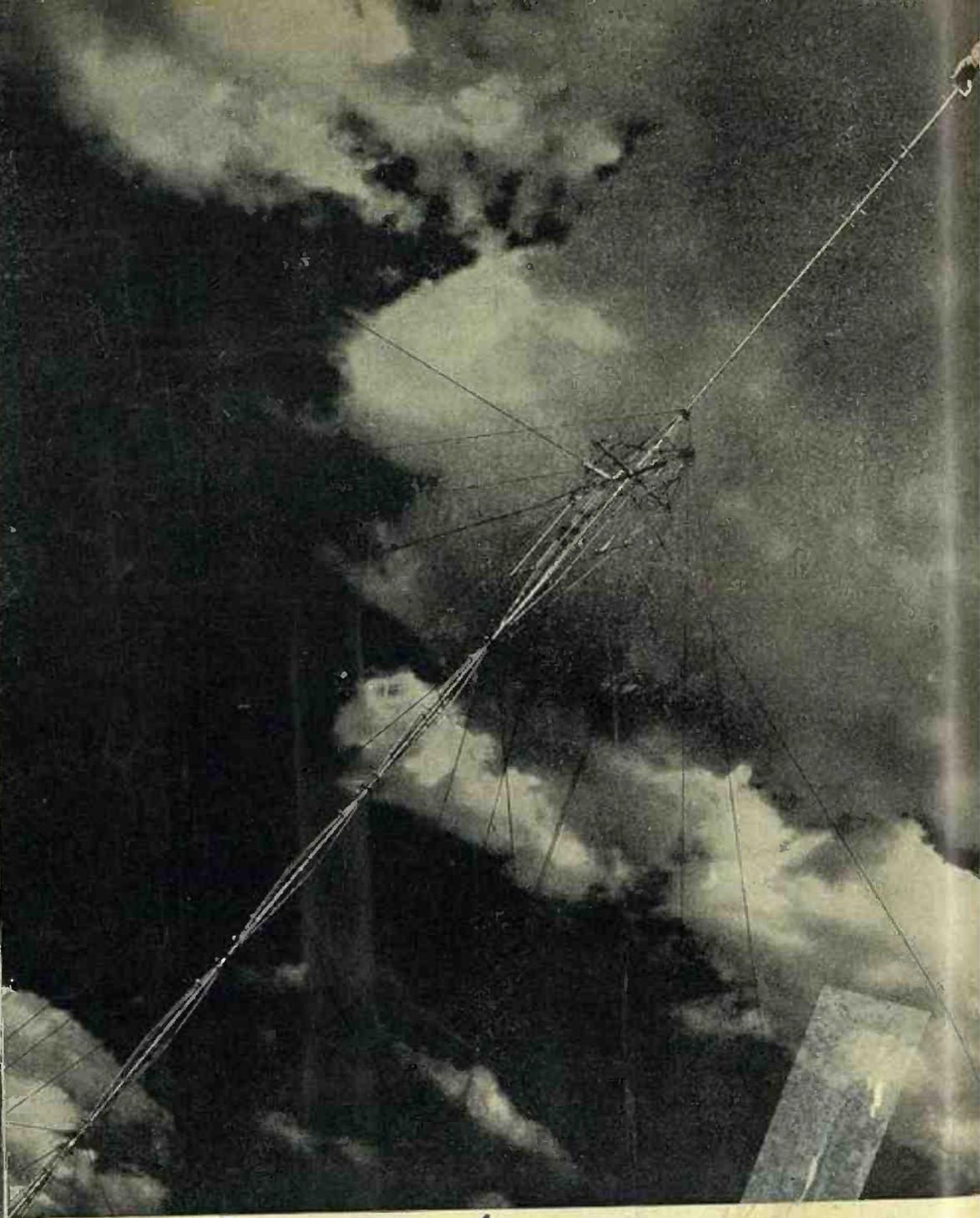
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\$1,000,000 HAT BANDITS

City Council To Act on Ducat Curb

NEW YORK, Nov. 19.—Encouraged by the courts' indorsement of the Feld-Crawford Act, providing for price fixing of trade-marked goods, Councilman Howard Spellman will introduce into the city council Tuesday legislation regulating maximum mark-up for theater tickets, in accordance with the provisions of the present ticket code. At the same time the Associated Theater Ticket Agencies, Inc. will launch a promotion campaign of its own, to round up all other reputable agencies so as to strengthen its position in negotiations with managers, government and the public.

Before drafting final form of his bill, which will be submitted as an amendment to the Administrative Code of the city, Spellman conferred with Milton Weinberger, counsel for the League of New York Theaters, and Nathan Lieberman, ditto for the ATTA. Projected law would make it a misdemeanor to sell tickets in excess of the code's maximums, and provides for a penalty of one year in jail or fines up to \$500.

Brokers object that, as licensees of the State, they are beyond jurisdiction of the city. Spellman, however, said in reply, "Federal government employees have to abide by local city regulations."

Ordinance, modeled after the Feld-Crawford Act, likens various identifying marks on ducats, such as name of theater and production, to trade-marking.

Depression Note

NEW YORK, Nov. 19.—The six best paid persons in the ranks of performers, actors, script writers, playwrights and musicians, at the heights of their careers, average a \$400,000 yearly income, reported Dr. Edward L. Thorndike, psychologist, at an educational conference sponsored by Teachers' College of Columbia University.

The professor's survey covers grosses attainable in the United States for the period 1931-'40. On the same basis, athletic entertainers, literary and musical biggies are down \$675,000.

Erring Agents To Feel AEA's Whip

NEW YORK, Nov. 19.—Having received but two appeals from its eight agency disfranchisements, Actors' Equity, in the November issue of its official organ which appeared Wednesday, refuses to deviate from its present plans for overhauling the agency system, promising rigid application of fines, suspensions, permit revocations, blacklisting and the institution of a new monthly-report system for agents. Council denied to the agents the last few requests included in their petition, including abolition of classes of agents, abolition of varied fee rates and plea for closed-shop terms favoring the agents' own organization.

Michael Myerberg and Al Wilton, who are appealing their license cases, will be heard at the Tuesday meeting of Council, which is readying a plan requiring all agents to make monthly reports of their placements, listing names of actors, com-

(See ERRING AGENTS on page 6)

Check-Roomers Pay Out a Million For Night Club Concession Spots

Figure is for New York alone—now branching out to other cities—espionage of pretties a problem—bankruptcies another headache—glamour yarns raise ante

By SOL ZATT

NEW YORK, Nov. 19.—Publicity-conscious concessioners have caused night club owners to wise up considerably, and are now paying an estimated \$1,000,000 annual rental for the hat-check, cigaret and flower concessions in local night spots. In the past the hat-checkers always shunned publicity, preferring to work in the dark, giving the public the idea that the girls were getting the coin. But in recent years several night club concessioners have popped into print as glamorous figures, with success stories and all the trimmings, showing how much money there was to be made in holding hats for ransom. Which caused the night club owner to do a rare thing—think. Out of those thoughts, they finally got hop to the fact that the concessioners sometimes made more money than they, with the result that, in the past few years, the price of hat-check concessions has gone sky-high.

Out of the \$1,000,000 that the concessioners cough up to local night operators each year, 13 night clubs in the Broadway area, such as the Casa Manana, International Casino, Cotton Club, Paradise, Stork and Leon and Eddie's, get \$250,000. The other three-quarter million goes to night club owners from Manhattan, Brooklyn and Long Island. This does not include the hotels, many of which operate their own check-rooms.

Typical of the prices paid, Abe Ellis pays Billy Rose \$40,000 to operate the hat-check, flower, cigaret and novelty concession at the Casa Manana. This spot has been a gold mine to Ellis for the last few years, as he had it when it was the French Casino and is said to have cleaned up. In order to clear the nut, Ellis must gross \$75,000 in 30 weeks, and all over that is gravy. Ellis, the most publicized of night club concessioners, also operates the Manhattan Opera House, which he took over recently on his own.

About the biggest concessioner on Broadway at present is a syndicate, the Great Eastern Association, which operates at the International Casino (\$30,000), Cotton Club (\$22,000) and NTC's Midnight Sun (\$8,000). Headed by Jacob Berstein and Philip Loeb (not

(See CHECK-ROOMERS on page 34)

Distinguished on the dais were Tex O'Rourke, wit, adventurer and world traveler, officiating as toastmaster; President Hamid and Chairman Dufour; Harry Hershfield, cartoonist-philosopher; Edward A. Hughes, general manager Canadian National Exhibition; J. W. (Patty) Conkilo, of the Conkilo Shows, representing the Showmen's League of

(See NSA BANQUET on page 118)

NSA Banquet Makes History

Glittering Setting and Stand-Out Talent Culminate Brilliant Effort

NEW YORK, Nov. 19.—Show history in the brotherhood bracket was made Thursday night. Twenty-four years hence, when its silver anniversary is celebrated, the National Showmen's Association will look back with pride upon its first banquet, held in the Grand Ballroom of the Commodore Hotel in a glittering a setting and any outdoor amusement fraternity which created it—ever looked upon.

President George A. Hamid, Banquet Chairman Low Dufour, Reservation Chairman Bill Block and Executive Secretary John Liddy pooled their respective findings and announced attendance of just short of 800, the culmination of a brilliant effort in which the activity was so evenly divided among so many members that it is practically impossible to give formal credit to the many who served their thriving baby organization

so valiantly. The glitter spilled from the dais, reached out over the vast assembly to the myriad Commodore appointments and concluded its skein with the imposing entertainment headed by such talent standouts as Helen Morgan, Lou Holtz, Benny Fields, Red Skelton, Reynolds Skaters, Roscoe Ails and Graziella Arisi, to name just a few of the more than 20 acts.

New York's World's Fair was represented both physically and ornamentally. The human representation by Maurice Marney, Jay Downer, George P. Smith Jr., Frank W. Darling, Roland Berdell, Francis Mack and others; the decorations by a huge papier-mache replica of the fair's insignia, the Tylon and Perisphere, plus the fair's flag, which flanked the dais. A bronze lion plaque, NSA insignia stood out in bold relief against a huge background of the Stars and Stripes just behind the speakers' platform. The association's colors decked the north side of the ballroom.

Press Agents To Ignore TMAT Constitution on Autonomy

NEW YORK, Nov. 19.—The new Theatrical Managers, Agents and Treasurers' Union constitution, wiping out group autonomy, squeezed thru with the necessary two-thirds majority vote last week, the press agents and the Yiddish group will continue to exercise the self-rule guaranteed them in their original contracts with the union until challenged by the parent body. Insistent rumors that the union is wary about pressing the issue because it is being investigated by the District Attorney's office were denied by union officials and disposed of by the DA's office with: "Anything pending cannot be discussed with the press."

The dissenting groups, which have maintained that the new constitution violates the previous contracts guaran-

teeing autonomy, entered into between the union and the press agents and Yiddish units, failed to scuttle the new document by only 20 votes. They will play along with the union, they claim, unless the administration attempts to stop them in their accustomed self-rule. The manner and degree of this "interference" will determine their subsequent action, which may go so high as an appeal to the Council of the American Federation of Labor or a complete walk-out from the union.

Talk that there will be a government looking into, came from two fronts. The one questions union expenditures and the other grows out of an alleged complaint from a road man who, despite claimed qualifications, was said to have been denied membership in the union. He is reported to have asked the DA to find out why.

Election under the new constitution is the next important issue for TMAT.

The Index Appears on Page 37

News pertaining to the New York World's Fair and Golden Gate International Exposition in San Francisco appears weekly in the outdoor departments, this week on pages 88 and 98.

Vet Acts in Unit Plugging Radio Set Sales in Northwest

SEATTLE, Wash., Nov. 19.—Veteran stage and vaude acts are in the group of KOW-KEX entertainers now touring small towns and little cities in the Pacific Northwest. They are staging a. a. in many Washington communities at the 1938 Radio Shows, sponsored by radio dealers, grouping new model '39 radio sets in large public halls and going to town with the musicians.

Straight from the Portland, Ore., outlet of the NBC, this group presents five acts and unprecedented entertainment at some of the smaller places where radio sets are sold, in the wake of appearances of radio favorites. Clarence (Tokey) Tolman is emcee. John Nash, the Peke Pickens of "Covered Wagon Days," does stringed instrument numbers. Ralph "Snooter" Hamilton, featured, was musical director of RKA. Charles Johnson, first violinist of the Portland (Ore.) Symphony Orchestra, is another. And James Schmidt, guitar and banjoist, completes the group.

Resolutions, Talks Feature AEA Meet

NEW YORK, Nov. 19.—Membership of Actors' Equity at season's first disaffiliation meeting yesterday, held at the Astor Hotel, passed a resolution requesting council to appoint a committee to confer with producers and authors for organization of co-operative productions with actors' capital.

A second resolution, carried also by a light vote, recommended the establishment of an Equity casting bureau. Union spokesman said council would not adopt the proposition. Venture could not manufacture jobs, he said, and could not help unemployment situation.

Major part of the forum was devoted to speeches by Worthington Miner, Brock Pemberton, Margaret Webster and Maurice Evans. Miner complained about the cost of production and Equity responsibilities on that score. Miss Webster, holding Equity might extend its activities beyond protecting actors to that of increasing employment, suggested one or two-shot Sunday shows for productions which would not be otherwise commercially advisable.

Pemberton maintained, in his comments on the ticket code, that the pact was 50 per cent successful, while Evans endorsed a council combining actors and managers for quicker and easier solution of mutual problems. Philip Loeb presided at the meeting, which was attended by 325 members.

Hersh's Society Dates

NEW YORK, Nov. 19.—Milt Hersh, known on NBC-Red as Oscar Hersh, the Wine Maker, played for Mrs. Vanderbilt's coming-out party for Rosemarie Warburton at the St. Regis last night and set for the Falchid affair at the City-Carlton Hotel November 25. Hersh has also been invading the college field, with an appearance for Princeton at the Trenton (N. J.) Country Club among a string of school dates being lined up. Make-up of the trio is Hersh's mother-of-pearl and chromium organ and piano and drums.

WGSN-Theater Deal

BIRMINGHAM, Nov. 19.—With opening of fall season at Pantages Theater here, Henry P. Johnston, general manager of WGSN, set a deal for the station to use talent at the vaude house. Johnston says that talent will be used regularly on Pantages Theater Party for half hour beginning at 11 p. m. on Saturdays, with Joe Ford as emcee. WGSN will also use many of the acts at the theater on its Lyric Theater Hour on Sunday afternoons and occasionally use talent on other sustaining programs.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

DAVID VICTOR AND HERBERT LITTLE JR.—team that writes the radio sketch, *Her Name*, Nancy James, a program which is considerably above the average for daytime radio enterprises. On the basis of the plot outlined for Nancy and the dialog on programs heard, the team rates a crack at Hollywood screenwriting.

LITA LINES—called the "Cuban Kate Smith," now at the Casa Cubana night club, New York. She is a Cuban gal of Smithy physical proportions who sings native songs and does some clowning for added effect. Uses a mike, but her high soprano doesn't need it. Has personality and an ingratiating delivery. Ought to be a good bet for Spanish films or for musical shorts.

Try Radio Music Quiz as Stage Show

NEW HAVEN, Nov. 19.—College Theater here this Sunday began an hour afternoon presentation of *Mystery Melodies*, a radio-musical quiz with prize give-aways.

Jimmy Milner, studio manager of WEDR, will conduct the regular Sunday afternoon feature, using a studio orchestra and singing talent to supply the songs that are identified by the audience.

Altho the actual running time of the novelty on the air is only a half hour, the radio-stage presentation is stretched to a full hour.

Unemployment Tax Ruling

NEW YORK, Nov. 19.—The State Division of Unemployment Insurance has informed Howard Wheeler, president of the Apollo Entertainment Bureau, that private entertainment managers will be held responsible as employers for all their acts except name bands, units, etc., where the employer's tax is paid by the band leader or unit producer.

As yet the Social Security Division of the Bureau of Internal Revenue has not committed itself on this point, but a case is now before it.

Broadway Arts Taken Apart In WPA "New York Panorama"

NEW YORK, Nov. 19.—The first half of a two-volume guidebook to local life, *New York Panorama*, by the WPA Federal Writers Project, which includes all the Broadway arts, has made its appearance and is now reported to have gone into its fifth printing, with sales totaling more than 10,000.

Published by Random House, at \$2.50 per copy, the volume discusses in essay form all branches of city activity, including all phases of the arts, from the theater, music, motion pictures and radio to a chapter on the World's Fair.

Publication of the volume was cleared thru the Guilds' Committee for Federal Writers' Publications, headed by Frank-

"Hollywood Hotel" Girls Show Where They're Censored

SYDNEY, Australia, Oct. 22.—Chief Secretary of New South Wales Gollan, after witnessing a performance last week, censored portion of the wedding scene included in the unit *Hollywood Hotel*. In this sequence eight show girls come down to the front of the stage, sing a few lines and turning walk back up-stage. The fully clad in front, they wore only a thin net covering on their backs.

After the censorship decree, Harry Howard, the producer, hit upon the idea of putting a small board on the rear of each girl. These boards each had one letter on them and when the girls turned their backs on the audience the boards read "CENSORED."

A Sunday paper which had praised the show as the best seen in Australia for years, came out with a story on the inadequacy of the young ladies' dress, the "indecent abandon" of eight Negroes in their version of the Big Apple, the "stale-ness of the jokes" of Willie and Eugene Howard and the "general lewdness of the show" as a whole. The next Sunday it carried its criticisms further.

Criticisms, however, seem to have borne fruit. The show was sold out for race week and most of the week following.

Teachers Kick at WPA's Competition

HARRISBURG, Pa., Nov. 10.—Pennsylvania members of the Dancing Teachers' Business Association met at the Penn-Harris Hotel here and passed a resolution to file a complaint with WPA authorities against the practice of offering free dancing lessons without first investigating each applicant as to financial position of pupil.

It was pointed out that WPA is giving lessons to many who could afford to pay, and that private dancing instructors are suffering as a result.

Donald Grant, of New York, president of the association, presided.

Kaycee Expects Big Year

KANSAS CITY, Mo., Nov. 19.—Signing of Our Town for a three-day run in Music Hall of the Municipal Auditorium in February was announced last week by George L. Goldman, in charge of legit productions here. The list of attractions for current season looks as a record breaker now, with appearances of George M. Cohan, Alfred Lunt, Lynn Fontanne, Ethel Barrymore and Frank Craven booked. James H. Nixon is assisting Goldman.

Kaycee Resident Theater, directed by W. Zolloy Lerner, will present *Judgment Day* at Center Theater beginning November 28 for an indefinite run. Its recent production of *Penny Wise* was a success, it claims.

lin P. Adams, Bruce Blyden and Morris L. Ernst, who act as sponsors of the project's finished works. Reason for this is that the federal government is not permitted to engage in activity that would appear to compete with private industry.

More than two years in the making, employing hundreds of writers, research workers, photographers and clerks, the book devotes itself to separate chapters on the theater (Entrances and Exits), popular music (Folk Tune to Swing), motion pictures (Pleasures in Palaces), radio (World of Wireless) and the World's Fair (Pershing and Tryon). Each subject is presented concisely and records the important and revolutionary phases of each subject.

Consultants for the theatrical section included Brooks Atkinson, drama critic of *The New York Times*, Terry Ramsaye, editor of *Motion Picture Herald*; James Shelley Hamilton, National Board of Review of Motion Pictures; Frank Monaghan, New York World's Fair; Robert A. Stron, music critic of the *New Yorker*, and Frederic A. Willis, Columbia Broad-



THERE being no doubt about the stimulating effect the swing craze has had on the band business it is of interest to take casual inventory of the effect on the individual musician. There was a time not long ago when the personnel of a band, except when considered as an ensemble, meant little or nothing, either to the man who buy and sell bands or to the listening public. The advent of radio, with the consequent elimination of visual considerations, minimized even more the contributions of individual musicians to the harmony produced by a musical organization. Not that orchestra leaders have at any time failed to properly evaluate the work of instrumentalists. But up until the time the swing craze hit the country, later spreading rapidly throughout the world, the craftsmanship and technique of individual musicians was something that was restricted in appreciation to the real inside of the trade. The geniuses of the clarinet, trumpet, drums and sax were given their little innings during renditions of orchestral numbers but only in rare instances were they accorded public acclaim; there was an esoteric activity. Their deft handling of intricate arrangements, their little nuances that form the fabric of excellent musicianship—these were lost in the larger picture of a good, well-knit band. Swing, with its accent on improvisation and harmonic tricks, changed all that. And today the name band is as good as the *Stuntmaster* who work under its banner.

Before swing came along a leader with a rep could amass a small fortune even with a pick-up band on a tour. The audiences in the provinces and even on Broadway were content to see their favorite waving the baton over a group of musicians turning out harmonious, tolerable ratings. The boys behind the music stands were merely impersonal, melodic background for the real or faked baton antics of a leader who in one way or another earned himself a name in the dance music business.

Today the experiment is frequently tried with consistently unfavorable results of sending out a name with definite drawing power and backed by a band with no outstanding instrumentalists. That this is tried again and again despite previous failures is unfortunately typical of this branch of the show business. Not many names and their handlers are in a position mentally to profit by the mistakes of others. It seems that most every man wants to see for himself how hot the iron is—and few escape unscathed.

Of course this applies mostly to the hot bands, but the sweet bands are following the same trend in their experiences with an unpredictable and fickle public. Even with sweet bands the results are disappointing when the vocals are delivered by shoddy substitutes and we can point—if we wanted to mention names—to several outstanding sweet bands keeping their heads well above water in the terrific swing current that would lose definitely their box-office appeal without the contributions of outstanding instrumentalists and vocalists who were lifted to the level of junior names by the response of the public, by attendance at theaters and one-nighters and by the letters for air programs.

The band booker of today can do longer well band-leading names. He has to sell every major item in the package and substitutes are resorted as much as trying to pan off an entirely different band on a buyer. The band leader is, of course, the important item, but he must give proper recognition to his outstanding vocalists and instrumentalists to suffer the fate of an attraction that is sliding downwards on the box-office slide.

There isn't a swing-crazy college boy in America who doesn't know the name and achievements of the outstanding vocalists and singers in the country's leading bands. With the tremendous play given to bands by college and schoolboys and girls it is understandable how swing has completely revolutionized the band industry. The booker can no longer do his business with double talk and plain misrepresentation. His customers or the customers who he entered to by his customers know the in and outs of swingology far better than he does. He is led by the nose by the

(See SUGAR'S DOMINO on page 4)

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Broadway Beat

By GEORGE SPELVIN

BROADWAY theaters are gadding in on publicity more than ever via ads taken by department stores; latest is a large layout for Saks Fifth Avenue, featuring a photo of Zorina—a photo with plenty of oomph. . . . The copy, aimed to sell corsets and such, tees off with, "if you've a figure like this you can skip this ad"—but dollars to doughnuts the ad sells more ducats for *I Married an Angel* than harnesses for Saks. . . . Speaking of the stores, Lord & Taylor's, which succeed beautifully last Christmas with a window display featuring nothing but huge bells, scores again with a full display that has nothing in it but a snowstorm; no merchandise; nothing but snow. . . . And it probably gets more people into the store than any merchandising display in town. . . . Lorelei, the oft-postponed Jacques Dvali show that boasts four producers (count 'em—four!), is out to get the postponement and refiling record of the season; a whole act was cut out before the first postponement, and now that it's been put off for a couple more weeks further extensive script and cast changes are promised; it's had three directors so far and two leading ladies; the players are on full salaries for this latest rehearsal period; and it was reported that Philip Merivale, star, stayed away from rehearsals for a while, claiming he was willing to do anything they wanted him to do, but he preferred their knowing what they wanted first. . . . Do trouta mean anything? The *Flying Ostrichs*, which got invariable trade reviews in Boston, will close after the Hub engagement—while *Blackbirds*, which was heavily panned, will probably open on Broadway next week. . . . Sid Heller, press agent, took *The Billboard's* recent dissertation on doubletalk seriously; he wrote the doubletalk words given in the story on a slip of paper and carries the slip around with him; whenever he has a few seconds he tries to memorize another word. . . . When a local p. a. approached the Casa Cubana, now Latin night spot, to ask for the job the owners told him that six other p. a.'s had already made offers ranging from \$20 to \$50 a week. . . . Some hungry p. a.'s are asking as low as \$15 a week to handle niterias. . . . Cue recently ran a still from *The Citadel* captioned, "Robert Donat portrays the doctor at grips with corruption"—and the picture showed Donat embracing Rosalind Russell.

The introductory lyrics for the new show at the Old Romanian great "Mr. George Spelvin" and assure him that he will see some mighty fine entertainment, all of which is very complimentary—but before the producers asked the lyrics there was quite an argument as to whether it wouldn't be wiser to point the lyrics at a name more typical of the patron—a Mr. Shapiro, for example. . . . Phil Goldfarb, blind accordionist, who was a familiar figure on the sidewalks of Times Square for years, is back on the streets again; it seemed for a while last year that he'd finally found a niche for himself, getting a two-month stay at the Village Barn—but he probably found out he could make more money roaming the streets than playing clubs at the upul salaries. . . . George Mackerray, night club p. a., is doing a column for *Where to Go*, local amusement sheet. . . . Eddie Davis, band leader at La Rue's, and Eddie Davis, the teen and Eddie gay, are trying to work out some way of avoiding the confusion. . . . Margaret Robin, of the Robin Sisters, is very busy these days with the Young American Artists, a new art group; she's quite a painter herself. . . . The Hotel New Yorker brings that MGM sent out 20,000 circulars for *The Great Waltz* last week containing a plug for Tommy Dorsey, claiming he'd gone away and permitted waltzing at his spot; the hotel is holding elimination contests in a tie-up with MGM. . . . They say Myron McCormick walks off with the film version of . . . one-third of a nation, soon to be released. . . . Gerald Griffin went on a diet recently and dropped 40 pounds, no more so Mr. Spelvin still has hope. . . . Frank Mann, vocalist with Knoch Light's band at the Taft (and quite a looker), may thank twice now before accepting any dates; at the last one, a college hop, students began ripping flowers from orange and almost wound up with dress.

Santa a la Rose

PHILADELPHIA, Nov. 19.—"The Girl in the Goldfish Bowl" stunt that was used in local niterias in past seasons will be dusted off for the moppet trade for Christmas. . . . But instead of having a live, judie the stunt will feature a flesh-and-blood Santa Claus behind the trick lens. Stunt is being bought by toy departments of local stores. Sid Stanley, manager of the Fay's Theater here, holds the copyright.

"Prolog" to Chi; Loop Legit Heavy

CHICAGO, Nov. 19.—Federal Theater, encouraged by the success of *The Mikado*, now in its eighth week at the Great Northern, imported *Prolog to Glory* from New York for a run at the Blackstone. The modernized version of the Gilbert and Sullivan operetta gained some staunch supporters for the FT group here and a companion hit is figured to solidify Uncle Sam's position in the local theater. . . . FT's return to two houses, with all other legit strongholds going full blast, is giving Chicago one of the busiest Novembers in seasons. Auditorium is booked up with *The Women and I'd Rather Be Right*, Harris is drawing capacity trade with *Sam and God*, Selwyn continues strong with *Of Mice and Men*, Erlanger has *Dame Nature and the Lunt*, in *Amphytrion 38*, and *The Sea Gull* on tap, and the Grand changed to *On Borrowed Time*. . . . Ethel Barrymore in *Whitcomb* will follow *Of Mice and Men* into the Selwyn November 26. . . . Ada Kutz, of the Auditorium, and Thoda Cocroft, of the Erlanger, report, respectively, enormous advance sales for both *I'd Rather Be Right* and the Lunt and Fontanne efforts.

Agents Stay Nixed

NEW YORK, Nov. 19.—After receiving objections from two defranchised agents and investigating the plea, Council of Actors' Equity reaffirmed its original revocations on the ground that the appeals did not offer sufficient evidence to warrant release of licenses. Michael Myerberg and Al Whitton, the two who had registered objections, did not respond to an invitation to appear in person before Council.

Air Acts in Flesh

PHILADELPHIA, Nov. 19.—Three members of the WCAU staff are making personal appearances this week at the Carman Theatre. They are announcer Bill Dyer and vocalists Larry Vincent and Kitty Kallen.

Dramatist-Mgr. Tax Sock

NEW YORK, Nov. 19.—Exemption as an independent contractor from employee status under the Social Security law now leaves the playwright-producer

CBS-American Record Deal To Be Completed This Week

NEW YORK, Nov. 19.—Purchase of the American Record Corp. by Columbia Broadcasting System, with Music Corp. of America as a silent partner with CBS, was well under way this week. A CBS spokesman intimated Friday afternoon that while the deal had not been completely settled, agreement had been reached on major points leaving details yet to be cleared. Settlement is now considered likely for next week. CBS will acquire American's labels, Columbia, Brunswick and Vocalion. Herbert Yates now heads the American ownership.

As reported in *The Billboard* this summer, CBS has had its eye on the recording company for some time, the deal supposedly originating in the idea of Arthur Judson, CBS concert affiliate. It is claimed that because of commercial commitments CBS could not spare time to give Judson's contracted concert performers radio time for build-ups and Judson was hindered in his sale of talent. It is now advanced that instead of Judson falling to benefit to his satisfaction



young man with a corn

If Harry's feet hadn't bothered him so the band probably wouldn't be headlining at the Casa Bandana. You see, it was Harry's corns that tipped us off to Lafayette sound systems. With our new five "miko" model, Harry solo-trumpets from his seat, and we're currently bringing the house down with our distinctive arrangements.



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ONE ROLL . . . \$.50
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FIFTY ROLLS . . . 15.00
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ROLLS 2,000 EACH.
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MAY YOUR HOME TIME
BE AN ENJOYABLE TIME
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TICKETS OF EVERY DESCRIPTION

SPECIAL PRINTED
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10,000 . . . \$ 6.95
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AMERICA'S NO. 1 DANORUFF REMOVER
HAIR TONIC (51.00 size) and Shampoo,
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by some of America's leading professionals in
now being offered to you at a special introductory
price of \$1.00 for both. (postpaid) with
a money-back guarantee. WRITE
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SHOWBALKIES—in Years Without Theaters.
Sound Equipment and Weekly Programs, Rentals,
Book reasonable rates. Growing by leaps and
bounds—growing all over the country.
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State Theatre, 2500 E. Pittsburgh, Pa.
Largest 18MM Movie Circuit Operators in the
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Well-Known Theatrical House
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HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
448 NO. DEARBORN ST., CHICAGO.
Single Rooms, \$5.00—Double, \$7.00 per Week.
Dad Headquarters. 15 minute walk to Loop.
Theatrical Bookings Avenue located in hotel.

Chicago Supper Clubs Seeking Upper Crusters

CHICAGO, Nov. 19.—Smart and intimate supper rooms are finally finding favor with the socialites here. Heretofore in seclusion in their own private clubs, the social regularites are being drawn by unusual entertainment policies to the commercial rooms.

North Side's Colony Club, operated by Nick Dean and Sonny Goldstone, is a success for the first time since being re-modeled last year. Club employs high-priced attractions that have been finding favor with the ultra crowds. Dwight Fieke and Hildegarda have been used, and Nan Blackstone is current. Distinctive advertising copy draws the attention of the upper-class readers.

The Pump Room in the Ambassador East, managed by Ernest Byfield, is a magnet for a good portion of the cream of after-theater trade. Set-up is highly modernistic but still intimate enough to furnish a pleasant atmosphere. Following in the footsteps of others, spot is using popular entertainers. Byfield brings in Corinna Mura, Spanish singer, next week for an indefinite engagement.

Still another leading spot eyeing the upper crust is the Ballroom Room in the Blackstone Hotel, featuring instrumentalists and a singer. Also boasts of having the only copper dance floor in America. Among smaller rooms making strenuous efforts to get the formal digers are Isbell's, Adolph's, the Yip, Monte Cristo, Old Heidelberg, L'Algon and Spiro's. Most of them feature food and atmosphere, in addition to intimate entertainment.

The leaders employ press agents who work on the society editors and the more widely read columnists to emphasize the "society rendezvous" angle.

'Borrowed Time' Has Ace Cast in Chicago

CHICAGO, Nov. 19.—One of the best all-around casts to do justice to a straight legit play here is currently gracing the boards of the Grand Opera House in *Borrowed Time*. Dudley Digges is probably doing the best work of his career in the characterization of Julian Northrup (Gramps), who alone is left to care for the lovable, orphaned grandson, Pud. He breathes life into that role, enjoys it to the nth degree and is a most impressive personage throughout the duration of Paul Osborn's enlightening dramatization of the Lawrence Sanders Watkins novel.

Tommy Lewis, an adorable youngster, does full justice to Pud. He has an amazing amount of self-confidence, stage presence, understanding of the delivery and of the general atmosphere in this hilarious play. Frank Conroy, in the uncomfortable role of Mr. Brink, who comes for people whose lease on life is up, works with conviction and a fine sense of theater. He shines in the fading scene when, permitted by Gramps to descend from the tree to carry out his

job, he favors the old man by taking along the unfortunate and crippled Pud. Brief but sympathetic is the portrayal of Granny by Frances Baxter, and properly stern is Jean Adair as Aunt Demetria, who wants to adopt Pud because of the lucrative insurance policy left by his father, who, with his wife, was killed in an auto crash. The laughs are many, especially in the conversations between Pud and Granny and during Granny's insistence that he has the power to keep death up a tree. Peggy O'Donnell, Jackie Ayres, Clyde Franklin, Richard Sterling and Lew Eckles contribute able support. Sam Montiberg.

Ice Show Does Big In Pittsburgh Week

PITTSBURGH, Nov. 19.—Despite unsettled weather, opening night for the Winter Sports and International Skating Show, booked in for a week at Duquesne Garden by the Harris Amusement Co., was a near sell-out, in competition with the Auto Show and first night of Lunt-Fontanne at Nixon.

Getting plugs in department store ads and windows, on daily newspaper spots and theater pages and over the radio, the ice and snow show combines night club entertainers, former movie skaters and athletes. Garden is divided into three reserved seat sections, \$1, \$1.50 and \$2. Area later this season will be scene of rodeo, Sonja Henie ice show and miscellaneous attractions.

Cast includes Vera Hruba, Hazel Franklin, Alex Hurd, the Ice Mannoquins, Grace Law, Dr. Sprud and his Eskimo Museum, the Seller Brothers, 18 pro skijumpers, snowboob and slalom racing.

WDAS Is Really Serious About Factory Deals

PHILADELPHIA, Nov. 19.—Following experiments made by University of Pennsylvania psychologists proving that persons work more efficiently to music, WDAS officials have made a telephonic canvass of manufacturing plants, telling factory tycoons the idea of installing radios in their plants and keeping tuned to the station.

WDAS's proud boast is that from 7:30 a.m. to 5:30 p.m. there are continuous musical programs emanating from the station. Station made the move to combat influx of wire services seeking to pump continuous music into factories and private homes. Several companies reported getting ready to invade the Philly territory.

The only breaks in the music on WDAS are three-minute news flashes "every hour on the hour." A new angle on newscasting has been added by station. Listeners are invited to phone in between flashes and ask for latest news.

"Needles" Oil-and-Water Preem

PITTSBURGH, Nov. 19.—Nixon will witness unique first night November 28 when ILGWU presents *Pins and Needles* to mixed audience of jewel-studded socialites and manual laborites who will be paying benefit-show prices for the Federated Labor Schools of Western Pennsylvania. Co-sponsored by a committee bringing together such people as Mayor Cornelius Scully, Judge Lois McBride, SWOC chief Philip Murray and President Leo Abernathy of the billposters' union, the charity performance will also mark first anniversary for cast that opened in New York November 27 last year.

"Right" Chorines May Do Dramatic Benefit

PITTSBURGH, Nov. 19.—Three weekly classes in acting, tap dancing and ballet have become diet for chorines and understudies of *Ed Rafter Be Right* touring company. Annual in musical show, Cohen youngsters study dramatics under Felix Jacovis, assisted by Mel Benstock, stock. George Tappa teaches taps, Margaret Sande handles the ballet.

Students are rehearsing *Spring Dance* and may present a benefit performance when directors feel they are ready, in whatever city they happen to be in.

Club Bookers' Clan Gathers
NEW YORK, Nov. 19.—With a month yet to go before private entertainment bookers meet here to form a national

Get into the Road Show Business

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

Write today
Ideal Pictures Corporation
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26 East 8th Street, Chicago, Ill.

NATURAL WIGS

FOR ALL PURPOSES
Price Range, \$25 to \$25.00
Large Assortment
of Natural Wigs. **\$1.25**
Satisfaction guaranteed or money refunded. Write for free Catalog. **GRAND WIG & NOVELTY CO.**, 14 West 17th St., New York City. Phone WEatins 9-3878.

YOUR LOUD SPEAKER SYSTEM SHOULD ALWAYS GIVE 100% SERVICE

There is no roomer who your equipment should function right. We make all types of repairs, FAST and REASONABLY. Also systems brought up to date.

ALL WORK GUARANTEED
RADIO LABORATORIES
117 West 44th St. New York City
88 years 9-3137

ROOFLESS PLATES

With the 3 POINT SUCTION FEET!

Roofless Plates are made of the finest material. They are made in the shape of a plate and are used for all types of work. They are made in the shape of a plate and are used for all types of work. They are made in the shape of a plate and are used for all types of work.

Don't Look Old XMAS SPECIAL

\$40.00 Tissues for \$22.50
Catalog free.
Lombard-Gambino Co.,
113 Monroe St.,
Lynn, Mass.

Association, six States have already made plans to be on hand with representatives. Besides a contingent of 66 coming from Philadelphia, there will be managers from Massachusetts, upper New York State, Connecticut, Illinois and New Jersey. Membership is being negotiated by Michigan and California also.

SUGAR'S DOMINO

(Continued from page 4)
public and has to like it if he wants to remain in business. Bands can be kept up thru the medium of forced feeding in block-booking channels, but the results are hardly lasting if the product is not as good as the salesman represents it to be.

Thanks to swing clubs, recordings made for the swing addicts, radio's accent on swinging and the powerful help of the musicie exploiting swing outfits, the public has become wised up to music to the highest degree. And it is safe to say that the average Jitterbug can pass the blindfold test in ninety-nine cases out of a hundred. That's a hefty percentage when one considers how it has been possible for showmanship operating practically alone to push entertainment down the mouths of an impatient public overstate the days of the Bridgeport ancestor adopted by Billy Rose.

VODE-VISIONS

(Continued from page 3)
Houses covered included Garrick Theatre, Norristown; Hippodrome, Pottstown; Grand, Bristol; Rialto, Lewistown; Columbia, Kittanning; of Pennsylvania, and the Washington, Washington, D. C. None had used Bush policy in past two years.

ERRING AGENTS

(Continued from page 3)
panels and salaries. Thru these and to triplicate contract forms Equity expects to police the system.

Two new licensees are Eva Cincher and Al Ochs, who hold permits for and

WHAT AN IMPROVEMENT Maybelline DOES MAKE!

Eyes framed by long, dark, lustrant lashes—twirl pools of loveliness! They are yours instantly and easily with Maybelline Mascara, either Solid or Cream form. Here is the very essence of romantic charm.

Maybelline is harmless, tear-proof, non-smearing. Not waxy, heavy or gummy. Applies simply smoothly gives a natural appearance. Tends to make lashes curl. More than ten million beauty-wise women from Paris to Hollywood use Maybelline regularly. 75c everywhere. Black, Brown or Blue.

Use the smooth Maybelline Eyebrow Pencil and creamy Maybelline Eye Shadow in flattering shades that harmonize with the mascara. Generous introductory sizes of all Maybelline Eye Beauty Aids obtainable at 10c each.

TODAY—discover the thrilling way to lovelier, more enchanting beauty—with Maybelline—the eye make-up in good taste!

TALES OF A WAYWARD INN

By FRANK CASE

THE story of the famous Algonquin and its celebrities, told by its owner-manager. Best tales of an inn since Chaucer stopped at the Tabard! Illustrated.

\$3.00 STOKES

EVERY MAN IN SHOW BUSINESS OF EVERY KIND

should get Relevance's "Secrets in Show Business" postcard, only \$1. Explains exactly, in plain, readable English, the secrets of success in show business. Write for details to: P. O. Box 416, Plainfield, N. J.

THEATRE EQUIPMENT NEW & USED

MOVIE SUPPLY CO., Ltd.
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SPECIAL PRINTED ROLL TICKETS OR FOLDED MACHINE TICKETS

RESERVED SEAT COUPON TICKETS
STRIP AND BOOK TICKETS

STOCK TICKETS FOR IMMEDIATE SHIPMENT

Write for samples and prices.

NATIONAL TICKET CO.

SHAMOKIN, PENNA.

ARTIC

Thousands of Resorts, concessions, parks, and amusement enterprises put all their ticket problems up to ARTIC.

ARTIC
348 N. ASHLAND AVE. CHICAGO, ILL.

Radio Survey of Helena, Mont.

STUDY OF SPONSOR IDENTIFICATIONS SHOWS NEWS SERIES SCORING 100% . . . BENNY HAS EXCELLENT RATING . . . PRODUCT NAME IN PROGRAM TITLE HELPS IDENTIFICATION . . . CONFUSION ON CIG SHOWS

By JERRY FRANKEN

The third and last portion of the radio program survey of Helena, Mont., deals with the favorite programs of that city and the sponsor identification ratings of these favorite shows. The list of most-liked programs was obtained by asking those listeners who had not listened to the radio during the past 24 hours to name their favorite program or programs and the products advertised by these shows. The table on this page gives the figures on answers received. Certain programs, which received but one or two favorite mentions, are not listed. They are available by writing the radio department of The Billboard.

Jack Benny's half-hour program for Jello was selected by Helena listeners as their No. 1 evening favorite, with a local news series sponsored by Texaco as the second most liked offering. However, Benny's identification rating of 98 per cent is amazing. While the Texaco news shows returned perfect identification figures, 100 per cent, the programs are heard several times daily, while the Benny show is heard but once a week. That only three listeners out of 131 did not know the product sponsoring the comedian's series speaks for itself and shows, certainly insofar as this section of the country is concerned, the strength of this particular program. It also indicates the power of the well-gagged commercial, a feature of the Benny show. Also apparent is that, in taking the news spots on KPFA, Helena, Texaco has made an astute radio buy.

Next ranking favorites in Helena are Major Bowes' amateur show for Chrysler, still bowling along at good speed, and tied for the troy spot, another automobile sponsored show, the Ford Symphony Hour. It is interesting to note that carrying the Ford name in the program title seems to be of help in establishing sponsor identification, the Ford show getting 100 per cent correct identification. Major Bowes, sponsored by Chrysler auto products, including Dodge and Plymouth, had his correct identification figures split among these three, percentages on the three cars totaling 56. The answer, "cars," without qualification, came to 33 per cent of the Bowes total, with 11 per cent saying they did not know the sponsor.

Fourth place went to the Kraft cheese show with Bing Crosby, program getting 60 favorite mentions. Correct identifications came to 62 per cent of the total, 21 per cent saying merely "cheese," without naming the manufacturer, and 17 per cent stating they did not know.

"Hi Yo Silver" rides strongly for a local Helena bakery, the "Lone Ranger" transcribed series being the fifth ranking program. Sponsor is

(See RADIO SURVEY on page 12)

NEXT WEEK

The First
Installment of a
Radio Survey of

FRESNO, CAL.

Sponsor Identifications, Favorite Shows in Helena

Table below lists favorite evening and daytime programs in Helena, together with data on sponsor identification of these programs. Immediately after the name of the program is a figure showing how many Helena listeners named it as their favorite. Below are the various products named as sponsoring, with the first-named product always the correct one. Percentages are shown in the adjoining column.

EVENING PROGRAMS

Program	Favorite Mentions	Identifications	Percentage	Program	Favorite Mentions	Identifications	Percentage
Jack Benny	131	128	98%	One Man's Family	9	6	67%
Jello	128	128	100%	Tenderleaf Tea	6	1	17%
Don't Know	3	2	2%	Tea	6	1	17%
News	74	74	100%	Wayne King	8	3	37%
Texaco	74	74	100%	Lady Esther	3	3	63%
Major Bowes	71	71	100%	Don't Know	5	4	80%
Chrysler	26	14	54%	Amos 'n' Andy	4	4	100%
Plymouth	13	13	100%	Campbell's Soup	4	2	50%
Plymouth and Dodge	2	2	100%	Soup	2	2	100%
Dodge	1	1	100%	Don't Know	1	1	100%
Cars	23	23	100%	Chase & Sanborn	7	7	100%
Don't Know	8	8	100%	Hour	4	4	100%
Ford Sunday Evening Hour	71	71	100%	Chase & Sanborn	4	4	100%
Ford	71	71	100%	Coffee	1	1	100%
Kraft Music Hall	60	60	100%	Don't Know	2	2	100%
Kraft Cheese	34	34	100%	Al Pearce	4	4	100%
Kraft Products	3	3	100%	Crapshoots	4	4	100%
Cheese	13	13	100%	Ford	1	1	100%
Don't Know	10	10	100%	Don't Know	2	2	100%
Lone Ranger	33	33	100%	Town Hall	6	6	100%
Eddy's Bread	19	19	100%	Sal Hostiles	1	1	100%
Eddy's Bakery	4	4	100%	Ipana	3	3	100%
Bread	9	9	100%	Don't Know	2	2	100%
Don't Know	1	1	100%	Gang Busters	5	5	100%
Good News of 1939	25	25	100%	Palmolive Soap	1	1	100%
Maxwell House Coffee	19	19	100%	Palmolive Shaving Cream	1	1	100%
Coffee	5	5	100%	Shaving Cream	1	1	100%
Don't Know	1	1	100%	Don't Know	2	2	100%
Key Kyser's Musical Klats	24	24	100%	Edwin C. Hill	5	5	100%
Lucky Strike	20	20	100%	Campbell's Soup	4	4	100%
Cigarettes	2	2	100%	Don't Know	2	2	100%
Don't Know	2	2	100%	Information Please	5	5	100%
Eddie Cantor	21	21	100%	No Sponsor	1	1	100%
Cameo	12	12	100%	Don't Know	4	4	100%
Cigarettes	5	5	100%	Coy Lombardo	4	4	100%
Don't Know	4	4	100%	Don't Know	4	4	100%
Lucky Strike	21	21	100%	Kate Smith	4	4	100%
Parade	21	21	100%	Colman's Baking Powder	3	3	100%
Lucky Strike	21	21	100%	Don't Know	2	2	100%
Lux Radio Theater	14	14	100%	Walter Winchell	3	3	100%
Lux Soap	14	14	100%	Jergens' Lotion	1	1	100%
Burns and Allen	9	9	100%	Don't Know	2	2	100%
Cheriefields	4	4	100%	Ben Bernie	2	2	100%
Cigarettes	1	1	100%	Don't Know	2	2	100%
Don't Know	4	4	100%	Richard Crooks	2	2	100%
Hour of Charm	9	9	100%	Ford Cars	1	1	100%
General Electric	7	7	100%	Don't Know	1	1	100%
Don't Know	2	2	100%	Benny Goodman	2	2	100%
National Barn Dance	9	9	100%	Cameo	1	1	100%
Alka-Seltzer	7	7	100%	Don't Know	1	1	100%
Don't Know	2	2	100%	Dorothy Thompson	2	2	100%
				Full Mail	1	1	100%
				General Electric	1	1	100%

DAYTIME PROGRAMS

Program	Favorite Mentions	Identifications	Percentage	Program	Favorite Mentions	Identifications	Percentage
News	251	251	100%	Between the Book	20	20	100%
Texaco	251	251	100%	Ends	20	20	100%
Club Matinee	68	68	100%	No Product Adv.	2	2	100%
No Product Adv.	6	6	100%	Wheaties	1	1	100%
Don't Know	62	62	100%	Don't Know	17	17	85%
Farm and Home	50	50	100%	Magic Key	20	20	100%
Hour	50	50	100%	RCA	11	11	55%
No Product Adv.	7	7	100%	Victor Radio	1	1	5%
Don't Know	43	43	100%	Radles	3	3	75%
Ma Perkins	46	46	100%	Don't Know	2	2	25%
Oxydol	35	35	100%	Mother-in-Law	14	14	70%
Soap Powder	4	4	100%	Sapphire Flour	2	2	14%
Don't Know	7	7	100%	No Product Adv.	1	1	7%
Wifty and Bob	22	22	100%	Don't Know	11	11	70%
Wheaties	7	7	100%	Sego Milky Way	7	7	100%
Cold Medal Flour	5	5	100%	Sego Milk	7	7	100%
Rex Flour	4	4	100%	The Story of Mary	5	5	100%
Don't Know	6	6	100%	Marilyn	5	5	100%
Everybody's Idea	21	21	100%	Ivory Soap	2	2	100%
No Product Adv.	3	3	100%	Soap	1	1	100%
Don't Know	18	18	86%	Don't Know	2	2	100%

Early Dead Line

Because this issue of The Billboard is a special number, the dead line for the radio department was advanced. Closing time was Thursday in New York.

Listeners "Pay" For Sustainer

NEW YORK, Nov. 19.—Idea of having the radio audience "pay" for a sustaining broadcast and, if possible, for the time the program takes on the stations broadcasting the show, is now being tried out by WQXR, New York high fidelity station, and several of John Shepard's New England stations. Show is called The Disc of the Month Club, and is being produced by Associated Music Publishers. Stations now carrying it are doing so experimentally. A review of the first broadcast over WQXR this week (Wednesday) will be found in this issue of The Billboard.

Program features a forum idea. Various subjects are chosen and discussed pro and con, with the program transcribed for station use. Typical subjects on the first program concerned jobs for young people, a possible United States-Anglo-French accord in defense of democracy and so on. Dimes the listeners send in entitle them to a weekly ballot, so that they may voice their opinions on the topics involved. It is said that these dimes pay for the production and clerical costs of the show. If there is anything over the cost, it goes to the station to pay for time. Listeners are told that by paying they are proving an audience will pay for their "own" program.

Not So Palsy-Walsy 'Tween CBS, KSFO

SAN FRANCISCO, Nov. 19.—From H. P. Drey, general manager of KROW, Oakland, has come a denial that the station has been sold or that any offers have been received for its purchase. Rumors were current this week that the station would be acquired by the Columbia Broadcasting System.

Insiders, however, feel that a serious breach has arisen between KSFO and CBS since the Federal Communications Commission spiked rental application. There is also an opinion that CBS is dissatisfied with its present set-up in San Francisco. Network closed deal with KSFO two years ago.

CBS headquarters here likewise denied that they had been talk recently with anyone connected with KROW.

Fred Hart, former owner of KOME, Honolulu, has also been mentioned as a possible purchaser of KROW since his deal to buy KYA, Hearst-owned, fell thru some months ago. Twice this year reports had it that KROW had been sold but each time deal failed to take shape. Station is owned by the Educational Broadcasting Corp.

Royal Visit Seen Aid To Set Sales

NEW YORK, Nov. 19.—Visit of King and Queen of England to Canada next spring is regarded as likely to boost receiver sales and increase radio listener interest generally. Canadian Broadcasting Corp. plans extensive broadcasting in connection with itinerary of the royal trek.

Estimated that 1,072,000 licensed receivers, in addition to 400,000 bootleg receivers, are owned in Canada now. This comes to about 65 per cent of the Canadian homes, a figure considerably lower than is the case in the United States.

Optimism is based upon terrific hypo both radio and television received in England during the Coronation.

PHILADELPHIA, Nov. 19.—Charles Borelli, former salesman for WPEN, has opened his own agency to handle radio accounts here. He is sharing office with Harry Eiben, local theatrical booker.

Convention Arms AFRA Board With Strike Power In Ad Agency Negotiations; Officers Re-Elected

ST. LOUIS, Nov. 19.—Unity was evident at the first national convention of the American Federation of Radio Artists, held at the Park Plaza Hotel here November 14 and 15. There were 62 delegates attending. With the exception of the opening session Monday morning, business sessions were "closed."

Among the most important resolutions adopted at the convention were: 1.—The National Board is to consider a plan of amalgamation, to formulate ways and means of its accomplishment and to refer such a plan to the membership for approval, to the end that the ultimate amalgamation of AFRA and its original sponsoring organizations may be effected. 2.—The National Negotiating Committee be empowered to negotiate contracts and make and give concessions, subject to the approval of the National Board, and subject to ratification of such contracts by the membership. Mrs. Emily Holt and George Heller, by acclamation, were chosen as the Negotiating Committee, together with the legal department of AFRA. 3.—Group insurance of AFRA members was endorsed and the National Board instructed to look into the matter and get early action. 4.—The National Board was empowered to call a strike on commercial network programs, if and when considered advisable, thru the Negotiating Committee. 5.—The AFRA urged the executive council of the American Federation of Labor to reopen

negotiations with the CIO, and continue such negotiations until peace is established. 6.—Wagner and wherever AFRA receives requests from a community for organization of an AFRA local, the executive committee will respond with aid in such organization. 7.—AFRA will support the Wagner Act. 8.—AFRA protests the Nazi persecution of Jews and Catholics.

Work of the coming year will be centered on a conclusion of commercial network negotiations and collective bargaining negotiations for the locals in Cincinnati, Detroit, Denver and St. Louis; negotiations with unassigned stations in New York, Chicago, Los Angeles and San Francisco; the inclusion of new stations in New York, Chicago, Los Angeles and San Francisco, not covered by existing contracts; negotiations for electrical transcriptions.

Re-Elect Officers

All present officers were re-elected for the coming year. I. E. Eddie Cantor, president; Lawrence Tibbett, first vice-president; Norman Fields, second vice-president; Jascha Heifetz, third vice-president; James Wallington, fourth vice-president; Mrs. Emily Holt, executive secretary; Lucille Wall, recording secretary; George Heller, treasurer. The new board elected consists of: Bill Adams, Edward Arnold, Phil Baker, Edgar Bergen, Frank Chapman, Everett Clark, Georgia Field, Ben Grauer, John B. Hughes, Alex McKee, Ann Seymour, Margaret Speaks, James Wallington, Dick Wells and Ned Weber.

Chicago was selected as the next convention city, the next annual session to be held there some time in August, 1939. Norman Fields, in the absence of Cantor and Tibbett, presided at all business sessions. He appointed various committees to handle work for AFRA during the coming year. The St. Louis Chapter was given a vote of thanks for hosting, with Don Phillips, president; Allen C. Anthony, vice-president; Dave Ward, treas-

urer; Nellie Booth, secretary, and Marvin Miller getting special mention. Miller was banquet toastmaster. Speakers were Phillips, Mrs. Holt, Fields, Heller, Paul Turner, counsel for the AFRA; Henry Jaffe, associate counsel; Florence Marsden, of the Screen Actors' Guild; Allen Correll, of the Theater Authority; David Jones, president IBEW Local of St. Louis; Ken Fanner, vice-president of Muddlans, and Clyde Weston, business agent of Local 9, IATSE.

Seek Dime Nick on Broadcast Tickets

ST. LOUIS, Nov. 19.—A proposal that the American Federation of Radio Artists support a deal whereby all tickets to broadcasts would carry a 10-cent charge was referred to the AFRA national board by the AFRA convention. The suggestion was made by Alan Correll, of the Theater Authority, which has jurisdiction over all benefits and which gets a 10 per cent slice of all benefits income, this income divided among former charities. The TA idea is that radio broadcasts can have a 10-cent nickel worked out in the fashion that steamship lines have arranged. Lines charge a dime to board ships on sailing days. Visitors seeing friends or relatives sailing on the ship pay this 10 cents, which goes to an indigent seaman fund.

No official word is forthcoming on such a proposal from networks or stations. Inside talk is that they object to it, since it might be considered admission and mean involved union complications with unions having theater jurisdiction. There is also doubt whether any union, such as AFRA, could make such a demand.

AFRA is noncommittal on the whole thing, but the unofficial attitude is that the radio union has many more pressing problems. Income gained from the Correll proposal would go by radio charities.

FCC Hearings Do Snail Act; Looks Like February Now, Boys

WASHINGTON, Nov. 19.—You have attended the FCC monopoly and chain broadcasting hearings after Chairman Frank B. McIninch declared they would not be available to those seeking a squabbling board for themselves or their organizations. Moving at a snail's pace, the committee has heard in turn David Barnoff, president of RCA and chairman of the board for NBC; Frank Mason, George Engles, Daniel Tuthill and Hugh M. Beville Jr., all NBC executives, testify as to the corporate structure of NBC, the operations of the NBC artist bureau, and the statistical comparisons of NBC program service with foreign fare which is given to their respective listeners.

Most important development in come out of the hearings has been the appraisal of FCC's acting general counsel, William J. Dempsey, as a very able attorney. Other attorneys who are representing other companies and organizations planning to appear at a later date are taking Dempsey's measure to guide their actions later in the hearings.

Conversation in regard to the hearings in most instances concerns the various guesses as to when the proceedings will be concluded. Estimates made from the present pace put adjournment or conclusion during the month of February. Daily press covering the hearing is having such difficulty in finding enough copy to make one good daily story.

After Barnoff detailed growth of NBC, probe got down to earth, with Dempsey cross-examining Daniel S. Tuthill, assistant managing director of NBC Artist Service, on use of word "exclusive" in NBC artists' contracts. Tuthill claimed in effect that word was not properly used, in that the artists were really not under exclusive contract. This contention was backed by instances showing that NBC permitted its artists to appear on rival networks. NBC also, according to Tuthill, used artists not under contract to NBC. McIninch recommended that the term "exclusive" be deleted from contract, and Tuthill, after

some needless, admitted it ought to be done.

FCC was told that Bureau accounted for \$647,891 in fees during 1937. During that year talent sale was estimated at a gross revenue of \$6,032,274. The \$647,891 figure represents a commission fee of 3.2 per cent. Operating costs were put at \$389,000.

Analysis of the gross revenue figure of \$6,032,274 indicated that radio sponsors shelled out \$4,028,187 for NBC artists. More than \$3,500,000 of this amount went for spots on NBC programs, with less than \$500,000 for engagements with Columbia Broadcasting System.

Tuthill said the NBC Bureau operated to the artists' best advantage, citing talent the Bureau had developed. Pointed out, too, that the talent field was highly competitive, mentioning the William Morris Agency as having grossed \$15,000,000 last year.

Details on commission deals brought out variance in the percentage, ranging from the usual 10 per cent to 20 per cent and falling as low as 5. Latter occurs when network "splits" with talent agency in obtaining engagements, and 20 per cent deals were named as occurring in concert field.

Following Tuthill's testimony the probe on Wednesday went into an analysis of radio listening habits. Figures produced by Hugh M. Beville, NBC statistician, showed that programs originating in New York decreased from approximately 65 per cent in 1930 to about 37 per cent in 1937. During the same period, Hollywood originations rose from zero to 7 per cent and Chicago from nearly 8 to 24 per cent.

Other estimates indicated four out of every 10 families with incomes between \$1,000 and \$2,000 own radio sets, there being 37,000,000 sets in America. John F. Royal, NBC vice-president in charge of programs, testified Thursday that expenditures on the chain for program service amounted to more than \$100,000,000 a year. Analysis of the figure

FCC Summary

Starting with the next issue a concise day-by-day summary of the FCC chain monopoly hearings will be published weekly. This presentation will enable readers to tell, almost at a glance, what is happening in Washington.

Musicians, Networks In Coast Scale Jam

LOS ANGELES, Nov. 19.—With proxy Jack Tenney assertedly not in favor of the measure, Local 47 found itself in a hot spot last week after upping the scale for staff orks in the three major web outlets here. Scale now is \$95. New price will be about \$35 higher, making wage \$130 per man per week.

Groans and means have been heard from staff ork members, who have appeared to Local 47 to save their jobs after webs assertedly turned thumbs down on the upping of the scale. CBS already has six men on their notice, with KTLA, Mutual outlet, reportedly ready to let out three staffers, and NBC getting ready to fire several.

Webs figure that this new action by local is breach of faith, inasmuch as nets just signed contract with Federation providing \$95 per week scale for four-hour six-day week within a 10-hour per daytime spread. Contract with Federation states that webs may use staff orks for sustaining or commercial, leaving it up to local unions to up the scale for commercials if they so desired.

Pyror came with announcement by KXN that it was using staff ork on the Johnson show. Board of directors of 47 figured that upping the scale \$35 would cause the nets to use commercial orks rather than pay the extra fee for staff bands used on commercials. Idea apparently was swell on paper, but when presented to network officials equawks were loud and long.

Schneider Texans on WFBC

GREENVILLE, S. C., Nov. 19.—Cotton Town Jamboree, said to be the first barn dance staged in the Southeast with a regional participation, has been inaugurated here by Doc Schneider, and the Texans and is heard daily over WFBC for Coca-Cola. Schneider does the emceeing. Jamboree has been drawing good crowds to the 4,000-seat auditorium here on Saturday nights, with an hour of the proceedings aired.

Mystery Chef Closes Oven

NEW YORK, Nov. 19.—Mystery Chef folds November 24, date on which participating contracts expire. Regional Advertiser, Inc., Chef's sponsor, has asked committee in charge of gas industry's national advertising to include plans for Chef starting July, 1939.

PITTSBURGH, Nov. 19.—After five years as combination announcer, publicity chief and continuity writer, Kieran Balfe leaves WWSW this week for programming post at WMMN, Fallmont, W. Va.

indicated the network advertisers spent \$15,000,000 for talent, while NBC's own expenditure for sustaining programs amounted to over \$5,000,000. Other expenses, including those necessitated by co-operation with British Broadcasting Corp. and other organizations, overhead expenses and payment of music royalties, brought the figure to \$100,000,000. Disclosed that the Toscanini orchestra costs NBC \$378,000 annually.

Royal discussed the net's program policies, including relations with performers, selection of proper program fare for children and equality of expression on controversial issues. In support of last-named point Royal cited the case involving General Hugh Johnson and Ferdinand Lundberg. Latter's book, *America's Sixty Years' War*, was criticized by Johnson, with the result that author was given time on the Johnson program to answer. Royal claimed equality of expression was also extended to political parties.

Appropos of program broadcast by NBC, Royal maintained these were determined by audience reaction via mail-order station managers. Quoting 1935 figures, Royal said the chain, its artists and advertisers received 4,000,000 letters, of which only a small number protested excess of commercials.

Mexico Reconsiders N. American Treaty

WASHINGTON, D. C., Nov. 19.—Hopes were buoyed this week for eventual ratification of the North American Broadcasting Agreement by the Mexican Senate as information indicated that influential quarters were at work in favor of the document. Earlier reports, that the Mexican body had refused to sign the agreement, caused considerable gloom, but American diplomats now breathe a little easier.

Mexican Senate passed the International Convention and the Inter-American treaty, but refused to consider the North American agreement which, to the U. S. is most important of all, since it means the high-powered border stations would be severely clipped and less interference seemed assured. Cuba and the United States have already pledged themselves to carry out their parts under the terms of the Havana agreement, and Canada has smoothed the way for its signature. American interests feel that the question cannot be settled until Mexico has come into the fold.

This week there seemed strong indications that Mexico will reconsider its action as a result of activities in behalf of the agreement. No other difficulties remain between the sister republics, and it is felt that with the oil land expropriation already settled there is little that the two countries cannot settle. According to information here, the communications administration for the nation below the Rio Grande is solidly behind the North American pact. It is believed that there will be some effort to have Commissioner T. A. M. Craven leave his duties at the FCC long enough to take a flying trip to Mexico City.

The meeting of radio experts at Guatemala over the use of higher frequencies for tropical radio has Gerald C. Gross, chief of the FCC International Section, and Harry B. Otoman, of the State Department Communications Division, as representatives for the Canal Zone. If Craven does not go, these two may.

Ad Agencies in Dark On Wages-Hours Start

NEW YORK, Nov. 19.—Clarification of new wages-and-hours law with respect to standing of advertising agency personnel will probably not be undertaken until government appoints administrators to give field the S. O. Agencies will then be asked to submit test cases.

Agencies are operating under some confusion right now, with J. Walter Thompson, for instance, ordering its men check themselves in and out very carefully and not work more than 44 hours a week.

Program Reviews

Radio Talent

By JERRY LESSER

"Information Please"

EST Unless Otherwise Indicated

Reviewed Tuesday, 8:30-9 p.m. Style—Quiz. Sponsor—Canada Dry Ginger Ale, Inc. Agency—J. M. Mathes, Inc. Station—WJZ (NBC-Blue network).

Confusing oracles who said *Info Please* was too high toned to be sold commercially, Canada Dry ginger ale bought the show about five or six weeks ago. Price paid, time excepted of course, is \$2,500 per week for the first 13 weeks, a good buy for the sponsor. Possibly it was more important on the first night of sponsorship to see how the commercials were handled, since an overdose of sales stuff would not only be out of place but might react against the advertiser. However, the commercials were wisely handled, were held down to a more than acceptable minimum and were, nevertheless, potent and punchy. Opening commercial, a question by emcee Gilston Padman to paragrapher Franklin P. Adams, namely, "What's different about tonight's program?" did not quite click. However, the middle sales piece by Milton Cross had a shorter plug at the end and was both effective. All in all, very satisfactorily handled.

Otherwise, the program was up to its usual standard, which is as high as radio has gone so far in adult entertainment. The expert board of four, made up of P. P. A., the omniscient John Kieran, Oscar Levant, the composer who is steadily growing as a wit, at least on *Information Please*, and John Gunther, newspaper man and author, was a good selection. Incidentally, the prizes have been raised to \$5 for questions accepted and \$10 for those unanswered or answered incorrectly.

In radio's strange way there is no credit given Dan Golenpa, who originated the idea and got Kieran, Padman et al. together.

Al Tolson show is on CBS at the same time. Frank.

"Around the World With Jimmie and Jane"

Reviewed Thursday, 4:45-5 p.m. Style—Drama. Sustaining over KMBC (Kansas City, Mo.).

Program falls in the "educational" classification and revolves around a mythical trip taken by a mother and her two children, Jimmie and Jane, around the globe. Script, written by Dorothy Crow, is so arranged as to have the mothers' ma point out pieces of historical significance as well as persons and places figuring in today's news. On the program caught it was all well done and certainly of interest to the juvenile audience.

Role of Mrs. Clark is ably portrayed by the author. Jimmie is Billie Peterson, Jane is Shirley Coughlin, both 12 years old. They've got plenty of talent and errors are rare. Feature which sets the program apart from many others of its kind, however, is the fact that it unravels in serial form, the end of each installment coming at a moment of great excitement—in this case when the boy ran out in front of a speeding bus to rescue a cat on a busy London street.

Sponsorship possibilities look good. Dexter.

Sophie Tucker

Reviewed Wednesday, 5:45-6 p.m. CST. Style—Vocals with music. Sponsor—American Tobacco Co. Agency—Lord & Thomas. Station—WBBM (CBS Chicago).

Ballads like only Miss Tucker can sing 'em, a studio cirk with plenty of swing, and the sponsor giving away an automobile every day are the ingredients going into this stanza and the resulting mixture is a sizz-fizz 15 minutes on anybody's receiving set. Sophie gives out with all her old zest and energy, taking up the major part of this show with pop and standard torch songs. She hasn't changed any and, unless you're just one of those who don't care for this type of

vocalizing, it's a cinch you'll be entertained. A lively swing aggregation furnished Miss Tucker's accompaniment and also takes out on one selection by itself. Remainder of time, but not too much of it, is given over to announcements of the win-a-auto contest and plugs for Rol-Tan cigars, with Miss Tucker also doing her bit here. Overway is built around the listener sending in the old reliable cigar-bands (same as Crems some years back) plus a 25-word version of why this particular smoke is nothing short of ecstasy. Whole business is expertly handled and dished out in a fast one-two-three order. Previous chariot winners are announced on each spot: John Reed King and Ken Roberts handle announcing honors. Humphrey.

"Shoppers Serenade"

Reviewed Wednesday, 7:45-8 p.m. Style—Songs and Instrumental. Sponsor—May-Stern Furniture Co. Station—WCAE (Pittsburgh).

This sponsor must think a radio audience tunes in a show to hear commercials. Four plugs in a quarter hour; plus announcement after stanza asking audience to tune in on another program of same sponsor. Talent includes organist Johnny Mitchell, tenor Bob Carter and a seven-piece combination featuring three muted brasses alternating between solos and combos on pop tunes. Melodies are lively and acceptable, not startling but pleasing, somewhat dimmed by frequency and length of advertising adequately-delivered by Ralph Walker. Frank.

"Wings for the Martins"

Reviewed Wednesday, 9:30-10 p.m. Style—Dramatic. Station—WJZ (NBC-Blue network).

Wings for the Martins is a new once-a-week serial with an educational and social slant. Aims at dramatizing problems faced by parents in bringing up children. Problems are those centering around school, entertainment and phases of non-classroom life. Series hopes to emphasize point that education does not end with classroom lessons, but must be a co-operative effort on the part of family, teachers and community.

First program involved disappearance of 11-year-old Jimmy Martin who, like many kids, decided to scam from the home grounds. Roles of father, mother, kid and other characters were well developed—considering time limitations.

Series' scripts written and produced under direction of a committee representing Congress of Parents and Teachers and the Office of Education.

Program shapes as a strong one for a rapidly growing class. Ackerman.

"Success Stories"

Reviewed Friday, 8:30-9 p.m. Style—Talk. Sustaining on WMCA (New York City).

The idea of this program is to have Frankie Basch, WMCA staff reporter, interview noted people in various lines of endeavor and then have beginners in the same field fire questions at the pabob. In this way it is hoped to give the beginners expert advice on problems confronting them. Program has merit, but it has the obvious drawback that audiences are likely to be limited to those interested in the particular field under discussion.

To select the series Miss Basch had Wilfred J. Funk, publisher, author and wit, as her guest. Miss Basch is an experienced interrogator and kept her portion of the works moving. Funk was of considerable aid, quite at ease in front of the mike. Impresses as a possibility for a steady make job, as critic or commentator. Second half, the questions of the tyros, fell down, altho Funk did more than his job to keep it interesting. Good human touch was having a hotel bellhop who wanted to write one of the beginning scribbles. Frank.

Sponsors of *The Shadow* are to be complimented upon giving radio actors a long-deserved break. They distribute programs with the names of the cast to the studio audience. . . . Beatrice Hurbut has replaced Harriet Holiday in the casting department of NBC. Latter left to become a bride. . . . Allen Mathburn is the new director of *Your Family and Mine*, replacing Larry Hammond, who will be assigned to another show. . . . Bruno Wick has done away with a mustache of 10 years' standing. He doesn't look so sinister now. . . . John Moore, recent romantic lead in the Broadway show, *Knights of Song*, is making tests for 20th Century Fox. . . . Bobby Strauss joined the *Howie Wing* cast beginning Monday. Plays *Typhoon Tootle*.

Suth Yorks is helping to organize the *Refugee Artists Theater*, a group of young Austrian actor refugees. Many fine things have been printed about them, and they have good backing—so watch out, Mr. Welles. . . . Jane Blaker is writing a new series which makes its air debut soon for Home Institute. . . . Ralph Locke has written of musical script show that this column thinks would make a sponsor happy. It's really different. Called "Festas." "Howie

Wing" is one of the few juvenile shows Columbia allowed on its schedules. Kid shows must conform to Columbia's strict policy. Carl includes Bill Janney, in the same role; Neil O'Malley, as Capt. Bill Harney, and Mary Parker, as Donna.

WILLIAM SHELLEY starts his senior fourth year on America's Town Meeting of the Air, heard from Town Hall every Thursday evening. Should be getting his degree in political science this June. . . . Marion Barney, who plays the mother on *Pepper Young's Family*, made her first appearance on a New York stage in *Artasia*, with Theodore Roberts, Louise Crosser Hale and Dustin Farnum. She later appeared with George Arliss in *Alexander Hamilton*. . . . Peggy Alenby (Mrs. John McGovern) has a playmate for her daughter. The new baby was born November 12, and will be called John Smith McGovern Jr. . . . A few of the radio notables seen at the recent Lamb's Gambol included Senator Ed Ford, Johnny Kane, Joe Granby, Julian Non, Fred Waring, Frank Crummit, Ward (Beetle) Wilson, Paul Whiteman, Jay Jortyk, Alan Bunce, Jack Norworth, Joe Laurie, Irving Mitchell, Jack Barker and Hugh Herbert.

Advertisers and Agencies

By PAUL ACKERMAN

COMPTON AGENCY has eliminated commercials on Thanksgiving Day on all its programs. Those are *Mary Martin*, *The O'Neills*, *Gospel Singer* and *Guiding Light*. . . . *Gospel Singer*, starting November 28, moves from 9:30 to 9:45 on NBC Red and Blue. . . . General Mills has taken up a 13-week option on *Dr. Kofe*, Coast air show handled by the San Francisco office of Consolidated Radio Artists. Office is also auditioning John B. Hughes for a new commercial. . . . R. A. Porter, Slack-Goble exec, on a Chicago trip. . . . Samuel Rosenbaum, chief of Independent Radio Network Affiliates, attended Thursday shindig given by National Showmen's Association. . . . Earle Ferris, president of Radio Features Service, Inc., making a good-will tour of major cities, ending with stopover at Chi office for periodic o. s. . . . Bill Aston Tuesday joined the Chicago office of Joseph Hersey McMillers, station reps. Aston was formerly partner of Ferguson & Aston, Inc.

Frederica Millet, appointed radio director of President's Birthday Ball, was formerly assistant to Robert

Berger with the Birthday Ball and was associated with National Democratic Committee for the 1936 campaign. More recently with Ferguson & Aston, station reps, and Carl Swift Associates. . . . Robert S. Hutz resigned Tuesday as assistant sales director of WMCA. . . . Two sponsors dickering for Milt Herlihy's trio, organ-swing combo. . . . Uncle Doss, come next month, will have been on the air 18 years. . . . Richard J. Gompion, agency head, trekking around the country on business trip—probably contacting Procter & Gamble district managers.

WOR notes: Helen W. Dana starts at *Your Service* end of this month. Station enlarging its electrical transcription facilities. Pong Bush renewed by Wheatena thru Rorbaugh & Gibson. John P. Nell now servicing Chicago accounts from New York. . . . Tom Fisdale in town from Chicago. . . . Report that Toscanini program was for sale drew from NBC the statement, "There is no proposal at the present time to sell Toscanini."

Chicago Air Briefs

By HAROLD HUMPHREY

AFPRA's radio local here netted around \$2,500 from its Armistice Day ball. Charles Cigaretts, of the Gardner Agency, St. Louis, was in town this week auditioning a show at CBS for Ralston-Purina. . . . Howard Snyder and Hugh Wedlock, writers of the *Wrigley Laugh Line* show, just returned from a Coast vacation. Sid Zelinka and Arthur Stander were pinch-hitting during the former team's layoff. . . . Tom Fisdale hopped back to New York after a two-week visit to his Chi office. . . . WLS is shopping for another sponsor for its Don Kelley sports review stint which just finished up its 26-week run for Quaker Oats. . . . Carnation Contended sponsors have been auditioning other announcers but have decided to keep Fort Pearson after all. . . . Organist Ralph Waldo Emerson has joined the staff at NBC here. . . . WGN and the Blackhawk Cafe have cooked up another quiz show for Jan Garber, who just succeeded Bob Crosby at that spot. A Monday show, it will be titled *The Musical Cook Book*, with Nelson Shawn the author of the idea.

Arch Oboler, the radio writer, spent a couple of days here, then back to New York, where he hopes to have his play produced soon. Arch plans to return again around Christmas to attend his brother's wedding. . . . CBS publicity chief Frank Rand left town this week, to return until December 1. . . .

Scriptress Irma Phillips is planning a jaunt to Hollywood, where she will go into a huddle with Warner execs on Gale Page's next pic. . . . Ross and Marouson, an NBC guide, boarded a train for St. Louis (big week with an announcer's contract at KWK there. . . . Benton A. Bowles agency has switched the Quaker Oats "We, The Wives Quiz" from WBBM to WGN and expanded it to a half-hour slot. Chuck Acres will be the new quizzer. . . . Harry Creighton, WAAP announcer, is back from his Escanaba, Mich., Agating trek. . . . Phil Lord has been assigned to a detective role in an NBC serial, but it should be a television shot, because Phil also looks the part.

AN IRONIC twist has turned up as a sequel to the National Bluecut Co.'s dropping of its Don Harding's *Wife* program. Cracker outfit is now laying out heavy sugar with the newspapers to advertise the fact that sales are \$3,000,000 packages over last year, the period previous to its air shot. . . . Bill (Blandel) Barry, singing guitar player, arrived from Olney radio station and has an okeh from a WGN audition here. . . . Virginia Payne, newly elected AFRA proxy, is finding it tough to squeeze in all her lectures and radio work now. . . . Harold Label has taken

(See AIR BRIEFS on page 11)

Additional Program Reviews on Page 12

Additional Program Reviews

"Dime of the Month Club"

Reviewed Wednesday, 9-9:30 p.m. Style—Forum. Station—WQXR (New York).

This is a transcribed program airing controversial questions and inviting listeners to vote yes or no on issues raised. Audience, to do this, must shell out 10 cents to join Dime-a-Month Club and obtain ballots. Details on this angle are presented elsewhere in the radio department.

Program technic is to present, via transcription, arguments for and against the particular issue involved. Thus, on first of series, on the proposition of whether the law should forbid ransom payment to kidnapers, Mr. A argued affirmatively and Mr. B opposed him. A short summary toward end of program once more presented the essential points made by each side.

Dialog is well made, with opposing views presented with force and logic. Program, of course, is essentially of social import, and prospective sponsors must be guided accordingly. It makes for good listening for social-minded audiences. Ackerman.

"Salute to Hartford Industry"

Reviewed Sunday, 9-9:30 p.m. Style—Variety. Sponsor—Whelan Jewelry Co. Station—WHTT (Hartford).

This is a series of broadcasts by talent recruited from workers in Hartford factories, with a prize going to the group giving the best presentation. Judges include the theater editor and music critic of *The Hartford Times* and an executive of the Chamber of Commerce. Program is broadcast before a studio audience at Hotel Bond.

First show was entered by Pratt & Whitney Co. as a choral concert; second, a variety entertainment by employees of Chance-Vought airplane factory.

Each group produces its own show, and lack of experience is hurting the programs. Unless improvement comes of its own accord, WHTT production department must assist in good ideas unavailably developed. Tuttle.

Campbell's Condensed News

Reviewed Tuesday, 12:30-12:35 p.m. Style—News commentary. Sponsor—Campbell's Soup Co. Agency—Ward Whalock Co. Station—WMAQ (NBC, Chicago).

If you like your news straight and dished up with just the right amount of sock you can do no better than Ford Pearson, able conductor of this 15-minute, 5-week five-minute news stanza. Pearson has struck the happy medium between the newscasters who emote all over the place and those who give us about as much insight as an amateur reading off live-stock quotations. He has a resonant pair of pipes, fine enunciation, straight-forward manner of information, and plugs.

Leads off with local news items, followed by a plug, then a weather report and news from all points. Taste is displayed by not accenting any particular bulletin, and a surprising lot of info is squeezed into the five minutes without the listener being conscious of the speaker's rapid delivery. Humphrey.

John B. Kennedy

Reviewed Tuesday, 11-11:10 p.m. Style—Talk. Sponsor—Gruen Watch Co. Agency—McCann-Erickson. Station—WABC (CBS network).

On the program caught, John B. Kennedy went into a discussion of how the most enjoyment could be obtained by a sightseeing couple in New York with only \$10 to spend. He led up to this by telling legends about Bet a Million Gates and other noted free spenders. It was the sort of human interest, casual talk which radio seldom injects into its commentary shows, which rather stress the urgency of news and how black it all looks. If the programs all maintain this sort of attitude, they should certainly engender good will for the Gruen watch manufacturers, sponsoring. Kennedy had an especially warm touch in detailing a visit he and Mrs. Kennedy made to New York years ago—with only \$5 between them. Franklin.

"My Daughter and I"

Reviewed Wednesday, 12:30-12:45 p.m. Style—Dramatic. Sustaining on WHN (New York).

Program, on three times a week, features Anne Hirt, newspaper advice columnist, and attempts to solve problems growing out of the close relationship between mother and daughter.

Technique on Wednesday program had Miss Hirt open by reading a letter from a widow. Widow has a son to marry again but is troubled by her daughter's horrified reaction. Dramatization presents the problem; then in a brief interlude Miss Hirt offers a solution which is packed up and dramatized. Everybody should be happy.

Program seemed of some merit, but was overweighed by an atmosphere of great sadness. This feeling was abetted by the voices of the actors and Miss Hirt. Not a bad job otherwise. Ackerman.

"Tom Mix Straight Shooters"

Reviewed Wednesday, 5-4:5-6 p.m. Style—Western stories. Sponsor—Ralston Purina Co. Agency—Garner Advertising Co., St. Louis. Station—WJZ (Blue network).

Program, slanted for kids, is unadorned page-brush stuff, as hokey as any the six producers ever turned out. Effort is honest, but not so hot. Announcer, at close, says Mix is impersonated.

Show opened and closed with a bery of Ralston cowboys singing a commercial. Character vehicle "The Old Rambler" introduces the dramatization, which deals with secret airplane plans and villains. Characters talk in too rapid sequence, and for the crusher the Old Rambler assumes all radio listeners that Tom Mix will trap the two varmints. Somebody definitely ought to trap the Rambler.

Program needs production and better dialog, even taking into consideration the kid audience. Ackerman.

"Tale of a Tune"

Reviewed Tuesday, 8-8:30 p.m. Style—Variety. Sponsor—Philip Morris Co. Agency—Blow. Station—WEAF (NBC Red network).

Thrill-of-the-week dramatization has given way on this show to a new type of script interlude called Tale of a Tune, which purports to give the inside story on how various hit songs came to life. Idea is good, but script isn't handled any too brilliantly, and the authenticity of the "inside stories" is a bit open to question, judging from the one heard. Song dealt with was the Arthur Schwartz-Howard Diets hit from *Revenge With Music, You and the Night and the Music*. Circumstances surround-

ing its naissance were hard to believe, many facts as offered not quite dovetailing with those actually connected with the number. If memory serves aright, dramatization was not presented well, either, with too much of the dialog in the form of phone conversations, poor from both dramatic and aural standpoint.

Conclusion of the script presents the composer of the song in question; on the show heard Arthur Schwartz did the honors with a few words. Remainder of the program is the same as of yore. Russ Morgan still dispensing very listenable music and Johnny calling for Philip Morris in his inimitable manner. Richman.

"Sidewalk Interviews"

Reviewed Monday, 12:15-12:30 p.m. Style—Interviews. Sponsor—Bell Credit Clothing Co. Agency—Ellis Advertising Co., Buffalo. Station—WEBR (Buffalo).

Program is another one of those never-to-leave question and answer affairs. Miss Woodie conducts. Sponsor apparently believes a firm has to give away most anything but the kitchen sink to attract customers and make sales. Advertiser offers a Thanksgiving turkey with each \$15 purchase.

There is a treasure box, another device for giving something away. A dollar is deposited at each broadcast and the last person to be interviewed is asked for an article, such as a fountain pen, wrist watch, car token or the like. If the requested item is in this person's possession he gets the full amount collected to date. If he can't produce the article another dollar is deposited.

Questions are as a whole not any too fascinating, and at times Woodie doesn't seem to know whether the answers are correct. Commercials are too drawn out and lack punch. Program is dampened by the poor merchandising appeal, leaving a feeling of doubt on the part of the listener because of an overabundance of free offers. Warner.

RADIO SURVEY

(Continued from page 7)

Eddy's Bakery. The masked marvel of the West drew a good identification figure, 70 per cent. In sixth place, "Good News of 1939" returned an identification score of 76 per cent. Behind by just one mention, the Kay Kyser series for Lucky Strike topped "News" on identifications with a strong 84 per cent.

Several cigaret programs run fairly close, with Eddie Cantor following Kyser; in turn followed by the Lucky Strike "Hit Parade," with Burns and Allen for Chesterfield one notch away from the "Parade." Between "Parade" and Burns and Allen is the LUX Radio Theater. This last-named show is again an example of getting the name of the product into the title, with 100 per cent correct identification.

In the close battle for cigaret sales, it is quite likely that the unidentified percentages on the various ciggie shows assume importance. Thus, Eddie Cantor, with 57 per cent correct identification, had 24 per cent of his favorite voters saying merely "cigaretts," without naming any brand. Burns and Allen had 11 per cent and Kyser 8 per cent of their audiences fail to name any brand. Burns and Allen had 44 per cent correct and 44 per cent "don't know."

The remaining nighttime programs and their identification percentages are in the chart on this page. It must be remembered in reading this chart that to a certain extent, in the programs with fewer favorite mentions, a high identification percentage may be misleading, since the fewer mentions a program has the less the chance of wrong calling.

Daytime Shows

It was noted above that Texaco has made an astute buy with its news program on KPFA. If there is any doubt on this point, it is merely necessary to look at the daytime figures. Helena returned these Texaco news spots as its No. 1 favorite daytime show by a large margin. To compound this

opinion, the Texaco show grabbed 100 per cent correct identification in the daytime bracket.

Second and third places as daytime Helena favorites go to two NBC sustainers, "Club Matinee" and "Farm and Home Hour." However, few listeners seemed to know that neither show has a bank-roller, with only 9 per cent of the "Matinee" and 14 per cent of the "Farm" listeners reporting there was no sponsor. Remainders in both cases said they didn't know the name of the sponsor.

Procter & Gamble's "Ma Perkins" is fourth among the Helena daytime favorites, with 46 favorite mentions and a good 76 per cent correct product calling. General Mills' "Betty and Bob" was returned fifth daytime favorite. Sponsored by Wheaties, program had a right identification degree of 33 per cent. Gold Medal Flour was called the sponsor by 23 per cent, with the "Betty and Bob" show part of an hour's General Mills show. Remainder of the daytime standings are shown in the chart.

The Billboard radio program surveys are prepared by the Market Research Corp. of America. Next week's issue will see the start of a survey made in Fresno, Calif.

AIR BRIEFS

(Continued from page 11)

over the WGN. Kayce Klatsch still succeeding Eddie Cavanaugh, who left for his own show over WCFL. . . . Actor Glenn Goodwin fell heir to a baby girl this week and is passing out the stogies at NBC.

From All Around

KSO-KRNT, Des Moines, has added Job Miller to continuity staff and Rowland Peterson to promotion department. Edward Truman, pianist and singer, has replaced Wayne Sprague in music library. Robert Tincher, recently named station manager of WRAX, Yankton, S. D., replaced by Duane Peterson as assistant treasurer of Iowa Broadcasting System. . . . Jack Rogers, circus story-teller, doing a 15-minute job, *Under the Big Top*, over CBR, Vancouver. . . . S. S. Fox, president of KBYL, Salt Lake City, to the Coast. . . . Bill Wiseman, publicity manager of WOW, Omaha, addressed Parent-Teacher Association recently on Radio and Education. . . . Robert E. Dunville, sales manager of WLW, Cincinnati, left on an extended business trip covering New York, Chicago, Philadelphia, Minneapolis and Cleveland.

Poster Rucker, who does a daily show in the street broadcast over KFOX, Long Beach, Calif., gets out his questions on Hal Nichols, owner and manager of station. Ruth Lyons, WKRO (Cincinnati) program director, back on job after a severe cold. . . . Meredith R. Pratt, promotion manager of Los Angeles Herald-Express for more than 10 years, now with sales staff of KNX, Hollywood. . . . Earl J. Glada, managing director of KSL, Salt Lake City, busy with speaking engagements.

Gwen McCleary, radio actress and commentator on KBO-KRNT, Des Moines, back from a two-week vacation. . . . Winston Thornburg, who handled Philco account for Hutchins Advertising Agency, has been named promotion director of WBAU, Rochester, N. Y. . . . WGNV, Newbury, N. Y., tried a new political advertising slant recently with a rural sketch, *Uncle Abram and Grandpa*. Scripters Stephen Pflus and Ralph Scott wrote and acted the sketches which told why listeners should vote for such and such a party. . . . Vincent Palmeri, ex-publicity man for Warners, has joined WELI, New Haven, Conn., as announcer, succeeding Bill Parley, who left to announce at WIGO, Bridgeport, Conn. . . . PA AND MA McCORMICK, features on WJVA Top of the Morning and Boone County Courthouse Jamboes, celebrated their 47th wedding anniversary November 12. . . . John G. Spears, promotion manager of WJVA Boone County Courthouse Jamboes, is this week visiting Indianapolis, Terre Haute and Muncie, Ind., to handle the promotion and publicity for the unit's engagements in those towns.

RAY KINNEY
and his
Native Hawaiian Orchestra

NOW APPEARING
Nightly at the
Hawailan Room

also with his
ALOHA MAIDS
in the new
musical hit
"Hellzapoppin"

HOTEL LEXINGTON
New York

And on the air via NBC Saturday,
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Branch, YONKERS

DANCERS DRIVEN TO RINK

No Ork Sales In Arid Iowa

Grog situash good only for one-nighters — elections give nabobs some hope

CHICAGO, Nov. 19.—Outside of the one-nighter departments, the band booking biz in the State of Iowa has become a dead pigeon for the large agencies around here. Cause of it all, according to Joe Kayser, of Rockwell-O'Keefe, who just returned from the corn area, is the State law governing the sale of grog. Since repeal of prohibition the only brand of giggle soup sold outright over bars is beer. Anything with a bigger sock is sold only in State-controlled liquor stores.

Result is that the coin coming into hotel rooms and nighters is confined to the customers' ordering of set-ups and 10-cent bids. One cry that they barely make enough on this to pay off the rent, and when it comes to orks, the budget just isn't there. Most of the hostelry managers are now running their rooms with glorified strolling corobos filling the band stands, and they're usually local talent.

Interesting case in point is the town of Dubuque, Ia., where a night spot is as rare as an Eskimo in Fiji. Yet right across the Mississippi is East Dubuque, which is in Illinois and which has enough bars and show spots to keep a town three times its size in a gay mood. Only time the native townies stay in their own habitat for refreshments and whoops is on Saturday night, and then, of course, they have to peck their own five jubes on their hip.

Recent election has given some of the entertainment entrepreneurs hope with the State going Republican, but all are unanimous in their claim that unless something is done to ease the traffic in liquor they will have to shut down their "open" and reopen as eateries.

Music Items

MURRAY WIZEL resigned as professional manager at Famous Music. Sammy Kaye is inaugurating a series of Tin Pan Alley nights Wednesdays in the Palm Room of his current New York stand, Hotel Commodore, for songwriting, singers, pubs and other denizens of the ABEY. Hollywood dispatches reveal that Ralph Rainger and Leo Robin will do the score for a new Paramount flicker co-starring Jack Benny and Dorothy Lamour, *Now About Town*. Team also adds to the screwball song title output with a ditty Martha Raye will warble in *Never Say Die, Tro La La and Oom Pah Pah*. Frank Skinner and Charles Henderson are penciled in for the songwriting assignment on Universal's *Spring, Summer, Autumn*.

MACK GORDON and Harry Revel are back in New York again for a short vacation from the 20th Century-Fox lot. Boys completed the score for *Thanks for Everything* before they left, and are now working on melody and words for a new one, *Rose of Washington Square*, to go before the cameras. Columnist Griffin, of *The New York Enquirer*, penned a new one with Abner Silver, *We'll Meet Again*, Remick publishing; Nathaniel Shilkret will score the pic version of *One Third of a Nation*, now in production with Sylvia Sydney starred.

JIMMIE LANCEFORD, Ken Hecht and Sid Bass have turned out a ditty labeled *What Is This Thing Called Love?* Possibility that Hecht and Bass may work on words and music for *Low Brown's* proposed show.

Convicted

AUGUSTA, Ga., Nov. 19.—If broadsides for the apprehension of public enemies are good enough for the O men, Jimmy Loss, figures the technique is good enough for him—and rightly. Using a scare-head, "Orchestra Found Guilty!" and the attending picture, but without the usual numbers, Loss warned the trade in a promotional piece suitable for thumbtacking on the post-office bulletin board:

"The manager of the Oakdale Club here revealed today that he had found Jimmy Loss and his popular orchestra guilty of drawing unusually large crowds to his night club since they opened their engagement four weeks ago.

"For their sentence, the one-man jury decided to compel Jimmy and his orchestra to remain at his club for four more weeks."

Sue on "Deep in a Dream"

COLUMBIA, S. C., Nov. 19.—Jack Wardlaw, local band leader, is preparing suit against authors and publishers of *Deep in a Dream*, newest of the current pop crop that's destined to head the heap. Alleges lifting of idea, title and part of the lyrics, collaborating with Edith Melton, Wardlaw claims to hold a May 1, 1938, copyright on his own *Deep in a Dream*, which was placed several months ago with Exclusive Publications, New York. Current *Dream* ditty is an Eddie DeLange-Jimmie Van Heusen tempo, published by Harms.

JACKIE MARSHALL, mentioned in a story in November 5 issue of *The Billboard* as being set for picture work, is not contracted to Benny Meroff. In fact, says Marshall, nobody holds a contract on him; he has left Meroff's Band, striking out on his own independently.

Songs With Most Radio Plugs

"Heart" Alone Leads Air Race; "Day" in Tailspin

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-2 a.m. Sundays, for the week ending Thursday, November 17. Independent plugs are those received on WOR, WNEW, WMCA and WNN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
1	Heart and Soul (F)	Famous	38
2	All Ashore	Shapiro-Bernstein	35
3	My Reverie	Robbins	30
4	While a Cigarette Was Burning	ABC	32
5	You Must Have Been a Beautiful Baby (F)	Bernigg	26
6	They Say	Witmark	24
7	My Own (F)	Robbins	23
8	Simple and Sweet	Miller	22
9	I Won't Tell a Soul	Crawford	21
10	Summer Souvenirs	Bregman	21
11	Ya Got Me (M)	Lincoln	21
12	When I Go a-Doggin' (M)	Lincoln	21
13	Please Come Out of Your Dreams	Words & Music	21
14	Deep in a Dream	Harms	20
15	Lambeth Walk	Mills	19
16	Who Knew Out the Flame?	Feist	19
17	What Have You Got That Gets Me? (F)	Famous	19
18	Day After Day	Green Bros.	19
19	Hurry Home	Spiro	18
20	Two Sleepy People (F)	Famous	17
21	I've Got a Pocketful of Dreams (F)	Bantley-Joy	17
22	Change Partners (F)	Berlin	16
23	Sixty Seconds Got Together	Bantley-Joy	16
24	So Help Me	Remick	14
25	That the Way to Treat a Sweetheart	Olman	14
26	Alexander's Ragtime Band (F)	ABC	14
27	Stop Beatin' Round the Mulberry Bush	DeSman	13
28	What Do You Know About Love?	Feist	13
29	Love, I'd Give My Life for You (F)	Sansy	13
30	It Serves You Right	Tennor	12
31	I Must See Annie Tonight	Bregman	11
32	Odd Folks	Remick	10
33	Angels With Dirty Faces	Fred Fisher	10
34	I Long To Belong to You	Red Star	10

Jitterbugs Seen as Flit to Ballroom Patrons and B. O.

Ohio operators point to dance devotees now patronizing roller skating rinks—suggest dancing classes to create new dancers—ads and publicity

CANTON, O., Nov. 19.—Jitterbugs with their eccentric and gymnastic dances have chased a large percentage of people out of ballrooms, according to ballroom managers in Eastern Ohio and Western Pennsylvania, in complete harmony with the attitude of Tom Archer and the Iowa Ballroom Operators' Association. Dance business has been "off par" thruout this territory for several years, and many of the operators are beginning to believe that the "jitterbug mania" may be the true cause of low grosses and general lack of interest in dancing on the part of the general public, the decline being steady since the peak year of 1932.

Gordon-Revel Song Starts Many Suits

NEW YORK, Nov. 19.—20th Century-Fox was beset with suits and claims this week alleging plagiarism in connection with the Mack Gordon-Harry Revel song, *Good Night, My Love*, which was used in Sibley Temple's *Stouracey* pic. Complaints came from Europe, South America and here. In Argentina, Juan Calabria charged that the number was lifted from a song of his, and a musical trial was held in a Buenos Aires theater with the audience, in on the cuff, acting as a jury. Both tunes were played and the audience voted for the plaintiff, but 20th Century-Fox is moving for a dismissal of this case on the grounds that the audience-jury was unduly prejudiced.

Charles McCord, local songsmith, is asking \$50,000 damages for infringement, claiming Gordon and Revel lifted music from a song he wrote and used it as the basis of the disputed tune. Several suits have also been staged by European writers.

Many ballrooms which were formerly good one-night stands for "mid-bracket and district bands and even an occasional attraction are now either closed or have been converted into roller skating rinks. Among these are the Coliseum at Mansfield; Tuscora Park pavilion, New Philadelphia; Riverside, Uhrlichville; Lake Park pavilion, Alliance; Liberty Park, near Alliance; Moxahala Park, Zanesville; Kelley's Park, Leontia, Edgewood and Rowland Springs, near Warren; all in Ohio.

Many operators are beginning to ask if the dancer has been driven out of the ballroom into the roller rink in quest of recreation. The new roller rink at Idora Park, Youngstown, O., formerly one of the finest dancing pavilions in this area, has been doing near-capacity business since opening last month. Among nightly roller patrons have been observed many former dance devotees.

Other operators do not feel that the "jitterbug" should shoulder the blame entirely, pointing out that in the past few years dance promoters themselves have been making the public "band conscious" rather than keeping them "dance conscious." As a result patrons are now shopping around, content to wait until a national name comes along before turning out at the ballroom turnstiles.

Creates New Dancers
Still other operators suggested that ballroom managers do everything within their power to "create new dancers." By offering dance instruction periods several times weekly, not the old-time goose-step dancing classes of the past but classes wherein the better dancers come in an hour or two before the regular dance and aid beginners by coaching and serving as dancing partners, belief is prevalent that attendance will be hyped.

Bill Cassidy, of Cassidy's Ballroom, Salem, O., found that his dance classes brought him enough new fans to enable him to shun the jitterbug trade and has been able to get good turnout for feature band attractions on Monday nights. Vince Weber, of Spanish Ballroom, Dover, O., isn't bothered to any great extent by jitterbugs, feeling rather that roller rinks and Friday night football games are hurting his grosses, and plans on instituting dancing classes to get the public interested again in patronizing ballrooms.

Institutional Ads
A further suggestion was made that ballroom operators borrow a note from the Greystone Ballroom, Cleveland, and lay out their budgets to take in institutional advertising in the local newspapers.

Law Platt, who operates the summer Summit Beach Park ballroom at Akron, O., waged a newspaper campaign educating the public to the effect of "Jeopardy" and "Shagging," pointing out that eccentric dancing was not permitted at the park. Not only did the publicity campaign gain such momentum that the Akron Ministerial Association and Parent-Teacher bodies publicly praised park officials in their efforts to operate a "clean and moral" ballroom.

CLARENCE FUHRMAN, WUP, Philadelphia, house band, plays the swanky Navy Club dance at Bellevue-Stratford Hotel here, following the Army-Navy football battle.

Orchestra Notes

By M. H. GRODENKER

Talking Out Loud

MANY of our readers, apparently influenced by the facts and figures on the news pages, continually write in to ye editor of their fancy to try their hand at the dance promotion game... and while we honestly and earnestly try to encourage such enterprises, those seeking a pot of gold would do well to bear in mind the fresh experience of one of the biggest among band bookers... betting on what seemed like a sure thing, he personally bought one of his top attractions for two dance dates in near-by Pennsylvania towns... now he's chalking \$1,200 up to experience.

Gotham Gab

With the Hiltz hotel chain now an open account, those in the know are pointing to another hotel chain that is going to drop its preferential arrangement with its servicing band agency after the first of the year... there's a major shake-up brewing at one of the smaller offices handling one of the bigger attractions... since TITO (and his Swinglet) has written an instruction book on swinging the accordion, MILT HERTH is authoring an opus which he calls *Technique of Swing on an Electric Organ*... RICHARD HEMBER bows out of the Essex House this week, NAT BRANDWYNNE taking over on Friday... CARL KRESS, guitar ace, now co-owner of the Onyx Club, is rounding up a band of white swing stars for his 52d street spot... which coincides with the thinking of ED FOX, who has designs on bringing in CHARLIE BARNETT for his Grand Terrace Cafe, for the first time a white band for his Chicago replica hot spot.

Dixie Doings

BERT D'ORSAY takes in a four-weeker at Cedar Lane nitery, Opelousas, La... LANG THOMPSON follows Carl Ravazza into Blackstone Hotel, Fort Worth, Tex., December 9... BENNY STRONG going strong at the Bluegrass Room of Brown Hotel, Louisville, which rates him a hold-over ticket running into the new year... REX M. INGHAM, former circus trouper, operating a nitery in Ruffin, N. C., brings in the Lucky City Synopators for the week-end dancing at his Rex's Club... Florida Hotel, Miami Beach, gets ALLAN FIELDING and his Tie Too Music for the winter, starting December 24... Fielding leaves Hotel Adelphi, Philadelphia, a week previous, one-nighting to the Florida stand and is set to return to the Quaker town next March 23... JACK WARDELLAW leads the Junior League Ball at Montgomery, Ala., on the 26th, and the Druid Hills Golf Club, Atlanta, New Year's Eve.

Cocktail Combos

THE FOUR DICTATORS, Chuck Ikard heading the quartet, locate at Dick Willeford's Old Hickory Inn, Chicago... Hotel McAlpin, New Year's, brings in a cocktail combo for the Marine Grill, call going to IVOR (Peterson, accordion) and his TRIO (Cole Coleman, guitar, and Mack Page, violin)... In Pittsburgh, JACK and MARGE open this week at Hotel Roosevelt and BERT LAYTON takes in a return trip with his Four Firts at Plaza Restaurant... FOUR NATURALS, for the past four months at the Magic Bar, Minneapolis, draw down a holdover ticket good for indef stroll... MARK TALENT TRIO start this week at Nelson Hotel, Rockford, Ill... as does TED BROWN and his Men at Katsina's Cafe, Champaign, Ill, with the EMBASSY FOUR opening Friday (25) at Cincinnati's Gibson Hotel.

On a Western Wing

MERRY BUSSE comes off the road December 15 to follow Emory Deutsch at Netherland Plaza Hotel, Cincinnati... JOSEPH EUDY, current at Sir Francis Drake Hotel, San Francisco, gets a contract extension to the first of the year as does LEON MONTOA, holding down the fort at El Patio Ballroom in Frisco... JACK WINSTON, under George Henderson signs with Buddy Wilson in advance, heads a stage unit taking in the Oklahoma theaters, then heading for Louisiana and Texas pic palaces... MEL CROCKER lingers in Steubon-

ville, O., moving from The Tavern to Red Horse Tavern... HARRY HARRIS, ex-Rhythm Boy of Bing Crosby days, turns band leader for a barnstorming season on the West Coast, tour handled by Kirk Torney, of ORA's San Francisco office... The GENE KRUPA flicker at Paramount will have an original screenplay for the setting, writing assigned to Laura and S. J. Perelman...

The Solo Stands

CHARLIE BARNETT and STUFF SMITH battle it out for soloity sisters this Thursday (24) in Washington at Mayflower Hotel... Barnett also takes in a December 16 stand at Springfield (Mass.) Auditorium, and the 21st at M. I. T. campus, Boston... BILLY (ORA) SHAW set RUSS MORGAN for Park Ballroom, Williamstown, Pa., December 7 and a society stand the 20th at Brunswick Hotel, Lancaster, Pa... BECIE CHILDS plays a party December 2 at Schenley Hotel, Pittsburgh, and the 19th at Norwood Country Club, St. Louis... New Year's Eve party at Onwenteen Country Club, Lake Forest, Ill., gets MCKINNEY'S COTTON PICKERS... BeWolain College, Brunswick, Me., has JAN SAVITT for 4th of December 20 stand... EDDIE GARDEN plays Crab Orchard (Ky.) Springs Hotel December 8, and the 18th at Coliseum Ballroom, Lima, O... Employees of Phillips Petroleum Co., Bartlesville, Okla., using name bands for their monthly winter dances... Henry Busse dishes out the dancepatron Friday (25), with Don Bestor and Chick Webb set for the other sessions... Bestor also takes in the Vanity Fair, Huntington, W. Va., December 3, and Webb the Casino Club, Greenville, Miss., December 21.

Coast to Coast

EMIL VELAZCO opens December 8 at Madury's Dancehall, Hammond, Ind., for an eight-week session... H. A. TAYLOR brings in CECIL GOLLY this week for an indef stay at his Music Box Ballroom, Omaha... SOUTHERN GENTLEMEN fortnight it at Tantiella Gardens, Richmond, Va... DICK (Hotcha) GARDNER opened November 19 at St. Paul Hotel, that city... LILA KING, fronting a cocktail combo, winters at Miami Beach, opening December 3 at Esquire Club... VIVIAN HENDERSON, with Charles A. Taylor's stage unit, playing Interstate Time in Tempe... EDDIE VARZOS takes in Thanksgiving week at Pantheon Theater, Vincennes, Ind... HARRY ROGERS comes in for the week-end dancing at Half Moon Hotel, Coney Island, N. Y... JIMMY RICHARDS bows out of Lantz's Merry-Go-Round, Dayton, O., December 4 to locate the next night at Gray Wolf Tavern, Sharon, Pa... PAUL KAIN locates this week at Hotel Sagamore, Rochester, N. Y.

Notes Off the Cuff

NORMAN FLEWELLIN, for Frederick Bros. Music Corp., has JIMMY LIVINGSTON fortnighting it at Englewood Club, Albany, N. Y., with LITTLE JOE HART on the follow for two December weeks... BALABAN & Katz, Chicago booking office, inked JIMMY DORSEY for December 7 stand at Orpheum Theater, Springfield, Ill., and the following day at the Palace, Peoria, Ill... GENE MILLER, after five months at Wyatt Hotel, Casper, Wyo., draws an indef hold-over... GRAHAM PRINCE, takes over the stand at Show Bar, Forest Hills, Long Island, N. Y... JIMMY MUNDY, one-time arranger for Benny Goodman, files to the Coast to note the songs for Gene Krupa... Goodman, incidentally, has added another ace Harlem arranger, FRED D. NORMAN, to his scoring staff... Normandie Ballroom, Boston, lights up again next month, but not as a dance... famous roosting stand for the top bands has been taken over by the Lieberman Circuit to be converted into a movie house... ballroom, matter of fact, was originally Beantown's old B. F. Keith Theater... Baltimore Assembly Ball January 6 gets ALEXANDER HAAS, Gotham's fave society maestro... and so we send our cuffs to the cleaners.

WALLY STOEFLER

and his Orchestra
current
SOUTHERN MANSON, Kansas City, Mo.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

LARRY FUNK

and his
Band of a Thousand Melodies
On Tour
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

RAY HERBECK

and his
MUSIC with ROMANCE
currently BELLWOOD, Buffalo
Opening BILL GREEN'S CASINO,
Pittsburgh, Dec. 9
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

EDDIE PAUL

AND HIS ORCHESTRA
Entire Summer
ELBERTA BEACH
Broadcasting
WGAR
Cleveland
New Year's Season,
COLUMBIA
BALLROOM,
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

Lunceford, Decca In Royalties Suit

NEW YORK, Nov. 19.—Jimmie Lunceford, thru Harold F. Oxley, his personal manager, this week instituted suit against the Decca company to the extent of \$7,500 for back royalties which the oak leader claims is owed him by the works. Band is set to switch from Decca to Vocalion in January, and when Lunceford asked for an accounting and auditing of the books record company refused. Lunceford Ork closed at the Kit Kat Club here Wednesday and is slated to open at the Band Box, new 52d street nitery, November 30, replacing Eddie DeLange. According to Oxley, his at the Kit Kat was good but the management proposed cuts that were not amenable to him or Lunceford.

Sheet-Music Leaders

(For Week Ending November 19)

Sales of music by the Maurics 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
2	1	My Roverlo
4	2	Heart and Soul
1	3	I've Got a Pocketful of Dreams
6	4	Two Sleepy People
3	5	Lambeth Walk
5	6	White a Cigarette Was Burning
8	7	All Ashore
9	8	Alexander's Ragtime Band
10	9	My Own
7	10	Change Partners
13	11	Summer Souvenirs
15	12	I Won't Tell a Soul
—	13	Sixty Seconds Got Together
—	14	Who Blew Out the Flame?
—	15	Mexicali Rose

The Champagne Music of
LAWRENCE WELK
New Hotel Wm. Penn, Pittsburgh,
WCAE and MUTUAL
BRUNSWICK-VOCALION RECORDS
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

MUSIC by GOLLY
GEIL GOLLY and his
ORCHESTRA
Currently appearing
MUSIC BOX, Omaha
WOW and NBC
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

"Music Played Smart"
—Styled by—
Little JOE HART
"Everybody's Friend"
and his **ORCHESTRA**
On Tour
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

HERBIE HOLMES and his
ORCHESTRA
Now—CHASE HOTEL, St. Louis
KWK and MUTUAL
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

HOWARD BECKER
and his **Orchestra**
currently featured
LANTZ MERRY-GO-ROUND, Dayton, O.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

RALPH WEBSTER Musical Patterns
Designed for Dancing
THELMA MITCHELL Electronic Piano
BODINE
Now RAINBOW BALLROOM, Denver
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

JACK TRACY and his
"BOULEVARDIERS"
Now Playing
Broadmoor Country Club, Denver, Colo.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

JIMMY BARNETT and his
ORCHESTRA
"New Moods in Music"
featuring ESTHER TODD
On Tour
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

The Reviewing Stand

Emery Deutsch

(Reviewed in the Pavilion Caprice of the Netherland Plaza Hotel, Cincinnati)

This is a brand new aggregation for Emery Deutsch and, in style, vastly different from the one he had here 10 months ago and, far more on the commercial side. Where his former combo concentrated chiefly on the dreamy style of music, the new outfit runs the gamut from the saccharine to a crackerjack brand of swing, with the latter getting the nod. Deutsch's knack of mixing the sweet and the swing in proper proportion gives the unit mass appeal, and the excellent WLW wire into this class spot is bound to bring the ork proper recognition during its four-week stay here. The Pavilion Caprice patrons accepted the band's efforts as click stuff.

The band has rapidly shaped into a meritorious group since making its bow at the Hotel New Yorker, New York, a few weeks ago. There are a few rough spots to be ironed, but they're beyond detection of the average layman. Instrumentation comprises four rhythms, four brasses and four reeds, augmented by Deutsch's excellent fiddle work. The well-balanced crew gives socko treatment to an array of unusually potent arrangements, despite that a Cong bus ride didn't leave the lads in the finest fettle for their opening here Thursday (17).

Too much volume, especially in the brasses, was the only real objection, but the lads should overcome that once they gauge the room's acoustics. Deutsch's fine fiddle work gives the group a sympathetic flair on the semi-classic, and adds the desired color and effect to the better melodies. Band beats out a tempo that's highly danceable.

On the vocal end the band is well fortified with the voices of Mildred Craig, a personable miss with a pleasing voice and a sense of selling, and Bob Richardson, who does okeh on the balladeering.

All in all, Deutsch "has got himself something" in his new combo, *Sachs*.

Andy Kirk

(Reviewed at Masonic Temple Ballroom, Detroit)

THE typically sweeter styled than the regular septet senders, Andy Kirk and his Clouds of Joy stack up as a real swing outfit. Music-making is, for the most part, of the ride variety and lo-cities jitterbugs to gymnastic gyrations.

Instrumental highlights are afforded by tenor sax star Dick Wilson. For a welcome change of pace, Pha Terrell, only vocalist, sings the peash ballads. Instrumentation is four saxes, three trumpets, two trombones and four rhythms, with the woodwinds dominating the playing. Kirk, out front, conducts with infectious merit that catches on with dancers. For today's swing-madness, he rates among the leaders.

Reves.

Art Kassel

(Reviewed at Walnut Room, Bismarck Hotel, Chicago)

SINCE coming out of the front lines in the World War, Kassel has been toting around a company of capable tooters. In fact, it was as a member of the 33d Illinois Division that he first grouped together some khaki-clad horn blowers for the entertainment of the boys.

It's his eighth consecutive year at this stand, which attests to the popularity of Kassel's in the *Art*, his identifying trademark. His music has gone all the way thru the swing era without having become infected by it. The Kassel style has hung to the sweet side all the way.

Prime factor in his continued success is the fact that he believes that patrons come in to dance. A sincere effort to play only those tunes demanded is not only a popular gesture but makes for him a warm spot and friendly feeling among those on the other side of the stand.

Sufficient instrumentation on hand to afford full and melodious sessions. In addition to Kassel's sax, combo includes

four saxes, two trumpets, trombone, bass, piano and drums. Library includes old and new songs and a generous sprinkling of novelties that are both danceable and entertaining.

Vocals are nicely handled by the maestro, Billy Leach for the romantic tenors and swingstress Marian Holmes. Their efforts in trio are nice, and the gal section stands alone, cutting in almost always with one or the other gent. Spotlight also goes to drummer Fred Benson, whose thump specialties go more than a little way in shattering dancers' calm and putting bounce in their feet.

Hontberg.

Wally Stoefler

(Reviewed at Turnpike Casino, Lincoln, Neb.)

MISSOURI product, confining dance tooting to the Midwest, Stoefler came here en route to Omaha's Dance Box with the best band of his career. Singing novelties and general arrangements are superior to anything he has had on the rostrum since introduced here four years ago.

Set-up takes in three sax, two brass, two fiddles and three rhythms. Wally sings, and the femme trimming is Patricia Long. Band is youthful and nicely tailored.

Stoefler's chief go is the more romantic music, subdued in volume but possessing a penetrating danceability factor. Features a vocal trio, adding his voice to that of Chet Thompson and Harry Smith, and on some selections makes it a miniature glee club with the additional pipes of Kenny Gibson and Whitey Anderson, all members of the band. Miss Long, an eye-catcher, can go it alone very handily or comes in with one or all the boys on the singlets.

Oldfield.

Ozzie Nelson

(Reviewed at Gold Coast Room, Drake Hotel, Chicago)

WAVING a baton since 1930, when he waved aside a sheepskin from Rutgers, Nelson stands well on his own with a pleasing music-dispensing aggregation. And with Harriet Hilliard (Mrs. Nelson) in the song corps, it stacks up as a double-barreled attraction.

Instrumentation includes five rhythm

Off the Records

By M. H. ORODENKER

Victor

A PART from Tommy Donny going lightly and politely for *Lightly and Politely*, a stomp pattern with boogie-woogie trimmings, coupled with a fashionable setting for Hoagy Carmichael's standard *Washboard Blues*, both played with even temper and taste, the Victor batch is dominated by the up and coming pop fare. And with the accent on rhythm without violating the melodic content intactly, Benny Goodman's *Is That the Way To Treat a Sweetheart?* and *I Had To Do It* is designed for dancing, as is a dandy Larry Clinton double with *After Looking at You* and *I Kissed You in a Dream Last Night*. Bunny Berigan sticks to straight up and down stuff for a ballad barrel in *Simple and Sweet* and *I Won't Tell a Soul I Love You*, which all adds up to exactly nothing. From the swing and sway front, Sammy Kaye goes gushy on the honey drippings for *Hurry Home* and *Tell Me With Your Kisses*, nice enough songs.

(See OFF THE RECORDS on page 134)

(using two pianos), four sax, three trumpets and one trombone, and the boys have plenty on the musical ball as both sweet and swing experts. Swell co-ordination of playing, particularly on standards and novelty selections, is a large measure due to the number of vets in the ranks, most of them having started with Ozzie from scratch.

Maestro is a cheerful personality, selling his wares with a friendly line of gab, frequent vocals and the college rah-rah spirit in songs and novelties. Two-piano team embellishes the rhythmic incentives, and all the arrangements, down-to-earth and highly danceable, are scored by Larry Kramer.

While Miss Hilliard's soothing pipes are exercised infrequently during band sessions, the swing warbling of Rose Anne Stevens gets a more frequent hearing. Gal is young and somewhat inexperienced but has what it takes to peddle the pop hits in modern style.

Hontberg.

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

A
Ashley, Carleton: (Rancho San Pablo) El Centro, Calif., 26.
Adams, Johnnie: (Borge) Middletown, O., 21-24.
Alton, Tom: (Blue Meadow) Lexington, Ky., 20.
Alton, Tom: (Pepper Pot) NYC, 26.

B
Bachelors, The: (Community Lounge) Birmingham, N. Y., 26.
Bach, Harry: (New York) Dayton, O., 26.

C
Calloway, Cab: (Cotton Club) NYC, 26.

D
D'Andrea, Joseph: (Pepper Pot) NYC, 26.

E
Edwin, Earl: (Club Astor) Milwaukee, 26.

F
Felton, Happy: (Arcadia-International) Phila., 26.

G
Gable, Jimmy: (Madie Pepton's Barbecue) Pittsburgh, Pa., 26.

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

Abbreviations: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-room house; re-restaurant; s-showboat; t-theater.
Davis, Frank: (House of Jacques) Oklahoma City, Okla., 26.
Davis, Frank: (House of Jacques) Oklahoma City, Okla., 26.
Davis, Frank: (House of Jacques) Oklahoma City, Okla., 26.

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

H
Hallett, Milt: (Ardmorebrook) Cedarbrook, N. J., 26.
Hallett, Milt: (Ardmorebrook) Cedarbrook, N. J., 26.
Hallett, Milt: (Ardmorebrook) Cedarbrook, N. J., 26.

I
Irish, Mac: (Grandier) Millburn, N. J., 26.
Irish, Mac: (Grandier) Millburn, N. J., 26.
Irish, Mac: (Grandier) Millburn, N. J., 26.

J
Jama, Al: (Biltmore) Providence, R. I., 26.
Jama, Al: (Biltmore) Providence, R. I., 26.
Jama, Al: (Biltmore) Providence, R. I., 26.

K
Kane, Allen: (Jesse Bowler) Chi., 26.
Kane, Allen: (Jesse Bowler) Chi., 26.
Kane, Allen: (Jesse Bowler) Chi., 26.

L
Lafayette, Harry: (Crescent) South Beach, S. I., 26.
Lafayette, Harry: (Crescent) South Beach, S. I., 26.
Lafayette, Harry: (Crescent) South Beach, S. I., 26.

McDowell, Adrian: (Andrew Jackson) Nash. ville, Tenn., 26.
McDowell, Adrian: (Andrew Jackson) Nash. ville, Tenn., 26.
McDowell, Adrian: (Andrew Jackson) Nash. ville, Tenn., 26.

M
Marty, Bob: (Flamingo) Boston, 26.
Marty, Bob: (Flamingo) Boston, 26.
Marty, Bob: (Flamingo) Boston, 26.

N
Nagel, Harold: (Petro) NYC, 26.
Nagel, Harold: (Petro) NYC, 26.
Nagel, Harold: (Petro) NYC, 26.

O
O'Hara, Ray: (Greenwich Village Casino) NYC, 26.
O'Hara, Ray: (Greenwich Village Casino) NYC, 26.
O'Hara, Ray: (Greenwich Village Casino) NYC, 26.

P
Pablo, Don: (Palm Beach) Detroit, 26.
Pablo, Don: (Palm Beach) Detroit, 26.
Pablo, Don: (Palm Beach) Detroit, 26.

Q
Quincy, Jack: (Columbia) Cincinnati, 26.
Quincy, Jack: (Columbia) Cincinnati, 26.
Quincy, Jack: (Columbia) Cincinnati, 26.

R
Randolph, Johnny: (Cassanova Club) Ft. Worth, Tex., 26.
Randolph, Johnny: (Cassanova Club) Ft. Worth, Tex., 26.
Randolph, Johnny: (Cassanova Club) Ft. Worth, Tex., 26.

S
Sally, Howard: (Five o'Clock) Miami Beach, Fla., 26.
Sally, Howard: (Five o'Clock) Miami Beach, Fla., 26.
Sally, Howard: (Five o'Clock) Miami Beach, Fla., 26.

T
Tolson, Irene & Al-Girl Band: (Booster) Watertown, N. Y., 26.
Tolson, Irene & Al-Girl Band: (Booster) Watertown, N. Y., 26.
Tolson, Irene & Al-Girl Band: (Booster) Watertown, N. Y., 26.

ASCAP CUTS FOREIGN TIES

Kaycee Grosses Hit Under Par

Ellington \$841 short — \$350 weak for Raeburn — Becker's \$950 oke

KANSAS CITY, Mo., Nov. 19.—Dance promoters are singing the blues this week after checking box-office receipts from top seasons where Duke Ellington, Howard Becker and Boyd Raeburn played, majority of ops blaming Hal Kemp, on stage of the Fox Tower Theater, for the sad prognosis.

At Roseland Ballroom, Ellington accounted for a measly \$841, considering the \$850 asking price the sponsors, members of the colored Musicians' Local No. 677, were forced to pay. Ducals went at 75 cents, and William Shaw, union pris, was disappointed at the crowd of 1,300-odd dancers.

Likewise, at Will H. Wittig's Pla-Mor, Raeburn on a Saturday solo hit a weak \$350, altho the dancers were more than enthusiastic over his music. Becker, whose previous Pla-Mor appearances elicited solidly, fared better than either Ellington or Raeburn, garnering \$400 Thursday, \$200 Friday and \$330 at the Sunday matinee, making for an okeh but not too profitable \$950 total. Weather was ideal, but Kemp was jaunty, the moppets at the theater and near-by football games were attracting many away from the city. Wittig has Louie Armstrong for tonight's season, the solo trumpeter laying over here for another solo Monday night in Municipal Auditorium at a Negro American Legion festivity.

Things will pop here the first of next month. On December 1, a local drug concern will present Barney Rapp, Johnny Hamp and Rita Rio on three separate stages in the Auditorium. The same day, Chick Webb opens at the Newman Theater for a week. Clyde McCoy comes in the next night for Harry Duncan at the Auditorium for a single date, same day that Bob Crosby opens at the Fox Tower for seven days. Wittig will lay low at the Pla-Mor those nights with a local band, as competition teaches a new all-time high.

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Hear, Hear

HOLLYWOOD, Nov. 19.—With the film factories getting set for a flood at the studios are wracking their heads to figure out appropriate sound effects.

One enterprising technician at the MGM lot offers his idea of what a jitterbug sounds like by combining the sound track of:

- (a) the buzzing of a mosquito,
- (b) the noise of a humming bird,
- (c) the squeak of a dry axle,
- (d) the sound of a whistle,
- (e) steam.

802 Benefit Dance Draws Huge Throng

NEW YORK, Nov. 19.—Dance staged Tuesday (16) by Local 802, AFM, for the benefit of the local's medical bureau, was, to put it mildly, a howling success, according to Jack Rosenberg, 802 prexy. Affair was held at the Manhattan Center, capacity of which is 5,500, but a couple of thousand more tried to get in and succeeded so well that the fire department attempted to call a halt to the proceedings twice, threatening to close the hall because of the huge crowd, many more than departmental rules allow. Rosenberg managed to save the day—or, rather, the night—on each occasion.

Medical bureau netted about \$6,000 out of the affair, which was broadcast over WNEW from 9 p.m. till 5 a.m. next morning. Roster of bands making the music included practically every important group in and around New York, with names like Paul Whitman, Benny Goodman, Tommy Dorsey, etc., following one another in rapid 15-minute succession on the band stand. As far as local jitterbugs were concerned there was only one station on the air that night, and that was WNEW.

FOND DU LAC, Wis., Nov. 19.—Second annual Rhythm Rodeo sponsored by Local 309, Fond du Lac musicians' association, took place Monday (14) at the Hotel Retlaw here. Affair was a big success, with two ballrooms and 25 bands being used. Admission was 35 cents per for advance, 40 cents at the door.

Burns Office To Rep CRA in Kansas City

KANSAS CITY, Mo., Nov. 19.—John B. Tumino, general manager of the home office of Bob Burns' Enterprises, newest band booking agency locating here, signed a pact this week with Stan Zucker, Consolidated Radio Artists exec, to represent that agency in this territory. Tumino will work in conjunction with Pat Lombard, CRA division head.

Burns office reports good business in the first month it has had its banner out, and announces the opening of three new branches. J. P. Lawrence will be in charge at Dallas, Don E. Miller is head of the Houston bureau, and Jack Hunter is working out of Sylvan Beach and Austin, all Texas cities. Agency is also represented in Tulsa, Okla., and West Hollywood, Mo.

Crosby a Killer With \$8,200 on Three Solos

CHICAGO, Nov. 19.—Bob Crosby's first four one-nighters since closing at the Blackhawk Cafe here reflected the skyrocketed popularity of his outfit. On November 12 the boys played a guarantee date and were swinging for the largest Military Ball ever assembled in the Purdue University. The following night Crosby attracted 1,600 people at the Crystal Palace in Okemos, Mich. On November 13, band drew 1,500 customers at the Ingle Terra Ballroom in Peoria, Ill. and on the next eve moved to Cedar Rapids, Iowa, to break all existing records in that burg's Coliseum by drawing 5,300 cash patrons. Last three one-nighters were all admission per head, adding the Crosby coffers with some \$5,200 for the dates.

Buck, FDR Confab on European Performing Rights Societies

Break in relations with STAGMA and AKM planned—E. C. Mills is studying set-up—royalties collected and received by foreign organizations involved

NEW YORK, Nov. 19.—Possibility exists that the American Society of Composers, Authors and Publishers may break off relations with STAGMA and AKM, respectively the German and Austrian performing rights groups. Severance of existing agreements between ASCAP and its European affiliates, if it occurs, would be the result of current events in Germany and the growing world-wide indignation stemming therefrom. It is understood that E. C. Mills, chairman of ASCAP's administrative board, is studying the situation with a view to taking such a step, and also that Gene Buck, Society prexy, was in Washington this week discussing the matter with President Roosevelt. ASCAP would not have a great deal to lose by breaking off STAGMA and AKM relations, inasmuch as it has no definite guarantee as to what becomes of the royalty moneys sent abroad or whether it reaches the writers for whom it is intended.

Money collected by the foreign orgs is not allowed to be sent out of Germany or Austria so that writers in this country who are members of STAGMA and AKM reap no benefit from their work from that end. In the event that relations are broken between the groups, licensees in this country would be en-

More "Community Sings"

NEW YORK, Nov. 19.—Columbia Pictures is grouping the songs for a duo of Community Sings movie shorts, one featuring girls' name song titles and the other using Tin Pan Alloy's titles of friendship. For the former flick, Director Sam Nelson has selected Genevieve, Dinah, Lisa Jane, Margie and Sally. Palmy-walay pic will include *Friend From Your Home Town*, *Old Gang of Mine*, *Me and My Shadow*, *Just Friends* and *If We Can't Be the Same Old Sweethearts*. One-reelers will be recorded and filmed next week by Hugh McCollum, who supervising short subjects for the studio.

ANITA BOYER, songstress with Dick Barrie's Orchestra, was rushed by plane last week from Cleveland to the Good Samaritan Hospital, Cincinnati, for an emergency operation. She will be confined there for several weeks. Meanwhile Carol Page, of WTAM, Cleveland, will carry on the feminine singing chores with Barrie's Band.

itled to the use of STAGMA and AKM music tax free. This, however, would not affect ASCAP's income greatly, since the Society acts only as a collection agency for the German-Austrian catalogs.

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Birth of the One-Nighter

By JOE KAYSER

(In Charge of Dance Tours for Rockwell-O'Keefe in Chicago)

WHENEVER I mention the fact that I was playing dance music when dance bands consisted of only piano and drums and there was no such thing as traveling outfits, the present generation of lickers, or whatever you call them, gives me one of those what-are-you-peddling-Kayser looks. But it's the truth, so help me. The late Gene Rodemick pounded the piano while I hit the drums (skins to you jitterbopees) and it was in St. Louis in 1911. Another boy I used to team up with was Gus Hansen. No one had ever seen a banjo or sax in those days.

So you can see that this one-nighter industry (and it certainly is an industry) is no Ol' Man Moses and is a long way from kicking the bucket. For example, I recently received a query from a school committee in one of the larger universities asking what I could do for it in the way of a name ork for one night at a budget not to exceed \$1,900.



STREET PARADES and brass band blares accompanied the barnstorming Kayser, coming to Rockford, Ill., in 1921 for a one-nighter.

And I can remember the day not so long ago when Joe Kayser and his novelty orchestra (five pieces) considered themselves lucky if a school stam bake netted them \$19 for a night's tooting.

Starting With Meyer Davis
How did this one-night business get started—and why? Well, I had a ring-side seat at its birth and, in fact, became the father of one-nighters in the Middle West, so I can give a pretty fair description of just what happened.

In 1920 I found myself, complete with traps, in the Meyer Davis Ork up in Maine. Meyer at this time had another outfit which was playing dates around the Carolinas and he wanted me to go down there and manage this bunch. It was here that I got my first glimpse of a traveling orchestra.

Of course there were plenty of small local bands in the country at this time which would trek out to another town for a one-night stand and then hop right back to home plate; but this Davis outfit, which I was piloting in the land of the original Carolina moon, was hopping from hamlet to hamlet. The only traveling competition we bucked then was a five-piece unit going under the moniker of the Garber-Davis Orchestra. The first half of that name belongs to a fellow by the name of Jan Garber, of whom you may have heard today.

"Margie" a Must
Incidentally, those were the days. Five men were the standard line-up and a sheet of music was something the piano player bought, so the rest of us could

IF SOME ENCYCLOPEDIA concern ever gets interested in compiling a comprehensive section on American jazz it will be passing up a bet if Joe Kayser, head of Rockwell-O'Keefe's one-night department in Chicago, is not consulted before going ahead. Starting as a drummer in St. Louis before 1911, Kayser packed his drums everywhere from Rector's in New York to tobacco warehouses in the Carolinas. With the exception of a two-year stand in the U. S. Navy in 1918, this exponent of hot beats has lived and breathed American ragtime right up until 1933 when he dissolved the Joe Kayser Orchestra and joined the NBC Artists Bureau in Chicago. In 1936 he took charge of CRA's one-night department in Chi., and in 1937 moved over to the same post for Rockwell-O'Keefe.



Joe is married, has four little Kayzers, and now thinks of bands in box-office terms only. Most of the top names in the dance-ork field today were just getting under way when Joe had one of the big name bands of the country. In fact, he was responsible for giving many of them their start, as you will see here in his own account of just how it all began.

memorize it with our own individual improvisings. Margie was the hit of the day and all members of the band wore those clown suits with big red polka dots and round ruffled collars. This gang of five I was managing was playing a string of tobacco warehouses spotted across the countryside; and everything was handled on a strictly percentage basis.

It was here that I got the idea for organizing my own band to do nothing but travel one-night stands. A glance at the map of these United States showed me a goodly array of towns thru the Midwest which were much larger than those we were making in the Carolinas and with not too much distance be-

tween them. This last point was very important to consider, as you will see later on in this saga. So in 1921 I was back in the ol' home town, St. Louis, with my first band—and one of the best musicians in it was a chop by the name of Frank Trumbauer.

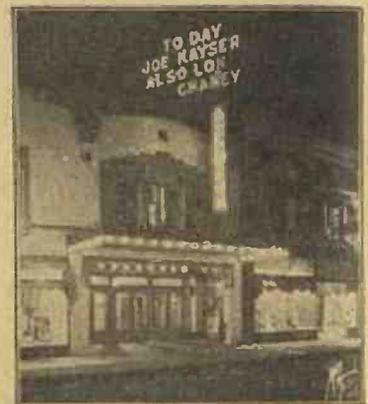
There was no such animal as a band booker in those days and if a band got more than 50 miles out of St. Louis it was because it was on its way to Chicago or somewhere like that, but certainly not to stop off in Joplin, Mo. Where would they unpack their instruments if they did play in Joplin? This was a question that I was asking myself about. The answer turned out to be simple. Just anywhere, that's all, just anywhere. I hired an advance man to travel a couple of days ahead of Joe Kayser and his Novelty Orchestra and told him to draw the line nowhere. If an over-sized barn was the best he could do, a barn it was. This advance man was busier than a one-armed juggler with a double set of Indian clubs.

The Advance Man
It was his job to tie up with a local promoter, business man, lodge or school and to book the band on any one of 1,001 deals that I had cooked up. Fifty-fifty, 75-25, sometimes with or without a guarantee, and several times when all this was to no avail we just rented the first ready hall outright and started selling tickets. Other sundry duties for our advance man were the business of getting the local theater to run slides, placing window cards in merchants' windows, checking with the local musicians' union to see if it had a "minimum law," which meant we might have to hire a couple of extra men if the minimum number allowed to play was over five. And last but not least by any means, our advance magician was elected to square the promoter's beef if something happened and the band was unable to make the date. And let me tell you plenty of things happened.

We traveled by auto most of the time and the village amity had just as much work then as he did in the horse and buggy days. We used to pull into one of their shops quite frequently to have a new spring-leaf forged by a first-rate blacksmith, or maybe a whole new spring if the hop across the plains had been particularly rough. A good hard rain was enough in these dirt-road days to make us miss a date, too. There wasn't an inch of pavement in Illinois then, and we considered it a feat if the trip was

made without the car's turning over two or three times in his hog-wallow. An 85-mile jump made in less than a day's driving in these conditions was as death-defying as Lindbergh's Atlantic crossing.

If our you-go-ahead-and-fix-it agent had successfully done his small bit and the Novelty Five had survived the hazards of travel we were a cinch for a bang-up date in Hickville, if we weren't rained out and if the local union didn't decide we were encroaching too brazenly on foreign soil. Barring any little slip-ups of this nature, we were all set to swing out for the local yokelry. Seventy-five and 50 cents were the usual charges at the wicket, altho many of the stands were played on the park plan, 10 cents and 5 cents a dance. My men were on a straight salary, which brought them up to the union's minimum scale; so if I had taken on a one-nighter without a guarantee and the ticket sale laid that proverbial egg then I had a headache



KAYSER GETS TOP BILLING for a theater date in Rockford, Ill., at the Orpheum back in 1924.

along with a warped vertebra from the trip over those roads.

Kayser Alumni
In 1929 I increased the ork's membership to eight men and dropped the "Novelty" out of the name. It was also at this time that I picked up a new piano player by the name of Jess Stacy. He wasn't bad, and still seems to be doing pretty good with Benny Goodman now. Another Kayser alumnus who is still holding his own today is Freddy "Schnickel Fritz" Fisher.

At this time, too, I moved my headquarters to Rockford, Ill., centering our activities so that we didn't travel more than a 100-mile radius. This was easier on the backside and financially healthier also, because by this time Joe Kayser and his orchestra had worked up a sort of a reputation and in this particular territory we were able to play a lot of return engagements within two or three weeks of each other.

I remember one town in particular where the city fathers met us at the train with a brass band and paraded us up the main drag with me under a banner which carried the words "Joe Kayser, the Man of the Hour." In these days we still had no competition and the only big name dance band around was that of Isham Jones. There were a lot of potential name outfits then, but no booking agencies or radio to put them in the class.

Records were about the only thing in the early '20s which enhanced a band's rep on a national scale. I had a little scheme then which didn't hurt the popularity of Joe Kayser's Band and, incidentally, put a bulge in the poke, too. We were making several recordings for private use only. That is, they never hit the general market, because I would keep the master waxing and when we played a one-nighter I had a hawk's right at



JOE KAYSER and His Orchestra (1921) first hitting the hinterlands. This was his first combo, reading from left to right: Harry Sales, piano; Bob Moran, banjo; Bob Chaudet, fiddle; Kayser at the drums, and Frankie Trombar (Trumbauer), sax. In later years Kayser's combos boasted Jess Stacy, Gene Krupa and Freddy (Schnickel Fritz) Fisher.

the gate to sell red-hot recordings of Joe Kayser's stompers. Then when we pulled up stakes and just so our advance man wouldn't get rusty I had him place these platters in the local music stores on consignment. It was a very thriving venture.

The Scene Changes

But by 1924 the picture began to change radically. These small-town promoters began building spacious ballrooms, the booking business began to take root, and the radio was peaking over the horizon.

Right about this time I stepped the band up to 11 pieces, and Paddy Harmon (the gentleman who later built the Chicago Stadium) sold me on the idea of leaving Rockford to come and play for him at the Arcadia Ballroom which he was operating in Chicago then. This was strictly a venture in pioneering because when I moved into the Arcadia it was the only traveling band in Chicago in those days and the local union was as happy to see me as it was when talkies came into being. I never will forget one night. I was walking across the floor toward the band stand and noticed a little guy talking earnestly with one of my boys. He left when he saw me and I went over to ask my boy what it was all about. He told me it was the president of the Chi local, fellow by the name of James Petrillo, and that he just wanted to know how much money was being paid the musicians on this job.

We stayed on, tho, despite our unpopularity with the local union, and it wasn't long after that that locals all over the country realized what they were up against and let down the bars on traveling outfits.

After a long and very successful stand at the Arcadia I decided the money was on the road, so 1925 found the band on the road again. I was still doing my own booking, figuring that I was well enough acquainted with the territory to route myself. I did have an offer from a fellow by the name of Jules Stein, who was just starting in the business then and didn't have a single band. He finally signed up the old Coon-Sanders bunch and in one year made enough from their one-nighters to set himself up in a swanky set of offices which turned out to be the present Music Corporation of America.

Call From Colleges

The road in 1925 was a much different scene than the tobacco storage plants of those Carolina days, or for that matter those cow-barns around St. Louis. Ballrooms were springing up all over and so were dance bands. It was at this time, too, that leaders first began waving a baton in front of their orks, so I left the drums and joined the throng of front men. Shortly after this I got hold of a young fellow by the name of Gene Krupa to handle my drum department. Traveling conditions had improved greatly and the one-nighter business in general began to dry off behind the ears.

Colleges, too, began getting a bigger opinion of themselves socially and started lopping off chunks of their athletic appropriations for junior hops, etc. Today our larger universities and some of the smaller ones, too, are looking upon their big social dances as a drawing card which attracts as many students as a high-powered football team. That \$1,000 figure I quoted to you early in this story more or less bears that out. Somewhere around 1928 feminine vocalists became the vogue and also the stage band policy in theaters, and radio had become such a factor that bands had to sacrifice a lot of lucrative road dates for long engagements in key cities. Too long a stretch on the road meant oblivion now, with big hotels installing radio wires and bands becoming nationally famous as a result.

The Joe Kayser Orchestra went with Public and a string of theater dates about this time and fared very nicely. Our last stop was the Oriental Village at the Chicago World's Fair in 1933. I put away the baton after that and joined a band-booking department in one of the larger agencies.

The One-Night Booker

So there it is in a nutshell—this one-



TOM JOYCE (left), RCA-Victor's advertising manager, and Jack Williams, specialist on popular record sales promotion, are apparently getting some good suggestions on how to increase record sales from Martha Tilton, featured vocalist with Benny Goodman. The meeting was at the Empire Room of the Waldorf-Astoria Hotel, New York, where Goodman is going great guns.

nighter business—the hub around which the whole band business revolves today. Altho the hotel or theater booker in any one of our large agencies is the fellow who garners the prestige by booking big names into the Palmer House, Waldorf-Astoria and the like, it is the guy handling the one-night department who knocks off the important coin for his company.

Of course, as I have pointed out, one is no good without the other, for if a big-namer stays on one-nighters too long he is going to be the original forgotten band in no time and it wouldn't be long until it would be harder to book him for a one-night stand than shoving Mahatma Gandhi in to pinch-date for Selly Rand. So let's not be too tough on our brethren who handle the booking of the class spots with that of radio pick-up. Because there's just no getting around it, radio has dressed the one-night game in long pants!

Sherwood With Williams

NEW YORK, Nov. 19.—Ray Sherwood is the new head of the Clarence Williams Music Co., professional department, making his third job in 25 years in the music biz. Sherwood goes to work on three new Williams' numbers, I'm Falling for You, Put a Nickel in the Piccolo and When the Sun Sets Down South.

"Wyoming" Score to Mills

NEW YORK, Nov. 19.—Musical score from The Girl From Wyoming, a burlesque-melodrama currently at American Music Hall here, goes to Mills Music. Music and lyrics are by Richard Lewine and Ted Petter, team responsible for the previous Music Hall hits. Numbers for publication include Boston in the Spring, The Dying Cowboy, Our Home, Kickin' the Corn Around, Lullaby of the Plain and Life's a Circus.

Opera-on-Tour Seeks Writ

NEW YORK, Nov. 19.—Opera-on-Tour, Inc., is seeking an injunction in the Supreme Court to prevent interference of its presentations by the stagehands' and musicians' unions, officials announce. Move followed walkout on part of stagehands when the company and its recorded music set-up staged its first show, Faust, at Birmingham Tuesday. Mrs. Harold M. Lehman is treasurer of the corporation.

Top Bands for Muehlebach

KANSAS CITY, Mo., Nov. 19.—Hotel Muehlebach's fancy new Terrace Grill replacing the old Plantation Grillroom, is slated to use bands of top caliber when it lights up within the next fortnight. Always Kayser's top winter spot, hotel formerly used mid-bracket and territorial bands for the most part. Account is carried by Consolidated Radio Artists thru Pat Lombard.

ROUTES

(Continued from page 16)

- Ruth & Her Swinghearts; (The Half Moon) NYC, Mo.
Sachs, Coleman (Birling) Birmingham, re.
Salamak, Tony; (Blue Meadow Club) Leasington, Ky., re.
San Miguel, Manuel; (Court of Two Sisters) New Orleans, La.
Sangera, Joe; (Paramount) Ft. Wayne, Ind., re.
Sapiera, George; (Silver Grill) Buffalo, re.
Garth, Jan; (Arcadia-International) Phila., Pa.
Savoy, Soliman; (Savoy) NYC, D.
Schleser, Bill; (Plaza) NYC, re.
Sears, Walt; (Senators) Charleston, W. Va., re.
Selby, Evans; (Bungalow) Sacramento, Calif., re.
Shaw, Artie; (Lincoln) NYC, re.
Sherman, Maurer; (Original Gardens) Chi., re.
Sinatra, Ray; (Buffalo) Buffalo, Pa.
Sisic, Robie; (Paramount) NYC, re.
Skinner, Fred; (Capitol) Hollywood, re.
Smith, Joseph C.; (La Rue) NYC, re.
Smith, Eddie; (Famous Door) NYC, re.
Southern Gentlemen; (Rambla Gardens) Richmond, Va., re.
Spikaly, Phil; (Biltmore) NYC, re.
Stadle, Dick; (Highwater Beach) Chi., re.
Stanley, Red; (Hollywood) NYC, re.
Steel, Leonard; (St. Shady) Detroit, re.
Steele, Elmer; (Westwood) Little Rock, Ark., re.
Stevens, Dale; (Arabian Supper Club) Columbia, O., re.
Steeper, Wally; (Southern Mansion) Kansas City, Mo., re.
Strong, Benny; (Brown) Louisville, re.
Stutz, Dick; (Brown Derby) Boston, re.
Sylvio, Don; (Bartolotta) NYC, re.

- Three Shades of Blue; (Skyrocket Club) Chi., re.
Three Strings; (Blue Mirror) Baltimore, re.
Tisdale Trio; (Coq Rouge) NYC, re.
Tison, Carl; (Troika) Washington, D. C., re.
Tito & His Swinglets; (Edison) NYC, re.
Tolfe, M. V. re.
Towns, Leona; (El-Ho-Club) Wichita, Kan., re.
Tolbert, Skeets; (Plantation) NYC, re.
Tracy, Jack; (Broadmoor) Denver, re.
Travers, Vincent; (International Casino) NYC, re.
Travers, Ted; (Old Vienna) Cincinnati, re.
Trombar, Frank; (St. Anthony) San Antonio, re.
Tucker, Orrin; (Palmer House) Chi., re.
Two Marinas; (Onesto) Canton, O., re.
Two B's; (Vendome) Evansville, Ind., re.

- Vallaco, Emil; (DanceLand) Hammond, Ind., re.
Vallee, Rudy; (Cocoanut Grove) Los Angeles, re.
Villanyi, Bela; (Hungaria) NYC, re.
Vince, Carl; (Club Royal) Detroit, re.
Vorden, Brian; (All-Orki) Band; (Spokane) Spokane, re.
Vouzen, Nick; (Coq Rouge) NYC, re.

- Wald, Jean; (Metzger) Salem, O., re.
Walker, Herman; (Spinning Wheel) Kansas City, Mo., re.
Wallace, Rudy; (Troadero) Boston, re.
Walker, Pat; (Yacht Club) NYC, re.
Walton, Jack; (Schenley) Pittsburgh, re.
Walton, Vern; (The Tavern) Reno, Nev., re.
Warren, Bud; (Marquette) St. Louis, re.
Ward, Dick; (Black Cat) NYC, re.
Ward, Frankie; (Bradford Penthouse) Boston, re.
Watkins, Sammy; (Red House) Columbus, O., re.
Wester, Ernie; (Club Gloria) Columbia, O., re.
Weber, George; (Henry) Pittsburgh, re.
Weeks, Ranny; (Club Mayfair) Boston, re.
Weiss, Ted; (St. Francis) San Francisco, re.
Weldon; (Armador) NYC, re.
Wilk, Lawrence; (William Penn) Pittsburgh, re.
Whalen, Tommy; (Queen's Terrace) World's Fair, Fishing, N. J., re.
Wharton, Harry; (Village Barn) Phila., re.
Widmer, Don; (Pia Mori) Cheyenne, Wyo., re.
Williams, Ossie; (Esquire Club) Toronto, Ont., re.
Williams, Ernie; (Subway) Kansas City, Mo., re.
Wilson, Sammy; (Coronado) St. Louis, re.
Woodland, Harry; (Arcadia Grill) Canton, O., re.

- Yates, Billy; (El Trolly) Dallas, re.
Young, Johnny; (Kerchoc) Chicago) Sanders Lake, N. Y., re.
Zito, Horatio; (Casanova Club) NYC, re.

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The Hotel Manager Buys a Band

By ROBT. CHRISTENBERRY

THERE is one "disease" a hotel manager fears most. And that is "narrow blindness"—incurred by looking too long at napery on unoccupied tables in his dining room. For the most part this "occupational disease" is brought about by a single stem. The manager KNOWS that his cuisine is of the finest—after all, he is paying a lot of money for a high-priced chef and culinary staff. He also KNOWS that the service is beyond reproach—after all, his maître de is a tried and true veteran, while the waiters have been there for years and there have never been any complaints. This sole remaining item, then, is the dance orchestra. He GUESSES that the band would draw business. And he was wrong.

Firing an orchestra, be it for a hotel, ballroom or night club, is no sinecure.

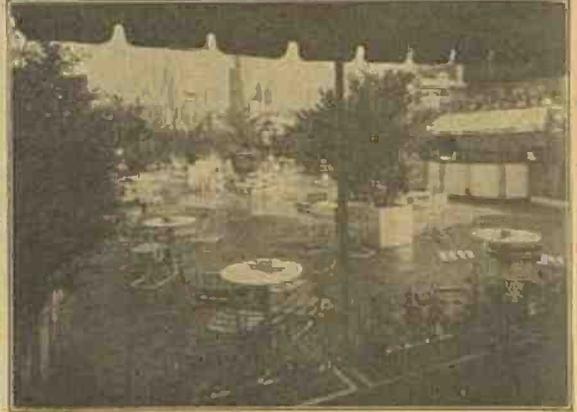
In a night club you do not depend entirely on the band for drawing power (often the music is there for no other reason than to play for your elaborate floor show and for a few sets of dancing between shows). Engaging an orchestra for your hotel dining room, however, is something else again. Here the band is the main attraction. Good food and excellent service are of no avail if the dance band lacks drawing power. In fact, even if you offer additionally a good program of floor entertainment, which may even include several well-known performers, they will never offset the lack of your band's drawing ability.

Band Rates First

TWO-often hotel managers lose sight of the fact that patrons who come to a hotel room are there for two reasons: first, and of greatest importance, to dance and to listen to the band, and, secondly, to eat and drink. I am open for argument on the comparative importance of the orchestra to food and drink. But remember it is very easy to prove that our entertainment-wise patrons know they are paying an extra tariff for the privilege of listening and dancing to the rhythms of a name band. And they know, too, that the dinner, for which they pay \$2 or more in the room where the band plays, is obtain-



A SCENE at the Hotel Astor Roof during the recent season, with Hal Kemp's Orchestra playing for the "Peele's the Peach" dancers brought by Christenberry from Pawley's Island, South Carolina.



THE SKYWALK CAFE, one of the many cocktail lounges at the Astor.

able elsewhere at the same hotel in a room where there is no music and the prices are lower. You deal with a highly specialized type of patronage; people with decided preferences and ideas along the lines of orchestral entertainment.

Your theater audiences are universally alike. Going to the movies or to a variety show has become somewhat of a family custom. Even in metropolitan New York movie-going is habit forming. Be it only a neighborhood house in the Bronx or a de luxe like the Paramount Theater, there is a certain set following that the management can count upon week in and week out during the year. Thus, the manager of a theater can be reasonably sure that an orchestra attraction will do well for him at the box office if it puts in a profitable performance elsewhere. This isn't always true, of course, but it is the case frequently. And barring bad weather, strikes and general hard times (no theater manager has as yet found a solution to any of the three), the popular-priced movie theater impresario has little to worry about on this score.

Hotels Have Special Needs

But for the hotel no intelligent manager would be foolhardy enough to accept the same gauge in hiring a band for his dining room. The very few instances in which this has been tried have proved beyond a doubt that each hotel, with its individualistic type of patronage, is a veritable empire in itself, drawing a certain patronage that may not go to any other hotel in the country.

And, as a result, I must concern myself with what type of patronage I might expect at the Astor Hotel. Each season we open our hotel roof to name bands, and we have played Rudy Vallee, Hal Kemp, Ozzie Nelson, Ted Lewis and others.

The Astor, standing at the "Crossroads of the World," is perhaps the most cosmopolitan establishment in America. We draw our patronage from every corner of the earth. Our guest registers reveal every type of personage from khedive to Canadian.

"Meet me at the Astor" is not an idle phrase. The Broadway cocktail lounge and our lobbies are constantly crowded with people waiting to meet friends. They might be waiting to meet acquaintances from the Bronx or Brooklyn or even Bismarck, N. D., but they choose the Astor because it is centralized and because it is generally known as a "nice place to meet."

The manager of a hotel in St. Paul gets to know the people in his town. He soon knows their likes and dislikes. He discovers in short order whether or not they like swing music, who their favorite band leaders might be and, most importantly, whom they don't particu-

larly like. But how can you possibly determine the likes and dislikes of a conglomeration of people such as we get at the Astor?

We decided that the procedure to follow in booking an orchestra was to combine every possible band ingredient and to seek musical attractions that had all of them—indeed, a large-sized order. We just had to hire bands that would please native New Yorkers, out-of-town visitors and a goodly portion of what is commonly known as the "floating population."

Music Must Entertain

ENTERTAINMENT, then, was just as important a factor for consideration as musicianship. We shunned bands with out-and-out styles that would appeal only to a minority (a minority of necessity when you consider the varied and huge patronage you draw from) and sought only those flexible enough to appeal to the majority of patrons.

Then again, musicianship and musical presentation of a pleasing order aren't enough. I say this in face of the fact that "jitterbugs" (whom we don't get at the Astor, fortunately) only listen to a band and seldom are concerned with watching the leader or individual members.

The personality of the band and the personal magnetism of the leader are prime prerequisites that rank equally in importance with musicianship. A band leader who works for me can never be a "cold" musician, concerned completely with his music and entirely oblivious to the highly important task of creating a direct and warm liaison with those in the room.

That is why we played orchestras like Rudy Vallee's, Hal Kemp's, Ozzie Nelson's and Ted Lewis'. All of these musical aggregations are beyond reproach from the dance-band standpoint. All of these leaders, and the many others who played for me, are personalities—people with ability to entertain and able to give that all-important personal touch to their musical efforts. It's a knack to be able to make each person in the room feel as though you are directing your singing, comedy or orchestral efforts directly at him or her. And it is that ability that makes for "repeat" business in the hotel dining room, bringing the same people back time and time again.

Skip the Swingsters

WE ARE not particularly concerned with vogue in music. I've had ever so many people come up to me and say, "Why don't you hire a swing band for the roof?" Swing is all the rage now." True, swing is now enjoying an unprecedented vogue. I don't believe, however, that swing addicts are in the majority by a long shot.

If the orchestra you engage is a flex-

ible one it will find it easy enough to keep up with the current musical trend. Any of the bands I mentioned could "swing out" on occasion if they felt that the crowd wanted to hear some swing music. No one form of music, however, was ever played to the exclusion of others. By the same token, all the bands could play a rumba when the occasion called for it.

But getting back again to the leader, each and every one was a fine performer and an excellent master of ceremonies who didn't need to feel lost if he stepped out on the floor to work without his band. In this respect Vallee rates as much prestige for his ability as a solo performer as for his work as an orchestra leader. Ozzie Nelson sings well, handles a show in the best of taste and creates production ideas that show off his band to fine advantage. Hal Kemp's Southern drawl and genial personality make friends for his band and by the same token made many friends for the Astor. Ted Lewis' important stock-in-trade is getting close to people, Vincent Lopez, who appeared in the grill for us, also made friends easily and did a fine job for the nightly entertainments.

What Makes Good Band

In the final analysis selecting a band for the hotel dining room settles down to a search for these ingredients in the orchestra you have under consideration: (1) musicianship; (2) personality of the leader; (3) personality of the band as a whole; (4) entertainment ability of both the leader and the band; (5) flexibility, so that the leader can fulfill all requests for any type of music popular with the public today, and (6) a willingness to do the best at all times.

Get a band that measures up to all these requirements, give it the proper presentation, advertising and publicity from your office, and you can sit back comfortably and watch the customers come in.

FM NO PRESS

(Continued from page 20)
This is all grossly exaggerated, but you get the idea. Press agent? Heh, you're killing me!

Then the station goes along and clinches off a trade deal with one of the town newspapers. You know, space for time. Well, somebody's gotta become the lay-out expert, the procurer of printed proofs. Get the press agent!

We'll hafta put out a new coverage map! Have the press agent get prices for paper, lithography, envelopes.

We need a new presentation on that new kid series we've just put on our roster. Get the press agent to shoot one thru for the salesman.

One of the columnists is taking a vacation. So ya ask a guest column for (See FM NO PRESS on page 25)

ROBERT K. CHRISTENBERRY, vice-president and general manager of the Astor Hotel, New York, is also the general manager of the International Casino, making him Broadway's busiest executive and unquestionably one of the leading figures in the movement to restore Broadway to its former glory and prestige.



His daily routine brings him in contact with every phase of hotel and show business and he is considered to be one of the keenest observers of the Broadway scene. Thru Christenberry's magic touch the Astor underwent complete rehabilitation and a modernization program that called for the expenditure of over \$1,600,000 and which re-established this hotel as the "Crossroads of the World" as the leading institution it is.

When the International Casino underwent 77-B proceedings, Christenberry was called in to reorganize this huge enterprise, and he has since successfully brought it "out of the red."

Ex-marine, newspaper man, publicist, hotel executive, Christenberry devotes 24 hours a day to his dual establishments—which is all right with him.

ATC Press Service Starts; Equity Aid On Road, Pix Tie-Up

NEW YORK, Nov. 19.—As part of its current road campaign, American Theater Council issued its first weekly promotion bulletin for dramatic editors through the country, while Actors' Equity allowed salary deductions for shows en route to the San Francisco exposition and endorsed the ATC resolution for co-operation between legit and motion picture interests. The resolution is being considered by the other members of the ATC, with Local 1 of the IATSE slated to go on record for it at a meeting Sunday.

Divided into two parts, the first press brochure lists news of New York attractions, ATC convention summary, apprentice auditions, ticket code and prices of touring shows for the week. In a letter accompanying the release Ned Armstrong, in charge of the promotion department, solicits suggestions from the editors.

Upon the suggestion of Frank Gillmore, president of the Four A's, Equity council moved to allow producers to deduct a full week's salary for layoffs in the Coast-to-Coast round trip provided there is a guarantee of five weeks of employment and provision for sleepers both ways. Previously Equity allowed only a half week's salary. This plan has been sent to James F. Reilly, executive secretary of the League of New York Theaters, for the information of its members.

As soon as the member organizations of ATC endorse the picture co-operation plan ATC will appoint the committee to open negotiations with Hollywood producers.

Plan Show To Aid Needy Choristers

NEW YORK, Nov. 19.—A benefit for needy chorus people, to be held some time around the Christmas holidays, is being planned by a group of chorus boys and girls, led by Chick Gagnon, of *Step Out the News*, who got the idea in the first place. Aside from his benefit angles, presentation would serve as a showcase for chorus talent in an effort to spring participants out of the ensemble ranks. Directions, etc., will be entirely in the hands of chorus people, the only departure being in regard to the material. Songs, sketches, etc., have already been promised by various names.

Show would take the form of a revue and would use no costumes or sets, being built up on a central idea of the run-thru of a musical. Two pianos, according to plans, will furnish the music. House will probably be donated. Idea was prompted, says Gagnon, by the difficulty experienced by chorus people trying to break out of the ranks.

With the comparative downfall of the musical field and resultant scarcity of jobs, tuition to voice, dramatic and other schools have become out of the question in most instances; and the breakdown of stock has ruled out the chance of getting small dramatic roles. Idea would at least give the youngsters a chance to be seen.

Tom Waring, Hiram Sherman and Dudley King, among others, have been co-operating with Gagnon in getting the show together, and Chorus Equity has given its approval to the plan.

Piece would be put on, probably on a Sunday night during the holiday season, as a benefit one-show. However, if it clicked strongly it might be continued for a regular run. Cast will not necessarily include only those unemployed, and benefit angle will not be restricted to those in cast. According to plans, money would go as a Christmas aid only to chorus people who are both needy and unemployed.

Censored Atlanta Gets "Road"

ATLANTA, Nov. 19.—Tobacco Road, having passed the newly erected Board of Censors for stage shows, will open here Monday despite its uncompromising references to this State. Censorship ordinance, which had previously been applied to motion pictures only, has now been extended by the city council to all shows including local club presentations. Violations are subject to a \$500 fine or 30 days in jail.

What No "Angel"?

SINGAPORE, Nov. 5.—Local newspapers had quite a headache when they were confronted with the fact that Xenia Zarina, Russian-American ballet dancer, who arrived to give two performances at the Victoria Theater, was not Zarina of Goldwyn Follies fame.

Mix-up started when local papers published that Zarina had innocently passed thru Singapore en route to Java to study Balinese dances. Later on they stated that Zarina was due to give several performances here. They were quite shocked to learn that it was not Zarina who arrived but Xenia Zarina.

Upon arrival Zarina denied that she was Zarina. "I have a right to my name; Zarina changed here from the Norwegian," she told reporters.

Free Subway Cirk For One-Acters

NEW YORK, Nov. 19.—A new subway circuit for legit shows will launch its activities December 1 to bring the drama into tucked-in-the-fringe hideaways in the five boxes of New York under the sponsorship of the Public Use of Arts Committee on a non-profit basis. Plan is said to have the unofficial blessing of the Federal Theater Project.

Operating under the name of the City Wide Community Theater Circuit, a special showing of one-acters was held last week for officials and directors of community centers, neighborhood auditoriums, churches and trade unions, who are

League Enforcing Code; Two More Houses Come In

St. James and 44th Street Join managers' organization—outside agency reported to Bureau of Internal Revenue—daily ads educate public, promising refunds

NEW YORK, Nov. 19.—Activities of the League of New York Theaters reached a peak this week, with entry into its membership ranks of the 44th Street and St. James Theaters, and with the League board approving a co-operative ad for placement in the daily papers as part of a campaign to educate the public to the ticket code. In addition, report on operation of code revealed assistance from government thru Bureau of Internal Revenue regulations, and a steady increase in business done by brokers. In count for the single week ending November 3, total sales reached 25,397. In view of the reputed independence of the two Boris Sald managed theaters, their acceptance of League terms, both as members and parties to the ticket code, is regarded by the trade as a major victory for the League.

Both Fairs Are Equity

NEW YORK, Nov. 19.—Actors' Equity received assurance from John Krinsky, N. Y. World's Fair rep, and from Frank Gillmore, who returned recently from discussions with officials of the San Francisco Exposition, that Equity members will be used in productions of both attractions if any shows are signed.

reported sold on the idea. Plays are of a character that will require short rehearsals and little financial outlay for scenery. Admission is set at 30 cents.

For the initial productions PTP shows will be used. If the venture is successful the circuit will attempt to interest Broadway producers. Ultimate aim is to establish "community theaters" throughout the city.

The first insertions of consumer code advertising appeared in Friday's issues of *The Times*, *Herald Tribune* and *Sun*. Later, other displays may follow, along with a concerted public relations program. Copy urges public to make box-office reservations in advance, guarantee a refund if accredited brokers violate maximum charge regulations, and invites public to act as policemen.

Thru its check-up system, the code administrators filed complaints with the United States Attorney's office and the Bureau of Internal Revenue, charging Alfred Abrams and Allen M. Olson with failure on four occasions to stamp the final selling price on back of tickets as required by Federal tax laws. Acknowledging receipt of the complaints, Assistant U. S. Attorney Jesse Moss said his office expected to enter the cases with the U. S. District Court within the next two weeks, depending upon the corroboration of complete information. Since both brokers, who have not signed the code, were listed individually in the complaints, any legal action instituted would be on two fronts rather than against the corporate title of Acme, in which both are partners. Penalties depend on whether or not violations are proved willful frauds.

Altho the League doesn't intend to become a government stool pigeon, if other enforcement measures fail it may report further cases of tax-rule violations.

Actors' Equity has asked its code committee, chaired by Edward Fielding, to report on its hearing of complaints from ticket brokers on code operation. Council resolution provides also for a powwow between its committee and representatives of the League to follow, within a week or so. Executive secretary Paul Durbell will sit in on these.

No Thanks in Pitt For Thanksgiving

PITTSBURGH, Nov. 19.—On heels of \$39,000 week for George M. Cohan in *Po' Rafter Be Right*, Nixon Theater announced definite bookings of *Our Town* and *Golden Boy* as American Theater Society shows. But Manager Harry Brown still is looking for Thanksgiving week billing. Years ago Ziegfeld Follies or some similarly lush musical as standard; this year not even a return engagement of *Tobacco Road* despite fact that Pittsburgh last year grossed nation's largest legit box office outside of New York, Chicago and Boston.

Each promises from other quarters being a premiere of Tom Whimble's *And Noble Wept* to the Pittsburgh Playhouse November 29, with Dorothy Scott in starring role. Yiddish Art Players have begun week-end productions at Lando Theater in Hill district, and University of Pennsylvania Mask and Wig Club yesterday announced its first annual opera. All Around the Town, will appear December 26 in Syria Mosque.

Costumers Sign Roxy-

NEW YORK, Nov. 19.—Gaining the highest minimum salary paid to its members, Theatrical Costume Workers signed a closed shop contract with the Roxy Theater, raising semi-skilled wages to \$23 a week. This is \$4 more than is paid in any other local shop. Increase was granted in exchange for a two-year contract. Agreement also calls for a 15 per cent increase for union members who had been getting the minimum prior to the deal.

From Out Front

By EUGENE BURR

A couple of weeks ago this column had the temerity to call young Robert Rice, of *The Telegraph*, to task concerning a couple of disparaging remarks he made on the artistic integrity of Charles Frohman, in the course of which Rice was challenged to a duel with his choice of a couple of primitive weapons. Bulo spurning both the battle-ax and the bludgeon I offered, Rice has chosen to fight with a weapon more primitive still—the American language. Cheerfully admitting that his remarks about Frohman productions may have been "hasty" (they were so hasty that they were practically headlong), he has chosen to do battle over a couple of incidental remarks concerning the artistic stature of Robert E. Sherwood's *Abe Lincoln in Illinois*. It has been this corner's contention that the Sherwood play is boring, inept, amazingly badly constructed, jejune in its viewpoint, inaccurate in its historical connotations, sophomoric in its attitude and worthless (except in the strictly commercial sense) as a drama, owing whatever merits it possesses to its subject rather than its author. Rice, on the other hand, has unequivocally called it the Great American Play (complete with capitals); and he insistently tugs our Frohman discussion down this modern bypath. His language is forceful, but it leaves me a bit confused.

For, with kaleidoscopic versatility, he agrees with my criticism of Sherwood's contribution to the play and then immediately reiterates that it is the Great American Drama—a confusing acrobatic display that is made no clearer by an enacting philippic in which he calls me, by implication, everything from a traitorous villain to a secret addict of Hitlerism. Since I was discussing the artistic stature of a play and since Rice agrees with my criticisms, I can't quite make out the reason for his enthusiastic personal attack. Maybe invective is the prerogative of youth.

He remarks that he has no intention of holding up the play as "a sublime example of the art of dramatic writing," that Sherwood has undoubtedly made mistakes, that the end of the second act is weak and the character of Mary Todd poorly developed, that Sherwood's words are not as good as Lincoln's—and from this he draws the somewhat startling conclusion that it is "as fine a play as this country has ever produced," adding that with it Sherwood "takes precedence among all contemporary dramatists in this country."

Not content with this somewhat remarkable display of critical standards, he goes on to drag a red herring furiously across the trail, shifting the discussion from an evaluation of the play to a diatribe against what he is pleased to think he has discovered is my attitude toward Lincoln. He claims I have no "understanding of American history or tradition," and, evidently thinking he is praising the play, indulges in a truly inspired panegyric of the Great Emancipator, touching upon his love of freedom, tolerance, courage, simplicity, ideal of liberty and horror of war and oppression. He ends by calling him "the apotheosis of Americanism."

That, of course, is the tradition; and with its implications and idealism I enthusiastically agree. But history, the other half of the duo of which Rice says I have no knowledge, is something else again—as he'd probably admit if he only took the trouble to read some. The Lincoln myth, built up by Lincoln's fine speeches, his dramatic death and the popular hysteria that followed, is one of the great heritages of American life, and I'd be the last to quarrel with it. I can only wistfully wish that it had more basis in fact.

Forced off the real subject by Rice, I gladly admit that I believe Lincoln may have been a great man—but nowhere near so great or fine as the mythological figure that later grew up around him—the high, lovely, damingly far-ideal that so splendidly represents the best of American attitude. Few men could live up to that; as a matter of fact, the only American I can think of who did was not Lincoln, but Washington—and the power and beauty of the ideal itself was brought out infinitely better in Maxwell Anderson's *Valley Forge* (which was more than mere quotation from Washington's published works) than in Sherwood's *Abe Lincoln*. *Valley Forge* happened to be so high-minded that the intellect of a Marx-stamped populus couldn't even discern it in the clouds!

All of that, however, is neither here nor there. Despite Rice's enthusiastic herring-drawing, the question is of the play, not of the Lincoln myth. I can only repeat that I honor the myth as much as anybody in the land, and feel that the fact it is a myth detracts in no way from either its beauty or its efficacy. It is merely

(See FROM OUT FRONT on page 22)

OUT-OF-TOWN OPENINGS

"Great Lady"

(Shubert Theater)

NEW HAVEN

A new musical. Book by Earle Crooker and Lowell Brentano. Music by Frederick Loewe; lyrics by Lowell Brentano. Staged by Bretagne Windust in settings by Albert R. Johnson. Cast includes Norma Terris, Tullio Carminati, Irene Bordani, Helen Ford, Joseph Maccavelli and Shepperd Strudwick, with dancing by Annabelle Lyon, Andre Enkevsky and Ledu Anghelina.

Here is a story about an early Colonial strumpet from Providence who feigns noble birth, manages a brilliant marriage and emerges socially triumphant. There is plenty of opportunity for good showmanship, but it opened slowly at its New Haven premiere and wound up late in the evening slower yet. I have Room in My Heart, sung by Norma Terris and Shepperd Strudwick, the latter as the young Frenchman who rescues her from six hours on the stocks for breaking the curfew, is its only real hit tune.

Miss Terris, unfortunately, is not young enough to be convincing in the early part of the show and never lets herself get mature enough for the final stanzas. Irene Bordani is strong in final songs but weak in her dramatic passages, and Tullio Carminati lacks the volume of voice that New Haveners expected.

The ballet numbers are superb, but multiple revolving stages result in a cluttered effect, which will probably be cleared up when the show finds a permanent (?) home on Broadway.

Presentation is novel, starting off with the editorial office of a news-picture magazine concocting a feature on Eliza Bowen, lazar Elie de la Croix. The final curtain is a surprise picture of the magazine, with the famous streetwalker's picture on the cover.

Bulletins on the progress of Eliza's career are flashed from the proscenium in humorous telegraph quips.

Great Lady emerges a passive entertainment. It will need a lot of brightening and tightening to survive current Broadway competition.

Julian B. Tushill.

Low Leslie's "Blackbirds"

(Majestic Theater)

BOSTON

It is unfortunate that Low Leslie cannot be given full acclaim for a ninth success with his Blackbirds, but truth compels the statement that the show will in all probability have a brief life. Six songwriters are listed as having supplied the music and lyrics for this edition, and among the half dozen there should have been some daring soul who courageously suggested throwing out all of the numbers and starting over again. There is not a single tune that seems of hit proportions.

And the comedy, for want of a better name, is worse than the music. In fact, the first number is nothing more nor less than a succession of choral numbers strung together with some dance specialties. The old-time enthusiasm, exuberance and buoyancy that characterized former editions are missing, and it was a sadly disappointed audience that left the recently reopened Majestic at the close of a tiresome evening.

If there are any "bests" in the show they are Norman and Blake; Frances Nyock and Richard Grant; Jennie Clark and Jerry Law, and the Misses Clark, Oliver, Spence and Williams. Lena Horne, the prima donna, is a clever actress with plenty of good looks; when she learns not to mugg quite so much she'll be a stunner. Floyd L. Bell.

Peruchi Stock Opens Big

CHATTANOOGA, Nov. 10.—Boisterously greeted by a packed house, the Peruchi Players, veteran stock company, opened a new season at the WOOD Playhouse here Monday evening.

The Peruchis have a large local following, having appeared here intermittently for the past 12 years. Just married was the opening play. In addition to "Pa" and "Ma" Peruchi, players include daughter, Betty Behm Peruchi; Joseph Touluti, Mary Downey, Emile Conley and Jimmy Stone. Newcomers to the company are Elizabeth Knight, Jo Ann Davis and George Colburn.

New Play on Broadway

Reviewed by Eugene Burr

VANDERBILT

Beginning Tuesday Evening, Nov. 15, 1938

WHERE DO WE GO FROM HERE?

A comedy by William Bowers. Directed by Anatol Witogradoff. Setting designed by Hugh W. Loushby and built by Stagecraft Studios, Inc. Press agent, John Peter Tooley. Associate press agent, Ben Kemszweig. Stage manager, Neil Moore. Assistant stage manager, L. Lawrence Weber Jr. Presented by Oscar Hammerstein and Dwight Taylor.

- Frank ... James Fuller
Shackie ... John Laird
Nels ... Ralph Holmes
Rennie ... Don DeFore
Jack Hanley ... Michael Owen
Tex ... Stanley Becker
Perc ... Edmund Glover
Ken ... Gilbert Fates
James ... John James
Elmo ... Will Dean
Phil ... Eugene Conkie
Bill ... James Truax
Ted Miller ... Charles Mendick
Doc Saunders ... George Carleton
Harry Harris ... Theodore Levitt
Baldy ... Richard S. Bishop
Butch ... Ed Sabol
Joe King ... Paul Hammond
Carole Lester ... Cathie Bailey

ACT I—The Living Room of a Fraternity House in a Small Midwestern College. Late Afternoon in October. ACT II—Around Midway. ACT III—The Next Morning. Time—The Present.

California beat New York 6 to 0, or thereabouts. In a game of inter-fraternity football Wednesday night at the Vanderbilt Theater. Local pride balks at the admission (particularly since the participants were actors, and everyone knows that all performers from California, what with the pernicious influence of the movies, can't be expected to act). But the fact remains: the New

York team was completely snowed under.

Last the foregoing seem an item for the Sports Digest rather than The Billboard, it had better be explained that the game of football was called Where Do We Go From Here? and it was presented as a play by Oscar Hammerstein and Dwight Taylor. It might have been an uproarious, finely written and eminently successful farce-comedy if only it had first taken the trouble to find a plot.

It was written by William Bowers, a young lad (believe it or not, he is even younger than Orson Welles) who has served his time as a hash-slinger in both a Midwestern fraternity house and a Hollywood scenario department, and it was originally presented by a signal group of earnest young players on the Coast. It went over very nicely there, according to reports, and Messrs. Hammerstein and Taylor are now prescribing it in New York with six members of the original cast. The other players were added here, for no discernible reason.

As indicated, it might have been a smash hit if only young Bowers had spent less time on his background—which he knows extremely well—and a bit more on his story—which he can't know at all, because there isn't any story to know. He has laid his scene in a typical fraternity house, and has managed to capture with amazing verisimilitude the crazy, carefree, weltschmerz-filled, essentially admirable goings-on. But that, unfortunately, is all. It is quite enough for me—I had a thoroughly enjoyable evening—but I doubt greatly that the cash customers will share my joy.

For Bowers, for his plot, has fallen back upon our old and tattered friend, the mortgage, and, like Tchekov in The Cherry Orchard, has based his entire

play upon the imminent loss of the old homestead—in this case, the old fraternity house. As a matter of fact, Where, etc., has many points in common with The Cherry Orchard aside from the mortgage; it is really nothing but talk, it examines an entire section of life in the light of its simple central problem, and it never manages to get anywhere, the only differences are that Bowers' dialog is, unlike Tchekov's, amusing, witty and interesting and his characters, have some relation to life.

As a subsidiary plot, Bowers has dug deep into his Hollywood scenario files and emerged triumphantly with the one about a girl with a coming child, who loves the young father but tells the story to the faithful swain whose love for her is unrequited. Fortunately, however, it is restricted almost entirely to the last act, where it doesn't do a great deal of harm.

The lads in the mortgaged house appeal to the alumni members, and the alumni come thru with encouragement but no money. Finally the militant young 100 per cent American who is head of the house (he seems suspiciously like a 100 per cent Nazi, which is not the least of the play's fine features) swallows his pride and appeals for aid to an opulent Jewish house. The alder's forthcoming.

That's about all there is to it—but that fails to take into account the varied and excellent character drawing, the fine recreation of background and the constant hilarious humor. Bowers might have gotten away with his weak plot if he had managed to evoke a bit better the deep-rooted nostalgia that would have made even a mortgage hanging over a fraternity house an important problem. He takes the nostalgia for granted himself, saying that the house is important to his kids, but failing to show that it is. If he'd managed to show it, it would have become important to the audience too.

And Anatol Witogradoff's direction is by no means a help, lacking entirely the pace, punch and rounding out of effect that was so sorely needed to disguise the lack of essential incident.

The acting, however—at least in the case of the six California importations—is excellent, with a lad named Don DeFore doing one of the nicest jobs I have seen all season, quiet, sincere, always absolutely right and always subtly effective. Not far behind is Edmund Glover, who corals a good number of the comedy lines and gives them practically perfect readings. Stanley Becker, Will Dean, Michael Owen and John James should also come in for their share of plaudits, in approximately that order.

In comparison the New York contingent seems woefully weak—forced, stumpy and unnatural. Best of the lot is Ralph Holmes as the head of the house, but even he has an alarming tendency toward painfully wooden readings.

It may be thought that fraternity life is of something less than world-staggering importance at the moment. But these lads and the others of their class, gay, carefree, shot thru with serious purpose, impatient of authority, individualistic, yet essentially fair and decent, are the hope of the land. They represent that very real Americanism that Maxwell Anderson writes of in Knickerbocker Holiday. Mr. Bowers has brought them beautifully to the stage; it's a pity that he failed to provide them with a sufficiently theatrical or effective play.

FROM OUT FRONT—

(Continued from page 21)

my misfortune to honor it for the essential truth that is in it, rather than for the turgid foam that has been blabbered upon it by well-meaning but juvenile and sentimentalistic commentators—including Sherwood.

As for the play, as Rice cheerfully admits, it is one-quarter excellent Lincoln and three-quarters inferior Sherwood, basing its entire appeal upon the passages written by Lincoln and the use to which we can put such passages today—hardly a dramatic or artistic appeal anyhow. But to Rice, somehow, it is still the Great American Play. If he's right, I can suggest at least two even greater American Plays—the Constitution and the Declaration of Independence; and I think that Maurice Evans reciting either of them in front of a black eye would prove infinitely more dramatic than the dull and inept stretches of Sherwood's drama.

The only trouble is that, pernicious traitor as I am, I don't really think the fire plays at all. I believe them two of the greatest documents ever written—I believe the "House Divided" speech a third—but try as I will I can't think of them as plays. That, of course, is proof that I am a scoundrel and a cad, but I can't help it.

By basing all his claims on the Lincoln portions and admitting that Sherwood's interpolations weren't so hot, Rice indicates that Abe Lincoln would have been a better play if it had been all Lincoln and had had no Sherwood in it at all. It couldn't have been worse—but I still don't think it would have been a play. I still can't see how Sherwood's admittedly weak writing qualifies him as a great dramatist or how a series of excerpts from Lincolniana—or any other great documents—pasted together by ineffective and inept dialog, can be called the Great American Play.

Maybe Rice will tell me.

While on the subject of Americanism in the drama, allow me to quote a few lines from an article written by Maxwell Anderson, whose Knickerbocker Holiday expresses the same views. At the time of the making of the Constitution, writes Anderson: "It was believed that the gravest and most constant danger to a man's life, liberty and happiness is the government under which he lives. It was believed that a civilization is a balance of selfish interests, and that a government is necessary as an arbiter among these interests, but that the government must never be trusted, must be constantly watched, and must be drastically limited in scope, because it, too, is a selfish interest and will automatically become a monopoly in crime and devour the civilization over which it presides unless there are definite and arbitrary checks on its activities. The Constitution is a monument to our forefathers' distrust of the State."

"But the coddled young reformer of our day, looking out on his world, finding merit, often unwarded and chimerical triumphant, throws prudence to the winds and grasps blindly at a weapon which seems to him likely to destroy the purse-proud haves and scatter their belongings among the deserving have-nots. Now he is right in believing that the accumulation of too much wealth and power in a few hands is a danger to his civilization and liberty. But when the weapon he finds is a law, and when the law he enacts increases the power of the government over men's destinies, he is fighting a lesser tyranny by accepting a greater and more deadly one, and he should be aware of that fact."

"The greatest enemies of democracy, the most violent reactionaries, are those who have lost faith in the capacity of a free people to manage their own affairs, and wish to set up the government as a political and social guardian, running their business and making their decisions for them."

"The fact that there are three branches of government makes for a salutary delay and a blessed inefficiency, the elective rotation makes for a government not by cynical professionals, but by normally honest and fairly incompetent amateurs. That was exactly what the wary old founding fathers wanted; and if we are wise we shall keep it, for no scheme in the history of the world has succeeded so well in maintaining the balance between personal liberty and the minimum of authority which is necessary for the free growth of ideas in a tolerant society."

I submit that that is an infinitely greater testimonial to the American spirit, the American view and the American ideal than is a quotation from Abraham Lincoln arguing against the infallibility of the Supreme Court.

BROADWAY RUNS

Performances to November 19, inclusive.

Table with columns: Dramatic, Musical Comedy, Title, Date, Performances, etc. Includes entries like 'The Lincoln in Illinois', 'Knickerbocker Holiday', 'The Lincoln in Illinois', 'The Lincoln in Illinois', 'The Lincoln in Illinois'.

For the first time in many years—only the Lord and The Billboard's staff of statisticians can give you the exact figures—Broadway is faced with the prospect of having several repertory companies within its orbit.

Maurice Evans, who got off to an excellent start with his production of *Hamlet* in its entirety, plans to follow up with a new production of *Henry IV* and to revive his successful *Richard II*—all on the stage of the St. James Theater. The Lunts, now touring with *Aspharion 38* and *The Sea Gull*, are planning a tour and a spring season in New York with revivals of those two attractions, plus *Taming of the Shrew*, *Idiot's Delight*, *Reunion in Vienna* and *Sister of the Queen*, a venture which also comes under the heading of modified repertory. And at this point we also might mention the Mercury Theater, which last season played the first full season of repertory in New York since the Le Gallienne era.

The Le Gallienne era, incidentally, might well be a convenient landmark with which to launch this discussion of a system of theatrical production which again seems to be coming into favor. Miss Le Gallienne's Civic Repertory Theater broke the ground for the popular-priced classical theater in New York. She introduced the works of Chekov, Ibsen and other European dramatists to thousands of playgoers. Had it not been for Miss Le Gallienne it is doubtful that Jed Harris would have produced *Uncle Vanya* or, more recently, *A Doll's House*, or that the Lunts would include a play by Chekov with those of Robert Sherwood and William Shakespeare in their current plans.

The Civic Repertory was a heavily subsidized institution. The sale of tickets might pay running expenses, but it was not sufficient, even with near-capacity audiences, to pay for the expense of new productions—a stumbling block which even now looms large on the none too smooth path of a repertory enterprise. Miss Le Gallienne's wealthy patrons did not seem to mind the necessity of contributing the production costs, looking upon the Civic Repertory as a philanthropist might view his donations to a library, art museum or symphony orchestra. Had it not been for the repercussions of the depression the Civic might have continued for years beyond its life span; but there came a time when even Miss Le Gallienne's generous backers felt they could not afford further contributions, even for such a worthy cause.

The Mercury must pay its own way. The small profit we rolled up on the performances of *Caesar* paid for the production of *Shoemakers' Holiday*, and these two in turn paid for the production of *Heartbreak House*. It might be more comfortable to enjoy a liberal endowment, but perhaps there is some virtue in the fact that each production is as important to us as a single production would be to a manager who operates in the usual Broadway manner. When so much depends on your next show it is apt to have a greater quality of excitement and individuality than if you are turning out plays in the manner of a stock company or a Grade B picture-producing unit.

For seven months last season we presented our plays in repertory, and we discovered for ourselves what everyone told us before we started: That repertory in New York is an enormously expensive business. The technical expense of shifting scenery frequently is high, but we were prepared for that and planned our productions accordingly. We spent a lot of money publicizing the details of a repertory system which the New York public (accustomed as it is to the long runs of successful plays) continued to find vaguely incomprehensible and disturbing. We were prepared for that, too. What we were not prepared for was the agony of deliberately slaughtering the runs of our two most successful productions at the peak

Repertory--'38

By ORSON WELLES AND JOHN HOUSEMAN

ORSON WELLES, director of the Mercury Theater, New York, was born in Kenosha, Wis. After appearing at the Gate Theater in Dublin, Ireland, he joined Katharine Cornell's company for two seasons. For the Federal Theater Project he directed the Negro *Macbeth*, *Horse Rats Hat*, *Dr. Faustus* and *The Cradle Will Rock*. For the Mercury he has staged *Julius Caesar*, *The Shoemakers' Holiday* and *Heartbreak House*.



JOHN HOUSEMAN, co-director of the Mercury Theater, began his association with the theater by reviewing London productions for various English publications. After an interlude as a grain broker Houseman became an active participant in theatrical affairs by collaborating on several plays. Subsequently he turned to direction, staging Gertrude Stein's *Four Saints in Three Acts* and Ibsen's *Lady From the Sea* and acting as co-director for the Theater Guild's production of Maxwell Anderson's *Valley Forge*.

of the season in order to conform with our repertory schedule.

It may be, as so many of our friends have maintained, that we have laid too much stress on a strict adherence to the repertory form. We can remember night after night of meetings, from the time the curtain sang down until the following dawn, at which we debated whether we should take advantage of the good notices on *Shoemaker* to split our company and move one show into a separate theater, thus certainly doubling our receipts. For better or worse, we decided that, having announced repertory, we would stick to it. In consequence, *Shoemakers' Holiday* closed to standing room after only 64 performances to make room for *Heartbreak House*.

Late in the season we did separate *Julius Caesar* and *Heartbreak House* for 20 performances, partly as an experiment. The substantial build in business on the part of both shows as the result of their having been able to play continuous runs was an eloquent alibi not necessarily convincing argument against too slavish an adherence to the repertory system.

A similar problem arose in the matter of casting. Strict observance of orthodox repertory practice entails the use of the same cast in every production. We do not believe that the New York public, accustomed as it is to a very specialized system of casting, is willing to accept the sort of stock-company atmosphere that inevitably results from the unquestioning use of the same actors in every play. In each of our successive productions we have chosen the best available actors for each part, even if in special cases we had to go outside of our own organization to find them.

As a result, last season we consistently carried in our company a number of actors receiving full pay but playing only three or four performances a week. With the opening of *Heartbreak House* last April we were carrying 23 *Julius Caesar* actors who only performed three times in two weeks. It was then that we sent *Caesar* into another theater for its final weeks. Let this sound too tragic a story, let us add that, for all of our problems, we emerged from our first season a few dollars ahead of the game.

Now let us examine another phase of this business of running a repertory theater—the audience. We did not start the Mercury—for did Mr. Evans begin

his repertory season—without some conviction that an audience already existed for the type of production planned.

We laid the groundwork for the Mercury by producing *Macbeth*, *Dr. Faustus*, *Horse Rats Hat* and *The Cradle Will Rock* for the Federal Theater. We know that we had aroused a certain interest for great plays of the past which have some emotional bearing on the present.

Our pre-Mercury following was a heterogeneous group of playgoers. It included thousands of intelligent, appreciative persons who, according to the answers to the questionnaires we distributed, had never attended a theatrical performance—young people who had been kept away from the Broadway theater by the busboob of high prices for the kind of plays which normally would have attracted them. It included numerous seasoned theatergoers who came by subway, taxi or in their private limousines to the Lafayette in Harlem to see *Macbeth* or to the Maxine Elliott on 39th street to see *Dr. Faustus*.

With the establishment of our own theater we were able to give even more attention to two other types of playgoers who now form an important and amazingly large segment of our audience. The first group consists of those associated, either as teachers or students, with the universities, colleges, high schools, grammar schools and private schools of Greater New York and its environs. Last season, and again this season, we distributed thousands of student discount cards at educational institutions, and we believe that 40 per cent of our audience came from this source.

Another important segment of our audience is that which comes to the theater in groups—the theater party. In the highly complex social and political life of the metropolis there are thousands of organizations consisting of persons who are bound together by some common interest. By organizing a theater party the executives of these organizations can improve their financial status or raise funds for a special purpose while at the same time, providing an enjoyable evening for their members at a cost no

greater than if the member were to go to the theater by himself. To the theater the advantage of theater parties is obvious. In addition to disposing of tickets in bulk and building of a certain kind of good will, the theater party practice gives the box office a fairly accurate view of the prospects of a play—which makes it possible to synchronize advertising and publicity efforts more exactly.

But no matter how well a theater may succeed in organizing the organizable audience, its success or failure must be measured to a great degree by the desire of the casual theatergoer to see its individual productions. This type of theatergoer doesn't particularly care whether you're playing repertory or not. He wants to see a good show at the least possible expense with the greatest possible convenience. The practice of rotating plays may seem to him like an annoying innovation—until he gets used to the idea.

It is the necessity for educating this type of playgoer which is the greatest problem facing the practitioners of repertory. And it is because we believe that the more widespread the practice the greater will be the co-operation of playgoers—the more the merrier—that we welcome Mr. Evans and the Lunts to the repertory field.

'New Sin' No Temptation

PITTSBURGH, Nov. 19.—Aiming to appreciate on the reactions of humanity to *The New Sin*, Sun-Telegraph rewrite man Joseph Breig has produced a first play that needs rewriting. Two years ago Breig read an article by an Oxford professor inspired to theorize dramatically on its theme, a supposed "new sin" brought to earth by Satan. For three acts Breig essays to satirize hypocrisy of churchgoers thru the medium of yellow journalism employing Prof. Nodas (Satan in reverse) as a feature writer for *The Truth Publishing Co.*

If the truth were told, Breig might study the technique of playwrighting comedy. Occasionally flashes of wit surmount cliché, unreasonable dialog and unnatural action.

The New Sin was produced by the Catholic Theater Guild, directed by Frank Purling, one-time Pittsburgh Playhouse actor. Morfon Frank.

Musical for Lake George?

LAKE GEORGE, N. Y., Nov. 19.—The presentation of light opera and stock companies at this Adirondack resort next summer is being studied by the Chamber of Commerce. It is announced by Robert A. Trodel, president.

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N. Y. NITERIES ORGANIZE

Alarmed By Censorship, W. Fair Competition and Labor Troubles

NEW YORK, Nov. 19.—The sudden wave of police censorship in local night clubs has spurred cabaret owners into forming their own organization to fight mixing, nudity and other censorship bans. Ellis T. Oranlund, who lost his cabaret license on The Midnight Sun for one day last week because of mixing, is believed to be the leading spirit behind the move, and will be temporary chairman of a meeting of club operators Monday at the Hotel Astor.

While discussing methods of modifying the police ban on mixing, the new organization will take into consideration a set of standards to (1) show the police they are willing to clean house, (2) protect themselves in the case of labor difficulties, (3) discuss World's Fair competition, (4) discuss the increased cost of music since the inception of the six-day week for musicians, and (5) discuss the press agents' attempt to organize a union.

Even before the first meeting, however, there is a difference of opinion among night club owners as to whether or not the organization would be effective and, because of competition, whether they would stick together or knife each other. Last year's abortive attempt to organize Greenwich Village cabaret owners was cited as an instance of why this thing couldn't work out.

Those keenly interested in the move are NTO, Nicky Blair and Milton Adler, of the Paradise Restaurant. NTO said he was sure night club owners would stick together if they had an effective voice to present their case when "certain difficulties" come up. Blair was of the same opinion, but said that the censorship angle would be just a minor part of the role the new association would play in the night club field.

On the other hand, several cafe owners are of the opinion that NTO is behind this move only to save his own skin. They claim it would serve to antagonize the police department further, with the result that it would dig up new violations.

Some others feel that it would be best to lay low and let the whole affair quiet down, rather than raise a rumpus and then eventually disband. Deputy Police Commissioner Cornelius O'Leary, in charge of the cabaret licensing division,

would be more amenable to the night club owners' problems, some say, if they tried co-operating instead of fighting. The general consensus of opinion, however, is that if a seemingly strong organization were formed, they would all jump into the fold.

S. F. AFA Votes On New Minimum; Chi Agents Agree

SAN FRANCISCO, Nov. 19.—Ratification of contract for 1939 between the American Federation of Actors and agents will be voted on at a membership meeting here December 3. Principal change from present agreement calls for a substantial increase in minimums for entertainers working this area.

Agreement asks a \$35 to \$50 scale, depending on type of spot. Present scale is \$38 all over. Contract also demands that club dates be paid a net salary instead of salary less commission. All other clauses remain as under present agreement.

Election of officers is also slated, with no change in present set-up likely. Officers of the local branch are Al Smith, representative; Charles Renard, business agent, and Connie Mitchell, treasurer. Twelve members of an advisory board are also to be voted on. With the possible exception of two members, the present board is expected to be retained.

Demands have been made by the AFA that the new management of the Club Robert pay wage claims instituted against former owner of the spot. Sale of the club by Fred Robert, it is charged,

Cherry Sisters' Last Tour

CHICAGO, Nov. 19.—Carl Whyte, manager and pianist of the Cherry Sisters, has invaded local booking offices with the announcement that the act is contemplating a "final farewell tour."

So far no offers have been reported.

was made under sealed bids, leaving terms and name of new owner unknown to claimant. Club is expected to reopen December 1.

CHICAGO, Nov. 19.—Intensified American Federation of Actors drive to sign all night clubs here landed four more this week, bringing up the total to 18. Newcomers are Golden Spot, Broad-Mont, Franke's Casino and Ball o' Fire. Guy Magley, local AFA head, reported that several others were on the verge of signing over the week-end.

The Entertainment Managers' Association of Chicago, an organization of 23 club date bookers, and Guy Magley, local head of the American Federation of Actors, reached an oral understanding of a closed shop here this week.

Action by EMA will force hundreds of acts to join the AFA before they will be able to secure club dates. AFA, thru Magley, promised to reciprocate by getting the local hotels into fold and doing away with doubling of dining room acts in any outside entertainment programs. David P. O'Malley, president of EMA, took the vote, unanimously agreeing to co-operate with the rules of the AFA.

Three Bands in Three Days

NEW ORLEANS, Nov. 19.—Three name acts in as many nights will play the Hawaiian Blue Room of the Roosevelt, city's top spot, this week. When Anson Weeks and crew left Wednesday after two weeks, Phil Levant's Band replaced for a single night, while Clyde Lucas and ark opened yesterday for a 13-day stay. Lucas is a local favorite.

Maisie Makes Vaude Debut; Not Counting 14 Benefits

By PAUL DENIS

Dear Paul:

YOU will be very proud of me when I tell you I'm playing my first vaudeville date—not counting the 14 benefits I played in theaters last week. I'm at the Grand Opera House, which just resumed vaudeville after seven years of double feature. This is the first bill, and it's all so strange. The stage is still full of cobwebs and very musty. The dressing rooms still look like closets—during the straight movie days the ushers used them as dressing rooms. The stagehands are the same ones who were here years ago, except for the head electrician, who retired after a season working the spots in a night club. (They say he was never the same after he left the theater after 24 years of lighting vaude acts.)

THE pit orchestra is not the best. The drummer is an old fellow who can't read the drummer parts but ad lib. He changed tempo six times on me and during my high class toe number, too. He hates fast or swing music and refuses to play it. I complained to the manager, but he told me the drummer is the president of the local union and that not even the other musicians dare tell him his drumming smells.

The sax man is a problem, too. He insists on doing a stand-up bit on every number whether we performers want it or not. (He's secretary of the local union.) Then there's the violin man, who is an old symphony man, and even now plays slow, sweet passages on all music. He's not a big shot in the union, so maybe we can do something about him.

THE audiences are funny. Sometimes they just sit and never talk out or applaud or anything. Mike, the backstage doorman, says they've forgotten how to applaud. He says they're waiting for the free dishes and can't get used to getting a vaudeville show instead.

The kids gather near the backstage door and point to the actors. One of them whispered to the other kids, "The actors are real; I saw them with my own eyes." So it's come to this.

We've got a good show, tho. Every act is sock—except Mae Gordon. She's doing a contortion act, and every time she bends you can hear the bones creak a mile away. She's also doing a fan dance, and you can tell she's fat in the wobbly places because she keeps moving fast and never lets the fans drop. If she did they'd arrest her for defrauding the public. Of course, I'm not jealous. I just don't like to see the patrons cheated.

WELL, we've just been told that the show is being held over. (They're going to hold over the picture, too. It's Alexander's Reptile Band.) After this, I play the Palace, the Rex and the Jake theaters for one night each. My agent says these houses are experimenting with vaudeville and that we performers are pioneering in bringing vaude back. But I told him that if the audiences don't learn how to applaud pretty soon I'm just going to die from loneliness.

If I were only back in Nick's Romantic Casino, where waiters break plates and tables collapse and customers join the floor show. Vaudeville is too quiet for me. Maisie.

Club Talent

New York:

PAUL AND GRACE HARTMAN conclude their Plaza Hotel stay this week to fill an eight-week engagement in Florida. They return to the Plaza January 20. PELHAM HEATH INN opens November 22 with a show that is headed by June Lorraine, Dudley and Bostock, Marcia Hurris and the music of Eric Correa.

VELOZ AND YOLANDA are scheduled for Monte Carlo appearances after their Casa Manana stay; they will receive the equivalent of 100,000 francs a week there. And when they play London again on this trip it will be the first time in eight years. Then they received something like 30 pounds a week. Today they get 10 times that. . . . GIVENS AND KAROL, comedy dancers, are included in the line-up of the Bill Robinson show that plays the 125th Street Apollo Theater this week. . . . DEL RIO AND DIANE are appearing nightly at Ivan Frank's, and YVO AND DORO are in their second week at the Firenze. . . . BILL SOULLY is the new and young emcee and manager of the Village Pepper Pot. Comes from the West Coast, having served in clubs and in pits.

EVELYN BABON, singer at the Spring Club, has appointed Fred Fulton her manager.

Chicago:

JOE LEWIS returns to the Hi Hat Christmas Week at \$1,750 per. . . . CHARLIE DAWN, night club editor of The Herald and Examiner, has lost his father.

Here and There:

MARQUITA AND MERCE have rounded out a month's stay at the New Penn, Pittsburgh, where they are featured with Al Kavelin's Band. . . . JOHN BOOTH was at Omaha Chez Paree the past fortnight. . . . MAXINE AND TODD, June DeVoe, Mardi Lang, Barbara Hansen, Claire Taylor, Marie Dickey, Marian Baker, Fran Duval and the Four Singing Waiters make up the show at the Pub, Portland, Ore., a beer tavern with a floor show. . . . EDDIE PEYTON'S Barbecue, Steubenville, Pa., is one of the rare barbecue spots to feature shows.

CARMEN GARCIA, Mexican soprano, has been set for a four-week engagement at La Fiesta, San Francisco, by CRA. . . . DECARLOS AND GRAYADA in their sixth week at the Chez Ami, Buffalo.

THE VARRONES, Carlon and Dolores, are in their eighth week at the Tie-Top-Tap, Milwaukee. . . . FRANKIE AND OLADYS HARRIS, black and tan, are working clubs in the Cincinnati area for the Jack Middleton office. . . . DONNA WAMBY is set indefinitely at the 8 o'clock Club, Cleveland, booked by Joe Mail. . . . GEORGE COFFELLO and his Hollywood Canine Actors, now on a three-week run at the Palomar Club, Los Angeles, have just finished work on the picture *Idiot's Delight*, for MOM. . . . DAUBO'S Dancing Debutantes have opened a return engagement at Red Gables, Indianapolis. . . . WOODS AND BRAY are doing a hold-over at Northwood Inn, Detroit. . . . KELLY SISTERS opened at Club Village, Hotel Alma, Cincinnati, November 16, booked by Ciney's Jack Middleton. . . . MERRILL BROTHERS AND SISTER are current at Royal Palm, Miami, Fla.

WALTER LIBERACE is in his ninth week at the Red Room in Plankinton Arcade, Milwaukee, perhaps the longest stay of any single performer there. . . . COLLETTE AND GAZES have deserted the Coast after almost a year and a half out there. Are now working Midwest spots.

THE BOYETTES, dance satirists, are set indefinitely in the Rainbow Room of the George Washington Hotel, Jacksonville, Fla. . . . DON AND DONA JACOBSON and Rochelle and Rita are at the Club Village, Hotel Alma, Cincinnati, booked by Jack Middleton. . . . RED ACE goes into Club Joy, Lexington, Ky., for a week, beginning November 21.

Material Protection Bureau

A Free Service for Readers

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Too Many Crepe-Hangers

By BILLY ROSE

SOME anonymous Rialto wit once estimated that the tears shed weekly in the various Broadway ateliers by morose managers, sad-panned professional folk and fustled hangers of foot-light talent could easily set afloat the combined tonnage of the Queen Mary, the Normandie and that funny little Jerry that runs over to Governor's Island in the summer time. The aforementioned naval expert was no Baron Munchausen either. I know, I've been thru the theatrical vale of tears more times than even magicians care to remember.

BILLY ROSE is the 37-year-young idea man who has built himself a national reputation for novel, daring, widely publicized shows.

He used to be a champ typist, but worked his way into show business and has been a songwriter, legit producer, night club operator, producer of spectacles and what-have-you. When other people thought he was slightly daffy Billy Rose went ahead anyway and made a name for himself. He hit his first peak when he oper-



ated the Casino de Paris and the Billy Rose Music Hall, New York. Then he staged the Pioneer Palace show for the Fort Worth Frontier Centennial in 1936. Then back to New York to stage a musicalized chorus, Jumbo, in the big Hippodrome.

Recalled to Fort Worth, he staged the Casa Manana Revue of 1934. The following spring he did a second show at Fort Worth and doubled to Cleveland to stage the water extravaganza at the Great Lakes Exposition. He returned to New York to take over the defunct French Casino and successfully operate it with a book show. In the summer he switched to straight vaudeville—and is still doing all right.

In this article he hits hard at the Broadway crepe-hangers who are always vowing with alarm and scorn those enterprising showmen who dare to be original. He doesn't like the sour-puss guff—and this article explains why.

It all started again, early this year, when I came back to New York and took possession of a red-ink-stained office called the French Casino, which had been dishing up alleged Gallic gaiety to Octamites, to the accompaniment of loud wailing from the accounting department. Even before the first sleepy Texas showgirl had been unloaded from her upper berth at the Pennsylvania Station, and long before Sally Rand had completed the last installment on a new set of bubbles, the Broadway fraternity had put in their orders for a canker, with shroud to match, for a certain Mr. B. Rose.

The Midtown Mourners

Not only would I never succeed in getting the doom opened to the newly christened Casa Manana, but my backers were fleeing the city limits—according to reports—daily. That I didn't have any backers but myself never seemed to permeate the skulls of the midtown mourners. As I remember, these flotsam gentlemen of fortune with whom I was supposed to be associated ranged in wealthiness from two or three more prosperous linemen around town to some zamalean potentate of Ohio who fell into the chilled waters of Lake Erie one night

and bobbed up in the last-act finale of the Cleveland Aquacade.

At any rate, the Casa Manana finally opened after suitable quarters were found for Captain Prosk's saber-toothed tigers. And a lot of perfectly passable soup was ruined opening night by the communal crying of the Rialto lads who liked the show but could see "the handwriting on the wall."

The predictions were legion—and jachrymose. My nut was too large. The cast was too big. People would never pay to see a book-show in cabaret. John Murray Anderson had put too many clothes on the chorus. There weren't any peasants left who wanted to see Sally Rand. Morton Downey was a congenial Irishman, but he sounded better on the radio. There wasn't a single French showgirl in the revue (I never could figure that complaint out myself). No one could pronounce the name of the place.

And besides, all the sidewalk tramo was going up and down Sixth avenue anyhow.

Cash Registers Win

For a while it seemed that the only thing which would drown out the moans and not-so-muffled misery was the perennial tinkling of the cash registers in the lobby. From the first week it was difficult to squeeze in an extra portion of anchovies on the Casa Manana tables for fear of displacing Mr. and Mrs. Trowbridge from East Orange, Paducah and the Bronx. I put Sally Rand up in the bar in between shows, under the guise of a conversationalist, where she regaled a throng of alcohol clients nightly with excerpts from Dr. Elliot's Fire-Foot Sheff and the more lusty tales of her youth. Morton Downey and the inevitable Irish Eyes Are Smiling had the table-tops cracking like firecrackers from the applause-assaulting every show.

And someone even discovered a couple of people in a rear booth at Lindy's who could pronounce the name of the place correctly.

The minor-key mutterings lessened; word skipped along the shorelines that the butchers, bakers and bacchus salesmen were being paid off regularly—a procedure, I learned, that threatened to make me a symbol of lunacy. People began mailing me rate cards for up-State "nervy sanitariums."

Then came the millennium. I decided to install vaudeville: the old tried-and-true Palace Theater brand of vaudeville with baggy-pants comedians, good-looking gal singers, acrobats, animal acts and a change of policy every few weeks. The Broadway bath of tears became a roaring torrent that threatened to make Father Duffy's statue in Longacre Square an anchorage. And small men with beards, like Papa Neptune's, suddenly appeared on the sidewalk in front of the Bond Building selling life preservers and Mother Bill's sea potions.

Backing Vaude Pessimists

True, that the list of reputable producers who had attempted a vaudeville renaissance since the death of the two-a-day in 1932 was a gloomy glossary of debt and failure. And also true was the fact that attempting a variety revival in the teeth of a New York summer seemed a hazardous bit of business. But once again I contend that those showmen who listen to laments from the theatrical mourners' bench are definitely destined to end their career in a small office in the Sardi Building reading second-rate play scripts and eating lunches out of soiled little paper bags.

The profits that have been made from the 100-to-1 shot of producing vaudeville shows at the Casa Manana are considerable, the employment given to a lot of sure-fire show-coppers who were reputed to have been washed up merely

because they've never stung saccharine commercial plugs over a radio network, have been heartening. And the letters from appreciative audiences are a large lovely bundle in the right-hand drawer of my desk.

I intend to continue presenting vaudeville at the Casa Manana until the little keys on the cash registers say "no." It hasn't been the simplest task in the world luring some of the largest names in show business to participate in these two-a-night circuits that I've been sponsoring. But at the same time it's never been quite as difficult as the droopy-chinned fraternity would have you believe.

The Tear Duct Tribe

The theatrical tear-duct tribe are not composed solely of one particular branch of the amusement business. Agents, managers, technicians, orchestra leaders, night club owners, newspaper folk, people who make their sandwich money betting on horses, song-pluggers—and even the performers themselves—are all subscribers at one time or another.

I have in mind one particular case of a certain young lady whose talents upon the stage are reported to be something just a wee bit less than sensational. She has worked for fees that would keep half a dozen Balkan countries in cheese and goat milk for many a winter to come. And yet this performer is constantly breaking into print, either by interviews or signed articles in the slick magazines, with a loud wail at her audiences. During the past year I have failed to read a single thing about her which does not dwell upon the rather soporific subject of what terrible people comprise the average theater and night club audience. They are bores, they get up and leave at the wrong time, they don't applaud, they don't seem to listen intently enough and, in general, the young lady in question has a perfectly awful time of it all.

I'm getting just a little sick of it. The phrases are always neatly turned, but the continual bleating about the bad manners of her public smacks ungraciously of ham. I wonder if one silent foot has ever occurred to her. It may be that her public, both patrician and plebeian, just doesn't like her.

Rose Goes On Forever

By the time this appears in print I expect to have another cabaret launched. This one to be a bawdy but josh saloon called the Diamond Horseshoe with nostalgic reminders of Lillian Russell, Diamond Jim Brady, the mauve decade and black-tights galore. The locale is the grill of the Hotel Paramount on West 46th street—a very ill-chosen street, I'm already told. The presence of two loud theatrical reverberations there now, Hellzapoppin and Oscar Wilde, both of which have the ticket brokers bawling like a herd of eager ewes for more tickets nightly, having nothing to do with the street's supposedly defeated air.

Just not to disappoint anyone, I've already reserved extra-large napkins for the boys to cry in when the Diamond Horseshoe glitters for the first time, and there'll be plenty of little bottles of red ink on the tables to play with in between shows.

As for the World's Fair, the knock has been in on that for an entire year now. All sorts of things are wrong, or destined to happen. All of Flushing is drenched with hay-fever pollen, the subway stations are all wrong, there won't be room enough to park any more than 2,000,000,000 gasbuggies, the various salons des femmes are too far apart and eventually the entire Flushing Highlands will sink ingloriously into the East River bay some June afternoon, leaving nothing at all showing above the mark but, presumably, Oyster Whaler's gardenia.

But don't get me wrong, I love pess-

simism in its place, and George Joan Nathan.

It's a critic, isn't he?

PM NO PRESS

(Continued from page 20)

him, to be scribbled by one of the anonymous. So who writes it? Yeah, you're right.

This could go on, but you get the idea. These have been isolated yet average cases. In the day's routine the press head may be called on to set any type of show the imagination can't wear, or he may be called on to use his contacts to set any type of broadcasting presentation, and brethren, with radio facts running more and more to the unusual, the job today calls for extreme ingenuity as well as arduous labor.

And Space, Too

It is to be remembered that in spite of all these extra tasks the basic duty of the press agent is still to place material with the press, and so his contacts with all members of the city's publicity outlets must be kept fresh. With the newspapers' age-old antipathy to radio, this part of his job has been getting more and more difficult. Again extreme diplomacy and brain-racking are called for.

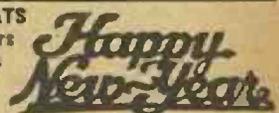
Also it's heartbreaking for a veteran radio press agent to sit by and see his material mangled by a 20-year-old copy boy who has been promoted to the edited position of radio editor. Newspaper readers are, of course, unaware of the naivete and inexperience of the radio page czar, and it is only thru the most politic handling that radio news can be brought intelligently to the newspaper reader.

Fortunately, here in the Quaker City we have a group of radio editors who are veteran newspaper men with a solid background of broadcasting. However, I know that in some cities the opposite holds true; and here it is the added duty of the collective press-agency to use the utmost skill and finesse to see to it that radio receives fair and honest representation.

Touching for a moment on the trade press, radio is possessed of as fine a group of magazines as any industry can boast. Men at the helm are oldtimers familiar with the vagaries of printers, most of them culled from the ranks of folks who suckled on crystal sets and Magnavox horns. Too, they have the viewpoint of the progressive station operator, and uppermost in their minds and pens is the credo of American radio . . . "to serve in the public interest, convenience and necessity." Their criticisms may be aggravated and harsh, but I have yet to hear them called dishonest. Naturally, with such a medium to deal, the station press head's job is a comparatively easy one, the success of it depending solely on the management's progressiveness and his own genuine ability.

Go ahead, call him a press agent, but don't forget, "a rose by any other," etc.

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Henie & "Follies" Ice Shows Gross \$100,000 Each in L. A.

LOS ANGELES, Nov. 19.—Opinions of the Chamber of Commerce to the contrary, ice entertainment has come to stay in Southern California. With Sonja Henie sailing ice shows here for three years, the public is going more and more for the mid-winter sport, which heretofore has more or less been confined to Eastern cities. Promoters have been quick to sense the public fancy, and now a deluge of ice palaces is descending on Hollywood and vicinity.

Held over for an additional two days, Sonja Henie's Ice Show pulled in 32,000 customers for eight days at the Polar Palace, fronting the best show she has taken on the road. Miss Henie did a capably business, grossing \$100,000, 30 per cent over last year's appearance.

With her tango number with Reburna voted the best in the show, it is rumored that Miss Henie will use a skating partner in her next flicker.

Following the Henie show by one day on the road is the Hollywood Ice Follies, featuring Roy Shipstead and Ross Barnhardt. Show was booked by MCA into Pan Pacific auditorium, which seats 2,000 more than the Polar Palace, and drew 98,000. Ice Follies pulled in a little better than \$100,000 for the 16-day run. Admission was from 65 cents, while the Henie show started at \$1 and hit \$5.50 for boxes. Both shows were sellouts.

In the midst of bally about ice shows, Orphanus Theater here installed freezing apparatus for the Baptes and Lamb show. The house did good biz for the

week. Flicker vs Mr. Dobbie Kicks Off with Joe Penner.

After nationwide tour, Ice Follies will repeat at Pan Pacific after the first of the year.

With the public so ice-conscious, group of flicker bigwigs are sponsoring million-dollar open-air ice palace under construction in Westwood Village on the outskirts of Hollywood. Present plans call for skaters only.

Following close of Auto Show Pan Pacific will switch back to ice, with plenty of competition coming from Polar Palace and new Westwood spot.

"Blackbirds" in A Sudden Fold; Cast Waits for \$

BOSTON, Nov. 19.—Low Leslie's Blackbirds, which opened at the Majestic Theater November 8, folded suddenly Wednesday. Show opened to poor notices and did around \$3,000 the first week, admission being \$2.75 top and cash being nonunion.

The cast is still in town, claiming it has no money to return to New York. Dance Director Eugene Von Grona says no one has been paid. Veronica, costumer, is in town with her lawyer.

The cast is being promised a Thanksgiving opening at the 44th Street Theater, New York.

Nathan Kramer, New York hotel man, is understood to have been the backer. The cast says he left the theater last Saturday to make up the pay roll and that he has not been seen since. Low Leslie reportedly left for New York to dig up a new "angel," leaving his brother, Sol, in charge. Neither Kramer nor Leslie could be reached for a statement in New York.

Lena Horne and Bobby Evans were featured, along with the American Negro Ballet, which includes children as young as six years.

Vaudeville Notes

BENNY DAVIS is rounding up another of his Stardust Remues, to be suitable for night clubs as well as vaude. Reported to be selling the unit for \$3,000. . . . JUANITA AND CHAMPIONS open first week of December at the Bellvue Circus, Manchester, England, for six weeks. . . . THE SPURGEONS opened at the Medrano, Paris, October 28, with dates at Zurich and Amsterdam to follow. . . . BUDDY AND JUDY ALLEN have completed runs in Sweden, France, Italy, Switzerland and Belgium and are now booked for returns to Nice and Cannes.

HOT HARLEM REVUE, 40-people unit produced by Maurice Greenwald and staged by Leonard Harper, is now touring the East. Garry Lee's Band; Swan, Leo and Jackson; Rubberneck Holmes, Pearl Harrison, Long and Short, Rhythm Brown, Six Whirlwinds and 12 Harper Girls in the cast. . . . PERZADE AND JETAN, dancers, are playing upper New York State for the Argyries office in Rochester, N. Y.

THE OLYMPIC TRIO booked thru MCA for Rio de Janeiro dates, starting December 29. Eight weeks minimum.

CARL AND PAITE SIMPSON sailed November 9 for a tour of Australia, South Africa and Europe. They just closed a successful run in the Midwest.

MAUDE NUGENT JEROME, widow of Billy Jerome, songwriter, is ailing with the grippe at her New York residence. Maude is a former vaudevillian and songwriter. . . . NITZA VERMILLE, recently doing a dance single in clubs, is proving a woman of finance as well, having just opened in Oakland, Calif., her Verulio Studios, "dedicated to grace and beauty and incorporating the Dance, Cosmetic Art and a Hosiery Club."

LEWIS REYNOLDS and Co., with Belle Rigas, broke in at the Majestic, Paterson, N. J., November 8. . . . KEW MURRAY is on the Coast to start in Universal's Swing, Sater, Swing. Returns to New York in December for a two-week engagement at the Paramount.

SENIOR WENCES will continue playing vaude for Paramount, which has bought a release from previous European commitments by paying the Foster Agency, London, \$600. . . . BETTY TANNER, midget, has signed for a role in MGM's The Wizard of Oz and left New York last week for Hollywood. Set thru Hattie Althoff, of Simon Agency.

ANTONIO SCIBILA'S Hvention Nights unit goes into the Oriental, Chicago, week of December 30. Plays Colonial, Dayton, O., week of December 2.

RADIO CITY MUSIC HALL, New York, has an innovation in lobby displays, presenting direct color photographs of stage performances taken by Jimmy Sileo, who developed the idea. . . . HENRY BUSSE is slated for the New York Paramount in February. . . . SID TOMACK has been set for the Palace, Chicago, week of November 25 by the Simon Agency.

CHARLES (PEANUTS) BOHN and Pedro and Luis featured with the Personality Parade now touring England, Scotland and Ireland, have been retained for an indefinite stay with the show.

LARUE AND CAROL go into the Rivoli, Toledo, for the week of December 23. . . . NORTH COUNTRY HILLBILLY BAND is routing independent dates in the Central New York State area.

MIGNONE goes into the Oriental, Chicago, December 2. Same house will use Hudson Wonders and the Six Lucky Boys week of December 9 and 16, respectively. Placed thru Jacobs-Perkins Agency, Chicago.

THE NOVELTY ACES, Charley Wayne, Lyle Harkness, Lasy Jim Day, Helen Diller and the Collins Kids, of WLW's Boone County Courthouse Jamboree, are set for the State Theater, Greenville, O., November 23, and the new Colony Theater, Hillsboro, O., the following day. The entire Boone County unit of 30 people will play the Shrine Temple, Terre Haute, Ind., under auspices of the Shriners December 3.

MAXINE SULLIVAN follows her current three-weeker at the New York Paramount with a week at the Stanley, Pittsburgh, and then goes into the Colony Club, Chicago, for a month. Paramount's St. Louis Blues, in which she is featured, comes into the New York house some time in December.

FIVE JANSLEYS and Jack Guilford are among the acts accompanying Milton Berle on his vaude tour. Unit went into Palace, Chicago, Friday.

BUDDY ROGERS, Bob Crosby, Hal Kemp and George Olsen are among name bands getting vaude tours set for them by MCA.

JACK LINDER, former radio booker, is now operating the Broadway Theater, Woodcliff, N. J. Policy legit in a 40-up with Jules Leventhal.

Sugarman Is New Abbot of Friars

NEW YORK, Nov. 19.—Elias E. Sugarman was elected Abbot and Bobby Clark the Dean at the Friars' Club meeting Thursday. Louis M. Randall was named treasurer and Alan Correll, secretary. William Brandell was appointed executive director several weeks ago.

New members of the board, to serve for two years, are Lester L. Hammel, Dick Henry and Bert Frohman. A fourth will probably be named at a future meeting.

Incumbent board members are Milton Berle, Edwin G. Burns, George N. Burns, Sam Sax and Henry Jaffe.

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

H. A. LANZER

General Manager
PARK CENTRAL HOTEL
New York, N. Y.

Says:

"The cool perceptiveness and accurate reporting of The Billboard qualifies it as a leader amongst trade papers in the show business. Criticism that is unbiased and a real human attitude towards performers appear to be the essential qualities and life blood of The Billboard."

Gus Sun Agency Booking 55 Midwest Houses; Using Units, Bands, Acts; Mostly On, Off

SPRINGFIELD, O., Nov. 19.—Calling attention to the fact that it was left out of the listings of theaters using vaudeville (run in the *Illustration* dated October 29 and November 5), the Gus Sun Booking Agency reveals it is now booking 55 theaters in the Ohio, Indiana, Kentucky, Tennessee, Michigan, Pennsylvania and New York. Most of its thea-

ters had been listed in the October 5 issue as "booking affiliation indefinite."

This makes the Sun office the most active vaude outfit in the Middle West. It is booking 26 days regularly and also spot booking 38 houses. It is booking, either spot or consecutively, 28 houses in Ohio, 10 in Indiana, 4 in Michigan, 3 in

Pennsylvania and 1 each in Kentucky, New York and Tennessee.

Circuits included in the Sun office bookings are Warner, Chateres, Paramount, Schine, Mallers, Shea and Butterfield.

The list of 55 houses booked by Sun follows:

Fairbanks, Springfield, O.	Three days, spot bookings (units, acts, bands)	Sixth Street, Coshocton, O.	Spot bookings (units, name bands)
State, Sandusky, O.	Saturdays and Sundays (units, acts)	Harris Grand, Findlay, O.	Spot bookings (units, name bands)
Opera House, Ashland, O.	Spot bookings (units, acts)	Palace, Lorain, O.	Spot bookings (units, name bands)
Columbia, Alliance, O.	Mondays and Tuesdays starting after first of year (units, acts)	Civic, Portoria, O.	Spot bookings (units, acts)
Weller, Zanesville, O.	Spot bookings (units, acts) Fridays, Saturdays	Athena, Athens, O.	Spot bookings (units, acts)
Palace, Lancaster, O.	Spot bookings (units, acts)	Bucyrus, Bucyrus, O.	Spot bookings (units, acts)
Union, New Philadelphia, O.	Spot bookings (units, acts)	Ritz, Tiffin, O.	Spot bookings (units, acts)
Memorial, Mt. Vernon, O.	Wednesdays (units, acts)	Rialto, Cincinnati, O.	Sundays (units, acts)
Paramount, Fremont, O.	Spot bookings (units, acts)	Jopette, Washington, O. H., O.	Spot bookings (units, acts)
Paramount, Hamilton, O.	Spot bookings (units, acts)	Grand Circleville, O.	Spot bookings (units, acts)
Auditorium, Newark, O.	Friday, Saturday (units)	Russell, Marysville, Ky.	Spot bookings (units, acts)
Palace, Marion, O.	Spot bookings (units, acts)	Princess, Nashville, Tenn.	Thursday, Friday, Saturday (units); Monday, Tuesday, Wednesday (bands)
Palace, Middletown, O.	Spot bookings (units, acts)	State, Pontiac, Mich.	Friday, Saturday, Sunday (units)
Illegal, Ottawa, O.	Sundays (units, acts)	Bijou, Battle Creek, Mich.	Spot bookings (units)
Murphy, Wilmington, O.	Wednesdays (units, acts)	Crowell, Adrian, Mich.	Spot bookings (units)
Logan, Logan, O.	Thursdays (units, acts)	Regent, Jackson, Mich.	Spot bookings (units)
New Colony, Hillsboro, O.	Wednesdays (units, acts)	Majestic, Evansville, Ind.	Thursdays, Fridays, Saturdays (units booked thru Boyle Woolfolk, Chicago office)
State, Greenville, O.	Wednesdays (units, acts)	Shen, Bradford, Pa.	Spot bookings (units)
Indiana, Richmond, Ind.	Saturdays, Sundays (units, acts)	Leona, Homestead, Pa.	Spot bookings (units)
Tivoli, Jasper, Ind.	Sundays (units, acts)	Rialto, Beaver Falls, Pa.	Spot bookings (units)
Strand, Crawfordsville, Ind.	Spot bookings (units, acts)	Hines, Portland, Ind.	Spot bookings (units, acts)
La Porte, La Porte, Ind.	Spot bookings (units, acts)	Ritz, Tipton, Ind.	Spot bookings (units, acts)
Ohio, Lima, O.	Spot bookings (units, name bands)	Grand, Bluffton, Ind.	Spot bookings (units, acts)
Shugman, Chillicothe, O.	Spot bookings (units, name bands)	Centennial, Warsaw, Ind.	Spot bookings (units, acts)
Lacey, Portsmouth, O.	Spot bookings (units, name bands)	Valentine, Defiance, O.	Spot bookings (units)
Madison, Mansfield, O.	Spot bookings (units, name bands)	Shea, Jamestown, N. Y.	Spot bookings (units)
Ohio, Sidney, O.	Spot bookings (units, name bands)	Indiana, Bloomington, Ind.	Saturday (units)
		Markey, Jackson, O.	Friday (units)

The Girls Are Always Nicer -- on the Other Side

By CLIFFORD C. FISCHER

WHILE most connoisseurs of feminine grace think that the most beautiful portion of a woman's anatomy is in the front view, it's my opinion that there is just as much commercial beauty in a woman's back. Showmen, to my mind, have never profitably

so-called French postcards. Above all, I give them something different.

And it works the same way in reverse. In Paris I bring over American shows and they create just as much excitement. So both have the stamp of an "import" and, in addition to everything else, they are great mediums for publicity and exploitation.

Another thing. When a Fischer creation hits the public it is not asked to spend money to see film stars and personalities who have no special ability outside of their name value. It has been my practice to offer first-rate entertainment, expertly and tastefully costumed and with lighting effects which they have never seen elsewhere. But above everything else the flesh angle is always stressed.

I don't necessarily use girls who have only beautiful faces. I look more to the body build than facial beauty. I have found that better production results can be obtained from the tall, statuesque type that is able to learn how to transform an ordinary body to something that is luscious and alluring. This type is composed mainly of mannequins that I recruit from the dressmaking shops of Paris. And, of course, my own personal tastes are used as a barometer to public taste.

\$500 Bond for Girls

In the present International Casino show, where I brought over some 80 girls, a \$500 bond had to be posted for each girl. Then there is the angle of getting girls to leave their homes and native countries. There are many difficulties. To take girls less than 18 out of England we must secure a court order. Then mothers object and husbands fret, and boy friends—what a problem! And personal chaperons, in addition to the one I provide, usually get in the way. It's one of the problems that diplomatic relations haven't as yet settled, but until it is I'm content to go along this way because they are necessary for effective productions.

Then comes the actual staging of the show. This to me is probably the most important single item on the budget. Technical frills and effects, costuming and lighting usually eat up about 40 per cent of the allotment for any one show. After all, lighting and costuming hide a multitude of sins and can produce psychological effects and suggestions that cannot otherwise be had. As for

the acts themselves this enhances their future value a great deal.

Straight talk comedy as far as I'm concerned, is out. It's much too difficult to compete with the clatter of dishes and the gurgling of soups. The only effective comedy in a large place is sight comedy that works over a wide area and is able to sustain interest between bites.

Technical Effects Important

But, as I have stated before, the most important single element in the production of a revue, once the talent has been lined up, is the problem of costumes and lighting effects. For this I'm a stickler, as most people in the business probably know.

But don't get the idea that I'm trying to be smug about the night-club business. I'm not pretending to be the greatest night club impresario that ever lived. I was just asked for my opinions and I'm giving them.

After all, I'm only trying to meet the American conception of Continental entertainment. When I put on a French type of show in France the people there accept it as a matter of custom. But in Paris when I stage a show with American talent the people flock to it because then again imported shows have the same allure there.

As for American night club shows generally, I think there have been some fine ones staged. There can be no actual basis for comparison, however, between American and European night club shows because they are both operated differently to suit different needs and different tastes.

Most American night club operators at the same time are satisfied with a so-so bill, sometimes big names, other times not so big, but enough to draw a fairly crowded house. After the customer is thru he can leave and never come back. It is that kind of a business. But what about good will and repeat trade? I strive for a different kind of effect. I try to give them something they will talk about, go back to their home towns and rave about, and when their friends come to New York you can be sure that one of the places they are going to put on their "must visit" list is the International Casino.

Make Them Talk

It's bound to have a good psychological effect. The production is so extravagant,

spectacular and different that they are stunned. They see gorgeous costumes, beautiful women—both back and front—lavish settings and music of all types. The natural thing to do is talk about these things, and everyone knows that



THREE YOUNG DAMSELS appearing in the "Balalata" number of Fischer's current show at the International Casino. Two of them are tough Cosetts or something and the other apparently is a paillard who just wants to play the tambourine and dance. Fashion note: The middle gal is wearing a crepe skirt and the other two gals are sporting satin drunks with metallic embroidery and also knives in their hair.

there is no better advertising than by word of mouth.

And while on the subject of music I might add that if anyone ever saw my shows he knows that there is little American jazz accompaniment. It's all original music written to specially fit the tempo and mood of the particular production. I feel that American people get enough jazz drummed into their ears thru the mediums of stage, radio and ballrooms. So for relief during the show pleasant symphonic and European music is dispensed.

And as I explained before, I have no definite theory on color schemes and technical effects. They come when the show is being put together.

Individual Tastes

In the last analysis it all comes down to a matter of individual style. Some producers can just slap a show together and feel content, while others make painstaking efforts to present the very best there is.

But if there is any misapprehension that I favor European talent over American, I would like to correct that now. There is nothing superior about European entertainment—it's just different.

CLIFFORD C. FISCHER, connoisseur of feminine beauty, pigeon fancier par excellence and producer of international revues, started his career in show business almost 40 years ago as manager of Mile Theo and her Horse and Three Dogs, in which he bought an interest from a heartbroken juggler for 10 pounds. In 1901 he brought his animal act from London to America and thereafter became a vaudeville agent, associated with H. B. Marinelli, then one of the foremost exporters of European talent. Fischer stayed in this country as an agent until 1912 and imported such immortals as Harry Lauder and Sarah Bernhardt. But during the time

that Fischer was agenting he so antagonized the trade circuit heads that when the vaudeville trust was formed under the banner of the United Booking Offices Fischer found himself without a franchise.

He then returned to Europe and rolled up quite a reputation for himself as a producer of lavish revues. He re-entered American show business scene in 1934 when, with the backing of Jules C. Stein, president of the Music Corp. of America, he opened a night club outside of the Chicago World's Fair grounds. Since then he has been excursioning between Europe and America constantly, producing revues in both countries. His first large scale revue in New York was at the French Casino in 1935. His crowning achievement, however, is the two different revues presented nightly at the International Casino, New York.

Altho the Fischer name is as analogous to nudity as ham is to eggs, withal he is a stickler for propriety among the actors and actresses who work for him.

exploited the beauty of the shoulders, the graceful lines running down to the waist and hips. Just dress them up—or undress them rather—and you leave the cash customers singing your praises.

Two features are all that's needed to present a distinctive revue. Something different and beauty—as exemplified by the nude exhibitions of Europe's most gorgeous females plus a heavy sprinkling of showmanship. Add a budget of about \$100,000 and you've got a sure-fire show.

It isn't as simple as that tho, because each production is another creation, the product of many minds, many ideas and the collective ingenuity of what I believe to be Europe's most gifted and talented technicians, costumers and—besides them—their women.

Many people in show business are under the illusion that get formulas are followed, like the disciples of Mohammed, in the production of my revues. Such isn't the case.

Importing Is Good Business

Now to me it's good business to bring shows from Paris and England to America because they have glamour. There is a great deal of attraction in European revues, and people think they are going to see the same things they see on the

Bodies by Fischer



THREE VERY VERY FRENCH dancers doing the gay Can Can dance, full of bouncing skirts, daring garters, large plumed hats and long sleeves. They appear in the number recalling famous Maxim's night club of 1900.



FOUR CONTINENTAL BEAUTIES in Fischer's revue. They're representing the spirit of champagne. The tall gals are dressed in lame gowns, the middle one is fluttering chiffon draps and pouring imaginary champagne on the gal below, who is adorned (well, all right, ribboned) in maitre d'hote.

K. C. Houses War With Name Bands

KANSAS CITY, Mo., Nov. 19.—Success of the band policy inaugurated in August by Stanley Chamberlain at the Fox Tower Theater has caused Jerry Zigmond, Newman manager, to book Chick Webb's Band at Newman December 3 week. Webb will huck Bob Crosby at the Tower, Marks the first stage show the Newman has presented since July, when Major Bowes' Juves had a so-so week.

It's no secret here that the Tower has almost doubled grosses of the downtown movie houses in the last three months, making the pic exhibitors plenty desperate. Orchestra which rolled up fat grosses of \$12,000 or more at the Tower since August include Red Norvo, Casa Loma, Orrin Tucker, Hal Kemp, George Meidt, Jan Garber and Benny Goodman, latter chalking up an unheard-of \$22,000 for his seven days, just about \$14,500 above normal for the house, which seats only 2,900 persons.

Shore Road, Brooklyn, Burned

BROOKLYN, Nov. 19.—Shore Road Barn here was gutted by fire of unknown origin Sunday. There was no one in the building when the fire broke out.

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

A. B. C. Trio (Paradise) NYC, ne.
Abbott & Costello (Casa Manana) NYC, ne.
Adams, Marguerite (Midnight Sun) NYC, ne.
Adrian, Iria (Leon & Eddie's) NYC, ne.
Alban, Stuart (Kisses Home) NYC, h.
Allen, Roberta (Midnight Sun) NYC, h.
Allen, Beverly (Palmer) Chl, h.
Alma & Roland (Queens Terrace) Woodside, L. I., ne.
Andre, Julia (Cristal) NYC, ne.
Andre, Berna & Frank (Green Hills) St. Joe, Ind., ne.
ANDRINA (Hispana-Madrid) NYC, ne.
Arata, Manuel (Tivoli) Jersey, Mex., ne.
Arden's, Don Artist Models (Lobby House) Covington, Ky., ne.
Arioceras, Teddy (Oriental) Chl, t.
Arnie (Rooftop) Chl, ne.
Armstrong, Loula, & Band (Orph.) Memphis, t.
Arnold & Appel (Ches Ami) Buffalo, ne.
Arren & Broderick (Grand) NYC, t.
Art, Paul (Rooftop) NYC, ne.
Ashley & Ware (Buller's) NYC, ne.

Bachelors, Four (Belmont Plaza) NYC, h.
Bachelors (Palmer House) Chl, h.
Baker, Beanie (Palmer House) Chl, h.
Ballan, Melaine (Ten Party) Detroit, ne.
Banks, Beala (Old Roundup) NYC, ne.
Banshler, Barbara (Midnight Sun) NYC, ne.
Barnes, Dan Luis (Bungalow Cafe) Sacramento, Calif., ne.
Barber, Frederic (Armada's) NYC, re.
Barnes & Bell (El Rio) NYC, ne.
Barnett, Sam (Ches Ami) NYC, ne.
Barric, Gracie (Riverdale) Milwaukee, t.
Barr & D'Alba (Henry the Bar) Phila, ne.
Bart, Lill (La Coma) NYC, ne.
Bartolomeo, Pasquale (Oriental) Chl, t.
Basson, Dr. Max (Zimmerman's) NYC, re.
Bassiere, Pierre (Monte Carlo) NYC, ne.
Beah, Arthur (Gay Hostess) NYC, ne.
Bela, Elsa (Zimmerman's) NYC, re.
Belmont Balladeers (Casa Ami) NYC, ne.
Belmont Bros. (Washington Lounge) Washington, D. C., ne.
Bell's Hawaiian Polka (Pay's) Providence 28-Dec, 1. (Paradise) Newport 2-3, t.
Bennet, Ethel (Old Roundup) NYC, ne.
Beno, Ben (Pal) Corvallis, Or.
Bent, Irving (Romanian) Chicago, NYC, ne.
Berl, Milton (Pal) Chl, t.
Berni Vici, Count, Unit (Village) Dayton, O., t.
Bernhart & Graham (Red House) Columbia, S. C., h.
Bernie, Al (Hi-Hat) Chl, ne.
Berry Bros. (Cotton Club) NYC, ne.
Bester, Don, & Orch. (Shubert) Cincinnati, t.
Billett Troupe (Shrine Circus) Mobile, Ala.

THE BILLET TROUPE
November 22-23, SHRINE CIRCUS, MOBILE.
December 1-10, MONTGOMERY, ALA.;
SHRINE CIRCUS; December 11-17, SHRINE CIRCUS, JACKSON, MISS.

Bird, Davis (Romanian Kretschma) NYC, re.
Blackstone, Nan (Colony) Chl, ne.
Blair, Kay (Duchess) NYC, ne.
Blanco, Margo (La Coma) NYC, ne.
Blanchard, Jerry (Hi Hat) NYC, ne.
Blanton & Elliott (Club 22 Petit) Mexico City, ne.
Boaz, Jean (Alma) Cincinnati, h.
Bonner, Carl & Leona (Cocacabana) Rio de Janeiro, re.
Bord & Bord (International Casino) NYC, ne.
Borg, Inga (Jimmy Kelly's) NYC, ne.
Bornton, Ray (Hendocave) Hollywood, ne.
Bouvier, Yvonne (St. Morris) NYC, h.
Boyer Town Revue (Tower) Kansas City, Mo., t.
Bryce, Lill (Le Mirage) NYC, ne.
Brook, Hilde (Pan-Pacific Rink) Los Angeles, t.
Bronie, Ann (Top Hat) Galen City, N. J., ne.
Brown, Mary Jane (Hi Hat) Chl, ne.
Brown, Emma (Commodore) NYC, h.
Brown, Ralph (Kit Kat) NYC, ne.
Brown, Hank (Birmingham Fair) Birmingham, Ala.
Brady, George (International Casino) NYC, ne.
Brady, Carol (Midnight Sun) NYC, ne.
Buckley, Catherine (Midnight Sun) NYC, ne.
Buchuk, Sanya (Penitence) NYC, re.
Buck's Sisters (Rose Bowl) Chl, ne.
Buckley Mary (Paradise) NYC, ne.
Byrne, Jimmy (Ches) Chl, t.

California Variety (Ches Paro) Chl, ne.
Callaway, Hans (Plantation) NYC, ne.
Campbell Trio (Santa Rita) Tucson, Ariz., h.
Carlin, Charlotte (Swing) NYC, ne.
Carr, Billy (Cotton Club) Chl, ne.
Carr, Broa, & Jack (Oriental) Chl, t.
Carroll, Paul (Paradise) NYC, ne.
Carroll & Gorman (Hi Hat) Chl, ne.
Carter & Bowie (Barney Calant's) NYC, re.
Carter, Johnny (Tokay) NYC, re.
Carter & Carlo (Hispana-Madrid) NYC, ne.
Casper, Thomas (Hi Hat) Chl, NYC, ne.
Casper, Zeil (Village Bar) NYC, ne.
Chaney & Fox (Bate) Washington, D. C., t.
Chappie & Reed (Kit Kat) NYC, ne.
Chase, Rhoda (Corral) NYC, ne.
Chase, Al (Hi Hat) NYC, ne.
Chivalier, Mimi (Tower) Boston, ne.
Chisler (Midnight Sun) NYC, re.
Chuck & Chickie (Strand) NYC, t.
Claire, Jean (Piccadilly) NYC, t.
Clark, Buddy (Paradise) NYC, t.
Clark, Fred (Village) NYC, ne.
Clara, Lela & Band (Paradise) NYC, t.
Cobey, Lew (White) NYC, h.
Codelban, Cornelius (Penitence) NYC, re.
Coffey, Jess (Cotton Club) Chl, ne.
Coffman, Bill (Cotton Club) NYC, ne.
Coffman & Bradley (Plantation) NYC, ne.
Coloma, Anreia (Radio City Rainbow Room) NYC, ne.
Cassiock, Frances (One Fifth Ave.) NYC, h.
Casslin & Thomas (Pal) Chl, t.
Cassino, Fred (Beverly) Broadway Tavern) Manhattan, L. I., ne.
Cooper, Adra (Jimmy Kelly's) NYC, ne.
Correll (Bible) Hollywood, ne.
Corlies & Palmer (Ches) NYC, re.

Acts-Units-Attractions
Routes

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

EXPLANATION OF SYMBOLS

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

Cortis, Pepper (Paradise Club) Minneapolis, ne.
Cortis & Masda (Yumurt) NYC, ne.
Crawford & Caskey (Baltimore) NYC, h.
Cromwell, Ann (Club Cordia) Hollywood, ne.
Crosby, Bob, & Band (Chicago) Chl, t.
Crump, Pleasant (Glasa Bar) NYC, ne.
Crux Ampacito (Yumurt) NYC, ne.
Cunningham, Patry (Ball Ball) Chl, re.
Cummings, Don (Earle) Washington, D. C., t.
D'Amore & Anita (International Casino) NYC, ne.
Dahl, Sonny & Shirley (Yacht) NYC, ne.
Daly, Cass (Lyric) Indianapolis, t.
Dandridge Sisters (Cotton Club) NYC, ne.
Daniel, Jack (Plantation) NYC, ne.
Daniels, Billy (Stammy's Chicken Farm) NYC, ne.
Dario & Diane (Ambassador) NYC, h.
Dattel, Dorothy (Midnight Sun) NYC, ne.
Darrow, Chick (Village Nut) NYC, ne.
Daxko, Yenna (Russian Art) NYC, a.
Davis, Red (Village Nut) NYC, ne.
Dawson, Lillian (Zimmerman's) NYC, re.
Day, Gloria (Paradise) NYC, ne.
De Angelo & Porter (Casino De La Plaza) Havana, Cuba, ne.
De May, Moore & Martin (Colosseum) Chl, ne.
DeCamp, Reine (Old Roundup) NYC, ne.
De Carlo & Granada (Ches Ami) Buffalo, ne.
De Cruz (International) NYC, ne.
De LaPina, Peggy (Jimmy Kelly's) NYC, ne.
Dearing, Dorothy (Town) Boston, ne.

Ethica, The Three (Riverdale) Milwaukee, t.
Ellieman, Lela (Pala) NYC, h.
Elliott, John (Gay Missions) NYC, ne.
Emil & Evelyn (Palomar) Los Angeles, ne.
Emma & Henry (International Casino) NYC, ne.
Erica & Novello (Netherland Plaza) Cincinnati, h.
Estelle & Leroy (Radio City Rainbow Room) NYC, ne.
Evans, Dale (Greenery) Chl, h.
Everett & Conway (Beacon) Vancouver, B. C., t.
Faran, Nutsy (Village Nut) NYC, ne.
Faxon, Joe, & Co. (Carle) Amsterdam, Holland, t.
Farrall, Bill (Place Elegante) NYC, ne.
Fashionettes, The (Baltimore) NYC, h.
Faye, Gladys (Jimmy Kelly's) NYC, ne.
Faye, Frances (Band Box) NYC, ne.
Feary, Peggy (El Rio) NYC, ne.
Feely, Lou (Bungalow Cafe) Sacramento, Calif., ne.
Fellow, Midge (Strand) Brooklyn, t.
Fenton, Mildred (Blackhawk) Chl, ne.
Fenwick & Conley (Shubert) Cincinnati, t.
Fields, Benny (Casa Manana) NYC, ne.
Fields & Burns (Capitol) Toledo, t.
Fido, Dwight (Savoy-Plaza) NYC, h.
Fingerab, Lillian (Plantation) NYC, ne.
Fisher, Jean (Palmer House) Chl, h.
Foster, Helen (Ambassador) NYC, h.
Foster, Oss, Oris, Steffen (Earle) Washington, D. C., t.
Four Lavernes (Town) Boston, ne.

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

Deidant Sisters (Mac's), Germantown, O., ne.
Dei, Helan (Heribott's) NYC, ne.
Dely, Leo (Continental) NYC, ne.
Dempsy, Audrey (Blackhawk) Chl, ne.
Denise (Village Casino) NYC, ne.
Dennis, Dorothy (Continental) NYC, ne.
Dennis & Sapers (Torch Club) Canton, O., ne.
Delloso & Barry (Coral) NYC, ne.
De Thury, Dora (Tokay) NYC, re.
Dexter, Herbert & McInty (Village Casino) NYC, ne.
Dickson, Jan (Edwards) Jamestown, O., ne.
Deltator, The Four (Old Hickory Inn) Chl, re.
Dillon, Ernie (International Casino) NYC, ne.
Dimitt & Helen (Village Nut) NYC, ne.
Dinora (Midnight Sun) NYC, ne.
Dinson Sisters (Cotton Club) Phila, ne.
Dixon, Alice (Kit Kat) NYC, ne.
Donahue, Al & Band (Rainbow Room) NYC, ne.
Dorsey, Tommy, & Band (New Yorker) NYC, h.
Doris & Valory (Hi Hat) NYC, ne.
Dracken, Russell (Whispering Top) NYC, re.
Draper, Paul (Waldorf-Astoria) NYC, re.
Drayton Sisters & Jack (Deerhead Inn) Lansing, Mich., ne.
Drew, "Rocka" (Kit Kat) NYC, ne.
Dudley & Boslock (Palmer House) Bronx, NYC, re.
Dunn, Jerry (Bungalow Cafe) Sacramento, Calif., ne.
Earl, Doug & Cal (La Marguerite) NYC, ne.
Eddy, Thora, with Eddie Kees Joliet, Ill., 23-24, Indianapolis 25.
Edwards & Arden (Greenery) Chl, h.
Edwards, Bess (Pan-Pacific Rink) Los Angeles, t.
Eldard, Jimmy (Indigo) Hollywood, t.

Four Co-Eds (Palomar) Los Angeles, h.
Foxy Boy (Herby) Eliza, Newport, Ky., ne.
Francine, Anne (Le Coq Rouge) NYC, re.
Frank, Benita (Capitol) Toledo, t.
Fraser Sisters (State) NYC, t.
Frederick & Yvonne (Blackhawk) Chl, ne.
Frederick, Charles (Midnight Sun) NYC, ne.
French, Eleanor (Ambassador) NYC, h.
Frost, Jack (Indigo) Hollywood, t.
Gail & Diane (Ches Ami) Buffalo, ne.
Gale, Judith (Pala) NYC, h.
Gale, Ann (Whispering Top) NYC, ne.
Gale, Diana (Hi Cafe) Hollywood, ne.
Gale & Carson (Riverdale) Milwaukee, t.
Garber, Jan & Bond (Blackhawk) Chl, re.
Garr, Eddie (Top Hat) Union City, N. J., ne.
Gavin, Margo (Edgewater Beach) Chl, t.
Gaynes, Lela (Club 18) NYC, ne.
Gendimen, Gonzales (Tommy) Baltimore, t.
Oering, Julia (Queens Terrace) Woodside, L. I., ne.
Gilbert, Elbet (Radio Franks) NYC, ne.
Gilbert, Bert (Ball-Ball) Chl, ne.
Gilbert, Ralph (Paradise Club) Minneapolis, ne.
Gillmore, Ota (Paradise Club) Minneapolis, ne.
Gillmore, Amella (Wivel) NYC, re.
Glen, Mildred (Cassanova) Ft. Worth, Tex.
Glor, June (Hi-Hat) Chl, ne.
Gonzales & Menes (McAlpin) NYC, h.
Gony, Gene & Roberto (Keith) Cleveland, O., 25-Dec, 1.
Goret & Jeanne (Palmer House) Chl, h.
Grace & Shizo (International) NYC, ne.
Gratzer, Frenchy, & Band (Cocacabana) Minneapolis, ne.
Gratton, Gloria (Belmont Plaza) NYC, h.
Grass, Bernice (Gay Bar) NYC, ne.
Gray, Muriel (Seawater Beach) Chl, h.

Appeal for Prisoners' Children
Editors The Billboard: Among the needy ones we help at Christmas-time my heart is especially stirred by the pitiful plight of the bewildered mother who is trying to provide for her children while the father is in prison.
Sometimes his term is not a long one and if she can manage to keep her home together there is a chance of brighter days when he returns to them. Altho some of these families are receiving relief, the money must be used for food and rent and there is little or nothing left to make Christmas a happy day for them.
From this office we are planning to send out boxes of warm new clothing, dolls and toys for the little ones. So that Christ's day will bring to homes shadowed by a father's wrong-doing the realization that the Heavenly Father still cares for his unfortunate children.
Last year one of the mothers wrote me: "I had just about given up hope of getting my children anything, and when the box arrived it was like an answer to prayer. It's good to know we were not forgotten after all!"
Will your readers help us to do this again? Any gifts of money, clothing, books and toys will be so gratefully received. Please send them to Mrs. Balaington, Booth, Volunteers of America, 34 West 26th street, New York.
MAUD BALLINGTON BOOTH.

Gage, Jack (Park Lane) NYC, h.
Gage, Dorothea (Midnight Sun) Stockton, Calif., ne.
Gage, Glen, & Casa Loma Band (Lyric) Indianapolis, t.
Green, Al (Pioneer Nut) NYC, ne.
Gree, Betty (Blumarok) Chl, h.
Grogan, Willie (Hi Hat) NYC, ne.
Guerrina, Annetta (Heribott's) NYC, ne.
Guy, Harrington (Plantation) NYC, ne.
Oydenkrony, Baron (Wivel) NYC, re.
Gypsy Four (L'Aiglon) Chl, re.
H
Heal, Vera (Dorchester) London, h.
Heads, Jimmy (Bal Tabarin) San Francisco, ne.
Haines, Tala & Blaupson (Leon & Eddie's) NYC, ne.
Hammond, Earl F., Eskimo Troupe (Ice Palace) 7-10, 17, 17, Atlantic City.
Handy, W. C. (Cotton Club) NYC, ne.
Harold & Lola (International Casino) NYC, ne.
Harper, Lela (Ches Paro) Chl, ne.
Harrington, Pat (Club 18) NYC, ne.
Harris, Val (Indigo) Hollywood, t.
Harris, Peggy (Cassanova) Ft. Worth, Tex., ne.
Harris, Bud, & Howell (State) NYC, t.
Harris, Marla (Palmer House) Bronx, NYC, re.
Harrison, Spike (Gay Bar) NYC, ne.
Harrison Higha Revue (Riverdale) Milwaukee, t.
Hayworth, Seabee, Revue (Paradise) Hickory, N. C., 25-26, t.; (Carolina) Burlington, N. C., 24, h; (Astoria) Lynchburg, Va., 25.
Healy, Eunice (Strand) NYC, t.
Heinrich, Boyd (Pepper Pot) NYC, ne.
Held, Horace, & Orch. (Stanley) Pittsburgh, t.
Helle, Bonnie (Polar Palace) Hollywood, t.
Herbert, Florence (Queen Mary) NYC, re.
Herrera, Armanda (Savoy-Hollywood) ne.
Higgins, Peter (Park Central) NYC, h.
Hill, Florence (Plantation) NYC, ne.
Hilman, Jack (Boyle Tringle) Chl, ne.
Hilliard, Harriet (Drake) Chl, h.
Hector, Harriet, & Ballet (Capitol) Washington, D. C., t.
Holder, Roland (Kit Kat) NYC, ne.
Holland & Hart (Herby Hill) Newport, Ky., ne.
Holla, Lou (Cassanova) NYC, ne.
Horn, Rudy (Village Nut) NYC, ne.
Houck, Johnny (Bal Tabarin) NYC, ne.
Houston & Harlan (Savoy) Chl, h.
Houston, Wm. (Hi Hat) (Harry's New York Cabaret) NYC, ne.
Howard, Joseph (Hi Hat) NYC, ne.
Howard, Terry (Riverdale) Milwaukee, t.
Howard, Bob (Mammy's Chicken Farm) NYC, re.
Hoystrad, John (Ches Frelong) NYC, ne.
Hubert, John (Fifth Ave.) NYC, h.
Hudson, Dora, & Band (Leroy) St. Paul, h.
Hudson, Marg (Village Bar) NYC, re.
Hughes, Ramona (Green Hills) St. Joe, Ind., ne.
Hulton, Mado (Lo Raban Hen) NYC, ne.
Hutchinson, Hal (Biltmore) NYC, h.
Hutton, Betty (Casa Manana) NYC, ne.
Ice Polles of 1939: Chicago 22-26; New York 27-31; 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31.
Irving, Val (Yacht) NYC, ne.
Irving, Jack (Club Alabaster) Chl, ne.
Jackson, Stone & Reeves (Colosseum) Chl, ne.
Jackson, Uggaw (Cotton Club) NYC, ne.
Jackson, Harry (Paradise) NYC, ne.
Jaco, Jacqueline (Moore Temple) Johnstown, Pa.
Janet of France (Janet of France) NYC, re.
Jans & Lynton (State) NYC, t.
Janney, The (Pal) Chl, h.
Jarvis, Johnny (Fifth Ave.) NYC, h.
Jarry, Sam (St. Regis) NYC, h.
Jayne, Estelle (Fifth Ave.) NYC, h.
Jaxon, Ventriloquist (Ripon) Ripon, Wis., 25-27, t.
Jeanette & Kalan (Monte Carlo) NYC, ne.
Jean, George (Veradale) NYC, ne.
Jeterberg, Six (Riverdale) Milwaukee, t.
Jehmy & George (Maxima) NYC, re.
Johnson, Mac (Cotton Club) NYC, ne.
Johnson, Myra (Yacht) NYC, ne.
Johnson, Charles (Cotton Club) NYC, ne.
Johnson, Maxine (Strick) NYC, ne.
Jones, Owen (Lobby) NYC, re.
Jordan, Elaine (Cotton) Cincinnati, t.
Jorgis & Maravilla (Hi Hat) NYC, ne.
Juscabe (Cotton) NYC, ne.
Judson, Jr. Jerry (Ladies (Beverly Hills) Newport, Ky., ne.
Jurelys, The (Ches Paro) Chl, ne.
K
Kalmus, Bee (Royale Prolica) Chl, ne.
Kania (Cotton) Chl, ne.
Kapevva, Klavdia (Russian Kretschma) NYC, ne.
Karns, Simon (Russian Kretschma) NYC, ne.
Kauff, Ben (Place Elegante) NYC, ne.
Kay, Katya & Kay (Wilton Phila, h.
Kay, Bechler, & Band (Auto Show-Waldorf Astoria) NYC, h.
Kay, Danny (Dorchester) London, h.
Kellerman, Edna (Town) Boston, ne.
Kelly, Paula (Rainbow Room) NYC, ne.
Kelly, Bessie, Queen Home (Shrine Circus) Boston.
Kelsey, Billy (Lyric) NYC, h.
Kelton, Paul (Earle) Phila, t.
Kemp, Hal & Orch. (Orph.) Minneapolis, t.
Kennedy, Billy (Cotton) El Paso, Tex., h.
Kenny, Charles (Cotton Club) NYC, t.
King, Honnie (Swing) NYC, ne.
King, Teddy (Strand) Brooklyn, t.
King, Mickey (Midnight Sun) Stockton, Calif., ne.
King, Wayne, & Band (Mark Hopkins) San Francisco, h.
Kirby & Duval (Oriental) Chl, t.
Kosoff, Alexis (International Casino) NYC, ne.
Kramer, Leon (Zimmerman's) NYC, re.
Kramer (International Casino) NYC, ne.
Krupp, Gene, & Band (Palomar) Los Angeles, t.
L
La Carmella (Macabo) NYC, ne.
Ladd, Hank (Beverly Hills) Newport, Ky., ne.
Lafair, Henry (Harry's) Toledo, N. Y., ne.
(See ROUTES on page 28)

"Shuffle Along" Flops in L. A.; Too Amateurish

LOS ANGELES, Nov. 10.—The answer to why flesh shows are having it tough regarding public favor is illustrated here this week in Alfred Huits' *Shuffle Along* at the Criterion Theater.

Altho due respect must be given the cast of *Shuffle Along* for really working hard, when it all simmers down there is no show to sell. The whole production smacks of high school theatricals.

Undoubtedly the success of P.T.P.'s *Run Little Chillun* at the Mayan may have influenced the *Shuffle Along* backers to believe that ducat buyers will pay for any colored show as long as there is some pittering activity and a half-way thread of plausibility.

Shuffle Along, caught opening night, was far from ready to open. It started slow and kept to the same pace, through the evening, with a good portion of crowd walking out during intermission. The cast was given very poor material, the few effective songs were dragged out too long and the scenes lacked punch.

Willie Miller and Mantan get star billing, bright spot of the evening goes to Ruby Gray, who doubles from *Run Little Chillun*. She did numbers from *Poppy and Jess*.

Bo Jenkins hoofed in a manner that pleased.

Battie Noels did two numbers. Herbie Jeffries and his septa cowboys did all right on a few tunes, but Jeffries' voice is so low the crowd couldn't catch most of it, due possibly to faulty mikes.

The whole production is a string of rather weak songs, blackouts that have to sock, and torrid dance numbers that find chorines striving for individual efforts rather than teamwork. Show carries \$1,000 top, with 40 cents in the low brackets. Production will probably play to 3,000 people the first week, with generous handouts of ducats being distributed around town.

Dean Owen

Anything Can Happen

BIRMINGHAM, Ala., Nov. 10.—Club Florentine here is now a beauty shop! Boasting a past as multicolored as Joseph's coat, this site has again succumbed to the jinx that has dogged its existence for these many years.

Early in its brave career it started out as a swank dino and dance spot, but very soon it was harboring nothing more than the prosaic Chamber of Commerce. Then came a stretch as a dancing school, and still later as an American Legion Post, with Saturday night dancing the height of its gaiety.

Renaissance came when the place blossomed forth as the late-lamented Club Florentine, and now—instead of getting scalped for \$2.50 take—you get a scalp treatment and a permanent.

Levey's 8 Houses Top L. A. Bookers; Five Others Active

LOS ANGELES, Nov. 10.—Out-of-town bookings seem to have been corralled by the Bert Levey office here, with six theaters lined up, against three for other bookers.

Levey books the Golden Gate, San Francisco; the Palomar, Seattle; the Beacon, Vancouver, all full weeks, and three days at the Grand, Calgary, and Saturday and Sunday at the Roswell, Oakland. Levey also has Sunday at the El Campana, Antioch, Calif.

Other bookers handling out-of-town stuff are Joe Daniels, who has the Capital, Portland; Gene Mikeljohn, who has split week at Strand, Long Beach, and Al Wager, who books Remy's, San Fernando, Sunday.

Two big local houses are handled by Levey. Cypheum has top acts for solid week. Also split week at the Strand here, Sunday and Wednesday to Saturday.

Joe Bren, of Panchon & Marco, books the Paramount here, a full week. Paul Savoy has been active routing units up the Coast and inland as far as Salt Lake City.

Asbury Park Plans Names

ASBURY PARK, N. J., Nov. 19.—Henry Lopez, operator of the Cuba Club, Shore's septa entertainment spot, is planning to book names next summer.

Night Club Management

By GEORGE COLSON

Leaders Must Advise

FOLLOWING are figures compiled from Media Records by *The New York Times* on the number of night clubs used by various leading hotels and restaurants in New York City newspapers during the first eight months of 1938.

A glance at the leaders in each group will present an irrefutable argument in the cause of extensive advertising for continued health. First 10 out of a group of 20 among hotels are as follows: New Yorker, 28,143; Waldorf-Astoria, 42,947; Astor, 22,472; Park Central, 18,662; Taft, 18,872; Commodore, 17,626; St. George, 17,752; Essex House, 16,552; Belmont Plaza, 10,497, and Biltmore, 10,418.

In the restaurant group, which includes cabarets, they are graded as follows: Longchamps, 66,145; Schrafft's, 66,190; International Casino, 55,433; Childs, 54,719; Casa Manana, 54,112; Horn & Hardart, 19,281; Cafe Louis XIV, 18,098; Cotton Club, 13,970; and Brasserie, 8,413.

Waiters Query Patrons

Waiters in the College Inn, in Chicago's Sherman Hotel, are instructed to invite criticisms and suggestions on the floor shows from patrons.

They are to turn given to the producers, who take them seriously in modifying current bills and in planning future routines.

Royal Command Show Fair; But Draws \$110,000

LONDON, Nov. 19.—Royal Command Performance, held in front of the King and Queen at the Coliseum here November 9, grossed \$110,000, the highest takings yet for such an event.

Actual program was none too strong and poorly presented, with two many acts chashing. Fifteen acts culminated in a Lambeth Walk finale, in which over 200 artists took place.

Of the actual acts, outstanding hit was registered by Richard Mearns, comedian. The American entrants, Stuart Morgan Dancers, with Lita D'Oray, thrilled with a corking, adagio act that was brilliantly performed, while Ken Davidson and Hugh Forgie, badminton players, with American commentator, Joe Tobin, scored heavily. Both acts, representing U. S. in the program, were among the hits, which also included the Two Leslies, the Aberdonians, the Crastonians, Hattan and Manners and Les Allen.

Disappointments in routine and reception were Renee Houston, with Donald Stuart, Jack Payne's Band and Murray and Mooney.

Rest of program fair. Presentations and production lacked the customary George Black Palladium touch. Press arrangements were far from satisfactory. Bert Ross.

4 Suburban Weeks Set in Pittsburgh

PIITTSBURGH, Nov. 19.—Four weeks of vaude have been arranged in suburban cities by Sid Marjo, of National Theatrical Exchange, who finds that "selection and better business is increasing interest of theater managers in stage entertainment."

Follies de Paris, a 36-people show, has dates in Wheeling, Fairmont and Clarkburg, W. Va., and Oil City, Erie and Johnstown, Pa. *Capeleade* of Swing has also played Wheeling. *Karstin's Follies* has played Oil City. Dates are penciled in for an Al Tunnel show with Dave Schooler, now rehearsing in New York.

Bookings are with Warner and independent houses.

Anything for a Laugh

PITTSBURGH, Nov. 10.—Page 814 Grauman, Lew Mercur this week hung caps of paint and brushes around the walls of his Nut House.

But they're not for interior decorators. Lew provides them for rhapsodists' autographs on the ceiling. Anything to get business. But then maybe he'll soon be able to get the customers to paper the walls.

Carroll Plans Nitery Circuit

NEW YORK, Nov. 19.—Earl Carroll, who is building a night club in California with a scheduled Christmas opening, is reported planning to start a night club chain, with similar spots in Chicago and New York.

The plan, which is only in its formative stages, would rotate principals once a month from each of the spots and the chorus every three months, giving performers a minimum of three to nine months' work for Carroll.

College Inn New Policy

CHICAGO, Nov. 19.—Revamped policy bows into Sherman Hotel's College Inn November 20 when less-known bands will occupy the band stand and a major portion of the entertainment budget will be spent on the floor show.

Combination of name bands and spotty shows has not worked well.

Manager Frank Bering is in New York buying acts for a flashy production. Happy Felton's Band is set.

Joe McGrath New Manager

PHILADELPHIA, Nov. 19.—Joseph McGrath, banquet manager of the Arcadia International Restaurant, has been appointed manager of the Anchorage, a roadhouse on the East River Drive, both spots under management of Arthur H. Sedala.

RAYE AND WALDI, Adelaide Moffett and Joe Rines' band will support Harry Richman when he opens his new Delmonico Hotel, New York, spot next month. Raye and Waldi, meanwhile, play the Trocadero, Hollywood, for three weeks.

Names for Oriental; Bartholomew \$5,000

CHICAGO, Nov. 19.—Jones, Lintick & Schaefer are out for name attractions for their recently acquired Oriental Theater here. Taking advantage of the dark period at the State Lake, which Balaban & Katz will not reopen before Christmas, JLSB will buy most strong acts available to stimulate a following at the house, which has been closed for several months, and, at the same time, withstand the combo policy competition in the neighboring Chicago and Palace theaters.

Booking offices have a standing call to submit names for Oriental. Budget for a single will run as high as \$5,000, as in the case of Freddie Bartholomew, who reopened the house yesterday. Guy Perkins, of the Jacobs-Perkins Agency, placed Lola Lane for \$1,000, week of December 2, to compete with John Bolser p. heat the Chicago.

Ghost Walks

NEW YORK, Nov. 19.—Members of the National Variety Artists last Friday were reunited for the first time in many years in their old headquarters, now the Club Alhambra, when 487 vaudevillians, oldtimers and newcomers, crowded the small auditorium to honor Harry Chesterfield with a three-and-a-half-hour vaude show and as many hours of sentimental reminiscing.

For the occasion old-time teams were reunited, old vaude routines by present-day names were exhumed and a galaxy of acts was on hand to entertain and reminisce about the old days. The bill presented under ordinary circumstances might have been reviewed as "wrong on talent but much too long."

Show was principally emceed by Billy Gleason, with Dan Healy stepping in now and then. Some of those who appeared and did their acts included Raymond and the Caverly, Charley King, Billy Higgins, Hugh Herbert, Professor Waters, Harry Hershfeld, Charlie Wilkins, Buck, and Bubbles and Watson and Cohen, who was reunited for the performance.

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Trionon Room, Hotel Ambassador, New York

Sticking close to the pattern of dance team, a main dance band, an alternate music crew and perhaps a featured vocalist or novelty act to round out, only change of the present entertainment bill at this swanky Park Avenue spot has been the introduction of Darío and Diane, supplanting Minor and Root, Dick Casparre's Orchestra, Vincent Bragale's Latin-American Rhythm Makers and soloist Eleanor French remain.

The work of the dance team is of a superior brand, fitting in perfectly with the refined atmosphere of the room, and is geared to such a tempo that it does a bit more than just provide excellent spectacle. Their offering, a trio of numbers, is of such a fast, light and airy nature that it provides the room with just enough zip to take away from the stiff swankness. The pair work throughout with smiling ease and present an attractive appearance. They open with a tango, a showy number of daring turns and lifts, followed by a livelier number to Marie, highlighting some beautiful turns by Diana. Their closer is a still merrier whirl, altho a bit shorter than the others, and is full of fast turns and climaxes with a series of airplane spins. A showmanly routine.

Social register Eleanor French, an enchantment for the spot in many respects is but a passable purveyor of songs. But in the line-up of the ambitious debutants would-be entertainers, she ranks somewhere near the top.

Dick Casparre's crew of 11 plays for the show as well as for dancing. Bragale's South Americans alternate on the stand. Dinners from \$3. Minimum \$2 week-days, \$2.50 Saturday. *George Colson.*

Blackhawk Cafe, Chicago

The changing scene in Otto Roth's popular Wabash street hideout finds Jan Garber and a surprisingly swing aggregation dispensing musical mirth from the canopied band stand. While the trade was fearing a sweet-music successor to the blaring rhythms of Bob Crosby, who developed a mighty following during his record run here, Garber must have been working overtime preparing arrangements that go hand in hand with the tastes of Blackhawk's youthful and jitterbugging patrons. He doesn't go overboard, and the tunes, as a result, are acceptable even for the older folks.

Garber is in for a three-month period until Crosby's return in February. Business started off well and there is no reason why it shouldn't hold up for the entire term. While the accompanying show is comparatively weak, floor talent

never figured as a business stimulant in this particular spot. Band is the sole commercial asset, getting all the billing and valuable air time nightly over the Mutual Broadcasting System.

Brief shows are flashed three times nightly, three acts spotted in addition to band specialties. Frederic and Yvonne, new dance team, work deftly and to the routines lack polish. Kids will undoubtedly improve with additional experience and by paying undue care to their tricks, which are rather crudely worked in.

Mildred, Penton, blues singer, has a sweet personality and a fairly good commercial act. While she lacks a good legit voice, her arrangements are styled to suit her pleasing delivery. Pipes such favorites as *Anything Goes* and *Small Fry*.

Audrey Dempsey, rhythm tapstress, sells a couple of minor numbers. Has a cute face and shapely figure. Band is sandwiched in for a novelty with *Buddy Rutherford*, comic, and *Lee Bennett*, deep-voiced tenor, pitching in with contrasting vocals. Lee has an impressive voice and dramatizes a song effectively.

Minimum remains at \$1.50. *Sam Honigberg.*

Pavillon Caprice, Netherland Plaza Hotel, Cincinnati

The Netherland Plaza this season holds the distinction of being the only downtown Cincinnati hotel operating its main-night-life room on a full-time basis with name bands and floor-show fare. Catering strictly to Cincy's select trade, the smart Pavillon Caprice has been enjoying satisfactory play since opening the season five weeks ago, despite the stiff opposition offered by the Beverly Hills Country Club and the Lookout House, who enjoy certain operating advantages thru their being located across the river in Kentucky.

Emery Deutch and his new orchestra made their bow here last Thursday night (17), making a sound impression with their danceable music and their style which incorporates both sweetness and swing in the proper proportions to satisfy. Band's vocalist, Mildred Craig and Bob Richardson, also registered solidly, individually and in their double efforts. Deutch aggregation is supported by El-mando Castro's six-piece Cuban rumba combo, which has just completed four weeks here and being held for at least two more. Latter group bends out the Latin tunes in fiery fashion, and also handles ably the better-known standard waltzes and fox-trots.

Erica and Novello, who ride the top

Night Club Reviews

fling, among ballroom teams, have become top-heavy favorites with the Pavilion crowds. Playing their second engagement here in 10 months, they have just finished their fourth week and are set to hold over \$50 at least two more. When caught, Ericca and Novello contributed five distinct routines, each to scorching applause from the Pavilion patrons who have learned to appreciate their unusual class, grace and terpsichorean intricacies.

Another floor feature is offered by Jack Hoag and Delbee Hazen, Arthur Murray dancers with a studio in town, who demonstrate rumba steps and offer a prize of a bottle of champagne or \$10 worth of dance lessons to the male and female patrons performing the dance the best, with the audience the judge.

Pavillon Caprice, with its tasty decorations and novel lighting effects, offers a warmth not usually expected in a modernistic-styled room. Cuisine is excellent and drinks are of top quality, with prices in line with what one would expect to pay in a class spot. For the opening of the Deutch Ork, Manager Max Schulman had as his guest Ralph Hitz, National Hotel Management proxy. Charles Gillette is the hotel's publicity director, with Tom Lemare still on deck to aid in making the patrons' evening a pleasant one. *Bill Sachs.*

Châca, Supper Club, Chase Hotel, St. Louis

Still the rendezvous of the elite, this spot seems to gain in popularity from year to year. Last month saw a big business upswing, according to the management, part of which is attributed to the instantaneous popularity of Herbie Holmes and orchestra, now in their fifth week.

Holmes, billed as the "young maestro from the Mississippi Delta," is a newcomer to St. Louis, but won over the patrons here in a hurry. He has a great orchestra, which offers smart music with a swingy rhythm that is very danceable. Band has a dandy routine interspersed with splendid novelty numbers, which makes it entertaining thruout. Holmes, the possessor of a snail voice, does some solos, as well as some duets with Nancy Hutson, a very attractive dame. Their baritone singing always scores. Billy Reeves and Edw Thompson, two of the bandmen, also contribute vocals and combine with Miss Hutson to make up the Rhythm Trio.

Added acts for the floor show consist of Billy and Joyce Severn in a tap specialty called the Jitterbug Dance; Flagg and Arnold, two boys, in a crack athletic and balancing turn, and Richard Stewart and Dora Lee in a series of double dance specialties, which they execute with grace and whirlwind speed, putting them down as just about the best dancing act seen here in many a moon. Dinners are well served and range from \$1.75 up. There is a \$1 minimum week days, \$1.50 Saturdays and Sundays. Frederick Bros. Music Corp. books the orchestras. *Frank Joerling.*

Savoy Hotel, London

Two diversified acts provide corking entertainment. Les Hermanos Williams, two men assisted by a pretty girl, in Argentinian costume, go thru a tricky routine of dancing and acrobatics, with musical and singing relief from the gal. Colorful act and plenty liked.

The Diamond Brothers are sock entertainment with their breathless, mad merry hoks with terrific falls. Highly popular here and likely to be held over for several weeks. *Bert Ross.*

Monte Cristo, Chicago

One of the many atmospheric bars and restaurants dotting the near North Side, this one is italy personified in food and colorful wall decorations as well as the informal entertainment. Dinners are tasty and reasonably priced, a feature that has developed a regular trade for a number of years.

Juan Pineda's four-piece band plays Latin and Argentin tunes and is gracious in filling requests. Because patrons don't look forward to an extensive program, this combination fits the order admirably. Renita is the vocalist, a large girl with a small voice. Kid would probably be out of place in any other spot.

but is a harmless entertainer in this environment.

King Solomon, a decorative man with a turban and Van Dyke, is the strolling mentalist. He's entertaining at tables regardless whether or not he is taken seriously. A strumming guitarist is another intermission feature, crooning sunny tunes to appreciative diners.

Rooms such as these cater largely to pre-theater hour diners and parties. The bar-ette tables play in the later hours. *Sam Honigberg.*

Cassanova Club, Ft. Worth, Texas

Located just outside the city limits, this is city's newest class club and the only one featuring floor shows. Opened November 9 to good business.

Tony Fragakis, owner, selected Johnny Randolph, singer, who now has his own band, to open this spot and to remain indefinitely. Randolph has sure-fire combination in his pleasing personality and tenor voice.

Initial floor show is much above the average of those presented locally, not only in talent but also in number of acts. Peggy Harris does tap and soft shoe routines capably, while Mildred Glenn, band singer, is in show for two numbers, scoring especially on *The Man I Love*. Jack Riley, plump funny man of band, comes in for applause for xylophone solo.

Randolph draws encores with his pop tunes and also encores. Maroff and Merova, ballroom team, click with their French tango, and later, a waltz, highlight of the show. "Chloe" Children gets nice applause for his singing of Irish Eyes.

Randolph's 11-piece orchestra dishes out danceable music and does excellently with the show. Two shows nightly. A piano and celeste interlude is given at intermissions.

Cover charge 80 cents per couple week nights and \$1.50 Saturday. Service, good; dinner prices, reasonable. *Ruth Hug.*

Mike Lyman's, Los Angeles

This is the downtown hangout for vaude artists and the after-theater trade. Not since the days of Codee Dan's has a metropolitan spot been able to corral this class of customers. Entertainment is in cocktail lounge of main dining room.

Only three entertainers are carried, but they sell themselves to the crowd easily, due to the intimate atmosphere. Impromptu numbers by visiting entertainers are featured.

Mildred Shry handles the difficult assignment of playing any and all numbers requested, and in any key that happens to hit the fancy of visiting warblers.

Max Lerner handles the vocals and plays guitar. Features Spanish numbers, his best being *La Paloma*. He has quite a repertoire of comic numbers which please.

Harry Heman does some good work on the accordion.

Much of the success of the spot goes to the head greeter, Ray Rife, who knows everybody and mixes well. Rife was formerly headwaiter at Coffee Dan's and knows how to handle a place fast, during this class of trade.

Mike Lyman's is one of the few downtown spots doing peak biz every night and is practically the only metropolitan club which gets a play from the show biz. *Dean Owen.*

New Kennpre Hotel, Albany, New York

Altho consistently pleasing and entertaining floor shows have been maintained at the hotel's Rainbow Room here in the past, Robert Murphy, proprietor, is presenting this week an exceptionally meritorious program which is drawing large crowds.

This is the only Albany hotel which provides a complete floor show in conjunction with its dining-room facilities. This week's program included Nina



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Olivette and Dimitri, who presented the customary floor-show dance number, which was quite ordinary. They should cut out the comedy, as it detracted from the act.

Marion Melton, exotic singer with a song group of songs, carried off the honors. This clever young artist has a personality that appeals, and her convincing rendition went notably big, especially blues and ballads.

Birdie Dean scored with a most graceful acrobatic act, performing many difficult tricks. A bevy of dancing girls presented a colorful number with spectacular effect.

Del Courtney and his NBC Orchestra scored. The leader emceed the show most effectively. *George W. Herrick.*

Rathskeller, Hotel Gibson, Cincinnati

This spacious basement room continues as a popular rendezvous for the affable theater masses and the more conservative night-life crowd. clientele is a mixed one, with considerable trade coming from the college element. White business has been in the doldrums in all of the local downtown spots in recent months, the Rathskeller manages to pick up its share of the coin still circulating.

The room operates daily from 8 a.m. to 2 a.m., with breakfast, luncheon, dinner and late-night supper and dance sessions. Conservatively decorated, Rathskeller radiates a pleasing degree of warmth and depends largely upon its good cuisine and popular prices to draw 'em in. Bands of a semi-name and occasionally of a name caliber furnish the disk-and-dance melodies and whatever other entertainment there is. No show acts are used, Ray Pearl's Orchestra, MCA combo, is the current attraction and is doing a good job of entertaining the Rathskeller patronage.

There's no minimum, with the exception of Saturdays, when each patron's check must total at least \$1. Luncheons and sandwiches are moderately priced, with dinners scaled at 75-cent and \$1. Alcoholic libations are tastily concocted and reasonable in price. Table service has shown a marked improvement since our last visit there.

Olme Jaeger is the Rathskeller manager, and Joe Weatherly is publicity director. *Bill Sachs.*

Top Hat, Union City, N. J.

Boasting one of the most pretentious affairs in Northern New Jersey (and possibly so) the five-week-old Continental Room matches up with any of its rivals across the river in New York for beauty, design, comfort and yes—even floor show.

Headline attraction is Eddie Garr, who has been panicking the too small crowds (yes, business is pretty bad here too, except on week-ends) with a drunk act, imitations and a terrific double talk spiel. What there was of what might be termed an audience was odd on his comedy gab, but imitations of Chaplin, Ned Sparks, Richman and Bergen were rock. Stuttering double talk imitation of Roy Atwell describing a prize fight is a sure-fire laugh getter.

Dancing end, outside of the line, consisted of Charles and Barbara, who include hoodling and acro routines in their act. Although a little rough in spots, dances are sure and swiftly paced. Ann Bronte, a cute seller of songs, has everything in her favor, good appearance, good voice and the ability to sell a song. But, with all her good points, the tone comes out with too much effort; with some good training in vocal technique, she should go places. On the other hand, Ruth Brent, a swing singer, sang: I'm Just a Jitterbug, but didn't prove it. Voice too low and soft for the life stuff.

The Three Playboys (Eddie Miller, Bobby Starr and Boy Tracy, who also emceed) do a good comedy turn with songs, skits and risque gags that are a little odd. Worked selves into a frenzy and are okeh all around, but on stage too long.

Julie Wint's band played for the hour-and-a-half show and did an excellent job of accompaniment, as well as providing highly rhythmic and dependable music. Manuel Orando's Cuban Band,

doing the relief numbers, more than earn their pay with first-rate rumba tunes. There is also a line of 16 Milroy girls (some pretty) who engage in two top-flight production numbers that were well staged and routinized. Show was staged by Mildred Ray and Al Davis. Downstairs cocktail bar also has a cocktail unit, The Modcoops (Ray Adams and Al Goddard) doing well on the accordion and guitar; but the singing, oh!

Price policy is \$1.50 weekdays and \$2 Saturdays and holidays. Phil Richman, of Ben Marden's Riviera, is head-waiter.

Manager is Henry Stack, with Jack Farrell as press agent. *Sci Zeit.*

El Chico, New York

Another authentic, colorful and gay Spanish floor show is on view. Unlike most of the other local Latin spots, which include Americanized talent along with the imported acts, El Chico always has the real stuff.

Opener is Maclovia Rula, who appeared two years ago with a partner and is now soloing after a tour. She is a tall, handsome, slender brunet offering classical Spanish dances in flaming costumes, castanets, heel clicks and all. An excellent dancer. Then comes Paquita Dominguez, just in from Malaga, Spain, who sings Spanish gypsy songs with much fire. Encored, Dorita and Valero, billed as the only dance team coming out of Spain since the civil war began, are holdovers. They are a good-looking team dancing with graceful languor that is peppered with the usual haughty and fiery Spanish gestures.

Los Calaveras, three youths strumming guitars, accompany their own small, soft voices. Their voices blend nicely and their entertainment is unobtrusive rather than rousing. The show bubbles to a nice parade finale and has the excellent accompaniment of Don Alberto's Orchestra of seven. Alberto emceed nicely and shows his versatility by playing several instruments with the band, which goes over WJZ Saturdays, 6 to 8:30 p.m.

An instruction period follows the floor shows and helps enlighten the dancing sessions. Senorita Paloma, imported from Brazil, is a vivacious personality girl who sings a Samba ditty and then introduces G. Guzman Campos and Evelyn Mae, who teach patrons the basic steps of the Samba, a Brazilian dance that is being pushed as the new Latin dance fad here. The Samba is a sort of modified Sling, swell for social dancing but too quiet for exhibition.

Atmosphere, fine. Food, liquors, service, excellent. Benito Collada is the cordial host. *Paul Denis.*

Biltmore Bowl, Los Angeles

Shep Fields continues to do his here, having had his option taken up until March 16. Big draw for eight days is Sally Band, packing them in after publicity given her in recent court proceedings.

Show opens with the Karolla, balance pole act. Male does balancing while the female does conventional tricks. Also work with ladder which partner balances from floor on bottoms of his feet. climax finds femme whirled dizzily in the air as partner whips pole in circle. Good finish and act drew a nice hand. Don and Betty Hector did a ballroom tap. Nice appearance and good precision to their stuff. Went over well.

The Nonchalants, a trio of screwy knockabouts, have good showmanship and keep up a constant line of good chatter while they work. Bob Hall scores big here with his rhymes, working his latest news events with audience participation.

Working in a blue spot, Sally Band had the crowd sitting on the edge of the chairs. A net screen comes down from the ceiling and Sally does her bag bubble dance. Good background music helps sell this number.

Female finds Don and Betty Hector back on the floor teaching everyone the Lambeth Walk.

Shep Fields carries some stellar vocal entertainment with his ork, namely, Annabelle Graham, Hal Dorwin and Jerry Stewart. During the show Fields emceed and does a creditable piece of work. *Dean Owen.*

Casa Cubana, New York

What was once the Harlem Uproar House, since darkened, gets a new paint-brush once-over, with attending decors for Cubanese atmosphere, and brings Havana closer to Broadway. In keeping with the trimmings, floor

show and music stick close to native lines. Contingent, overboard on dancers, includes Cesar and Dolores, mixed team, for the conventional hip-swaying rumba routines; the Dianos, ballroom duo, with tango and conga steps that register; Gloria Belmont, an easy-on-sight soprano, for easy-to-take costumed Spanish dances; Lina Loco, a tiny mite who does right by a toe ballet turn and a native Mexican hat dance 'round the sombrero rim; and Senor Galvan, Spanish ballet dancer for solo toreador impressions, inviting cheers from the native first-nighters on his cape twirlings. Dancers are obviously up to snuff in dishing out authentic stepology, but failed to present a finished performance because of the poor orchestra accompaniment.

Only song break-in in the regular cast fell to Lila Lines. And this purdy gal, having earned the "Cuban Kate Smith" title, holds it up admirably. With thin but clear soprano pipes and an obvious sense of native humor in selling her songs, Miss Lines makes more Cuban for rumbans than any two of the terpsisters. For opening night only, extra-added, the a bit out of line, was Phil D'Orsay. However, her sexy style of delivering the Frenchie charisms is always sure to register with ringsiders, especially the baldpates.

Weakest division is the male. Oscar Calve, for the tango incentives, plays tango music as written, but sans any finesse or fluidity to make it really inviting. Relievers, Elio Ozcar, have as much a time with it for the rumba rhythm.

Noel Meadow handles the publicity. *M. H. Orzodober.*

Martin's on the Plaza, Kansas City, Mo.

Activity took a jump in the right direction when Jay McShann's Band opened at this spot, far and away the most ornate in the south section of the city.

McShann, a 21-year-old septa piano pounder, combines a friendly, grinning personality with rare keyboard technique. His band, seven pieces, is more than adequate. Bob Mabane handles the vocals, and instrumental solos are shared by McShann and his drummer, Jesse Price.

Acts soon will be used, according to Clair Martin, owner. Business brisk; service good. *Dave Dexter Jr.*

Terrace Room, Hotel New Yorker, New York

Tommy Dorsey's Band is still drawing them in and the room is doing good business. Despite the Dorsey attraction, the hotel is continuing stunts which have proved so successful in hyping business in the past.

Current is a series of Tuesday night elimination contests thru a tie-up with MGM's The Great Wallis. First was held last week, with a dozen couples (mostly social register) taking the floor in an exhibition of smelly waltzing. Dull as the contest was, the hotel can't lose—since the contestants come in as guests and naturally increase business.

Floor show still has Maurice and Cordoba, doing unusually effective ballroom dancing; Paul Rosini, magician, who emphasizes gags and personality successfully; Dorothy Wilkins, accordionist-singer, who pleases Helen Myon, handsome blonde, handling the intermission lulls at the piano, and Rose MacLean, doing the emcee nicely.

The contests are especially interesting when you visualize couples waiting to Dorsey's Band. But, despite that, the band dishes out excellent sweet music, despite its pre-eminence as a swing outfit. *Paul Denis.*

Cuban Casino, New York

A skimpy but pleasing Latin floor show is featured in this Times Square Cuban dine-and-danceery.

A dancer, dance team and singer compose the entire floor entertainment, with the singer doubling as band vocalist. Thoroughly ingratiating is Estrellita Villanueva, a cute, wide-eyed hyund doing spirited Mexican and Spanish dances.

Costumes are colorful and routines interest-holding.

Buxom Felicia Flores sings throaty Latin songs with a dash of hip movement, revealing a good, strong voice. She also plays the maracas with the band.

Ramon and Iticinda, tall ballroom team, are lively despite their size. A good-looking couple, they impressed with a good pictorial number and also a gay swingy conga.

Agnete Sanavia (violinist) is backed by a piano, trumpet and drums for the show and dance music. Considering its small size, this is a surprisingly good band.

Spot is a large room, seating about 400, and draws Latin and American trade—mostly patrons who like to dance rumba. Dinner is \$1, including a cocktail, and up. Food, good. Service, okeh. *Paul Denis.*

Old Brick Tavern, New York

This is a new after-dark spot in the Hotel America, right in 47th street's parlay alley. It draws a good crowd to its long bar, thanks mostly to its old-time films projected on a screen near by. It also gets musicians and performers coming off other jobs after midnight. The attraction for them is the Hot Life Page Band.

Page's Band has done recording and night club work and is one of those hot colored combos that swing fans love. It blasts away all night and has Page himself blowing a mean trumpet, mostly muted. He used to be with Count Basie's outfit. Trick drummer Kid Lips Hackette is featured, and he draws attention easily with his spectacular style and gum-chewing personality. The other six men are okeh and the band as a whole is all right. A WNEW wire is a possibility beginning with next week.

The colored floor show goes on three times nightly and is a rather interesting affair. Al Vigil, tall and good-looking youth, emceed in smiling, eager-to-please manner and also sings a few songs pleasantly enough. Amanda Randolph steals the show with her deft handling of double entendre ditties, her warm personality and showmanship. She also does a fine session at the piano between shows. Sonya, a slant-eyed, fussy-shafted dame, does one of those okeh dances that are supposedly hot stuff.

(See NIGHT CLUB on page 36)

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CINCINNATI, OHIO.

State, New York

(Reviewed Thursday Evening, Nov. 17)

A strong all-round bill, five acts, co-headlining Ella Logan and the orchestra of Joe Rines. Layout is out of the usual for a bill that takes in a name band, usual procedure being to out to three specialties with the band. Show goes overboard, however, on running time, stretching to 78 minutes, and pruning would tighten it to advantage. As it is, tho, it doesn't lag much.

Opening has Jane and Lynton, with Frank Brooks, providing a dance offering that takes in a variety of styles, knit and proffered in an interesting manner. The team specializes in solo and contortion work in addition to some straight ballroomatics, while Brooks gives out with fast and interesting tap effectively interspersed with ballet. The three open with a tap that incorporates adagio stuff.

Le Paul, aided by a blonde, confines first half of his act to plain and fancy card manipulating, with fair results. Second half is much stronger when he works more of the same pasteboard mystification upon three stooges, appearing to be innocent dupes conscripted from the audience. It's an amusing routine, with laughs coming from the play on the plants and the "droit pater of the manipulator."

Ella Logan show-stops with ease, the patrons lapping up her burry swing-sounding with relish. The dynamic lassie literally mows 'em down with her inimitable singing. Her comic puss-and personality. She did Indian Love Call, Just a Kid Named Joe, What Can the Matter Be?, Look Lomond and Wee Wee Dorris.

Harris and Howell, opening slowly, do well after they get going and provide the high comedy mark of the program with their malapropisms and cross-talk. Howell sings Music, Maestro, Please in falsetto, but sells it nicely, and Harris garners laughs with a parody and more

parting, assisted in both by Zerita, straightening and assisting at the piano. Harris and Howell join in a duet of Ti-Pi-Tin, and then Cephas, young tap dancer, comes on for a short but fast routine. All four are on in flash finish.

Joe Rines does very well with his spot, putting on a show that is more than creditable for an aggregation that is confined to the selection of more patriotic patronage of swank hostilities. The band numbers hold novelty and humor as well as expert musicianship, and Rines himself joins in the fun, vocalizing an amusing rendition of Sing Something Simple. The Frazer Sisters are a decided click with their expert vocal blending, enhanced by cute arrangements and a winning selling ability. Highlights were their cutely done Joseph, Joseph and My Heart is Taking Lessons. Two teams of shaggers, Agnes Murphy and Pete Hayden and Ruth Schelmer and John Engler, added to the sippy presentation. Youngsters also were used to demonstrate the Lambeth Walk, which Rines is supposed to have introduced in this country.

Film fare is Stablemates (MGM). Helge good last show. George Colcap.

Paramount, Los Angeles

(Reviewed Wednesday Evening, Nov. 16)

Rube Wolf and band work in pit this week, fronting a show that is so-so and not up to the usual class of entertainment offered here. Only two acts show to good advantage.

Opening has Fanchonettes doing waltz dance to Liebestraum. These femmes deliver some good precision work, but this number lacked snap.

Three Del Rio's delivered some good balancing stuff. Two males and a female.

Vaudeville Reviews

Unusual twist had one partner balancing femina aloft, while other partner did handstands on the gal's torso. They work well and got a nice hand.

After the old gag concerning how many requests he had received to do a trumpet solo, thinning down from hundreds to one postal card, Wolf stepped on stage and delivered Napoli. Some technical stuff here, with Wolf gagging a bit.

With a build-up as a Max Reinhardt discovery, Ted Blakey did Shortnin' Bread. It seems here that every other warbler is doing this number. A better selection would have upped Blakey's appeal. He has nice voice but works a little stiff before the mike. He followed with a number from Rigoletto.

Blakey did You're Lovely, Madame next, while Fanchonettes did parade number in background, clad in some eye-filling costumes. Gals are lookers and make a nice appearance.

Highlight was Joe and Pete Michon doing as screwy an act as any seen around here in some time. With an opening of gag magic tricks, the duo swings into work on a springboard. They brought howls from the crowd. Act builds to strong finish.

Cloze was effective, with Fanchonettes doing Scotch number in kilts. House packed at this show. Pic was Men With Wings, a holdover.

Deane Oates.

Chicago, Chicago

(Reviewed Friday Evening, Nov. 18)

One of the regal swing bands, Bob Crosby and his Dixieland Orchestra, is growing this Loop palace with full and mellow rhythms. Perhaps somewhat self-conscious in front of larger audiences than could ever have packed the neighboring Blackhawk Cafe where they reigned for several months, some of

the boys at first evening show opening day were a bit fright and their physical make-ups did not exactly go hand in hand with the blaring products from their musical instruments. There is no doubt that the bunch is much happier in more formal environments where the swing fans and their instigators are more at home.

From the standpoint of entertainment, however, the Crosby clan dished that out for a full 50-minute session. Most of it is swing but it doesn't exactly desert the borders of sanity and appeals to taste as well as emotion. Bob makes a regular enough emcee, exploiting the feats of his individual band mates even at the risk of being too repetitious on names. He can safely be more generous on vocals, tho, his voice heard in You Must Have Been a Beautiful Baby is suitably pleasing.

The "All-American Four," named by Paul Whiteman in a piece of smart press agency work concocted in a recent issue of Goldie's, got their inking with Lady Be Good and The Big Grass From China. Ray Bauduc of tank quartet drums in see style, Bob Zurko fingers a piano with the understanding of an artist, Eddie Miller toots a most rhythmic sax, and Bobby Haggart whips up fine tones on his bass.

Everly Marion Mann cooed in sweet melody Speak to Me of Love and Too Much in Love To Say Goodbye. A bang-sland decoration, and a valuable one, Jimmy and Mimi Byrne, cute swing team, go to town with Natchez and a somewhat long tap routine to the lone accompaniment of Bauduc's working drumsticks.

Chaz Chase is the lone comedy exponent and his was a welcome offering. His pantomime, eccentric dance steps and his unquenched appetite for such "edibles" as matches and flowers are still funny.

Band's unrestrained swing style ushers in its opening with Pagan Love Song and winds up the term with Diga Diga Doo. Business wasn't bad. Paramount's Men With Wings on screen. Sam Honigberg.

Jones, Linick & Schaefer Reopen Chicago Oriental With Lavish Show

Its face lifted by the progressive Jones, Linick & Schaefer firm, Randolph street's Oriental Theater is back in fold again as a leading combination house. Opening bill will probably remain as one of the most expensive to grace these boards, the imposing lineup including Freddie Bartholomew (a \$5,000 marquee name); Twelve Aristocrats; Carr Brothers and Betty; Ross, Pierre and Sweeney, and Kirby and Duval, in addition to Vorne Buck and orchestra and a line of 16 girls.

The policy should click from the start. The week-day prices, ranging from 25 cents and 40 cents (tapped to 55 cents Saturday and holiday evenings), are probably the lowest possible under this set-up. Indications point to a series of lavish stage productions, augmented by Charles A. Niggemeyer's house presentations, which will probably get this temple in the swim with the rest of the Loop ace.

The Buck outfit opened in the pit with a swing overture, and the curtains parted to reveal the 16 Sweethearts in an almost spectacular acrobatic routine, singling out several of the kids in applause-stimulating tricks. Girls look great on this stage and the hand given them by the packed house first show opening day heartily approved their work.

Carr Brothers and Betty have an ideal opening, the boys gazing into a drug store window while Betty in a trim bathing suit demonstrates a shapely figure. Chaps next go into some amusing acrobatic cut-ups and fine hand-balancing work, Betty making a midway appearance with a personality tap offering.

Kirby and Duval netted healthy laughs with comedy talk which, despite some antiquated bits, was given a fresh delivery treatment. Man, possessing an impressive baritone voice, should do an entire song in straight style before doing Sweet Mystery of Life in break-up fashion which leads to his exit. His gawky appearance is of considerable help in selling the material.

Freddie Bartholomew comes on to a big hand and, surprisingly enough, acts very natural and is honest with himself by admitting that he has no stage act. Somebody was smart enough to prepare a novel screen short for him in

which Judy Garland and Mickey Rooney come to the rescue. On the screen Metro's press department has him do a scene from his picture Listen, Darling, while Judy gives out with song and talk. On the stage Freddie re-enacts a touching scene he played in Caprice Courgeous and makes a gracious exit. Whether he will earn the tremendous figure he is reported to get remains to be seen, but he is a box-office attraction and fits particularly on this opening show.

Twelve Aristocrats, mixed dance act, follow with a novelty slight routine and make way for some grand comedy and mimicry by Ross, Pierre and Sweeney. Recent addition of Bud Sweeney was a step in the right direction, the kid pitching in with sharp carbons of Bernie and Ned Sparks. Ross remains the highlight in the turn with his freak voice, which reaches striking proportions in the Popeye skit. Miss Pierre contributes an Irene Bordoni impression and is a decorative partner in this trio. Finished strong.

The house line and the Aristocrats join hands for a flashy finale, the latter group standing out with their neat adagio work.

Initial screen companion is Metro's Vacation From Love. Jack Hunt and Sam Levine are in as house manager and first assistant respectively. Sam Honigberg.

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LOEW'S STATE THEATRE, NEW YORK. Week Nov. 17.

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BELL'S HAWAIIAN FOLLIES New Year's Eve, New England, New York, Mass. 214-21st Ave., Alton, Pa.

Radio City Music Hall, New York

(Reviewed Thursday Evening, Nov. 17)
 An uninspired series of about-New York-town is slapped together for this week's contribution. The opener has a Madison Square Garden sawdust smell. Nicholas Daks carried the ringmaster whip for the Missio Hall Corps de Ballet which, done up in a centaur, discarded its usual ballet routines for horsey antics. Along the Garden vein, Gaudier struts his Shetland ponies, dogs and monkey. Display showed careful training, but it ran a bit too long.
 The Roped Transit portrayals of the 5 o'clock rush hour in the subway were tricky cross-section skills, weak in character, music and lyric. Glee club peeped the scene.
 Doubling from the International Casino, Franklin D'Amore and Anita give the bill its only dramatics with their thrilling balancing and lifts.
 Accuracy was pointlessly and vainly sacrificed in the production of the 14th street East Side number. Robert Weede's dog tender tragedy was a bit redeeming. Metropolitan Opera baritone shares honors here with Maurice Baron and Albert Stillman, composer and lyricist of his song, *I Must Be Going to the Dogs*.
 In an unusually brief stay, the Rockettes appear as targets in a shooting gallery, and then race thru M. H. modifications of Indian war whoops and tomahawk routines.
 Premiere of stuffed shirt film, *Sixty Glorious Years* (Queen Victoria chronology), was half the blame for bad business at the last show.
 Sylvia Weiss.

this contained plenty of entertainment value for the classicists in the house.
 Daniel Richmond.

Hippodrome, Bristol, England

(Week of November 14)
 Bristol Hippodrome is one of the Stall Tour's most important out-of-town theaters and caters to a large audience in a seaport city. Current program is of good standard.
 Constance Evans, smart and graceful acro dancer who has played several seasons in America, scores with a neat routine.
 Carvey and Mac, typically English cross chatter comics, get plenty of laughs and take three solid calls.
 Jack La Vior and Ruthie Morgan, Americans, have a corking act with La Vior burlesquing the man on the flying trapeze. It's mirth-provoking novel comedy. Earns the couple merited encores.
 Archie Glen does a stew. Is natural and has funny mannerisms, but his material needs strengthening.
 Hickey Brothers and Alice, American "hoke" trio, are neat to this audience and stop the show cold with a routine of enjoyable fooling. Alice, easy-on-the-eyes red-head, has good pipes.
 Connor and Drake, two-man comedy team, win laughs. Act is fair.
 Jack Henry does nicely with a session of tuneful whistling that is appreciated.
 Senator Murphy, American act, wins them with that timely political monolog of his. Swell delivery and nifty gag.
 Syd Seymour and his Mad Hatters Band follow with comedy acts and will achieve a show-stop with a hokey routine in which the music—good as it is—takes second place. A novel offering and built for laughs. *Hep Ross.*

better pieces of pantomime. The humor is dependent upon burlesque of the trained horse and the laughs are loud and long.
 Leah-Mona is a dancer with grace and a seeming love for modern tunes. Merleth is the girl singer with the band and she does *Music, Maestro, Please* most capably and sways the audience with a revival of Dixieland Band.
 On the screen *Youth Takes a Flight* (Universal).
 Rex McConaugh.

A. B. C., Paris

(Reviewed Friday Evening, October 28)
 With the best and most colorful show of the year, the A. B. C. is playing to capacity.
 France, without a big name band, had

the music critics name those they considered the best individual players in the country. The result was the forming of Django Reinhardt's Band. With a pretty English lassie, Beryl Davis, as soloist, they play *Limehouse Blues*, *Lambeth Walk*, *When Day is Done*, *Please Be Kind* and *Swing Guitar* to a house gone music mad.
 Charles Trenet, also featured, has his usual success in plugging his own compositions. Naomi Leaf, making one appearance before going to the States on November 9, shows the exotic dance of Palestine. A star Hollywood prospect, George Campo and partner burlesque an apache dance to a sock hand. Other good numbers are Nelly Coletti, singing her own compositions, and Robert Rocca. (See VAUDEVILLE REVIEWS page 24)

Paramount, New York

(Reviewed Wednesday Evening, Nov. 16)
 For its 13th anniversary show this house offers a sock line-up of personalities, and their contributions would add up to one of the best performances seen here in months if the acts were tied together with a greater unity. Larry Clinton and his band, in their first Paris appearance, enjoy top billing, and, musically, they deliver a grand job. But Clinton, like so many of his colleagues, falls down badly on his oncoming task of welding the works into one solid piece of showmanship.
 Clinton and his music were received with open arms by the theater's swing-conscious patronage, and the band did its best to please with its grand versions of *Mad Jack*, *Ol' Man River* and, of course, *Dipsy Doodle*. Biblical ditty, sung by Ford Leary (trombonist), was the standout, and while the purists could set up the usual cry of sacrilegious agent the swing decoration of the Kern classic, the handling was so good that even they would be restrained a bit thru admiration for the Clinton arrangement.
 Buddy Clark proved again that he is one of the better song stylists of the day. If there was ever any doubt as to Clark's ability to sell a song it would be dispelled after a hearing here, with *Change Partners*, *Heart and Soul* and *So Help Me* offered in evidence. And climaxed the pope was Gershwin's immortal *Porgy and Bess* number, *It Ain't Necessarily So*, done with distinction, humor and a sure, understanding touch.
 Eleanor Whitney, from Hollywood and the Paramount lot, makes the most of her trio of tap routines and offers a surprise by appearing in an evening gown instead of the usual, inevitable tights, slacks, etc.
 Frank Libuso, fresh from his clowning at Billy Rose's Casa Manana, works with two stooges and gives out with a brand of comedy hoke that makes up in laughability what it lacks in originality. Fern assistant, incidentally, has a lovely voice that deserves a better fate than serving as a butt for the Libuso gags.
 But with all this talented roster it remained for Bea Wain, Clinton vocalist, to stop the show in its tracks. Vocals on *Dipsy Doodle*, *My Reverie*, *Martha* and a new Clinton arrangement of a *Sumo* and *Delilah* aria weren't enough for either the audience or this reviewer, and Clinton's ignoring of the terrific hand of his barber and his refusal to allow her to do a fifth number riddled him a very cool scattering of applause at the end of the show.
 Screen half is Bob Burns' first starter for Paramount, *The Arkavags Traveler*, and, in addition, a short featuring the National Philharmonic Orchestra playing Schubert's *Symphony No. 8 (Unfinished Symphony)*, Presented on a large screen.

Cirque Medrano, Paris

(Reviewed Tuesday Evening, November 8)
 Topping the splendid fare offered here is Harry Kahne, the American. Suspended head down, this remarkable mentalist accomplishes "impossible feats." For 40 minutes he keeps his audience spellbound with the most extraordinary demonstration ever seen in Paris.
 Gregoreco, the flying fool, for his finale, drops from 30 feet to stop 10 feet from the ground by means of a loop around his neck, a sensational climax for a well-liked suicide act.
 The Five Hotchas, harmonica tune-smiths, are okeh.
 Uris, claiming he is the only man in the world to balance himself on one finger, gets a solid hand.
 Miss Harrison, sharpshooter, misses her targets too often to make her act interesting.
 The Hollis Brothers, American catch act, had a hard time with a difficult last number, making five attempts and no dice and leaving the ring and refused to take a bow. Applause under the show three minutes. The boys should have returned.
 Elva Star Trio, hardworking equestrian act, and clown teams, Alex and Porto and Iles and Loyal, are held over.
 C. M. Chambers.

Palace, Akron, O.

(Reviewed Sunday Afternoon, Nov. 6)
 Johnny (Gene) Davis and orchestra, plus three acts, two of which, the Andrews Sisters and Pansy the Horse, are socks, provide an almost hour-long show that came near hanging up another box-office record here.
 Davis' Band was better than the average, the Andrews Sisters were a natural and Pansy the Horse a novelty the equal of which has seldom been seen here.
 At the head of a good swing band, the screen comedian works harder than any entertainer to appear here in a long time. If there is any doubt of what is meant by a jitterbug, a peek at Davis working will clear the issue. He wins an audience and holds it by giving it more and still more. Davis swings on the trumpet and swings with his voice. What is more, he puts as much energy into directing a number as a halfback hitting a stubborn line. Every move is showmanly. A bottle novelty scores big.
 The Andrews Sisters have a good routine of stage business and they sell it. Alexander's Ragtime Band is their sock. Pansy the Horse is one of the

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R K O THEATRES

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Selling the Good Old Days — And Bringing Back the Old-Timers

By BILL HARDY

PEOPLE have often called me sentimental for bringing back to Broadway, via my Gay Nineties Club, the stars of yesterday. I may be sentimental, but that's not why I bring them back—it's simply because they are good box office when presented in the right way.

Edie Lehman, of Holy Holy and Ida Brown, the Cherry Sisters, Charley King, (remember the first movie musical

doubt it can be done in every spot. You have to paint the proper background. It may be funny, but the most modern development in entertainment—the radio—goes for these oldtimers more than other mediums. Several of my entertainers have gone on to air programs. It was back when I was associated with Jack and Charlie that I started collecting things for my place. Now the Gay Nineties is growing too small to hold all my relics. I have the greatest collection of theater programs and lithographs in the world. Friends send them to me; most of them come from old actors' homes.

Relics Have Attraction

Lillian Russell's side saddle and Anna Held's riding boots are just a couple of the things patrons stop to see. They got a kick out of Spike Harrison in his brown derby and flashy Gay 90s suit straining the old ballads in a hoarse voice that makes the customers mellow. Incidentally, the bar is from the old Holland House, where Ziegfeld, Diamond Jim Brady and Jesse L. Lasker gathered.

Long ago I found that the better you treat your performers the better they respond. I insure every one of them for \$2,000 while they entertain here

and they have free access to medical and dental treatment.

The people who come here are youths in their 30s and 40s. They go for the quieter tempo of the Gay Nineties and they are of the age when they appreciate the "old days." Still we get a great many collegians and post-collegians who are impressed by the old names which their parents must have told them about. They also come because my spot seems "different" to them and it's a change from the swiftness of other night clubs.

Celebrities—particularly those of the entertainment field—are regular patrons. They come not so much to be seen but to absorb the atmosphere and to reminisce. They are no greater worshippers of the stars of yesterday than the stars of today.

Collection Is Important

My regret is that I can't have my entire collection on display. There wouldn't be any room to sit down. Upstairs I have rooms full of relics which I haven't had time to properly exhibit—but friends are invited to view them any time they care to.

So don't sell the "good old days" short.

BILL HARDY, owner of the famous New York City night club Bill's Gay Nineties, was born in New York. He attended Stuyvesant High School and while there won dancing contests. He became an instructor at the Dancing Carnival at Grand Central Palace in the days when the Bunny Hug, the Boston Dip and the Grizzly Bear were in vogue. Arthur Murray, incidentally, was an instructor there, too, and they did much to civilize those dances and



make ballroom dancing popular. Hardy later associated with Jack and Charlie's place. He became interested in "the good old days" and opened his own Gay Nineties Club eight years ago. He is always adding to his collection, attending auctions and antique sales in his spare time. His other hobby and recreation is golf. At the club he is presently engaged in installing a Steve Brodie Room.

He is married to Evelyn Groves, former Ziegfeld beauty.

Check-Roomers Pay Out a Million For Night Club Concession Spots

Figure is for New York alone—now branching out to other cities—espionage of pretties a problem—bankruptcies another headache—glamour yarns raise ante

By SOL ZATT

(Continued from page 3)

the actor), the outfit operates out of Philadelphia and also has subsidiary corporations that place vending machines in theaters. Berwin, incidentally, had such a heavy claim against the International Casino that, when it emerged from bankruptcy, he became one of its directors.

Other big night club concessioners are John Morales, who has the St. Moritz, El Gavicho and Veranditas; Quain and Rosen, with the Hollywood Restaurant, when and if it opens; Albert Abrams and Leon and Ralph Molot. There is also Oscar Markovich, associated with Abe Ellis, who also has candy concessions at the local burly houses. There are a total of 537 concessioners licensed by the city.

Leading bar checkers say that the night club "year" is usually around eight months and they take a licking for the other four. When a big spot opens, now, there is a scramble and bidding for checkroom privileges. Because of high competition, the concessioner usually comes across with a year's rent in advance. In the smaller spots, 50 per cent is laid down in cash and the balance in payments. Smart concessioners, when signing up a spot, always try to place the money in escrow, so if the place folds they get their coin back. Otherwise, they're just another creditor. Roadhouses and out of the way night spots that are known to have gambling are usually avoided, as they represent the greatest risk in case of a raid.

Notwithstanding that, however, the most pressing problem of the concessioner is personnel. There are 1,100 hat checkers in the city, who must be licensed, and the bonnet boys have an espionage system to keep tabs on them that's almost perfect. But they know right well that there is still plenty of palming going on among the girls, and

are combating it as intelligently as they can. One popular system is to switch the girls around every two weeks or a month and, at that, have a man watch over them. A headwaiter, in turn, often watches the man.

Often the headwaiter becomes chummy with the male checkroom waiter and he has to be switched. There are so many angles to the game that the ops are kept on a constant running jump, from place to place, checking on the house to make sure the girls don't make away with too much of the dough.

The only real protection they have is the locked box, where the money is dropped, and, while the girls wear dresses without pockets, they still find it very convenient to tuck away a big bill in their panties. The girls are supposed to split \$10 and over tips with the boss, but many figure it's their charm that gets the concessioner to part with dollar oils, so why should they split?

The boss has a pretty good idea, from checking the house each night, what the gross take should be, and if after a week it goes off too much, he brings in a new crew.

Salaries run to \$30 tops in the big spots, but many in the smaller spots work for \$8 a week and up. Those who are wise to all the angles manage to make themselves much more than their salary. Their biggest source of revenue is making "dates" with customers, which they rarely skip.

Flower and eggie gifts can usually clean up a neat penny, depending, of course, on their sales ability. This job requires more "pressure" and management than the ordinary hatcheck girl finds necessary. The girls peddling the novelties and flowers usually spot drinks first and go to work on their girl friends, on the theory that the male is at his philanthropic best when stowed. Yolces are also spotted as "good" game because

they fear embarrassment—and often like to play the big shot.

The sale of trinkets and novelties, because they sell for 10 or 20 times more than the normal value, accounts for a good bit of the profits. But while much emphasis is placed on this source of revenue, checkroom men prefer to put their best lookers and most shapely maidens in the wardrobe checkroom, as this is most profitable. Next in line, in the order of their importance, are flowers, programs, eggies and novelties and the tips from the men's and ladies' wash-rooms.

Night club owners sometimes keep their hat-check concessions to take care of the family problem. In very small clubs owners often turn over their checkrooms to needy relatives or girl friends or as a payoff to friends for favors.

Altho there is still this gold mine to be made in the hat-check business, grooves have fallen off 40 per cent this year as against last. Concessioners complain the patron is becoming conscious that he is being taken for a rookling and as a result is leaving smaller tips. But the concessioners are branching their activities to other cities to take care of the local decline. At present, outside of New York, concessioners are operating in Philadelphia, Boston, Baltimore and Chicago.

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Grosses

NEW YORK—Musco Hall did a good \$70,000 with its second week of *The Young in Heart* and a stage show featuring the Brilants, Rosta Ortega and Troy and Lynne. Loew's State grossed a fine \$27,000 with Milton Berle's second week and the film *Young Dr. Kildare*, compared with his first week (\$32,000) when he had *You Can't Take It With You*.

The Strand pulled a solid \$30,000 for the second week of *Brother Rat* and Hugh Herbert and Al Donahue's Band, compared with the bill's \$44,000 its first week. The Paramount's third week of *Men With Wings* and Raymond Scott's Quintet, Mark Warnow's Band and Maxine Sullivan did \$24,000, compared with \$35,000 the week before and \$40,000 the fifth week. The Roxy pulled a neat \$35,000 for the second week of *That Certain Age* and Red Skelton compared with the first week's \$35,000.

For the current week the Paramount started strong with *The Arkansas Traveler* and Larry Chiggin's Band; the Music Hall appears headed for a poor week with *Sissy Glorious Yedra*; the Roxy will probably do around \$30,000 with its *Sabineville Patrol*, the Strand secus headed for \$25,000 on its third and final week of the current show, and the State seems set for a good week with Ella Logan, Joe Ringer's Band and *Stablemates*.

CHICAGO—The week passed without any undue box-office disturbances. Some activity was noted in the Chicago, where Frankie Masters and his band moved in to give life to the second-week hold-over of *Sues* and closed with a fair enough \$31,000. Gypsy Rose Lee's unit at the Palace, accompanied by *Servants Be Loyal* on screen, attracted only a fair \$19,000. More was expected of the stage revue. In its final week in the reins of Jones, Linick & Schaefer, State-Lake with a Warner quickie *Broodway Musketiers* and a five-act bill had a weak \$11,500 to show for it. House reopened Christmas week under the Balaban & Katz management.

DETROIT—Fox Theater, with stage bill consisting of Billy Blake, Bosalan and Seville, Sbee and Raymond, with strong pix, *You Can't Take It With You*, grossed \$35,000 in the average \$20,000 house.

LOS ANGELES—Paramount, with *Men With Wings* and P&M stage show with *Hubie Wolf's* Ork, fell \$2,500 below average, grossing but \$15,500.

MONTREAL—Loew's took a slight decline with six-act vaude bill and *Vacation From Long*, with only \$8,500 in the take. Norm is \$6,000.

PHILADELPHIA—Jimmy Dorsey's Orchestra heading a bill including the Andrews Sisters, Slim and Slam plus film, *Gladiator*, grossed \$20,500 at the Eagle Theater.

Pittsburgh Clubs Reopen

PITTSBURGH, Nov. 19.—After leasing his spot to Joe Becker, who renamed it the Lincoln Terrace, Eddie Peyton has reopened his club under his own name. Spot seats 200; features Jimmy Gable's Orchestra.

Vince Softino, Stanley Theater musician, has opened the Villa Sorino in Mt. Lebanon, where he books floor shows backed by Curt Gucker's Orchestra. The Hotel Schenkey ballroom has unshuttered for Friday and Saturday dancing to the music of an Art Gikes crew fronted by Jack Walton.

Larry Steele is rehearsing a revue to reopen the Harlem Casino under management of Sam Bland; succeeding Lew Mercur.

Webster Hall is temporarily closing Empire Room for dancing.

"Instructions" Hit Studios

PITTSBURGH, Nov. 19.—Niteries are cutting into dance-school revenues here as attempt to hypo business. William Penn Hotel leads foray into ballroom teaching, with Charles O'Conner and Jean Trusty, Arthur Murray instructors, teaching customers in the Chatterbox. Lawrence Wolf's Band abets with Lambeth Walk demonstrations. At Italian Gardens dance team Billy and Betty Johnson are doubling as entertainers and teachers of the Walk.

N. O. Club Starts Anew

NEW ORLEANS, Nov. 19.—Renovated Club Belvedere, formerly Golden Pumpkin, has opened with Dutch Andrus and ork and floor show. Under new management of Al Nicholas.

Record Doubling

LONDON, Nov. 19.—Next week, Bobby Wright and Marion, Amertican comedy team, chalk up a record in long-distance doubling dates.

They play Portsmouth Hippodrome, twice nightly vaude, and the Paradise Club, London, midnight Show show. Distance between the two spots is 24 miles. This constitutes an English record.

Spokane Vaude Out; Film Dearth Blamed

SPOKANE, Nov. 19.—Vaude folded last Sunday at the Post-Street after four weeks of four-day bills. Was only house running regular weekly stage shows.

"Attendance was off 40 per cent from last season, when we grossed an average of \$2,750 per seven-day stand for 27 weeks, but primary reason for dropping vaude was lack of first-run pictures to accompany it," Manager William L. Evans said. The chain (Evergreen theaters operating four movie houses) tied up everything with any b-o. pull, even the independent releases. People would study the lobby picture stills and then turn away. Regular customers said quality of Bert Levy circuit vaude was better than last year.

An interesting sidelight was that last week nearly all patrons were over 40, young people all going to rival "jitterbug" dance revue booked in special at the Orpheum.

Niagara Falls One-Day

NIAGARA FALLS, N. Y., Nov. 19.—Vaudeville, which is definitely on the upswing in Western New York, is now being presented by the Strand Theater Friday nights. The Midnight Ramblers, a 10-piece band playing regularly at the Hotel Niagara here, play for the show billed as Amateur Night. However, besides the amateur contestants, professional talent is brought in. The amateurs win prizes of \$18, \$10 and \$5. The winners of the first 10 contests will compete for a free trip to New York, where, thru a tie-up with the Casa Manana, they will audition.

Admission is 25 and 35 cents. Business increased from \$200 to \$300 a week since the start of this Friday night show. Capacity is 2,100. Adam C. Hayman is owner and George MacKenna managing director.

Tomlin Draws Well

SPOKANE, Wash., Nov. 19.—Pinky Tomlin's show did a little better than average business Thursday thru Sunday at the Orpheum, where it was billed ahead of two first-run flicks. Manager Russell Brown reports, "Average business" for stage shows at the Orpheum means the 1,300 seats are filled to capacity a good share of the time.

Entertainers Are Killed

HARRISBURG, Pa. Nov. 18.—Two night spot entertainers were killed near here last week when returning from an engagement at a country spot near Carlisle. Two others riding in the car were injured.

Samuel J. Tharp, 26, guitar player, and Mrs. Mary Forbes, 52, pianist, both of Harrisburg, were the victims.

Dancers Double in "Instruction"

PITTSBURGH, Nov. 19.—As a business builder and low-cost floor entertainment, William Penn Hotel is presenting Charles O'Conner and Margaret Trusty, Arthur Murray teachers, as exhibition ballroom team that doubles as faculty for patrons who compete nightly in champagne dance contest. Chatterbox also conducting Great Wolf's contest eliminations in tie-up with Loew's Penn Theater.

New Clubs in Java

BATAVIA, Java, Nov. 8.—The first dancing resort to install air-conditioning here will be the Au Chat Noir. Another club due to open shortly in this city will engage 50 taxi dancers from Singapore and Saigon. This will be the first club to employ taxi dancers in the Netherlands Indies. So far it is not known whether either of the two clubs will book acts and feature floor shows.

Wrestling Nightly In Milwaukee Club

MILWAUKEE, Nov. 19.—Tom Terris, proprietor of a local niteriy, is sponsoring some 20 entries in The News-Sentinel Diamond Belt tournament to be held November 23 to December 5 at Eddie Wirth's Futuristic Ballroom here. Club Terris advertises it is the only night club in the world featuring free wrestling shows nightly. Spot offers floor shows booked by Dick Pritchard.

KENOSHA, Wis., Nov. 19.—Lee and Rose Perry unshuttered their Timber Ridge Camp near here November 12 with George Adamson's Ork.

HARTFORD, Wis., Nov. 19.—Joe and Norbert Remmel have opened the 321 Club here with Jimmy Wisar and his Hollanders as the opening band. Norb Remmel formerly managed the Schwartz Ballroom here.

Singapore Night Spots

SINGAPORE, S. S., Sept. 14.—This month the following artists are appearing in popular Singapore spots:

At the Raffles Hotel are Phyllis and James, and at the Sea View Hotel are Trevor and Dawn. The New World cabaret presents Stella Silvamann.

Soft Drink Niteriy Opens

RED BANK, N. J., Nov. 19.—The Variety Room, new niteriy, opened with Michael Cardner and "Muted Rhythm" Orchestra. Soft drinks only sold—an innovation in north Jersey short niteriy management. Dancers are mostly high-school and college youths who enjoy jitterbug sessions for prices.

Plans New Savannah Club

SAVANNAH, Ga., Nov. 19.—Al Remier, operator of the largest local night club, has purchased a neighboring tavern known as Johnnie's. Remier said he expects to raise the building and construct an amusement enterprise of an "entirely new" type.

Talent Agencies

ARTHUR ARQUIRES, of the Mutual Entertainment Exchange, Rochester, N. Y., has added several new bookings, including the LaPayette Club, Bradford, N. Y.; Sportsman Club, Bollett, Pa., and Kennedy's Inn, Binghamton, N. Y., making a total of 18 full-time spots and four week-ends. . . . KATHRYN DUFFY PRODUCTIONS, Oklabama City, was selected by Chevrolet to stage the entertainment for its West Coast press meetings. Kathryn Duffy put on a 22-people revue, *All America*, with a cast that included Regie Roth, Sheri Mann, Gayle Robins, Dale Taylor, Wans Lee, Doris Page, Rosanne, Angel and Estes. *Five European* Plashes and *World's Finest Glamour Girls*. . . . BILLY MCCOY, New York, has added Dorey Fragetta, sports promoter, to his staff. Office handles Benny Leonard and Mickey Walker for p. a.'s.

FOSTER BOOKING AGENCY, Dallas, is handling band and floor-show bookings for the new Casanova Club, Ft. Worth, Tex., recently opened. Jerry Johnson is handling Ft. Worth bookings for the agency.

HERMAN STEIN, of MCA, will remain in New York until March and then return to Europe.

HARRY POSTER, of Foster Agency, London, and Dick Henry, William Morris Agency, were in Chicago last week making the rounds for talent.

MILES INGALLS, who set Arron and Broderick at the New York Strand, has arranged other dates for them. On December 2 they open at the Erie, Washington, with the Stanby, Pittsburgh, to follow. After Pittsburgh the act plays Revarty Hills Country Club, Newport, Ky.

NAT NAZARRO, New York, has set Chuck and Chuck's, the Four Step Brothers and Baroni for the Paramount, Springfield, Mass., week of November 23, and Buck and Bubbles and the Berry Brothers at the New York Paramount, week of November 30.

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AFA Pickets the State, New York

NEW YORK, Nov. 10.—The AFA picketed Loew's State last night, claiming Loew had given it "a run-around" in its negotiations for an AFA shop agreement covering the acts appearing there weekly.

Harry Calkins, AFA organizer, had several talks with Loew's Charles C. Moskowitz and Marvin Schenck, who were also in contact with the Roxy, Strand, Paramount and Music Hall theaters and keeping them informed of the negotiations.

Schenck asked that the picket line be taken off late last night, which the AFA did upon promise of another conference Monday at 4 p.m.

Sherman Vs. Ross

CHICAGO, Nov. 18.—Shavo Sherman filed action against Frank Ross, of Ross, Pierre and Sweeney, here this week asking for \$1,500 due him under an old contract. Sherman charges that Ross promised to use him in the act but failed to do so and as a result he lost a season's work.

Red Bank Spot in Debut

RED BANK, N. J., Nov. 19.—One of the first series to begin fall schedule here in Pleasant Run. Kay Ray and Billy Finegan are featured nightly. Sam Passone and orchestra play for dancing. Grace De Maria is proprietor and Regis Scott manager.

Boys Town Unit Resumes

CHICAGO, Nov. 19.—Boys Town unit, produced by the local Central Booking Office, took to the road again yesterday at the Tower, Kansas City. Show was returned to Boys Town, Neb., recently due to illness of some of the cast members and has now been returned to an hour's time for combo house consumption.

Savarin, Buffalo, Resumes

BUFFALO, Nov. 19.—The Savarin Cafe has reopened. Spot, formerly managed by Harry Walters and Harry Altman, now operates under Mrs. Bessie Gallagher and James Phillips, former employees at the club.

Benny Kruger's eight-piece band is scheduled for the entire season. Capacity is 350. Band is booked by Ray B. Kresland, Buffalo. Shows booked by Al Norton, Rochester.

Club To Book Units Only

WILKES-BARRE, Pa., Nov. 10.—Joe Blango, owner of the Club Mayfair of nearby Yatesville, is now booking unit shows. He is the only night club in this section featuring a complete floor show nightly.

KIRBY AND DUVAL say good-by to show business after their current week at the Oriental, Chicago, to go into the retail bakery business in Birmingham, N. Y.

Compromise!

LONDON, Nov. 19.—Pantomimes, the essentially English Christmas fare, invariably run true to the story. The one entitled *Aladdin* calls for the inclusion in the cast of "two Chinese policemen." Francis Laidler, casting for his *Aladdin* pantomime at the Alhambra, Bradford, engaged the Kikaku Brothers, Japanese acrobatic comedians, for the roles of Chinese policemen. The Japs carried off the Chinese roles and costumes. Part wouldn't lend itself to Japanese characters, so a compromise was effected and they have been changed to Arabian court attendants!

Canton Spot Reopens

CANTON, O., Nov. 11.—Original Hofbrau has been reopened at the Orchard Hills Town Club, with Frank Deema managing director. Will be operated on a private membership basis. Deema said dance bands will be employed regularly, with occasional floor shows.

Sheboygan Spot Open

SHEBOYGAN, Wis., Nov. 19.—Stub Wilson unabridged his Ambassador Club near here recently with music by Sammy Kotzin. Spot features orchestra nightly except Mondays.

Brandt To Do Ice Show

LOS ANGELES, Nov. 19.—Dr. Arthur Brandt, ice-show producer from Switzerland, was signed to stage the productions in A. Frank Ruppenthal's Tropical Ice Gardens, opening for the season this month. Brandt sisters will be featured attraction.

Hotel Uses Electric Organ

LONG BRANCH, N. J., Nov. 19.—A Hammond electric organ has been installed in the dining room of the Garfield Grant Hotel here. Bill Thompson will preside for three daily programs of popular music.

N. Y. 21 Club Wins

PHILADELPHIA, Nov. 19.—Exclusive rights to the name "21" was awarded to the Murray Hill Restaurant Corp., of New York, operators of the club at 21 West 52d street, by Federal Judge Welsh here this week. The New York club had sought to restrain a "21 Club" in this city from using the name. The New York club did not seek damages.

String of Nut Clubs

PITTSBURGH, Nov. 19.—Encouraged by mounting trade, Al and Lew Mercur of the Nut House, are planning to open a chain of asylums in other cities. Motif is informal fun, off-shade stories and impromptu ribbing by talent circulating from table to table. Brothers will be aided by Dave Mercur, a third, who doubles as a New York photographer.

Pittsburgh Can't Get Right Talent

PITTSBURGH, Nov. 19.—Stage dates go begging for lack of available talent suitable to small city tastes and budgets, according to John McGreevy, booker for the Harris Amusement Corp. Booking mostly thru the William Morris office, the Harris chain includes houses in Youngstown, Detroit, Du Bois, St. Marys and other towns, besides Pittsburgh.

Planning to open its new Senator Theater for Thanksgiving, the Harris company will use John Boles and a pit band the opening week.

Plantation, Buffalo, Closed

BUFFALO, Nov. 19.—The Plantation, once popular night club on the Niagara Falls-Buffalo route, has closed. V. De-Marchy, manager of the spot, had tried pepping things up by injecting a floor show.

NIGHT CLUB

(Continued from page 34)

Maxine Johnson, tall and nice-looking singer, sticks to slow ballads and stands out due to contrast to the rest of the show. Leon Cepus does fast tap numbers peppered with acrobatics. Pair, Vickie Vigil, an Amazonian woman with a glittering smile, sings double entendre songs that don't leave any possible doubt as to meaning. She strokes her thighs and rolls her eyes for added effect.

Harry Brock is the friendly host and Mrs. Christina Brock the operator. Jack Yarnow is the p. a.

Prices are low. No cover, but 50 cents minimum week days and one buck week-ends. Paul Deats.

The Antlers, Kansas City, Mo.

Long known for his loyalty to acts and bands, Buss Passler is going as far as patronage will allow, using floor shows and a large orchestra. And with the winter season officially under way now, he's offering Tommy Douglas' solid nine-piece combination and several acts.

Only drawback is that the show is complete only on week-ends. The Douglas band plays nightly without a miss and is more than a mild success. The leader, a sax and clarinet blower, features Bill Martin, singing trumpeter, and Bill Nolan, sleepy-eyed drummer, who also warbles occasionally.

Passler will inaugurate regular floor shows soon. The spot is becoming more and more popular because of Douglas' despatchment. Service excellent; food and drinks above par. Not fancy, it's a place, nonetheless, where everyone enjoys himself, especially musicians and jitterbugs who enjoy hot septa symphonies. Dave Dexter Jr.

Club Tivoli, Juarez, Mexico

This spot celebrates its fifth anniversary with the strongest floor show in many months. Feature is Sonya and Romero, comedy dance team, who had the patrons cheering for more.

Jimmy Oakes, in his 15th week as emcee, handled show nicely. This boy grows more popular weekly and can have permanent spot, so far as customers are concerned. Pepe and Carola, Mexican dance team in authentic costumes, opened with fast Mexican dances for good hand. Jeane Blanche was on next with fast tap for another good reception. Oakes contributed three songs and finished with customers singing with him. Sells his songs well.

Sonya and Romero close with comedy number. The Bulldozer and the Lady, which brought plenty of laughs with a smash finish. Sure-fire routines and clever delivery. Should be marked for better things. Hal Middleworth.

VAUDEVILLE REVIEWS

(Continued from page 33)

songs and wisecracking. Oviard, rapid-fire patter, the Three Arns, one man and two children in a splendid acro acti Coyita Herrero, with Spanish dances that click; Marguerite Gilbert, songs and good imitations; Busy Soldier, charming sea songs of Breton, were well liked. C. M. Chambers.

Roxy, New York

(Reviewed Friday Evening, November 12) Weak pic and strong stage show at Roxy. Loretta Lee, Johnny Burke and

Condoe Brothers dimping the dol-druma.

Loretta Lee, polished vocalist with versatile technique, did three tunes of different type—*What Goes On Here, My Reverie* and *Tiger Rag*. Lee has quality, rhythm and control. Booked with Roy, letting herself go.

Johnny Burke, comic, is well fortified with good material. Presents himself in soldier's garb and spouts about the war. Has high-pitched delivery, well suited to screwy gags, and kept audience in constant chuckles. Turn like this must be good or must flop badly, there being nothing but Burke to hold it. He does.

Condoe Brothers are two hoofers per excellence. They are dact, fast and clean, giving a couple of brilliant routines worthy of any stage. Danced in both duo and competitive fashion, contributing one particularly excellent boy, city while seated on chairs. Turn is his honey with no ifs or buts.

Mazzone and Abbott Dancera, featuring Diane Dreene, Joyce Matten and Nan Bower, do an apache routine with plenty of hoke. Turn is done in a tricky setting—depicting a cave—and has all the pseudo-meller touches, including shooting. It's expertly performed and colorful.

Five Can Can Gals, backed by Gao Foster Girls for production, followed with dress-twirling and leg-showing galore, all being done in the same leava getting. Can Can dames have plenty afro talent and, coupled with Mazzone Dancers, gave bill one of those phony Parisian touches audiences like. Names are Florence Spencer, Sharon Harvey, Katherine Harris, Vera Aren and Vera Harrison.

Gao Foster gals performed excellently. Pic, and a stinker, was *Submarine Patrol* (20th-Fox).

House open last show. Paul Ackerman.

Reviews of Units

"Shanghai Nights"

Reviewed Tuesday afternoon, November 8, at the Lyones Theater, Newport News, Va.

An interesting departure in units is this one with its Oriental atmosphere and trappings.

Show is tastefully equipped, and the flowery introduction by Kee Ming, emcee and magician, puts the audience in the proper mood. Ming is naive at times, his only offense being a tendency to go a bit blue at times, which is out of place in a show so definitely suited to the family trade. As a magician Kee is clever, his egg-swallowing trick being well received.

There are few specialties, the only other featured people being the adagio team of Fong and Milice, who also present an apache number. Show works up nicely to the smash climax, the Kem Troupe, four tumblers, who do foot juggling of barrels with consummate wizardry.

Only four girls in the line, the Lotus Blossoms, but they put plenty of pep into fast routines. Shanghai Soreheads, fireplace stage band, furnished adequate music.

Unit played to far-above-average attendance during stay here.

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Philly Franklin Taking Name Bands; New Clubs Opening

PHILADELPHIA, Nov. 19.—The swank new Franklin Hotel Ballroom is contemplating instituting name bands. Officials of the hotel, the largest in Philadelphia, are in New York negotiating with band bookers. This will make the second Philly spot with a name-band policy, the other being the Aradia-International. Jan Savitt's crew will leave the Aradia-International for a week's stint at the Erie Theater. When the theater turn is finished, Savitt will return to the Padula spot. He will be followed by Clem Williams' Orchestra. Williams' stay will be featured by a debutante talent contest.

The Latimer Club, shuttered for nearly a year, was reopened Thursday by Max Johnson. An intimate spot, it will be run on a no-cover or minimum policy. Opening show included Toni Lane, Jimmy Kelly, Billie Lee, Sharon Harbey, Tina Toney and Josie's Rumba Orchestra.

The 21 Club, shut down two weeks ago, was reopened yesterday by Herbie Frank, formerly of Herbie's 1412 Club and one-time manager of the Embassy Club.

Full Week Burly

FORT WORTH, Nov. 19.—Billy Earle's Paris Folies is playing an indefinite engagement at the State Theater, burlesque house here. Billy Earle is producer. The State, formerly open on week-ends only, is now open daily.

Louisville Clubs Resume

LOUISVILLE, Nov. 19.—Starting off this season with nice business are the Madrid and Crystal Terrace. The Madrid is featuring Jack Gillette and his NBC Orchestra with Grace White. Is dark Mondays and Tuesdays.

Crystal Terrace reports nice business with Buddy Fisher's Band.

The Club Paddock is opening with Carl Zeller and his orchestra and a floor show, and will feature "theatrical night" Wednesdays, same as last season.

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Yam Session

DETROIT, Nov. 19.—Some wag was bound to find the natural anticlimax for the jam session, and now it's here. On Wednesday the Book Casino presented a Yam Session to end all jams.

Tie-up was really effective, opening with a parade of waiters, each carrying a yam-loaded tray across the floor, and then Roth and Berdun, dance-producers, presented their own novelty, the Yam Seller's Dance.

Up-State New York Trend Is to Girls, Novelties, Lines

ROCHESTER, N. Y., Nov. 19.—Daylight saving time, voted here last week, gave the jitters to night club owners, although they will have until April to decide what, if anything, is to be done. Antis blamed movie propaganda for passage of amendment but said nothing about club managers. It was suggested that if spots kept top shows a certain percentage of appenders would visit hot spots anyway.

Bookers find that just acts aren't enough. Trend is to name talent. Also find that mixing in on the wane in majority of clubs here and up-State. New York acts needn't be reluctant to come here. Good jobs can be had, agencies assert. In demand are good novelty acts, single girls, sister acts, trios and lines of four fems.

Ray-Ott Club, Niagara Falls, is now using lines interspersed with acts.

JFO Gardens here has shifted to all-colored talent.

Kenwood Hotel, Silver Springs, now using shows three days a week instead of one.

College Inn, Fairport, now spots shows three days a week in place of week-ends. Sovereign Club, Buffalo, reopened this week with 10-people show.

Band, 1 Act for K. C. Muehlebach

KANSAS CITY, Mo., Nov. 19.—Swank new Terrace Grill of Hotel Muehlebach opened last night with Joe Reichman's Orchestra. One act is being used, first to be brought in being Jeanne Collette and Harold Barry, dancers, who are introducing The Lombardi Walk here.

For many years the top winter spot in Kaycee, the hotel will use only names. Other niteries here report good business. Wally Stoesser's Band replaced Johnny Burkhardt's at Southern Mansion Wednesday night, and at least 15 other clubs are now using floor shows and orchestras.

Briskman Out of Werba's

NEW YORK, Nov. 19.—Samuel Briskman has resigned from the operation of Werba's, Brooklyn. Released his holdings November 12 and intends to hunt up possible club sites in Miami Beach. On his return will seek another burly spot this time in the 40s. New operator of Werba's is Harry Palmer, who also controls the Triboro in Harlem. Plans no changes in policy—current with first crowd road shows—in either house. Change in the management of Werba's today brought in Russell Carew in place of Nee Costello.

IA Eyes Chicago Clubs

CHICAGO, Nov. 19.—Local IATSE office, under Frank Olson, is bringing added pressure here to make night spots and hotel rooms use IA spotlight operators. Campaign has been going on for some time, Olson said, but a more concentrated drive is now on to get some of the smaller spots which have heretofore been having a bus boy double on the spots. Colosimo's and Harry's New York cabaret are the most recent niteries to add IA men to their staffs.

Vaudeville for Denver

DENVER, Nov. 19.—Taber Theater, which has been running double picture bills, has changed its policy to include five acts of vaude on Fridays to Sundays with a single feature.

Burlesque Notes

(Communications to New York Office)

New York:

ANN CORIO appeared at A Nite of Stars benefit at Madison Square Garden November 16, coming from Union City, N. J., where she hung up an attendance record at the Hudson. . . . GLADYS CLARK back from Cleveland, where she underwent treatment for eye trouble. Still wears goggles and visits Polyclinic Hospital regularly for treatment. Doctor says she may be able to return to stage in four weeks. . . . VALLEY AND LEE, extra-attraction team, now at Murphy's niterie, Brooklyn. Open Thanksgiving Day for two weeks with a new Wally Jackson dance routine. . . . MARGIE KELLY back to the Ettinge from the Gaiety, along with Helen Colby, Dot Dabney, Billy (Bumps) Mack and George Tuttle November 18. Exiting were Jerry Dean who shifted to the Gaiety, replacing Hazel Walker; Toni Mitchell, Georgia Sothorn, Bob Alder and Walter Stanford. . . . LEO STEVENS' new house partners—"Chicoades," he calls 'em—at the Triboro comprise Lucy Sherman, Sally Chryslis, Bobbie Foster and Elinore Burbanck.

AMY FONG was surprised at the Hudson Union City, N. J., by stagehands who had decorated their prop and coffee room with lanterns and "welcome" signs in Chinese in honor of her week of November 20 there. . . . JEAN BEDINI and Harry Rose have teamed up for vaude. On their way to the Coast. . . . CRYSTAL AYNES and Julia Bryan moved into the Capitol, San Francisco, from the Polite, Los Angeles, November 13. . . . BURLESQUE YVONNE, following two weeks of extra-attraction engagement at the Columbia, Boston, came to Werba's, Brooklyn, November 13 week, to re-enforce the Valerie Parks show. Ditto Rhythm Brown, dancer, and Eleanor Samuels, singer. Miss Samuels is new to burly. . . . KENNETH ROBERTS, producer at Werba's, Brooklyn, has assigned Frank Belmont and Dona Davis to conduct his bookings.

EVELYN MYERS, who closed at the Burbank, Los Angeles, recently, sends word from St. Louis that she is on her way back east to renew extra-attraction work. . . . DEWEY RINGIER, of Popkin & Ringier, California theater operators, coming east to scout for new burly talent. . . . SID STONE is still another burly principal hooked for the legit. Now in a role in The Fabulous Insalid at the Broadhurst. On last burly engagement he did straight for Hank Henry. . . . NATALIE CARTIER, former assistant to producer Paul Morokoff, has joined the Ann Corio show on the first circuit. . . . CHARLES (PEANUTS) BOHN, comic with the Passing Parade revue across the Atlantic, has been held (See BURLESQUE NOTES on page 39)

Musical Tabs for Roxy in Salt Lake

SALT LAKE CITY, Nov. 19.—Andy Floor and George Allen, managing director of the Roxy Theater, will start a new policy when they bring back musical tabloids.

The opening show, Hello, Salt Lake, will feature 21 artists, with orchestra of six. Three shows a day and two pictures. Change of shows Saturdays.

Solly Fields, who directed productions for Allen when the house was called Playhouse, will again have charge, with Maxine Fields as head of dancing company was picked by Floor in Los Angeles. Vernon Murray is leading man; Doris Othy Roberts, coubert; Roland O'Keefe, straight; Jack Murray and Buz Ferris, comics; DeVaux, of DeVaux & Lahmar, will be juke and Miss Lahmar will be prima donna. Marie Ferris will be character woman.

Beating "Fair" Gun Nicks Boila's Unit

CHICAGO, Nov. 19.—At least one local unit producer discovered that it is too early to cash in on the coming New York World's Fair.

Nick Boila thought he had something in his World's Fair Pre-View title, but receipts from initial engagements proved otherwise. So the show is now taking advantage of the current swing-music craze and selling itself as the Jitterbug Jubilee. For an appropriate feature jitterbug contests will be held at each date.

Show reopened at the Orpheum, Memphis, and then moved to play the Mott Singer houses in Davenport, Des Moines and Sioux City, Ia.

Lincoln House Goes Dark

LINCOLN, Neb., Nov. 19.—Orpheum 1350-acater here, which has been the vaude house for several years, went dark Monday for a complete overhauling. Since last spring it has been a straight picture house.

Plan now is to yank the shutters off New Year's Eve with a gala vaude show.

Ft. Worth Experiments With 1-Act Shows

FORT WORTH, Nov. 19.—Hollywood Theater, movie house, is adding one act to its movie fare week-ends. Business gained by first two bookings will determine future dates. First act, Leo Morse and accompanist, Bob Downey, drew considerable business during four-day run, November 11 to 14. Next will be Rufe Davis, beginning November 25 for four days.

No bookings have been made beyond that. Hollywood never had cash before. Marseline K. Moore is manager of the house, an Interstate Circuit theater.

Burlesque Review

Capitol Follies, San Francisco

(Reviewed Monday, November 14)

Capitol Follies reopened Armistice Day and clicked in no uncertain manner by rounding together a tuneful and snappy burlesque revue.

Julie Brynne, billed as the Most Beautiful Girl in the World, was the chief attraction, doing a strip. She's got looks. Also works in the scenes.

In reopening the Capitol, Manager Eddie Skolak offers a new stage production, including new dancers, new comics, new scenery and new costumes. In fact the whole layout packs a fair measure of talent. Lack of a printed program, however, made the show difficult to follow.

Highlighted on the comedy and were Harry Arnie and Chubby Werry. Some of their stuff was original, at least to local audiences. Red-head Vicky Darrin (we think it was she) did a outlandish strip. Gal was apparently awaiting more of a cue from the audience.

Other peccers were Mary Marva Brown and Inez Claire. John Barker was the warbler. Chorus work up to standard, thanks to producer Joe Mendelssohn. Scenery and costumes were excellent. Business, good. Edward Murphy.

Kane To Open Atlanta

PHILADELPHIA, Nov. 19.—Jack Kane closed last Monday as manager of the Gaiety, local burlystock house operated by I. E. Hirt. He is planning to open the Atlanta Theater, Atlanta, with burly stock within the next four weeks. Max Cohen, former operator and manager of the Troc, is a daily visitor at the Gaiety.

Joe Yule Signed by MGM

HOLLYWOOD, Nov. 19.—After what it considered annoying publicity MGM handed Joe Yule, father of Mickey Rooney, a contract. Whether sticker ticket will keep Yule out of burly houses could not be learned. He goes into Idler's Delight, with Clark Gable.

"Holiday Greetings" from BILL LERNER, Manager STONE'S GRILL 600-211 Vine St., Cincinnati, O. "Where Showfoto Meet."

Magic

By BILL SACHS

(Communications to Cincinnati Office)

C. A. GEORGE NEWMANN, who ushered in his canvas season April 23 and who for the last two months has been playing houses, winds up his season November 26. The tent season was the best he's ever enjoyed, he says, and business indoors has been above specifications. The well-known mentalist-magician plans a larger tent outfit for the 1939 season. . . . **RAY DALEY**, manipulator, has returned to his native Seattle from Nome, Alaska, where in recent months he has operated a dredge in hydraulic gold-mining operations. . . . **HARVEY LONO**, who has been working his way thru college with his sleight-of-hand wizardry, is on his third leg of a drama degree at the University of Washington, Seattle. . . . **KOWARDS THE MAGICIAN** (Edward Shanks), of Lynchburg, Va., has recently been playing schools, clubs and CCC camps in the Michigan territory. . . . **THE GREAT THURMAN**, mentalist and character reader, has transferred his activities from a Pontiac, Mich., furniture store to a similar location in Detroit. . . . **THE MYSTIC IVAN**, presenting a comedy chalk-talk act, has teamed with Edwards the Magician to play schools and clubs. . . . **BOSGART THE MAGICIAN**, now touring under the direction of Jack Baughman, formerly with the Ringling advance, predicts that he's set in Florida schools until Christmas and, to date, has found business very good. . . . **QUEEN CITY MYSTICS'** dance and party at the Hesperian House, Cincinnati, Wednesday night of last week (18) attracted 147 friends of magic. . . . **FRAKSON** moves into the swanky Beverly Hills Country Club, Newport, Ky., just across the river from Cincinnati, Thanksgiving night for a fortnight's stand. . . . **T. J. CRAWFORD**, editor of the *IBM's Linking Ring* and vice-pres of the organization, was named to succeed John H. Davison, resigned, as president of the IBM at the Back-to-Kenton Meeting held at Kenton, O., last week. As predicted here last week, however, John Snyder Jr., of Cincinnati, will serve as acting president of the IBM, handling all the duties of that office until another president can be chosen at the next IBM convention in Battle Creek Mich., next June.

president, will be in charge of arrangements. . . . **LECARDO**, following an engagement at the Grand, Canton, O., burlesque stand, has returned to Kelly's, Cincinnati niter. His wife, Arta, is doing her sensational reptile dance on the same bill. . . . **CARLE SHARPE**, card expert, now doing a nut act under the label of Mr. Ballantine with Clyde Jordan's Artists and Models, was a visitor at the desk last Saturday (19), en route to Ottawa, O., where the show played Sunday. It is set for the Rialto Theater, Cincinnati, Thanksgiving Day. Jordan formerly had out Noel Lester, magician, for a season. . . . **DR. FREDERICK KARR**, mentalist, typewrites from Peoria, Ill., that his company is running along smoothly under the direction of Roy Sampson, formerly with the Blackstone and Thurston magic opies. Sampson, Karr reports, has the troupe set until the second week in January, including stopoffs at two radio stations. Karr is headed southward. Earle Sproule is handling the electrical and ghost shows for Karr, and Phyllis Pearson is a recent addition to the company.

BURLESQUE NOTES

(Continued from page 37)

over for an indefinite stay following completion of a 10 weeks' contract. . . . **MILLIE CONVEY** now night-clubbing at the Nomad, Atlantic City, where also are Grace Collins, Pola Montayo, Jean Rochelle, Paul Kaye, emcee; Sid Rose, ork leader, and Al Arayou, singing guitarist. Lea Ferrin exited after over a year's stay, so did Shirley Herman. . . . **GINOER BRITTON** moved from the Star, Brooklyn, to the Columbia, Boston. . . . **TERRY PARKER**, juggler, and Edna and Herman, fountain dancers, were added attractions at the Star, Brooklyn, week of November 11 to help build up another big Allen Gilbert extravaganza. . . . **HARRY BENTLEY**, a former featured comic, is now a dress and coat merchant.

JEAN MODE, after eight weeks at Harry's New York Bar, Chi., canceled another eight held out for her and came back to burly via the Gayety, Minneapolis, opening November 11 as featured attraction for a fortnight. Her billing there reads, "Broadway's Shapeliest Girl."

. . . **ESTA ALJA**, Patsy Johnson, Cleo Valentia, Gertrude Beck, I. B. Hamp, "Hello Jake" Fields, Earl Root and Harry White, with Elmer Cook producing, constitute the current personnel at the Gayety, Philly. . . . **SLATE TAYLOR** and Brynne Parker have joined the Bozo Snyder show on the Hirst Circuit. . . . **MAE DIX** and Ina Hayward, former burly greas, are now busy working banquets and other social functions. . . . **DOREE**, dancer with a Hirst show, plans to open a beauty parlor next season and retire from the stage.

MURRAY (LOONY) LEWIS is set to open at the Columbia, Boston, beginning November 28. Also set for a guest spot on Ed Fitzgerald's program (WOR) November 22. **UNO.**

Chicago:
KENNY BRINNA will change jobs with Charles Country December 2, Kenny leaving for the road and Charlie reassuming as featured comedian at the Rialto here. . . . Kenny's wife, Mary LeMarr, will accompany him. . . . **DEWEY RINGIER**, of Popkin & Ringier, and Evelyn Myers were in from Los Angeles. . . . Ringier was combing the city for burlesque talent for his Burbank Theater in Los Angeles. . . . **N. S. BARGER**, Rialto operator, was in New York on business last week. . . . **ROSE LA-ROSE** replaced Trudy Dering in Bob Ferguson's show, which moved to the Gayety, Cincinnati, Friday. Dolores will feature her dove dances. . . . **HELEN COLBY**, June St. Clair's sister, has left for New York for the first time in two years to fill an indef engagement at the Gayety. . . . **GEORGE KAYE** and Cell VonDoll in from Los Angeles to join a Western Managers' Association road show at the Palace, Buffalo, November 25. . . . **ADA LEONARD**, after several months in the hospital, is back to normal again and will resume her stripping activities at the Rialto in a couple of weeks. . . . **MARGIE DALE**, who recently closed at the Gayety, Milwaukee, opened at the Grand Opera House, Canton, O., Friday. . . . **JEAN LOUISE** closed in a road show in Detroit and returned here to work night spots. . . . **MARIO AND GARMEN** closed at the Rialto last week to resume their night club activity in Detroit.

Minstrelsy

By BOB EMMET (Cincinnati Office)

"ABOUT 1925 one of the major minstrels featured in its band a musician on alto or melophone that had a high outstanding tone far above the band, even tho the band was doing double forte. It was more shrill and piercing than a sound system of today could bring it out and sounded from a distance like a woman soprano doing an obligato. Never have I heard anything to compare with this feat in any musical organization since." So writes Bert Russell of Richmond, Ind., and he finishes with, "Do any of you oldtimers remember him?"

PAUL CHAMPION, of Binghamton, N. Y., former agent for the Billy Delano Minstrels, informs that the female impersonator with the Delano Minstrels was George Milner, not George Upliner as reported by George A. Bowman recently in this column. (Apparently a typographical error—Ed.) He also recalls the Delano Brothers (no relation to Billy Delano, the owner). "Billy spent a lot of money to motorize the show to play Vermont in the winters," Champion writes, "but he left the trucks and cars on the third stand. Delano's police dog had an uncanny ability to find false teeth. Let anybody put false teeth in cold water at night in any hotel room and Billy was in hot water next morning. The best small minstrel of them all, in my opinion, was George Hammond's. In point of people we had a veritable Who's Who of Minstrelsy, including Eddie Bolton, John Dusek, Frank Clark, Duke Carey, Buck Leahy among others of a company of 30-odd, and everyone was a specialty artist. I remember Whitney Ward and Al Pitcher as also being on there. I was ahead of that show, with Dan Gwinn, second man. A few seasons ago when everybody said the road was dead and minstrelsy 'dead,' Carl Clark and I put out a small opy of 15 people and it stayed out all season, paying salaries and breaking even. But we were both engaged in other business and turned the show over to Bill McAvoy, who ran it for the rest of the year, closing in the spring. I'm sometimes sorry I didn't keep it. There's nothing wrong with minstrelsy. I believe a small show today could get money. The biggest mistake is in management."

VAUGHN COMFORT, tenor, for a number of summers a feature with the Atlantic City Minstrels, is current at Jimmy Kelly's niter in New York's Greenwich Village.

F. S. WOLCOTT'S "Rabbit Foot" Minstrel, following a tour thru Arkansas, Louisiana and Mississippi, brought its season to a close November 15 in Fort Gibson, Mich., where the show will again winter. Business was fair, Wolcott says.

ARTHUR L. BOYKIN, of the minstrel team, Ham and Cabaret, has returned to his home in Outhbert, Ga., after five months' confinement in Veterans' Hospital, Tuskegee, Ala. Boykin has trouped with various colored minstrels and for the last five years has been a member of Winstead's Mighty Minstrels touring the South. With his health recovered, he expects to be active again soon.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

5 Teams, 2 Solos Remain In Marion, Ill., Walkathon

MARION, Ill., Nov. 19.—Local walkathon has passed the 840-hour mark at this writing. Altho Promoter Charlie Batavia found the going pretty rough at first, due to conditions beyond his control, contest is now running smoothly. Five teams and two solos remain. They are George Schmidt and Edna Green, George Walker and Villa Comerford, Arnie Ray and Helen Caldwell, Bill McCoy and Bernice Pike and Kenny Latx and Evelyn Thompson. Billy Calp and Joe Guber are solos. All contestants have been sponsored the past three weeks. Recent visitors were Billy and Doris Donavan, Eddie Leonard, Ernie Steele, Ernie Bernard, Jimmy and Gladys Hoffman, Jack Stonby, Pete Trimble, Wiggles Royce, Lee and Helen Duncan.

FRANKIE DONATO, temporarily out of the endurance field, is working night clubs in Findlay, Columbus and Springfield, all in Ohio.

GEORGE AND EDDIE FUGHE, who met with fair success at their recent Green Bay, Wis., show, are now in Houston. It is rumored that George may launch another contest in or near Houston soon.

KILEEN THAYER, recent contestant in Ray (Pop) Dunlap's Chicago show, is at home in Pittsburgh, where she and her brother are dancing in night clubs.

EARL (STRING) HARRINGTON reports that he is back in New York after closing with the Centralia (Ill.) show recently and is training in a local gym for a track meet to be held in Boston soon. "Finished 10th in the Boston Providence meet last year and hope to do better this time, but whatever the outcome of my present plans—I will be

back in the endurance field soon," says Earl.

WALTER GROSS, working as day judge in the Jefferson City (Mo.) walkathon, reports that four couples and one solo remained at the 1,272-hour mark.

WINDS WHICH flattened Zeke Youngblood's contest in Centralia, Ill., recently couldn't stop the show. Contestants made a local night club their temporary quarters and kept right on going until the next day, when a new tent was erected on the same location. Gladys Houghton and Jimmie Hoffman, Pete and Pauline Scott, and Doris Donovan, solo, remain.

NANCY HUTTON, drop a line to the column of your whereabouts and activities.

DUKE CORTZ letters that he is doing fine with his new night club, Garden of Dreams, located in the heart of Long Island N. Y. Duke would like to read a line here on Harry Smyth, Billy and Doris Donovan, Tony Marsh, Frank and Lee Tremary, Joe Pucinelli, Jack Stanley, Ralph Hastings, Pete and Pauline Scott, Pete and Kate Trimble, Johnny Anderson and Bud Coleman.

WHEN YOU EX-CONTESTANTS decide to break back into the game drop the column a line giving us the who, when, where, etc.

LEAVING A TOWN in good standing is one of the best references a show can have for a return engagement.

MAKE IT A HABIT to watch the Letter List each week in *The Billboard*. There may be mail advertised for you.

FRANKIE DONATO and wife, Alice, are out of the endurance field temporarily, with Frankie working night clubs in Toledo.

WILL ROCK pipes from Logan, O., that everything is running smoothly with his new "Thurston's Mysteries" magic revue. Dan is heading for the Southwest. . . . **JOAN BRANDON**, American magicienne, now winding up at the Coliseum los Retores in Lisbon, Portugal, opens December 1 at the Apollo Theater in Dusseldorf, Germany. She writes that she will make the trip thru Spain by train and is looking forward to "amping some interesting sights en route. . . . **WILLIAM MCCAFFREY**, of Pittsburgh, past president of the SAM, is to be guest entertainer at the eighth annual banquet of the Youngstown, O., Magic Club late this month. Engdon Brown, former Youngstown magician and now of Pittsburgh, is also expected to be present. Charles A. Leady, Youngstown newspaper man-magician, will emcee the banquet show, and Harry Tutter, club



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PORT ARTHUR OPENING DATE SET UP TO DEC. 1 NOTICE
All Proven Dancers, don't miss this show. Everything positively set, spots, fine shape, one-hundred per cent. financed. Spemann, W. F. W. Broadcasting from two stations. Best two spots already contracted. Entrance guaranteed.
MONTE HALL
Only Show, Stadium, Port Arthur, Tex.

DERBY SHOW OPENS DEC. 1st
Prize Money Up to \$1,000 Guaranteed. Show Financed 100 Per Cent. Local Cashless.
Most Entertaining and Spirit Teams Can make money here. Opening in Station WJHL. Broadcasting from 20 miles. Towns take care of after Nov. 28. H. C. Julek, Comedian Help. Earl Harris Orchestra Wires.
JOHN DENTON
Johnson City, Tenn.

Hamilton Comedians Move Into Quarters

DAMASCUS, Ga., Nov. 19.—Ollie Hamilton's Comedians, co-owned by Frank (Red) Fletcher and Ollie Hamilton, closed a satisfactory season here November 8, and equipment was shipped into winter quarters in Colquitt, Ga. Show opened in Georgia and played North and South Carolina.

Equipment was transported on eight trailers, with the personnel traveling in seven cars and a trailer. Organization carried a crew of 20 workmen. Roster at closing, included Ollie Hamilton, owner-manager; Martha Hamilton, auditor; Raymond Mallory, advance; Smith Hamilton, billing; Ray Baumgartner, commission superintendent; Proctor Baughman, sound truck; Frank (Red) Fletcher, owner-producer; Letty Lorie, ingenue and chorus producer; Jack and Rene Keating, Virgil Chauvin, Virginia and Dolores Franz, Ilce Lynn, Doris Rus, Pepper Dare, George Kirk, Ken Miller, Steve Bishop, Texas Hillbillies and George Johnson.

Rhythm Maniacs combo comprised Russell Dellinger, piano; Bob Pinson, leader and trumpet; Duke Dunaway, trombone; Cecil Dristol, sax and clarinet, and Joseph Keating, drums. Show also carried a cookhouse and sleeping quarters for the work crew.

Heffner-Vinson Hi-Lites

CAIRO, Ga., Nov. 19.—After three weeks in Florida the show is back in Georgia. Madison, last stand in Florida, gave show a well-liked house. Several members of Billroy's Comedians were visitors there, among them Daisy Mae Murphy, Bob Heffner, the Amos Family, Russ Lucian, Virginia Randall, Justice De Lane and Eddie Mellon.

Following day, at Pavo, Ga., both shows got together for a celebration of the Amos-De Lane nuptials, which took place that day.

Hokie Tucker is back from Kentucky, where he appeared in court against a man who was sent up for 12 years for shooting him.

Ralph Herbert and Rhythm Boys beat it out for the Brookville, Fla., jitters the other day.

Dannelson, Fla., was good in spite of many near-by Armistice Day celebrations. Harry Whitestone's minstrel and magic act with Tony Lamb's vaude and picture show was a visitor at Pavo, Ga. Harry formerly had a magic and novelty store in Philadelphia. James Baker and wife, Theresa Morais, lately of Russell Bros. Circus, were also on at Pavo.

Cowboy and Dorothy Gwin and the writer caught Downie Bros. Circus at Tallahassee and enjoyed the show and a visit with Chester (Bobo) Barnett, Bert Deary, B. T. and Jingles Carsey. B. T. had the band. Both he and his brother, Jingles, were formerly with a number of well-known rep shows. Deary and the writer were on the Chicka-Boyes Show together several years ago.

Buddy and Arlene Hawkins were busy entertaining relatives at Brookville, Fla.

Skillet Gwin is busy compiling a book of "favorite" recipes he intends to pitch this winter. AL PITCAITHLEY.

Green Players in Quarters

NEWPORT, Ark., Nov. 19.—Judy and Mac Green Players, Joe Greenfield, manager, who wound up their canvas season at Princeton, Ark., November 8, will again winter here. The season just closed was a long and profitable one, according to Manager Greenfield. Judy and Mac Green orchestra will go on tour late this month. The show will move back under canvas early next April.

Jack Collier on a Looper

ST. JOSEPH, Mo., Nov. 19.—Jack Collier, who formerly operated a circle in Northern Kansas but inactive as a manager for several seasons, has organized a company to play a loop of towns in Western Missouri, with headquarters here. Besides Collier, cast includes Red and Donna Davenport, Hal Barber and Lucille Collier.

SHORT CAST PLAYS FOR LEASE

Tab and full length versions for repertoire and stock books. Send for list and state how your cast is framed and what territory you play. JOHN LAWRENCE, Worthington, Ind.

Rep Ripples

CHIC AND ESTELLE PELLETTE, after winding up a tent tour with Hila Morgan Players, have gone to their home in Florida. ABE LOWDER, trail blazer, has severed his connection with the Vern Douglas Players, trouping in Utah. RALPH RAY AND ETHEL WOLFE have joined Jack Winston's floor show and band unit in Oklahoma. SONY DEXTER is now trail-blazing a colored rerun in the Deep South. CODY THOMAS, character actor, recently joined the Larry Nolan Players in Bloomington, Ill. JOSEPH SAULINE has reopened his company and is now showing North Carolina theaters. RAY CLARKE, who recently wound up a tent tour with Jack Hart's Comedians, is journeying with friends in Muskogee, Okla. MR. AND MRS. TOM COULTHARD (Eita DeVoto), formerly with J. Doug Morgan and other Midwest repa, are now managing an apartment hotel in Chicago. MARION MARCH and Jack Howe, formerly with the Majestic Showboat, are now with the Manhattan Players in North Carolina. TED NORTH PLAYERS, after five weeks of permanent stock in Wichita, Kan., closed the season recently. COLLEY AND ROSALEA recently joined the Monroe Hopkins Players in Dallas. EDDIE AND DIONE GARDNER, Midwest repertoarians, are now broadcasting over Station WPTF, Raleigh, N. C.

VIOLETA AND JERRY BRUCE, who jumped to California at the close of the summer season, are now with the Monroe Hopkins Players in Dallas. MADGE AND MARGO RUSSELL have sold their restaurant in Kansas City, Mo., which they operated for the past six months. MONA RAJLER, formerly with Giffel and Caroline Schaffner Players, has joined the Harold Rosler Players, showing Michigan. HARRY M. HELLER sojourned briefly in Kansas City, Mo., recently en route to the West Coast. HONEY AND JIMMIE O'HEARNY have signed with the Larry Nolan Players, showing a loop of towns around Bloomington, Ill. IT WAS ERRONEOUSLY stated in a recent issue of The Billboard that the Miles Little circle had closed. Show is still going and is reported to be doing o.k. DON MATHERS, who recently severed his connection with the Larry Nolan Players, is making arrangements to launch a circle in Illinois. BILLY CHARLES, formerly with the Wallace Bruce Players, recently joined the McOwen Sisters, trotting in Minnesota. ETHEL REGAN, who has been in a Wichita, Kan., hospital for the past month, has been released and is now resting in Kansas City, Mo. CHRISTY OBRECHT PLAYERS are scheduled to wind up their season about December 1.

ERNEST (HAPPY) THOMAS, former rep juve, is directing amateur shows in the Philadelphia sector. ARTHUR

LERROY is operating a "Talent Quest" night project thru the New England States. TIZONE AND MANDA are booking French society dates in New England with their small dramatic trick. LUNT'S COMEDIANS, now in Colorado, are featuring Cherries Are Ripe, by E. P. Hannan. VAN AND DELLA BROWN, former Midwest rep folk, are appearing over WFMD, Frederick, Md., each Monday, Wednesday and Friday at 11:30 a. m. as Uncle Cal and Della, "your farm friends." BILLY LEE SPAIN recently underwent an operation at a St. Louis hospital and is anxious to hear from old friends. Mail addressed to P. O. Box 26, Ash Grove, Mo., will reach him. J. M. JACOBS, who spent 47 years as a trouper, is now a cripple, having lost the use of both of his legs. He would be pleased to hear from his old friends in the profession. BILLY AND MARION WHELE have gone to Miami for a winter's vacation after closing their Billroy's Comedians. JAMES McDUGAL FERROUSON has returned to his sister's home in Louisville after a fortnight's stay in Cincinnati.

EDDIE DERINGER, juve with Hila Morgan Players the past summer, has joined the Lew Henderson stock at Fergus Falls, Minn. MORGAN-HELVEY PLAYERS recently wound up their tent season in East Texas, scoring the paraphernalia at Jacksonville, Tex. MARVIN E. HYBES' new circle opened last week in Lamed, Kan., with the following cast: Margy Standley, El Roll, Eddie and Lois Lane and M. E. Hybee. Phil Whitmore has joined Keith and Edna Gingles, who are presenting their Along Come Juliet as a human attraction. MR. AND MRS. CRICK BOYES, after a four-week vacation, have returned their troupe touring Nebraska. ART AND MAE NEWMAN have closed with Denny's Comedians in Colorado. SKEET AND PAT CROSS, formerly with Christy Obrecht and other Midwest repa, are now with Station KMA, Shenandoah, Ia. KIRKMAN PLAYERS, who have been playing a circle in and around Clyde, Kan., have moved intact to Clay Center, Kan., and will work out of there. Roster of the McOWEN SISTERS, circling in Minnesota with headquarters at Bankato, includes Edson Johnson, Earl and Joyce Gregg, Myra Jane and Edna Louise McOwen, Billy Charles, Earl La Rue and Frieda McOwen. HARRY MASTER spent several days in Kansas City, Mo., last week. Harry is now out of the biz and in commercial lines in Oklahoma City.

BILLY AND LOIS LEAVELL have signed with the Hearn-Gunn Co., playing an indefinite engagement in Dallas. MR. AND MRS. JACK SCHAAF, after a successful showing in the Chicago district with their educational feature, are now booked in a string of schoolhouses around Kansas City, Mo. ED C. WARD'S Princess Stock Co., which concluded a long tent season in Arkansas last week, will continue with a circle in houses.

Two Boyes Circles Reported Clicking

LINCOLN, Neb., Nov. 19.—Chick Boyes Players, well entrenched in this area with two rep shows in circle, are doing good business, according to reports. The No. 1 show, with Mrs. Boyes (Florence Gallant) and Chick managing, headquarters in Hebron, Ark. is on a 14-day swing in the area. The No. 2 company, likewise with a 14-day circuit, calls Sidney, Neb., home and hits three States, Nebraska, Colorado and Wyoming. It's managed by Harold and Billy Gaudin.

No. 1 show went from a summer's stand here after 5 weeks' vacation, while the No. 2 outfit ducked for the West at the conclusion of a summer at peonias and fairs.

John Van Arnam To Open Booking Office in Miami

OPALOCKA, Fla., Nov. 19.—John R. Van Arnam will conclude the season with his Radio Funmakers tent show November 28 and will again maintain winter quarters in this city. At the close of the canvas season Van Arnam will open a booking office in Miami for the purpose of organizing 16-people units to play Florida theaters. Each of the units will carry a five-piece orchestra, he says.

HARRY DALE, veteran character man, was spotted in Kansas City, Mo., the past week. WILLIAM BALTHAZOR's second company recently opened at Yankton, S. D. HEARN & GUNN are reported to have taken a seven-year lease on their tent theater site in Dallas and have just a built a new stage and lobby. MAC AND MAREE McDONALD have joined the Pete Bergen Players in the Northwest. MERLE ZOOB, after a long season with the Sid Kington Players, has entered commercial lines in Des Moines. TOBY COMEDIANS, after several months of three-night stands, are playing week stands in Oklahoma. MANHATTAN PLAYERS, who recently opened a circle with headquarters at Shelby, N. C., have the following cast: Jack Howe, Kathryn Bauer, Alex De Wind, Marlon March, Rodney Cabell and Peter Michaels. PEAGIN-WILSON CIRCLE, after nine weeks in and around Dodge City, Ia., has returned to its old stamping grounds in North Central Iowa, with headquarters in Mason City.

GEORGE AND CLARE BISHOP, owners of the Bishop Tent Show, now have their Rural Rhythm Gang broadcasting over WBSA, Harrisburg, Pa., and playing high schools in that territory. They report business good. IT WAS WITH REGRET that we learned of the sudden passing in Home, Ga., last week of that popular repertoire player, Wayne Bartlett. He leaves a host of friends in the tent show field to mourn his demise. EDDIE Y. JONES is booking new dates for his eight-people circle working within a radius of 50 miles of Tulsa, Okla. HARRY O. BROWN, after another week of feining around Blood, Miss., will return to his home in Wisconsin to lay plans for a circle to play that State with four men and three women in the cast. MYRLE LEE, formerly of stock and rep, is producing and directing local talent benefit shows in Pennsylvania, with headquarters at Carbondale. DOUGLAS PLAYERS are reported to be doing o.k. on their merry-go-round out of Roosevelt, Utah.

Old-Time Bills Still Popular

By E. F. HANNAN

One of the larger colleges will present as its dramatic offering this winter the famous amateur bill, *Aaron Slick From Punkin Creek*, and at this writing the house has been sold out more than three weeks in advance. The bill smacks of the "Toby" bills used so generously in tent rep. Small hall organizations and tent repertoire shows should play up these favorites while the craze is on. A little extra promotion will bring in many patrons who recognize in these oldtimers the type of play they like. And more time could be profitably spent by many small dramatic organizations in getting up on these bills.

Because they are old is no reason to neglect a good presentation, a fault which the writer has seen occur with various small shows. "Give 'em what they want" is as true now as ever, and give it to them good. Put everything you're got into such bills and the results will be worth while.

These old-time plays should be cashed in on by small dramatic shows while the movies are flirting with so-called triangle bills and trashy comedy plots. Let 'em have their highbrow trade, there's more money in the calloused farmer and middle-class workman. Give 'em what they want, but tell 'em about it.

PLAYS 2 Acts-Five (Toby) Plays
ANGEL OF DEATH'S POWTY (3-3) 3-2; **DETOURING WIVES** (3-3) 4-3; **5th FREE LIST**
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The Final Curtain

BARTLETT—Wayne, who with his wife, Beatie, was well known in Southern and Midwestern tent repertoire and tabloid circles, suddenly in Rome, Ga., November 18. Among the tent shows he appeared with were the Mill Tolbert Show, Heffer-Vinson, Otis Hamilton, Billroy's Comedians and others. He also appeared with his wife in Southern maude houses and night clubs and a few years back toured the Spiegelberg and Sun circuits with musical tabs. At the time of his death they worked with the Bobb Beasfield circle stook out of Rome. His widow accompanied the body to Bartlett's home in Clarksville, Tex., where burial was made. His mother also survives.

BINDA—Mrs. Mary, 77, mother of Fred Binder, burlesque comedian suddenly at the family home in Brooklyn October 27. Burial October 31 in Evergreen Cemetery, Long Island. Other survivors are a son and three daughters.

BOTH—William B. (Billy), 68, who in his youth was office boy and protégé of P. T. Barnum, in Bridgeport, Conn., recently after an illness of several months.

CARRICO—Frank D., 65, father of Francis Carrico, former manager of the Boulevard Theater, Detroit, and now operator of the Gladwin Theater, that city, at his home in Detroit November 5. Burial in Mount Olivet Cemetery, that city. His widow and seven sons survive.

CARTMELL—Charles L., 54, in New York November 11. A former resident of Columbus, O., Cartmell toured for several seasons, with the Al G. Field Minstrels, and he and his wife played in several George M. Cohan productions on Broadway. A brother, John, of Columbus, survives. Burial in New York.

CASSELL—Mrs. Mary Lennon, soprano and widow of Thomas A. Lennon, former organist and musician of Bridgeport, in that city recently after a short illness.

CASSIDY—Mrs. William A., October 22 in Saginaw, Mich., of peritonitis following an operation. She was the wife of William A. Cassidy, operator of a circuit of theaters in Alma, Midland and Saginaw, Mich. Burial in Badinaw. Funeral was held by a large number of show people.

CHADDOCK—Frank W., 57, for 30 years tuba player with the Citizens' Concert Band, Parkersburg, W. Va., in St. Joseph's Hospital, that city, November 16. He was a member of Local No. 250, A.F.M. W.O.W. and Masonic Lodge. Survived by his widow, three daughters and two sons. Burial in IOOF Cemetery there November 16.

CRAWFORD—John G., 63, motion picture theater operator, at his home in Keansburg, N. J., recently. Crawford started in the movie business with the advent of the "nikelodeons." Services and interment in Newark. Survived by his widow, Laura, and a son, John G., Jr. **DELODDER**—Frank B., 58, brother of Fred DeLodder, head of the Fred DeLodder Circuit, Detroit, of a heart ailment

October 20. His widow, five children, four sisters and two brothers survive. Interment in Mt. Olivet Cemetery, Detroit.

DEACY—James Patrick, 35, member of Clyde Gardner's Orchestra, Jacksonville, Fla., in a local hospital November 9 after a long illness. Interment in Riverside Memorial Park Cemetery, Jacksonville, November 11.

GOLDBERG—Mrs. Nathan, mother of Alvin Goldberg, known professionally as Al Vinn, Kansas City, Mo., orchestra leader and pianist, October 26 in St. Luke's Hospital, Kansas City. Survived by her husband, son, a sister, two brothers and father. Services October 27 in the Louis Chapel, that city.

GREEN—Mrs. William A., 72, contralto soloist, in her London home, November 18. Born in Brooklyn, she began her career in New York in 1888, being known as Madame Nevada Vander Verr. She sang a number of times before the late King George V and Queen Mary and had appeared in concerts throughout the world.

RICKS—Stanley, 29, movie stunt flyer, in a plane crash at St. James flying field, St. James, Mo., November 12. Ricks was a test pilot in the filming of *Men With Wings*.

HORN—Charles S. Sr., 78, who opened the first amusement pier at Rehoboth Beach, Del., about 40 years ago and constructed the first motion picture theater there, November 18 in Beebe Hospital, Lewes, Del., of a heart attack. A beach-front pavilion which he converted into the resort's first amusement pier was destroyed by a storm. He later built a large pavilion which he operated until forced to retire because of ill health three years ago. He was born in Dover, Del. Survived by his widow, Anna T.; three sons, Charles S. Jr., Rehoboth Beach; Edmund G., Washington, D. C., and William A., New York; a brother, J. Merrick Horn, and two sisters, Mrs. Reeves D. String and Mrs. Charles P. Maroney, all of Wilmington.

JEWELL—Clifford O., 33, of West's World's Wonder Shows, fatally shot by an unknown assailant November 11 near American, Ga. His widow survives. Burial in Tulsa, Okla.

JOHNSON—Bernhard P., 49, operator of amusement games at Luna Park, Coney Island, N. Y., and member of the Circus Saints and Sinners and Elks, at the Westfield State Sanitarium, Westfield, Mass., October 27. Interment in St. Andrew's Church Cemetery, Richmond, Staten Island, N. Y. Survived by his widow, three daughters, two sisters and a brother.

KING—Louis (formerly Kunsky), 59, brother of John H. King, founder of a circuit of 17 Detroit theaters known as United Detroit Theaters and president of the King-Trendle Broadcasting Corp.

in Detroit November 8 of a heart attack. Survived by his widow, one son, Theodore, and two brothers.

LANG—Clifford, 31, former Cincinnati composer and pianist, killed instantly when his car crashed into an abutment in Roslyn, L. I., N. Y., November 15. Lang, a graduate of the College of Music, Cincinnati, before centering his attention to composing, was an NBC radio artist and one-time pianist with Paul Whiteman's Orchestra. His first major composition had its premiere at Music Hall, Cincinnati, several years ago and last April one of the features of a Cincinnati Symphony Orchestra concert was the presentation of Lang's new piano tone poem, *Prelude to November*. Lang was awarded the fellowship in composition at Juilliard Graduate School in New York in 1926. Burial in Cincinnati.

LEE—Mrs. Anne, 60, mother of Harley Lee, lithographer, formerly with the Cole Bros.' Circus advance department and No. 1 car of the Robbins Bros.' Circus, at her home in Gastonia, N. C., October 24. Burial in Hollywood Cemetery, that city.

LUTHER—Artha, 22, known on the stage as "Snookie" Kelly, of the brother and sister team, Snookie and Jimmie, in St. Joseph Mercy Hospital, Pontiac, Mich., November 12. She and her brother had entertained in and around Pontiac for many years, and of recent years she had been employed at the Strand Theater there. Survived by her mother and a brother. Services November 14, with burial in Perry Mount Park Cemetery, Pontiac.

MACULLOUGH—Mrs. James J., 65, sister of the late George O. Tilgou, founder of the Coney Island, N. Y., Sleepchase Park and one of the founders of the resort, at her home in Brooklyn November 14. Survived by five sons, two daughters, two sisters and eight grandchildren.

McMILLAN—Chick, 38, saxophone player and orchestra leader, of Beloit, Wis., killed November 9 when his car left the road near that city. Survived by his widow, parents, three sisters and two brothers.

MORAN—Nellie F., 50 years a piano instructor in Bridgeport, Conn., in that city November 10 after a long illness.

PETTIBELL—John D., secretary-treasurer of the Superior (Wis.) Theater Co., fatally shot November 7 at his mother's home in Iron River, Wis. His assailant is being held on first-degree murder charges. Survived by his mother, a sister and three brothers, Russell, Norman and Lyman, all associated with the theater.

RIDDLE—Jack, 51, veteran showman and acrobat, at his home in Poplar Bluff, Mo., November 10 after a long illness. He was with the Al P. Wheeler Shows

for four years as assistant manager and legal adjuster, Sells-Sterling Circus for two seasons as legal adjuster, also with Lucky Bill, Leo Bros., M. L. Clark, Richard Bros. and other shows. He had the Riddle circus unit on the road as a grand-stand attraction until ill health forced him to discontinue the show early this year after opening with Harris Bros.' Circus. Survived by his widow, 104; a daughter, Annetta, and mother.

ROBINSON—Roseton (Rosa), 62, of tuberculosis in the State sanitarium, Baltimore, October 15. Survived by two children, his mother and a sister.

ROBINSON—Neil, brother-in-law of Roy Page, 1st superintendent on the J. J. Page Shows at his home in Antigo, Wis., November 8. Survived by his widow and four children. Burial in Antigo November 10.

STILLMAN—Howard, 62, assistant manager of the Sheboygan (Wis.) Theater and a former actor, found dead in his car near Kohler, Wis., November 18.

TAYLOR—Frank M., former black-face comedian known on the stage as Frank Farrell-Taylor, in Morrisania Hospital, Bronx, New York, November 13. Survived by his widow, known professionally as Blanche Davenport.

TEACHOUT—Louis E., 56, formerly with the James R. Strates and the Earl Middleton shows, at his home in Danville, N. Y., recently of apoplexy. Survived by his widow, Florence; one daughter and two sons.

TOWLE—Mrs. Albert, wife of Albert Towle, shown suddenly November 4 at her home in Detroit. Towle has been a leading figure at the Michigan State Fair for many years. Her husband and eight children survive.

TREE—Viola, 54, English actress, well known on both the English and American stage, of pleurisy at her home in London November 15 after a long illness. She made her first appearance on the stage in Edinburgh in 1904 and debuted in America in 1920, appearing in *Ivor Novello's* comedy, *The Truth Game*, at the Ethel Barrymore Theater, New York. Her ambition was to be a singer and in 1910 she went to Milan to study, but two years later her hopes of becoming a singer were destroyed by a throat infection and she returned to the stage. Early plays in which she appeared include *The 11th Commandment*, *Twelfth Night*, *The Tempest*, *Much Ado About Nothing*, *Countess Coquette*, *The Merry Wives of Windsor*, *The Merchant of Venice* and many others. Miss Tree also produced plays and was the author of *The Sealions* and co-author with Sir George du Maurier of *The Dancer*, both of which were produced. In 1926 she published *Castles in the Air*, a volume of reminiscences. She married Alan Pearson, dramatic critic for *The London Daily Mail*, who died in 1933. Survived by two sons and a daughter.

VAN BEUREN—Amadeo J., 53, former president of the Van Beuren Motion Picture Corp., New York, and president of the Colorado Springs Theater Corp. and Kernab Corp., of a heart attack at his home in Dreamland, N. J., November 12. He retired from all business activities six months ago. One of the more successful productions of the Van Beuren Corp. was *Aesop's Fables*. Other films were *Bring Them Back Alive*, *Widow Corp.*, *Fang and Claw* and numerous shorts. Surviving are a brother and two sisters.

WATHALL—Alfred G., 58, composer and arranger at Station WGN, Chicago, of a heart attack at his home in that city November 14. Born in England, Wathall was the composer of several well-known operettas, among which was *Sindbad the Sailor* and the score for *George Ade's Suffer of Sulu*. Survived by his widow, one; three daughters and two sons. Services November 17 in Chicago.

Marriages

ADAMS-SMALL—Frank Adams, drummer in Gray Gordon's Band, and Alice Small, of Chicago, in New York recently.

AMOS-DeLANE—Charlie Amos, concessioner with Billroy's Comedians, and Janice DeLana, dancer with same organization, in Valdosta, Ga., November 18.

BATES-BARNETT—Earl Bates, announcer at Station WJW, Akron, O., and Marguerite Barnett, formerly identified with the station's office, in that city November 12.

CONNELL-ABDELLA—Joseph O. Connell Jr., theater manager of Rowell, N. M., and Princess Genevieve Abdella. (See MARRIAGES on page 17)

Fred Ledgett

Fred Ledgett, 60, widely known equestrian director and former bareback rider, at his home in Rockford, Ill., November 13 of cancer of the throat. He did not troupe this season. Ledgett was born in Racine, Wis., November 29, 1877, and started in show business with the W. B. Reynolds Circus out of Rockford in 1892, performing with two ponies, riding them double in ring over hurdles. His next connection was with the Wallace Circus, doing jockey bareback, and later joined Sells Bros. Circus. He married Nellie Julian, one of the best bareback riders of her day, and they were featured riders for some time with the Barnum & Bailey and Hagenbeck-Wallace circuses. Later they were divorced and Ledgett married Irene Montgomery, well-known rider, of high-school horses and elephant performer.

Due to injuries sustained in the H-W Brook near Gary, Ind., Ledgett abandoned riding and specialized as equestrian director, his first position in that capacity being with the John Robinson Circus. He also was with the Sells-Floto, Al O. Barnes, Russell Bros. and Sells-Sterling circuses. Survived by his widow, Irene, who was an Russell Bros.' Circus this year; two daughters, two brothers and a sister. Masonic funeral services November 15. Burial in Greenwood Cemetery, Rockford.

In Memoriam



GEORGE E. ROBINSON

Our Partner and Pal

Died Nov. 22, 1923

BECKMANN & GERETY'S WORLD'S BEST SHOWS

Hartmann's Broadcast

H. E. BRIDGES, secretary of the Tulsa State Fair, Tulsa, Okla., has something to say in answer to the editorial about the fair which appeared in *The Tulsa Tribune* of October 20 and which was quoted in this pillar in our issue of November 12, accompanied by our own comment. The newspaper editorial was prompted by agitation started by a group of citizens, headed by William I. Bowie, an independent oil man and a supporter of various youth organizations, to have the Tulsa school board cancel the one-day school holiday when children attend the fair. The reason given was that the "midway" at the fair was not fit for them. The editorial then went on to lambast the types of attractions and concessions offered and placed the fair in the class of second-raters.

In a letter under date of November 15 to Nat S. Green, manager of our Chicago office, Mr. Bridges paints a picture of the fair that is entirely different from what *The Tulsa Tribune* and William I. Bowie would have us believe. Nat kindly forwarded Mr. Bridges' letter to us, and while he (Mr. Bridges) does not ask for space for it, we feel that he is entitled to his "day in court" and are taking the liberty of quoting it, as follows:

"I am taking the liberty of writing you with reference to an article that appeared in the column Hartmann's Broadcast in your November 12 issue. As I do not know Mr. Hartmann but have had the pleasure of knowing you for quite some time, I am writing in this regard.

"While I am very sorry on account of the fair, I am especially distressed on behalf of Mr. Vaught, owner of the State Fair Shows, that this reprint of our local newspaper, appeared in *The Billboard*. Mr. Vaught has always cooperated in every way with us in suppressing any misuses of the public; and while his show is not as large as some of the others, I feel that it is not below the standard of some of the larger ones. Of course, his fronts are not so ornate. As you know, concessioners with carnivals must be watched very closely and will 'get away' with many things without the knowledge of the owners, but in Mr. Vaught's case anything that was brought before him was always given prompt attention and the difficulty eliminated.

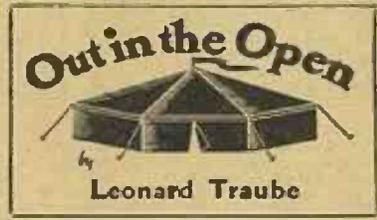
"On Children's Day at our fair each year we are doubly careful of the carnival attractions offered the school children, and shows of a questionable nature or those not strictly educational are not opened on that day. We could not see anything different in the State Fair Shows than any of the other carnivals, and the writer and members of the board studied them very closely in visiting other fairs this season. Other than the fact that Mr. Vaught's show is smaller, as was stated, we have no criticism to make, and his dealings and manner of taking care of any complaints that came to our ears were above reproach.

"I am, of course, sorry, as stated before, on account of our fair that this article appeared, as this year our fair really made great strides in the way of high-class exhibits in all departments and attendance. In the past few years we have eliminated many departments that did not make good showings and have stressed the others by added premiums, and the result has been that our departments were all the best in every way we have ever had. Our livestock show was one of the best held in the State this year, and the same newspaper that carried the editorial which was so disparaging to the management made the claim that our dairy cattle show was the best ever held in Oklahoma.

"We had horse races for four days, two days of auto races and a high quality of acts and fireworks in front of the grand stand each night, offering the public a full week of entertainment. Sentiment has been mighty good toward the fair, as shown by the vast number of advance tickets sold this year and the great increase in the sale over last year. "We have had to build up in the past four years our attendance with a paid rate, having had to overcome a free

gate here for nine years, and this is no small feat when the public has been allowed the privilege of walking right in without restriction. I had estimated that in five years our gate would build up to our expectations, and if you will scan the picture of our grand-stand crowd in one of your October issues you will see one of the capacity crowds to which we play on one day of fair week."

It was only in the interest of clean fairs that we reprinted the editorial from *The Tulsa Tribune*. We felt that it was written sincerely and that if the claims made therein were justified it was our duty to do our bit and throw light on them. We hold no grievance against the Tulsa State Fair or its officials. If any unjustified harm has been done we are sorry. If fairs are pitifully educational institutions let's all do everything in our power to keep them as such.



The Whirl of Today

MIKE JACOBS' 20th Century ticket office on 48th street is labeled the wrong century. It still advertises tickets for the rodeo. . . . Thieving the unsharable mantle of the late O. O. McIntyre for a moment, our personal nomination for the most colorful carnival showman in America is W. C. (Bill) Fleming, the Buffalo boy who made good in the sticks—and out of them. . . . And the wonder man of 1938 midways is unquestionably Max (Moxie) Linderman, boss of World of Mirrh Shows. They say he wound up his tour in Anderson, S. C., only 30's short of last year's take. Local mathematicians and geometers say this is a drop of only a little more than one-half of 1 per cent. I give you, therefore, the nation's most successful independent carnival owner. . . . Bob Matthews, whose King Tuffys lion, stoic headlines and poster positions for Atlantic City's Steel Pier, is working the act at the Rouen Circus in France. . . . The Del Rio Lilliputian Family drew acclaim at the Hamid-Morton Circus in Philly, but deserving applause is not new to the world's mightiest mites. . . . Frank D. Fenderson, Pine Tree State circus catalogist, reports that Maine was shy on outdoor amusements, only visitor for any length of time having been Barnett Bros.' sawdust troupe, which covered the State pretty thoroughly from Kittery to Port Kent. . . . The Whirl of Today hears that the World of Tomorrow (New York World's Fair to you) has annexed Ernest Anderson in show building capacity. We hope it's true but can't confirm as yet.

ESMA DAVIS, moneyed scribbler, is interested in forming a Friends of the Circus movement modeled after the French society of the same name of which Jean Cocteau is a leading spirit. . . . Bobbie Ritchey, 20-year-old daughter of Billy Ritchey, the diving show impresario, is the star athlete of the Lincoln Memorial School in Tennessee. . . . Dr. H. W. Waters, former general manager of Canadian National Exhibition, has written a book about agricultural fairs; past and present, and is in the midst of peddling it via a lively agent in New York. . . . The "safari" show at the Astor is one of the "must" events of the fall season. Mack Kasow, of the Frank Wirth office, delivered several

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's* 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

acts for the same. . . . Prince Nelson, high-wire artist, has sailed for Buenos Aires on the S. S. Astri. He's set for 12 weeks at Japanese Park. Accompanying him was Mile. Anna, Mrs. Nelson in private life. . . . Bill Rice is in his best blast mood this year. . . . Talking about Bill Fleming (see previous paragraph), you owe it to your sense of humor to induce him to relate the story of the hussman awaiting the expense tab from his general agent. It's an earthquake. . . . And Gerald (World of Mirrh) Snellens' Charlie McCarthy gag, which he probably learned, is being given New York circulation.

IN FREDERICTON, N. B., a visit by a showman is important news. When genial Joe Hughes, peddler of acrobats and sundry commodities, arrived the event was made the subject of a long account accompanied by the Huguesian pen. This was on Saturday. On Monday Hughes was mugged again and a three-column account printed in which he stated that enthusiasm and tact are the secret of good salesmanship. He also makes the statement that "several years of the percentage arrangement generally suffice to convince a board of directors of the customer appeal of a good show properly advertised. After we have assisted the directors to sell a few shows to the public it is easy to sell more and bigger shows to the directors. By that time they are often eager to make us a flat rate for a bill of acts and then tell their own show to the customers."

In the same issue Ben Williams, one of the craftiest of carnival owners, comes up for detailed discussion. With a study of his career as a ride purveyor.

A CONCESSIONER who has been behind stores for 25 years and who admits he has winked at legit operation, but contests his right to do so because of circumstances and the nature of the business, inquires to know if there is really a moral difference between a haul of a nickel at a time or one of much larger proportions. While the concessioner's point is well taken, this is a little like asking if an occasional drinker is in the same class with the perpetual lush. It's a question of moderation and discrimination on the part of the operator or agent when meeting the public which contributes to his livelihood. Some people say that if they do wrong they may as well do it in a big way, but this is hardly applicable to a business which caters to the public and aims to come back for a second helping in the same locality.

Notes From the Crossroads

By NAT GREEN

THE stage is set for the annual outdoor convulse. From all indications it's going to be a humdinger. We've been checking over the reservation list and it's an interesting compilation. From Vancouver to Tampa, from Toronto to El Paso, and from San Francisco to New York City they're coming! It's going to be a week of life, liberty and the pursuit of contracts. We want to extend to our friends of the outdoor show world a cordial invitation to call at the "Crossroads" sanctum and make yourselves at home. It's just a block from convention headquarters. There's no lock on the door and the inscription "Private" doesn't mean a thing when friends call. Maybe you'll want to write back home to tell the wife how hard you're working. Our secretary will take your message with no hint that she's thinking, "Oh, yeah!" of your fairy tales. We might even "wras-sie" up a coke or lemonade—or something. Anyway, come in and swap lies. You're more than welcome!

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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Vol. 50, NOVEMBER 26, 1938, No. 48

Santa Claus arrived Saturday morning via United Air Lines. He was greeted at the airport by representatives of the State Street Council and escorted to the Loop. This marked the opening of the Christmas shopping season, a week earlier than last year, and put many outdoor show people to work as demonstrators, entertainers, etc., in department stores. Frank Buck's animals have already gone on exhibition at the Fair Store. Jack Tavlin's side-show attractions open at Goldblatt's next Saturday, and the Boston Store, Maribel Bros., Whitey's and others are readying shows for the kiddies. Joe Coyle (Ko-Ko) will reside in Maribel's toy department, where he has built up a faithful following among the kids.

One of the largest delegations to the IAFE convention will be that of the Tennessee State Fair. . . . Besides Phil G. Travis, manager, the delegation will include Judge Litton Hickman, James A. McCoy, W. G. Clark, W. T. Jones, E. A. McChabahan, John Sloan and W. J. Wallace. . . . Zack Terrell, accompanied by Mrs. Terrell, spent a couple of days in Chicago on business. . . . L. Clinton Kelsey back from the springs. . . . Mr. and Mrs. Bert Doss played hockey from the Circus Night Club at Bloomington over the week-end to take in some Loop shows. . . . Dell Turney will handle personal appearances and picture work of Gene Autry, singing cowboy. . . . Turney has returned to the West Coast. . . . Raymond B. Dean, who handled Clyde Beatty's engagement at the Hamid-Morton show in Cleveland, is back home in Mile Ford Center, O. . . . Dean reports a pleasant engagement but no business except Friday and Saturday nights. . . . S. L. Cronin stopped off in Chicago for a couple of days on his return trip to the West Coast. . . . No definite plans for next season, he said. . . . Noel Van Tilburg writes from Rochester, Minn., that he was at Mayo Bros.' clinic for a "cook-house" stomach but is again on his feet and highballing for Minneapolis. . . . H. C. Ingraham in Ohl considering putting out a winter attraction. . . . Jack Austin, formerly on the A.O. Barnes circus advance, is now stagehand with the Cypoye Joe Lee vaude unit, which played the Palace last week. . . . Nick Carter, in from Peru, Ind., says his is hooked up with the Keyes Bros., producing indoor circuses. . . . Circus rumors are at low ebb this week, but it seems assured that Cole Bros. will troupe next season, probably as a 15 or 20-car show. . . . Dennis Howard back in Chicago for the winter. . . . He'll again be with Hennee again next season.

Russell Opens Indoor Tour

Hutchinson, Kan., first stand — business good — playing under auspices

HUTCHINSON, Kan., Nov. 19.—Russell Bros. Circus, opened here November 19 for a winter season of indoor dates. It played in Convention Hall all week under auspices of Cyrus Grotto and goes to Joplin next week, auspices of the White Shrine.

The first night was in reality a dress rehearsal, but cues and music scores went off well thereafter. Six high and two matinee performances were presented to good-sized crowds.

Tons of earth were dumped on the hall floor to protect the maple boards. Local newspapers gave the show good space and merchants filled an eight-page program with advertising.

Headlining the two-hour performance is the equestrian act of the Clarke Family, billed as the "first family of circusdom." Walter Jenner and his sea lion, "Buddy," drew the best hands of the week as Buddy performed versatility, doing a headstand and playing America. Miss Aerolotta, working without a net or other safety devices, did a grand standing, twirling ankle drop from near the ceiling. The Great Delbonnie, Australian acrobat, did his stair-stop climb on the hub of a high wagon wheel. Excellent number.

Madame Bedina's act with four snow-white Arabian Liberty horses was well received. Pete, hind-log pony, amused by kicking large rubber balls into the upper balcony of the hall. Four performing elephants went thru their routine in an excellent showing. Ervin Welsh had charge. Rubber an elephant, given the Big Apple without cues. Tight-wire performers were Jack and Clara Moore and Catherine and Althea, ballerinas of the silver strand. The Hartwell Duo presented comedy horizontal bar act, and Wade and Wade acted as hand balancers.

One of the acts on opening night, Sidney Rink with his mule, "Ebenzer," was released because of the large number of other animal acts. The boys had several new acts and were amusing. Sam Golden had his display of snakes, birds and a sloth as the only side show.

A downtown parade was given opening day using the local high-school band.

The Staff

O. W. Webb is general manager; T. Dwight Pepple, general agent; G. O. Dupuis, promotion director; Justus Edwards, publicity director; Robert O'Hara, manager; Raymond Walton, advertising manager; James H. Webb Jr., treasurer; Minnie Dupuis and Irene O'Hara, secretaries; Clifford S. Brooks, musical director, and Ervin Welsh in charge of the elephants.

Jacobs Attacked by Lion; Continues Act

ST. PETERSBURG, Fla., Nov. 19.—Terrell M. Jacobs, with the Al O. Barnes and Sells-Photo circus, was attacked and chewed raw Thursday by one of his lions during the matinee performance. He fired several blank cartridges while lying on his back, driving the animal from him. A tourniquet was applied by attendants and Jacobs completed the act. He was then taken to a hospital, and 14 stitches were necessary to close his injuries.

He worked in the night show, his arm in a sling.

Stan Dawson on Move

NEW YORK, Nov. 19.—Stanley Dawson, up from Robbins Bros. Circus, to his Staten Island home for a few days. After getting domestic affairs in order will trek to Pacific Coast, then to the Orient, practically an annual journey for the vet circus. Accompanying Dawson around town was Ted Wolfman, former Paris correspondent of The Billboard, now scouting news for England's World's Fair weekly.



THREE STAFF members of the Tom Mix Circus—Dell Turney (center), general manager; Charles Warrell (right), assistant manager, and Jack Burdette, superintendent of concessions. Turney is in Chicago working on plans for next season's show, which will go on rails. Photo by Tom Gregory.

Suit Against Gibson Involves Claim of \$50,000

MACON, Ga., Nov. 19.—Amplifying a previously published report regarding a breach of contract suit against Hoot Gibson, Western Star, Paul M. Conway, president of the Macon Circus Equipment Co., said here the suit involves a total claim of \$50,000.

The case is pending in the Superior Court of Fulton County (Atlanta), where Gibson was served with court process while playing there recently. Trial of the case is expected to be in January.

Conway was elected president of the Macon Circus Equipment Co. a few months ago after serving as vice-president and general counsel since 1934. His law partner, Emil Hirsch, is now general counsel.

Whetten, Admire Split

BRAZIL, Ind., Nov. 19.—Whetten and Admire, who had an indoor show on road, dissolved partnership at Spencer, Ind. The former will again take out his kid show and the latter has teamed with Frank Stout. Admire is ahead and Stout back.

Downie Closes Satisfactory Season; Only Three Rainy Days

ST. AUGUSTINE, Fla., Nov. 19.—Downie Bros. Circus, under management of Charles Sparks, closed its reopening season of 14 weeks here today, weather being ideal and business gratifying. Never was there a more loyal and contented organization assembled at closing stand.

The show was favored with fine weather, encountering only three rainy days, and business was very satisfactory. Central City Park, Macon, Ga., will again be the winter quarters.

"I am proud of the loyalty and co-operation given me by my people," said Mr. Sparks, "and encouragement as to my plans for next season will be given to The Billboard at a date as early as possible."

Destinations of Folks

Chester (Bobo) Barnett gives the following data as to where the folks will go: Charles Sparks and wife, Bill Morgan, Clint Shuford and wife, Harry Mack, Harry Miller, Charles Kula, Leslie Avery, Macon, Ga.; A. O. Bradley, to join Oddities on Parade museum.

BIG SHOW: Mr. and Mrs. Bert Wallace, Macon, Ga.; Mickey O'Brien, Macon; Johnnie Eosney, New York; Bert and Corinne, Shrine Circus, Houston, Tex.; Ted Ernesto, Sarasota, Fla.; Homer Smiletta, Sarasota; Sugarfoot Williams, Shrine Circus, Macon; Walter Guice, Sarasota; Bill Leon, New York; Jack Berry, Memphis, Tenn.; and Mrs. Howard

Tribute to Fred Ledgett

Fred Ledgett has gone from the glittering world that is the circus. Gone from the gay tented arena, with its thrills and triumphs, its sparkling cavalcades, its laughter and applause, its romance and daring. No more for him the magical bugle of the grand entry. It had all become commonplace to him—this wonderful spectacle which brings joy to millions—but he loved it. It had been his life for 40 years, since the day in May, 1892, when he fared forth with the W. B. Reynolds Consolidated Shows, a youngster who could hardly believe he was a part of a real circus. The program of that horse-drawn outfit under the Reynolds banner contained this line:

Act No. 18, Pony act. . . . Master Freddie.

From that time on Fred's fortunes had been cast with circuses. He knew nearly all of them, he was part of the fame of many. There can scarcely be a corner of this country he had not visited. He had known all the perils of storm and rail wreck. Once he was reported among the dead in a terrible train disaster. From country fairgrounds to the Crystal Palace in London and the Garden in New York—he had been the happy, care-free.

(See TRIBUTE TO FRED on page 48)

Lewis Will Again Tour

Show to move on 85 trucks, 9 semi-trailers—30 girls in spec line-up

JACKSON, Mich., Nov. 19.—Lewis Bros. Circus will again take to the road next season with many of the same people. The rolling equipment will consist of 85 show-owned trucks and 9 semi-trailers. Show will be about the same size as last season, carrying about 250 people. Big top will be an 80 with three 40-foot middle pieces; side-show top, a 60 with two 20-foot middles; menagerie, a 50 with three 20-foot middles; cookhouse top, 40 by 70, and pads room, a 50 with two 20-foot middles.

Performance will be presented in two rings and on a stage. A beautiful spec is being planned with about 30 girls in line. In addition to big show band, there will be a colored band in Side Show. Big show performance will include the regular line-up of acts and a number of animal tyros.

Captain Smith had the elephant on tour in Michigan for Republican parades. Manager Paul M. Lewis; Walter Deata, auditor, and Bill Tingley, assistant manager, recently returned from a hunting trip. Lewis is again hunting, being in Silesaw. Will be gone about two weeks and on his return will take out some small acts to work in stores until Christmas, following which will play a few indoor dates and then prepare for the 1939 season. Fifteen people are in quarters.

Mighty Haag Folk Hold Services at Showmen's Graves

GREENVILLE, Ala., Nov. 19.—When the Mighty Haag Shows were here recently services were held at the graves of Frank McGuire, adjuster and agent of the show for many years, and Doc Young, who was with Honest Bill Newton for years. Mrs. E. Haag placed a wreath, large spray and a blanket of flowers on each grave. Professor Floyd's Band played a number of hymns and the Rev. Frank Watson led the showfolk in prayer. Col. E. Mottley, who was associated with both showmen, closed the services.

Young's grave did not have a marker and the Haag folks took up a collection for one. No one knew his birthplace or date of birth, so if anyone knows advise E. C. Berganier, sheriff of Butler County, at Greenville, and he will see that the marker is completed.

Performances Given At the Goebel Farm

LOS ANGELES, Nov. 19.—Goebel's Lion Farm, 45 miles from here, with added acreage, new buildings and addition of many hay animals, has started the Sunday afternoon performances. Attendance has been big. Louis Goebel is owner and Louis Roth chief trainer.

The program presented last Sunday follows: Louis Roth group of five male lions, five-tiger group, Prince, rope-walking lion, Bobby Roth; wrestling act, using one tiger and two lions; two elephants, worked by George Emerson; Bert Nelson's seals, by George Thomas; Nelson's dogs, worked by Virginia Beall; Blackman, Hindu animal hypnotist.

Also at the farm are Capt. Winston's 18 seals, with L. Borinstein in charge. The seal "Slicker" is being used in the Bobby Green Fisherman Wharf film, now in production.

Frank Milton's Appointment

ANAMOSA, Ia., Nov. 19.—Frank (English) Milton, French born player, formerly with Marie Evans' Band on Ringling-Barnum, has been appointed bandmaster of the Iowa Reformatory Band here. At one time he was a member of the "King's Own Band" in the British Army and served in an American army band during the World War. Last season he was with Karl L. King's Band, of Ft. Dodge, Ia.

With the Circus Fans

By THE RINGMASTER

MELVIN D. NICHOLS ET AL. M. HICKINGHILL ET AL. (Conducted by WALTER HODENADEL, Editor "The White Top," care Hibernian Printing Company, Chicago, Ill.)

ROCHELLE, Ill., Nov. 19.—The regular monthly meeting of the Blue Landolf Tent No. 24 of Hartford, Conn., was held November 8 at the home of its secretary, J. G. Phelps, in Strassburg. Phelps was assisted by his wife and mother in entertaining the fans and their guests. Following a business session circus movies were furnished by C. H. Jean Kieffer, of Norwich, Conn., and projected by CPA Carlos S. Holcomb, of the Hartford Tent. William Farmer, sketch artist, and M. Burt, magician and ventriloquist, entertained. Present were Mr. and Mrs. G. H. Conlinn, Mr. and Mrs. Charles E. Davis, Miss Larry Durant, Mrs. Dexter W. Fellows, Mr. and Mrs. H. S. Humeal, Mr. and Mrs. Harry W. Hastings, Carlos S. Holcomb, Mr. and Mrs. William H. Judd, Bill Montague and Mr. and Mrs. Sam H. Stratton.

Mr. and Mrs. W. H. Hohenadel attended the funeral of Fred Ledgett at Rockford, Ill., November 15.

The November luncheon of the Chicago John L. Davenport Tent was held in the Palmer House November 8 and was a most interesting affair. Those seated in the "grand stand" were Chairman Charles D. Collins, Past CPA President Frank H. Hartless and Clint E. Deery; Irving K. Pond; Walter Krawiec, famous painter in oil of circus scenes; Eugene L. Williams and "Bob" Shepard.

Circus fans in and around Houston, Tex., are looking forward to the Arabian Temple Shrine Circus week of November 21. Rev. J. W. E. Alrey is the producer and will also act as equestrian director. He recently returned from a visit at the Buffalo Ranch of Major Gordon Lillie (Pawnee Billy), where he contracted the famous veteran roper, Mexican Joe Ferrara, to work in the concert. Joe and Ora Pesa, it is said, introduced trick roping to America, and Mexican Joe was Will Rogers' teacher.

C. E. (Elephant) Davis, G. H. Conlinn and Bill Montague, members of the Blue Landolf Tent, acted as judges of costumes at a masquerade ball held night of October 28 at the American Legion Home, Wethersfield, Conn. Ball was given under auspices of the Hartford Auxiliary Legion, headed by Mrs. Elmer C. Lindquist, wife of the Tent's historian.

Burtie L. Wilson, CPA's ambassador of good will, spent evening of November 6 in Gainesville, Tex., and was a guest in the home of A. Morton Smith. CPA Roy Stamps and Roy Wilson, Mr. and Mrs. Alex Murrell and Verne Brewer, of the Gainesville Community Circus, were also guests of Mr. and Mrs. Smith. Wilson obtained a number of duplicates from Smith's collection of circus items in his collection of programs, heralds and lithos.

Charles D. Collins, chairman of the

Chicago Tent, left November 12 for several weeks' tour around St. Paul and Minneapolis in the interest of the Palmer House, of which he is assistant manager.

Circus Fan Dan E. Fox, of 82nd Barracks, N. Y., accompanied by Lieutenant Hastings and Fans Richard Wolf and Nelson Egan, conferred with G. H. Barlow III in the Pat Valdo Tent Circus Room, Binghamton, N. Y., and mapped plans for several meetings and parties to be held there this winter.

Mrs. Stuart English and son have left for St. Petersburg, Fla., for the winter. They hope to spend considerable time at the quarters of Ringling-Barnum circus at Sarasota.

Route Lined Up for Gainesville Parade

GAINESVILLE, Tex., Nov. 19.—Itinerary of the Gainesville Community Circus' Santa Claus parade is practically complete, with only two dates to be filled. The route follows: Greenville, November 28; Lampasas, 30; Temple, December 1; Bryan, 2; Henderson, 3; McKinney, 4; Sherman, 6; Clarksville, 7; Palestine, 8; Jacksonville, 9; Cleburne, 10; Electra, 12; Mineral Wells, 13; Winters, 15; Ballinger, 16.

Verne Brewer will be in charge with four assistants. Eight ponies, two monkeys and a dog, along with six pony wagons and floats and 85 costumes will be carried.

Alex Murrell, general superintendent, has a crew working daily at winter quarters. Recent visitors were Frank H. Owens, of the U. S. Crime exhibit, Topeka, Kan., and Earl W. Thayer, of Fort Worth, in the accident prevention department of the Commercial Standard Insurance Co. Last year Thayer was backyard officer of the Ringling-Barnum circus.

The show's big top was shipped to Harlingen, Tex., this week. Bleacher seats are being replaced each week-end this month for football games in neighboring cities.

Sarasota Quarters Ready To Receive Barnes-Floto

SARASOTA, Fla., Nov. 19.—With work nearly finished on the new cat houses and additions to the monkey house, winter quarters are in shape to receive the Al O. Barnes-Sella-Floto Circus when season closes here November 27.

Roland Butler, general press representative, has opened his winter home here and is using it as headquarters as he works Florida West Coast dates for the show. Jerome T. Harriman, contracting press, had to leave the show last week and go to Baltimore, where his mother is seriously ill.

Advertising Car No. 1 came into quarters last week. Arthur Hopper left immediately to rejoin the show in Jacksonville, John J. Brasell, car manager, left Sunday for Los Angeles, together with George Lowe, Gene Hodgeman, Robert Flannigan, Henry Barth and Richard O'Brien.

Other members of the car's staff departed as follows: Forrest Biggs, Cornington, Ky.; James Long, Battleboro, Vt.; Burton Savage, Philadelphia; Edward Riley, Wooster, O.; William Dowd, Albu-

Workman Tent, CSSCA, Planning Christmas Party

RICHMOND, Va., Nov. 19.—The W. W. Workman Tent of the Circus Saints and Singers Club is planning a big Christmas party for evening of December 29. The big roof garden at John Marshall Hotel will be transformed into a carnival and circus ground. The committee includes Charles A. Somma, chairman; Ed Rose, Frank O'Brien, Jack Lyons, Joe Kass, Larry LeMay, Charles Biting, Allen Sparrow, John C. Goode, Clarence T. Riddick, James Mann and William Homeburg. It is anticipated that a record crowd will be in attendance from the Norfolk and Petersburg, Va., and New York tents.

James H. Price, governor of Virginia; Senator Harry Flood Byrd, Mayor J. P. Fulmer Bright; Hon. George Perry, former governor of Virginia; Hon. Carter Glass, Congressman Dave E. Satterfield, Judge E. C. Polkes, all members of the Workman Tent, will be present. The women will be presented with gifts from the huge Christmas tree by Heinie Liebert, who will act as Santa Claus.

At a meeting here November 14 of the officers and trustees of the National CSSCA with members from Consolvo Tent, Norfolk; Will Rogers Tent, Petersburg, and W. W. Workman Tent, Richmond. Remmie Arnold, national president, named Jack, Calum, Norfolk; Charles Somma, Richmond, and Frank Pond, Petersburg, to visit various groups and individuals in Roanoke and Newport News, Va., and Raleigh, N. C., for the purpose of establishing tents.

Charlie Woo is the only Chinaman in the country who is a member of the CSSCA, holding membership in the W. W. Workman Tent, reports Clarence T. Riddick, national secretary.

WPA Set for Opening At White Plains, N. Y.

NEW YORK, Nov. 19.—Final rehearsals of the WPA Federal Theater Project's circus for the opening at White Plains, N. Y., November 24 started this week. Nick Galk, for years Underlander with the Mangan teeter-board act, joined this week. He conferred with Managing Director Burns O'Sullivan on plans for a new and big comedy teeter-board act for the show. There will be all new costumes for the spectacle America and The Parade of States.

The brigades are billing White Plains heavily. Harold Sullivan, in charge, has practically the same crew. White Plains newspapers are co-operating splendidly with plenty of pictures and stories.

Chief White Cloud has added several new routines for his Wild West display. Harry Di Dio and Billy Rhode have several new dogs for their acts. Mother Smith will again have the wardrobe, making her fourth season in that capacity, reports Wendell J. Goodwin.

quaque, N. M.; Mack Powell, Marlin, Tex.; George Hanna, San Antonio; Tom Brasell, Sacramento, Calif.; Manny Gunn, Phoenix, Ariz.; Edward Caupert, Memphis; George Orth, Kenosha, Wis.; Todd Gidding, Kokomo, Ind.; S. Vogel and L. Holly, Fort Smith, Ark.; Frank Mahery, Baltimore; Paul Rice, Knoxville; Clarence Fulton, Minneapolis.

Silver To Remain On Road All Winter

ENOELHARD, N. C., Nov. 19.—Silver Bros. Circus, which is doing fair business, will stay out all winter. Weather has been nice.

E. S. Holland has joined as general agent. Fred and Marie Gaturie also joined and are doing three acts in the big show. Captain Meyer and his lion left Meyer going to his home at El-lenton, S. C.

Syncopaters at Rex's

RUPPIN, N. C., Nov. 19.—Lucky City Syncopaters, 11-piece dance band, are playing twice weekly at Rex's here. Floor show is presented Saturday nights. Animals and birds in zoo are being placed in their winter cages. Chief Frank Canoe, who is featured in Ingham's Congress of Indiana, has a headwork concession here week-ends. Recent visitors were Roy Jenner, from the National Zoological Park, Washington, D. C.; members of the Fox Players, and Jack Rogers, on his way from the closing of Barnett Bros.' Circus to a night club date in Maryland.

Kenyon Joins Polack

CINCINNATI, Nov. 21.—Omer J. Kenyon, who closed with the Hamid-Morton Circus in Philadelphia last week, joined Polack Bros. Circus at Mobile, Ala., this week. The Del Rio midgets also joined.



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Parker-Watts Adding Animals, Equipment; To Feature Parade

SOUTH FORT SMITH, Ark., Nov. 19.—When the Parker & Watts Circus takes to the road next season, animals and new equipment will be added. The performance will be entirely new with a number of feature acts. The horse-drawn parade will again be featured, and will have more people, cages, elephants, horses and other animals. Manager Ira M. Watts has just returned from a business trip in the North.

On November 4 and 5 elephants, ponies and cages of animals were lined up on the downtown streets of the city as a special attraction for the merchants' "Circus of Values" sale and home-coming event, sponsored by the Chamber of Commerce.

Many people watch the training of elephants by Jimmie O'Conner and the horses by Hazel King. Work on equipment will not start until after first of

the year, but live stock is being kept in shape.

Thomas (Skinny) Dawson is handling winter quarters publicity and also has charge of the front door. The quarters are practically self-sustaining during winter months. There are visitors daily from Arkansas, Oklahoma and Missouri. Sam Marratta, superintendent of quarters, and crew are keeping the grounds in shape. James Watts is acting as purchasing agent for quarters.

Mrs. Watts has furnished a recreation room for boys sojourning at quarters. Joe Webb is a frequent visitor. He attended the horse show at Little Rock, Ark. Among recent visitors were Fielding Ornduff, owner of Chase & Son Circus; Mr. and Mrs. Walter Jenner and "Buddy"; Mrs. O. H. Parker and children, Joe Kennedy, Noble C. Fairly and John Campbell.

Under the Marquee

By CIRCUS SOLLY

CHRISTMAS SUGGESTIONS: If still undecided, give a subscription for The Billboard.

RAYMOND TUCKER has his ride in the Goldblatt Store, Hammond, Ind.

VIRGIL B. DARE, clown, has joined the Mighty Hoag Shows.

GARGANTUA, big Ringling gorilla, will be at the Mills Olympia Circus in London.

WALTER L. MAIN recently addressed the Kiwanis Club at Chardon, O., and told of some of his circus experiences.

JOE SHORT is at Wanamaker's Store, New York, his 19th engagement there. Is booked at the New York World's Fair.

GOLDIA HAMPTON, who was with Robbins Bros. Circus, will winter at his home in West Point, Ga.

JOSEPH KATZ is ahead of the Buffers and music colored musical show on the Gus Sun Time.

SHELBY BROS. CIRCUS, organized several weeks ago, has been playing Eastern North Carolina territory to satisfactory business, Solly hears.

BERT (KID) WHEELER, who had a brigade on the Ringling show for years, is chief electrician at the St. Paul Auditorium.

FRANK B. HUBIN of Atlantic City, pens that he will soon go to New York to arrange for an attraction at the New York World's Fair.

HORSES which Rudy Rudynoff is training at Cassville, Wis., include four whites, four blacks, four sorrels and a gray stallion.

FLYING MELZERS closed 23-week season with the Barfield Cosmopolitan Shows and joined Frank West's Shows at Milton, Fla.

RESPONSIBILITIES gravitate to the person who can shoulder them.

BERTRAM MILLS Circus, managed by Cyril and Bernard Mills, will open at the Olympia, London, December 22 and run until January 26.

BERT LEO, clown, and pony, "Prince," are still advertising in Youngstown, O. Will be in toy department of a store there.

KINKO, with Robbins Bros. Circus last half of season, has been playing night clubs in Cincinnati. He is at the Shrine Circus, Evansville, Ind., this week.

JOE VINCENT is operating caboose shows for the Roller Derby on Southern units. He was with Ringling-Barnum show until it closed. Has several circus boys with him.

JACK CARLINO and crew of three were in Key West, Fla., recently billing the Barnes show for the Miami dates, November 21-23. They put up plenty of paper for a stand 178 miles distant.

JOHNNY OTARI, midget singing clown and acrobat, past three years with J. R. Malloy circus unit, has left for Boston, his home city, where he expects to work department stores during holiday season.

HAROLD MOSS, who drove Walter L. Main's private car from 1930 to 1936, has a job-printing shop in Geneva, O. In the show Moss did the candy-butcher fall in the Hanneford riding act.

THE RICHMOND (VA.) TIMES-DISPATCH Sunday magazine section November 6 carried a story of P. B. (Boby) Ryan (John L. Rixford), an acrobat for 30 years. He is gymnasium director for the Knights of Columbus in that city.

FLYING COVETS, after closing in Madison, Ga., October 30, opened November 3 with the Mighty Sweeney Midway, remaining with show until the 19th. This week the act is at the Shrine Circus, Houston, Tex.

SECRETS, the passing of Fred Ledgett, an excellent performer and equestrian director, at his home in Rockford, Ill., November 18.

CALLENDER'S ANIMALS, after closing with Russell Bros. Circus, have been playing high schools in Michigan. After Gene Enos left the Russell show William E. Callender succeeded him as equestrian director.

M. L. (DAKOTA HILL) BAKER writes from Crouse, N. C., that his wife, Mrs. M. L. (Madam Dorothy) Baker, suffered a stroke of apoplexy November 1 but says she is improving and doctors believe she will gradually regain use of her limbs.

JACK RANDALL is back home at Little Rock, Ark., after a nine weeks' trip thru Mississippi and Louisiana. Attended Downie Bros. Circus at Crowley, La., and met a number of friends. Matinee light and night house three-fourths. Randall will be at the Chicago doings.

DR. JAMES J. HAMPTER and wife are frequent visitors to Barry Bros. Circus. Their son, James J., Jr., has big elephants and unit with the show. Peggy Waddell is assisting him with the elephants. Noble Hampter, en route to Dallas with his lion act, was a visitor.

VISITORS to the Al G. Barnes and Sells-Floto Circus in Columbus, Ga., included James M. Bosch, general agent, and Leo S. Conarro, advertising car manager, of the Downie Bros. Circus. The next day they drove to the Downie show at Tallahassee, Fla.

J. BEN AUSTIN and wife attended the annual Turkey Trot at Cuero, Tex., re-

porting that a large crowd attended the unique parade. Ben, who was manager of the Barnes show first half of the season, has been at home in San Antonio, Tex.

PAUL M. CONWAY, former circus p. a. and now attorney in Macon, Ga., traveled about 11,000 miles visiting showmen and trouper friends this season. Had an accident recently which nearly demolished his new Terraplane, but he luckily escaped injury.

EDDIE KECK, after closing season of 13 weeks at Indra, was producing clown at the General Electric Club Circus for the Keyes Brothers week of November 19. Others in clown alley were Mickey O'Brien, Bill Leach, Three Eddys, Avery Tuxler and Marshall Chapin. Keck has several weeks of indoor dates to follow.

A RECENT Frederation (N. B.) Daily Mail ran a three-column account of an interview by Jack Rogers with Winifred Collenno, trap artist who appeared at the Frederation Exhibition past summer. Program was heard over the national network of Canadian Broadcasting Corp. November 4 as part of Rogers' popular *Under the Big Top* series.

CAPT. A. J. ANDERSON and his 30 Wonders of the World showed in Franklin, Pa., November 11 to very good business. Anderson is making schools in Pennsylvania, where he expects to work for some time. In Tidipute he met his friends George Parento and wife and George's brother, Doc Mansfield.

AERIAL ORTONS, en route to Fort Wayne, Ind., to play the General Electric Club Circus, stopped at Janesville, Wis., to visit the Orton-Fanning Duo. Mrs. Fanning (Vera, Orton) is a sister of Orton's. The Aerial Ortons, Vera and young son, Miles, accompanied them to Fort Wayne. It was the second time they played the O. E. show.

RAY W. ROGERS, the guiding spirit behind Barnett Bros. and Wallace Bros. circuses, has been keeping quiet about it, but friends believe he is making elaborate plans for the next season. May possibly "streamline" one of his shows.

JUDGE HARRY GUTHRIEL was elected president of the Charities H. Consolvo Tent of the Circus Saints and Sinners Club of Virginia at Norfolk, Va., November 7. Other newly elected officers are A. R. Thompson, first vice-president; Shephard W. Drewry, second vice-president; John New, secretary; Pierre Boulogne, treasurer; William A. Seddinger, sergeant at arms.

BERNICE KELLY Circus Revue was at the National Home Show, Ft. Smith, Ark., week of November 7. Other acts on bill were Harrison's bicycle turn, Billie Brain's Swing Tables; McConnell and Moore, novelty jugglers; Jimmie Hackenschmit, clown cop. Capacity crowds every night, reports Josephine Kelly. There was a special Saturday matinee for the orphans.

E. W. ADAMS, of Atlanta, Ga., visited the Barnes-Sells-Floto show when it was there and met many of his circus friends. Says that he was extended every courtesy and enjoyed the performance. He recognized "Modoc" and "Lotus" in the menagerie. "Modoc" was on the Gentry-Patterson show when Adams was there, and "Lotus," big hip, on the Barnes show in 1921, came from the old Gollmar show. One of the Christiani troupe had a bad fall in Atlanta.

DOWNIE BROS. Car No. 1, in charge of Leo S. Conarro, closed season at St. Augustine, Fla., November 7 and made run into quarters at Macon, Ga. After storing trucks and equipment General Agent James M. Bosch and Conarro visited the Barnes-Sells-Floto show at Columbia, Ga., and then left for a fishing trip down the Florida east coast, catching the Downie show at Daytona for remainder of season. They report fishing okay.

BOB HICKEY, general press representative for the Sonja Henie Ice Carnival which opens a four-day engagement at the Arena, St. Louis, November 22, visited the Billboard office there last Tuesday, arriving from the West via plane. Was accompanied by J. H. Van Cise, also in press department of Henie show.

RECENT guests of Col. J. Bates Gerald, state chairman of the South Carolina Young Republicans, Summerton, S. C., were Bryan and Billie Woods, of monkey circus fame, en route to Florida

after closing their show in Virginia; R. E. Work; J. C. Roberts; Roger Barnes, of Beers-Barnes Circus, now in South Carolina; Johnnie Bullock, owner, and Johnnie Murphy, general agent, of Bullock Amusement Co. Colonel Gerald keeps open house for showmen and has a free trailer camp for all in the profession. He is a former showman.

THE FOLLOWING appeared in a recent feature story in The Cincinnati Post concerning the Strobridge Lithographing Co.: "The Strobridge company turned out the biggest poster in the world. It was printed a quarter century ago for the old W. W. Cole Circus. It was a 120-sheet affair. A crew of Strobridge artists, working three months, had to draw material for 400 lithographic stones before it could be printed. . . . Cincinnati laughed back in 1882 when the firm produced a poster telling about 'Prof. Harlow's steam ship.' The poster advertised a circus. Cincinnati laughed, but Strobridge takes himself on being among the first to forecast air travel."

ROY BARRETT and Earl Shipley, after being away from the Famous Barr Department Store, St. Louis, for a few years, returned to stage a Christmas show for the children. Shipley has been off the road for a while, being a salesman. Barrett was with the Jay Gould Circus Revue the past season. This makes Shipley's 10th year and Barrett's sixth at the store. The former is staging the show and the latter presenting all clown numbers. Show opened November 18 and runs until Christmas Eve.

CAPTIONED Bill of Circus Bug Never Wears Off, a column-long feature story of the career of J. R. (Jack) Malloy, Canton (O.) acrobat and outdoor showman, together with a swell layout of art, written by Lester McCrea, appeared in the October 30 edition of the Canton (O.) Repository. The yarn went on to tell how Malloy, who is a bricklayer, had a yen for the circus and how he crashed the big top with the original Charles Siegrist troupe of aerialists, married Nancy Darnold six years ago when both were with the Hagenbeck-Wallace Circus, and how he organized his own circus, which he recently launched as a stage unit. There were excellent shots of Malloy and his wife on the trapeze and one of Winnie, featured canine of the troupe.

Model Builders' Activities

ST. JOSEPH, Mich., Nov. 10—Col. Walter H. Woods, St. Petersburg, Fla., and John B. McCurdy, Harrisburg, Pa., have joined the association. Frank Walter, Houston, Tex., saw the Barnes circus in Memphis and visited with Terrell M. Jacobs. They were entertained at the home of Ralph H. Miller and saw his large miniature circus. Frank Buck, of the Barnes show, has obtained a tiger cage and six-horse team from Robert D. Good, Allentown, Pa.

Walter W. Matthe, Long Beach, Calif., and Kenneth D. Hull, Los Angeles, recently visited the Hagenbeck-Wallace quarters at Baldwin Park. Hull has been plying a menagerie tent and baggage wagon for his show. Charles L. Stern, Austin, Minn., recently visited Verne Pussell and John Dvorak, Cedar Rapids, Ia., and saw their model circuses. Pussell spent the week-end in Chicago and visited with Charles H. Bennett and John R. Shepard.

Bale Bros.' big top has been augmented by another middle piece furnished by George H. Barlow III. This makes it a seven-pole top, reports John R. Shepard, owner. Philip V. Crowther, Newport, R. I., had his motorized circus set up for a one-day engagement there this summer and it played to over 600 people. Bert Backstein, Decatur, Ill., has again sold his model circus and will soon start on another.

Rudy Hagene, Astland, Wis., saw the Barnes show at Duluth, Minn. Charles N. Sateja, Camden, N. J., has recovered from an appendix operation. He attended the Shrine Circus in Philadelphia. Harold U. Moore, Reading, Pa., has completed a calliope for his show. Charles E. Doelker, Harrisburg, Pa., had Russell T. Warner, Reading, and saw his miniature circus. J. W. Barrett, Eastington, Pa., has a complete miniature circus which he has been building for 14 years. Joseph E. Miller, Charleot, Pa., visited William H. Walton, Homestead, Pa., recently.

Anyone interested in the Circus Model Builders and Owners' Association should write the secretary-treasurer, John R. Shepard, 440 N. Parkside avenue, Chicago, Ill.

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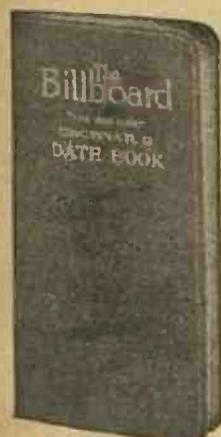
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Performers as Good Will Ambassadors

By JOSEPH H. HUGHES

WHILE war and strife threaten the world, menacing its peoples, the performers of all nations manage to get along peacefully with one another and in their relations with those of other pursuits. This is a wonderful object lesson in understanding, fair play and tolerance.

Performers come from and meet in all parts of the world. Japan produces acrobats and jugglers, England great pantomime artists and novelty acts as well as dramatic actors. From Germany come some of the best balancing acts such as wire walkers. From far-away Australia we get bareback riders and splendid acrobatic troupes. The United States produces a generous portion of the world's acts and leads in the number of thrill feature acts. France and other countries contribute a goodly share of the world's entertainment goods.

Artists and acts are international. Even when their nations are at war they cross borders and are at peace among themselves. This should serve as a splendid example of good will to all peoples and nations of the universe.

Economic conditions may cause war, but not with performers. Everything seems to "balance," and there is hardly ever a complaint from them to their respective governments in connection with immigration restrictions, for instance.

Speaking of "balance," while Canada does not produce acrobatic or novelty acts worth the mention, it does send the best skaters and hockey players to all parts of the world. Then, too, the Dominion gave the world Mary Pickford, Norma Shearer, Beatrice Lillie, Guy Lombardo and many others who have probably earned more money in the United States than the accumulated earnings of all performers appearing in Canada.

Noel Coward, who does not need a build-up, is English. He is one of the world's greatest playwrights and actors, dabbling also in songwriting, scenic designing and practically everything in stagecraft. Mr. Coward has made a fortune in the U. S. A.—possibly more than was paid to 100 average American performers in England combined. This is exactly as it should be. All artists are happy to see others make good in a big way.

The public, too, wants the best acts and does not care where they come from as long as they are good. When they



JOSEPH H. HUGHES

pay their good money to see a show they want only the best.

Munition makers have often been accused of causing war. We do not believe this to be a fact. While some of the greedy ones might try, they alone could not do it—no more than a few unscrupulous managers or agents can start trouble among intelligent performers, and most of them are intelligent and good business people.

The booking agent or artist's representative in Ireland who circularizes his clients or the Irish clients of English agents, urging them to buy Irish acts from only an Irish firm, is just as unfair as the Canadian agent who shouts "Canada for Canadians" or "Buy Canadian Acts Only" from his office. There is no such thing as Canadian, Irish or American acts. They are international. They get along like one happy family.

Often a small agent without clients will try to fool performers by arranging to get them under contract as their personal manager. He will write to them, stating that in his country he can get them more money. This always sounds good to performers or any other ambitious persons. He will then send out circulars to the clients of other agents, stating that he can supply standard acts for less.

The foregoing paragraph sounds like a riddle—to pay more and sell for less can't be done. The result is that the letter-writing agent only uses the good act for window dressing to try to sell substandard acts, the good act holding the bag for a good season's work, whereas it could have earned a fair wage and amused thousands of people.

If still sounds like a puzzle and actually it is. It is just like the old chicken and egg story—which one came first? The agent must have clients to get good acts, and before he can get good acts he must have clients.

The artists or troupes, as the case may be, take their loss like any other business person. When they go to their club or vaudeville association they pass their sad experience along to others, who profit by their misplaced confidence.

They do not start trouble and talk of going to war—not even to court. What they do is arrange their bookings under a reliable manager and live in peace.

Mentioning the business troubles of the performers and the tactics of some agents is not propaganda. The experiences are cited only to indicate that performers often have cause to be hostile, but instead exercise diplomacy and settle

their grievances in a peaceful, business-like manner.

It would teach the dictators of the world a lesson to come to New York, for instance, and see large and enthusiastic audiences stand up and cheer Robert Morley, in Oscar Wilde, and Maurice Evans, in Hamlet, both great artists from England. Our Canadian cousin, Raymond Massey, in Abe Lincoln in Illinois, is being cheered at every performance by people and performers from all parts of the world who live peacefully in New York.

TRIBUTE TO FRED

(Continued from page 44)
less nomad, known and liked by hundreds in what was always to him the greatest business on earth. Stricken a few months ago, Fred came back to his home town to pass his last days. The end came Sunday.—(From Rockford (Ill.) Register-Republic, November 14.)

DOWNIE CLOSÉS

(Continued from page 44)
Somerset, Ky.; Dave Rowland, Detroit; Doc Clark, Pleasant Hill, Ill.

SIDE SHOW BAND: Joe Brandy, Pewee Taylor, Frank Foster, Willie Robinson, Sam Sherrell, Alford Douglas, Samuel Strickland, T. H. Jones, Elmer Warner, Theresa Jones, Etta Jackson, all to Tampa.

TRANSPORTATION DEPARTMENT: Joe Gilligan and wife, Macon; Bill Bush, California; C. G. Landrum, L. M. Bush, James McCarthy, Macon; Dick Robertson, Rome, Ga.; George Ingalls, Tampa; Wilson Gay, Tallahassee, Fla.; Oliver Kelly, Syracuse, Ala.; John Nanko, Sarasota; Watson Adams, Macon; John G. Johnson, Florence, S. C.; Henry Koonce, Kinston, N. C.; Otis Southland, Frank Martin, Macon; James P. Hunt, Lumberton, N. C.; Charles Elfelt, Cleveland; Earl Neiden, Bradley, Me.; Richard Haflik, Chicago; Joe Limbeck, Sweetwater, Ala.; Albert Wayborough, Iud Cave, Frank Smith, Herbert White, George Ingram, David Stewart, James Ingram, Ed Ritchie, C. Thomas, Macon; Herbert Proctor, New Haven, Conn.; Jerry Andz, Jacksonville, Fla.; Enoch Bradford, Gastonia, N. C.; Tom Laskey, Philadelphia; Harry Lobbeiter, Cedar-town, Ga.; Sam Sherrell, Tampa; Jack Allamon, Sarasota; H. H. Jones, Daytona Beach, Fla.

CANDY STANDS: Harry Nelson, manager; Bob Kingman, Fred Bennett, Leslie Grant, Milton Casner, Alex Cunningham, Johnnie Berday, Miami; Bennie Moore, Macon; Roy Spears, Carneville, Ga.; Bill Berger, Lynn, Mass.

LUNCH STANDS: Eddie Corowell, Bobby Worth, Lovely Morganbau, Miami.
MENAGERIE: Buck Taylor, superintendent; Blackie Martin, C. H. Alexander, John Bossert, John Hyler, Thomas Tootill, Macon; James E. Reynolds, St. Augustine, Fla.; Fred Moore, Mobile, Ala.

PROP DEPARTMENT: Barnie Londerdorff, Shrines show, Macon; Stanley Green, West Palm Beach, Fla.; Augustus Blacker, Pewee, Kelly Hines, Sammy Young, Eddie Turner, Jimmie Wade, P. T. Barnum, Macon; Alken Davis, Ocala; Gae Tiger Schoko, Bogalusa, La.

BIG TOP: Charles Rhine, superintendent of canpas, Knoxville, Tenn.; O. Thomas, Youngstown, O.; George Durham, Claude Felts, Will Cook, Harry Haddock, Macon; James Ingram, Raleigh, N. C.; Johnnie Doyal, Augusta, Ga.; Willie Troy, Wilmington, N. C.; Bailey Bostick, Rockingham, N. C.; Clarence Miller, Dave Thornton, Gadsden, Ala.; Henry McCollap, Norfolk, Va.; Frank Smith, St. Paul; Louis Baker, Montgomery, Ala.; Dutch Wilkinson, Tampa; Buster Billings, Henry Thomas, Macon.

RING STOCK: Harrison Barnes, Thonaston, Ga.; Kenneth Singleton, Macon; Buck Ballard, Whiteville, N. C.; Stillman Lewis, Houston; George Tillis, Macon; Luther Davis, Tampa; Ben Wallace, Chicago; Leo Marston, Newark, N. J.

WA R D O B E DEPARTMENT: Bob Steels, Macon; Ed Smith, Shreveport, La.

COOKHOUSE: Lester Miller, Chicago; William Howard, Lakeland, Fla.; Al Grant, York, S. C.; Charles Lucky, Jerry

Audry, Jacksonville, Fla.; Bob Mills, St. Augustine, Fla.; Jack Fitzearl, A. E. Kelly, Raymond Owens, William Chapman, William Smith, Frank Tyson, William Bird, Sheldon Stranger, Frank Kelly, Dave Stewart, Macon.

Notes From El Paso

EL PASO, Tex., Nov. 19.—Dell Turney, general manager of Tom Mix Circus, has notified his assistant, Charles Warrell, that he will return here soon from Chicago.

Al Anderson, prop man, is recovering from an attack reported to have been made upon him in Juarez, Mex., by four unidentified men. He was treated in a hospital there and at City-County Hospital, El Paso.

Red Fortune, electrician with Mix show the past season, was in town en route from California to Louisiana.

Ingham's Indians Start Tour

STUART, Va., Nov. 19.—Ingham's Congress of American Indians started tour of Patrick County schools at Red Bank School November 11. Two wolves are used on stage during program. Mrs. Rex M. Ingham, who has been very ill, is recovering.

15 Years Ago

(From The Billboard Dated November 24, 1923)

The Hagenbeck-Wallace Indoor Circus opened its tour in St. Louis November 12 at the Coliseum. . . . James Hefon was having good business with his Jungeland Show with Scott's Greater Shows. . . . Val Vingo, who was lecturer on the Ringling-Barnum circus, took charge of the advance of O. B. Barrow's Superba Producing Co. Indoor Circus. . . . The Great Artox Troupe of Spanish people, hand balancers and acrobats, joined Atkinson's Circus. . . . Bill Koplin, clown with Sells-Floto Circus, was stricken with paralysis in Indianapolis. . . . The Cuban Circus Fubillones, with Mrs. Wade Publications at the front, opened to good business at the National Theater, Havana.

Arthur Diggs, formerly in charge of the brigade of Sells-Floto Circus, was in St. Louis ahead of the *Hires and Shiras Co.* . . . Mme. Bradna, of the Ringling-Barnum circus, was playing the Poll Time. . . . The Johnson-Slyvers Trio and Al and Charley Lewis, who were with the John Robinson Circus, opened their indoor circus engagements at Mansfield, O. . . . Mr. and Mrs. William H. Henry closed with the Robinson show and left for a month's vacation in Hot Springs, Ark. . . . Horace Laird and his Fire Merry Jesters were a hit with their clown band at the Military Circus, Amsterdam, N. Y., week of November 12. . . . The Gentry-Patterson Circus closed at Praha, Kan., November 19. . . . Martin A. Anderson, formerly a teamster with Hagenbeck-Wallace Circus, died at his home in Sioux Falls, S. D., October 27.

Peru (Ind.) winter quarters, housing the John Robinson and Sells-Floto circuses, were thronged so heavily with visitors on Sundays that visiting hours were restricted. . . . Blackie Morgan, assistant boss carterman on the Al O. Barnes Circus, was suffering from a broken ankle in El Paso, Tex. . . . The Charles Sigrist troupe, with Ringling-Barnum circus, returned home to Canton, O. . . . Tommy Thomas, who had reserved seat ticket box on Walter H. Main Circus, joined the Rubin & Cherry Shows. . . . Eddie Brodie, who was general utility man with the Main show, was in Philadelphia, working for the Mack Motor Truck Co.

CLARENCE RIDDICK, of Richmond, Va., is the new national secretary of the Circus Saints and Singers' Club of America, having succeeded O. B. Goldston.

Merry Christmas and Happy New Year

From

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Wire Room 722, Western Union, Dayton, O.

Between the Lines

By DOC WADDELL

I COME to the circus world a teachable spirit. My *Voice of the Winds* (published in *The Billboard* two years ago) was my farewell idea as to the carnival. My epistle now I title *Between the Lines*, and it is my farewell vision of the circus, which is all-encompassing and universal. In a letter there's much of value "between the lines," and so I write what I see that's never been spoken and indited—bidden, wonderful things—between tents, between rings and stages,



DOC WADDELL

between driver and rider and horse, between men's and ladies' dressing rooms, between berths on the circus sleepers, between lunch counter and amusement table in privilege car, between city halls and the legal adjuster, between the front door and the stake and chain wagon.

Did you ever stop to realize that the circus is based upon "The Triangle" and that Supreme Infinite Power handed the idea of the circus to earth in the morning of creation? Stand with me at the equator. There you will find "The Triangle" in the heavens as the sun rises above the equator on its golden pathway, the ecliptic, in the first degree of Aries, forming an angle with the equator, the termination of this angle being an arc in the sky. Side wall and quarter pole, guy rope and chain and stake and ground form "The Triangle." Rope, big-top center pole and ground ditto. All over the lot, in the training barns, in rigging and performance, everywhere about the circus is the triangular. The circus is super-given, as are space, thought and air. Therefore it's eternal and can never die. At present it is in the happy throes of unsoen leaven that will "leaven the whole lump." The cause and effects that forced the Ringling-Barnum-Balley "big bertha" to the barn, and smaller shows to quit, should cause no alarm. It is the beginning of the

means to a just and glorious end. Groups organizing children to "save the circus" are interesting, but serve the same purpose that a sugar-coated pill of flour does when given to the ill.

I listen with my heart and hear a voice between the lines: "There're to be new faces in circusdom's front ranks—a new day for the circus is about to dawn—the principle: Be just, be true, be merciful, revere the landmarks adhered to, without deviation, by the old masters, James A. Bailey, Uncle John Robinson and Adam Forepaugh." The old tried, tested fundamentals are asserting.

A mighty force that flows along
In silent currents, swift and strong;
A delight that moves without fuss
In gentle blessing—that's the circus.

Yes, out of the tangled mess of the present will arise, in correct course of time, the greatest circus ever conceived by mortal mind. Another Bailey is on the way in amusement's realm. History does repeat itself.

The greatest circus of them all, as I dream it, will be under the largest spread of canvas ever erected—with no poles—supported by aluminum uprights. That marvelous inventor of circusdom, William H. Curtis ("Captain Billy," we lovingly call him), who has given to the circus world the spool wagon; the stake driver that drives three stakes at one time; safety cable device, eliminating toe pins and preventing seats from falling; the folding grand-stand reserved seats wagon, impossible to fall or float away in flood, and machinery that pulls up and takes down tents and poles—is burning the midnight oil to bring forth the no-pole big-top idea in practical, workable form. The Curtis inventions are now somewhat buried, discarded in order to keep down expenses. In the coming new-day circus his inventive principles will be paramount.



W. S. ANDRES, better known in the show world as Dog Waddell, evangelist and circus man, as he appeared at the age of 10 when he started in circus life. Son of E. H. and Mary E. Andres and brother of Grace C. Andres.

James A. Bailey said: "Extravagance in the circus game is oftentimes economy." His system was, "If necessary to have the best, and do right things, spend 99 cents out of every dollar and save the penny. It was Bailey who said: "The circus is sugar, the public the flies. Have the sugar and the flies will come. When my tents are up the show belongs to the people. If I have what they want they will pay the price to enjoy it."

Bailey believed in the religion of soap and water. Baths were on his lot. Workmen bathed after their labor was done. Before the parade each driver and his understudy shaved and shined their shoes. He surrounded himself with super staff and performers and working people capable and balanced. He paid each fly, honest wage, and, if with him certain tested time, he'd put such one on pay roll with certain per cent of the profits to his or her credit. He looked after his people in health, sickness and death—took them right along with him. There was no lord and serf principle, no fish and flesh classification and discrimination in his circus structure.

It was "Pop-Corn George" Hall who inaugurated the principle, "Sweeten the mouth of a customer: it will open his purse and start him spending." Lemonade and sweetmeat stands out front leading to the marquee main entrance carry out this principle.

All the above ideas, in the new-day circus, will be improved to the highest degree.

The three rings and stages between will give away to the "between-the-lines" conception of the late Ken Hubbard, who in life was Abe Martin, the humorist. He, back in the years, prophesied the circus of the future. Said this blessed sage: "The performances will be on monster stage, with rings, aerial rigging and in-between stages on it, located in the front as in a theater, the seats in raised-crecent form, enabling each and all to closely see every act and offering." This colossus will have its "massive no-pole canvas town" on the largest acreage ever used for a big top, between large cities, there to remain, perhaps, a month, saving daily railroad transportation and attended by thousands from "here, there and everywhere," coming by airplane, bus, auto and every known transportation way.

There will be a managerie tent and museum and aquaria top, all housing

their respective classified features, carrying out the old idea Uncle John Robinson once employed—four big tents—museum, managerie, aquaria and circus, outdoors at the time James A. Bailey and Adam Forepaugh as to new ideas.

The new-day circus will see to it that the child labor law is revamped so that the show-born child, gifted to fly the air, somersault on bareback horse, walk by wire and do acrobatic stunts, can be educated vocationally and develop into a champion performer and not, as now, forced into schools, where, as a rule, "diamonds are dimmed and stones polished."

Now children's attendance is away down. The new-born circus will carry out first principles and cater to the kiddie. Orphans and the underprivileged will be guests and seated in the center cream seats, and not, as at present, put over in "D" section by the band, and, if these seats can be sold, then bid away on the "blues" in an end of the big tent where then cannot see the acts. Children will not be overcharged on the front door, and candy butchers will not be permitted to tramp all over patrons to sell them pop at 10 cents a bottle when the honest price is a nickel, and stand in front of spectators in making a sale, obscuring their view of the performance they paid to see. All gyring and petty schemes to "get the money" will be absent.

All showfolk will be paid an honest, living wage and fed nourishing food, and this without any outside-of-circus-life organization having anything to do with it. The circus is, in reality, a world by itself, and there is no place in it for labor unions and interference by those who know it not. In the old days Barnum Gompers organized every craft, but when he reached the circus lot he stopped at its outer borders. Labor agitators will not interfere with the showfolk of the new-day tented city. Writers of circus stories and authors of movie pictures, like Jim Tully, with his *Circus Parade*, and Wallace Beery, with his *Mighty Barnum* movie, both of whom are what old circus veterans dub "townies with the show," and as such were, as genuine circus trouper style it, strung aplenty, will be blacklisted and unmasked unto the public.

I am asked why the condition and situation of the circus as it is today? My answer: The racket is on. The racketeers, so-called, are taking it over. Know that pure, unadulterated racketeers are not machine-gun users of bomb throwers. They are men with big-business ability and cleverness who accomplish in their own way. Well, in 1935 I was asked to dine with an ex-congressman, now deceased, who, thru certain channel, influenced the late John Ringling. He permitted me to read a letter from Ringling that plainly indicated he could buy the Ringling title, and with it the Barnum title could be obtained. I was then press representative under my friend Jerry Mughan on the Hagenbeck-Wallace Circus, who, with Edward Ballard and Bert Bowers, constituted "big shots" in the American Circus Corporation. The proposition was that I put it up to them, as they did want the Barnum title, and my commission on the deal would make me rich. It put it up to Mughan. This answer was, "Doc, I'd like to see you do that, but sorry—we have another way." When, from all this, I predicted the condition of the circus as it is today, I was given the laugh. Finally Edward Ballard returned from Europe, took the New York City buildings from the Ringlings, and the New York papers and *The Billboard* announced the fact, and that Sells-Flob would open the season in the big metropolis. Next John Ringling joined Ballard in the racket scheme that tied him tight and, in due time, practically broke him. The killing of Ballard, using Gumpertz as director of the Ringling-Barnum-Balley organization; buying of certain territory around the Peru winter quarters; launching of the Cole Bros. show and its sudden closing; the formation of Robbins Bros. Charley Sparks (See BETWEEN THE LINES on page 52)

TENTS

3 CANVAS LOFTS - ATLANTA - DALLAS - ST. LOUIS

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The Corral

By ROWDY WADDY

PAUL F. HILL will handle the rodeo to be held in connection with Western Live-Stock Show to be staged in Los Angeles.

FIRKIE BARNES, who is presenting his roping act at the Cowboy Inn, Kansas City, Mo., played host to Gene Autry and company, November 1, at an after-theater party. Autry was appearing at the Tower Theater there. Dave MacIntosh, former cowboy and rodeo contestant, is co-owner and manager of the spot. Recent visitors included Pete Coleman, bronk rider, and Little Bear and wife.

RESULTS of the rodeo held in connection with the Placer County Fair at Roseville, Calif., recently follow: Bronk riding—Ernest Mounce, Cecil Jones, Jim Gallagher. Bull riding—Alpha Bartram, Ed Osborn, Jack Dalton. Bareback bronk riding—John Bartram, Willie Mendes, Amil Ferrario, Cecil Jones. Calf roping—Al Morris, Chuck Sheppard, Leonard Block. Steer wrestling—John Mendes, Al Allen, Glen Shaw. Single roping—Leonard Block, Carl Gwiszig, Chuck Sheppard.

DINUBA (CALIF.) RODEO, November 11-12, was sponsored by Dinuba Rodeo Association, of which George L. Bevans is president and James E. Arden secretary. Results: Bronk riding—First day, Jackie Cooper, Frankie Schneider, Alvan Gordon, Smoky Moran. Second day, Jackie Cooper, Frankie Schneider, Clark Jackson. Bull riding—First day, Frankie Schneider, Pete Travis, Smoky Moran, Carl Mendes. Second day, Joe Burrell, Frankie Schneider, Johnnie Snyder. Steer wrestling—First day, Oscar Warren, Holloway Grace, John Bowman, Cherokee Alcorn. Second day, Clay Carr, John Bowman, Cherokee Alcorn, Holloway Grace. Finals, John Bowman, Oscar Warren, Clay Carr, Holloway Grace. Team roping—First day, Gene Arrants and Bill Erickson, Clay Carr and Emmett Gill, Del Rey and Clay Carr, Olan Sims and Oscar Warren. Second day, Al Coelho and Gene Arrants, Emmett and John Bowman, John Mendes and Joe Mendes, Cleve Kelley and Girard Davis. Finals, Del Rey and Clay Carr, Cleve Kelley and Girard Davis, Willie Clay and Hugh Strickland, Oscar Warren and Willie Clay. Bareback riding—First day, Joe Burrell, Joe Mendes, Frankie Schneider, Frank Mendes, Johnnie Snyder and Pete Travis split fourth. Second day, Frankie Schneider, Pete Travis, Joe Burrell, Carl Mendes and Johnnie Snyder split fourth. Calf roping—First day, Clay Carr, Johnnie Snyder, Led Egelman, Harold Jackson. Second day, Clay Carr, Johnnie Snyder and Harold Jackson split first; Leonard Block, Finals, Clay Carr, Johnnie Snyder, Harold Jackson, Led Egelman.

STANDINGS for the Rodeo Association of America's 1938 Cowboy Championship as announced November 1 by Fred B. McCargan, secretary: Everett Bowman, 6,548; Paul Carney, 5,750; Burel Mulkey, 5,720; Nick Knight, 5,513; Duff Aber, 5,013; Pete Grubb, 4,986; Fritz Truman, 4,504; Hugh Bennett, 4,484; Vic Schwartz, 4,045; Eddie Curtis, 3,918; Asbury Schell, 3,822; Toots Mansfield, 3,804; John Bowman, 3,302; Homer Pettigrew, 3,227; Kid Fletcher, 3,215; Gene Ross, 3,203; Clay Carr, 3,122; Lawrence Conley, 3,088; Hub Whiteman, 3,081; Johnnie Schneider, 2,790; Smoky Snyder, 2,700; Andy Sargent, 2,538; Buckshot Borrelli, 2,534; Clyde Burke, 2,525; Jackie Cooper, 2,439; Carl Shepard, 2,435; Bill McLaughlin, 2,280; Ward Watkins, 2,200; Dave Campbell, 2,283; Herman Linder, 2,225; Jim Whiteman, 2,225; Cecil Oswley, 2,149; Ray Mavity, 2,044; Ike Rudo, 2,003; Hughie Long, 2,000; Harry Hart, 1,901; Milt Moe, 1,921; Ken Haight, 1,898; Leo Murray, 1,879; E. Pardee, 1,871; Duward Ryan, 1,774; Buck Wyatt, 1,767; Lee Perria, 1,754; Frank Schneider, 1,717; Turk Greenough, 1,709; Dick Griffith, 1,702; Carl Dossy, 1,644; Juan Salinas, 1,603; Mike Fisher, 1,598; Charles Jones, 1,560; Bob Walden, 1,542; Tommy Rhodes, 1,442; Jerry Amber, 1,428; Dick Trull, 1,408; Cecil Henley, 1,418; Buck Goodspeed, 1,402; Maynard Gaylor, 1,306; Bob Yates, 1,303; Guy Cash, 1,258; Alton Bartelmay, 1,245; Jess Goodspeed, 1,200; Rusty McInty, 1,262; Jimmie McCreary, 1,240; John Bartram, 1,245; Herbert Bondall, 1,238; Jake McClure, 1,233; Jim

Snively, 1,153; Dick Robbins, 1,152; Joe Thompson, 1,110; John Rhodes, 1,109; Bill Eaton, 1,103; Bob Boden, 1,082; Glen Shaw, 1,077; Hoyt Heffner, 1,059; George Nelson, 1,052; Earl Thode, 1,048; Everett Shaw, 1,033; Andy Curtis, 1,031; Oran Pore, 1,021; Jack Sherman, 1,015; Mickey McCrorey, 1,010; Lonnie Allen, 980; Buck Standifer, 970; Joe Bassett, 977; Itoea Henric, 949; Jack Wade, 940; Tom Bride, 945; Vic Rogers, 934; Edward McCrorey, 929; Tom Taylor, 914; Hank Mills, 913; Urban Doan, 912; Buttons Yonick, 902; Frank Van Meter, 891; Tex Doyle, 886; Bill Stevers, 873; John Jordan, 867; James Erwin, 859; M. W. Del Re, 857; Terry Lockyer, 855; Mitch Owens, 854; Oral Zumwalt, 852; Dick Herron, 844; Doug Bruce, 841; Les Kar-

stad, 839; Jim Nesbitt, 825; Fox O'Callahan, 807; Bob Havery, 804; Bart Clendon, 804; Buck Davis, 802. Bronk riding—Burel Mulkey, Nick Knight, Duff Aber, Vic Schwartz. Bull or Steer Riding—Paul Carney, Kid Fletcher, Smoky Snyder, Jim Whiteman. Calf Roping—Toots Mansfield, Clyde Burke, Cecil Oswley, Everett Bowman. Team Roping—John Rhodes, Tom Rhodes, Buckshot Borrelli, Joe Bassett. Bareback Riding—Pete Grubb, Paul Carney, Carl Dossy, Smoky Snyder. Steer Decorating—Warner Linder, Andy Lund, Frank Schneider, Joe Mendes. Steer Wrestling—Everett Bowman, Gene Ross, Hugh Bennett, Homer Pettigrew. Single Roping—Hugh Bennett, Asbury Schell, Everett Bowman, Lawrence Conley.

The Rodeo Today

By GUY WEADICK

THE Rodeo Association of America has announced that its annual convention will be held at Livingston, Mont., January 6-7. It has invited representatives of the Cowboys' Turtle Association and the Northwest Cowboys' Association and to attend so that conferences may be held in an endeavor to straighten out difficulties between rodeo managements and contestants.

The results of this meeting will have a great influence upon the future of the rodeo as a recognized competitive sport and as a legitimate commercial entertainment feature in the amusement world; in both cases of which the public's moral and financial support must be had.

To discard several policies and methods used in the past seems absolutely necessary, they to be replaced by others of a more practicable nature, based upon facts as they exist, and somewhat in keeping with the advertised claims made for rodeo, both as a genuine competitive sport and as a legitimate and worth-while amusement attraction, somewhat along common-sense lines that have been adopted by other recognized, officially supervised and supervised competitive sports sold the public as commercial entertainment.

Many of such sports have developed a nation-wide interest of a sustained nature in not only themselves, but their contestants as well. This has been proved by the increasing box-office receipts and nation-wide publicity regarding them.

A great deal of the misunderstanding and disagreeing is blamed on individuals and groups evidently working for personal interests at the expense of the rodeo in general—added to this the misconception of facts as they exist and the glaring inconsistencies as to advertising one thing and doing another, or at least something entirely different from what the public has been led to believe and expect.

As the well-known gentleman with the brown derby once said, "Let's look at the record." The RAA has a membership of about 80 out of a probable 250 rodeo managements in the United States and Canada. About every major rodeo management is a member.

The OTA has a membership of about 700 out of a probable 1,000 contestants. About every recognized and outstanding contestant of proven ability is a member.

These two organizations are credited and generally accepted as being the official governing bodies of both branches of the rodeo field. Their inability to come to suitable agreements as to proper conduct of the sport is apparent.

The main points of disagreement seem to be: How to properly standardize the sport; how to draw up uniform rules and regulations governing the events in which contestants compete, as well as those governing managements; failure to get anything like an intelligent uniform interpretation of these rules and regulations by either contestants or managements; let alone the dear old public, which is expected to know what it is all about if it is to display enough interest to pay to see such competitions; insistence upon the part of both managements and contestants that their interpretations are the right ones, disregarding the fact that supposedly "officials" of both organizations make varied other claims; the permission and support of RAA officials in allowing members to use their affiliation with

the RAA for advertising purposes, and then have such managements conduct what they term as either "non-professional" contests or "amateur" events, which they claim allow them to discriminate against certain contestants as to entry. The retaliation of individuals and of the Turtles against some of these methods has further complicated the misunderstandings.

It is generally accepted that in all recognized and officially supervised competitive sports anyone competing for cash must be considered a professional and that a professional cannot compete in amateur events or competitions. Also that amateurs cannot compete for cash, and whenever they do so they immediately cease to be amateurs and are no longer eligible to enter amateur events or competitions.

This being so, it must then be considered that if any rodeo where contestants are competing for cash they and the contestants must be regarded as professionals.

And further considering that the majority of rodeo contests, large and small, take delight in advertising the now stereotyped copy to the effect that: "The contestants attend and compete at their own risk and expense, as well as pay an entry fee to do so. They receive no remuneration of any kind whatsoever other than the cash purses, trophies and titles they win on their merit and ability displayed. This is a CONTEST—NOT A SHOW WITH HIRED PERFORMERS."

From such advertising and claims, naturally, the public has been misled in expecting to see contestants in action whose proven ability warrants their competing for "World's Championship" titles—something it pays its money for.

It may be stated here that the only titles the RAA sponsors are those of World's Championships in nine events, which do not include any provision for points or awards being made to lady bucking-horse riders, lady calf ropers, lady trick riders, lady trick ropers, cowboy trick riders or cowboy trick ropers.

Despite this, however, some of its members advertise and award "World's Championship" titles in these events, as well as advertise and award "World's Championship" titles to their winners regardless of the fact that their own organization, the RAA, authorizes and awards only World's Championship titles in the events it specifies, and these are won only at the end of each year by contestants having the highest points during the year in the specified events, issued at only RAA contests.

Too, many contestants not members of the RAA offer winners titles of various degrees, with nothing to warrant such titles but the individual claims of the outfit awarding them.

In addition to all this, several other titles are advertised and awarded by RAA managements, such as North American Champion, Canadian Champion, Southwest Champion, Northwest Champion.

And on top of it all, the contestants, Turtles and others, compete at all these offerings, winning titles too numerous to mention and of such conflicting degrees that it is hardly to be expected anyone can even try to figure out who is the real champion and why after listening to the many and varied claims.

It can be seen by the foregoing references to the many inconsistencies indulged in by both managements and contestants that any attempt to

straighten out the rodeo and place it where it belongs is a joke, and this will be the case as long as such policies are in effect and the government of the rodeo is left in the hands of persons who advocate and attempt to justify them.

Despite judding often heard about "sport for sport's sake," it must be remembered that about everyone engaged in the rodeo, like in boxing, baseball, football, hockey, etc., is in it as a legitimate business. And that proper presentations require financial investment and risk. Such attractions must be conducted upon sound business lines if investments are to be warranted and legitimate profits made.

All these matters should receive the careful consideration of the men who guide the destiny of rodeo when they assemble at Livingston.

They should remember that if they are going to advertise to the public—and expect its moral and financial support—that their offerings consist of genuine competition for World's Championship titles, they should include in the list those events mentioned that they now advertise and yet do not provide for, and they should get the data from the other sports as to how to classify managements, events and contestants. They should also select their judges as umpires and referees are selected in other sports. They should have various classes and titles that contestants with lesser ability must compete in and graduate from before being eligible for World's Championships. They should standardize such contests and events and prepare uniform rules and regulations for both managements and contestants and arrange so that a uniform interpretation of all such rules and regulations is first of all understood by managements, judges and contestants alike, as well as educate the public to them so it will know what it is all about while witnessing a contest it has paid real money to see.

As all these things have been done in other competitive sports, surely there are men in both branches of the rodeo capable of doing the same in their field.

Then, if they find any managements still insisting upon (possibly to save money) classifying their offerings as either non-professional or amateur and contestants who desire to participate by them, let them learn from the dictionary that a professional is one who makes a living from sport competitions and an amateur practices the art merely for the love of it.

It may develop in so doing that they will find managements and contestants, too, who must be classed as professional even though their proven ability and experience would place them low in the professional ranks and really indicate that only their participation for cash kept them out of the amateur ranks where they really belong.

Rodeo managements, contestants, events and titles for them must be classed and presented under such classifications if they really desire the public to accept rodeo as it accepts other competitive sports.

Anyone can imagine how much interest or how large a paid attendance there would be if Joe Louis defended his World's Championship title in a bout with some tub who never had on boxing gloves before. Or how much of a gala a series of games between the New York Yanks and some scrub nine that never played baseball before would be attracted playing for the World's Championship Series.

To expect the public to go for such junk is absurd; yet today in rodeo, supported by the present set-up, anyone in the world who pays the entry fee can enter any event for World's Championship titles and the cash prize offered regardless of whether such entrant ever before sat on a horse or had a rope in his hand.

Of course, it's the height of absurdity, yet talent with just about that much experience and ability is to be seen listed to compete with contestants of outstanding and recognized proven ability.

Some managements encourage such entries to swell their entry lists for fees and publicity; and for the reason that (See THE RODEO on page 116)

CHRISTMAS AND NEW YEAR GREETINGS TO ALL MY CUSTOMERS AND FRIENDS
BEN THE Rodeo Tailor
The Better Dressed Wears BEN'S Western Clothing. Write for Free Price Catalogue. 3200 W. Colorado Ave., Philadelphia, Pa.

NAAPPB GIVEN LIVE TOPICS

Chi Program Is Wide in Scope; Great Trade Show Is Prepared

Reservations for 20th annual conclave have been pouring into offices of the secretary—fair, carnival and amusement machine operators are to be guests

CHICAGO, Nov. 19.—Operators and attaches of parks, piers, pools and beaches and concessioners from all over the country will soon be packing their grips preparatory to departure for Chicago to attend the 20th annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman on November 28-December 1, and some of them from the most distant parts are now on their way, as reservations from all over the nation, from California and Washington to Maine, have been pouring into the offices of Secretary A. R. Hodge for several weeks.

"From all indications," he said, "this will be the biggest and best convention in the association's history in spite of the tough season experienced by many operators due to bad weather conditions combined with 'Old Man Depression.' It is certainly a tribute to the pluck and determination of the men engaged in the outdoor amusement industry."

Secretary Hodge reports a complete sellout of exhibition space with more new exhibitors than booked during any previous convention. Upon the instruction of the board of directors, the secretary's office has issued invitations to all members of the fair, carnival and amusement machine industries to visit, without charge, the exhibition halls which will be open starting Monday, November 28, and continuing until the curtain rolls down on the convention on Thursday, December 1.

Program committee, consisting of Herbert F. O'Malley, chairman; Paul H. Huedepohl, vice-chairman; Harry J. Batt, A. R. Hodge and Charles F. Koller Jr., have, in the judgment of the officers and directors of NAAPPB, done an outstanding job. Secretary Hodge called attention to the invitations of the American Recreational Equipment Association extended to all members and guests of NAAPPB to attend the AREA banquet at 7 p.m., Sunday, November 27, in the Crystal Ballroom of the Hotel Sherman.

More stress has been laid on the social side of the convention than ever before and the reception committees, headed by Arnold B. Gurler, has been busy for weeks planning for entertainment of delegates and guests. The noonday luncheons will be an outstanding feature and the Pont House Club, organized last year, will be operated on even more elaborate lines than last year. Banquet and hall committee, headed by George

(See NAAPPB GIVEN on page 117)

S. F. Spot To Use High Act

SAN FRANCISCO, Nov. 19.—To stimulate winter business, Whitney Bros., operators of Playland-at-the-Beach, will feature the Four Hollywood Skyrockets, high act, nightly on the midway, opening on November 26. Rotary Club will sponsor Boys' Day at Playland on November 29, an annual affair. More than 2,000 members of San Francisco, Boys' Club will ride free on devices.

Idora Coaster Change Asked

YOUNGSTOWN, O., Nov. 19.—City planning commission has agreed to permit Idora Amusement Co. to relocate a Roller Coaster if city council approves. Council would abandon a portion of an avenue or grant special permission to erect the Coaster over the street. The area is now used as parking space for the park. Park management plans to enlarge the ball diamond if the change is approved.

Ringling Casino Deal Closed

SARASOTA, Fla., Nov. 19.—Carrying out the final clause in a contract made with the city when the Lido Beach Casino was purchased, officials of the John Ringling estate have refunded \$122,000 in city bonds. Mayor Verman Kinsborough announced. The bonds, which the estate has held for some time, were returned under the city bond refunding plan.

AMPR Loans Tiny Rig

NEW YORK, Nov. 19.—American Museum of Public Recreation has loaned to the Museum of the City of New York the carriage once owned and used by Gen. Tom Thumb, known as the world's smallest man. The carriage was donated to the AMPR by Samuel W. Gumpertz, one of its trustees. R. S. Uzzell, secretary of the AMPR, declares the tiny rig is attracting more attention than any other object in the museum of the metropolis.

More Rides Are Contracted At Philbert Key West Spot

KEY WEST, Fla., Nov. 19.—After closing in Andrews, S. C., where Bantley rides had a good week, equipment was loaded on trucks and baggage cars and left for Key West Amusement Park, managed by E. H. Philbert. Park is on the water front and has plenty of trees under which picnic benches are to be

(See MORE RIDES on page 117)

Complete Program of AREA in Chicago

ANNUAL DINNER in the Crystal Room, Hotel Sherman, Chicago, Sunday, November 27, at 7 p. m., for members and their guests at \$1. (Dinner costs \$1.50 plus tax, balance paid by AREA.) President's Annual Address, George A. Hamid. Foreign Markets and the AREA, Bill Rabkin. The Wage and Hour Laws, Charles A. Curtis. Freeing Amusement Parks in Foreign Lands and Training Native Operators, W. C. Uzzell. The Mplaccd Tropical Storm and Federal Loans To Reconstruct New England Resorts, Wallace St. C. Jones.

Executive Session

Exhibit room committee report, W. F. Mangels. Membership committee report, Maurice Pleson. Export committee report, R. S. Uzzell. World's Fair committee report, Harry C. Baker. Treasurer's report, Harry C. Baker. Finance committee report, Wallace St. C. Jones. Nominating committee report, Harry C. Baker.

Complete NAAPPB Program in Chicago

SESSIONS IN THE HOTEL SHERMAN

SPECIAL noonday luncheons, Beach and Pool Section Round-Table Forum arranged by special pool and beach committee, Julian M. Bamberger, R. H. Barkins, Paul H. Huedepohl, chairmen.

Tuesday, November 29

Sand Beaches as Compared to Concrete, Brick, Tile and Grass Areas, Robert L. Ferguson, Capitol Beach, Lincoln, Neb. Pool and Beach Activities—Mechanical Stunts, Traveling Truques, Swimming and Diving Exhibitions, Swim Campaigns, etc., open discussion. Shower Baths: Compulsory or Voluntary—Hot or Cold—Soap Dispensing, Outdoor Beach Showers: Experiences, led by C. A. Hyatt, Illinois State Board of Health; Julian M. Bamberger, Lagoon Resort, Salt Lake City.

Wednesday, November 30

Building Public Confidence by Co-Operating with Health Authorities, Julian M. Bamberger, C. A. Hyatt. The Wage and Hour Situation in Connection with New Legislation, discussion led by N. S. Alexander, Woodside Park, Philadelphia. The Value of the Swimming Pool to an Amusement Park, discussion led by Leonard B. Schloss, Glen Echo (Md.) Park; Harry A. Ackley, Ackley, Bradley & Day, Pittsburgh. Experience with Regard to Men Using Trunks Without Uppers, discussion led by Paul H. Huedepohl, manager, Junten Swimming Association, Portland, Ore. Latest Developments in Swimming Pool Water Control, discussion led by Julian M. Bamberger.

(See COMPLETE NAAPPB on page 117)



IN THE GAZOOK, THIS NOVEL bathing boat composed of two inner tubes attached to a frame supporting three canvas seats and a pair of paddle wheels, the Gazookers sit in water up to their waists and can not fall out. Propelled either by hand-cranks or outboard motor, the ride is reported to have been popular the past season with adults as well as kiddies. The inventor, Howard Kersh, says various attachments lend the Gazook to all sorts of sports.

Key West Playland Staff Will Move to New Office

KEY WEST, Fla., Nov. 19.—As soon as the new office building in Playland Park is completed the office force will move from the Hotel Jefferson to its new home. George Dorman reports that he will close with the Wolfe Amusement Co. this week and, after storing his rides, will come here to take up his duties as park secretary. Manager C. J. Bockus returned from a trip to Jacksonville and Tampa to look over new electrical equipment. Eddie Davis, who for the past two seasons has had his cookhouse with Dodson's World's Fair Shows, is here looking for a location for a modern restaurant.

Chris M. Smith cards that he and J. (See KEY WEST on page 77)

Ocean View Is One Of Few Shore Spots To Score Increase

By OTTO WELLS
Owner-Manager Ocean View Park, Norfolk, Va.

NORFOLK, Va., Nov. 19.—We are proud of the record we at Ocean View Park made during this year of recession. To show that we are grateful to patrons we will make as many improvements for next season as we possibly can. With the building of jetties off Ocean View beach there will be added inducements in safe bathing for the thousands who come here.

The park did more business during the past summer than any one of 15 of the leading seaside resorts where similar amusements are operated. Reports received show that some of the best known resorts on the Coast lost money during the past season. In some cases falling off in receipts reached 70 per cent compared with those of 1937 and other years. At Ocean View receipts were 15 per cent higher than in 1936 and very close to the record made in 1937. We consider this remarkable inasmuch as June in its entirety did not figure in the season's business. Continuous bad weather caused a decided loss then. Decoration Day, cold and damp, was practically a blank.

Business came with a rush in the hot weather of July. Total attendance on the season was about 400,000. On July 4, 18,000 entered the park and daily crowds were above the average thru July and August and two weeks in September.

Chippewa Making Changes

CHIPPEWA LAKE, O., Nov. 19.—With good weather, operators of Chippewa Lake Park here are pushing extensive improvements, a major project being beautification of the lake front along the lower midway. Several concessioners have been shifted to other locations, said Parker Beech, managing director. Doc Kerr's pony track, for several years near the sports sector, has been given its original location near the Roller Coaster. Retamping of several buildings, rehabilitation of several rides and other work will be continued as long as weather is favorable. Winter sports will be sponsored during the cold months.

Wagner-Newman in Renewal

NEW YORK, Nov. 19.—Sam Wagner and Louis Newman, veteran operators and owners of the World Circus-Bildé Show, Coney Island, have renewed their Surf avenue location for 10 years. Combo plans to widen the front a few feet by eliminating doorway leading to upper floors.

SET FOR A BIG 1939
SEASON

GET LUSSE SKOOTERS

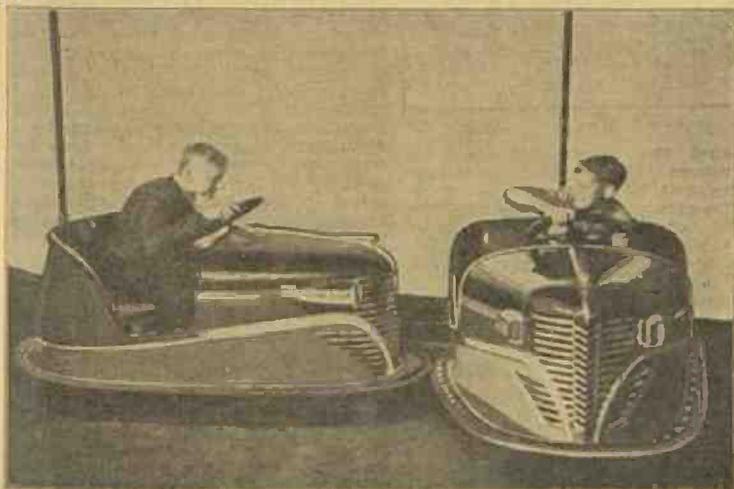
PERMANENT
PROFIT PRODUCERS

ACTION

THRILLS

LAUGHTER

CHOOSE EITHER THE AUTO OR WATER SKOOTER AND YOU WILL HAVE THE MOST APPEALING, BEST REPEATING AND OUTSTANDING ATTRACTION FOR 1939, AND AS MANY YEARS THEREAFTER AS THE POPULARITY OF AUTOMOBILING AND BOATING CONTINUE.



RIDE THE RISING TIDE OF BUSINESS WITH 1939 SKOOTERS

*THE MORE SKOOTERS WE SELL THE MORE BOOSTERS WE MAKE
WE WOULD APPRECIATE SERVING YOU*

WIRE OR WRITE FOR DESCRIPTIVE CATALOGUE,

LUSSE BROS., INC., 2809 N. FAIRHILL ST., PHILADELPHIA, PENNA.

LUSSE BROS., LTD., SARDINIA HOUSE, 52 LINCOLN INN FIELDS, LONDON, W. C. 2.

Stunting One's Growth

By BERT NEVINS

LEST you think this article is on the human anatomy, may I start right off by apologizing for the title? *Stunting One's Growth* is a play upon words, attempting to intimate that the ensuing paragraphs will discuss the importance of publicity stunts for amusement parks. It has been proved time and time again that an amusement center can be made to grow and prosper thru the use of well-managed stunts.

That the title is a weak try at cleverness is conceded. Hence we understand each other and should have no difficulty from here on—unless, of course, you don't believe in exploitation and promotion. If that be the case I am afraid we'll never get along, because publicity is my business, and business is pretty good, thank you!

The majority of amusement operators do believe in publicity and ballyhoo, thank goodness, and so it's just the problem of what type of publicity to employ that confronts them. The few park owners who don't care a hoot about advertising or press agenting no longer present a problem to the industry because they are so few and the business they do is so small—just because of their lack of interest—that they need not be considered.

Amusement parks which practice promotional methods work in one of two ways. Either the manager or owner of the playground sends his stories to local papers and handles his own press relations or else he engages a hireling who is usually a loud-mouthed egotistical individual—present company no exception—who for a certain stipend a week attempts to get the name of the park in the papers as often as possible. At the risk of being called prejudiced, I believe the latter procedure by far the better because in that way the park manager can devote more of his valuable time to actual operation of the business, and, secondly, the results are sure to be better in view of the fact that publicity is a specialized field and not something that can be successfully accomplished in one's spare time.

Paid Lineage and Readers

The usual brand of publicity indulged in by parks is for the experienced press agent or aforementioned half-time one to send out regular stories, or releases as they are professionally known, to the newspapers, calling attention to the wonderful advantages the play area offers. Publicity purveyors in the amusement park field are not as extravagant with adjectives as their con-

patriots with carnivals or circuses, but they get there just the same. It may be all right to string a long line of words like "stupendous," "stagnant," "colossal" in describing one-night stands of outdoor shows, but in praising the merits of attractions at stationary establishments you've got to be just a little more conservative lest you be accused of gross exaggeration. Not that the attractions may not deserve all those flowery adjectives; still one has to control his enthusiasm because he uses the same newspaper outlets all season long.

Where an amusement park plays free acts or stages special events the task of getting the releases published in the papers is comparatively easy. Often when occasion warrants it or when excellent pictorial matter is available local dailies will co-operate by publishing photographs of different entertainers or unusual attractions.

The extent of the co-operation of the press usually depends upon the amount of paid advertising that the park does. All of which brings me to a most important phase. No amusement man can or should expect to ballyhoo his fun zone without spending some money in paid advertising. Papers in smaller towns demand ad copy line for line with what they give in so-called "readers," while sheets in the bigger cities do not have such a strict ruling, and probably because of pride of their dramatic editors do not make such bones about the advertising. Nevertheless, I feel that when a paper is important enough for a write-up it certainly is important enough to carry one's ad. Publicity does not take the place of advertising. One works with, not instead of, the other, the free space you entice adding all the more prestige to your copy.

In handling all advertising, promotion and publicity for Jack and Irving Rosenthal, of Palisades Amusement Park (on the Jersey side of the Hudson—Adv.), for the past four years the writer directed the bulk of his publicity material to the eight big New York dailies in addition to all of the Northern Jersey dailies, weeklies and suburban papers and magazines. We advertised in most of these, size of copy varying with rates of the publications. So far as regular releases concerning weekly attractions were concerned, we received exceptionally fine co-operation for the past few years. And thereby hangs a tale.

BERT NEVINS was born over a bank in New York City and claims he hasn't gotten as close to one since. However, he's one of the highest priced press agents in the amusement-park field and conducts his own publicity office in a Gotham skyscraper, handling national commercial accounts as well as outdoor amusement ones. He has been in charge of advertising, publicity and exploitation for Palisades (N. J.) Amusement Park for the past four years, and prior to that he best ballyhoo drama for Luna Park, Coney Island. He has also handled special publicity for the New Jersey State Fair, Trenton, for the past three years. Nearly all of the outdoor and indoor swimming pools in and around New York City have been publicized by him. He also did special publicity for the Canadian National Exhibition some years ago.



Before entering the press-agent field Nevins was a sports writer for *The New York Evening Post* while a student at New York University. He quit college during his third term to do magazine writing, during which time he contributed to various national magazines and had a monthly column in *The Golfer's Magazine*. He then did weekly features for the now-defunct *New York Evening Graphic* and NEA Service, supplying Scripps-Howard newspapers throughout the country.

He served as ghost writer for various swimming stars, such as Johnny Wolkenmuller, Martha Norellus and Eleanor Holm, and even wrote a book on swimming with Charles Norellus, then Olympic coach. However, Nevins never found the time to learn to swim, and since he's been in the publicity field, which is about 10 years, he claims his head has been doing all the swimming for him.

At first the bigger newspapers in Gothamtown looked upon Palisades Park as neither fish nor fowl. Some dramatic editors, mainly those who also handled advertising, recognized the value the amusement center had in the community (or maybe it was just the dollars and cents involved in the ad schedules) and they used regular stories on the park's other drama heads who weren't outwardly concerned with advertising done by the park, the all newspaper men realize that money which pays their salaries comes from advertising revenue, declared that an amusement park had no place on a dramatic page of big-city newspapers. Result was that a continual good-will tour around the newspapers was necessitated and finally those amusement writers were convinced that amusement park news is as vitally interesting to readers during summer months as summer play reviews and stage gossip. Last summer all newspapers in Greater New York devoted consistent space on their dramatic pages to Palisades Park and other outdoor amusement centers like Playland, Steeplechase, Luna Park, etc. *The New York World-Telegram* conducted a regular outdoor amusement feature each Saturday in its special drama section for the first time last summer, and even the ultra-con-

servative *New York Sun* ran a column of amusement park notes weekly. For Palisades Park I had a special arrangement with *The New York Evening Post* whereby we received a streamer headline across its drama page every other Saturday, with a story and a big picture on alternating Saturdays.

In other words, it is possible to place an amusement park with dramatic editors in the same category as local motion picture theaters. I don't know whether you know it, but movie houses throughout the country get a certain amount of publicity each week on different pictures they play. They know approximately how much free advertising they are going to get in advance—and that's exactly what parks can do. The uncertainty of a hit-and-miss publicity plan can be eliminated if time and effort are taken to discuss promotion plans with local dramatic editors.

However, this big of dramatic-page publicity by itself for amusement parks is a waste of effort unless accompanied by stunts. Granted that it has a definite value in calling attention to the park, the amusement pages are usually so crowded with motion picture and theatrical news that park stories are sometimes overlooked. Therefore it is imperative that a playground enlist other forms of exploitation to use with general releases.

Stunts of the Unusual

Some parks go in for athletic events, conducting championship races in swim pools, all of which serve a double purpose and which are good. Fine publicity usually can be obtained on sports pages of the press as a result of these events and good interest focused on the natatorium, which is usually the best paying concession in an amusement park. Other amusement centers rely on pet shows or fashion displays as special attractions to command further attention. In this way free advertising can be garnered on women's pages or even in regular news sections of papers. A number of ideas can be worked to entice free space. Possibilities for special attractions in amusement parks are unlimited. Frankly, that's why I like to do amusement park publicity—that and probably the habit I have of eating regularly.

In Palisades Park last summer and the two previous summers we staged all sorts of events with publicity-seeking motives. However, we specialized in the stunt variety. Dog shows, flower exhibitions and diving competitions are considered stunts, but to my mind they have become so customary that I look upon them as regular outdoor attractions. A stunt, in my opinion, is that which is unusual. So when I title this article *Stunting One's Growth* (no, this isn't where you came in) I mean for parks to do the unusual to attract attention and business.

Perhaps you recall some of the stunts or unusual events that were staged in Palisades Park. There was the marriage on the Scenic Railway, performed this past summer, which received nationwide publicity in newspapers and magazines, as well as over the radio and in newsreels. The first annual Mrs. America Beauty Pageant, a pulchritude competition open only to married women, also was staged this past season, receiving an equal amount of national coverage, and the annual convention of "fortune tellers" held each year at the Jersey resort, to name a few.

Each of these events attracted the publicity it did because each was entirely different from what had been done in the past. It was for the same reason that the kissing marathon which the writer staged, for Rex Buhnga, cost of the best bones he ever worked for, in Luna Park, Coney Island, N. Y., six years ago received such a tremendous

AUTO SPEEDWAY MOTOR CARS

1938 MODELS NOW READY.

Equipped with Gasoline Motors. Cars are the Last Word in Auto Speedway Equipment. Place Your Order Now for Early Delivery.

ALL TYPES OF

KIDDIE RIDES

PINTO BROS., CONEY ISLAND, NEW YORK



DON'T FAIL TO SEE

Mangels New Kiddie Ride

ROTO-WHIP

IN OPERATION AT THE CONVENTION

BUBBLE BOUNCE RIDE

Permanent — Portable — Sensational
NEW AND USED RIDES AND AMUSEMENTS,
DISTRIBUTOR — EXPORTER

FRED FANSHER 260 Fifth Ave., Suite 1602, NEW YORK CITY.

At the New York World's Fair, it's



CARS **DODGEM** **BOATS**

For almost twenty years, Dodgem has been an outstanding success . . . Now, as a World's Fair highlight, its popularity will become even greater than ever before . . . You, too, can cash in on a World's Fair attraction by ordering YOUR Dodgem Ride at once. . . . Send for beautiful new folder. See us at the NAAFP&B Convention in Chicago, Nov. 28th to Dec. 2nd.

DODGEM CORP.
706 Bay State Bldg.
Lawrence
Mass.

Be sure to see these modern, attractive, twin buildings at the New York World's Fair . . . only one-half shown here.

Artist's perspective of proposed entrance to Dodgem East Ride at New York World's Fair.

response from the press. Because each was so different it was news.

Of course, I could stick out my chest (as if I haven't done it too much already) and write that I have such excellent contacts on all the New York City newspapers and news services that all my friends wrote stories about the aforementioned stunts. But that would be untrue because, while I am friendly with some newspaper men, no editor in the country is going to put thru a feature story on the front page just because he is friendly with a person. That would be sheer folly on his part. Big publicity pieces are published on their merit as news stories. I don't care whom you know on a paper, unless you have or can conceive something that is news you won't be able to get a big story across.

Exploding a Press Myth

I should like to explode a myth that has been a legend among publicity-minded folk for too long. A great many people feel that they can obtain a big publicity story merely by buying a newspaper man a couple of drinks. Some even go to the extent of getting certain alcoholically inclined scribblers pleasantly intoxicated. I never could understand how they expect any individual to write after such overindulgence. I must confess that I once thought the same way. It was in Luna Park and we had a joint press interview for some reason or other. I knew of one reporter who worked for a very influential paper, and I was anxious for him to do a big story. Hearing of his drinking tendencies, I proceeded to pour the best Scotch that five bucks could buy in those prohibition days down his well-oiled throat. The result was that he became so mummified (and who didn't on that speakeasy tonic they used to sell?) that his was the only story that didn't appear on the following day. All the other daffies reported the event—except the one I wanted. One might be able to break a 48-point front-page

banner merely by buying a reporter a drink, but that's in the movies. It doesn't happen in real life!

Stunts to be really effective must be original. News editors will go in a big way for certain stories if the ideas have never been used before. Too many park managers and press agents are content to copy press stunts maneuvered by others and while, to be sure, if a stunt is good it will get space in Kalamazoo after the same idea has been used in New York, it stands to reason that a carbon copy of anything can't prove as successful as the original.

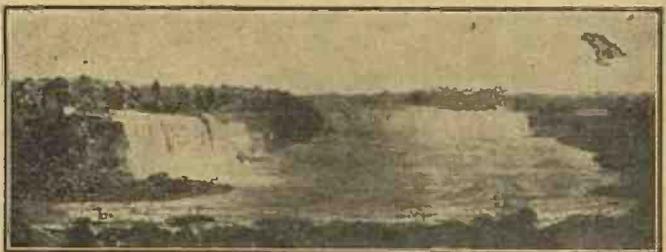
To exemplify this point, I was fortunate enough to be able to think up two new publicity ideas for Luna Park which caught on nicely. One was the kissing marathon, already mentioned, and the other was the so-called school for barkers, resulting in a barkers' contest. Both received nation-wide publicity, and immediately after each one Chicago's A Century of Progress tried the very same ideas. The Mexican Village at the Chi expo staged a kissing marathon two weeks after the Coney Island contest, and then the fair management conducted a barkers' contest. Even the the publicity people in the Windy City at that time were expert and probably knew more about the art than the writer ever will, their two stunts did not bring half the publicity the same stunts brought to Luna because theirs were not original. I am not trying to convey the idea that they could not get the space that we did nor that they did not know how to. It's just that in those two instances the ideas had been used before and therefore weren't as effective as some of the many original stunts that they staged, such as an ice-cream sitting contest and highly publicized Sally Rand episodes.

Sometimes original stunts which serve their purposes can be made annual affairs and thus reap publicity for a park year in and year out. The Down-

FOR SALE

Mechanically and Electrically Operated Scenic Spectacle in Motion

"THE ROMANCE OF NIAGARA FALLS"



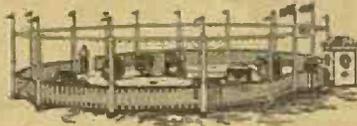
An Educational and Dramatic Feature that has been a proven Money Center in Parks and Department Stores throughout the United States and Canada. Can be Put Up and Taken Down in Two Hours. Ships in a Single Unit by Railway Express. A single person can operate it.

A Real Money-Making Proposition for a Live Wire Showman
Terms to a Responsible and Capable Party.

ROMANCE OF NIAGARA FALLS
152 W. 42d St., New York City.

NEW

8-CAR WHIP



A Riot of Colors and Chromium. Beautiful Streamlined Cars. A-perisistent-never-getting-Ride. Exported to All Countries.

W. F. MANGELS CO., Coney Island, New York

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

THE NEWEST PROVEN STANDARD MAJOR RIDE
UZZELL SCOOTA-BOATS
LARGEST SELLING RIDE TODAY



Appeals to all classes and ages as does no other ride. Continued appeal year after year. Requires only 18 inches of water in inexpensive wooden tank. Can be placed right on Midway—FUNHOUSES, SWIMMING POOLS, ETC., converted to PROFITABLE BOAT RIDES. The Only Scoota Boats with the Added Feature of

BUMPING

Boat under complete control of passengers. Electric Motor Eliminates Gas Fumes and Hazard.

PARKMEN: Let us build, rebuild, and bring your rides or complete park up-to-date.

The Leader in Used Rides

UZZELL REBUILD RIDES RENDER REPAIRLESS OPERATION. Manufacturers Since 1903 of THE GIANT AEROPLANE SWING and other rides.

America's Largest Exporters of Amusement Rides and Equipment.

R. S. UZZELL CORPORATION

130 WEST 42ND ST., NEW YORK CITY.
 VISIT US AT NAAP-B & P CONVENTION, BOOTHS 7 & 8.

GAZOOKING

A NEW SENSATION IN BATHING SPORTS

A REAL MONEY-MAKER

In a virgin field, with practically no upkeep to eat up profits.

THE IDEAL CONCESSION

for bathing beaches and pools, enjoyed by young and old alike.

Season just opening in the South. Operators, ACT QUICK and CASH IN on this NEW WINNER!

WRITE TODAY

for full particulars.

Howard C. Karst

Forest Park,
 Hanover, Penna.



MERRY GO ROUNDS-NEWLY BUILT

Will sacrifice for quick sale to close out:
 ONE 48 FOOT, 4 ABREAST JUMPING HORSE MACHINE
 ONE 46 FOOT, 3 ABREAST JUMPING HORSE MACHINE
 All mechanical parts NEW with MODERN standard equipment. Rides must be seen to realize what wonderful bargains they are. No reasonable offer refused.

JOS. G. FERARI CAROUSEL WORKS

PORT RICHMOND, N. Y. C. Telephone: Gibraltar 2-7578.

Gens, father and son, who have been handling George Tilyou's Steeplechase Park, Coney Island, for more years than I can remember, had a bright idea when they first staged their grandmothers' beauty contest. That stunt attracted a great deal of publicity for Tilyou's boardwalk rendezvous and does every year, as does also their annual Modern Venus beauty pageant. The latter is not out of the ordinary, being a cut-and-dried beauty contest, but it has been so well established that it always manages to grab the spotlight.

Events for Publicity Only

We at Palisades have felt that an ordinary beauty pageant as a publicity getter is pretty well played out. With the exception of the Atlantic City beauty parade and Steeplechase's, the great many of them which are conducted each year throughout the country hardly attract more than a few small pictures in the local press. And in the case of a park in a big metropolis, you've got to do better than that. Therefore we have attempted to give new twists to beauty contests, realizing that there is nothing better than stunts involving beautiful girls. Suffice to add, press agents in pre-historic days, if there were any, must have planted beauties atop dinosaurs in cheese-cake fashion to get their pictures on stone tablets, which were the newspapers of that day. That's how long it seems that rule has been in effect.

At Palisades instead of running straight beauty contests we decided to stage a so-called beautiful legs contest, and to make it novel we covered the heads of all contestants with flour sacks. In this way opinions of judges could not be swayed by beautiful faces, for the only things that were judged were legs. The stunt went over very big, and we repeated it this past summer, when Fox Movietone, Universal Newsreel and other companies recorded the event for posterity. *Life* magazine also devoted a series of pictures on the contest.

Later last season we tried another beauty feat. We issued a call thru the papers for married women interested in proving to the world that wedded gals can be just as beautiful as single ones. We were swamped with entries, and it seemed that married ladies were waiting for just such an opportunity. Again the papers and picture mags like *Life* went to town in publicizing the event. As a matter of fact, this stunt attracted such attention that Jack Rosenthal, in behalf of Palisades management, copyrighted the title of the novel contest and formed corporations in various States, protecting the competition for Palisades' exclusive use.

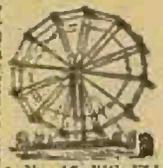
All the stunts that I have pulled have been done solely for publicity, tho there is no reason why many press stunts cannot be used as special attractions to draw at front gates. Steeplechase, for example, uses its annual Modern Venus and grandmothers' beauty contests to boost biz for its tank, besides capturing free newspaper space. I have been told that both always pull them in and get the turnstiles clicking. The only reason I have never attempted to use stunts as attractions is that I am always concerned in framing the events so as to appeal to newspaper editors. Often angles that might make for good newspaper copy might not necessarily be good from the spectators' viewpoint. When a stunt has proved effective and you decide to make it an annual event, you might consider its possibilities as a regular spectacle as we are doing with the Mrs. America pageant, which we are planning to stage as a weekly audience event all next summer.

Thorough Covering Territory

One thing to be remembered in planning publicity stunts is that you are not putting anything over on the newspapers. The idea of chorus girls jumping in lakes to get their names in the papers is passé. There is hardly a news editor in the country, no matter how small a paper he manages, who can't smell a publicity stunt. Yet if that stunt has some sort of news merit or in-

77% NET PROFIT

IN ITS eleventh year in the same Mid-West amusement park, a No. 16 R10 ELI Wheel paid a net profit of \$4,800, or 77% percent net, on its original cost. Yet it occupied a ground area measuring less than 40 by 60 feet. Mr. Park Man, you, too, can turn such a small space to good profit with a No. 16 R10 ELI Wheel. Write for additional information.



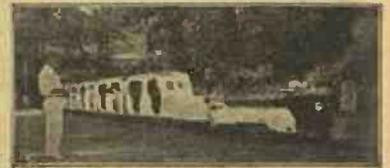
ELI BRIDGE COMPANY
 Builders of Dependable Products
 800 Cass Avenue, JACKSONVILLE, ILL.

CARROUSEL ORGANS

Turn Your Organ in NOW for Repair During Winter for Better Results and Much Lower Labor Cost.

Musical Bells for Artisan (North Tugwanda) Instruments. Carded Music for All Makes. Tuning and Repeating. Bargains in Newly Transformed Organs.

B. A. B. ORGAN CO., 340 WATER ST., NEW YORK CITY.



Streamline Miniature Railroad for Parks and Places of Amusement.
WAGNER & SON, Plainfield, Ill., U. S. A.

DARK RIDES

Use STROBLITE Luminous Color Effects. Sensational—Mystifying—Thrilling.
STROBLITE CO., Dept. 88-11, 35 W. 52 St., New York

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES
 FOR PARKS-RESORTS-ENTERTAINMENT-CARNIVALS
 CATALOGUE FREE
W. F. MANGELS CO., CONEY ISLAND, N.Y.

different the editor will send it thru, despite the fact that he knows it is giving free space to an amusement park. People are interested in reading about events that are different, about novel contests or attractions, and news men know that. So if you are successful in thinking up something novel and do get a lot of publicity in the papers, don't smirk and think you've stolen anything. Thank your lucky stars that you were fortunate enough to have a brainchild that clicked and make plans to start generating new ideas.

Amusement-park owners operating in big cities are advised not to overlook publicity possibilities that may exist in suburban towns within a 100 or 200-mile radius. A great many outdoor amusement men concern themselves only with the populace in their immediate vicinity and forget about the thousands, maybe hundreds of thousands, not so very far from them. At Palisades Park we not only aim publicity and promotion to appeal to millions in the immediate vicinity but we attempt to make a direct play for the tremendous throngs of out-of-towners who visit New York each summer. What we have done can also be accomplished by parks in big cities like Chicago, Cleveland and Los Angeles which attract tourists, maybe not in as great proportions as New York, but in sufficient numbers to warrant consideration.

It is because Palisades is so situated and can attract visitors who come to New York that I include syndicated columnists on my general publicity list, advertise in weekly hotel guides which are read by tourists and plan stunts that have national appeal so that Coast-to-Coast radio broadcasts and newspapers can be used to carry the name of Palisades from one corner of the country

DANCE HALLS! Our Patented Dance Check fits through buttonholes. Cannot be removed and passed to another without destroying. Guards your profits. Priced low, \$15.00 & Thousands. Rides, color, without printing. Samples on request. Order today. Made in U. S. A.

LEATHERY NON-TRANSFERABLE DANCE CHECK

WESTERN BADGE & NOVELTY CO., 402 St. Exchange Bldg., ST. PAUL, MINN.

DANCE IT UP WITH PLINK

to the other. In this way we have discovered that when a visitor reaches New York and he is reminded thru an ad or a publicist's story about Palisades he has already heard of the playground thru national publicity.

One of the most important branches of promotion used by Palisades and which is suggested for all other amusement parks is outdoor advertising. Jack and Irving Rosenthal, who, not because I work for them, but because I know them, are two of the smartest showmen in outdoor amusement business today, are strong believers in this form of exploitation. Thousands of dollars are spent each summer in 24-sheet boards thruout Northern New Jersey and the five horns of Greater New York, and thousands of dollars more are spent in large crews of union billposters whose coverage of New York and New Jersey is comprehensive.

Promotion Merits Proved

A very important cog in the highly mechanized machinery that makes Palisades Park buzz is Charles C. (Doc) Morris. Utilizing good will created by publicity, he has done wonders in tying up with national as well as local merchants, and thru an original ticket plan has drawn hundreds of thousands to the resort. Picnic bookings for parks is a topic for an article in itself, but in any article describing the success of Palisades Doc Morris deserves a place way up at the head of the class for his fine work.

As part of the exploitation program focused on transient trade, Palisades has had for the past few years a big painted board in the heart of Times Square. The board costs about \$400 a week, the Rosenthals have found it successful in putting across the name of Palisades to millions. Then, too, the park has a mammoth running electric sign fronting the Hudson River, which can be seen 3 1/2 miles and which is especially popular with Riverside drive bus riders.

All this advertising, exploitation and promotion have helped Palisades Amusement Park, which was in a dilapidated condition in 1935 when the Rosenthals took over management from the Schenck brothers, Joe and Niek. Steady increase in patronage proves the merit of the promotions staged and speaks well for the rehabilitation that has been done by the Rosenthals. Much has been written in this publication in news columns about changes that have been brought about by the ingenuity of Jack and Irving Rosenthal and their staff of architects and designers, but too much never could be written about the factoring because such radical innovations have been so established that they are having a definite effect on park resortations thruout the country.

Effect of World's Fair?

The big problem before Palisades Park, as well as all amusement parks in and around New York City, is the effect of the 1939 World's Fair. There are two schools of thought concerning this, one those members feel that Palisades and all the other playgrounds will be terribly hurt because of the expo, and the other who feel that the parks will benefit because of the tremendous number of people who will be attracted to the city. I belong to the latter class because

I feel that the park, due to the national stunts that have been staged for the past three or four years, is well known to out-of-towners. The Rosenthals agree on this and we will soon unleash an advertising and exploitation campaign for '39 which will far surpass those of the past four years insofar as the advertising budget is concerned and, I hope, in free advertising space that we will be able to entice.

Altho in the past year we have confined our paid advertising schedule to New York and its environs, because of the World's Fair we plan to run advertising copy in dailies thruout the country and to post outdoor boards in every State in the Union so that when men, women and children come to New York to visit the fair they will also want to see Palisades Park. The stunting planned for Palisades during the fair might well be watched by all amusement parks. This is not said egotistically. I mean that if the stunts scheduled are successful during the World's Fair the value of amusement-park stunts will once and for all be proved. And even the small minority of amusement-park men who still do not believe in exploitation might be shown the folly of their ways.

Stunts do help amusement parks to grow. But try to make these stunts original in your individual case. Next year, with the World's Fair, various exploitation schemes will originate in New York, many at the fair itself. Amusement men are urged not to ape these stunts. Think up your own and you are sure to get more space. However, if you can't think of anything original develop something that has proved successful. And if you can't do that, then go ahead, forget what I've said and steal intact any one of the hundreds of press stunts that are being pulled every day. Get the habit of stunting the growth of your park.

Long Island

By ALFRED FRIEDMAN

Good weather has made a lot of folks in outdoor show biz wish they kept their places open a little longer. World's Fair influence: Queens Borough leads the nation in home construction. Bryce Oliver is doing well by himself as a broadcaster. Show people who formerly made Great Neck a popular residential community are now doing the same for Forest Hills and Kew Gardens. Dismemberment of Mineola Fair grounds for construction of a new county courthouse will get under way shortly.

A. Joseph Geist, proxy of Rockaway Playland Park, will soon make his annual Miami jaunt. Future of Broad Channel, one of the Island's most popular amusement communities, hangs on a string now that a toll bridge will separate it from the Rockaway Peninsula, from where it got most trade. Jones Beach equipment is stored for winter, but, as usual, work will go on toward improving it for next spring.

ROCKAWAY BEACH: Life guards are to be given priority rights as snow shovellers during the winter by New York City. Ed Eback, summer refreshment king, is operating a lunch wagon. Bike riding is okeh on the Boardwalk now that the season's over. Foundation work on the shore road is still being set, and apparently more speed will have to be added if the project is to be completed by the time of the World's Fair.

STRATOSHIP

Two years Successful Operation in America and Europe. The only ride in which the passengers turn completely over. One stop, one load, quick get-away assures satisfactory capacity.

THRILLING-FLASHY-POPULAR-PROFITABLE

New Low Prices

LAFF IN THE DARK

Handsome, Newly Designed Cars; Exciting Stunts, Low Operating Cost. Found in all the "Big-Time" Parks. There's a Reason.

ROCKET CARS

(For Circle Swings) Flashy Rocket Cars of stainless steel will rejuvenate your old Circle Swing or Seaplane. One well-known Park doubled their 1936 business the past season by installing Stainless Steel Ships.

SPEEDKING AUTO RACER

The last word in Heavy Duty High Speed Gasoline Cars. Built to stand the gaff.

Powered with Twin Cylinder Engine and new patented Smooth Gripping Clutch.

Streamlined Body and Handsomely Decored. A real automobile built to automobile standards.

SEE ALL THESE DEVICES AT BOOTH 36-37, CHICAGO CONVENTION

We'll Be Seeing You

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MANY NEW MACHINES

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The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard.)

Conventional News

Another Christmas Special number of *The Billboard* is upon us and another convention is almost here. My brief advice to pool men is to get the most out of each. It is just as important to read and study carefully the special articles in this issue as it is to actively participate in the CHI confab. Those in aquatic biz can not only learn from the experiences of others but can profit considerably from the advice of men in different fields of amusement. I am not trying to suggest that a pool owner should miss listening to a paper being read on tank operation in preference to some talk on park management. I have discovered that at past conventions too many pool men ignored all the meetings not relating to natatoriums and as a result failed to get as much out of the confab as they could have. Pool men should read all types of trade articles having to deal with the amusement industry. Ideas that were successful in motion picture theaters or to fairs might be applied with great success to aquadromes. Many times one can get a swell promotional or operation scheme for his tank from someone entirely out of the field. At the same time one should be careful not to take too many opinions

and try them all. Just as some plans that have worked for fairs may be good for pools, others may be definitely bad for tanks the very good in the particular line for which they were originally intended. It's the wise pool man who reads up on all phases of amusement and it's the wiser operator who studies each idea carefully, weighing the pros and cons with relation to his particular project.

Exclusive

The department is in receipt of exclusive news that the old Knights of Columbus pool in the former K. of C. Hotel, New York City, has been taken over by a gym combo that plans to operate the enclosed tank as a public pool as well as a featured service to its gymnasium patrons. Combo is George Palmer and Chauncey Glaser, who have run the Uptown Athletic Club in Gothamtown for the past few years. At the latter establishment the two have had a taste of pool operation, altho the tank there has been exclusively for gymnasts. The new tank will be known as Skyline Pool; being on the top floor of what is now known as the Capitol Hotel in midtown. The plunge is undergoing elaborate alterations and plan call for its opening about the first of next month. Mixed public swimming will be the order, with the tank open from 10 a.m. till midnight. New pool is very close by to two well-established indoor tanks, Parc Vendome and Park Central aquadromes. The column wishes

Palmer and Glaser the best of luck and welcomes them into the fold of commercial pool operators.

Dots and Dashes

Pool owners visiting the CHI conventions for the first time are urged to have a look-see at Lakk Shore A. C. indoor tank, where a great many national championships have been held. . . . Mack Ross, Riverside Cascades outdoor pool, New York City, informs the writer that the column was a little premature in releasing a story concerning that new trailer community pool for Throggs Neck—Eleanor Holm did the World's Fair no harm last week by posing in a bathing suit in Miami while training for Billy Rose's planned Aquacade at the expo.

American Recreational Equipment Association

By R. S. UZZELL

Redistribution of the weather did not work. To take a tropical storm up where it does not belong was all wrong. The New England men were wholly unprepared for such an importation. They were without wind and flood insurance, so all the loss falls on the owners and operators. The insurance policies of 1935 will be written to cover such intrusions.

W. F. Mangels says we should all frown on selling our products on the contingent basis of a percentage of the gross receipts. The manufacturer has no time to travel over the country to look in on receipts of his devices. This selling policy will not contribute to the stability of our business. Without this risk, the producer takes the hazards of producing a new device, at big initial costs, which may work and may not. Should it go, he needs his capital to finance production, and if it is floppo he has lost enough.

Where a good film was to be shown on a percentage of the gross a turnstile company was asked to furnish a turnstile that would register only alternate turns of the passimeter. Suffice to say, it did not handle such a maverick.

"Temperamental" Bis Wins

A toy-train manufacturer made \$380,000 last year and all of our miniature railway manufacturers made some money, while the Baldwin Locomotive Works lost money. Theirs is called a staple business while we are supposed to have a temperamental existence that may be here today and gone tomorrow. A complacent world has ever been content with only half or fractional truths.

Once we were told that our national association and annual convention would do well to last 10 years. This is our 20th annual convolve with as much vigor as we had before the crash in 1929. We are growing older gracefully.

Concessions at the San Francisco Exposition stand more than an even chance of making more money than at the New York Exposition because the costs will not be nearly so high. Long ago it was freely conceded that New York will get the larger attendance and also the larger gross income.

Butlin To Be Visitor

Word has come to your author that William Butlin, England's foremost showman and amusement park man, is coming to America. He has had a phenomenal rise in the amusement world against great odds and when his country could not afford nor insure stability. He, after all, is an American and is returning for a brief sojourn in his native land. He will demonstrate the fact that Americans can transplant successfully their ideas to foreign shores. There has not before his time been so marked an American success in England since Selfridge took over there the department store idea and made it a byword for London.

Should Mr. Butlin attend this convention it is well worth while to give him a hearing. To meet such a dynamic personality is well worth the time. It is an opportunity that should not be passed over. He has introduced a new type of bathing and summer colony that has revolutionized some of Britain's seaside resorts.

BOSTON.—H. Nichols reports he recently visited Benson's Wild Animal Farm, Nashua, N. H.

See inside front cover of this issue for a complete picture story.



Selden
THE STRATOSPHERE MAN
WORLD'S HIGHEST AERIAL ACT!

★ Greetings
PARK MEN

You are cordially invited to visit me at the Hotel Sherman, Chicago, during the N.A.A.P.P.B. Convention. See why this act has enjoyed 5 consecutive seasons of solid bookings—why it has been featured in news reels—why photo magazines used it for picture spreads—why other magazines published complete stories and pictures—why descriptions have been broadcast by radio. You'll want it for your park.

AVAILABLE FOR PARKS, FAIRS AND CELEBRATIONS.
Permanent Address
Care of
THE BILLBOARD, CINCINNATI, O.

Send for Illustrated Circular and Prices

BATHERS' KEY BANDS and BRASS KEY CHECKS

Highest quality obtainable. Lowest Prices. Immediate Delivery.

S. GRIFEL, 649 E. 30th St., New York, N. Y.

"PARK-RESORT-MANAGER"

Offers considered 1930. Experienced All Departments. Book Fiches, Customs, Special Days. Many new promotional ideas.

ELMER BROWN
390 Arcade Bldg., St. Louis, Mo.
"WILL ATTEND CHICAGO MEETING."

Ride Men Attention

Mr. P. A. Griffen will be at Hotel Sherman, Chicago, for Showmen's Convention, November 28th-December 1st, to negotiate rides for Griffen's Amusement Park, Jacksonville Beach, Fla., summer season 1936.

Weather and Pay Rolls Aid Jersey Walk Concessioners

ASSBURY PARK, N. J., Nov. 19.—Good weather and pay rolls from PWA jetty construction have aided concessioners in this sector. Crowds on boardwalks here and at Long Branch have nearly equaled those of midsummer. Jetty projects are under way at Long Branch, Deal and Alenhurst. A disposal plant and bulkhead job are helping concessioners at Sea Bright and Monmouth Beach. Atlantic Highlands and Highlands also have government work in progress.

Ray Bromley is doing well with the Custer Car ride here. As general manager of Wealey Amusement Co. he is making great preparations for next season. The company also has motorboat and swim rides. New concessioners on the promenade, "Zimo" Reznick, L. E. Lane and Louis Levatou, will operate the Palace, recently purchased from A. M. Williams.

Grauden Thompson, who was associated with Williams at the Palace, has the Coin-Operated Machine Co. with Herbert Morton and there is a possibility that they will have a concession on the promenade. The warm weather is greatly appreciated and, had it not been for some rainy weather shortly after Labor Day, boardwalks would probably be as open now as in August.

New PROFIT-PRODUCERS FOR PARKS, POOLS, CARNIVALS

Bally's BOOTHS 17 AND 18

SEE OUR ADVERTISEMENT ON PAGE FACING INSIDE BACK COVER

OR WRITE FOR CATALOGS **BALLY MFG. COMPANY**
2640 Belmont Ave., Chicago, Ill.

PHILADELPHIA TOBOGGAN COMPANY

DESIGNERS MANUFACTURERS BUILDERS

AMUSEMENT DEVICES

130 E. DUVAL ST., GERMANTOWN, PHILA., PA.

Exhibiting as usual

NEW DEVICES & EQUIPMENT

at the Chicago N.A.A.P.P.B. Convention

Greetings to Our Friends at the Convention

IRVING & JACK
ROSENTHAL

Operating

PALISADES AMUSEMENT PARK

Palisade, New Jersey

Rinks and Skaters

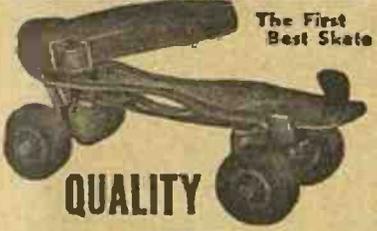
By CLAUDE R. ELLIS
(Cincinnati Office)

MACK POORMAN reports his 7,500-square-foot Coliseum Roller Rink will open soon in State College, Pa. It will be equipped with a steam-heating plant, amplifying system and Chicago skates and will have seasons six nights and two afternoons weekly.

M. D. PINNEY, formerly of old East Market Gardens Roller Rink, Akron, reports his Armory Rink, Sioux City, Ia., did good business until about a month ago when he was forced to close due to the National Guard occupying the building while on strike duty. Rink is expected to open soon. In the interim he and Howard Force have been visiting rinks in Iowa and Oklahoma and find them having good business.

HOLIDAY skating parties are being planned along the north Jersey shore. Bessland Skating Rink, West End; Herman Bakerman's stand, Keansburg, and Harmony Hall, which opened recently, will have big parties. Yule decorations with special lighting will feature this season at the three popular spots, all operated by veterans.

FRED (Bright Star) Murree, 78-year-old Pawnee Indian figure skater, reports he played Al Wish's 68-by-110-foot Playground Roller Rink, South Bend, Ind., on November 8-9 and found skaters show-



RICHARDSON BALLBEARING SKATE CO.
Established 1884.
3312-3318 Ravenwood Ave., Chicago, Ill.
The Best Skates Today

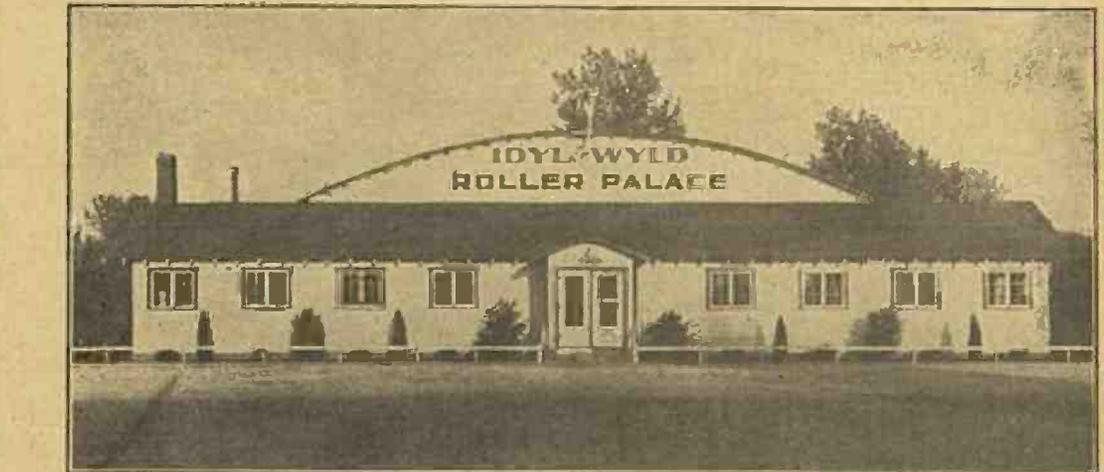
The Myriad Reflector
(Revolving Mirror Ball)
World's Best Novel Lighting Effect for Skating Rinks, Night Clubs and Hotels
The Myriad Reflector is a spectacular lighting system that will instantly transform your ball into a glittering palace of exquisite beauty and has the effect of entirely redecorating your ball. The cost is so reasonable that you simply cannot afford to miss this opportunity to add to the charm and individuality of your skates.
WRITE FOR FULL PARTICULARS. DEFERRED PAYMENT PLANS ARE NOW AVAILABLE.
MYRIAD REFLECTOR CO.
218-19 POST SQUARE, CINCINNATI, OHIO.

ROLLER SKATE TROPHY
Beautiful Design as Illustrated.
Gold, Silver or Bronze Finish, mounted on 10 1/2 in. Bakelite Base, with Metal Plate for Engraving.
Wholesale price, Silver or Bronze Finish, \$4.50
Gold Finish \$5.25
Engraving, per letter, 40¢.
FLASH: New Enamelated Skates Plus Whirlstones, Sample 50¢; 24¢, \$4.00.
50% Deposit, Chicago Free.
RESKREM SILVER MFG. CO.
872 Broadway, NEW YORK CITY

PROFESSIONAL "ROLLER SKATING MATS"
Custom Made, Roll-Up, Maple Hardwood, Unexcelled Quality, Reasonably Priced.
These Mats are Individually Endorsed and Recommended by Well-Known Skating Acts.
Write Us About Your Particular Interests.
The G. L. MORRIS CORPORATION
7740 East 12th Street, Cleveland, O.
(Exclusive Manufacturers)

ROLLER RINK OWNERS
I would like to contact a man who knows the strength and possibility of skating rinks. I have an entirely new idea in rink construction. Partnership proposal. **BOX 565, The Billboard, 1944 Broadway, New York City.**

Tramill Self-Locking Sectional Floors
Can now be used in buildings as well as under tents. Need 10 cents for information on our sectional floor and special rink mats. They are getting the most everywhere. Have built portable rinks over 20 years.
TRAMILL PORTABLE SKATING RINK CO.
2900 East 70th Street, Kansas City, Mo.



D. H. TRUMAN'S \$20,000 IDYL WYLD ROLLER PALACE, Marion, Ind., first anniversary of which was celebrated with a Halloween party on October 29, when \$54 attended. Rink recently underwent an improvement program which included installation of an automatic gas heater and insulation board, light fixtures and new decorations. Monthly parties are featured, with an average draw of more than 500. Management engages orchestras Sunday nights and rink operates nightly except on Mondays. Rink has a 60 by 120-foot floor.

ing much interest in a new club. Eddie Robbins, veteran fancy skater, is floor manager. Bright Star recently appeared in Lewis' Rainbow Gardens Rink, Mount Morris, Mich., managed by Mr. and Mrs. Harper Spencer, and reports business good at that spot. On his Western tour he is scheduled to play Ruth's Arnolds Park (Ia.) Rink on November 20-25 and Woolley's Rink, Salt Lake City.

A ROLLER rink will be again operated this winter by Bruce & Carlson in a building in Lakewood Park, Atlanta.

SIX QUEENS on Skates, managed by Ted Merriman, recently played dates in Washington and Wilmington, Del., and expect to go south for a 10-week tour, he reports.

A GALA celebration marked the recent opening of Harmony Hall Roller Rink near Middletown, N. J., operated by Louis Globnick, who had a rink at Seaside Heights, N. J., last summer. Associated with him is M. Reese, speed skater, who will teach an 8-day exhibition. There will be skating four nights a week with dancing on Fridays. Rink has a 60 by 100-foot floor.

FRED MARTIN'S Detroit Arena Gardens International Amateur Roller Skating Revue, produced by Bob Martin on November 8, and featuring Jimmy and Joan Lidstone, British amateur figure-skating champions, and Billy Watson, runner-up, had an advance ticket sale of 1,000; reports E. M. Mooser. Among visitors were Mr. and Mrs. Victor J. Brown, Newark, N. J.; Mr. Beckmiller and Earl Van Horn, manager, Mineola (L. I.) Rink; Mr. and Mrs. Fred H. Freeman, Boston; Mr. and Mrs. Wally Kiefer, Flint (Mich.) Park Rink; Jack Shuman, Buckeye Lake, O.; W. E. Genna, Amsterdam, N. Y.; Ralph Ware, Chicago Roller Skate Co.; William F. Sofferino, Roller-drome, Cincinnati; E. R. Whitcomb, Richardson Ballbearing Skate Co., Chicago; Mr. and Mrs. William H. Carpenter, Riverside Park, Ulrichville, O.; Mr. and Mrs. George Karnest; Fred (Bright Star) Murree, pro figure skater, Red Lion, Pa.; Mr. and Mrs. Cecil Milam, Fairgrounds, Roller Rink, Wheeling, W. Va.; George B. Zindel, manager, Coliseum Roller Rink, Grand Rapids, Mich.; Jack Foteh; Mr. and Mrs. F. R. Eyer, Eyer's Roller Rink, Anderson, Ind.; and Mr. and Mrs. Joseph Bell, Bell's Rink, Fort Wayne, Ind., who brought with them their floor manager, Merle Patterson, and his assistant, Gail Mowry.

LEO MAYNIER, Akron operator, opened a new rink in downtown Lorain, O., having installed new equipment. Sessions are held nightly with matinees on Saturdays and Sundays. For several years he has operated the roller rink in Summit Beach Park, Akron.

SKATELAND Roller Rink, Cleveland, is having good business, party night on November 4 drawing a big crowd of children, reports Armand J. Schaub Sr., a recent visitor to the rink.

LEE GOENS, of Muncie (Ind.) Skating Association, is in the East and recently visited Mrs. E. Kelley's Chez Vous Skat-

ing Club, Philadelphia, where he acted as judge at a Halloween party at which 11 prizes were awarded. Forrest Morton is a staff member.

SKATELAND Roller Rink, Trenton, N. J., is having good business, reports Lee Goens, a recent visitor and member of Muncie (Ind.) Skating Association. He also visited redecorated Barnes' Willow Grove (Pa.) Roller Rink.

PATRONS of Crystal Pool Roller Rink, Seattle, which recently installed an electric organ, saw a version of the Lambeth Walk on skates for the first time recently, put on by Billy Martin, instructor, and Helen Ordom, club member. Turned the Lambeth Roll, the duo used fundamental walk steps but incorporated a number of fancy routines.

EASTWOOD Roller Rink, Detroit, featured a wedding on skates on November 10.

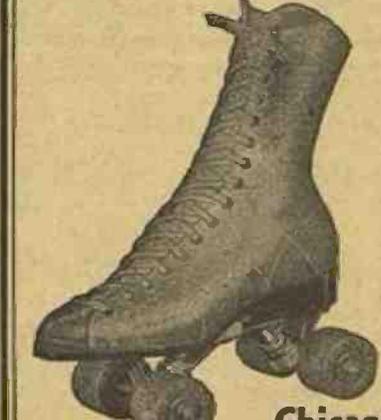
FIRST Japanese skating party ever held in Aikl Natatorium Roller Rink, Seattle, was staged recently under auspices of Imperial Skating Club, a large group attending and taking part in a grand march and contests.

DICK SCHULTZ reports that big crowds are attending his Silver Lake Roller Rink, Everett, Wash., where he recently installed a maple floor and an organ. Al Blackmore is organist.

ATTENDANCE was good at a new 13 Club party in Idyl Wyld Roller Palace, Marion, Ind., on November 18. Officials report, Wright's Orchestra furnished music and a pair of shoe skates were awarded as door prize. Next party is scheduled for December 10, when shoe skates will again be awarded.

SKATING three afternoons and nights weekly during July and August, Diamond Square Roller Rink, Pittsburgh, drew

A Wonderful Christmas Present



High Top White Calf Skin Shoes on
"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.
The World's Greatest Roller Skates

Now better than ever. Put some "Pep" into your rink now. Our ATTRACTIVE WINDOW CARDS will help you.

Bushings Rewooded.
Chicago Roller Skate Co.
4427 W. Lake Chicago, Ill.



A RARE OPPORTUNITY
Sign above. Absolutely New. Sold for \$600.00. Project abandoned. Can be had for \$300.00 f.o.b. Cincinnati, O. Size 6 1/2, 7 1/2. Double face. Neoprene Lething. Chastice border in globe. Anticrater Neon. Rippers on Skates. Write at once giving references.
THE AMERICAN SIGN COMPANY
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SKATING RINK TENTS
SNOW AND CONCRESSION, NEW A USED TENTS.
CAMPBELL TENT & AWNING CO.
Source at Third, Springfield, Ill.

WEATHER CURBS S. W. SPOTS

Drop in Gate At Beaumont

New Harvest Club proves a good money maker — RAS take is off 50%

BEAUMONT, Tex., Nov. 19.—Attendance at the 32d Annual South Texas State Fair here on November 18-19 was 25 per cent off due to severe days of bad weather. Estimated attendance was 138,000 against 180,000 last year. Midway business of the Royal American Shows was more than 50 per cent off because of heavy rains and sloppy grounds.

A feature of the fair was the new Harvest Club, swank nitory, which pulled heavy business. Red Nichols and his orchestra, with only two fair days during the first seven, played to about 8,000, while Anson Weeks and his orchestra, with two fair days and a Sunday matinee, played to more than 4,000. Dorothy Byton Dancers scored heavily as a floor-show attraction. Terry and Walker, buffonatic ballroom team, were a hit in their comedy antics. Marco and Marsha, suave ballroom dancers, were pleasing, the gowns of Marsha earning plenty of applause from women patrons. Both bands and acts were booked thru Hogan Hancock, Dallas office of Music Corp. of America. Directors were highly pleased with the entertainment units.

Credit for the Harvest Club innovation goes to L. B. Herring Jr., fair secretary-manager, who convinced directors it would pay. It earned more than \$2,000, with a net of \$9,000, including rental of scenery, tables and (See DROP IN GATE on page 65)

Attendance Records Broken At Maritime Winter Annual

AMHERST, N. S., Nov. 19.—The 32nd annual Maritime Winter Fair here, which closed on November 12, established a new attendance record, said A. W. Mackenzie, secretary-manager. He said admissions, not counting strip tickets and arena admissions, totaled 3,022 more than at the 1937 fair, a record breaker. Of four of the six nights arena attendance exceeded capacity—4,000.

In a questionnaire distributed to patrons it was estimated that about 82 per cent preferred the horse show; 65 per cent favored imported vaudeville; 12 per cent, ing-of-war tournament; 10 per cent, local vaudeville.

Success of the fair has intensified preparations for a new arena, for 1939, to cost about \$20,000. Financing is to be with aid from downtown and provincial governments and gross output is estimated at about \$120,000.

Flying Turns Equipment Shipped to World's Fair

NORTH TONAWANDA, N. Y., Nov. 19.—The first shipment of mechanical equipment for the World's Fair Flying Turns was shipped to New York last week by the Spillman Engineering Corp. Four freight cars were filled to capacity. Shipment was consigned to Bartlett Rides, Inc., at the fairgrounds, where the Flying Turns structure is nearing completion.

All of the intricate details of engineering and construction of the ride are being supervised by Norman Bartlett, patentee and designer of Flying Turns. Aerial Joy Ride and Drive-a-Drum. Mr. Bartlett also has under construction at the Spillman plant two additional new ride features for the New York World's Fair which will be shipped as soon as they are completed and tested. Work on these attractions is being given precedence in order to be ready for operation prior to the fair's opening.



L. B. HERRING JR., secretary-manager of South Texas State Fair, Beaumont, is given credit for big success of an innovation at the 1938 annual, the Harvest Club. The new feature earned more than \$2,000, with expenses of \$9,000, including rental of scenery, tables and chairs, which equipment will be purchased for use next year.

Act Salaries Need Not Drop In More Agency Competition

Article 3

NEW YORK, Nov. 19.—Last week's account dealing with changing booking office complexion and relation to outlets or prospective purchasers of attractions tried to establish why prices for acts and units might tend to go down. Among reasons advanced for this was keener competition and expected availability of more and better talent.

It was asked whether if prices for acts and shows will tend to decrease there would or would not be a corresponding decrease in the salaries paid to acts. Indications point to the fact that salaries will remain more or less fixed, might even spurt upward, strange as it sounds.

This strange situation is not so strange in business, industry and commerce negotiated on a competitive basis. Let us call the broker the manufacturer or A, the act the product or B, and the fair or other outlet the consumer or C. Owing to competition and the availability of similar products on the market, A is

Glasgow Exhibition Gate Is 12,593,232

GLASGOW, Nov. 19.—The Empire Exhibition ended its six-month run here on October 31 with a crowd of 364,002, exceeding the single-day record of the previous Wembley Exhibition by 42,800. Total attendance was 12,593,232, compared with 27,102,000 for the Wembley event, held for two years. Exhibits are being removed and buildings are expected to be razed soon.

Travis Renamed in Nashville

NASHVILLE, Tenn., Nov. 19.—At annual meeting of directors of Tennessee State Fair here on Monday E. A. McClanahan was installed as director to succeed J. B. Ezell in charge of live stock, agriculture and poultry. Mr. Ezell having resigned because of ill health. The board voted to attend the Chicago meetings, arriving at the Hotel Sherman Monday morning, November 23. They will be accompanied by Phil C. Travis, who was elected manager for another year. Members who will attend are Judge Litton Hickman, chairman; James A. Cayce, W. G. Clark, W. T. Jones, E. A. McClanahan, John Sloan and W. J. Wallace.

Little Rock Has Deficit

Stock show and rodeo final expense is heavy—'39 event to be held earlier

LITTLE ROCK, Ark., Nov. 19.—First annual exhibition and rodeo of Arkansas Live-Stock Show Association here on November 7-13 left the association with a deficit but brought bright prospects for next year's event, which, officials say, should not be so expensive to produce. Secretary Raymond J. Higgins said money was lost on the first venture because of expense in purchasing ground, laying many truckloads of sand, erection of office buildings, restrooms and other items which should not be a drain on finances next year. The 1939 Legislature will be asked to appropriate funds for erection of a permanent arena and for premiums to farmers and cattlemen.

Paid attendance was 32,564 at 25 cents, netting \$8,141. About 23,000 entered on pass books. A total of 1,500 books were issued with 24 passes, four for each day, in each. Passes will be reduced next year, Higgins said. Rodeo attendance was 25,400 with an average of 90 cents paid admission, netting \$22,700. With gate and rodeo receipts and proceeds from concessions the association took in about \$55,000. Expenditures amounted to about \$60,000.

"The association," said Col. T. H. Barton, president, "is in good shape financially. Altho we anticipated 300,000 visitors we got only 67,000. We believe we put on a good show and it will be (See LITTLE ROCK on page 65)

Calgary's Surplus Goes Up; Total Now More Than \$53,000

CALGARY, Alta., Nov. 19.—Calgary Exhibition and Stampede, Ltd., had a surplus on operating account of \$6,537 for 1938, E. D. Adams, director in charge of finance, reported at the annual meeting on November 10, compared with a surplus of \$6,250 in 1937. Total receipts during 1938 were \$100,650.63; expenditures, \$183,519.39.

The 1938 surplus exceeded that of 1937, altho \$11,000 was spent more than the usual amount appropriated for building improvements and repairs. Expense for upkeep, repairs and improvements totaled \$34,825.91, not including grounds expense during fair week, which amounted to \$3,500.40.

Altho attendance at the 1938 Exhibition and Stampede increased by only 2,571 over 1937, gate and grandstand revenues increased \$11,806.26, including \$1,107.76 from an extra racing day. Park mutuals take was \$23,502.30, an increase of \$6,812.79, and score-card receipts were \$214.12 higher. Mr. Adams said prize money given by the company during the past 25 years, including \$300,292.27 paid out at shows and sale of Alberta Live-Stock association, totaled \$1,300,000. Added to cash surplus built up thru (See CALGARY'S SURPLUS on page 65)

BOSTON, Nov. 19.—Great Barrington and Marshfield, Mass., fairs will be permitted to continue pari-mutuel betting for four more years as a result of the election held here on November 8 when the county referendum vote was favorable to the measure. Pari-mutuel betting brought both fair managements heavy returns during the past two years.

Complete Program of IAFE in Chicago

OPENING number is a buffet supper on Monday, November 23, from 6 to 8 p.m. for fair officials only. Board of directors feels that this can be made a worth-while event and urges that it be well attended so that delegates can become better acquainted.

Tuesday, November 29:

- 10 a.m.—Session called to order by president.
- Invocation.
- Roll call by secretary.
- Address—Member of Chicago Chamber of Commerce.
- Response.
- Minutes of 1937 meeting.
- Appointment of committees.
- Address of President Ralph E. Ammon.
- Report of board of directors.
- Report of government relations committee, Milton Danziger, chairman.
- The Horse Show Industry and Its Eggs on Paris, Charles W. Green.
- Noon luncheon of Past Presidents' Club.
- 2:30 p.m.—The History of the International Association of Fairs and Expositions, L. B. Herring Jr.
- Contributing Factors to a Successful Fair, Samuel S. Lewis.
- Advertising a Fair, Edward A. Hughes.
- The Value of Moving Pictures in Advertising, Harold P. DePue.
- Open discussion.

Wednesday, November 30

- 2 p.m.—The Aims and Accomplishments of the National Dairy Show, Lloyd Burlington.
- Methods of Advertising, Harry G. Templeton.
- Report of classification committee, A. R. Corey, chairman.
- Reports of committees, resolutions, special committees.
- Open discussion.
- Business session—Unfinished business, new business, election of officers.
- Adjournment.

World's Fair Story

News pertaining to the New York World's Fair will be found on page 58 of this issue.

To The

INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS
THE NATIONAL ASSOCIATION OF AMUSEMENT PARKS, POOLS AND BEACHES
THE SHOWMEN'S LEAGUE OF AMERICA
THE AMERICAN RECREATIONAL EQUIPMENT ASSOCIATION and
THE AMERICAN CARNIVALS ASSOCIATION

we extend a warm welcome . . .

Drop in and see us at

BOOTH 72, EXHIBIT HALL

and at our

SHERMAN HOTEL SUITE 1934
1936
1938

*during the Conventions from
November 27 to December 1*

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Paul N. Denish, Mgr.

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722 Empire Bldg.
Frank Cervone, Mgr.

and leading European Cities

*Prohibition was a costly experiment
 . . . Don't experiment!*

Fairs Set Styles in Rural Entertainment

By NAT S. GREEN

A FANFARE from the orchestra, floodlights bathing the gorgeous backdrops in glittering brilliance.

Onto the stage comes a bevy of eye-bling beauties moving in rhythmic unison, their diaphanous costumes making kaleidoscopic changes as varicolored lights play upon them, while an audience of thousands enthusiastically applauds.

Sounds like a critic's raving over a first night at the opera! But it's merely a description of a grand-stand revue at any of the larger fairs. Such a description wouldn't have fitted the picture 10 or 20 years ago, but outdoor entertainment has made great strides since that time in both grand-stand and midway amusement. Such strides, in fact, that it may truthfully be asserted that fairs set the styles in rural entertainment.

Let's hark back for a moment to 1917. Something new is being tried out at the

stand show at a fair consisted mainly of "dumb" acts—acrobats, gymnasts, bicycle riders and the like, with a sprinkling of animal acts—dogs and ponies, elephants, roller-skating bears, etc. These are still an important part of most grand-stand shows and probably always will be, but they, too, have felt the hand of progress. The midway of old usually was a small aggregation of time-tried rides, fourth-rate shows and a large number of concessions. For thrills there were balloon ascensions, parachute drops, airplane stunting and so on. And for the grand-stand finale those fairs that had night shows often used fireworks displays. The old thrills, having palled through long use, have passed out of the picture. The fireworks finale is more popular than ever, having kept step

presented acts with plenty of self-appeal. The fair men—and their wives—liked them, and every year found more and more fairs using the popped-up and beautified shows. Result—increased attendance. Soon the various offices were vying with one another to produce eye-catching revues and spots. The results were not always satisfactory. Competition led to the production of some revues that were short on talent and cheaply costumed. These misfits didn't do the same any good. But gradually the quality of revues was raised and, with the advent of public-address systems, singing and talking acts came into their own. From that time on progress was rapid, and today the revues presented at any State fair possess a high degree of merit. Talent compares favorably with anything seen in the theaters, and costuming is on a lavish scale.

The Search for Thrills

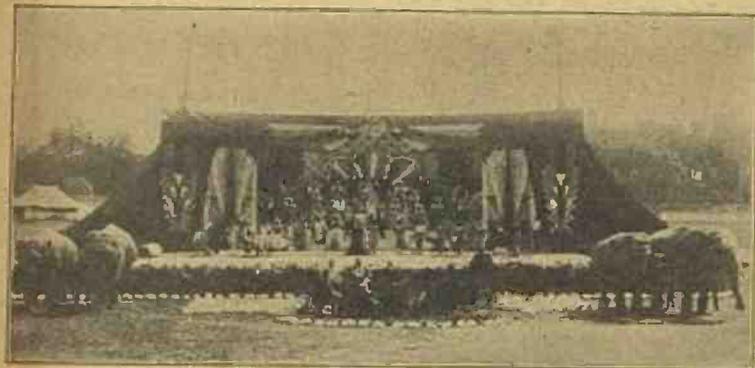
The stunts that thrilled fairgoers of 20 years ago are too tame and innocuous for today's generation. When aviation was new, stunting, wing-walking and the like satisfied the crowds. But they became commonplace and the public demanded other and better thrills. Auto races, motorcycle races, auto polo, etc., became popular—and still are. But even greater thrills were demanded, and this demand brought into being the Thrill Day programs now so popular. The booking offices sold the fairs on the idea that what had been an off day at the fair could be made one of the biggest days of the week by inaugurating a Thrill Day. And so came the hair-

were just as popular in person. During 1938 hillbilly units played perhaps 300 fairs and nearly everywhere drew capacity crowds. Indications are that they will continue to be good box office for a long time.

In 1936 name bands were tried out as a feature attraction at several large special events. While they did not draw capacity crowds in every instance, the response was sufficient to lead several State fairs to try them out in 1938. Biggest spurge was made by Michigan State Fair, Detroit. It booked several of the top-notch bands of the country and presented them at a nominal admission price. Thousands of younger folks flocked to see, hear and dance to them; and it looks as the next year will see still more fairs using name bands.

What of the Future?

As in everything else, there must be a steady progress in grand-stand shows to satisfy the ever-changing demands of the public. Basically the shows probably will remain much the same as at present, but booking offices and fair managers are alert to the trend of the times and quick to sense any new enthusiasm that has show possibilities. Steady improvement in facilities for presenting shows has brought into the ken of fairs many features that could not have been presented in front of a grand stand a few years ago. There is no question that this has resulted in a marked increase in gate receipts. The fact that the finest entertainment as well as the finest exhibits can be seen at small cost brings thousands to fairs who would not attend merely for the exhibits. For, after all, the fair is a holiday and those who at-



AN EDGAR J. SCHOOLEY REVUE presented by M. H. Barnes in 1928, showing the extremely crude settings used at that time. No scenic background extensions such as are now universally used. No floodlights. Note the crude loadspreader on the track in front of the platform.

Dallas fair. It's a revue presented by Fred Barnes and produced, if we remember rightly, by Edgar J. Schooley. None of the elaborate settings that are the rule today. Merely a plain eye across the back of the platform, in front of which a line of girls and some specialties are working. Extremely crude when judged by present-day standards, but it had more life and color than the usual program and the customers liked it. That may not have been the first revue presented at a fair, but it was the first to attract attention. Others followed and in the early 20s we find Edward F. Carruthers and Sam J. Levy presenting a similar show at the Ak-Sar-Bem in Omaha. It, too, was crude but pleasing.

Then a couple of years later John T. Biglin, secretary of the fair at Hastings, Neb., conceived the idea of booking a name attraction. He went to J. C. McCaffery, then head of the Western Vaudeville Managers' Association in Chicago, and asked what it would cost to book Jess Samuels, nude headliner, for the four-day fair. "Two thousand dollars," McCaffery told him. "Sold," said Biglin. "Man, you're crazy," McCaffery retorted. "You can't afford to pay such a price." "What do you care?" Biglin replied. "Here's the cash." Arrived at Hastings, Miss Samuels saw that her act would be "lost" on the free-act platform on the far side of the race track. This, mind you, was before the days of public address systems, and talking or singing acts on the platform were almost a total loss. So Rae got a truck, had a piano placed on it, then with her piano player she climbed onto the truck and instructed the driver to drive back and forth on the track in front of the grand stand. From this vantage point she presented her act. It was a tremendous hit and drew a packed stand every night, justifying Biglin's faith in the drawing power of a "name."

Grand-Stand Shows Revolutionized

Two decades ago the typical grand-

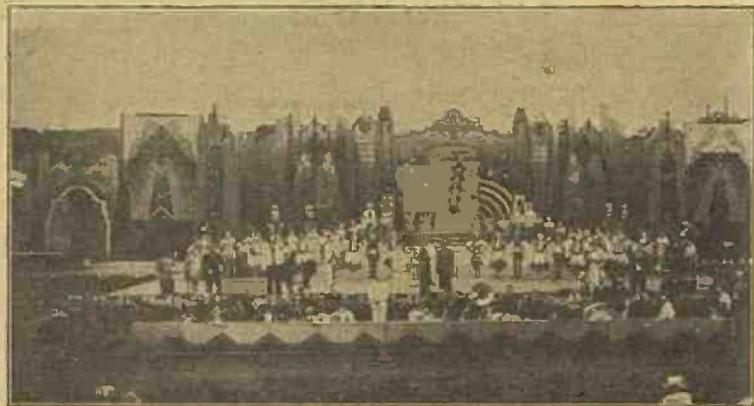
with progress.

Since the early '20s the quality of entertainment presented to the fair-going public has immeasurably improved, thanks to public-address systems, adequate lighting and other innovations that enabled the producers of shows to offer elaborate, high-class productions. The fairs have wrought a great change in the entertainment tastes of rural America. They have broken down inhibitions and taboos that prevailed for decades and have paved the way for theaters of smaller towns to offer their patrons beautiful musical revues that would not have found acceptance in the old days.

Into the upward trend of fair amusements many factors have entered. The International Association of Fairs and Expositions, the leading carnival operators and the agents furnishing fair attractions all have had a part in improving the quality of entertainment. Exchange of ideas at the annual conventions in Chicago has brought the new and better features to the attention of leading fair men, and led to adoption of attractions that had proved their worth. The smaller fairs, in turn, have been led to adopt a better grade of entertainment, and thus a general improvement has resulted.

The Search for Beauty

In the old days there was some attempt to dress up the attractions, but they were rather crude. Fair men, prompted by the booking agents, began to realize that the more attractive they made their shows the bigger crowds they drew. Better lighting facilities were introduced. More attention was paid to dressing up both stage and acts. The old-fashioned costumes, designed almost solely for convenience, gave way to eye-appealing dress. The search for beauty was on. At first some of the innovations were considered daring. At the winter fair meetings the booking agents



HERE YOU SEE a massive set that is typical of revues presented in front of grand stands at the larger and better fairs and expositions today. Note the orchestra pit in front of the stage or platform, something unknown until a few years ago. The elaborate revue of today has around 20 pieces in its orchestra.

raising stunts of today—auto crashes, roll-overs, crashes thru burning walls and finally airplane crashes. For several years dare-devils such as Lucky Teter, Captain Prakes, Jimmie Lynch, Flash Williams, Clarence Hince and others have apparently gone the limit in thrills. Thrill Days have come to mean full grand stands. How long the present stunts will satisfy the public remains to be seen. They're good for several years at least. And doubtless by the time they begin to pall the dare-devils will think up something new, since it would seem they have a well-nigh impossible task before them. But they're an ingenious lot and probably will be able to think up new ways of raking their necks and pleasing the public.

Hillbillys and Name Bands

The hillbilly craze on the radio led a few secretaries to book hillbilly units with astounding results. Grand stands were packed to overflowing. Lulu Belle, Uncle Ezra, Louise Massey, Patay Montana and other favorites of the air

tend expect a full measure of entertainment along with the educational features.

Public Slant on Auto Racing

Auto racing—when it's a real contest—is popular with the public everywhere. But it's an open secret that hippodroming is killing the game. If one scans the figures on attendance at auto races the country over during the last few years he will find that it has shown a decline. The public likes a contest, but it soon learns when a contest is not a contest, and when that happens interest begins to lag. Arizona State Fair officials have found a way to keep interest in auto racing at a high pitch. When they found the sport was beginning to pall they studied the situation and finally decided on what for them has proved a successful solution. They announced that only racing drivers of Arizona would be eligible for the races. And there was no question as to the genuineness of the contests. Result has been an enormous growth in the pop-

(See FAIR SET STYLES on page 62)



YOU WILL DO IT AGAIN IN 1939 WITH ANOTHER **BARNES-CARRUTHERS' SHOW**



“ WE ARE PROUD OF YOUR VOTE OF CONFIDENCE ”

IT WILL BE ANSWERED BY THE MOST PRONOUNCED ENTERTAINMENT INNOVATIONS IN OUTDOOR AMUSEMENT HISTORY.

AND THANKS TO THE MILLIONS WHO APPLAUDED THESE PRIME EXAMPLES OF SHOWMANSHIP —

“BELLES OF LIBERTY”

“STATE FAIR REVUE”

“PARADE OF STARS”

“JUBILEE FOLLIES”

NEW AND FINER PRODUCTIONS IN 1939

REVUES
RODEOS
RADIO SHOWS

ACTS
BANDS
THRILL SHOWS

SUPER MUSICAL PRODUCTIONS

BARNES-CARRUTHERS FAIR BOOKING ASSOCIATION
121 NORTH CLARK — CHICAGO



JIMMIE LYNCH

WORLD'S GREATEST AUTOMOBILE STUNT DRIVER
AND HIS *ORIGINAL*



DEATH DODGERS

TWO HOUR CIRCUS OF BREATH-TAKING THRILLERS

THOSE FOR WHOM WE HAVE WORKED TELL THE STORY:

from:

RALPH E. AMMON
WISCONSIN STATE FAIR

... the Wisconsin State Fair was pleased with the performances of Jimmie Lynch and pleased with the splendid co-operation given the Fair management by the management of Jimmie Lynch. The Wisconsin State Fair would like to book Lynch again for still dates and for the Fair.

from:

R. C. PRYAL
UPPER PENINSULA STATE FAIR

... It was the biggest gate of all times ... and we will have it again.

from:

A. R. COREY
IOWA STATE FAIR

... the management of the Iowa State Fair was well pleased with the third day program ... total attendance for the day was 64,486 ... an increase of about 10,000 over 1937 ... you had something doing all the time and you used high-class showmanship in presenting each and every act ... we know our crowd was thrilled. ...

from:

GEORGE W. KIEL
MANITOWOC COUNTY FAIR

... we turned them away from the grandstand twice. ... Jimmie Lynch sure is a great drawing card. ...

from:

HILLMAN TAYLOR
MISSISSIPPI FAIR and DAIRY ASSN.

... there is no doubt in my mind but what this is the greatest show of its type in America today ... there was never a dull moment ... each minute was packed with some different thrill and spine-chilling suspense. ... I trust we may be able to have this show at our Fair again.

from:

H. E. STRONG
DuQUOIN STATE FAIR

... you gave us a snappy, hair-raising, breath-taking program every patron will remember for a long time.

THRILLERS—ON THE GROUND OR IN THE AIR—BY CHAMPIONS

WE'LL BE SEEING YOU AT THE CONVENTIONS.

PAT PURCELL
General Agent

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Sole Owner

BARNES-CARRUTHERS'
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PERMANENT ADDRESS—2224 MAGNOLIA STREET, TEXARKANA, TEXAS

SEASON'S GREETINGS

To our Many FAIR SECRETARY
Friends and Associates

THANKS A Million for Your
Past Most Valued
Business—

AGAIN WE OFFER YOU
SOMETHING **NEW**

GLOBE'S "BIG VARIETY" COMBINATION

Everything from a Window Card to a 24 Sheet.

Your Entire Need All
in One Big Package. **\$99.00** **IMPRINTED**
ALL FOR— **NO TAX**

DON'T WAIT Send today for Our New 1939
Fair Folder and See What You
Receive in This Unheard-of Offer.

GLOBE POSTER CORP.

CHICAGO ST. LOUIS
633 Plymouth Court 1531 Washington Ave.

IF YOU VISIT THE NATIONAL CONVENTION Make Our
Rooms Your Headquarters. We will be on the 6th Floor of
the Hotel Sherman in the Dog Fight Room, November 28-30.
"A HEARTY WELCOME AWAITS YOU."

GREETINGS TO OUR FRIENDS

OF THE
OUTDOOR SHOW WORLD

IONIA FREE FAIR

AUGUST 14 TO 19, 1939
IONIA, MICHIGAN

WISCONSIN STATE FAIR

AUGUST 19-27, 1939

1937 Attendance . . . 602,586
1938 Attendance . . . 624,308

Ralph E. Ammon, Manager, Milwaukee

To Our Friends!

MERRY CHRISTMAS

PROSPEROUS NEW YEAR

STEELE COUNTY FAIR

Owatonna, Minnesota

City Agrees to 5 Per Cent Of Chattanooga Gate Gross

CHATTANOOGA, Tenn., Nov. 19.—A request by President Joe Engel, Interstate Fair Association, that he be released from his contract to pay the city a percentage of receipts of the 1938 fair in Warner Park was refused by the city commission, which, however, did grant a reduction in the city's share of the gate. President Engel said coas of permanent improvements he made in the park had cut deeply into receipts of the first year of the fair under his administration.

Commissioner R. M. Cooke said the city also had gone to considerable expense in preparing the park for the fair and that 5 per cent of gross revenue would about cover this expense and be in line with amounts received by the city in other years. Contract with Engel, he said, called for 5 per cent of the first \$12,000 in gate receipts and 10 per cent of all over this amount.

He recommended the contract be revised to a flat 5 per cent, which was approved, and this was paid into the parks department fund. The fair drew more than 400,000.

FAIRS SET STYLES

(Continued from page 60)
ularity of auto racing in Arizona. The races at the Indianapolis Speedway have retained their popularity because everyone knows the contest is genuine. The rural public that goes to fairs wants auto racing, and if the promoters are hep to the psychology of the public they will stage races that are real contests. It probably would not be feasible in many instances to restrict drivers as Arizona has done, but such restriction will be unnecessary if a genuine contest is staged.

Progress of the Midways

So far we have had little to say of midway attractions. That they are an important part of every fair goes without saying. Grosses of \$20,000, \$50,000 and upward are far from small change, and to draw such amounts a midway must have entertainment that the public likes. Carnivals up to a few years ago had not made progress comparable with other branches of the entertainment world. But a few progressive men had vision. They began not only to dress up their rides and fronts and provide attractive lighting, but also to put real talent in their shows. Others followed suit—they had to to meet competition. Working under the handicap of moving the huge outfits every week, progress necessarily has been slow. There is still plenty of room for improvement—and it's coming. The public is too well educated to good entertainment to continue patronizing anything that does not give it a fair money's worth. And so the carnivals that survive must improve to meet the needs of the times. As in other lines of business, there will always be showmen who try to give as little and get as much as the traffic will bear. But they will become fewer and fewer as they realize that in the long run it will pay them in dollars and cents to run their shows on a strictly business basis.

Fairs Are Big Business

During the 1938 season 44 of the leading fairs drew an attendance of more than 15,000,000 people, according to figures of the International Association of Fairs and Expositions, and the 2,500 or more fairs of the United States and Canada had a total attendance of more

WANTED FOR 1939 FAIR SEASON

HIGH ACTS AND STANDARD NOVELTY
ACTS.

If You Want a Long Season Make Your
Salary Low.

Send Permanent Address.

SIDNEY BELMONT

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LIGHTING PLANT BARGAINS

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UNIVERSAL MOTORS CO.

4-5 K W.
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Small 4-
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Lighting
100-500
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Light
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Essential



Bargains in
General Electric

**FLOOD
LIGHTS**

250-500-1000 Watts,
Used, but in Perfect
Condition.

EDW. SAMARA, Inc.,
37 South St.,
New York City.

SEASON'S GREETINGS

From the

**EDMONTON EXHIBITION
ASSOCIATION, Ltd.**

P. W. ABBOTT

Managing Director

MINNESOTA

Federation of County
FAIRS

ANNUAL MEETING
JANUARY 11-12-13
NICOLLET HOTEL
MINNEAPOLIS

L. O. Jacob, Secy., Anoka, Minn.

than 50,000,000. That most assuredly puts fairs in the class of big business. Figures on the amount spent for entertainment are not available, but they run into an enormous sum.

For four months of the year fairs provide employment for thousands of entertainers. Each year the demand grows greater and there is a greater insistence on quality, which works out to the advantage of everyone concerned. It provides an incentive for mediocre acts to improve their turns and assures the continued interest of the public. So, from all indications, fairs will continue to set the styles in rural entertainment for many years to come.

SEASON'S GREETINGS

to all

SHOW MEN

MIDLAND EMPIRE FAIR

Harry L. Fitton, Manager

Billings, Montana

W. KLAUSLER

Largest Exclusive Thrill House

1410 Girard Ave., No. Minneapolis, Minn.

Sanctioned Auto Race Programs. Thrill Shows. Stunt Driving Exhibitions. Airplane Crash Through a House.

By Capt. Don. Voge

Reckless Ray Kennedy, Skinner Stark and Hank Sommers, formerly with the Suicide Club, have joined our organization to make the "1939 Thrill Show" the greatest ever produced.

In addition we offer Midget Car Races, The Taking Off and Alighting of an Airplane on the Top of a Moving Car, Comedy Trick Flying Act and other Sensational Attractions.

THE FLYING VALENTINOS

All Girl Flyers

Only flying return act of its kind. Three pretty girls, one man catcher. These girls do tricks that men flyers do — a Sack Double, the one and only Passing in Midair.

Provide thrills with their sensational and graceful aerial evolutions.

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FAIR ACTS FOR 1939

New York and New England Territory. Send Photos, Publishers and Full Details. JIMMY DALEY ATTRACTIONS
19 North Pearl Street, Albany, N. Y.

FREE ACTS

NOW BEING ACTS FOR 1939 FAIRS, CELEBRATIONS. Also Full Particulars in First Letter. Consolidated Amusement Enterprises
Fleming Building, Suite 517-18-19, Des Moines, Iowa.

ATTENTION ACTS

WANT a few more high-class Acts of all descriptions for 1939 Fairs. Give full details. Open for adv. Free Act. Send with cv. Contact at once.

WILLIAMS & LEE

446 Holly Ave., St. Paul, Minn.

WANTED ACTS

Of every description for Eastern Territory, including Minn., Wis., Ill., Ind., Ark., Pa., Ohio, etc. Give full details. Open for adv. Free Act. Send with cv. Contact at once. WEAVER & COOKE, Agents, Lexington, Va.
148 Myers Street.

WANT MORE REVENUE

for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingos in the WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

Fair Grounds

SUPERIOR, Wis.—About 2,800 feet of insulated copper wiring used in lighting the "White Way" on Tri-State Fair grounds here was stolen, Hugo Olson, caretaker, reported to police.

YORKTON, Sask.—Fifteen directors were elected at the 55th annual meeting of shareholders of Yorkton Agricultural and Industrial Exhibition Association. Financial statement on the year's operations showed a deficit of \$1,006.01. Grants in 1937 totaled \$3,594.56 as compared with \$3,578.33 this year. Attractions in 1938 cost \$3,073.00. Grand stand returned \$8,221.56.

WHARTON, Tex.—Combined Wharton and Matagorda County Fair here, 11th annual, on October 18-23 was the most successful in history of the association. Total attendance of 70,000 topped previous records, with Friday setting new single-day mark of 25,000. Premiums touched new high of \$3,000, and Secretary-Manager Harry V. Copenhagen.

McCOMB, Miss.—Among improvements planned for 1939, following success of the first Pike County Fair in several years on October 5-8, are permanent exhibit halls and a plant site, enlarged live-stock exhibition to double the 1938 space, erection of open-air amphitheater, laying out of a permanent midway site, paving all streets thru grounds and complete drainage.

DUPONT, O.—Myers Concessions, working custard machines, snowballs, pop corn, candy floss, waffles, lunch and drink stands and grand stands, are in winter quarters here after a successful season at Ohio, Indiana and Michigan fairs. A large building is being remodeled under supervision of Frank Kuba and Maurice Myers to house equipment. It will also have a paint and repair shop and serve as headquarters for Service Director Kuba. Some indoor circuses are in line.

SASKATOON, Sask.—Dates for 1939 were fixed by Western Canada Fairs Association, Class B, here on November 3. The association dealt with the withdrawals from the circuit of the fairs in Lethbridge, Moose Jaw, Yorkton and Prince Albert, which have formed the Canadian Midwest Fairs Association and arranged their own dates. Annual meeting of Western Canada Fairs Association will be held in Winnipeg on January 16-18.

ST. CLAIRSVILLE, O.—Construction of water mains and sanitary and storm sewers thruout Belmont County Fair grounds is planned for next spring by the board. The plant will have improvements costing more than \$10,000.

GONZALES, Tex.—Gonzales County Fair on October 24-29 had total attendance of 48,000, with 10,000 on Saturday. President G. B. Robertson and General Manager R. A. Ramschal said the fair was the best attended and had the largest number of exhibits in history of the association.

HARRISBURG, Pa.—Twenty-five thousand copies of the official premium list for the 1939 Pennsylvania Farm Show here were placed in the mails by the Farm Show Commission. List offers 3,181 cash awards totaling \$42,324, breaking all records for number and value.

CENTRALIA, Wash.—Board of Lewis County Fair here voted to change the name to Southwest Washington Fair, and the annual will embrace activities of the southwest section of the State.

DE PERE, Wis.—The 1938 Brown County Fair had profit of \$19,876, reports William S. Kinis, secretary. Receipts of \$20,735.70 included \$7,047.47, gates; \$3,882.09 grand stands; \$9,998.05, concessions; \$1,110, wild life concession; \$1,932.50, premium book; \$224.75, rent from exhibitors, and \$3,000 State aid.

FARMER CITY, Ill.—Col. G. O. Gillespie was re-elected president of Farmer City Fair Association; W. F. Peterson, vice-president; E. S. Wightman, secretary; E. B. Rinschert, treasurer.

WADENA, Minn.—There will be a dinner at noon and dates will be set at the annual meeting of Pine Belt Fair Circuit here on November 20. Officers will be elected to succeed President M. B. Taylor, Bemidji; Vice-President Allen Doran, Grand Rapids, and Secretary-Treasurer Whitney Murray, Wadena.

Frank WIRTH
Booking Association
EXTENDS GREETINGS TO THE SHOW WORLD

Supplying the World WITH THE WORLD'S FINEST ATTRACTIONS

FRANK WIRTH
Booking Association
1560 BROADWAY NEW YORK
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LONDON BERLIN PARIS

THE UNEQUALLED PRECISION ROUTINES OF THE ALAMOFF, LANDER & AINSWORTH DANCE LINES, PLAYING THE LARGEST STATE FAIR GRANDSTANDS, WERE CREATED BY

STAGE DIRECTOR **ROWLAND ALLEN** DANCE DIRECTOR

WHO STAGED THE PRODUCTION NUMBERS FOR

WORLD ON PARADE (Iowa State Fair, 1932); SHOW OF A CENTURY (Texas State Fair, 1934); SOARING HIGH (Minnesota State Fair, 1935); RISE AND CHEER (Minnesota State Fair, 1936); Also WESTERN CANADA "A," 1934; Revues Toronto Exposition, 1928, '29, '35 and '36. Address: 1611 ELMWOOD AVE., BIRWYN, ILL.

MINNESOTA STATE FAIR

CONCESSIONAIRES AND EXHIBITORS, PLEASE NOTE OUR NEW DATES FOR 1939

SAT. AUG. 26 to MON. SEPT. 4

30 DAYS
2 SATURDAYS
3 SUNDAYS
LABOR DAY

WE ARE PLANNING TO ENTERTAIN 1,000,000 PATRONS

ALL ACTS ATTENTION

WRITE OR WIRE

LeW Rosenthal's
STANDARD OUTDOOR ACTS
For Our 1939 Circuit of Fairs.
Also Want Reliable Salesmen.

529 1/2 Commercial Street, Waterloo, Ia.

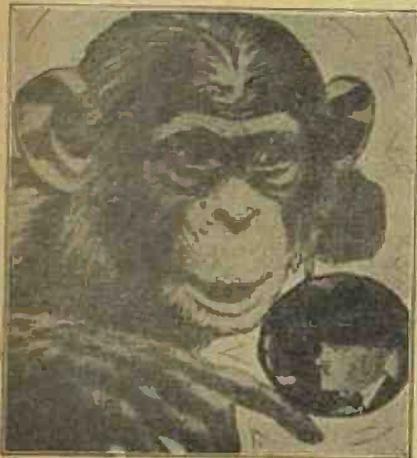
1939

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Our Catalog goes to press December 15. Preference will be given to Acts new in this Territory. If you care to be listed, send full details in first letter, when and where you played in Canada; send also clean photos and copy of your literature to:

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Easily Eclipsing the Extreme Efforts of All Other Expert Stunt Men.

Under the Management of a Veteran Showman Whose Practical Experience Covers All Angles of the Stunt Business.

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E. E. IRWIN
General Manager

exceptional entertainment—by an exceptional thrill attraction! "FOUR O' HEARTS"

121 Ft. High Double Ladder Sensation.

- exceptional because it reflects the brilliance of its Stars!
 - exceptional because they achieve individually!
 - exceptional because they are distinctly outstanding!
- AYE LAD—'Tis the Classic in High Thrill Acts.

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96 BROADWAY, BOSTON, MASS.

New England's largest independent agency.

BOOKING: FAIRS — PARKS — CELEBRATIONS

Attention, Fair Secretaries—Let us submit you a specimen program for your 1939 dates.

Fair Meetings

Pine Belt Fair Circuit, November 30, Wadena, Minn. Whitney Murray, secretary, Wadena.

International Association of Fairs and Expositions, November 29 and 30, Hotel Sherman, Chicago. Ralph T. Hamphill, secretary, Oklahoma City, Okla.

Iowa Fair Managers' Association, December 12 and 13, Savary Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 14, Savary Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Wisconsin Association of Fairs, January 4-6, Hotel Schroeder, Milwaukee. J. P. Malone, secretary, Beaver Dam.

Western Fairs Association, January 5-7, Palace Hotel, San Francisco. Travis Payne, 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, Deulier-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 11-13, Nicolet Hotel, Minneapolis. L. O. Jacob, secretary, Anoka.

Western Canada Association of Exhibitions, January 16-18, Port Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 16-18, Port Garry Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Canadian Midwest Fairs Association, January 16-18, Port Garry Hotel, Winnipeg, Man. A. E. Russell, secretary, Lethbridge, Alta.

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.

Pennsylvania State Association of County Fairs, January 26 and 27, Penn - Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 27 and 28, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

Association of Tennessee Fairs, February 7, Noel Hotel, Nashville. O. D. Mason, secretary, Cookeville.

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.

See inside front cover of this issue for a complete picture story.

Selden
THE STRATOSPHERE MAN
WORLD'S HIGHEST AERIAL ACT

★ Greetings
FAIR MEN

You are cordially invited to visit me at the Hotel Sherman, Chicago, during the I.A.F.E. Convention. See why this act has enjoyed 6 consecutive seasons of sold bookings—why it has been featured in news reels—why photo magazines used it for picture spreads—why other magazines published complete stories and pictures—why descriptions have been broadcast by radio. You'll want it for your fair.

AVAILABLE FOR FAIRS, PARKS AND CELEBRATIONS.
Permanent Address
Care of
THE BILLBOARD, CINCINNATI, O.

The Rube Hits Crossroads, Then Back to Grass Roots

NEW YORK, Nov. 19.—Rube Liebman, field man and professional rattle for Barnes-Carruthers Fair Booking Association, hit the Times Square belt and announced his '38 season at fairs little short, of terrific.

He attended the NSA banquet Thursday night, then back to the Windy City and the sales circuit. Seld has on the mood for acts for Minnesota, Iowa and North Dakota, visiting town's show houses and clubs with that in mind.

V. E. THOMPSON, manager of Thompson Bros. Ballroom and Parachute Co., reports his organization has been contracted to furnish balloon ascensions and parachute jumps at the 1938 Valley Mid-Winter Fair, Harlingen, Tex.

Agricultural Situation

Condensed Data From October Summary by U. S. Department of Agriculture, Washington, D. C.

OCTOBER is the busiest month in agriculture. Farm employment is at seasonal peak as tens of thousands of additional hands help with the harvesting and preparation of fall crops for market—cotton, tobacco and peanuts in the South, sugar beets in the Northwest, apples on the Pacific Coast. About the same farm labor has been employed this year as last, notwithstanding sharp reductions in prices of farm products. Prospects for fall and winter markets have improved since industry has increased production schedules and pay rolls. But a big question mark is the export demand for American farm products. BAE has estimated the world wheat supply at close of 3,000,000 bushels, second largest on record. Of the total the United States has about 23 per cent. The world supply of cotton has been estimated at about 51,000,000 bales, of which about 50 per cent is American cotton. (See AGRICULTURE on page 109)



BOB BOVEY

The Original Sky High Boy

Presenting one of the world's highest and most daring contortion swaying pole acts. Special lighting effects, including neon.

AVAILABLE FOR ALL 1939 OUTDOOR AMUSEMENTS

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West: Wetonga, Okla. East: Rosemont, Martinsburg, W. Va.



AT SESSIONS OF THE 44TH ANNUAL MEETING of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on November 23 and 24 President Ralph E. Ammon (left), manager of Wisconsin State Fair, will preside, and Milton Danziger (right), chairman of the government relations committee and assistant general manager of Eastern States Exposition, Springfield, Mass., will give the report of that important body. Other speakers on current problems and topics will include Secretary Charles W. Green, Missouri State Fair, Sedalia; L. B. Herring, Jr., secretary-manager of South Texas State Fair, Beaumont, and Harold F. DePue, secretary-manager of North Montana Fair, Great Falls.

ACT SALARIES

(Continued from page 58)

the effect of increasing cost of production while at the same time trimming net profit per cheese glass. The manufacturer thus swings his ax toward volume, bringing his ultimate profit up despite falling per capita gains. In class "Triple A" business a point is sometimes reached where too many sales tend to bring profits down, according to the complicated laws of diminishing returns, but this phase bears little or no relation to the act-booking business save that much excess baggage in the form of sub-standard acts has to be carried on the books and sold as much as possible if under contractual obligations to do so.

Under this form of competition the act can stand its ground quite capably and can demand, and get, its par-value salary. In many cases, going by the theory that the act is the lifeblood of a booking office, it can obtain better terms. The booking office can pick up its diminishing gains from the sale of an act via the contractor or producer method, or, better yet, by the so-called blanket contract, where no acts are specified by name but are left to the discretion of the booker, who is usually thoroughly conversant with outlet wants. The blanket contract is seldom or never given out to an untried booker in his first turn at bat with that particular fair or other outlet.

Keen buyers can often buy act by act from one organization or more and save their societies money, but such buyers are in the vast minority. It is considered good business judgment to have enough confidence in the booker or contractor to give him as wide a leeway as possible. What they can save by being ultra finicky is more than made up for by the desire of the reputable booker to give the best that is in him, the best in service and facilities and, most important of all, delivery of the act or acts contracted for. If the outlet does not have enough confidence in a booker of reputation to give him the benefit of the doubt, the situation calls for a change, but it also calls for study before experimenting with new faces. This is the concluding article in this series.

LITTLE ROCK

(Continued from page 58)

repeated next year, but a month earlier."

Heavy rains on the first day cut attendance to 7,300. The association expected 20,000. Cold weather on the second day kept crowds down, but attendance advanced on the third day. Best day for the rodeo was Friday, School Day, when prices were reduced to 25 cents for children. Among free acts were Bee Kyle, high diver; Johnnie Gibson's Six Mustangs, on 90-foot rigging; amateur show, concerts by State college bands and Dave Wilboughby's Trained Palomino Horses, brought from California by Colonel Barton.

Association booked 25 eat concessions. Fairly & Little Shows had 80 concessions; 12 riding devices and 12 shows but business was reported poor. Midway was said to be too far from the main entrance and rodeo gate, but next year this will be remedied.

DROP IN GATE

(Continued from page 58)

chairs. This equipment will be purchased for next year.

Royal American Shows, maintaining their high standard, which had their usual good collection of midway attractions, closed the season here and entrained for winter quarters in Tampa, Fla.

Exhibits were better than at any previous annual. Live stock came back for display after an absence of several years. Poultry show was called the best at any fair in the Southwest by experts. Official attendance and revenue figures are not yet available. Secretary Herring will attend the Chicago meetings.

CALGARY'S SURPLUS

(Continued from page 58)

the years, the 1938 surplus brought the amount saved by the company for a "rainy day" to \$53,672. The 1938 exhibition ranked among the most successful in the 53-year history, said President J. Charles Yule. It was reported that an appropriation of \$40,000 had been made from the Federal Works Program for new buildings.



CRASH DUNIGAN AGAIN SOARS HIGH—with THE BIG SURPRISE OF 1939

NEW IN SCOPE!
BEWILDERINGLY COMPLEX!
ALIVE WITH THRILLS!
FASCINATING WITH DARING!
A BOMBSHELL OF SENSATIONS!

— CRASH DUNIGAN'S —

"FOUR BOMBSHELLS"

Trade Name Reg. U. S. Pat. Office Patents Pending

NOTHING LIKE IT HAS EVER BEEN SEEN BEFORE!

POSITIVELY GUARANTEED 150 FEET IN MIDAIR HEIGHT CERTIFIED

NOTICE—This Attraction will be Submitted to Only a Few Best-Fide Act Buyers at the Chicago Convention.

THE SWING IS TO
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EDNA ALEE TRIO

World's most sensational novelty shooting act

SOMETHING NEW IN THRILLS

Featuring **The Wheel of Death**

Shooting at a revolving human target.

A crowd pleaser anywhere. For indoor circuses, theaters, class night clubs, sportsmen's shows, parks, fairs, rodeos and outdoor celebrations.

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BARNES & CARRUTHERS,
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ATTENTION FAIR SECRETARIES

PARK MANAGERS AND OTHER TALENT BUYERS
DON'T CLOSE FOR YOUR 1939 ATTRACTIONS UNTIL YOU LOOK OVER OUR OFFERINGS. DROP IN FOR "THE CUP THAT CHEERS"—AND LET'S GET ACQUAINTED.

THOMAS SACCO THEATRICAL MART
162 NO. STATE ST. (Near Randolph), CHICAGO, ILL.

The Western Canada Association of Exhibitions Annual Convention

Place: Fort Garry Hotel, Winnipeg, Canada.
Time: January 16th, 17th and 18th, 1939.

F. W. KEMP, President **SID W. JOHNS, Secretary**
Edmonton, Canada Saskatoon, Canada

WESTERN CANADA FAIRS ASSOCIATION **CANADIAN MIDWEST FAIRS ASSOCIATION**
Keith Stewart, Secretary A. E. Russell, Secretary
Portage La Prairie, Canada Lethbridge, Canada

Compliments of
MASSACHUSETTS AGRICULTURAL FAIRS ASSOCIATION

Come to Our Annual Meeting in
NORTHAMPTON ON JANUARY 19 AND 20, 1939
HOTEL NORTHAMPTON

LEON A. STEVENS, President **ALFRED W. LOMBARD, Secretary-Treasurer**

WISCONSIN ASSOCIATION OF FAIRS

ANNUAL MEETING — JANUARY 4-6, 1939
HOTEL SCHROEDER, MILWAUKEE
Every Fair Man Welcome

RAS HAS BEST YEAR

Big Grosses Are Rung Up

Western Canada figures in new mark—still dates result in satisfactory biz

BEAUMONT, Tex., Nov. 19.—Royal American Shows' 1938 season, which ended here, passed into history with records establishing it as the most successful year of the organization.

The show started the show world by producing attendance figures in its seven cities on the Canadian Class A western fair circuit by showing an increase of from 10 to 35 per cent over record-breaking year of 1937. This included cities from Calgary and Edmonton, Alta.; thru Manitoba to Ft. William and Port Arthur, Ont. Brandon was the first stop after the show left Davenport, Ia., after Calgary followed Brandon. Then came Edmonton, where the show established the highest increase in gross in Canada. In Saskatoon the show ar-

(See RAS HAS BEST on page 67)



THIS IS A GROUP OF MEMBERS of the Ladies' Auxiliary, Heart of America Showmen's Club, Kansas City, Mo., snapped on the night of November 11. Many members were out of town. The auxiliary has a membership of 150. Left to right (front row) Helen Brainerd-Smith, treasurer; Mrs. W. H. Dundon, president; Mrs. Elizabeth Yearout, secretary. Second row, Loreta Ryan, Mrs. Elsie Brismading; Fris Clark, Jackie Wilcox, Lucille Parker Hemmings, Mrs. G. W. Barker, Ruth Martone, Mrs. Roger Honey, Mrs. Mel Vaughn, Mollie Ross. Third row, Mrs. Louis Lendes, Mrs. Charles Nathan, Mrs. C. J. Levin, Mickey Ingerson, Mrs. Abner K. Kline, Mrs. A. T. Brainerd, Mrs. Ellis White, Mrs. Neal Walters, Boots Marr and Lucille Hansen.

Met Sector Is Mecca for Outdoor Clan

NEW YORK, Nov. 19.—Metropolitan sector this week assumed all the proportions of Chi's Hotel Sherman Magic Carpet prior to the Windy City convalescence by the banquet-hall of the Showmen's League of America. Local center of interest is the SLA's Eastern replica, National Showmen's Association, with college-on pegged around the org's banquet-hall last Thursday at the swank Commodore.

Not in years, if ever, have yet showmen seen so many midway bosses, commissioners and allied satellites assemble at this point at this period of year. The congestion is so congested, in fact (as See MET SECTOR on page 68)

San Angelo Sends Western States to Quarters in Black

SAN ANGELO, Tex., Nov. 19.—Western States Shows ended their 1938 tour here last week. Aided by Leo Simons' fire dive, which attracted large crowds to the midway, show enjoyed a profitable closing week. Larry Mullins, of show's staff, reports that despite shortage of money thru the territory played the season was satisfactory. All equipment was shipped into quarters at San Antonio for the winter.

General Agent Jim Schenck, show pilot for the past five years, left for Denver, to continue booking for next season. Albert Wright, business manager, went to Chicago, where he will become associated with a brokerage office. Owner Jack Ruback and Benny Hyman will spend the holidays in Kansas City, Mo.

Champion Changes Hands

CLEVELAND, O., Nov. 19.—Champion Electric Co. here, formerly owned and operated by W. W. Hale, has been succeeded by the Champion Electric Mfg. Co. Officers of the new company are Leon Q. Summers, president and general manager; Harry L. Huntsman, vice-president, and Charlie E. Summers, secretary-treasurer.

Krekos Re-Signs Jessup

SAN FRANCISCO, Nov. 19.—Mike Krekos, manager of West Coast Amusement Co., announced here this week that he had re-signed W. T. Jessup as general agent and business manager for 1939. Jessup this season concluded his eighth with the show.

Whale of a Week Is Ahead For Conventioners in Chi

CHICAGO, Nov. 19.—There's a whale of a week ahead for the outdoor organizations scheduled to meet in the Hotel Sherman, starting on November 28. Showmen's League of America will have an especially full schedule, starting with the President's Party next Saturday night and ending with installation of officers on Thursday, December 1.

Bernie Mendelsohn and other members of the committee are working diligently on the President's Party, which they promise will be a jolly and colorful event. It is for members only, and as many of the out-of-town boys will be in on Saturday a large attendance is expected.

Annual memorial service will, as usual, be held in the Bal Tabarin of the Hotel Sherman, after which members will proceed to Showmen's Rest, where a short service will be held. A large top has been provided for the outdoor service to provide shelter if weather is inclement. Buses and parking cars will be on hand to provide transportation for all who wish to go to Woodlawn Cemetery. Election of officers will be held in the

clubrooms on Monday, November 28, at 1 o'clock.

Sam J. Levy, chairman of the banquet and ball committee, back from Hot Springs, says everything is set for a gala evening. Tom Collins, brilliant speaker (See WHALE OF on page 61)

Loos Tour Clicks Open Early in '39

ST. LOUIS, Nov. 19.—J. George Loos, whose Greater United Shows close the season tomorrow in Laredo, Tex., reports a successful tour, having been out 40 weeks, 18 of which were fairs and celebration dates. Shows, which usually open in Laredo, Tex., for the Washington Birthday Celebration, will open earlier than ever before in 1939, having recently booked the Chasro Days Celebration at Brownville, Tex., which is held in February.

This date and the Washington Birthday Celebration are considered two of the best winter or spring engagements.

Complete Program of ACA in Chicago

ALL SESSIONS of the 5th annual meeting of the American Carnival Association will be held in Room 118, Hotel Sherman, Chicago, commencing Monday, December 28, at 11 p. m. and continuing nightly at the same time and place until the business of the meeting is completed.

Opening of meeting by President John W. Wilson. Roll call of member shows. Reading of minutes of 1937 Chicago meeting and approval thereof. Annual report of General Counsel Max Cohen and associate counsel and approval thereof.

Reports of committees; reported officers. Communications. Discussion of activities of the association for the past year. Applications for membership and action thereon. Unfinished business. New business. Election of directors until the next annual meeting. Directors' meeting combined with membership meeting. Election of officers. Discussion of association's policies for 1939. Selection of next meeting place. Presentation of bills. Financial report of meeting. Miscellaneous business. Addresses by members present on subjects to be announced at the time of the meeting. General conference on matters affecting the carnival industry. Adoption of policies and legislative program for 1939. Open forum. Adjournment.

Collins and Showmen

KANSAS CITY, Mo., Nov. 19.—Tom Collins wanted to be a circus clown when he was a boy, but somehow he got steered on another course. After leaving the University of Kansas he went to work on the old Kansas City Journal and has been in the newspaper game ever since.

Having developed a flair for making humorous speeches, as years went by and his fame increased, he found himself working almost every night at parties and banquets. On November 30 he will climax his year to be a showman by appearing before the Showmen's League of America banquet in Chicago for the second time, returning home in time to be at the Heart of America Showmen's Club banquet at the Reid Hotel on New Year's Eve. "A few more dates with the showmen's organizations and I'll feel like a showman myself," says Collins, who some day hopes to devote all his time to making laughs.

Change in Plans Sees Wallace in Memphis Quarters

BILOXI, Miss., Nov. 19.—Concluding a 25-week season at the Community Fair here on November 13 to mediocre business, Wallace Bros. Shows immediately entertained for Memphis, where they will winter in quarters formerly used by Zlandin Greater Shows.

Previous arrangements had the shows wintering on the fair grounds in Mobile, Ala., again, but last-minute cancellation of the lease forced the organization to make hurried arrangements to store equipment in Memphis reports General Agent Walter B. Fox. Season's business was poor, but the organization had a gratifying increase during closing weeks, he said.

Visitors included Mr. and Mrs. Walter Moore, Jerome McGuire, Mr. and Mrs. Robert B. Kline, of Kline's Greater Shows; Nelson Siegrist Jr., and James Terry.

Mammoth Expo Tour Up to Expectations

LOS ANGELES, Nov. 19.—Mammoth Exposition Train, human and animal oddities unit, operated by Hurton & Anfenger, has had good business since its opening at Flora, Ill., according to A. E. (Buck) Walters, general representative. Business on the Coast has been up to expectations, with the organization enjoying exceptional engagements (See MAMMOTH EXPO on page 51)

Cliff Jewell Murdered, Robbed; Assailant Flees

AMERICUS, Ga., Nov. 19.—Clifford C. Jewell, Gaule, Okla., member of West's World's Wonder Shows, which played Sumter County Fair last week, was slain near here on November 11 by pistol wounds at the hands of a person or persons unknown, according to a verdict returned by Coroner Ed Jenkins.

State Patrolman E. E. Spence and J. H. Forrester, who found Jewell's body shot thru the heart and head, reported that Jewell's wife said her husband had more than \$2,000 with him when he left here. Police found only \$22, but reported that his wallet was missing.

Illness Forces Hutchens To Close in Abbeville, La.

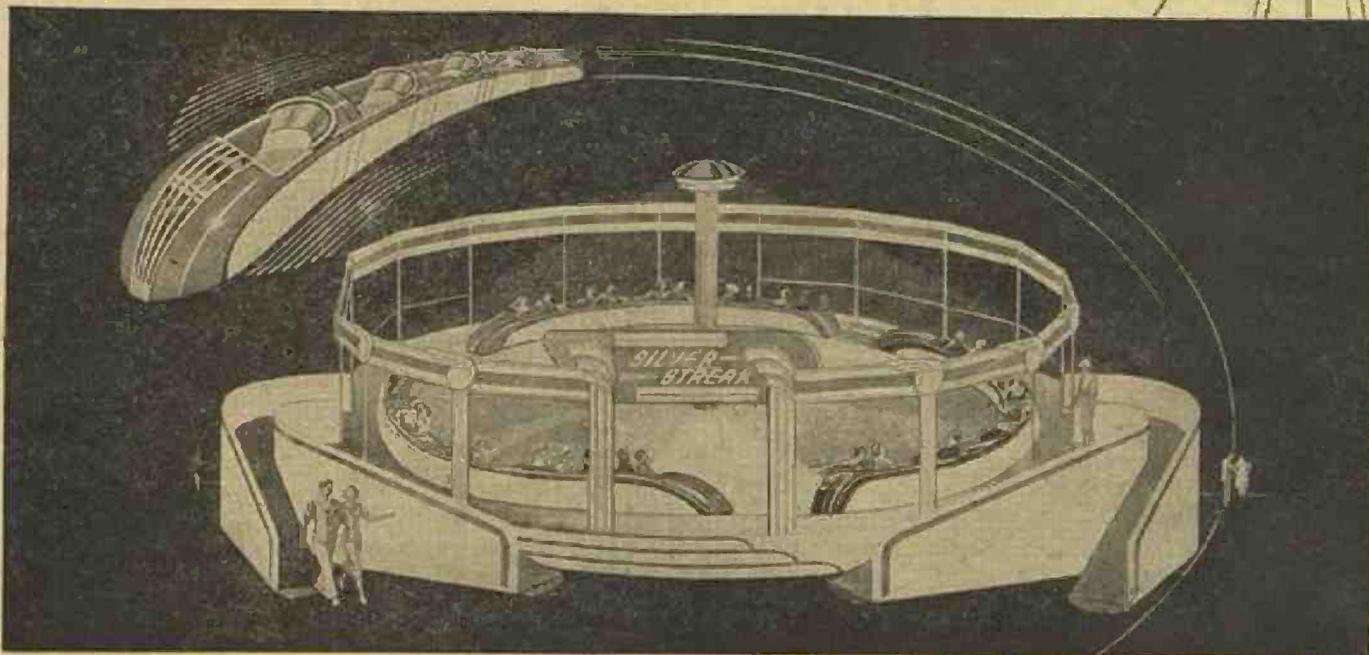
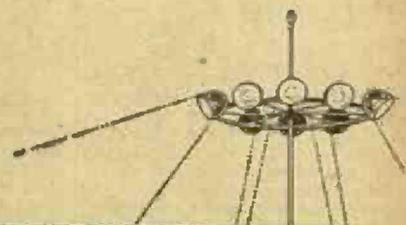
ABBEVILLE, La., Nov. 19.—Illness of Mrs. John T. Hutchens, stricken with pneumonia fever and rushed to a hospital, caused sudden closing of J. T. Hutchens' Modern Museum here on November 8, reports Mrs. J. H. Evans. Physicians at first hold little hope for her recovery, but Mrs. Hutchens' condition has improved to such extent that she and her husband expect to leave for their daughter's home in Memphis in about a week.

General Manager Hutchens reported that altho the season was bad from the start the organization closed on the right side of the ledger. Personnel, excepting Mr. and Mrs. W. C. Russell, has departed. The Russells will leave soon for their home in Webb City, Mo.

THE RIDE OF TOMORROW

From the world-famous Ridee-O we took the basic principles and gave it: 25% More Capacity . . . Three Mechanically Banked Trains . . . Comfortable Tandem Seating . . . Striking and Harmonious Coloring . . . Startlingly Modern Light Effects . . . Unprecedented Speed . . . Complete Streamline—and we made the "SILVER STREAK" designed by master engineers, with all the Beauty, Speed and Appeal that the name implies . . . The Modern Streamlined Profit Plus Ride for 1939.

Fully protected by patent applications



SPILLMAN SPEEDWAY AUTO

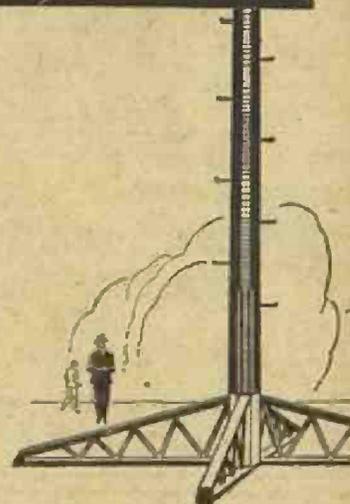
Actual receipts for 14 consecutive weeks . . . \$11,560.00
Record for 1 week with 7 cars . . . 1,786.85



FLASH . . . They're off to new high—with more Power—Speed—Appeal and Profits. The Dynamic Brand New Distinctive SPILLMAN AUTO has—New Jumbo Tires—Bridge Type Frame—Silent Chain Drive—Oversize Axles and Wheels—A Rugged New Powerful "He Man" Motor That Purrs While It Pulls—THE CAR THAT CAN TAKE IT.

At long last . . . a fifty foot light tower designed expressly for traveling shows . . . with . . . eight powerful flood lights and a red beacon marking the extreme top—bridge type base support—special shaped tubular construction making it unbelievably easy to erect and transport.

Long range searchlights with rotating drive are also available at a slight extra cost.



LIGHT TOWERS

FLYING TURNS LIGHT TOWERS PORTABLE STAGES SILVER STREAK AUTO SPEEDWAY
SPILLMAN STREAMLINE JUMPING HORSE CAROUSSELLES IMPROVED HI-DE-HO FUNHOUSE

SPILLMAN ENGINEERING CORP.

NORTH TONAWANDA
NEW YORK

SEE THE SPILLMAN RIDES OF TOMORROW AT THE NEW YORK WORLD'S FAIR

The Carnival on Probation

By **JOE GALLER**
(As Told to Ted Johnson)

Never before has there been such keen interest in carnivals. Never has so much been written about them in local newspapers. Never have they had so much attention from the radio or periodicals. People everywhere are talking about the carnival and its future.

Some managers speak privately as tho the horse were already on the midway. Others, like the colored boy whistling when he passes a graveyard at midnight, keep repeating that time-worn cliché, "It doesn't matter what they say about you so long as they say something."

I cannot agree with these managers. As long as people are talking about us we have a chance, but the carnival as we know it today is definitely on probation. More and more cities are closing to us entirely, and where we are allowed to play more and more committees are asking guarantees. That a real problem is presented here everyone familiar with the carnival will agree. How we are to meet the problem, which we can no longer avoid, depends on our theory of the carnival business.

The word "carnival" has been in use for generations. Perhaps a glance at its history will give us an angle for meeting our present troubles.

During the so-called Dark Ages carnivals played in church yards under auspices of the local priests, who often directed and managed the shows. Troupes would travel from one church to another. To a certain extent that has gone on to the present time and will continue, the most church shows today are amateurish in the best sense of the word—the people put on a nice show for themselves and their friends.

The development of the secular carnival was due to the fact that carnival folks have to eat the year round. Church sponsorship tended to bring very busy times at certain seasons of the ecclesiastical year and closed the shows entirely at others. The process was completed by the Reformation, for the Puritans came into power with a bitter hatred of all shows, which is only today beginning in some places to yield to tolerance and mutual understanding.

The machine age brought to the old

JOE GALLER was born in Budapest in what was Austria-Hungary in 1892. He received his education in European schools and speaks seven languages fluently. He came to this country with his parents while still young enough to absorb the American ideals, for which he has the highest regard.

In 1915 Galler entered the amusement business as a concession operator at Slatopark Park, Pottstown, Pa. That fall he joined the K. K. Greger Shows, with which he remained until 1919, when he opened two movie theaters in Logan County, West Virginia. After two years the call of the road became too strong and he sold his theaters to purchase a half interest in the Latlip Attractions.

In the spring of 1923 he launched his own show and has been owner-manager of various shows since that time. In 1933 he organized the Buckeye State Shows, which he still controls and of which he is general manager.

A genial fellow, Galler is member of many fraternal organizations and is fond of fishing and outdoor sports.



carnival many things that made it appear almost entirely new. Who would think of a midway today without rides? To the public especially the Eli Wheel and the Merry-Go-Round are the carnival. The shows and concessions, historically the older and in many ways the more important to a successful carnival, have been so mechanized that the traveling show we have in America today is primarily an outgrowth of the Chicago World's Fair at the close of the

last century, tho its roots run back into the ancient carnival.

After the World's Fair closed these shows started to tour the country with the idea that the field was unlimited and they "would never play the same stand twice, so get the money now." There was no thought of tomorrow, no vision of a future, no idea that the carnival would continue to grow in popular favor until today the attendance at better shows along the midway often exceeds the total population of the town played.

After my 18 years' experience managing shows I say without hesitation that the public wants carnivals—if they provide a good, moral amusement.

The Buckeye State Shows had a splendid illustration of that this year at Florida, Ala. The annual celebration there is one of the biggest Masonic affairs of its kind, and this was our fourth consecutive year to play it. Times were very hard in that country—money was scarce—but the people had confidence in the quality of our shows gained during the three previous years and they went straight down the midway and patronized every show. This brought home to me very forcefully that there are no hard times for what our ballys call "good, moral amusements." Everyone around Florida knew from previous years that the Buckeye State Shows do not operate any unfair concessions or tolerate any of the commonly called "boochy-coochy" or "geek" shows.

This has operated to our advantage in another way. The entertainment business being essentially a matter of novelty, committees often would like to have a different show each year. Often they receive from unknown shows bids far in excess of the real value of the stands. This puts definite pressure on the committee in favor of the unknown. But as long as so many shows are still playing on a no-return basis the wise committees will take the show in whose manager it has established confidence, trusting him to be showman enough to provide something new and different each year, and to be judge enough of people as well as shows to bring only reliable, responsible people with him. A small financial sacrifice today may easily save a severe headache later.

The carnival is business—big business. The very smallest show represents an investment of at least \$50,000. The average show on the road today costs between \$100,000 and \$200,000 for equipment alone. Conservatively, there is no less than \$40,000,000 invested in carnivals in the United States, giving employment to upwards of 25,000 people directly on the lots and to untold additional thousands in the fabrication of tents, trucks, trains, rides and other equipment.

Yes indeed, carnivals are big business—and it is the duty of the carnival manager to see that it is also a legitimate business. It is his life work to provide amusement and thereby to return to his owners a fair profit on their money. The security of their investment and the welfare of the employees are alike in his hands. The public is the jury, and for good, clean fun it will award him handsome pay; for trash it will throw his show to the wolves.

We must give the public what it wants. Too long has that cry been usurped by the protagonists of filth. A good, moral amusement is by far the most profitable in the long run. My own experience bears that out. The experiences of many other showmen confirm it. To take only one example: that of a personal friend, look at the P. H. Bee Shows. For almost a fifth

of a century P. H. has been playing the same circuit and making money—not fast, perhaps, but steadily.

Where is the G.P. artist, the geek publisher, the unfair concessioner who can show any real profit he has held from his operations?

Another proof of this is to be seen every time a show plays a new town. First the critics come. They are suspicious; they look us over. When it is noised about that the show is good, that the acts are clean, that the concessions are on the level, then, and not until then, do fathers bring their families, youths bring their sweethearts, mothers let their children come to the lot alone. Then, and only then, the midway is thronged and crowds spend freely.

The unfair concession and the immoral amusement must go. I repeat, we must give the public what it wants. We carnival men are killing the busy mother who has fed us and cared for us. Every time a carnival burns up a town it is biting the hand that feeds it. Even the animals in our side shows know better than to bite the hand that feeds them.

Too, many towns already have been closed to carnivals because of bad shows. We must clean our own house—we dare not wait for a Legion of Decency from the outside. We might get instead another 18th Amendment. The carnival manager must do the job with the co-operation of every true trouper who wants to keep on operating, and with the co-operation of the committees that want to see this healthy, wholesome amusement continued for their towns and this source of revenue available for their causes.

We should reopen the closed towns. We must start by playing well the towns we now have. No detail can be left to chance. Every carnival trouper must realize that the whole show is judged by his or her every relation with the town people.

How many of you have stopped to think that you bring over 200 "walking, talking advertisements" into town with you? How we carnival folks behave on the streets, how we dress, where we spend our money, all of these things count for the carnival business or against it. We're on the stage all the time, not just during our acts.

Every one of us will cheerfully and without thinking make any sacrifice to keep the show going as long as the crowd is there. It is sad that so many of us forget for a few hours of imbibing and roughness the fact that by these very acts we are "stopping the show" far more seriously than if we walked off the lot in the middle of a performance.

A carnival is a good customer to a town, to all the merchants. We spend plenty of our own money with them, and they benefit from the money visitors from the neighboring territory bring in with them, only a part of which is spent on the midway.

I know from my own experience that if we will clean house and operate a show that fills a real public demand we will find friends in most unexpected quarters. Recently I had the great satisfaction of re-establishing to a certain extent for the Buckeye State Shows the friendly relations with the church which marked the ancient carnival. Among my most treasured possessions is a recent letter from a well-known Baptist pastor commending the moral atmosphere of our show. (A copy of this letter was published in *The Billboard*.) We did not sacrifice one worth-while or truly profitable attraction to gain this. In fact we were operating our show with no thought of securing his indorsement. Good shows require skillful showmanship, not immorality.

The fate of the carnival is in the hands of the carnival folks themselves.

LAST CALL FOR THE BIG EVENT **WEDNESDAY NIGHT**
NOVEMBER 30, 1938

SHOWMEN'S LEAGUE OF AMERICA
BANQUET and BALL
In the Grand Ballroom, Hotel Sherman, Chicago
TICKETS \$5.00 PER PLATE

Banquet Committee, Showmen's League of America,
165 W. Madison St., Chicago, Ill.

ANNUALLY SINCE 1899
SEASON'S GREETINGS
TO ALL

From "The Mighty Monarch of the Tented World"
JOHNNY J. JONES EXPOSITION
The Show Beautiful
L. LAWRENCE PHILLIPS

ANDERSON-SRADER SHOWS, INC.

Fair Associations and Committees, we are now booking for the 1939 Season in Mid-Western States exclusively. We own our Riding Devices. Will furnish new Canvases and Fronts for high-class Shows. WANT Big Shows and Haulages. Show open April 15 at Wichita, Kan. (Winter Quarters). Address 628 1/2 February 1, Concordia, Kan.

INSURANCE

Complete facilities for full protection are offered to the Amusement Industry of America.

Our clients include names you know—prominent circuses, carnivals, concessioners, ride operators and many others both large and small in the amusement field.

We can insure you against *EVERY* hazard, providing you with various coverages heretofore generally not available.

Submit your insurance problems to us. Personal service to all clients, large and small.

COAST TO COAST



CLEM SCHMITZ

RADIO CITY

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Convention Address

HOTEL SHERMAN, CHICAGO

November 26~December 1

*It was another
great year...
in spite of everything.*

**FAIR MANAGERS CHOOSE
WORLD OF MIRTH SHOWS**

because World of Mirth brings them good, clean entertainment of the kind the public wants; entertainment which helps make any fair an occasion looked forward to with keen interest by the townspeople; entertainment which the Fair Manager himself is proud to offer to his community.

WORLD OF MIRTH SHOWS

MAX LINDERMAN
..General Manager..
WORLD OF MIRTH SHOWS

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Address All Mail: Room 1512
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**WORLD OF MIRTH
SHOWS STAFF**

- MAX LINDERMAN, General Manager
- L. HARVEY CANN, General Agent
- FRANK BERGEN, Assistant General Manager
- RALPH A. SMITH, Secretary-Treasurer
- HOWARD RAMSEY, Assistant Secretary
- JIM McHUGH, Press Representative
- GERALD SNELLENS, Contracting Agent
- JIM STEVENSON, Lot Superintendent
- J. L. EDWARDS, Chief Electrician
- WALLACE A. COBB, Trainmaster
- LEON A. REEVES, Scenic Artist
- HARRY HAUCK, Mechanical Superintendent
- CHARLES KIDDER, Boss Carpenter
- DR. J. K. BOZEMAN, Physician

*and we again express
sincere thanks to our
Fair Manager friends
everywhere.*

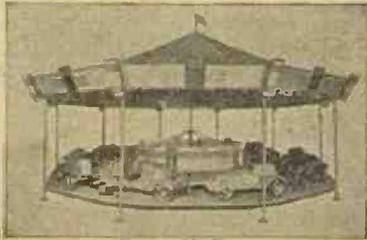
"ROCKET"

THE CENTURY'S GREATEST RIDE



CROSSED \$5,055.00 FIRST 12 DAYS OF OPERATION.
ENORMOUS CAPACITY — 80 ADULTS, 120 CHILDREN.
SPEED — THRILLS — BIG REPEATER!

200 OWNERS WILL TELL YOU THEIR ALLAN HERSHELL KIDDIE AUTO RIDES ARE THE BEST PAYING INVESTMENTS THEY EVER MADE.

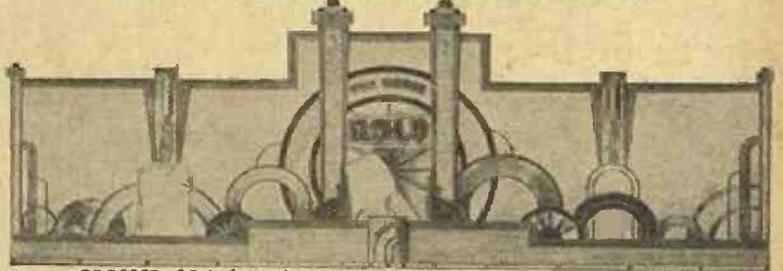


WRITE US YOUR REQUIREMENTS ON PIPE-LOCK TYPE STAGES, SHOW FRONTS, ETC. WE SPECIALIZE IN GOOD SERVICE

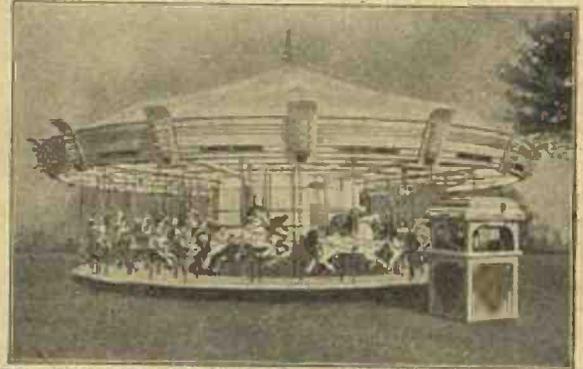
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"RO-LO"

BIG IN FLASH — BIG IN PROFITS
EVER POPULAR FUNHOUSE AND RIDE COMBINATION



CROSSED \$5,011.70 IN 14 DAYS AT TORONTO FAIR, 1938.



OWNERS SAY THE STREAMLINED MACHINE INCREASES THEIR CARROUSEL BUSINESS 50%. WE NOW HAVE A PLAN FOR REVAMPING YOUR PRESENT CARROUSEL — SEE US AT THE CHICAGO CONVENTION.

NORTH TONAWANDA, N. Y.

PHOTO and CAMERA MEN

EASE-LOCK

The New Glass Photo Holder



Here's a "National" for each dealer operation and photographer. The EASE-LOCK using glass (MILK) HOLOGRAM on the market. Best, beautifully constructed in assorted colors to match front glass. Designs of all kinds. Available "anyway," etc. New STREAMLINED EASE-LOCK holds frame in correct position. Photo easily inserted and covered. Sets both horizontal and vertical. Operators reporting big increase in sales. Send name and address for circular and prices. Or you will be pleased with the New "Easelock" glass Photo Holder. We manufacture a complete line of Glass Photo Frames and Photo Mounting Plates. Special Xmas Frames for 1 1/2" x 2" Photos.

MIDWAY PRODUCTS CO.
3437 MAIN ST. KANSAS CITY, MO.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 19.—This column will be the last to appear prior to the fifth annual meeting of our association in Chicago. We take pleasure in extending a cordial invitation to all owners, managers, executives and others affiliated with or interested in the carnival industry and our association to attend sessions of the annual meeting to be held, commencing on Monday, November 28, at 11 p.m. in Room 118, Hotel Sherman, Chicago, and continuing nightly at the same time and place until business is completed. Elsewhere in this issue will be found the complete program.

Meetings will be featured by a review of association activities of the past year, formulation of a legislative program, other activities for 1939, discussion of matters pertaining to rail and motorized transportation, public liability insurance and other topics of interest to the industry. As in past years our meetings will be held in conjunction with annual sessions of the Showman's League of America, International Association of Fairs and Expositions, National Association of Amusement Parks, Pools and Beaches, and American Recreational Equipment Association.

I wish to remind our membership again that they have been cordially invited by the NAAPP, thru its secretary, A. R. Hodge, to attend the 20th annual trade show in the Hotel Sherman and to view the exhibits on the mezzanine floor during the week of November 28. Mr. Hodge informs that no charge will be made members of the ACA in this connection. Letters continue to arrive advising that many of our members will be in attendance, and they indicate that on every hand there is enthusiastic approval of activities of the association and that we shall be favored with a large attendance.

We plan to arrive in Chicago on Saturday, November 26, and shall be available thenceforth but would appreciate it very much if members desiring to discuss specific problems would contact us as early after arrival as is convenient.

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."

701 North Sangamon Street (Phone Haymarket 0444), Chicago, Ill.

THE ORIGINAL CANDY PULLER

Excellent for demonstrating purposes. Very attractive, nicely finished, nickel plated and aluminum base—Motor driven, varied sizes and styles. All accessories parts in stock for immediate delivery. WRITE OR WIRE FOR DESCRIPTION AND PRICES.

HILDRETH PULLING MACHINE CO.
153 CROSET ST. NEW YORK CITY

AT LIBERTY COMPLETE CONCESSION MIDWAY

ATTENTION, CARNIVAL MANAGERS—Have complete Concession Midway, including Modern Concession, Soda Game, All Concessions use Pat-Own Merchandise well finished, guaranteed, courteous operators, transported on six good trucks. CAN GUARANTEE 25 Concessions at \$111.00, month at \$1.00. My best record speaks for itself. Authentic financial data for past 5 years proves position speaks. Managers Note: All Concessions are properly financed, managed. WHY NOT have a reputation Concession Midway through your season with no worries? References as to my integrity, ability, furnished when interviewed. Many excellent contracts. Please advise with routes in Midwest, North and South. Must be established carefully. No promotion considered. Reply to ROY GOLDSTONE, 512 Orange, P. O. 23—Concession Agents, Cookhouse Help, Truck Mechanics, Write, Also at Liberty—also, reliable Electrical Engineer with carnival experience. Albert, write me.

THE RIDE THAT NEVER GROWS OLD

We're backing and taking orders for the New Improved PORTABLE SKOOTER BUILDING, fully equipped with the new 1938 Leisure Line, Motor Car. Will load on three 20-Foot Trucks. Write us now for prices.
FOR SALE—1 8-CAR SPILLMAN SPEEDWAY RIDE
1 PORTABLE STRATONSHIP RIDE
1 12-CAR PORTABLE SKOOTER RIDE
Above rides were all New last season and in first-class shape.
R. E. HANEY, 2608 E. 72nd St. KANSAS CITY, MO.

Merry Xmas and Happy New Year to Everybody CLYDE'S UNITED SHOWS

Now booking for season 1939. Want good Concession. Want Concessions of all kinds that work for stock, except HILDRETH and GUSTARD. Want Show at night. Want to Book Fairs (Great, Long-Play, Kiddie Ride, Pony Truck, Will open in organized downtown, Pa., April 20th, 30th) all mail to GEO. G. SMITH, Mgr., P. O. Box 221, Cumberland, Md.

WANTED

FERRIS WHEEL AND AUTO KIDDIE RIDE Must be in good condition. State age, number of serial and make. For each only.

S. LACHMAN & SON
220 D St., N. W. Washington, D. C.

I WANT TO BUY

FOR CASH
OCTOPUS New or Second-Handed in good mechanical order and complete.

Write or Cable to FRANCIS LEFEBVRE
1 Lombard St., Brussels, Belgium

DEE LANG'S FAMOUS SHOWS

NOT THE LARGEST — BUT THE CLEANEST

1939 WILL MARK OUR 10TH ANNUAL TOUR, AND WE WILL AGAIN OFFER
"AMERICA'S MOST BEAUTIFUL MOTORIZED SHOW"

FAIR SECRETARIES AND CELEBRATION COMMITTEES:

If you want a beautiful Show with plenty of earning capacity that does not carry any racket or grift, that is just what we have to offer for our 10th season. We invite inspection, and also invite you to contact Any Fair, Celebration or City we have played for nine years for reference as to our show or business dealings. You will find that this show is always welcomed back. We will be glad to furnish our Route List for the past nine years of all Fairs, Celebrations and Cities we have played to Committees interested. **BE SURE TO BOOK THE SHOW THAT GUARANTEES: "NO COMPLAINTS WHILE SHOWING, OR AFTER THEY HAVE DEPARTED."**

We will again travel in 1939 from Canada to the Gulf of Mexico, in the Middle West. The longest route ever traveled by any motorized Show that has never cancelled a Fair or Celebration Contract. This Show played 22 Fairs in 1938, and will play that many or more in 1939. Fairs started June 23 in 1938.

CAN PLACE FOR 1939 THE FOLLOWING

- CONCESSIONS** Any Legitimate Concessions that do not operate for over 10c. Remember, no Racket or Grift Wanted.
- SHOWS** Will furnish chromium paneled fronts, top and frame-up complete to Showmen who have a Show to put in same that will keep up with the Standards of this Show. Can place several good Talkers and Grinders. Frank Zorda, write.
- GIRL REVUE**—Can place Electric Guitar Players. We will furnish Electric Guitars and Equipment. Can place young, good-looking Dancers. Salaries paid out of office. Or we will turn this show over to responsible party to operate if he can furnish good show to put in same.
- MINSTREL SHOW**—Can place Musicians, Chorus Girls, Dancers, Comedians and Novelty Acts. All must be sober and reliable. Salaries and percentages paid out of office, as this show is operated by the office. Dave Stratton, write at once.
- FUN HOUSE**—Can place good sober reliable Man to Manage New Bug House.
- RIDE HELP**—We own all the Rides and can place good sober and reliable Ride Men who can Drive Big Ell Semi-Trailers.
- ALL ADDRESS: DEE LANG, GEN. MGR., SHERMAN HOTEL, CHICAGO, ILL., NOVEMBER 26 TO DECEMBER 1;**
THEN P. O. BOX 491, WACO, TEXAS (Winter Quarters).

Wishes of a Merry Xmas and Happy New Year
To All Members of the Tented World

WESTERN STATES SHOWS

"The Best in the West" — "The Show of Shows"

Now Contracting and Arranging Route for Season 1939.

Will Finance Showmen With New Ideas

Also

Attractions Meeting the Required Standards of This Organization.

WANTED—High Aerialist Act. Contact at address mentioned or Showmen's Convention, Hotel Sherman, Chicago.

Attention, Fair and Celebrations Committees, write or contact us

La Mar Hotel, San Antonio, Texas.

JACK RUBACK, Gen. Mgr.

ALBERT WRIGHT, Bus. Mgr.

JIM SCHENCK, Gen. Agt.

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, Nov. 19.—To press early this week, so there was no chance to get news of the regular meeting. Chairman Sam L. Levy is busy with final arrangements for the Banquet and Ball to be held November 30. A. L. Rossman advises that this year's program will vary a bit from its predecessors, in that it will carry a directory of shows and affiliates in all branches of the business. He suggests a prompt response to the letters sent out and will be pleased to hear from any who may have been overlooked. Listing charge is \$10.

M. J. Dolan is going into final action on the annual Memorial Service and is planning an impressive affair. Arrangements are being made for dedication of the new flagpole at Showmen's Rest on this occasion. Bernie Mendelson and committee are planning to make the President's Party a real event. B. T. Jessop is all set and ready for registrations and has set a schedule of service for committee members.

Neil and Mrs. Webb left for a visit on the Coast. They will stop for a return visit early in December. Abner K. Kline and Harry A. Illinois visited, both stating that they would return for the convention. Club was pleased to learn Brother John F. Reid is well on the road to recovery after a recent illness. Recent applications received were for Pete Manos, J. O. Schneck and John L. Lorman Jr.

Ned Todd and Buddy Paddock, both in line for the Gold Life Membership card, are putting forth real effort as they near the goal. Membership Drive closes the day of the Banquet and Ball. Dues were received this week from C. V. Blum, John A. Sloan, M. W. Seller, James T. Sherman, Richard Symington, D. M. Bailey, L. S. Rohter, Earl W. Kurtze, Heneric W. Waters, R. E. Hiney and M. F. Laird. Johnny J. Jones Exposition mailed its check for \$647 as result of its Showmen's League Benefit.

"LOOK AT LIFE"

WORLD'S LARGEST AND FINEST
TRANSCONTINENTAL TOUR MUSEUM

Wants to hear from Big Shows Act! Eva LaTour wife or Bill West look at some large makes for window display for winter. J. J. Lyons, Deb Wallace wife, want a real Polished Man. West Qualified Man. Maurice Pierce wife. Want powerful Price Package Candy Salesmen. Can place real troupe of Native Hawaiians; two girls and three boys all over sing, play and dance all week the night. We pay all hotel bills and stay at the best. And two good meals a day and pay off every night IN CASH. All replies to 88 S. Lincoln St., Springfield, Ohio.

DIPSY DOODLE

Latest Money-Getting Ride

Tops Them All. Now Ready for Spring Delivery. Prices, Terms, Write

DIPSY DOODLE MFG. CO.,
Gen. Del., TAMPA, FLA.

TILLEY SHOWS

NOW BOOKING FOR 1939.

Concessions all open street Corn Cakes and Leaf Range Gallery. Cook Houses open for reliable party with new equipment. Guarantee Privilege in Tables. Mechanical Show, Tuba write. Ride Show open. John F. Hesterna, have proposition for you. Will look any worth-while attraction, with or without you outfit. Address 1444, Ill.

NORTHWESTERN SHOWS

NOW BOOKING FOR SEASON 1939.

Concessions, Entertainment and Shows.
Address P. O. FLAGR, Sole Manager,
38 East Woodbridge St., Detroit, Mich.

GOLD MEDAL SHOWS

"America's Finest Motorized Exposition"

GREETINGS TO OUR FRIENDS EVERYWHERE

FAIRMEN, CELEBRATION COMMITTEES—We are now preparing our route for next year and invite correspondence from you.

Correspondence invited from Showmen with worth-while ideas.

Address

OSCAR BLOOM, Mgr., P. O. Box No. 8, New Albany, Ind.

This was indeed gratifying. Chairman Carl J. Sedimayr reports that in addition to the pledges made for the Showmen's Home he has received cash responses to date from Sam Gordon, M. J. Doolan, Hopple, Ida Cohen, W. D. Bartlett, R. E. Hickey, James Cumliffe, Hyla P. Maynes, Denny Pugh, E. W. Weaver, Wilhelmine Ghase, Donald MacLeod, A. W. Wirtz, Keller and Carney, The Billboard, A. L. Rossman, F. E. Gooding, Walter B. Fox, Fred Beckmann, Albert J. Moran, Olinery Tent and Awning Co.

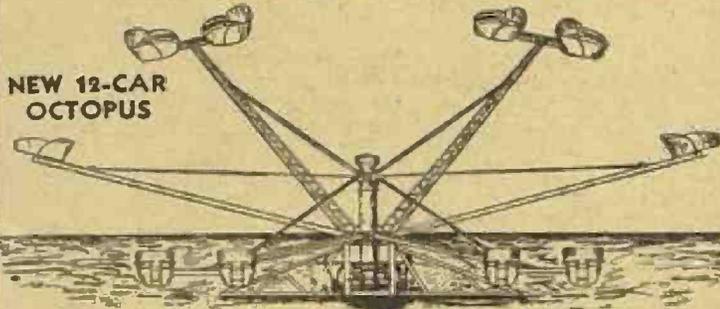
HI-HO SHOWMEN

EYERLY RIDES AGAIN

Leading All Time Sales

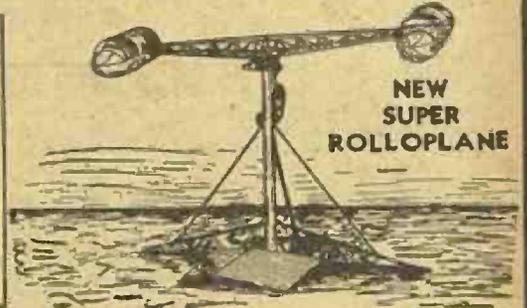
Permanent and Portable

NEW 12-CAR OCTOPUS



See the working model of the exciting new ride
SUPER ROLLOPLANE
at the NAAPPB Convention Chicago

NEW SUPER ROLLOPLANE



Eyerly Rides Earn Enormous Profits

COAST TO COAST

Place Your Order For Spring Delivery -- NOW!

ADDRESS ALL COMMUNICATIONS TO

EYERLY AIRCRAFT COMPANY, Salem, Oregon

ABNER K. KLINE, Sales Mgr.

LUSSE BROS., Ltd. (European Suppliers) BLACKPOOL, ENGLAND

Showmen's League of America



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND

Previously Acknowledged \$19,547.70
Received This Week 2,700.00
CARL J. SEDLMAYR, General Chairman Drive for Funds.

WRITE FOR PLEDGE CARD.
A Home for Aged and Infirm Showmen

Showmen's Home Trustees
FRED BECKMANN — Chairman
M. H. BARNES — Treasurer
E. W. EVANS — Secretary
L. W. Conklin W. R. Hirsch
W. J. Doolan Max Lindeman
Max Goodman E. Lawrence Phillips
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Worthy of Your Co-Operation

ALLAN-HERSCHELL

MERRY-GO-ROUND

40 Feet — Three abreast.
Good Operating Conditions.
A Rare Gem at \$1,800 Cash.
COLEMAN BROS. SHOWS
508 Main St., Middletown, Conn.

ORGANS AND CALLIOPIES

(Used, 2nd Condition, for Sale)
REPAIR WORK — CARDBOARD MUSIC
SPECIAL NEW SMALL ORGAN
Plays Hand Played Bell, Suitable for Large or Small Rides. Priced Reasonable.
CHRISTMAN ORGAN WORKS
3005 East 18th St., Kansas City, Mo.

WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheet, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.
BOWER SHOW PRINT CO., COWLER, IND.

Wisconsin De Luxe Co., Arthur Hopper, Fairly and Little Shows, Frank Hansaki, Ollie E. Bradley, C. D. Odum, Charles T. Goss, Charles A. Lena, Zeke Shumway, H. A. Miller, Oscar Halverson, Bennie Beckwith, John Lavin, Harry P. Martin, Mr. and Mrs. Clint Nogle, W. F. Kemp, George Nelson, L. O. Kelley, John W. Galligan, Dave and Nancy Miller, George Vogstad, Charles McDougall, Peter Korles, George H. Lauerman, Frank P. Duffield, Jamie Limbaugh, R. C. Ward, Tom Arger, Sam Feinberg, O. Grossloee, Al Reese, Ralph Anderson, William Claire, Oscar Bloom, Canadian National Exposition, Phil C. Travis, E. S. Webb, J. A. Darnaby, Employee of M. J. Doolan, Soff's Liberty Shows, A. J. Weiss, J. C. McCaffery, Cuzley Smitherman, Walter A. White, O. H. Weigand, Felix Charneski, Louise Mills, Louisiana State Fair Benefit, Simon Ehrlich, W. R. Hirsch, Carl J. Sedlmayr, Joseph T. Monour, H. E. Martin, A. W. Katz, Jack Neal, J. E. Gould, David Abe Kahn and Bruce Chase.

Response to date in the Annual Drive for Convalescent Hospital and Relief Funds came from Hoys! American Shows, Tampa Benefit, Wallace Bros. Shows of Canada, The Billboard, Beckmann & Greety, Dumas & Reid Shows, Mel H. Taught Shows, Kennies Bros. Shows, Mighty Showsley Midway, Joe Gailer's Buckeye State Shows, Zimdars Orator Shows, Art Lewis Shows and Johnny J. Jones Exposition. In addition to these, other benefit shows have been held from which reports are forthcoming. All in all, result has been satisfactory and Chairman Sedlmayr predicts a total favorable with that of 1937.

Ladies' Auxiliary

Club's open house convention will be held November 27. Installation dinner is at 8 p.m. November 29 in Hotel Sherman's Crystal Ballroom.
Many beautiful prizes and handwork will be awarded during the open house session.

Regular bi-weekly meeting will be held November 17, with President Leah M. Brumlove presiding. Many plans will be discussed on coming events.
Relief committee reports all members well. Members received Sherry Mrs. Charles Driver enthusiastically after a long absence due to illness.

Season's Greetings

BUCKEYE STATE SHOWS

"The Carnival With the Community Spirit"

JOE GALLER, General Manager

Celebration and Fair Secretaries Address

J. A. GENTSCH
General Agent
Natchez, Miss.

Winter Quarters

Natchez
Mississippi

SHOWMEN!
When You Have a GOOD IDEA
I'll Back You to the Limit.

Joe

RAILROAD CIRCUS AND CARNIVAL WAGONS

Built for Tim McCoy Circus—Offered at a Bargain.
Offices, Baggage, Supply, Cookhouse, Water Tank and Flat jobs. All on Rubber and Timken. Also Seating.
All Cheaper and Better Than Winter Quarter Construction.

SPRINGFIELD WAGON & TRAILER CO., Springfield, Mo.

MERRY XMAS GREAT LAKES EXPOSITION SHOWS

NOW BOOKING FOR 1939 SEASON
Opening Middle of April, playing Ohio, Pennsylvania and Indiana. All Shows played under Local Fire Departments and Chambers of Commerce
WE OWN AND OPERATE OUR OWN RIDES: CAN BOAT and OLIVE ROMA-FIDE CONTRACTS FOR THE FOLLOWING: Exceptionally good Concessions, must be large and first-class in every respect; Grand Concessions, Ice Cream, Candy, Concessions, Ice Cream, Flow, Quack-Loor-Ago, Palmistry, Digests, Yearly Arcade, Microphone, Photo Gallery and Long-Range Shooting Gallery. Will book or build Tents—One for responsible parties, also Girl House and Half-and-Half. Can the Athletic Show. FREE ACTS give us best price for season's contract. They are subject to the high. Want good Show Carpenter at once. Would like to hear from they train, Electric Light, Clarence Penn. PAIR SECRETARIES WANTING A CHANGE AND A NEW UP-TO-DATE SHOW. WHITE, Toledo, O.
Address: AL WAGNER and G. D. (JACK) CLARK, Box 46, Toledo, O.

Midway Confab

By THE MIXER

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

BIG things at the "Crossroads"

COMMON SENSE and the ability to use it are two of the most valuable assets in show business.

MR. AND MRS. GEORGE WHEELER have been placed in charge of the Blue Ribbon Shows quarters in Columbus, Ga.

CHRISTMAS SUGGESTIONS: If still undecided give a subscription for The Billboard.

JOE TRASKA, with his Model Farm exhibit, pulled into Cape Girardeau, Mo., last week. He says he'll remain there for the winter.

JOHN HUFFLE reports that he, has his show, which is presenting Uncle Tom's Cabin, clicking playing Pennsylvania school and theater dates.

SIGN on the front of a photo gallery, "We Take You."

PAUL (JONES) JONES, formerly with Dodson's World's Fair Shows, is in Duke Hospital, Durham, N. C. He says he'd like to read letters from friends.

IRENE RUSSELL, featured tap dancer with Irving Lewis' Revue on the O. C. Buck Shows this season, is playing night clubs in New York.

that he has not been signed as general agent or in any other capacity by C. H. Tenthill Attractions for 1939, as was recently reported.

CARNIVAL MANAGERS who formerly bragged about the number of lights their shows used now boast of the number of feet.

EDWARD JESSOP, well-known concessioner, visited The Billboard, Cincinnati, last week while en route from Connersville, Ind., to Tampa, Fla., where he will winter.

CAPT. GEORGE WEBB, high diver, who closed with Crowley's United Shows recently, is wintering in Austin, Tex., and not St. Augustine, Tex., as was previously reported.

EVEN the my brother is a town chump. I still have enough respect for him to spend the winters in his home.—Cousin Peleg.

EDWARD BINDER, well known in outdoor show business as Smoko, Human Volcano, is making an attempt to settle down and has opened a magic establishment in Haverhill, Mass.

LEO J. COX and **W. B. Jones**, past season with the Beckmann & Greely Shows, are operating a string of tour-

Happy Days

WOOSTER, O., Nov. 19—When J. R. Edwards, of shows bearing his name, lost a recent election bid with officials of the Harris Paint Co., here, he not only paid off in cash but made good his promise to truck his large callopo to the firm's plant and play *Happy Days Are Here Again*. A large crowd witnessed the pay-off. Edwards also hauled out the callopo from his winter quarters at the Wayne County fairgrounds here to serenade a large department store in celebration of its 50th anniversary in business.

EDWARD LeROY, high-wire act, this season with Eric B. Hyde and Starkey Greater Shows, pens that he has been contracted to present his act with West's World's Wonder Shows at that organization's list of Florida dates.

MRS. LOIS DE ROSSIGNOL, better known as Mrs. Doorknob, successfully underwent a second throat operation November 6 in Kokomo, Ill. She has been placed on a rest cure by attending physicians.

CONCESSION agent to cookhouse cashier: "Give me a dollar and a half's worth of quarters. I want to pay off my sticks."

JIMMY ALLEN, manager of the Athletic Stadium on J. J. Page Shows this season, appeared on the program of weekly shows in Johnson City, Tenn.; Bristol, Va., and Winston-Salem, N. C., last week.

A MIDWAY attraction operator who had settled in a park for a number of years was jokingly asked, "You don't want to die a chump, do you?" "I don't want to die a chump, but in peace," was the reply.

MIDWAY Weeping Willies who show up the sponge last summer are now weeping because they didn't stick and stay for the fair season's red ones.—Oscar, the Ham.

MANY SHOWMEN who have ceased operating blow-offs in the back end of their tops have done so profitably. Some still believe in selling a quarter show for a dime and making it up with "back-of-the-curtain" added attractions.

GEORGE OKADA'S wife is seriously ill at her home in Tampa, Fla., according to Mrs. I. J. Tanner, who asks that anyone knowing his whereabouts, inform

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PROGRAM HAS BEEN PREPARED and all arrangements made for the fifth annual meeting of the American Carnival Association, Inc., by President John W. Wilson, co-owner of the Ceilin & Wilson Shows (left), and Max Cohen (right), general counsel and secretary-treasurer of the association. Sessions will begin in Room 118, Hotel Sherman, Chicago, on November 28 at 11 p.m. and will continue nightly until business is completed. Officers will be elected and policies for 1939 will be mapped.

GOOD WILL built up in any community can always be used to good advantage.

SLIM JAMES, formerly with the Silver State Shows, is recovering from injuries sustained when a truck body fell on him. He is at Camp Rock, El Paso, Tex.

MILO ANTHONY, with Paul Towse's Silver State Shows this season, writes from New Mexico that he is with a winter show touring that sector.

BINGO BATTY FABLE: Ticket seller hollering thru doorway, "M-i-s-t-e-r, you forget your change."

J. LEE (BUCK) SMILES is in Wilmington, N. C. framing a minstrel show which he plans to place with a carnival next season.

MIKE CAHILL closed his outdoor season at Emporia, Va., October 22 and opened at the American Music Hall, Long Island City, N. Y., in The Girl From Wyoming for an indefinite engagement.

SIGN on window of a farm trade sheet: "1,500 Paid Subscriptions." Didn't state whether cash or chickens.

EDDIE AND MOLLIE OWENS, after a successful outdoor season, returned to Cincinnati, where they plan to remain for several weeks. Eddie was among visitors to The Billboard's offices last week.

HARRY A. ROSE letters from Buffalo

let's cabins between Mt. Grove and Mansfield, Mo.

SOME weekly show letters that start off with "Opened big" fail to state how the date closed.

BERTHA BERT, who closed with the World of Fun Shows recently, has joined Howell's Side Show, with Jack Cortez on the front of the annex, on the Southern Greater Shows for the winter.

HAVING recently concluded a tour with Tait's Carnival Shows, Dare-Devil Kiriloff, high-pole performer, reports from Singapore, S. S., that he is now playing parks throughout Malaya.

BEST WAY to find out whether you are still working for a man is to wire him for money.

MR. AND MRS. ANTHONY CIUNAS and Toby (Bob) Childre card that they are contemplating spending the winter in Florida. They closed recently with the W. C. Kaus Shows in New Bern, N. C.

EARNST (HAPPY) SUMRALL, after closing with the Blue Ribbons Shows at Columbus, Ga., headed for Monticello, Ind., where he will winter with his sister, Mrs. Carrie Ferrigo, formerly Mrs. Hal Graham, of the Hal Graham Shows.

ACCOUNT of increase in weight will sacrifice two suits and overcoat after the Chicago meetings. Excellent condition. B. F. Gato, manager, Gale and Banner Shows.

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MEET our representatives in BIG KLD Exhibit Booth in the main exhibition hall Sherman Hotel, Chicago, November 28, 29, 30, December 1. Ask them about the KLD Show unit and THE KLD Wheel built for a life-time of service.

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SQUARE DEAL TARGET CO.
 East William, N. Y.

him of her illness. Okada is a concessioner.

FRESH, smart-looking ride help keep many a young woman from returning for a second ride.

IRVING LEWIS, whose revue closed with the O. C. Buck Shows in Littleton, N. C., on October 29, is in Greensboro, N. C. After a two-week vacation there he will assemble his revue cast for a string of theater dates.

A CONTRACT for all the salt-water taffy stands at the New York World's Fair of 1939 has been awarded to Edward Sutter, widely known concessioner, Mansfield, O., he reports, and he has begun preparations for the operation of his stands there.

PAINTING only the initials of a show title on show cars and baggage wagons has no publicity value to a built-up name or organization whatsoever.

SAMUEL J. (CON) GRAY, manager of Gray's Greater Canadian Shows, returned to his home in Canada from a brief visit to the States, where he arranged to purchase several rides for next season. He is engaged in superintending winter quarters' activity.

"WHAT are these much-advertised home-coming dates?" asks Ophelia Polycarp. "Do those who are away from home rush back to see the midway or are they the last spots of the season in the shows' home towns?"

VIOLET PHILLIPS, Oriental dancer with Irving Lewis' Revue this season on the O. C. Buck Shows, has returned to her home in Pittsburgh, where she is appearing in night clubs. She closed with the revue in Littleton, N. C., on October 29.

OUR secretary-treasurer is dumb in one way and smart in another. What he doesn't know about a fifth wheel of a wagon he makes up for with a pencil—Egbert Ironbeeder, artistic and modernistic blacksmith.

ARTHUR ALEXANDER cards from Hot Springs, Ark.: "After the Blue Ribbon Shows closed the season in Albany, Ga., Mr. and Mrs. L. E. Roth and Mrs. Alexander and I left on an extended motor trip, stopping off here for a brief vacation before heading north.

YEARS AGO a fair manager said: "No fair is complete without a Merry-Co-Round and a balloon ascension." Now he can add, "Without an organized carnival and a thrill show."

ANOTHER concession at the New York World's Fair of 1939 has been closed by Ray (Pop) Dunlap, of walkathon note, he reports, for the exclusive on frozen custard, with about 20 stands thruout the grounds. Already having been awarded the guess-weight scales concession, he plans to open a New York office and warehouse in January.

SHOW-OFF CLUTCHMEN who speed up rides and then suddenly brake them or those who suddenly swing a Ferris Wheel seat to



W. T. JESSUP, general agent and business manager of the West Coast Amusement Co. for the past eight years, who has been re-engaged in the same capacity for 1939 by Mike Kekoa, manager of the organization. Jessup, in his more than 25 years in outdoor show business, has seen service with many circuses, carnivals and legitimate shows.

What? No Shavings!

BEAUMONT, Tex., Nov. 19.—There were no Southern-style shavings on the midway at South Texas State Fair here on November 2-13. Instead the milling thousands walked over something which looked just as glittering and which made a pleasing carpet. But they were rice hulls, as the rice industry is really something here. The hulls were declared perfect for midway use.

those girl riders scream are as dangerous as reckless drivers.

MICHAEL ROMAN, veteran concessioner, who has been off the road several years, writes from Tenafly, N. J., that he plans to go out again in 1939 with a cookhouse and grub stand on Andy Bros.' Shows. He is well known in the outdoor field, having been associated with O. J. Beatty, R. A. Wolf and Gold Medal Shows, and Rubin & Cherry Exposition.

NO MATTER how you figure it, the wage and hour law is going to be hard to dodge. Those who used to pull the switch for the pay-off hour will be forced to pay off in the light.—Colonel Patch.

BILLY FARMER, Paul Davis and Philip Reason, who handled novelties for Jack Burslem on the Hennies Bros. Shows' engagement at Houston, pulled into El Paso, Tex., last week and joined Burslem on a trip to Phoenix, Ariz. The boys reported they visited Juanita Pees and Maxine Brunk, of Brunk's Comedians, in Houston.

"WHAT can we do to please some 'show-men' demands a midway fan. "If we spend our money with them they refer to us as a lot of chumps and marks. If we don't spend any money or ignore their midway then our town is a blank and n. g."

R. E. SAVAGE tells from Johnson City, Tenn., that the Minstrel Revue, past season with the J. J. Page Exposition Shows, was scheduled to play a route of theater and school dates this winter under direction of Jimmie Allen. Last-minute changes in the cast, however, forced cancellation of dates and members of the revue have left for their homes and other shows, he reported.

A NORTHERN gal who had never been south before stood on a corner in Mason watching the Georgia Keeno plates on cars as they passed. She was heard to remark to her companion, "This State must be full of show people."

JACK A. AND MAZIE MONTAGUE, who closed with the Art Lewis Shows at High Point, N. C., are visiting in Charlotte, N. C., with Mr. and Mrs. Gene Nadreau, veteran showfolks, who have several concessions at the food show there. The Montagues are en route to Punta Gorda, Fla., where they will winter and rest on the banks of Peace River.

MANY show managers still believe in displaying banners and pictures of long-departed freaks. When these former freak features died their banners died with them. Dead banners in a banner line make for a dead side show.

RALPH G. LOCKETT, secretary of Johnny J. Jones Exposition, after a brief visit with his mother at their home in Ettrick, Va., left for Washington, D. C., where he met Owner E. Lawrence Phillips, of the Jones organization. They attended the National Showmen's Association banquet in New York and left for Chicago to attend the meetings there.

A RIDING-DEVICE fireman should not operate the clutch. His big job is not only in getting a ride up and open in time but the safety of his patrons should be protected. Never should a ticket be sold to a person who is physically unfit or intoxicated.

A. B. CUNDIFF, while en route to Miami, writes from Blytheville, Ark.: "Have been contracted as special agent with W. A. Gibbs Shows again, making my fourth year in that capacity. Before leaving for Miami I contracted Jake Kumake and his Royal Hawaiian Show for the organization for 1939. Jake will build another show in winter quarters after he concludes his present vaudeville tour."

MANY business men in lines other than show business take a defensive attitude when approached by showmen offering them their

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business. The only way to prove to them that you are in a business is to do business in a businesslike way.
FRED G. BOSWELL, of the shows bearing his name, who closed his organization in Princeton, W. Va., in June due to adverse weather and conditions, and wound up the season as general representative of the Broadway Shows of America, is in Hot Springs, Ark., where he will remain several weeks. He visited many shows while en route there from Newport, Ky., where he closed the season.

SOME ride operators complain about noise of loud speakers. They have been quick to forget about the sirens, whistles, motors without mufflers and the rear of the rides that drowned out the words of show talkers and helped bring about adoption of the mikes.

RAE-TERRILL letters from Houston: "Still playing store shows with Jack Hamilton's Hall of Oddities since leaving Burdick's All-Texas Shows in Caldwell, Tex., and closing with Crowley's United Shows in Corpus Christi, Tex. Opening here was fair. After an engagement with the Shrine Circus here we'll continue our string of store shows. Have been working a new frame-up for my amuse and business has been good since I came west of the Mississippi."

SOMETIMES a show's worst opposition is its auspices. This has been proved time and time again by companies that have played under ex-soldier organizations during their State conventions. Downtown parades held potential patrons on the streets.

J. J. PAGE, owner-manager of J. J. Page Exposition Shows; Marion Cells, mayor of Johnson City, Tenn.; Lee Carter, prominent realtor, and Ike McKinney, of Johnson City Fire Department, spent Armistice Day visiting Washington, Baltimore, Philadelphia, New York and several New Jersey spots. Page

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Write Christmas and a Happy New Year to our many happy customers here and abroad. For orders who call collect and pay ONLY Original Unimolated Food Machine Making Machines. Write TODAY ELECTRIC CANDY FLOSS MACHINE CO., 202 12th Ave., Nashville, Tenn.

Warred that from the outlook in the East, with its many smokestacks in operation, 1939 should be a bigger and better season.
WHEN a show train makes a long jump it is usually on its way to a proven spot, but when it travels hundreds of miles just to be going somewhere, then it is a case of empty fouting. It's like the guy who flung a bird

CHRISTMAS

GREETINGS

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and rode clear across town to enjoy a good fire—and found the ashes of his own home.

ART LEWIS SHOWS' winter-quarters notes by E. K. Knauff—All equipment has been stored in quarters in Norfolk, Va. . . . Manager Lewis, Al Rogers and P. Percy Morency left for New York to attend the National Showmen's Association banquet. . . . Quarters are under supervision of the writer, who has started work on equipment. Building program includes construction of three new fronts, marquee front, three trucks and a new electrical truck.

WHEN a show cockhouse is most appreciated—the opening weeks in the spring, the first three boomers in a row, the rainy weeks and the days when the lot is too far out of town. The cockhouse not only is a friend in need but a convenience to all show people, as well as a spot in which to dine with and among friends.

BUCKEYE STATE SHOWS' notes: General Manager Joe Gallor and staff are wintering in Natchez, Miss., where some wagons and equipment are stored on Main street near the post office. . . . Manager Gallor, who recently returned from a visit with his mother in Ohio, has been visiting relatives and friends on Mississippi Gulf Coast. He plans to attend the Chicago meetings. . . . Members of the show attended performance of P. S. Wolcott's Rabbit Foot Minstrels near headquarters and renewed acquaintance with Wolcott, wife and others on the show.

HOW to gain a title of distinction. The easy way in one season. Lecture on an ornithological exhibit and they will title you doctor. Read scripts and you are professor. Lecture on a snake pit and you are captain. Fry hamburger and you are dubbed chef. Be a night watchman and you are chief. Do legal adjusting and you are counselor. Do a little stomach sticking and they call you duke. Other worthwhile titles, such as count, prince, admiral and many others, also can be obtained with little or no effort.

RUBIN & CHERRY winter quarters downs by Secretary Frank B. Reed. . . . Last two weeks have been spent in stor-

ing equipment in show's new quarters in Mobile. . . . There are enough people spending the winter here to keep one from becoming lonesome. . . . Harry and Bench Bentum have their trailer on the grounds. . . . Trainmaster Sheppard and wife, Lillian, are here, as are Whittie and Mrs. Belote and Supl. Nat Worman and wife. . . . Gus Woodall continues to operate the dining car. Peasey and Cleo Hoffman are at Majestic Apartments, Hot Springs, Ark. . . . President Rubin Gruberg spent several days in Beaumont, Tex., at an Amusement Corp. of America meeting. He left there for Philadelphia. Mrs. Annie Gruberg is in Philadelphia with their daughter, Edith. . . . Joe Redding is wintering at home in West Palm Beach, Fla. . . . Cashier Sharpe is visiting his sister at West Point, Ga., before making his Florida trip. Downey Bros. Circus exhibited here November 30 and Charley Sparks and Manager Charlie Kate had the Rubin & Cherry bunch as their guests. Little work will be done here until after the Chicago meeting.

REALLY BIG MEN in the business do not try to steal credit from their executives for work well done. As a matter of fact, the importance of owners and managers is emphasized all the more when the so-called head help perform their duties capably or inaugurate innovations. This goes for all kinds of businesses, and also takes in all forms of show business, including circuses. It takes a really shrewd and discriminating executive to select good personnel. It is obvious that if the preparator pens members of his own staff he is reflecting upon himself.—John Friendly Tip.

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Send for Concession Tent Catalog

FOR SALE
TWO Female Lions in best of health, first \$150 takes them. Address
RUBIN & CHERRY
BOX 2, MOBILE, ALA.



Palace Theater Building, New York.

NEW YORK, Nov. 19.—Benefit banquet at the Hotel Commodore Thursday night is history. A few hours prior to the banquet the ticket sales had exceeded the 700 mark. Tuesday's meeting was more than well attended, some 300 being present. Regular business was for the most part suspended, meeting being devoted to banquet discussions and reports.

President Hamid lauded the fine work accomplished by officers and individuals, banquet chairman Dufour and executive vice-chairman Rothstein and the entire banquet committee being thanked for the work they did to make our first affair a success. Vice-President Max Linderman, back in town, was the recipient of a stirring oration when he presented President Hamid with a check for \$1,008.20 for the burial fund. The money was raised by Linderman at various benefits staged on the World of Myth Shows this season. Plaques were presented at the banquet to various shows and individuals who have rendered distinguished services to the organization. Recipients will be announced later. Life membership cards are to be awarded to Joseph A. McKee, Gene O'Donnell, Alfred O. McKee and President George A. Hamid for bringing in 50 or more members.

Elsewhere in this issue you will find a report as to the notables at the speakers' table and the entertainment talent obtained by Billy Rose, George A. Hamid, and Jesse Kaye, of Fanchon & Marco office.

There were many visitors present and quite a few new members filed their applications. The eligibility committee announced the approval of the following for membership: Herbert Schwick, Dick Collins, W. F. Mangels, Charles S. Stone, Joseph J. Dicka, Edwin P. Coronati, T. A. Wolfe, Joseph L. Goodman, Murray Zand, Eddie Vaughan, proposed by Alfred O. McKee. Max Linderman sponsored Leon Beave, Joseph Allen, James A. Owens and Earl Purdie. Sam Lawrence sent in the application of C. D. Crumpp; G. Engleins proposed Bernard Allen and James Quinn; Arthur Hill sponsored Max Kassow; Frank Miller brought in Mayor R. P. Baker, and Gene O'Donnell was responsible for Charles Morris and Herman Horrow.

President Hamid announced that the next meeting would be held December 6 at 8 p.m. and stressed the fact that none but paid-up members would be eligible to attend. Delinquents are therefore advised to send in their dues to Executive Secretary Liddy in order to be in good standing and be entitled to the privileges and protection of the organization.

Birthday congratulations from the

members and officers to the following: Harry G. Traver, November 25; John S. Weisman and Sid Goodwalt, November 27; Ralph Edison, November 28; H. W. Dyer, Leo T. Jordan and Thomas W. Woodworth, November 30.

Ladies' Auxiliary

We still [the fastest growing Ladies' Auxiliary in show business. Lena Helfand, Mildred Helfand, Rosa Donatella, Helen Corstahl, proposed by President Dorothy Packman; Bobbie Grant, proposed by Sister Helen Rothstein.

There were over 50 ladies present at the November 15 meeting. Plans were made by Secretary Anita Goldie towards our aims and purposes and they were received favorably. After a discussion of the good points the president and secretary said they would rather the ladies would think it over and make their decision at the next meeting. We then joined our brothers at their meeting. Towards the close our president, on behalf of the auxiliary, presented the NBA a beautiful NSA flag. When our president marched in with the flag everyone arose, and President Hamid accepted it on behalf of his brothers. He spoke with much feeling on what that flag meant to him.

He asked the men to rise and give three cheers to the ladies.

When he concluded the ladies indeed felt more than repaid.

We were glad to welcome home Mimi Laures, daughter of Sister Laures. Also glad to welcome to our clubrooms for the first time Sisters McKee and Jean Walker and her sister and mother.

The ladies, then acted as hostesses and served sandwiches, pickles, homemade cake, coffee and soda. Brother Harry Schwartz was a great help on this, and as usual that very capable chairlady of entertainment, Sister Midge Cohen, and her committee took care of all.

WEYLS PRODUCTION CO. is now in quarters after a successful season of 25 weeks. Owner-Manager Ed Weyls and O. A. Weyls are visiting relatives in Palmesville, O., before going to Florida for a vacation. Frank Graves, who again was signed as general agent, is at his Rochester, N. Y., home. Quarters work gets under way early in March.

KEY WEST

(Continued from page 50)

F. Bolt will arrive about December 1. Bolt having leased an apartment here for the winter. Rose Allen's bear snake farm is about completed. Looping Nixes wrote that they would finish fair dates in Waco, Tex., and start for their home in Waycross, Ga., expecting to arrive in Key West about December 10. Ben Beno, with the Funland Shows, wrote that he had three more fair dates, at the end of which he would be here. Because of cold weather in Hartford, Conn., Emma Van Cellete and Annette McKiernan will start south about two weeks sooner than planned.

Mr. and Mrs. Robert Coleman, when not fishing, can be found at the new golf course on Division street. Visitors have included Jack Cook, Ben Weiss, Eddie Davis, Ike Faust and brothers and Sam Weintraub. Reported by Bill Eaton.

Season's Greetings TO ALL OUR FRIENDS—AND

THANKS!

For Your Most Valued Business During the Past Season

FOR 1939 WE PROMISE YOU EVEN GREATER VALUES IN SHOW PRINTING

During the National Convention Make Our Rooms Your Headquarters

"A HEARTY WELCOME AWAITS YOU"

We will be on the 6th Floor of the Hotel Sherman in the Dog Fight Room, Nov. 28-30.

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"Serving the Circus and Carnival Trades for 29 Years"

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Back-Water, Ala.

Week ended November 12, 1938.

Dear Mixer:

Even a blind bear will pick up an acorn once in a while. General Agent Lem Trucklow certainly did himself proud when he booked this town and contracted the event known as the Back-Water Backyard Back-Rent-Raising Week. The object of the celebration was to give renters an opportunity to raise money for their landlords. To be exact, we were playing under the auspices of the local banks.

The show's contract called for a number of attractions to be located in the backyards of the delinquent renters throughout the city. This promise gave the show a world of trouble and grief. Almost all citizens in town were behind in their rents, from the ministers down to the street sweepers. There were the

butcher, the baker and the candlestick maker, each demanding attractions that would fit in nicely with their professions. The six Ferris Wheels and 10 kiddie rides were easily divided, but our three Merry-Go-Rounds and 40 other rides were hard to locate as well as our 50 shows, of which 25 were girl presentations.

The local doctors had to draw straws to settle the Unicorn Show's location; and the butchers fought among themselves to see who would get the Freak Animal Show. By nightfall the show was well located and 280 residents each had a back and front-end midway. The concessions were laid out on lawns and lined up from front gates to porches. Before the week was over each home lover was forced to sneak in the house thru the back gate. A nickel ticket box was placed at each front gate, with the

resident acting as ticket taker, taking a 15 per cent cut towards his rent. The attractions were cut into his meter and he paid the light as well as furnishing the hot and water.

Then to give the residents a bigger break the bosses gave each family 10 or 15 people to board and in return gave them an additional 5 per cent of the front-gate take. On this we had only one complaint and it was from a renter who had taken in 12 ride boys and who claimed that his daughter had contracted some mechanical dandruff.

As the week passed keen competition arose between the renters. Some hand-billed the town with "Trade With the Smiths." Others rented loud-speaker trucks and ballyhooed the streets with "Johnson's Midway is the Best." The Browns used newspaper ads, the Wilsons turned telephone men; the Whites did sky writing; the Russels went into sidewalk painting, some put out advertising match books, lead pencils, calendars, and those who couldn't spring with anything used word-of-mouth publicity.

All during the week the words of the mayor's opening address rang in the showmen's ears. "Make our town your town; your show will be our show; let's mix and mingle and get better acquainted." We certainly made it for our town and made it for plenty,

ROYAL MIDWAY SHOWS, INC.

Formerly McClellan Shows

Want for 1939: Shows with or without equipment; We have outfits for Side Show, Midweek, Athletic and Snake Shows. Will book Crimp Show, Mechanical, Fun House and Hillbilly. Concessions that work for merchandise. Agents for Lead Gallery and Ball Games.

J. T. McLELLAN,

117 Olive St., North Little Rock, Ark.

WANTED

ALL WINTER'S WORK FOR RYDON'S WEEK STAND MUSEUM, A No. 1 Main Street, Lumberton, Ala. For 1939. W. L. BACKENSTOE, New Hamilton, Ga.

We certainly mixed and mingled, and did we get acquainted! They'll know in 50 years from now, Saturday night's play gave the show the best day of the season. Each renter took his cut and spent it on the others' midways.

The Wax Show was put in the storage car due to the bosses taking Valentine's, Dec. Cook's and several statesmen's dress suits and leaving for the Chicago conventions. MAJOR FRIVILLON

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CORPORATION



Our best asset is our reputation for providing clean amusements, and your protection is our past performance of our agreements.

Holiday Greetings

To All Our Friends — Fair Secretaries and Showmen

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ONLY THE
BEST SHOWS
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James E. Strates
MANAGER

A Very Merry Christmas

Now Booking Clean, Meritorious Attractions for 1939.



A Prosperous Happy New Year

Correspondence invited from Fair Secretaries wanting a Clean, Up-To-Date Railroad Show.

Address All Communications to

STRATES SHOWS, Box 574, Savannah, Georgia.

Art Lewis in Norfolk Barn

Quarters activities already under way — staff re-engaged for 1939

NORFOLK, Va., Nov. 10.—After a 46-week tour, the Art Lewis Show called it a season at High Point, N. C., and equipment was shipped into quarters here for the winter. Building and repairing work goes under way immediately after equipment had been stored.

Showfolk already re-signed for 1939, according to F. Percy Morency, secretary, included Speedy Palmer and his motor-home, Neat Kelly and Sweet Marie attraction, Bob Holmes' Midget Revue, and Captain McVay's Monkey Circus.

Work on a new entrance front has been started and two new fronts for the Havana and Casino de Pareo are contemplated. Ed Knauff, for several years with Royal American Shows, has been engaged to design and put into effect modern plans for embellishment of the organization. Jack Wells has been signed as master electrician.

E. B. Braden, business manager during the latter part of 1938, has been re-engaged in the same capacity for 1939. In addition to Braden, Manager Lewis has re-engaged his entire staff of this season. It includes F. Percy Morency, secretary and treasurer; Al Rogers, general superintendent; Ed Knauff, master mechanic and superintendent of slides; Jack Wells superintendent of electricity, and Frank Moran, transportation superintendent.

Paine, Sparks To Meet Giant Python Shipment

ORANGEBURG, N. Y., Nov. 19.—Richard O. Paine, reptile expert connected with the National Museum, Washington, and P. W. (Pete) Sparks, of Monster Snake Exhibitions on various carnivals and partner of William Meems, of Meems Animal Park here, will soon motor to Los Angeles to meet a shipment of giant pythons, the major portion of the consignment being an order to one of the World Fair exhibitors, who is planning an exhibit of large snakes at both the San Francisco and the New York fairs. The snakes, captured on a small island in the Malay Archipelago group, include unusually large specimens.

Sparks will assist in the unloading and rearing of these snakes at the fair exhibit. In addition to his duties in connection with the Meems Animal Park. Meanwhile William Meems, whose brother, Albert Meems, is now in India collecting for their spring shipment, is busy enlarging his animal quarters to accommodate the large spring shipment of wild animals destined for carnival, circus and zoo exhibitors.

Paine, who from 1911 until 1933 made a scientific investigation into the feeding habits of an anaconda, which died after 22 years under his care, and Sparks, who has recently obtained possession of two baby pythons from Frank Buck's Wild Animal Farm and Jungle Camp at

Amityville, Long Island, N. Y., where he formerly was in charge of the Apes and Reptiles, are beginning a similar experiment in attempting to raise the two baby pythons to maturity.

Paine and Sparks recently spent a recent week-end together at the National Zoo Park, Washington, ending with a dinner and gabfest at the home of the former in near-by Falls Church, Va.

Barfields Stage Farewell Fete at Donaldsonville, Ga.

DONALDSONVILLE, Ga., Nov. 19.—Mr. and Mrs. C. E. (Doc) Barfield, owners of Barfield's Cosmopolitan Shows, which closed a profitable season here last Saturday night, tendered the personnel a turkey supper and farewell party in the City Club House, donated for the occasion by city officials. The turkey was prepared by the Seigniole Hotel. R. V. Lewis' band furnished music.

An impromptu floor show, directed by Hoyt Schumaker and emceed by Mrs. F. W. Wilson, was a huge success. Among the personnel participants were Monty Kirkland, Mrs. Ann Fertner, Hank Melzer, Bill Bromberg, Mrs. Franklin, Mrs. Mickey Apple and Mrs. Barfield. Barrette was conducted by Frank Wilson.

Charley Eckert and Gerlie Rhodes were crowned king and queen, with a mock wedding performed by Owner Barfield, who was presented with a huge basket of flowers and named "dean of show managers."

Franklinton Date Rounds Out Season for Penny's

HIGH POINT, N. C., Nov. 19.—E. D. (Bob) Penny's Amusements, which rounded out a 20-week season with a successful stand at the recent fair in Franklinton, N. C., have started activities in winter quarters here.

Show's fair dates, with several banner spots in Virginia, proved more profitable than anticipated, reports Mrs. R. O. Felmet, of the show's staff.

Present plans call for a larger organization in 1939 and Manager Penny has purchased a Chair-o-Plane, Whip and front arch for the main entrance from the Art Lewis Shows. R. G. (Bob) Felmet, who has been contracted as general agent, has assumed his duties.

Spillman Has New Ride, Light Towers

NORTH TONAWANDA, N. Y., Nov. 19.—For the past year the Spillman Engineering Corp., thru the efforts of its president, George H. Cramer, has stressed the necessity for up-to-date ideas in lighting effects and color treatment coupled with the best features of the modern design. Mr. Cramer now points out that in the conception of his firm's new Silver Streak, it was a foregone conclusion that the basic principles of the world-famous Ride-o-Ride would be utilized. Scores of this consistent dividend paying ride have been sold, and it is a striking testimonial to its popularity to find that none has ever been resold, he said.

"The colorful eye-arresting appeal of the Silver Streak has been accomplished by a balanced and harmonious blending of light and color plus the finest phases of modern design," he continued. "The name is not only symbolical of the speed and dash of this plus ultra ride but is also descriptive of the three mechanically banked trains whose color scheme is silver with accent stripes of vivid contrasting colors. Tandem seating in the trains lends an intimate appeal and contrasts strongly with the now obsolete side-by-side seating arrangement common to the rides of yesterday. Radically new engineering feats covered by several patents have been necessary to make possible the unprecedented speed and thrill of the Silver Streak with complete comfort and safety to the patron.

"This advance thought in design also manifested in the striking, distinctive, lofty light towers specially designed and engineered to meet the requirements of both carnivals and parks. Built for easy assembling and erecting, they occupy a minimum of space and weight for weekly transportation purposes. With a ring of powerful lights they will flood midways and parks with a non-glare pool of light that will give glamour and brilliance to both grounds and attractions."

A large painting of the Silver Streak will be on exhibition at the Chicago convention.

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Los Angeles

LOS ANGELES, Nov. 10.—Closing of West Coast Amusement Co., Clark's Greater and Hilderbrand's United Shows has augmented attendance at local showfolks' haunts. Charley and Edith Walpert, and Mr. and Mrs. W. T. Jessup, of West Coast Amusement Co., have arrived, as has Frank Forest, of White City Shows. Mr. and Mrs. Harry Taylor came in for a few days before going to the desert. Frank Murphy, of Foley and Burk Shows, is working on The Los Angeles Examiner. Joe and Ethel Krug pulled in from G. S. Wrightman Shows. Mr. and Mrs. Frank Redmond will winter here, as will Mr. and Mrs. Joe Steinberg.

Others coming in to join the Coast Defenders were Mr. and Mrs. Joe Mettler, William A. Duncan, Charley Youngman, Art La Rue, Hunter Jagger, Charley Johnson, William McManan, J. Miller, Hiram W. Butler, Sammy Chaman, Harry Diamond, Harry E. Dixon, Mike Skiver, Ted A. Wright, Harold Schneider, Marshall Griffin, Mr. and Mrs. Al DuBois, Harry Gordon, W. D. Sinclair and Ted and Marko LaPora. Cold weather hurt Hilderbrand's United Shows last stand of the season at San Bernardino, Calif. Frank Chitcarelli enjoyed four big days at Baldwin Park, Calif.

Hemel (Calif.) Turkey Days this year drew its largest crowds since its inception. C. H. Steffen's rides are playing to fair business at Monterey Park. Joe Glacy came up from Long Beach, Calif., and stated that the opening of the "Four Corners of the World" exceeded his expectations. Carl Foreman and Joe De Mouchelle are associated with him. For the purpose of raising needed funds California Zoo Park has decided to have a carnival early in December. Mark Larkin and Ken Douglass are handling the affair. Frank Forest, after a vacation, will locate at one of the beaches.

C. F. Zeiger left for Sheridan, Wyo., on business. Bob Cavanaugh is at the Mayan Theater. Ben Dobbert returned from his trip to Northern quarters of several carnivals. Peggy Fornhall played host to a party in her mountain home in Wrightwood, Calif. George Gore is interested in the Metropolitan Engraving Co., while George Silver is associated with the Acme Novelty Co. H. Weiss has the main building of the new amusement resort, Monkey Island, on Cahuega boulevard almost completed.

Harry and Grace De Garro, retired from the circus field, are now operating concessions. John L. (Spot) Ragland was in town for a brief visit. Leslie Borinstein is at Gosbel's Lion Farm. Jack Osborne has returned and will change in the electrical business.

Hunter Farmer, home for the winter, will go into the novelty business. I. J. (Baldy) Miller had the novelty concession at Monterey Park, Calif. Mr. and Mrs. George Guider pulled in from New Orleans and will vacation in Southern California. Moe Levine went to a local hospital for observation. Mr. and Mrs. Harold Weber will vacation at Gilman Springs, Calif., while Mrs. C. F. Zeiger and Rosemary Loomis do their vacationing at Palm Springs. Doc Cunningham is fully recovered from a recent illness. Mr. and Mrs. Eddie Sherman will locate at Oceanview Pier.

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New Popcorn Machines



These thoroughly new, up-to-date Popcorn Machines get all the nickels fast dollars. They are improved, big capacity models with lights, color and motion that really get the business for you. All-electric, full cabinet size. Capacity: 100.00 to \$18.00 per hour. Low down payments, easy terms.

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The first one you see is the BIG ELI says N. K. IMPENSA. "We took one of our children to a restaurant with out a Wheel and they were complaining. I had to buy one. Another of my children showed me brought the No. 5 Wheel and the record here it says. The BIG ELI Wheel is one ride you can't do without. Let us show you how a BIG ELI pays for itself."



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A Column About Bingo in the
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THIS WEEK AND EVERY WEEK

NOW IS THE TIME

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Every date we played this season want us back again next year.

There must be a reason.
FAIRS—FESTIVALS—SPONSORED EVENTS, ETC.
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PLENTY OF CAKE, TOO.

In design and workmanship, it is as fine as money can buy and yet the original cost is well within competitive limits.

From every standpoint the TILT-A-WHIRL has been a good buy for its owners—the kind of buy you can expect when you come to the Sellner Mfg. Co. for rides. With excellent manufacturing facilities and experienced engineering staff we can assure advanced design and reasonable cost in ride equipment and service. May we submit literature with price and terms?

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GUESS YOUR HEIGHT SCALE
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Your opportunity is here. No experience is necessary. In a few days you can become an expert operator. One out of fifty persons know their height. Order yours today and go to town. Price \$80.00, F. O. B. Coldwater. Half Cash, Balance C. O. D.

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Now booking Side Show Attractions or any Show of merit with or without own equipment. Can furnish brand new outfits for three Shows. Showmen who are earnest, ambitious and capable of operating same, kindly write. Owners and chasers save stamps. Also would like to book outstanding free Act.

Concessions Open: Penny Pitch, Photos, Hoopla, Clothes Pins, Sewing Alley, Darts, Palmist, Ball Games, Fishpond, Potato Chips, Fozza Custard, Peanuts, Scales, Swingers, Showgirls.

Have for Sale Dual Loop-Of-Plane and Kiddie Whip. Will deal same on Ride-0 or Speedway. Also would like to hear from Ride Foreman, preferably Canadian. Also would like to buy two Large, Second-Hand Light Plants. Must be in first-class condition.

P. S.—Would like to hear from High Powered General Agent, one who is capable of booking new spots and selling Banners. Lobby waiters and boozers don't waste stamps.

Permanent Address: 243 Cathcart St., London, Ont., Can.

GREATER AMERICAN SHOWS

NOW BOOKING ATTRACTIONS FOR 1939.

What have you? We want Shows of Merit, and especially want Girl Revue, Fun and Mechanical Shows.

FAIR SECRETARIES IN MINNESOTA, WISCONSIN, IOWA

We are coming your way. Get in touch with us.

Address BOX 17, North Little Rock, Ark. (Winter Quarters).

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Thanks to the Fairs and Celebrations of the Lone Star State for a Splendid Season

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FAIR MEN and
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Get in touch with us early concerning your Events in 1939 in order that we can figure with you. We can assure you the finest line-up of Shows, Rides and Concessions.

NOW BOOKING SHOWS AND CONCESSIONS FOR SEASON 1939

We offer one of the Longest Seasons in the Business—Early Celebrations and Late Fairs. Have opening for several Shows with or without own outfit.

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FEBRUARY 25 TO MARCH 5
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Closing Date, Harlingen Mid-Winter Fair,
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AGE 25. Sober, reliable, personality; all essentials. Have now car. Some of the shows I have represented: Sgt & Rubin, 17 cars; Y. A. Wells, 25 cars; H. W. Campbell, 30 cars; Ben-Krause, 15 cars; Cap. L. Dobyen, 25 cars; Cullin & Wilson, Max Gruber; World's Exposition Shows.

PERCY MARTIN
CRYSTAL RIVER, FLA.

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See the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Wagner, Clark Form Combine To Operate G. L. Shows in '39

ST. LOUIS, Nov. 19.—Al Wagner and C. D. Clark last week combined interests in Toledo and will take out a carnival next April, to be known as the Great Lakes Exposition Shows.

Both have had long and varied experience in the carnival and amusement park fields. They will own all rides and will exhibit behind a pay gate, presenting several free acts and a band. Organization will be motorized and play in Ohio, Pennsylvania and Indiana. Orders for new motor equipment have been placed with Charles T. Goss, of Standard Chevrolet Co., and the Fruehauf Trailer Co. Winter quarters activity at Toledo will begin in the next few weeks.

Executive staff will comprise Al Wagner and C. D. Clark, managers; Mrs. Rae Adele Clark, secretary; Mrs. Nettie Wagner, treasurer; Harry Smiley, concessions superintendent; Charles Huntley, ride foreman, and Theodore Meadows, electrician.

Wagner advises that he will maintain his interests in and operate Sandy Beach Park, Russell Point, O., next season.

Zindars Greater Showfolk Scatter at End of Season

BRINKLEY, Ark., Nov. 19.—At the conclusion of Zindars Greater Shows' final date of the season last Saturday night almost all of the personnel left for their respective homes or on long-awaited vacations. Mr. and Mrs. Harry Zindars went to Minnesota to their folks there. Mr. and Mrs. Arthur Zindars left for Dallas, Mr. and Mrs. Al Fine, after a short vacation, will start work on next year's route. Mr. and Mrs. Sallor Harris and Bettie Belle Muse will vacation in Hot Springs, Ark., before returning to quarters in Little Rock, Ark., where Sallor is construction superintendent. Migs Muse will return to school in Little Rock, Ark. Mr. and Mrs. W. H. Kelly

and Edward Kelly will visit Mother Kelly in Pittsburg.

Mr. and Mrs. Max Wilcox reported a good season and left for Kansas City, Mo. Mr. and Mrs. Bud Munn went to Hot Springs, Ark. Mr. and Mrs. Carl Scott left for their home in Waverly, Ia. Mr. and Mrs. Henry Weihe and Baby Wayne headed for Tripoli, Ia. Mr. and Mrs. Al Crowe and Dallas Jackson departed for Parkersburg, W. Va. Mr. and Mrs. Pat Patterson to Lampasas, Tex. Mr. and Mrs. Crawford, free act, to Key West, Fla. Mr. and Mrs. Rex Cole, Wild West Circus, will continue with their bookings. Mr. and Mrs. Eddie Bell will remain in Little Rock quarters, as will George Spaulding and F. H. Harrigan. Mr. and Mrs. R. Crysel, Russell Herrmann and Sam Margon will do some winter tramping, having booked Clarendon, Ark., for their concessions.

William Salo, Robert Carter and John Shanko took a trip to Corpus Christi, Tex. James Watson and Robert Taylor to Woodward, Ia. Henry Koller left for his home in Tampa, Fla. Richard Borges will visit his mother in Seymour, Ind. Tex Hobson to Texarkana, Tex. Mae McGellando Hot Springs, Ark. Irene Miller to Dyersburg, Tenn. Sam C. Tyus will visit his home in Booneville, Miss. Joe Benton left for St. Louis, with Tommy Thompson going to Nashville, Tenn. Charles Reek will winter in Memphis. Charles Sct. The Billboard agent and mail man, will continue his duties in quarters. Buddy Munn will visit in Rochester, Minn.

Converse Launches Museum

WINSTON-SALEM, N. C., Nov. 19.—Art Converse, Ten-in-One side show operator, who closed the season with the Art Lewis Shows at Roxboro, N. C., has launched the World's Travelling Museum in a store on Trade street here. Opening was successful and Converse said he plans to move north thru West Virginia with the possibility that he will play several Ohio spots before spring.

FT. MYERS, Fla., Nov. 19.—G. P. Heuck, secretary of Southwest Florida Fair, this week announced that he had concluded negotiations with Manager Berney Smucker of Royal Palm Shows to have the organization furnish the midway attractions at the annual

World of Fun Shows In Greenville Barn

GREENVILLE, S. C., Nov. 19.—J. J. Steblar's World of Fun Shows, after writing this to the season at Tapscott, S. C., pulled into quarters here, where the organization will open its 1939 tour. Manager J. E. Steblar has purchased several show fronts from Tinsley's Shows, and plans to enlarge for next season are under way, reports Roy Sharpe, of the shows' staff.

Mr. and Mrs. J. J. Steblar and daughter, Vera, and Manager Steblar went to Stamford, Conn., for the winter. Mr. and Mrs. Joseph Steblar and daughter, Elizabeth, will spend the winter in Titusville, Fla.

Peggy Baldwin and G. Moffett will remain here, while Ray Simpson left for Ashland, Ky. Mr. and Mrs. Doc Smith headed for Portland, Me. Bertha Bert joined another show.

Galler Host to Showfolk At Buckeye State Quarters

NATCHEZ, Miss., Nov. 19.—Jog Galler, general manager of Buckeye State Shows, celebrated his election to membership in the Showmen's League of America this year by playing host to the personnel of his organization, and Wallace Bros.' Shows, which were playing near by, at a party in the Minstrel Show top on October 27.

Festivities got under way with a benefit performance for the League's Cemetery Fund. This was emceed by Dayton Curtis, with members of both shows participating. After the performance Galler entertained the showfolks with a dinner at the cookhouse.

In opening the program at the Minstrel Show, Galler spoke briefly expressing his pleasure with the season just closed and his appreciation of the co-operation of all employees. He went on to emphasize the common interest of all showfolks in the betterment of the amusement business.

Special features on the program were Dayton and Fay Curtis, Eura Mae Lightner, Charles Harvey and members of Doc Green's Minstrels.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Funland

Montezuma, Ga. Week ended November 12. *Auspices, Fire Department. Location, Dover's lot. Weather, cold. Business, poor.*

Old friends renewed acquaintances and visits exchanged this week with Mr. and Mrs. Sisco. Mr. and Mrs. Tom Hale and other names not remembered from the Starkey Show at Fort Valley, Ga. Frank Smith's Cotton Club Polka (palmist) added several musicians and performers this week from one ad in *The Billboard*. These ads always click for good results. His show is really going to town. Floyd R. Roth going to the hospital for an operation in Illinois.

TED C. TAYLOR.

Wallace Bros.

(Baggage cars and trucks)

Biloxi, Miss. Five days ended November 13. Community Fair. *Auspices, American Legion. Location, Beach Front. Weather variable. Business, mediocre.*

This date concluded a 35-week season for the organization. Season as a whole was poor, but no two-week stands were played and the organization was fortunate in being blessed with ideal weather and a gratifying increase in business during the closing weeks. It is Manager Ernest E. Parrow's intention to invade new territory next season. Some improvements will be made in rides and other equipment this winter, but shows will be about the same size next season. Mr. and Mrs. Moore and the writer visited Downie Bros. Circus at near-by Gulfport, Miss. Wednesday afternoon. At the close showfolk gave the following as their winter destinations: Mr. and Mrs. M. F. Tillotson to New Orleans; Manager and Mrs. Parrows to quarters in Memphis; Mr. and Mrs. L. S. Miller remain high until the holidays; Mr. and Mrs. Arthur E. Walsh to Mobile; Jack L. Oliver joined a winter show; Mr. and Mrs. William Wallace to Memphis and Murray, Ky.; Mr. and Mrs. John Ford to Mobile; Abe and Edna Frank went on a fishing trip before going to their home in Clarkdale, Miss.; Mr. and Mrs. Nowell Taylor to Crawfordville, Ark.; J. W. Wilson, show electrician, remained here as did Harry Kimmell; James L. Reed and wife to quarters and then to Atlanta; Dr. F. A. Angel and Ross Crawford to Memphis; Mr. and Mrs. Sidney Crane to Jackson and Hattiesburg, Miss.; Arthur Sorrell and wife to Eta Benn, Miss.; William Avery to McComb, Miss.; Edward Welsh to quarters; Mr. and Mrs. Joseph A. Ulear, undecided; John Scott is with a winter show; Gordon Adams and wife to Memphis; Harry Gibson to quarters; Charles Q. Troop to Murray, Ky. and the writer to the Chicago meetings and then to his home at Greenview, Pa.

WALTER B. FOX.

season. Armistice parade started at show grounds and ended at marquee with all city officials heading it. Owner O. H. Hilderbrand played here from Portland to join the show for opening. In granting the permit to play here local papers stated that the record and reputation of this show had been carefully checked and pronounced it among the cleanest and most entertaining now playing the West Coast. E. W. Coe, manager, and wife, Betty, left Wednesday for San Bernardino to prepare for shows closing there; Mrs. Pierre Ouellette took over the front ticket, box in Betty's absence. Mrs. Art Anderson handled the No. 2 box. Saturday's Children's Matinee was the largest of the season. Over 4,000 boys and girls registered at the American Legion booth. Hazel Fisher and Verna Seeborg had the biggest Saturday of the year on candy floss and pop corn. Rides and shows enjoyed a big week.

CLAUDE A. BARRIE.

Oddities on Parade Open Well in Nashville, Tenn.

NASHVILLE, TENN., Nov. 19.—Without advance billing, Jack Walsh and Clarence Burr's Oddities on Parade opened on Fifth avenue North here on November 11 to highly satisfactory business. First two days attracted about 3,500. Organization also had personnel of the Nashville Drugless College as its guests.

In addition to Walsh and Burr, roster includes A. C. Bradley, general agent; John Payne, banners; Elmer Myers and Roger Boyd, tickets; George L. Myers, lecturer; Alex Jones, doorman; James Huddleston, electrician; Oscar Dolle, properties; George Martin, carpenter; Charles Hoffman, commissary; Baby Lee, fat girl; Professor Cook, tattoo artist; Don Taylor, Charlie McCarthy; Doc Mayfield, fire eater; Robert, pony boy; Larry Johnson, sword swallower; Buckskin Betty and Colorado Fred, impalements; Spider, human corkscrew; Madam Claire, mentalist; Tex Edcock and Cowboy Johnny, music and songs, and Allen Allen extra added attraction.

Hannibal, Mo., Ends Season for Imperial

HANNIBAL, Mo., Nov. 19.—Imperial Shows, which closed the season here recently to satisfactory business, have stored all equipment in this city for the winter. Prior to the closing stand here shows enjoyed the banner week of their season at Bowling Green, Mo. Victor Cenaris, general agent this season, has been re-engaged in the same capacity for next year.

Joe Teska's Working World is reported to have played to satisfactory business on the season. Management, according to D. D. Fitzgerald, is contemplating the

Next Year... MORE THAN EVER... IT WILL BE
BRIGHT METAL
that **DRAWS THE CROWDS**



HOW LEADING SHOWMEN USE AMERICAN BONDED METALS

Dress up modernize with bright or colored metals. Get more attention — bigger crowds — larger "take." American Bonded Metals will do it — as they have for hundreds of others. You won't believe how much you can accomplish at such little money until you actually see these modern decorative metals. Brilliant chrome and nickel finishes. Fancy patterns of striping, scoring, etc. Rich colors — red, blue, green or gold — over bright metal bases. Available in a varied selection of sheet or coil stock and with Metal-Bond backing for easy application. Write for samples, prices and illustrated literature.

AMERICAN NICKELOID COMPANY
16 SECOND ST. PERU, ILL.

SHOWS CARNIVALS For stage settings and backgrounds, show fronts, bally platforms, ticket booths, etc. For outer covering on ferris wheels, for light reflection, booth trim, trim of various rides, etc.

addition of several new rides and shows and looking forward to a prosperous season in 1939.

Zimdars (Motorized)

Brinkley, Ark. Week ended November 17. *Auspices, American Legion. Weather, cold. Business, slow.*

This closing week of the season was much the same as the opening week, cold and threatening rain. Business was slow with almost no attendance the first part of the week. Warmer weather the latter part of the week drew larger crowds, but spending was off. Mr. and Mrs. Carl Scott purchased an automobile to make their trip home. Frank Waldron, formerly of this show and lately of Crowley's United Shows, visited, as did Red Ford, of Gold Medal Shows.

BUDDY MUNN.

Roland in Poor Closer

HEMINGWAY, S. C., Nov. 19.—Roland Shows closed the season under Parents-Teacher Association auspices here on November 12 to favorable weather but poor business, reports Bill Starling. Before their stand here shows played South Carolina Coastal Fair and Races, Myrtle Beach, to only fair results. Mr. and Mrs. Norris P. Roland went to Washington; Mr. and Mrs. Coffis, Sulphur Springs, Fla.; Ray Highsmith, Morehead City, N. C.; Jack Riggs to North Carolina; Mr. and Mrs. Douglas Roland to Manning, S. C.; and Betty Shell to Cuba. Bill Starling will spend the winter on the leaf route in Georgia.

Hilderbrand's (Motorized)

Berkeley, Calif. Week ended November 12. Armistice Day Celebration. Location, Shattuck and Derby streets. *Auspices, American Legion and ELSA. Weather, rain and cold. Business, good.*

General Agent Pierre Ouellette succeeded in opening Berkeley for carnivals for the first time in four years. Population was show hungry and Monday, opening night, was largest of the



FRANK H. CAPP, who is chairman of the banquet and banquets of the Hearst of America Showmen's Club to be held in the Reid Hotel, Kansas City, Mo., on December 11, is a veteran in the outdoor show business trade, this marking his 39th year with the Baker-Lockwood Co.

Missouri Show Women's Club

ST. LOUIS, Nov. 19.—Club held its first winter meeting in the clubrooms November 3, with Vice-President Irene Burke presiding. A large number of officers and members attended.

Molly Allen entertained members with a Mexican supper on November 11. Guests included Grace Ocea, Daisy Davis, Millicent Navarro, Katherine Oliver, Jane Pearson, Lora Potter, Oadette Storm, Beatrice Giuliani, Jerry Williams, Clea Jacobson, Irene Burke and Florence Parker. Games were played to decide winners of table prizes.



WANTED For BILLY RITCHEY WATER CIRCUS

Men and Women High Divers, Water Circus Clowns and Gals for Springfield, Year two most beautiful Water Shows ever presented.

Would like to hear from Mrs. Carver, Pauline Black, Jerry O'Brien, Jack Perry and all who wrote before.

Permanent Address
BILLY RITCHEY

540 Green Street, Cumberland, Md.
Greetings to All My Friends

CAPT. JIMMY JAMISON

World's Premier High-Fire Diver

THRILLS ★ GRACE PRECISION

Executing the Ultimate in a Layout Back Somersault Dive into a Flaming Tank.

Apparatus and Other Equipment excels anything of its kind previously built. Ladders Illuminated with Colored Neon Lights Presents an Imposing Effect.



110 FT.

WATER SHOWS

for

Parks, Pools and Beaches

Complete Water Shows Produced. Diving Girls, Clowns and Many Aquatic Features. All Shows of Their Respective Acts.

A Proven Attendance Stimulator.

Write — Wire — Phone

FRANK WIRTH BOOKING ASS'N, Inc.

1560 Broadway, New York City.

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Permanent Address:

THE BILLBOARD

1564 Broadway, N. Y. City



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Nov. 19.—Attendance at Monday night's meeting registered a new high, there being 103 members present. Usual business procedure was followed and current bills were ordered paid. Officers present were First Vice-President Harry Hargraves, Second Vice-President Ted LePore, Fourth Vice-President Al Fisher, Treasurer Rosa R. Davis and Secretary H. O. Rawlings. Communications: From Brother Pat Stanley came an appreciated inclosure and the announcement that he has opened a new place of business. J. C. Crouch mailed a check for membership. H. Hanswale lettered that he is much improved in health.

New members: Harold Schneider, credited to Val Vini; Miles Mahan, credited to Claude Baric and E. W. Coe; Tommy Reed, credited to Joe Glacy; C. J. Walpert and Bill Jessup; Joseph C. Crouch, credited to Joe Glacy. Reading of the financial statement revealed that the club has the greatest amount of money ever in its coffers.

John M. Miller, chairman of finance committee, reported an excellent financial condition. John R. Ward, chairman ways and means committee, read a voluminous report covering many worthwhile suggestions for conducting the organization. Incorporated in his report was expressed the grateful appreciation of *The Billboard* for what it has meant to this and other showmen's organizations. Since many members were paying either their first visit to the club or having been away for some months, First Vice-President Hargraves introduced the following for a bow and a few words: W. T. Jessup, Charles J. Walpert, E. W. Coe, Elmer Hanscom, Frank P. Redmond, Joe Krug, Joe Steinberg, Louis Wald, Art La Rue, Hunter Palmer, Charles Youngman, William A. Duncan, Charles Johnson, William McMahon, J. Miller, Harry Lewis, Joe Mettler, Harold Webber, Frank Forest, Al Roer, Larry Mullins, Les Schoettlin, Steve Handing, Ed Wells, Red Dunn, M. E. Arthur, Ray Rosard, Harry Cooper, William Gorman, G. E. Edwards and Sammy J. Glaman. Weekly award went to Mord Gilligan.

W. T. Jessup then read a letter from Mike Kekoa, in which was inclosed a check for a handsome sum to be divided between the cemetery and emergency sick and relief funds. A vote of thanks was rendered and a noisy demonstration given Jessup, Kekoa and personnel of the West Coast Amusement Co. Frank Forest read a letter from C. S. Wrightsman and tendered a check for tickets for the Gigantic to be given to any who feel they are unable to purchase tickets. This, too, was greatly appreciated. Ed J. Nagle, club's contact member to the Los Angeles Chamber of Commerce, reported that efforts are being made by him and board members to have the club given rightful recognition in that body's annual year book.

Harry Hargraves asked for the privilege to speak about the Gigantic and outlined varied entertainments which are to be presented. The following committee was appointed to assist him in handling the big show: Nick Wagner, Doc Cunningham, Ted LePore, Jack Bigelow, Robert L. Myers, F. A. Barry, Frank Murphy, Jack Gorman, Joe Mettler, Clyde Gooding, John R. Ward, Al Fisher, Frank L. Bennett, Joe Horwitz, Charles J. Walpert and John T. Backman. Leo Carrillo is to be grand marshal of the parade. Advance ticket sale has reached the 870 mark thus far. Mrs. Harry Taylor, of the Ladies' Auxiliary, sold over 60. Tillie Palmster and Mario LePore made fine records. Nina Rogers came in at this time with a check for \$100 for tickets for the Ladies' Auxiliary.

Important Announcement

New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery.

CHAS. T. GOSS

With STANDARD CHEVROLET COMPANY, East St. Louis, Ill.

WILL BUY

Used Eli Wheel No. 5 and Kiddie Auto Ride, must be priced right and in good condition.

J. GOFF, 1126 Chestnut St., Rockford, Ill.

FOR SALE

Following Amusement Equipment:

One Boomerang Ride, New in 1938.

One Ro-Lo Fun House, New in 1938.

One Spillman 12-Car Hey-Dee Ride, rebuilt in 1937. One Spillman 12-Car Lindy-Loop Ride, rebuilt in 1938. One Dual Loop-a-Plane (built by Eyster), in good condition. One 8-Car Spillman Kiddie Auto Ride, good condition. One 8-Car Allan Herschell Kiddie Auto Ride, good condition. One No. 5 Big Eli Wheel (a real bargain). One Show complete, including Beautiful Front, 60 ft. long; Seats, Stages and Tent 30x60. One Side Show complete, including Tent 20x120, Banners, Poles and Stakes, etc. (bought new in 1937). One Marquee, 21x35, with 200 feet of side walls. All the above amusement equipment is priced in keeping with its value (no misrepresentations) and may be inspected any time at the State Fair Grounds, Columbus, Ohio.

Address Inquiries

GOODING GREATER SHOWS, INC.

Box 386, Columbus, Ohio. Telephone, Kingswood 5716.

STATE FAIR SHOWS

NOW BOOKING FOR SEASON OF 1939

High-Class Shows that can and will put something back of their Fronts. Will finance any new ideas we think worthy.

CAPABLE SHOWMEN WANTED

Fair Secretaries

WANTING A MODERNISTIC AND FLASHY SHOW. LET US KNOW YOUR DATES. WE

CARRY 12 RIDES AND 12 SHOWS.

Address—MEL H. VAUGHT, Mgr., P. O. Box 1106,

El Paso, Texas.

W. G. WADE SHOWS

Now Contracting for 1939

We will open near Detroit, Saturday, April 29th and will show a few choice locations in Southern Michigan. We have already contracted for a number of locations in the Upper Peninsula to precede our long circuit of fairs. E. L. Wade is again contracting agent and is now in the field.

SHOWMEN—We want new and attractive Shows, including Teehouse, Motor Drome, Baby-Hed Shows, Walk-Through, Penny Arcade and others. Let us know what you have, as we are in a position to furnish you motor transportation and help you finance if required. Will also book Rides which do not conflict.

CONCESSIONAIRES—Can place legitimate Concessions of all kinds at reasonable rates, and we will suit a few exclusives. Exceptional opportunity for modern Cookhouse, if you are interested in connecting with a Show which has successfully operated for twenty-six consecutive years, get in touch with us at once. Address

W. G. WADE SHOWS

2891 Eimberst Ave., Detroit, Mich. Telephone—Townsend 8-1506.

J. L. LANDES SHOWS

NOW BOOKING FOR SEASON OF 1939

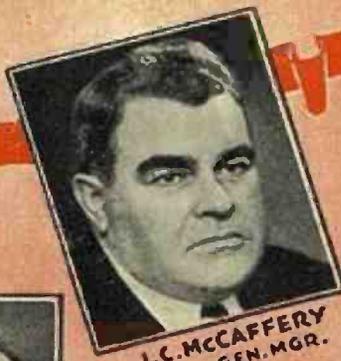
WANT HIGH-CLASS SHOWS WITH OR WITHOUT OWN OUTFITS.

Will finance any worth-while attractions.

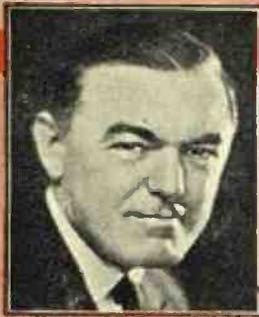
CAN ALSO PLACE LEGITIMATE STOCK CONCESSIONS.

We offer a long season, with a Real String of Fairs. Address

J. L. LANDES, Care Reid Hotel, Kansas City, Mo.



J.C. McCAFFERY
GEN. MGR.



CARL J. SEDLMAYR
PRESIDENT



FRED BECKMANN
CHAIRMAN



ELMER C. VELARE
TREASURER



CURTIS J. VELARE
VICE PRESIDENT



RUBIN GRUBERG
VICE PRESIDENT



ANNA GRUBERG
VICE PRESIDENT



B.S. GERETY
SECRETARY

Greetings



It is with much more pleasure than we are able to express here that the Amusement Corporation of America wishes each of The Billboard's readers a very Merry Christmas and unbounded prosperity in the New Year. To Fairmen and Showmen attending this year's Chicago Convention we wish much happiness and pleasure in the renewal of old friendships and hope they will endure for many years to come.

To Executives of the great Fairs of the United States and Exhibitions of Canada we extend unlimited thanks for your co-operation in the 1938 engagements of Royal American Shows, Beckmann Gerety Shows and The Rubln & Cherry Exposition.

To each of the 3,000 performers, artists, workmen and managers who this year toured with our three dominant midways and helped in this year's historic successes, we express our fullest appreciation for your untiring efforts. And to each of you we extend a welcome return for the approaching 1939 season.

This has been a year of great uncertainty in many branches of industry. To us, however, it has been a stepping stone to an entirely new era in the history of outdoor amusements. Amalgamation of America's three largest, finest and soundest midways is an accomplishment certain to write new records in midway annals. It is an achievement of which we are proud and happy.

To Fairmen this Corporation offers increased earning capacity and guaranteed newness of a character never before possible. It means construction on a three-year rather than on a one-year plan. It establishes such flexibility on our part that now we can definitely capitalize on the highest possible peak of public demand on every fairgrounds. It means realization of programs that otherwise could be but ideals and dreams. It means new territory each season for outstanding showmen. It completely eliminates the age-old bugaboo of year-after-year repetition of attractions. On such a plan the Amusement Corporation of America can build more costly facilities and present attractions which never before have been available to the midway world. Fairmen and Showmen alike will reap rich benefits due entirely to this expansion in capacity.

Therefore it is with great confidence in this new era we join you, now, in salute to 1939!

AMUSEMENT CORPORATION of AMERICA

HEADQUARTERS

CHICAGO.

1938 Fairs

Minnesota State Fair
Minneapolis, Minn.

Florida State Fair
Tampa, Fla.

National Cotton Show
Memphis, Tenn.

Calgary Stampede
and Exhibition
Calgary, Alta., Canada

New York State Fair
Syracuse, N. Y.

Michigan Free Fair
Ionia, Mich.

Southeastern Fair
Atlanta, Ga.

Edmonton Exhibition
Edmonton, Alta., Canada

Tri-State Fair
Superior, Wis.

Tennessee State Fair
Nashville, Tenn.

Alabama State Fair
Birmingham, Ala.

Mississippi State Fair
Jackson, Miss.

Louisiana State Fair
Shreveport, La.

South Texas State Fair
Beaumont, Texas

Pinellas County Fair
Largo, Fla.

Florida Orange Festival
Winter Haven, Fla.

Florida Exposition
Orlando, Fla.

Duval County Fair
Jacksonville, Fla.

Gulf Coast Festival
Pensacola, Fla.

Press Festival
Atlanta, Ga.

Chattahoochee Valley
Exposition
Columbus, Ga.

Alabama Fall Festival
Montgomery, Ala.

Gulf Coast Fair
Mobile, Ala.



MILLIONS OF FUN LOVING AMERICAN AND CANADIAN FAIRGROUNDS VISITORS ANNUALLY

We offer Fairs Three Nations

DOMINION OF CANADA
UNITED STATES AMERICA



THE COMING season—1939—will find more constructive development in the outdoor amusement world than has marked the historic path of this Industry in many years. It will be progress of an entirely new kind. Co-operative. Determined. Definite. Effective!

Not merely the building of new machines that must be experimented with to determine their public interest and their economic worth. Not merely the Neonizing of famous amusement centers which already are a maze of glittering electric brilliance. Not just the beautifying of something which for years has been beautiful, impressive, accepted . . . and historically progressive. These advancements will continue, of course, because Progress in one branch demands Progress in another.

But, of vital importance to the future . . . if advances already made in merit and quality are to obtain . . . is a closely woven network of managerial development that will bring this Industry more strongly together than ever before.

That is the reason Royal American Shows, Beckmann Gerety Show, and the Rubin & Cherry Exposition pooled their assets, their years of experience, their responsibility, their constructive ideas and their historic accomplishments, into one huge, strong, determined organization — THE AMUSEMENT CORPORATION OF AMERICA!

This merger permits part of the earnings of each unit to be used for employment of high-salaried, capable department specialists upon whom the next stages of development necessarily must depend. One easily can understand this never would be possible on the earnings of an individual Midway. We will, in this manner, effect extensive savings through quantity purchase of items necessary for our operation. We will be able to contract the movements of three

ROYAL AMERICAN SHOWS
BECKMANN GERETY SHOWS
RUBIN & CHERRY EXPOSITION

trains instead of one which, overhead. Economies in the able us to build large and fill otherwise to enhance our high earning ability.

These benefits will prove value to the scores of large United States and Canada. To Showmen affiliated with the Corporation of America.

This organization represents of more than \$2,000,000. Its management the finest successful organization—Royal American Shows, Beckmann Gerety Shows and Exposition.

Behind these successful years of experience and success Outdoor Show business (larger than all others) are such famous names as J. Sedlmayr, general manager of the Royal American Shows; Fred Beckmann, president of Beckmann Gerety Shows; Rub Ruben & Cherry Exposition; American manager Royal American Shows; Mrs. Anna Gerety, treasurer of Rubin & Cherry Shows. These executives have their entire lives to devote to these accomplishments.

AMUSEMENT CORPORATION of AMERICA

Royal American Shows · Beckmann Gerety Shows



EVERY YEAR ANNUALLY ENJOY THESE THREE NATIONALLY FAMOUS PORTABLE AMUSEMENT CENTERS

Nationally Famous Midways!

ON OF CANADA
 STATES AMERICA

AMERICAN SHOWS, Tampa, Florida.
 GEREY SHOWS, San Antonio, Texas
 CHERRY EXPOSITION, Atlanta, Georgia.
 Headquarters, Chicago

J. C. McCaffery, with long years of experience in the tented-show world, is general manager. He is president of the Showmen's League of America.

The Amusement Corporation of America owns and controls Royal American Shows, Beckmann Gerety Shows and Rubin & Cherry Exposition. Each unit will operate independently. Collectively they will be supervised and assisted by the Amusement Corporation of America.

Headquarters will be in Chicago, Illinois.

For years these three dominant midways have led the way to great advancements in the tented show world. Each season they have brought to fairs, all over the United States and Canada, bigger and better amusement centers, with ever increasing grosses. As a result of this amalgamation, 1939 will see the beginning of an entirely new era. Greater development and earning capacity will obtain. Fairs at which these midways appear in 1939 can be definitely assured of the most elaborate displays of commanding attractions in the history of Outdoor Show business.

The Amusement Corporation of America, in behalf of Royal American Shows, Beckmann Gerety Shows and Rubin & Cherry Exposition, is very happy for the avalanche of commendation received from friends all over the United States and Canada, in connection with creation of this Corporation. The Corporation's executives are highly appreciative of the exceptionally high favor with which the merger has been received.

We graciously thank Fairmen for the wonderful co-operation given us on our tours of 1938. With a Merry Christmas, wishes for much prosperity in the New Year, congratulations for this year's marvelous convention in Chicago . . . and with the most elaborate program of development in history before us, we look forward to really big things in 1939!

of one which, too, will help reduce economic in these branches will enable larger and finer tent theaters and enhance our already well-known ability.

benefits will prove of inestimable scores of large fairs we play in the United States and Canada. They will mean much affiliation with the Amusement Corporation of America.

organization represents invested capital of \$2,000,000. It gathers under one of the finest, largest and most profitable organizations—Royal American Shows, Gerety Shows and Rubin & Cherry

these unexcelled midways, with many years of concerted development of show business (for these shows do lead the way) such well-known executives as Carl Beckmann, general manager Royal American Shows; president Beckmann; Ruben Ruberg, president Rubin & Cherry Exposition; Emer C. Velare, business manager American Shows; Barney S. Beckmann, business manager Gerety Shows; Anna Ruberg, vice-president Rubin & Cherry Exposition; Curtis J. Beckmann, general manager Royal American Shows and executives have devoted virtually their lives to the industry. Their individual talents are being recital here.

1938 Fairs

- Battle of Roses
San Antonio, Texas
- Illinois State Fair
Springfield, Ill.
- Iowa State Fair
Des Moines, Iowa
- Nebraska State Fair
Lincoln, Neb.
- Kansas Free Fair
Topeka, Kan.
- Kansas State Fair
Hutchinson, Kan.
- Oklahoma Exposition
Oklahoma City, Okla.
- Oklahoma Free State Fair
Muskogee, Okla.
- Jr. Chamber of Commerce
Celebration
Port Arthur, Tex.
- South Texas Exposition
Corpus Christi, Tex.
- Iowa Shrine Jubilee
Davenport, Ia.
- Brandon Exhibition
Brandon, Man., Canada
- Saskatoon Exhibition
Saskatchewan, Sask, Can.
- Regina Provincial
Exhibition
Regina, Sask., Canada
- Winnipeg Jubilee
Winnipeg, Man., Can.
- Canadian Lakehead
Exhibition
Ft. William-Pt. Arthur
- Erie County Agri. Fair
Hamburg, N. Y.
- West Tennessee
District Fair
Jackson, Tenn.
- South Mississippi Fair
Laurel, Miss.
- Mississippi Fair and
Dairy Show
Meridian, Miss.
- Independence Jubilee
Calumet, Mich.
- Midsummer Festival
Milwaukee, Wis.

AMUSEMENT CORPORATION OF AMERICA . . .

in Gerety Shows · Rubin & Cherry Exposition





The Purpose of this Corporation



WHEN the world's three largest, finest and most soundly financed portable amusement organizations joined forces under united management, there were numerous definite and pre-determined purposes. Far-reaching benefits are certain to accrue not only to the midways involved but also to the great array of State, Provincial and Regional Fairs and Exhibitions, at which these various amusement centers appear annually.

The primary purpose is to eliminate dangerous and costly conflicts over routings . . . to reduce overheads through purchasing necessary facilities in greater quantities . . . to co-ordinate the years of experience of numerous successful executives for benefit of the industry as a whole . . . and, of great importance, to create flexibility that will enable each of these midways having reliable sources of additional attractions and ride devices to accommodate the largest Fairs and Exhibitions on the North American continent.

Fairs will derive a rich benefit from the fact that member organizations of this Corporation each season will present New Names, New Faces and New Attractions, which will, of necessity, command places in our ranks because of their merit and ability to produce results. With three consecutive years of new Fairs and Exhibitions available to them producers will be able to present attractions many times finer, more elaborate and much more meritorious.

This means guaranteed newness of attractions to Fairs at which our midways appear! Newness means increased earning power.

In brief the Amusement Corporation of America finds an answer through this merger to many of the serious ailments of individual operation. Its benefits will extend to Fairs, Showmen and Owners alike.

Progress never before possible now is certain!

The Amusement Corporation of America will in no way interfere with the public good-will enjoyed by these major midways. Royal American Shows, Beckmann Gerety Shows and Rubin & Cherry Exposition, definitely, will continue to be known under those names.

It is with an urgent desire to keep pace with the rapidly growing Fairs and Exhibitions of the United States and Canada that these organizations have joined forces under the banner of the Amusement Corporation of America.

ROYAL AMERICAN SHOWS
BECKMANN GERETY SHOWS
RUBIN & CHERRY EXPOSITION

Established
Reliability

Proven
Performance

Constructive
History

Years of
Experience

Persistent
progress

Unexcelled
Opportunities

Time-tested
accomplishments

Effective
Advertising

Smashing
Successes

Capable
Management

Constant
Improvements

Finest
Facilities

Unexcelled
Brilliance

Elaborate
Equipment

Known for
Character

Acknowledged
Preference

Beneficial
Flexibility

3,000
people

150 all-steel
railway cars

Famous
Showmen

Dominant
strength

Earning
Power

Guaranteed
Newness

100 finest
tent theaters

Attendance
Records

\$2,000,000
Corporation

Millions
of friends

100 thrilling
portable rides

Satisfying
Results

Constructive
Development

**AMUSEMENT
CORPORATION
of AMERICA...**

CHICAGO

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Full set of the following table sets and prices:
25 cards, \$3.25; 50 cards, \$6; 75 cards, \$9.50; 100 cards, \$13; 150 cards, \$17.50; 200 cards, \$21; 250 cards, \$25; 300 cards, \$29; Remaining cards sold \$3.00 per 100.

Set of 25 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 turns across the cards—set up and down. Lightweight cards. Full set of 100 cards with markers, \$2.00.
All bingo and Lotto sets complete with wood markers, tally and direction sheet. All cards size 5 1/2 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 1/2 x 7. Thin cards such as used in theatres, etc. They are punched 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
Lapboard, white cards, 5 1/2 x 7, Per 0, \$1.50
Wasting Bingo Cards on same size, set 0, \$2.00
Bingo Card Markers, to strips, \$5,000 for 1.00
Send for free sample cards and price list. We pay postage and tax. Set free pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago

SELL MORE POPCORN

NUCOL Golden Yellow



Added to seasonings, it that when popcorn is heated, it comes out a delicious and appetizing golden yellow. **INCREASE SALES.** Cost very small, for it goes so far. Send name of dealer and **ONE-DOLLAR SPECIAL NOTICE** will be mailed on receipt of 10c cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St. St. Louis, Mo.

SECOND-HAND SHOW PROPERTY FOR SALE BOUGHT ENTIRE WAX MUSEUM

Largest in Philadelphia, Costing \$250,000
Anatomical and Torture Specimens of the Human Body. Sell all or any part cheap. Write for details.
WEISS CURIOUSITY SHOP.
20 E. 2nd Street, Philadelphia, Pa.

15 Years Ago

(From The Billboard Dated November 24, 1923)

Clarence A. Wortham's World's Best Shows closed a highly successful regular-season tour at Houston on Armistice Day and immediately left for their California tour. . . . Forrest City, Ark., proved one of the best dates of the season for Dixie-land Shows. . . . Litt's Amusement Co. pulled into Granite City, Ill., after closing the season at Benld, Ill. . . . Swaine Fair, Live Oak, Fla., was proving a lucrative stand for Brown & Dyer Shows. . . . R. F. Lowey, of S. W. Brundage Shows' advance forces, was staging free trade shows in Missouri territory. . . . Greater Sheesley Shows closed what was said to be the organization's most successful season at Williamstown, N. C., and went into quarters on Virginia State Fairgrounds, Richmond.

Con T. Kennedy Shows moved into quarters in Miami after an excellent closing date at Waco, Tex. . . . Mr. and Mrs. Fred Oliver (formerly Kittle Lohberta, of Loos Shows) celebrated their third wedding anniversary at their home in Waco, Tex. . . . H. L. Masters, known as Maggie the Clown, was playing vaudeville dates with Zangar in the New England States after a successful season on Lew Dufour Shows. . . . Rubin & Cherry Exposition concluded one of the best dates of the season in Montgomery, Ala. Rubin Gruberg's home town. . . . George L. Dobyns signed Charles P. Watnuff to a one-year contract as general agent for the George L. Dobyns Shows. . . . Morris & Castle Shows wound up a pleasant and prosperous season at Port Arthur, Tex.

Walter P. Stanley, for years associated with the C. A. Wortham interests, assumed general managerhip of the organization as it closed at Brady, Tex., and went into quarters on the fairgrounds at Paris, Tex. . . . R. O. Crosby, New York, concluded negotiations to become associated with Bernardi Greater Shows in an executive capacity during 1924. . . . Advance ticket sales for the Showmen's League of America annual banquet and ball in Chicago had reached the \$5,000 mark.

SOL'S LIBERTY SHOWS

BEST EQUIPPED AND MOST BRILLIANTLY LIGHTED SHOW OF ITS KIND IN THE U. S. A.



NOW BOOKING FOR SEASON 1939



Winter Quarters Address

P. O. BOX 223 CARUTHERSVILLE, MO.

SHOWMEN'S HOMECOMING AND REUNION

To be held at the "Old Stamping Grounds," home of the most enjoyable parties ever held—Reid Hotel, formerly Coates House, Kansas City, Mo.
THE 19th ANNUAL BANQUET AND BALL OF THE HEART OF AMERICA SHOWMEN'S CLUB

AND LADIES' AUXILIARY

WILL BE HELD AT THE REID HOTEL (Formerly Coates House) KANSAS CITY SATURDAY NIGHT (New Year's Eve), DEC. 31, 1938

The Reid Hotel, since under new ownership and management, has been completely overhauled and redecorated, and Show People are now extended a cordial welcome and shown real hospitality. The Grace Ambrose Catering Company of the Reid Hotel, most fashionable Catering Company West of the Mississippi, will serve the Banquet.

SHOW FOLK: DON'T MISS THE GALA EVENT OF THE YEAR.

Make your Reservations early. \$3.00 per Person.

FRANK CAPP, Chairman Banquet and Ball Committee, Heart of America Showmen's Club.

INVITATION TO FROZEN CUSTARD OPERATORS

To see the machine that HAS MADE GOOD. Meet us at our Custard Booth at the Chicago Convention Showmen's League and NAAAPPA, Sherman Hotel, November 30 to December 1. Chas. Golding served 10,000 double-dipped cones in one day at the Atlanta Fair from one machine. The fact that we have NO repossessed or second-hand machines for sale is SURE PROOF of its SATISFACTION. EZE-WAY All-Electric Custard Machines by

GENERAL EQUIP. CO., 423 W. South St., Indianapolis, Ind.

SEASON'S GREETINGS from ART LEWIS SHOWS, INC.

We take this opportunity to thank all the Fair Associations, Committees, Business Firms with whom we have had the pleasure of doing business this year. Our Showfolks, directed and conscientious assistance with our organization for their spirited co-operation and support in making our 1938 season so successful, and to one and all, we wish a very Merry Xmas, and a very happy and prosperous New Year.

The Art Lewis Shows, Inc., will incorporate its 1939 season April 15th at Norfolk, Va., greatly enlarged, with new and modern Rides and Shows with new and modernistic fronts, magnificently embellished and brilliantly illuminated.

We will book Pony Rides, Auto Speedway, Rollercoaster or any Ride set conflicting. Especially interested in Circus Shows, Funhouses. Will finance capable Showmen with money-making Shows.

Will sell exclusive American Patentery, Photo Gallery, Loop or Short Range Gallery, and will book any other legitimate Concessions.

HAVE FOR SALE—Motorcycle Banners; Gasoline Banners and 10 Laughing Mirrors, Plymouth Sound Car with White Equipment, Everything in first-class shape.

WILL BUY one more No. 5 Gill Fests Wheat.

Address Art Lewis, Gen. Mgr.,
ART LEWIS SHOWS, INC.

WINTERQUARTERS
Jackson & Water Sts.,
Norfolk, Va.

Executive Offices
1047 Holland Ave.
Bronx, New York City

SOUTHERN OFFICE
Suite 724-26
Hotel Fairfax,
Norfolk, Va.

P. S.—Mr. Lewis will be at the Sherman Hotel, Chicago, November 28-30.

FRED W. SIMS Presents SIMS GREATER EXPOSITION SNOWS

Canada's Outstanding Midway

Now Booking for the Season of 1939 — 10th Annual Tour

Correspondence invited from all worthwhile and meritorious attractions in keeping with our standards.

FRED W. SIMS

Permanent Address: Box 85, Toronto, Ontario, Canada



FOLEY & BURK NOW BOOKING

MAJOR EVENTS IN CALIFORNIA FOR 1939
NEW SHOWS AND LEGITIMATE CONCESSIONS
ASSURED A PROSPEROUS SEASON

Communicate

603 Humboldt Bank Bldg., San Francisco, Calif.

BEST IN THE WEST


HARRY H. ZIMDARS
 presents
ZIMDARS
GREATER SHOWS, INC.
 NOW BOOKING FOR OUR 1939 SEASON

SHOWMEN:

Will Finance or Build Any New and Worth While Attraction. Want: Organized Midget Troupe, An All-Girl Revue, Mechanical Show and Big Snake Show.

RIDE MEN:

Will Book or Buy Rides—O, Lady Leo, Dodgem, Loop-the-Loop. Have 40-Ft. Parker Merry-Go-Round for Sale. Perfect condition and order.

CONCESSIONAIRES:

Will Sell Exclusive on Diggers, Frozen Custard, Photos and Hoopla. Will Consider Selling Exclusive on Wheels and Grand Stairs.

FAIR SECRETARIES:

In the Middle West and West, we invite you to visit our Winterquarters at 215 S. Poplar St., North Little Rock, Ark., or write us to P. O. Box 247.

"WATCH OUR PROGRESS"

Since 1928—We have grown from a two-ride show to our present standing of 15 rides, 12 shows, 6 light towers, 2 Bands, 2 Froe Acts.

Can place several Special Agents and Promoters

HARRY H. ZIMDARS
President

ALLEN H. FINE
Business Manager

Winterquarters Address: P. O. Box 247, North Little Rock, Ark.

CROWLEY'S UNITED SHOWS

NOW CONTRACTING FOR 1939 SEASON
FIRST TO OPEN—LAST TO CLOSE
LONG SEASON NORTH AND SOUTH
OPENING EARLY IN MARCH

CONCESSIONS

Can place Photos, Popcorn, Diggers, Fish Pond, Snow, Candied Apples or any Concessions that work for 10c. Absolutely no Grift.

SHOWS

Have Outfits for Unborn, Mechanical, Prison, Monkey Circus or any High-Class Single Pit Attraction, with or without own outfits. Can place man to take charge and operate nicely framed Lion Motor-drome. Strong Froaks wanted for Side Show, under management of Jack Hamilton.

WILL BOOK OR BUY FOR CASH IF PRICED RIGHT PENNY ARCADE
Address—Crowley's United Shows, Box 1467, Corpus Christi, Texas.

BARFIELD'S COSMOPOLITAN SHOWS

We have just closed a long and very successful season. Due to enlarging the show and requiring more space, have established winter quarters in the Fairgrounds at Dothan, Ala. We extend thanks to all Celebration Committees and Fair Secretaries who have helped make the season a success, and invite inquiries from committees who appreciate a clean midway—free from objectionable features. Want to hear from progressive showmen with worth-while attractions, and concessionaires who appreciate the policy of this show. Will place one more novelty ride, also a free attraction that is unusual. We offer free storage to those who book for 1939. Address all communications to C. E. BARFIELD, Mgr. BARFIELD'S COSMOPOLITAN SHOWS, P. O. Box No. 728, Dothan, Ala.

PEARSON SHOWS

NOW BOOKING FOR 1939 SEASON

Greetings to Our Friends Everywhere

Winter Quarters Address: Ramsey, Ill.

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

Golden Gate Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Nov. 19.—Arthur Hoffman, for the past nine years general manager for Hutton-Anfenger interests, tendered his resignation, effective at close of the San Jose engagement on November 6. It is his intention to take an apartment in San Francisco, where he anticipates becoming identified with the Golden Gate Exposition of 1939.

It was with extreme sadness that I read of the passing of Bob (Dutch) Rodgers. Rodgers and I had been very close friends many years and I am sure he will leave a gap in this scheme of things which will be felt for a long while.

Treasure Island had its biggest day Sunday on November 6. Reasons were marvelous weather; a great singing show put on for visitors, with 300 voices, including a number of opera stars, and the fact that the nearer we approach opening day of the exposition the more interest is evidenced by metropolitan San Francisco. About 40,000, most of whom came in automobiles, were in attendance.

Tom Hasson, Philadelphia, veteran producer of Oriental shows and other attractions, has signified his intention of organizing a company to apply for a concession for a strictly modern version of an Oriental Village.

John R. Ward, Long Beach, Calif., may be one of the show concessioners on the Gayway with an attractive and unusual show.

Courtney & Dennis, associated with Johnny Branson in Johnny's new ride, have all plans perfected for the building of the new thriller while awaiting arrival in San Francisco of Branson.

J. D. (Jake) Newman, circus general agent, is working on a deal to present Clyde Beatty and his lion act at the GGIE.

Charles L. Sasse, international booking agent and a veteran in this line, may have some of his European acts at the expo.

Joseph H. Kennedy, Pacific Coast representative of Major Edward Bowes, is assisting in assembling an unusual Major Bowes' Amateur Hour Unit for the GGIE. It will be comprised of attractions which have received the greatest number of votes in the weekly contests.

Sally Rand has accepted a limited engagement at the Music Box Night Club here so that she may be able to perfect arrangements for her proposed attractions at the GGIE.

Herm Anderson, international representative of the Ediphone division of the Edison Co., who has returned to his home in San Francisco from an extended European trip, advised the publicity department of the GGIE that during his four thru Continental Europe he was pleasantly surprised at the amount of advertising which he saw displayed regarding the San Francisco Exposition.

First bents of the giant Cyclone Coaster being built by the Traver-Baker interests were erected on November 11 with ceremonies. Staff photographers and reporters made quite a function of the job. Joe Drambour, construction chief for Traver-Baker, said he will have his first thriller to be built on Treasure Island ready for riders in six weeks.

Frederick Weddleton, chief of the divisions of concessions, has okayed plans for the Midget Village and the Children's Village, construction on both to be started soon.

W. J. (Bill) Collins, who will be general manager of the Midget Show, has had much experience with this type of show, having been manager of midgets at San Diego and Dallas expositions.

James Lewis, Klamath Falls, Ore., contracted for a food concession about six months ago. Shortly after that a relative died in Greece, leaving him a considerable fortune. Lewis, who went to Greece to settle the estate, returned to San Francisco the other day. Before going to his home in Klamath Falls he purchased additional space for his concession because, he said, he heard so much talk and saw so much advertising

of the exposition while traveling thru Europe.

Gandy Carson, who letters after 23 years of silence, was of the Carson-Lachman Shows and more recently has operated concessions on major carnivals. He is wintering in Phoenix, Ariz., and may apply for some space at the expo.

William Robinson, of the firm that has a contract for erection of the Believe-It-Or-Not building, and Anthony Thorman, architect and designer of the building to be constructed for the Ripley show, came from Los Angeles for a conference with Frederick Weddleton, chief of the division of concessions, and the department of works relative to the building design. Charles Pyle, under whose direction the Ripley show will be presented, said it would be the largest and most novel he has ever presented. Work will be started on December 1.

Bob (Believe-It-Or-Not) Ripley blew into San Francisco on November 12 and quietly made a solo trip to Treasure Island. Shortly after his return to town reporters pumped him dry while news photographers were busy. While Bob was brought up in Santa Rosa and got his early newspaper training in San Francisco, this was his second visit to the city of Seal Rocks in 25 years. He left town almost as quietly as he came. He will probably confer with Pyle in Los Angeles relative to his show, which will be one of the features of the Gayway.

R. Seckel, Johannesburg, South Africa, one of the towners of the top-money show, Victoria Falls, at Empire Exhibition, Glasgow, returned to San Francisco from New York, where he has relinquished all his interests in the Victoria Falls attraction there and will devote all his time to his interests at the expo on Treasure Island.

Michell & Pfeiffer, San Francisco, who probably will build the new Branson ride and may also have a number of other amusement contracts, built a number of attractions at Panama-Pacific Exposition here in 1915.

None of the proposed Gayway attractions have received the local and national publicity which the Rocket Ship has had. This novel 20th century creation is the result of labors of Ned Elwood McCuire, New York; Walter K. Sibley and Walter Hile, and it is the thought among experts that this realistic and unusual show will be the feature of the Gayway.

Little Billy, internationally known midget entertainer, who may be one of the attractions with the Midget Village, has been making pictures in Hollywood and doing exceptionally well in the last couple of years. It doesn't seem so long ago that he was a top-liner on the Keith Circuit.

San Francisco-Oakland Bay Bridge, sometimes called the Bay bridge, during its two years of operation has carried nearly 40,000,000 people over its roadway, and traffic is increasing.

Elements Nullify CNS Business at St. John

ST. JOHN, N. B., Nov. 19.—After a lapse of about four years Canadian National Shows, with base at Montreal, played a nine-day stand recently under Cedars of Lebanon Association auspices, which provided concession help. There were no shows, but one ride, a Merry-Go-Round, was set up. Inclement weather, which has hampered all outdoor amusements and sports this season, had a nullifying influence on business. The ride was the top money getter, with dice next. Money here was scarce, however.

For its first visit here show broke in a lot which was not used before or since. The organization, of French ownership, played to an English-speaking stand for Lebanese auspices. On its tour it played chiefly bilingual centers, using both French and English.

Philadelphia

PHILADELPHIA, Nov. 19. — South Street Museum continues to play to good business with the following bill: Johnny Walker's Revue; Neil Johnson, novelty bag puncher; Jolly Rose, fat girl; Professor Hall, magico; and Mine, Marajah, mentalist. Dancing girls are in the annex.

Eighth Street Museum reports improved business this week. On the bill are Wally White, mystery man; Thomas and Robinson, dance team; Congo, South African Bushman; McClee, cartoonist; Spidors and Mysteria, illusions. In the annex are dancing girls and recent additions include Jean Mitchell, Louise Bobb, Vivian Krause and Garnett McKamm.

R. K. Johnson arrived for the winter from Blue Ribbon Shows, for which he was general agent. He reports that business was spotty at still dates and good at the fairs.

Bill Spence opened a shooting gallery here and opening week business was good.

Goldie Pitts returned here for the first time in several years. He will be associated with a local amusement organization for the holidays.

BETWEEN THE LINES

(Continued from page 48)

opening, closing and reopening, etc., "between the lines" tell the story of the heaven that's leaving the whole circus lumpy.

The most picturesque figure in circus life today is Jess Adkins. Reading "between the lines" I find him in the saddle. He knows the circus game, has big ideas, and—watch him closely—he has Bailey ideas bountifully. Whether he realized it or not when he toured the country and bought up all the worthwhile circus property and animals in the old winter quarters at Montgomery, Ala., in the George Christy barns at South Houston, Tex., and on the William P. Hall farm at Lancaster, Mo., and other places, he put out of the game several who would liked to have had on tour a big circus, while the bank at Peru, stood, and does now stand, a silent sentinel in the "between-the-lines" survey.

In the new-day circuses clowning will be permitted to develop, be really funny, and they will be paid their price. The art of bowing "in" and "out" by performers will be beautiful to behold. There may be a parade. If so, it will adopt the landmarks of the old. If not, there will be something paramount, on downtown streets, instead. There will be one act at least that cannot be excelled, impossible of duplication, a la the Bailey way, no matter what the cost.

The circus is at the place where it is necessary to choose between two roads. The road it will take is marked "Duty." Owners of the future circus will analyze themselves and cultivate only desirable qualities. They will send out good in some form, and in considerable quantity a corresponding amount of good will return. If circus owners withhold good or permit negative qualities to be expressed in dealings with others, the measure of receiving is curtailed.

For a long time circus owners have refused the truth as to credit. They just would not acknowledge the James A. Bailey way, that credit consists in a reciprocal action based on trust, confidence and faith; that there must be a giver and a receiver, trustor and trusted, creditor and debtor; and that in the circus business you are giver and receiver, trustor and trusted, creditor and debtor—that you are a closed corporation on two entities, an inner man and an outer man—that between the two all the stock is held. Since Bailey's death the outer man reached where he had the idea he didn't even need the help of the inner man, let alone his credit. Now the outer man has come to the end of his rope and must give way to the circus owner who, to complete the reciprocal cycle, will place his whole trust and faith in his inner man.

The new-day circuses will have cornerstones like these: "Ideas are not merchandise" and "It is the human element more than anything else that makes the circus move forward."

The circus for years has gone along paying as little as conditions permit and

charging all the traffic will bear. "We're in business to make money, you know," the circus owners have proclaimed. The new-day circus will pay labor more, give customers more and charge less. A balance sheet, when Bailey was in the saddle, reveals that the Barnum-Bailey volume of business under the system just enumerated was boosted more than 60 per cent. Bailey knew that when workers are underpaid the circus morale is bad. The coming circus will not cling to the outworn tradition, "Charge what you can get; pay only when you must." It will pay more, give more and charge less. The gold in the golden rule will be applied. Verily, the underlying theory of business practice by the new-day circus will be "Pay as much as possible, give as much as possible, and charge as little as you reasonably can."

The foundation of true circus business is confidence, which springs from integrity, fair dealing, efficient service and mutual benefit. Confidence can be derived and maintained by:

1. Every circus owner considering his vocation worthy and as affording a distinct opportunity to serve the people.
2. Always competing with fairness, securing patronage on merit and without derogatory reference to a competitor.
3. Presenting the circus truthfully at all times, being careful in the preparation of advertising copy to state only the facts.
4. Knowing accurately the cost of doing business in order that a fair price, a fair wage and a fair profit may be accrued.
5. Using best efforts to elevate the standards of the circus, and to conduct affairs that others may find it wise and profitable to follow as an example.
6. Being fair and honest with patrons and employees, at all times rendering to them the maximum service and loyal co-operation.
7. Being courteous and friendly to those who sell to the circus and by meeting obligations promptly, realizing that good credit is a paying asset.
8. Realizing that there is a fourfold obligation—to the public, to employees, to competitors and to those from whom the circus buys.

The new-day circus will be presented in the most attractive way. Hard-headed circus owners have been carrying out the idea: "My circus is good enough. If the people want the flurrie they'll have to add them. I will not bother with them. To h—l with the public." These hard-boiled mortals are lost in the packwaters.

The new-day circus owner will know that beauty in business is an asset, with a money value that may be calculated. An added ingredient for successful circus

A Lifetime Record of Your Social Security Number



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

Social Security Number

Name

Address

City State

business is what may be called "love." Does the thought of "love" in circus life cause the hard-boiled to smile? He says, "Circus business is warfare; get to the goal by any means you can and the devil takes the failures."

The Jim Bailey-Uncle John Robinson-Adam Forepaugh idea, "the public is always right," will prevail in the new-day circus. Customers are not always right, but carrying out the idea will be the circus owner's gesture of giving more than required. Will it pay? Perhaps it will cost the circus money. Unscrupulous persons may enter claims for replacement of things when they deserve no replacements. But still it will pay the circus. It will pay the invisible divi-

dende of friendliness and good will. Invisible dividends have a way of reappearing in hard, visible coin that fills the coffers. Beauty in circus business must be more than skin deep. If circus owners are courteous because they hope to make a sale they may miss the sale. Be courteous because you have real interest in giving the patron the best. If circus is beautiful on the surface but has no quality patrons will continue only as long as it takes the first buyers of tickets to tell how they were cheated. Under all the beauty there must be the inner beauty of integrity and dependability. It must not only be in the performance, but in the circus owner behind the same. Warped and crooked circus men cannot make the straight and beautiful. Ah, no matter how small the circus owner is, his responsibility is to cultivate the inner graces! This will make the owner of the new-day circus build and sell beautiful, dependable performances.

The new-day circus will have a bureau of employment that will go deep in picking performers, agents and help—reading applicants by the way hat is worn, the step, the carriage and the shoulders. Eyes, facial expression, hand-shake and other common systems will be taboed. It is now known that a person's shoulders change with the possessor's thought. Fellowship will be taken into consideration. Circus veterans remember George O. Starr, who for years stood close to the heart of James A. Bailey. What a wonderful, square, honest character he was! An employment bureau of the new-day big top would hire him quickly from what his signature resembled.

And "Tody" Hamilton, the greatest of circus press agents, would be employed quickly from his handwriting.

I have pictured the new-day circus. In conclusion, I mention the circus that will come years thereafter: "The Circus of the Air." In 1903 in my circus book *Looking Backward With the Circus 33 Weeks* my loyal friend, the late L. O. Zelleno, predicted it. Yes, the monster dirigibles and airplanes, presenting "The Circus of the Air," are on the way. And the world rambles right along!

Where Are You Wintering?

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

Title of Show

Kind of Show

Is it Flat-bar, Baggage or Moldrized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1939 if definitely

HAVE YOU SEEN THE NEW 1939



KOZY
Coach
TRADE NAME REG. U.S. PAT. OFF.

Every year Kozy Coach owners from Coast to Coast say, "We don't see how you can make it better!" but once again Kozy Coach leads with important style and comfort innovations. There's new streamlining on the exterior—side cabinets are continued clear to the back, giving 20% more storage space—an ingenious floor plan makes possible the new sliding doors between the living room and the rear compartment, insuring complete privacy. Write for a brochure of the new models and you'll be convinced that "You're Ahead with a Kozy Coach Behind."

1802 REED AVE.,
KALAMAZOO, MICH.

KOZY COACH CO.,

1802 REED AVE.,
KALAMAZOO, MICH.



10 TRAILERS
on a Table Top!

BY ALL MEANS see the interesting exhibit of 10 new 1939 Schult Trailer miniature models when you visit the 20th Annual Convention and Trade Show in Chicago the last of this month.

Willbur Schult, President of the company, will be on deck to welcome visitors and point out the features that have made Schult Trailers so popular with show people.

The new 1939 models far surpass last year's line in styling, beauty and roominess. New refinements and conveniences make them more livable than ever. Many models are particularly adaptable to the needs and use of showmen.

Don't miss the Schult exhibit—Sherman Hotel—November 28 to December 1. Write for new FREE CATALOG, profusely illustrated, showing all models, construction detail, etc.

SCHULT TRAILERS, INC.

Dept. 211, Elkhart, Indiana.

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National Trailer Homes.
\$345.00 to \$1595.00
Alma Silver Moons.
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14 Ft. to 24 Ft.
Sold on Convenient Terms.

Send for Circular.
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2416 So. Michigan Avenue
Chicago, Ill.

Zimdars in Wind-Up At Brinkley, Ark.; Season Successful

ST. LOUIS, Nov. 19.—Harry P. Zimdars Greater Shows, which closed a successful season at Brinkley, Ark., on November 12, are quartered at North Little Rock, Ark. Extensive building and enlarging of the show will be started in the next few weeks, under direction of Sailor Harris, who has just concluded his fifth consecutive season with the show as construction superintendent and slide show manager. A new back end, new fronts and other improvements are contemplated by Owner Zimdars.

Chief Mechanic Hank Wehl and his crew of electricians have been instructed to build six novel light towers. Globe Poster Corp., Chicago, is drawing plans for new paper for the 1939 tour, with a slight change in title of the show.

Since 1928 show has grown from a two-ride organization to its present 12 rides and 10 shows. Zimdars states that he will add three major rides for next year. Rex Cole has been signed to present his troupe of Western Riders. Tex Gordon and his Thrill Show also have been engaged for next season. Management also plans to carry two bands and two free acts.

K. G. Finishes in Ada

ADA, Okla., Nov. 19.—K. O. Amundsen Show called it a season at conclusion of its engagement here October 29 and moved into quarters in Sapulpa, Okla., last week. Owner K. O. Clapp reports that he contemplates a larger organization in 1939 and that quarters work will get under way soon. Shows enjoyed a good season considering the times, Clapp said.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Nov. 19.—Club's second meeting of the season last Friday night saw the return of Abner K. Kline, president. After greeting many friends, fellow members and their wives, Kline exhibited motion pictures which were well received.

Led by Frank Capp, Entertainment Committee chairman, reported on the annual New Year's Eve Banquet and Ball. It was voted to stage it at the Reid Hotel, where visiting showmen and their families could be easily accommodated after the ball. Present plans call for many exhibits and a strong program, including a talk by Tom Collins, local writer and humorist.

Harry Ahshuler, treasurer, continues to lead the HASO membership drive contest.

Ladies' Auxiliary

Myrtle Duncan, president, presided at the club's regular Friday meeting. Several new faces were noticed, Pearl Vaught and Virginia Kline being in attendance. Dates for winter festivities were then decided and are as follows: Nomination of officers, December 9; annual bazaar, December 15-18; election of officers, December 16; Christmas Party, December 23; installation of officers and open house, December 29; annual luncheon and Tacky Party, December 30.

Since Virginia Kline went to New York to attend the National Showmen's Banquet, she was asked to take greetings from the club along with her. A letter was read from the Ladies' Auxiliary of the Showmen League inviting all members to attend their Installation Dinner at Sherman Hotel November 29.

Members were served coffee and doughnuts and played games after adjournment.

Dodson Begins Building At Huntington Quarters

HUNTINGTON, W. Va., Nov. 19.—Final portion of Dodson's World's Fair Shows, which closed the season here, was stored October 19, and winter quarters activities got under way October 31, under direction of Bill Harvey, reports V. Kohrma, shows' secretary. Present plans call for construction of 15 new wagons and at least three modern fronts.

While the show was playing its final stand, contracts were signed with the local committee for the organization to open here early in April. Management also has concluded negotiations to make Charleston, W. Va., its second stand of the season.

As soon as equipment had been stored, C. G. and M. G. Dodson, owners, and their families left for their winter homes in Miami.

St. Louis

ST. LOUIS, Nov. 19.—Mr. and Mrs. Mel H. Vaught, of State Fair Shows, while en route to Chicago visited The Billboard offices here Tuesday. Vaught will remain in Chicago until after the "big doings," while Mrs. Vaught will go to Cleveland to visit relatives until the Chicago meetings start. Mr. and Mrs. Curtis Velara, of Royal American Shows, last week departed for the South. Curtis is almost completely recovered from a recent illness which laid him low for over a month. He's gained 10 pounds. They were the house guests of Mr. and Mrs. Charles T. Goos here. Mrs. Earl Hiebe, secretary of the Missouri Show Women's Club, has been seriously ill at her home here the past two weeks.

Sonny Bernet, now known as the SLA emcee, visited with Myron (Mike) Shapiro, manager of Globe Poster Corp.'s local plant, for several days. Victor Canares, Imperial Shows' general agent, visited The Billboard's offices Tuesday. With him was Frank A. Berry, of Hannibal (Mo.) Outdoor Advertising Co. Both will make the Chicago meetings. L. Clifton Kelley, of Amusement Corp. of America, passed thru the city on route from Hot Springs, Ark., to Chicago, to attend the meeting there.

George W. Davis and Floyd Hesse, both on the Johnny J. Jones Exposition, arrived here last week for the winter. Benny Leonard, formerly in the carnival field, opened a walkathon in Alton, Ill., this week.

Lawrence in Finale; Crump G. A. for '39

WAYCROSS, Ga., Nov. 19.—Favored with good weather, the Sam Lawrence Shows' final stand of the season here resulted in good business for the organization. Show officials reported that business on the season was satisfactory.

Closing feature was the farewell party tendered the executive staff by Owner Lawrence, who announced that he had re-engaged Cliff Crump as general agent for 1939. Crump and Lawrence left this week for New York.

J. F. Sparks Trek Winds Up a Winner

PT. WAYNE, Ala., Nov. 19.—Inclement weather played havoc with J. F. Sparks Shows as far as business was concerned here last week, organization's closing date of a 33-week season, Saturday, however, weather moderated a bit and showfolk managed to obtain a fair day's business. Season as a whole was a winner and show went on into quarters in Attalla, Ala., on the right side of the ledger.

Manager Sparks plans to begin quarters activity in the next several weeks. His crew will consist of eight men until about January 1, when he plans to add to it as work progresses.

Mr. and Mrs. Sparks will vacation for a few weeks in Florida and then return to quarters until the show hits the road next season. Mr. and Mrs. Tom Sparks went to their home in Birmingham.

Business Holds Up for Brydon's Life Museum

COLUMBUS, O., Nov. 19.—Look-at-Life Museum, under direction of Ray Marsh Brydon, closed a two-week engagement here on November 12 to satisfactory business. Prior to the organization's stand here it exhibited in Johnstown, Pa., closing there with a good profit for itself and Mercy Hospital, sponsor. During the last half of the engagement, Roscoe Ates, film star, and his road show company were visitors.

Just before the unit was to move into McKeesport, Pa., officials learned that the building there had been condemned and show was routed into Steubenville, O., where it played a two-week engagement to fair results. Ted Lewis and orchestra, who were playing the Capitol Theater, were guests of the show there. Rodgers, the Peanut King, was a daily visitor in Steubenville.

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H.-M. Has First Indoor Circus To Go Over in Philly in Years

PHILADELPHIA, Nov. 19.—For the Hamid-Morton Circus, which opened here on Monday under auspices of Lu Lu Shrine Temple, opening business was very favorable, with capacity on Tuesday and Wednesday and advance sell-outs for Thursday and Friday. George Helm, postulant, was much pleased with the excellent show provided.

Advance sales amounted to more than \$10,000 and this was the first indoor

circus here in years that has gone over. At night lines a block long were at three ticket boxes, waiting for seats.

Staff for Hamid-Morton was Bob Morton, director; Doc Stahlner, general representative; Henry Robinson, special representative; Omar J. Kenyon, director of public relations; Tex Sherman, press; Al Harding, secretary. Tuesday and Wednesday matinees entertained orphans and crippled children as guests of the Shrine and circus company.

El Paso Midway At Sun Carnival Going Downtown

EL PASO, Tex., Nov. 19.—Midway of the 15th annual Southwestern Sun Carnival will be moved back to the downtown district this winter, said Verne Newcombe, managing director. Events will include annual Sun Bowl football game between champions of the Border Conference and an outstanding Eastern team, parade of floats, coronation and ball for sun queen, and a symphony orchestra concert. Officials say that more than 100,000 will see the parade.

This will be Newcombe's third year as director of the midway. His staff will include Leo P. Floyd, chairman; Ray Stocker, secretary; Paxton H. Dent, press; Shorty Wells, lot superintendent; Jimmy Borchedeau, electrician; Jimmy Albright, Charles Willeford, assistants.

Giant chromium and neon entrance gates are being built for the midway. Event is advertised by billboards, radio and newspapers as far as Yuma, Ariz., Denver and Fort Worth.

Among attractions booked are Ferris's rides, twin Ferris Wheels, Merry-Go-Round, Octopus, Dual Loop-o-Plane, Mump, Baby Auto Ride, and Dipst Doodle; Bud Crow's Ball-o-Plane; Mild Anthony's Side Show, Snake Show and Monkey Show; Snakoid Jones, glass house; Jack Smith, long-range shooting gallery; and K. Boston McLoughlin, juggler.

Captain Speedy Phoenix, high net diver, has been signed as free attraction. Charlie White has booked Streets of Paris, night club under canvas, with stage shows and singing waiters. Jack Buehler will be manager of all eats and drinks for Newcombe.

B.-C. Acts at Horse Show

PORT WORTH, Tex., Nov. 19.—The Fall Horse Show drew more than 20,000 in Will Rogers Memorial Coliseum here on November 18-19, children being admitted free to almost all performances after the opening. Opening night drew 3,000, while nearly 4,000 attendance on November 19 was the largest night attendance. Acts booked thru Barnes-Carruthers to add popular appeal to the show included Curtis' Black Horse Troupe, Willie Necker's Doberman Pinschers, Edna Dea's animal act; Taximeter, comedy mule; Bill Wilbur dog act, and a pair mule of high-school horses. Capt. Irving O'Far, announcer for the rodeo held at Southwestern Exposition and Fat Stock Show here last March, was announcer.

Pro Acts Are Featured;

Home Show To Be Annual

PORT SMITH, Ark., Nov. 19.—Featuring professional attractions, National Home Show sponsored by the Real Estate Board here and ending on November 22 drew 22,000, and the committee plans to make it an annual event, reports Edwin N. Williams, managing director. There were 50 booths and a model home.

On the stage was Bernice Kelley's Circus Revue, including, Lloyd's Dogs and Poodles; Bernice Kelley, tight wire; Harmon, cyclist; Miss Josephine, aerial ladder; Billie Irvin, comedienne, and McDonald and Moore, jugglers.

Peanut Festival Is Success With West Shows on Midway

DAWSON, Ga., Nov. 19.—Featuring West's World's Wonder Shows with 12 rides, 12 shows and 40 concessions on the midway and slightly free acts and fireworks, over 25,000 attended the successful Southeastern Peanut Festival sponsored by civic and fraternal organizations here on October 31-November 5, reports Al H. Miller, midway director.

A pageant, with the peanut as its theme, was staged on three nights, and there were two parades and a queen coronation. About \$2,000 was paid in premiums for agricultural and peanut exhibits. Officials were H. S. Jennings, manager; H. G. Richey, president; Ed Stevens, vice-president, and Dallas Sperbeck, secretary-treasurer.

Show Champion to Congress

CANTON, O., Nov. 19.—Mayor James Secombe, who for several years promoted the annual July 4 Celebration and Home-Cooking here, was elected to Congress on November 8. During the years he has been mayor Secombe has been extremely friendly to circus and carnival agents. On several occasions he interceded for shows, enabling them to play Canton at the minimum license fee despite the fact that the city has an exorbitant reader.

Shorts

ELMER BROWN reports he will stage a three-day National Guard Indoor Fair in Festus (Mo.) Armory and will also produce a four-day charity circus in Belleville (Ill.) Moose Home. Advance ticket sales for the events are good, he said.

SLIVERS JOHNSON reports he introduced his Fantastic Austin at the recent Hamid-Morton Shrine Circus, Toronto, and that he also appeared at H.-M. Shrine dates in Cleveland; Amherst, N. S., and Philadelphia.

FLOOR SHOWS, an industrial exhibit and concessions will be featured at the Phoenix (Ariz.) American Legion Parade of Progress, reports L. M. Kennison. There will be a free gate and ticket sale contest, winner to receive a trip to Golden Gate International Exposition, San Francisco.

MILWAUKEE Midsummer Festival Commission re-elected Rudolph Hokanson, president; A. J. Ohsenberger, vice-president; Otto Hauser, secretary; William H. Wendt, auditor; Dr. John W. Mudroch, treasurer. The commission selected tentative dates for the 1939 lake-front festival.

POSSIBILITY of staging a fourth annual Jubilees was discussed last week by leaders of Kansas City Fall Festival Association, which sponsored it in previous years.

WAYNE PRODUCING CO., managed by J. B. Edwards, of J. B. Edwards Shows, and W. H. (Doc) Kerr, pony track and concession operator in Chippewa Lake

Park, Medina, O., will open its five-week season of merchant-sponsored Santa Claus parades and pageants in Marion, O., to be followed by a date in Mount Vernon, O. Mr. and Mrs. O. A. Klein are contracting agents. Those attending a preview parade on November 13 were Mr. and Mrs. Ralph Peters; Maynard (Doc) Blast, circus fan; Beatrice Lentz and Mr. and Mrs. Rex McConnell, all of Canton.

FIVE vaude acts will be used at Tulsa (Okla.) National Home Show, sponsored by the Real Estate Board and directed by the Federal Production Co., reports Edwin N. Williams.

AFTER closing a successful fair season of 10 weeks recently in Anderson, S. C., Tudor Sisters and Avery, Marshall and Helen and the Three Eddys played Fort Wayne (Ind.) General Electric Indoor Circus on November 13-19 and have three more indoor dates to play before returning to Indianapolis for the winter.

WHALE OF A

(Continued from page 66)
from Kansas City, is to speak on Successful Worry, a subject that should appeal to showmen. In the line of entertainment Chairman Levy has some surprises which he is not revealing. Those who attend the banquet are assured of a splendid repast, colorful entertainment program and plenty of dancing, with Lew Diamond's orchestra furnishing music. A check of reservations at the Shorman indicates a heavy influx of showmen on Saturday and Sunday, and a score or more coming earlier in the week.

MAMMOTH EXPO

(Continued from page 66)
in Portland, Seattle, San Francisco and Oakland, Calif.

San Francisco offered the banner day of the season. Success there was attributed to a publicity and contest tie-up with The San Francisco News, which included six pieces of art. Following the 10-day engagement there show moved to Oakland for a seven-day stand, where a kiddies contest tie-up with The Oakland Tribune drew large crowds all week.

Preparations are now under way to play this city for 21 days at Exposition boulevard and Vermont avenue. Waltrip already has arranged a contest and publicity tie-up with The Los Angeles Times. No holiday closing is contemplated.

Besides a score of living animal oddities, show carries an Egyptology exhibit; Scintilla, headless girl; Custard; Selim Jarjoura, Shepherd from the Holy Land, and London flea circus, Little Star, diminutive 30-inch milk cow, gave birth to a calf at San Jose last week. It was appropriately named San Jobe. Exposition Train, owned by M. C. Hutton and Harold Anfenger, is managed by the latter. Route, selected by Hutton, is contracted by Waltrip, who also handles all press and radio tie-ups.

MET SECTOR

(Continued from page 66)
one amiable expressed it, that the boys are standing on one another's toes in the NSA clubrooms.

There's no such animal as a full fat, and if one were published it would bewilder the typesetters. The scribe caught the following, at any rate, chewing the proverbial fat, offering thoughts on the nature of the '38 circuit, expanding on what they have lined up, or anticipate lining up, for next year, and so on far into the night.

One fellow has been practically asleep on one of the new leather sofas of the clubrooms for three days, but they finally threw him out and sent him home. (The rumor that he was a general agent figuring out his season's swindle sheet to hand to the bossman was tracked down and knocked into a cocked hat. As a matter of fact, he was working on next year's s. a.)

W. F. Plant Toured

Early quota from midway orgs included W. C. Fleming, E. Lawrence Phillips, Max Lindeman, L. Harvey Gann, Gerald Snellens, Jack L. Greenspoon, Charlie Cohen, Izzy Cellin, John W.

Wilson, Joe Goodman, Art Lewis, Oscar Buck, Jim McHugh, George Hirschberg, J. W. (Patty) Conklin, Harry Dunkel, T. W. Kelley, Lew Lange, S. A. Kerr, Murray Goldberg, George Traver, Frank Miller, Sam Lawrence, George Whitehead and numerous others, including Max Cohen, American Carnival Association.

Pairs brought Elwood A. Hughes, Toronto; Maj. E. B. Allen, Flemington, N. J.; Mr. and Mrs. Charles Ross, Toronto; F. W. Winter, Auburn, Me. Park men noted were Dave Stone, Paragon Park, Boston; Jack and Irving Rosenthal, Palisades, N. J., and others. Caterers and attractionists included Jake Shapiro, Triangle Poster Co.; Clem Schmitt, Insurance; Mike Barnes and Rube Liebman, Barnes-Carruthers; Abner K. Kline, Beverly Aircraft Corp.; G. E. Kohn, Fulton Bag and Cotton Mills; Arthur Campbell, Baker-Lockwood Co.; M. B. Howard, Norfolk office George A. Hamid, Inc.

Tuesday's general meeting, last before the banquet, was a climactic affair, featured by ceremonies during which Ladies' Auxiliary donated the NSA flag with lion insignia to the association. On Wednesday about 100 members and guests assembled at the World's Fair and made a motor tour of the great expanse as guests of the expo. Report on this banquet, with list of those attending, appears elsewhere in this issue.

RAS HAS BEST

(Continued from page 66)
rived ahead of time because of the excellent schedule arranged by the Canadian National. In fact, this year the show had the finest co-operation from both the Canadian National and the Canadian Pacific.

Regina followed Saskatoon and heavy increases in gross attendance were recorded there. There came the summer fair at Winnipeg, one of the newest in Canada. Concluding engagement in the Dominion was at the Lakeside Exhibition in Ontario. From here RA entered the United States by way of International Falls to play the Tri-State Fair, Superior, followed by the Minnesota State Fair, Minneapolis-St. Paul. Astonishing was the fact that, although heavy rains fell throughout a part of the State fair, more than 150,000 were on the grounds at a time when an inch of rain fell.

Other State fairs visited and where heavy increases in grosses were recorded and contracts were signed for the show to come back in 1939 were Tennessee; Nashville; Alabama, Birmingham; Mississippi, Jackson. Attendance records for 35 years were broken in Jackson. The show wound up its season at the South Texas State Fair in Beaumont.

At Paducah, Ky., one of the fall still dates played, merchants displayed signs reading "Welcome, Royal American." After leaving winter quarters at Tampa, the show played, starting April 10, at the North Florida State Fair, Jacksonville. There a record fair attendance was established. In Atlanta, the show was located at Lakewood Park and from that city the carnival passed into Tennessee, where at the Memphis Cotton Carnival, the first of the new year's records was established. This despite two days of hard rain and an extended engagement. From there spring still dates included Evansville, Ind.; Racine, Wis.; Rockford, Ill.; Cedar Rapids, Ia., and Davenport, Ia., all of which were considered satisfactory from the viewpoint of attendance and receipts.

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WHOLESALE MERCHANDISE

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Coming Events

These dates are for a five-week period.

CALIFORNIA
 Huntington Beach—Cmas Frolic Days, Dec. 18-24. Wm. Callahan.
 Los Angeles—Great Western Live-Stock Show, Nov. 30-26. H. J. Welch, Talmun.
 Denver—Auto Show, Dec. 9-10.

FLORIDA
 Port St. Joe—Centennial Celebration, Dec. 7-10.

GEORGIA
 Columbus—Police Indoor Circus, Nov. 22-27.
 Macon—Shrine Circus, Nov. 21-24. E. C. Ferguson, Dempsey Hotel.

ILLINOIS
 Belleville—Charity Circus, Dec. 6-8. Elmer Brown.
 Chicago—Fur, Fur & Feather Fashion Show, Nov. 23-24. C. G. Lightner, 2410 S. Michigan ave.

INDIANA
 Evansville—Shrine Indoor Circus, Nov. 21-23. Arthur Baum.
 Indianapolis—Auto Show, Nov. 19-23. C. W. Warnock, 519 E. Washington st.

IOWA
 State Center—Corn & Calf Shows, Dec. 6-8. Bert Merrill.

KENTUCKY
 Mayfield—Tobacco Festival, Nov. 22-27.

MARYLAND
 Baltimore—Auto Show & Motor Boat Exhibit, Nov. 19-20. John E. Reine.
 Boston—Natl. Winter Sports Expo, Boston Garden, Nov. 30-Dec. 6. Walter A. Brown.

MASSACHUSETTS
 Boston—Boston's Own Winter Fair, ausp. Eka, Dec. 3-11. C. J. Gordon.
 Boston—Boston Hobby Show, Dec. 5-10.

MICHIGAN
 Detroit—Detroit J. Live-Stock Show, Dec. 13-15.
 Detroit—Detroit & Michigan Expo, Dec. 21-23. Grand Rapids—Apple Show, Dec. 6-8.

MINNESOTA
 Minneapolis—Natl. Guard Indoor Fair, Dec. 1-3. Elmer Brown.
 Kansas City—Auto Show, Nov. 25-Dec. 3. C. M. Woodard.

NEW JERSEY
 Hopewell—First Aid Squad Wild Animal Sportswoman Exhibit & Pet Show, Nov. 19-24. C. Fitzpatrick, Bound Brook.

NEW YORK
 New Brunswick—K. of C. Wild Animal Sportswoman Exhibit & Pet Show, Dec. 1-3. C. Fitzpatrick, Bound Brook.
 Newark—Auto Show, Nov. 25-Dec. 3. W. L. Malton.

NEW YORK
 New York—North Angeleno Winter Sports Show, Madison Sq. Garden, Dec. 6-10. Lee Conover.
 Rochester—Auto Show, Nov. 19-26. Edw. C. Schoen, 133 E. ave.

OKLAHOMA
 Garber—Garfield Co. Poultry Federation Show, Nov. 25-Dec. 1. A. W. Creighton, Enid, Okla.

OREGON
 Portland—State Corn Show, Dec. 1-3. Edw. M. Weinbaum, 424 S. W. 3rd ave.
 Eugene—Eagle Island Expo, Dec. 1-3. Providence—Poultry Industries Expo, Dec. 9-11.

SOUTH DAKOTA
 Sioux Falls—Auto Show, Nov. 24-26. W. Kloter.

TENNESSEE
 Nashville—State Fair Castle Show, Dec. 7-9. L. A. Richardson, Box 1071, Knoxville.

TEXAS
 Dallas—Cotton Festival, Dec. 2. Chamber of Commerce.
 El Paso—Sun Carnival, Dec. 24-Jan. 2. Verne Newcombe, 503 Martin Bldg.
 Houston—Arabia Temple Shrine Circus, Nov. 21-26. Her. J. W. E. Airey, Box 7125.
 Waco—Birth Day Celebration, Dec. 10. Harry Rainey.

VIRGINIA
 Newport News—Penitentiary Charity, Dec. 2-4. Capt. DeRmas P. Crow.

CANADA
 Montreal, Que.—Auto Show, Nov. 19-25. A. Levesque, Sun Life Bldg.
 Toronto, Ont.—Auto Show, Nov. 25-Dec. 3. J. L. Stewart.

ARIZONA
 Douglas—F. & A. M. E. A. Masons & Knights Templars, March 27-31. J. H. Barrett, Box 1047.
 Safford—State Cattle Growers' Assn. Feb. 1-3. Mrs. J. M. Keith, 160 S. Central ave., Phoenix.

ARKANSAS
 Little Rock—State Cattle Adv. Assn. Latter part of March. J. R. Baird, Box 189.
 Little Rock—State Soc. Sons of Amer. Revolution, Feb. 22. M. E. Mitchell, 838 Center st., Conway.

CALIFORNIA
 Los Angeles—National Inventors' Congress, Dec. 3-7. A. O. Burns.
 Oakland—Natl. Fur Assn. Jan. 14-18. H. B. Baldwin, Box 802, Kansas City, Mo.
 San Francisco—State Cattlemen's Assn. Dec. 9-10. J. Cery, 305 Mission st.
 San Francisco—Amer. Natl. Live-Stock Assn. Feb. 13-17. P. H. Mullins, 519 Cooper Bldg., Denver, Colo.
 San Francisco—Western Pairs Assn. Jan. 6-7. Tevis Payne, Sacramento, Calif.
 Ventura—Assn. Farmers of Calif., Dec. 1-6. E. L. Knowles, 472 Ross Bldg., San Francisco.

COLORADO
 Denver—P. of H. State Grange, Jan. 17-19. Rudolph Johnson, Boulder, Colo.
 Hartford—F. & A. Masons, Feb. 1-3. W. Beck.

CONNECTICUT
 Hartford—F. & A. Masons, Feb. 1-3. W. Beck.

DELAWARE
 Dover—Venezuela Hort. Soc. Dec. 14-18. T. F. Hanna, Univ. of Del., Newark, Del.
 Laurel—P. of H. State Grange, Dec. 13-14. H. C. Johnson, Box 265, Smyrna, Del.

DISTRICT OF COLUMBIA
 Washington—Order of Odd Fellows, Jan. 26-28. H. L. Anderson, 419 7th st. N. W., Washington—Knights of Pythias, Feb. 20. W. A. Kimmel.
 Washington—Order of Red Men, Feb. 13-14. W. M. Alexander, 4106 5th st. N. W.

FLORIDA
 Arcadia—Tin Can Tourists, Dec. 12-22. A. D. Stebbins, 53 W. Hudson st., Cuba, Fla.
 Miami—State Aviation Assn. Jan. 6. G. W. Gray, Box 1494, Orlando, Fla.
 Tampa—Tin Can Tourists, Jan. 16-29. A. D. Steele, 53 W. Hudson st., Columbia, O.

GEORGIA
 Atlanta—Outdoor Adv. Assn. of Ga., Jan. 13-14. G. Ripley, Box 1134.

ILLINOIS
 Chicago—Int'l. Assn. Pairs & Expos, Nov. 28-30. Ralph T. Hemphill, Box 974, Oklahoma City, Okla.
 Chicago—Natl. Assn. Coin-Operated Machine Mfgs., Dec. 12-13. Clinton S. Darling, 129 S. LaSalle st.

INDIANA
 Chicago—Coin Machine Mfrs' Assn. Jan. 10-19. James A. Gilmore, Sherman Hotel.
 Chicago—State Nurserymen's Assn. Jan. 10-12. M. W. Bryan, 1118 S. Main st., Princeton.

IOWA
 Chicago—State Agri. Assn. Jan. 30-Feb. 1. P. E. Matzias, 608 S. Dearborn st.
 Chicago—Nurserymen's League of Amer., Nov. 20-Dec. 2. J. L. Streiblich, 145 W. Madison

FLORIDA
 Bowling Green—Mardee Co. Strawberry Festival, Jan. 18-21. K. S. Holman.
 Maitland—Lake Co. Fair, Feb. 29-23.
 Port Laidley—Broward Co. Fair, Feb. 14-18. W. E. Parker.
 Fort Myers—Southwest Fla. Fair, Feb. 21-23. C. P. Henck.
 Homestead—Redland District Prof. Festival, Feb. 27-28. J. M. Croft, 210 Calumet Bldg., Miami.
 Largo—Pinellas Co. Fair, Jan. 10-14. F. Drew Lewis, mgr.
 Melbourne—Broward Co. Fair Assn. First week in March. C. H. McNulty.
 Orlando—Central Fla. Expo, Feb. 27-March 4. Crawford T. Blackford.
 Palm Bay—Manatee River Fair, Jan. 10-14. W. E. Mann.
 Ruskin—Florida Tomato Festival, Apr. 18-22. George D. Buchanan.
 Sebring—Sebring Firemen's Co. Fair Assn. March 6-11. W. M. Williams.
 Tampa—Pan-American & Hernandez DeSoto Expo, Jan. 30-Feb. 18. P. T. Strieder, gen. mgr.
 Winter Haven—Florida Orange Festival, Jan. 23-25. Almon R. Shaffer.

ILLINOIS
 Chicago—Internat'l. Live Stock Expo., Nov. 26-Dec. 3. B. H. Heide, Union Stock Yards, Chicago.

LOUISIANA
 Lafayette—South La. Mid-Winter Fair, Jan. 13-15. E. W. Slats.
 New Orleans—N. O. State Grange, Dec. 6-8. Mrs. N. L. Hasall, Aubur, Me.
 Portland—State Soc. Sons of Amer. Revolution, Feb. 22. W. B. Hall, 142 Prec st.

MARYLAND
 Baltimore—R. & S. Masons, Dec. 14. C. Welden, Masonic Temple.
 Baltimore—State Farm Bureau Fed. Jan. 10-12. C. E. Wise Jr., Sherwood Bldg.

MASSACHUSETTS
 Boston—P. of H. State Grange, Dec. 13-15. E. H. Gilbert, North Easton, Mass.
 Boston—N. E. Nurserymen's Assn. Jan. 31. Brighton—Springfield.
 Northampton—State Agri. Pairs Assn. Jan. 19-20. A. W. Lombard, 136 State House, Boston.
 Worcester—Union Agri. Meeting, Jan. 4-6. E. S. Carpenter, Mass. State College, Amherst, Mass.
 Worcester—State Farm Bureau Fed. Dec. 6-7. H. B. Russell, 121 Lexington st., Waltham, Mass.

MICHIGAN
 E. Lansing—State Old-Glades Soc. Dec. 2. W. J. Dribman, Detroit.
 Lansing—State Farm of Nurserymen, Feb. 1. H. E. Hunziker, Niles, Mich.
 Grand Rapids—W. Mich. Fat Stock Assn. Dec. 6-7. K. K. Vining.
 Grand Rapids—State Hort. Soc. Dec. 6-7. H. Hootman, E. Lansing.
 Lansing—State Farm Equipment Assn. Nov. 20-Dec. 1. E. E. Larsen, 653 Ottilin st., S. E. Grand Rapids.

MINNESOTA
 Minneapolis—State Fed. County Fairs, Jan. 10-12. L. O. Jacob, Rt. 2, Anoka, Minn.
 St. Paul—F. & A. Masons, Jan. 28. J. Anderson, Masonic Temple.
 St. Paul—State Farm Bureau, Jan. 15-19. St. J. Jones, 808 Ohio Bldg.

NEW YORK
 New York—Amer. Farm Bureau Fed. Dec. 12-18. W. H. Blackburn, 58 E. Washington st., Chicago.

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NEW HAVEN—Dec. 3-4. Eric Dahlberg, 450 State st.
 Norwich—Dec. 7-9. Robert F. Jones, 445 Main st.
 Wilmamto—Dec. 14-17. D. D. O'Connell, North Windham, Conn.

ILLINOIS
 Morris—Nov. 29-Dec. 2.
 Des Moines—Nov. 1-3. M. Gleimans.
 Dubuque—Dec. 23-Jan. 2. H. E. Williamson.
 Manning—Nov. 23-Dec. 1. M. F. Emsbach.

KANSAS
 Minneapolis—Dec. 7-10. Chas. Wedder.
 Neola—Nov. 20-Dec. 2. O. C. Shanks.

MAINE
 Portland—Dec. 15-18. Chester T. Adams, Kennebec, Me.

MARYLAND
 Smithsboro—Nov. 29-Dec. 4. R. Kenneth Frey, Box 18.

MASSACHUSETTS
 Springfield—Dec. 6-10. G. L. Colchester, 1604 Main st.

MINNESOTA
 Alexandria—Nov. 29-Dec. 2. H. M. Hanson.
 Detroit Lakes—Dec. 1-3. Frank Smith.

MISSOURI
 Kansas City—Dec. 15-20. Mrs. E. K. Borch, Independence, Mo.

NORTH DAKOTA
 Minot—Dec. 13-17. Rufus E. Stewart, Box 272.

OKLAHOMA
 Tulsa—Dec. 8-10. T. D. Brown, 529 Mayo Bldg., Tulsa, Okla.
 Muskogee—Dec. 7-10. T. D. Brown, 529 Mayo Bldg., Tulsa, Okla.

RHODE ISLAND
 Providence—Dec. 9-11.
 Westerly—Nov. 24-25. Robert Drysdale.

TEXAS
 Clarendon—Dec. 1-3. J. R. Ollman.
 Waco—Dec. 22-30. O. M. Perry, Box 364, Edgerton, Wyo.

UTAH
 Ogden—Ogden Live Stock Show, Feb. 7-14. Myra Hale.

DOG SHOWS

CALIFORNIA
 Los Angeles—Nov. 26-27. Jack Bradshaw, 1214 S. Grand ave.
 San Jose—Dec. 3-6. A. L. Rossmore, 20 Sycamore st., San Francisco, Calif.

NEW JERSEY
 Newark—Dec. 10. Foley, Inc., 3002 Hahsted st., Phila. Pa.

NEW YORK
 Bronx, New York—Dec. 11. Foley, Inc., 3002 Hahsted st., Phila. Pa.
 New York—Nov. 27. Foley, Inc., 3002 Hahsted st., Phila. Pa.

PENNSYLVANIA
 Philadelphia—Dec. 2. Foley, Inc., 3002 Hahsted st.

ST. PAUL—State Nurserymen's Assn. Dec. 1-2. W. T. Cooperthwaite.
 St. Paul—State Rainbow Veterans' Assn. Feb. 1-2. J. Murphy.

MISSOURI
 Kansas City—Western Assn. of Nurserymen, Jan. 2-4. George W. Hobbinger, Kansas City, Kan.

MISSISSIPPI
 Jackson—F. & A. Masons, Feb. 15. E. L. Faucette, Meridian, Miss.
 Jackson—State Farm Bureau Fed. Nov. 23-26. R. E. Aldrich.

MONTANA
 Livingston—Rodeo Assn. of Amer. Jan. 6-7. Fred S. McCargar, Ballinas, Calif.

NEBRASKA
 Lincoln—State Farm Bureau Fed. Dec. 5-6. T. T. Winter, 1136 F st.
 Lincoln—State Assn. of Fair Managers, Jan. 23-25. C. G. Marshall, Arlington, Neb.
 Omaha—F. & A. Masons, Dec. 6-7. L. E. Smith, 401 Masonic Temple.
 Omaha—State (Poultry Assn. Jan. 1. E. Bailey, Seward, Neb.
 Omaha—Farmers' Elevator & Co-Op. Union, Feb. 8-10. E. L. Shoemaker, 19th & Leavenworth st.

NEW HAMPSHIRE
 Lebanon—P. of H. State Grange, Dec. 1934. J. A. Hammond.

NEW JERSEY
 Atlantic City—State Hort. Soc. Dec. 7-8. A. Palfrey, New Brunswick.
 Atlantic City—P. of H. State Grange, Dec. 6-8. Jas. E. Kirg, Mullica Hill, N. J.
 New Brunswick—State Farm Bureau, Jan. 1-2. H. E. Taylor, 13 W. State st., Trenton.
 Trenton—Agril. Week & State Farm Show, Jan. 24-27. W. C. Lynn, Dept. of Agri. Feb. 8-10. E. L. Shoemaker, 19th & Leavenworth st.

NEW YORK
 Albany—Agril. Soc. of N. Y., Jan. 18. F. M. Emsman, State Office Bldg.
 Albany—State Assn. County Agri. Societies, Feb. 21. C. W. Harrison, 131 N. Pine ave.
 Ithaca—Farm and Home Week, Feb. 13-15. R. H. Wheeler, Roberts Hall, Ithaca.
 Jaxsonville—State Poultry Assn. Jan. 10. E. O. Jones, Box 471, Rochester, N. Y.
 New York—Toy Mfrs. of U. S. A. Dec. 8. J. L. Vrt, 200 Fifth ave.
 New York—American Beniam Assn. Jan. 3-5. C. A. Wheeler, Box 464, Chicago.
 Rochester—State Hort. Soc. Jan. 10-13. N. F. McPherson, R. D. Le Roy, N. Y.
 Syracuse—State Farm Equipment Dealer's Assn. Dec. 6-7. M. A. Johnson, Box 688, Manlius, N. Y.

NORTH DAKOTA
 Devils Lake—State Farmers' Grange Dist. Assn. Early in Feb. C. H. Conover, 43 S. Broadway, Devils Lake, N. D.
 Fargo—F. & S. Masons, Jan. 23-25. W. L. Blockwell.

OHIO
 Akron—P. of H. State Grange, Dec. 15-17. John Cunningham, E. I. Mt. Vernon, O.
 (See LIST on page 37)

Winter Fairs

CALIFORNIA
 Indio—Riverside-Coc Palms, Indio Civic Club, Feb. 2-8. Schwartz, York, mgr.
 Imperial—Imperial Co. Fair, March 4-12. D. V. Stewart.
 San Bernardino—National Orange Show, March 14-25. Wm. Starke.
 Denver—Auto Show, Nov. 25-Dec. 3. C. M. Woodard.

COLORADO
 Denver—Natl. Guard Indoor Fair, Dec. 1-3. Elmer Brown.
 Kansas City—Auto Show, Nov. 25-Dec. 3. C. M. Woodard.

NEW JERSEY
 Hopewell—First Aid Squad Wild Animal Sportswoman Exhibit & Pet Show, Nov. 19-24. C. Fitzpatrick, Bound Brook.

NEW YORK
 New Brunswick—K. of C. Wild Animal Sportswoman Exhibit & Pet Show, Dec. 1-3. C. Fitzpatrick, Bound Brook.
 Newark—Auto Show, Nov. 25-Dec. 3. W. L. Malton.

NEW YORK
 New York—North Angeleno Winter Sports Show, Madison Sq. Garden, Dec. 6-10. Lee Conover.
 Rochester—Auto Show, Nov. 19-26. Edw. C. Schoen, 133 E. ave.

OKLAHOMA
 Garber—Garfield Co. Poultry Federation Show, Nov. 25-Dec. 1. A. W. Creighton, Enid, Okla.

OREGON
 Portland—State Corn Show, Dec. 1-3. Edw. M. Weinbaum, 424 S. W. 3rd ave.
 Eugene—Eagle Island Expo, Dec. 1-3. Providence—Poultry Industries Expo, Dec. 9-11.

SOUTH DAKOTA
 Sioux Falls—Auto Show, Nov. 24-26. W. Kloter.

TENNESSEE
 Nashville—State Fair Castle Show, Dec. 7-9. L. A. Richardson, Box 1071, Knoxville.

TEXAS
 Dallas—Cotton Festival, Dec. 2. Chamber of Commerce.
 El Paso—Sun Carnival, Dec. 24-Jan. 2. Verne Newcombe, 503 Martin Bldg.
 Houston—Arabia Temple Shrine Circus, Nov. 21-26. Her. J. W. E. Airey, Box 7125.
 Waco—Birth Day Celebration, Dec. 10. Harry Rainey.

VIRGINIA
 Newport News—Penitentiary Charity, Dec. 2-4. Capt. DeRmas P. Crow.

CANADA
 Montreal, Que.—Auto Show, Nov. 19-25. A. Levesque, Sun Life Bldg.
 Toronto, Ont.—Auto Show, Nov. 25-Dec. 3. J. L. Stewart.

ARIZONA
 Douglas—F. & A. M. E. A. Masons & Knights Templars, March 27-31. J. H. Barrett, Box 1047.
 Safford—State Cattle Growers' Assn. Feb. 1-3. Mrs. J. M. Keith, 160 S. Central ave., Phoenix.

ARKANSAS
 Little Rock—State Cattle Adv. Assn. Latter part of March. J. R. Baird, Box 189.
 Little Rock—State Soc. Sons of Amer. Revolution, Feb. 22. M. E. Mitchell, 838 Center st., Conway.

CALIFORNIA
 Los Angeles—National Inventors' Congress, Dec. 3-7. A. O. Burns.
 Oakland—Natl. Fur Assn. Jan. 14-18. H. B. Baldwin, Box 802, Kansas City, Mo.
 San Francisco—State Cattlemen's Assn. Dec. 9-10. J. Cery, 305 Mission st.
 San Francisco—Amer. Natl. Live-Stock Assn. Feb. 13-17. P. H. Mullins, 519 Cooper Bldg., Denver, Colo.
 San Francisco—Western Pairs Assn. Jan. 6-7. Tevis Payne, Sacramento, Calif.
 Ventura—Assn. Farmers of Calif., Dec. 1-6. E. L. Knowles, 472 Ross Bldg., San Francisco.

COLORADO
 Denver—P. of H. State Grange, Jan. 17-19. Rudolph Johnson, Boulder, Colo.
 Hartford—F. & A. Masons, Feb. 1-3. W. Beck.

CONNECTICUT
 Hartford—F. & A. Masons, Feb. 1-3. W. Beck.

DELAWARE
 Dover—Venezuela Hort. Soc. Dec. 14-18. T. F. Hanna, Univ. of Del., Newark, Del.
 Laurel—P. of H. State Grange, Dec. 13-14. H. C. Johnson, Box 265, Smyrna,

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TO MAKE MONEY, MAKE DOUGHNUTS—DE- mand everywhere, big profits. Twelve delicious full-sized doughnuts and literature, 30c, refundable. **MULLER SYSTEM,** Glenora, Penna. x

YOU CAN RECEIVE 25 LETTERS PER DAY containing \$1.00. My legitimate working Plan and Formula mailed you \$1.00. **FLOYD COAST,** Route 3, Emlenton, Pa.

Additional Ads Under This Classification Will Be Found on The Next Page.

10% GOLDEN OPPORTUNITIES TO MAKE money locally or by mail. I show you how. CHAS. SPOONER, 1019 1/2 St. Germain St., St. Cloud, Minn. de10

\$1,000,000 IDEA. THE SECRET HOW TO remove shine from clothes. Details free. HERMON LEON, 31 New York Ave., Atlantic City.

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.

A BARGAIN IN SLOTS—MILLS BLUE FRONTS Double Jackpot with Gold Award, guaranteed first-class condition, nickel, dime or quarter. Forty Dollars each. One-third deposit. CHAS. E. LAWRENCE, Blanche Hotel, Lake City, Fla.

AAA-1 BARGAINS—TRACK TIMES (RED Heads), \$95.00; '38 50c Flights, \$60.00; Derby Day Consoles, \$37.50; Sport Page, \$110.00; Fairgrounds, \$100.00; Preakness, \$125.00; Racing Form, \$150.00; Bally Reserve, \$150.00; Avenue, \$175.00; Boo Hoo, \$75.00. MARKEPP COMPANY, Cleveland, O.

ADVANCE 4-COLUMN SELECTIVE CIGARET Machines for Export—1 for 100. State condition and lowest price. N. W. K. VEND. MACH EXCH., 583 Hawthorne Ave., Newark, N. J.

AIRWAYS, SKI HL, HARE AND HOUND, \$10.00 each; 25 Ducous Wild, \$11.50 each; 7 Dominos, Red Cabinets, completely overhauled, newly painted and rechromed, \$75.00; 1 Derby Day, \$35.00. 1/3 deposit, balance C. O. D. H. G. O. NOVELTY, 849 S. W. 2d St., Miami, Fla.

ALL IN GOOD SHAPE—MILLS BLUE FRONT Bells, \$39.00; Mills Cherry Bells, \$49.00; Mills Melon Bells, \$59.00. Five black Pace Races, serials over 4,000, \$129.00 each. Buckley Digests, \$59.00; Model F. Buckley Digests, \$25.00. Cable Little Brownie color wheel, auto payout, \$15.00. MORRIS, 234 E. Union St., Bethlehem, Penna.

ARCADE MACHINES—13 CARD VENDERS, counter-size model; 12 Photocopy, counter-size; 1 cabinet machine; 2 pistol machines; 4 Little Gypsy, \$5.00 each. All A-1 shape, no junk. One front of five large clowns, 12 ft. high; just built, runs 38 ft. long, all an electric coil for \$25.00. P. VAN AULT, 305 Isabel St., Cedarhurst, N. C.

BALLY MAGIC BALL, \$49.50; LATE BALLY Reserves, \$39.50; Bally Bumpers, Exhibit Twister Meters, \$6.00; Bally Challengers, Broker's Tip, \$8.00; Mills Dial Vendors, factory recommended, \$30.00; Gottlieb Daily Races Junior, \$9.50; Advance 5-Cent Henney Bar Vendors, \$5.00; Stewart McGuire Nut Vendors, new used, \$9.50; Leaf Dials, 1/4 Toss, Cems, Magic Clocks, \$4.00. All machines are clean and ready to operate. MILLER VENDING CO., 615 Lyon St., Grand Rapids, Mich.

BANK ROLL 14-FOOT SKEE BALL, \$35.00. One-Ball Automatic Pay Out, \$50.00. H. KURTZER, 892 Avon St., Akron, O.

BARGAINS GALORE—KELLOGG HOT POP, "Coin Vending Machine, 5c play, automatic, will vend Eight Bags Per Minute, sacrifice, \$39.50; lots two, \$54.50; five or more, \$49.50. 100 Exhibit penny play Photocopy Machines, including Floor Stands, \$7.50; lots ten, \$65.00 each; lots 25 or more, \$5.00 each. 15 International Multifocopy, penny play, kiddie size, \$19.50 each. 200 late model Master straight 18 play Vending Machines, used six months sacrifice, \$5.00 each. 75 penny-nickel Masters, \$7.50 each, guaranteed like new. 300 Stewart McGuire penny-nickel bulk merchandise vendors, vend peanuts, pistachios, tins, shams, etc.; cost \$15.00 originally, sacrifice, \$9.50 each. 2 Rockola Schoolday Electric Eye Ray Guns, sacrifice, \$39.50. 75 Pacific To Gun Machines, four columns, \$35.00 each. 12 Rockola 1926 World Series, recommended by factory, guaranteed like new, \$119.50 each. 50 used Bally Hot Vendor Machines, guaranteed impossible to detect from new, \$79.50 each; lots ten, \$69.50; lots 20 or more, \$64.50. 2 Bally Racers, \$49.50 each. 1 Mills 25c Golf Ball Vendor Slot Machine, used two weeks, cost \$175.00, sacrifice \$119.50 or best offer. 15 Chester Pollard Football Machines, \$29.50 each. All above machines guaranteed in first class mechanical condition and appearance; seven-year square dealing is best insurance of satisfaction. 1/3 certified deposit with order, balance C. O. D. 2% discount for cash with order. LEMKE COIN MACHINE, 31 West Vemor, Detroit, Mich.

BARGAIN—23 SNACKS 1c, 13 DE LUXE Stands, 3 Iron Stands, slightly used, practically new, 1938 purchased; also approximately 600 pounds assorted peanut candies, about 20 gross assorted finest Cherm's, 3000 complete lots 1-3 deposit. KLOTZ Sales, 17 Wellesboro Bldg., Atlanta, Ga.

BARGAIN—FIVE 2-1/2 B. PINNY PEANUT OR Candy Vendors, like new, \$11.75, Satisfaction guaranteed. DAVIS METAL FIXTURE CO., Lansing, Michigan.

BARGAINS! FAIRGROUNDS, FLEETWOODS, \$55.00; Golden Wheel, Foto Finish, Racing Form, Mass America with Clock, Derby Day with Clock, \$15.00; Classic, Caron, \$14.00; Polley, Flying High, \$11.00; Natural, Bee Jay, Top 'Em, \$8.00; Raliance Dice Machines, \$6.25; \$17.00; Mills F. O. K. Escalators, \$18.00; Mills War Eagle, \$6.25; \$23.00; Mills Liberty Heads, Escalator, \$20.00; Mills Extraordinary, \$61.00; \$22.50; Pace Car, \$6.25; \$11.00; Mills Sports, \$6.10; \$19.00. The following novelty five-ball tables at \$8.00 each: Daytona, Electric Scoreboard, Rloodchet, Hot Springs, East & West, Firecracker, Outboard, Home Run, Live Wire. All the above machines and tables are stored and in first-class shape. None broken or cracked up. Glass all good; look fine, too. 1/3 cash, balance C. O. D. TODD NOVELTY CO., 1400 N. W. 20th St., Oklahoma City, Okla.

COIN-OPERATED ELECTRIC VIOLAS, B late '37; 3 older models, \$40.00 up. RAYMOND YOUTZ, 1033 Harrison, Monroe, Mich.

DIGGERS—ERIC BUCKLEYS, MERCHANTMEN, Microscopes, Iron Claw; Candy Bar, Cigarette Machines, 32x200 Peasant Machines, NATIONAL, 4263 Market, Philadelphia, Pa.

EXHIBIT ROTARY, \$55.00; MAGIC FINGER, \$45.00; Fan-From, Microscope, \$57.50; Keeney Targettes, \$35.00. Half deposit. CLEVELAND COIN MACHINE, 2336-B Prospect, Cleveland, O.

FIVE AIRPOPS-IT, CORN MACHINES, USED 2 weeks, like new, \$75.00 each. J. E. LAMARR, 1856 Arapahoe, Denver, Colo.

FIFTY GOOD ONE-CENT CIGARETS, \$15.00; thirty Crochets, Zephyrs, twenty Penny Packs, twenty Cent a Pack, \$10.00. Skill draws. WICHITA NOVELTY CO., 717 Ohio Ave., Wichita Falls, Texas.

FIVE POPMATIC POP CORN MACHINES, \$30.00 each. Perfect condition. I. I. PROBST, New Athens, Ill.

FOR SALE—BALLY RESERVES, LIKE NEW, \$25.00; Tuff Chumps, good condition, \$20.00; 1/3 deposit with order, balance C. O. D. ENID MINT COMPANY, 711 N. 1st, Enid, Okla. no26x

FOR SALE—TEN MILLS LOWBOY SCALES, good as new, \$25.00 each. JOHN HILL, 26 W. Maple, Waukegan, Wash.

FOR SALE—ARCADE, ROBIN HOOD, PALM Springs, \$40.00; Bally Reserve, \$19.50; Coney Island, Bobba, \$18.50; Stoners Races, Carnival, \$10.00; Long Beach, Homestretch, Pacific, Mercury, Boston, Forward March, \$7.50; Home Run, \$5.00; Short Stop, Bobs, Dice, Punchettes, \$4.00. 10% off lots of three, \$10.00 allowance trade in on new games, \$7.00 on counter games. C. N. VENDING CO., 687 W. Broad, Columbus, O.

FOR SALE—ROCK-O-BALL SKEE-BALL ALLEYS with triple scoring devices, Seniors and Juniors. BULLION, Station "O," Box 118, New York.

FOR SALE OR EXCHANGE—BUMPER, \$6.00; Always, \$15.00; Bally Reserve (\$10.50 Jackpot), \$17.50; (\$25.00 Jackpot) \$22.50; Fleets, \$49.50; Palm Springs, \$4.50; Review, \$47.50; Exhibit's Play Ball, \$12.50. JAMES P. TALLON, 814 Third St., New Orleans, La.

GOODBODY'S BARGAIN LIST IS WAITING for you. We Buy, Sell or Exchange. GOODBODY, 1824 East Main St., Rochester, N. Y. do10

HOME STRETCH, AUTO DERBY, GREAT GUNS, Stoner Races, Round World, Aurora, Firecracker, Home Run, Final Score, Sensation, Treasure, Riscotto, Wizard, Stop 'Em, Bump or Double Action, \$5.00 each. Pungie, Swing, Snappy, Craytime, \$29.50 each. Fleets, Nazis, \$39.50 each. Zeta, \$49.50. LEHIGH SPECIAL CO., 2d and Green Sts., Philadelphia, Pa.

KEENEY BOWLETTE'SRS, \$35.00; WURLITZER or Skee-Balls, \$45.00; X-Ray Pops, \$30.00; Keeney Bowlette Jr., \$30.00, craters, \$5.00 each. Half deposit. CLEVELAND COIN, 2336-B Prospect, Cleveland, O.

LIKE NEW—ADVANCE TO PEANUT, \$27.50; Columbus Jc Peanut, \$3.25; Moderne Hershey or Peanut, \$1.50; Northwestern 5c Merchandiser, \$3.50; Advance Hershey, 1c or 5c, \$3.75; King 80 Bar 1c Hershey, \$6.25; 1c Masters, \$4.50; Automatic Stores, four compartments 1c with do luxe floor stand, \$16.50. ADAIR, 733B South Euclid Ave., Oak Park, Ill.

MUST SELL! A. M. WALKER COMPANY penny machines, perfect condition, 12 gun, 13 Hershey Chocolate Vendors and 90 penny Horseshoe games. Chance to make money. Best offer takes whole lot. Write for full information. DE FLOHIC SALES COMPANY, 710 John Ave., Superior, Wis.

NORTHWESTERNS FOR SALE—100 PENNY-nickel, black-and-orange porcelain merchandisers, \$7.50; five or more, \$7.00. Deposit required. CHARLES PORTA, 354 1/2 Franklin St., Buffalo, N. Y.

ONE GRAND SLAM, \$25.00; NINE PALM Spring, \$35.00; eleven Fleets, \$55.00; four Triple Play, \$75.00; fourteen Reserve, \$30.00; one Arcade, \$18.50; one Seize Speed, \$20.00. PARAMOUNT AMUSEMENT CO., 814 Carey-debt St., New Orleans, La.

PACES RACES, TRACK TIMES—WE BUY AND sell. We sell parts for Paces Races, CHARLES PITTLE, New Bedford, Mass. de24x

POPOMATIC MACHINES FOR SALE, some floor samples, others practically new, \$35 each. I. C. B. Boston. 1-3 deposit, balance C. O. D. Write or write ATLAS COIN MACHINE COMPANY, 1209 Washington St., Boston, Mass.

QT MILK PLAY, LATE SERIAL, \$30.00; Mills Nickel 50c Play, Red Future Play, \$50.00 each. Good as new. Plenty more bargains. Send for list. Send deposit. A. L. KROPP, Tuscaloosa, Ala.

ROCKOLA 32 V. NO. 2 REGULAR PHONO-graph, splendid condition, will sell for \$79.50 or trade for 110 v. phonograph of equal value. PAUL HODGES, Dade City, Fla.

ROCKOLA WORLD'S SERIES—FROM OUR own territories and not trade-ins. Excellent condition, \$135.00 each, 1/3 cash with order. BIRMINGHAM VENDING COMPANY, 2117 Third Ave., No., Birmingham, Ala. x

SACRIFICE—75 BOWLING GAMES IN A-1 shape. Rockballs, Bowltites, Bally Rolls, Roll Scores, Magic Rolls, Bumper Bowling, Wurlitzer Skee Balls, or will trade. GRAND NATIONAL, 2300 Armitage, Chicago, Ill. de3

SECOND-HAND MACHS—BALL, SLOTS, DEW-eyes, Crickets, almost new; Cherry, Cherts, 1c play, 5c play, used P. O. Wurlitzer Phonographs, 2.50; 2.50; Pop Corn Machines. CRYSTAL BOTTLING CO., Trinidad, Colo.

SELL US YOUR USED LATE NOVELTY GAMES and slots, your price and make first letter. HOWARD SALES COMPANY, 322 S. 13th St., Omaha, Neb.

SELLING OUT! 20 FOUR-WAY AUTOMATIC Stores, 25 Emplas, 20 Nickel Hershey Machines. Practically new. Give me an offer! HERMAN FLOUS, Iron River, Michigan.

SIX NICKEL Q. T. PERFECT, \$30.00 EACH; One Bonus Bell, \$60.00; J. Waring Treasury, \$40.00; 1 Mill Parado, \$15.00; 2 Tycoons, 1 Railroad, 1 Roundup, \$100.00 each; 3 Preakness, \$22.50 each; 1 Arlington, 1 Clocker, \$20.00 each; 1 Stables Ticket, \$35.00; 1 Horseshoe, \$40.00. SULLIVAN SALES CO., 405 W. Market St., Salem, Ind.

SNACKS \$14.00; EVEREADY, CENT PLAY, 4 compartments, \$7.00; Masters 5 1-Cent Comb, \$4.00. Perfect. BOSTON EXCHANGE, 1326 Washington, Boston, Mass.

SNOOKERETTE POOL TABLE, USED ONE month, \$115.00; Bean 'Em; just like new, \$25.00; World Series, \$120.00. Want Seeburg Hockey Games. CHAS. HARTMAN, Waterford, Wis.

SPECIAL SALE OF GAMES, USED ONLY 3 weeks—Keeney's Multi-Free Races, \$70.00; late model Bally Reserve, \$20.00. MELB ORLEANS NOVELTY COMPANY, 238 Dryades Street, New Orleans, La.

TEN ONE-CENT, THREE-COLUMN SNACKS vendors and; few do luxe stands. Excellent condition for two months. Make offer. A AND W SPECIALTY COMPANY, Carbondale, Illinois.

TRACK TIMES, RED-HEAD, \$69.00; Grey-Head, \$65.00; Tomfoms, \$39.50; Liberty Bells or Derby Days, \$39.50; Bally Teasers, \$29.50; Bally Club House, \$49.50; Bally Bells, Deluxe Bells, Rosemonts, \$25.00; Bally Skill-Fields, \$69.50; Bally Favorites, \$39.50; Calliope Dominos, \$69.50; Gottlieb 9-Coin Head Derby Day, \$69.50; Evans By-a-Blade, \$75.00. Half deposit. CLEVELAND COIN, 2336-B Prospect, Cleveland, O.

TRADE—TWO GROETCHEN SPARKS 5c, LATEST model, for one Columbia Jackpot Slot. Sell both for \$36.50. A. A. JUMEAU CO., Rio Grande City, Texas.

TRADE THREE MINIATURE JACKPOT SHOOTING Galleries with 22 Rifles. Cost \$99.50. Write for price for what have you. AMUSEMENT GAMES CO., 108 E. Oak St., Louisville, Ky.

USED PHONOGRAPHS—1935, '36, '37 Models, \$25.00 and up. Write for price list. KANSAS NOVELTY COMPANY, 555 W. Douglas, Wichita, Kan.

WANTED—ARCADE MACHINES, GOOD CONDITION, pay cash. Good Counter Games for sale. H. & H. NOVELTY CO., Pontiac, Ill.

WANTED—WURLITZER PHONOGRAPHS, ALL Models. DISTRIBUIDORA DE NOVIDADES, S. A. Apartado 842, Monterrey, N. L., Mexico.

WILL TAKE IN TRADE—COUNTER MACHINES, Slots, Old Scales, Peanut Machines, Stands, Cems, Salesboards, Carnival Wheels, Roulette Tables, Arcade Machines, for Columbus Peanut Machines, Wurlitzer Phonographs, Waring Scales and National or Mills Cigarette Machines. O'BRIEN, 89 Thame, Newport, R. I.

WILL TRADE A-1 RIDGEWAY SMALL PORCELAIN Scale on good Phonograph. Will buy Mills Radio Coin Boxes priced right. DONALD HEGEMAN, Waukon, Iowa.

WURLITZER R-Tzs, \$55.00; 312x, \$59.00; 412x, \$63.00. Rockola 12x, \$55.00. Half deposit. CLEVELAND COIN MACHINE EXCHANGE, 2336-B Prospect, Cleveland, O.

1 BALL GUM, FACTORY FRESH, 8 1/2 BOX; 7 1/2, 51c; Midcot Chicks, every Vending Gum. AMERICAN CHWING, Mt. Pleasant, Newark, N. J. no26x

1 ROCKOLA WORLD SERIES, \$10.00; 2 EXHIBIT Rotary Merchandiser, \$55.00; 3 Exhibit, roll shutes, Merchandiser, \$37.00; 1 Rockola Rhythm King 12, \$60.00. OAKDALE SALES, 2911 N. Clark St., Chicago, Ill. x

7-COLUMN GORETTA CIGARETTE Machines with Cabinet base, chrome trim, like new, \$35.00 each; 6-column Goretta Cigarette Machines, \$14.95 each; 8 for \$100.00. Half deposit. CLEVELAND COIN, 2336-B Prospect, Cleveland, O.

JO TOM MIX RIFLES, RECONDITIONED, fully guaranteed, \$75.00 each. F. O. B. New York. 1/3 cash with order, balance C. O. D. EAST COAST, 625 Tenth Ave., New York City.

20 MASTERS PENNY, NICKEL CONFECTION Novelty, \$5.50; Two Hamilton Jr. Scales, \$18.50. L. R. PORTER, Alexandria, Ind.

22 PENNY MACHINES, MACHA VENDOR, 10 stands, slightly used, good condition, reasonable. See DONALD P. BAIRD, Council Bluffs, Iowa.

45 LOG CABIN DUPLEX VENDORS, 35 WALL and Floor Stands, ready for location, first \$385.00 takes all. JESS BAREFOOT, R. 3, Springfield Pike, Dayton, O.

100 GRIP TESTERS, SINGLE GRIP, RED FIN. Bally, good condition, \$5.00 each, 25 3-Way Grip Testers, \$7.50 each. Deposit with order, balance C. O. D. HARDEN SUPPLY COMPANY, Sioux City, Iowa.

100 DIFFERENT KIND VENDING MACHINES—Always something different. Write for our low price list. RAKE, 5438 Woodland Ave., Philadelphia, Pa. de3

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; Shoes, \$1.00 up; Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 47th St., New York.

BARGAINS—ORCHESTRA COATS, JACKETS, all colors, \$2.00. Overcoats, Furcoats, Mink Suits, Tuxedos, \$10.00; Beautiful Cakes, \$30.00. WALLACE, 2916 North Halsted, Chicago.

EVERYTHING FOR PLAYS, ENTERTAINMENTS, Displays, for rent or made to order. Write THE COSTUMER, 238 State St., Schenectady, N. Y.

NEW ELABORATE GOWNS, WRAPS, COSTUMES, \$5.00 up; Lingerie, Clothing, Capes, Mitts, Rubber Slippers, Leggoss, Opera Hosiery, French Wig, Rubber Face Masks, Face Lifters, Eyelashes, Artificial Nails, Strip Toss-Improvers, Outfits. 1939 illustrated catalog, 10c (deductible). SEYMOUR, 246 Fifth Ave., New York.

USED COSTUMES—CHORUS PRINCIPALS, dollar up; Uniforms, Tuxedos, Dress Suits, No. catalogue. LOUIS GUTTENBERG'S SON, 9 W. 19th, New York. je14

FORMULAS

DUNCAN'S HAMBURGER SPREAD CLOSES the other joints. More money easier, faster and better. Formulas, one dollar. DUNCAN'S CAFE, Lorenzo, Tex. x

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas, biggest catalog free. Special prices, leads. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago. time

BARBECUE SAUCES—THREE KINDS, BARBECUED Meat, Imitation Chicken Curry, Europa Tabas Relish, \$1.00 for the lot, postpaid. ROADMAN'S GUIDE, 47 Miller Bldg., Toledo, O.

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. H. BELFORT, 4043 N. Kessler, Chicago.

NEED FORMULAS, RECIPES, PROCESSES! Let's play ball—what's your problem? Stamp brings Free Particulars. "RESEARCH BUREAU," 100A Chelsea, Charlestown, Mass.

SENSATIONAL! COLLECTION MODERN FORMULAS, 1c each! Literature, free! Mexican Chile Con Carne, Hot Tamale Formula, \$11! Write. GALLUZZO, 409 Trenton, Pittsburgh, Pa.

SPECIAL GET-ACQUAINTED OFFER FROM Qualified Chemist. Eleven hand cleaner formulas, paste, cake, powder, and twelve new Specialty formulas. Seven 8 1/2 x 13 pages. Valuable information. All 25c postpaid. CLAYTON SCHUSTER, 3720 Willys Parkway, Toledo, O.

WATSON PRACTICAL TESTED FORMULAS—Make latest money-making, fast selling products. Literature free. WATSON COMPANY, Stockyard Station, Kansas City, Mo. no26

FOR SALE—SECOND-HAND GOODS

CONCESSION TRAILER, FULLY EQUIPPED for drinks, ice cream, hamburgers, popcorn, etc. 22 feet. All Steel. ORR & ORR, 2416 S. Michigan Ave., Chicago.

CORN POPPERS, CARAMELCORN EQUIPMENT, Gasoline Portables, Long-Eakins Rotary Giant Poppers, Kettles, All-Elctrics, Burners, Tanks. NORTHSIDE CO., 1303 College, Des Moines, Iowa. no26x

ELECTRO FREEZE CUSTARD MACHINE—Mounted on latest design Trailer, used five weeks. Most outstanding outfit on road. In-ness forces us to sell. Write HAM'S TRADING CENTER, Broadway, Hudson, N. Y.

KARMELCORN KRISPETTE OUTFIT, AUTOMATIC Popper, Candy Puller, Potato Chip Outfit, Slicing Machine, Lighting Plant, Cheap ANCHOR, 1045 Abbott, Detroit, Mich.

POPCORN MACHINES—CRISPETTE, CARMELCORN, Cherokees, French Toast, Potato Chip Machines. LONG-EAKINS CO., 1976 High St., Springfield, O. de3

PORTABLE PUBLIC ADDRESS SYSTEM, PRACTICALLY new, classy \$100 outfit, complete, \$35. Perfect condition. Free Trial. Write DON KENNEDY, Shelbyville, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS—WOMAN WITHOUT HEAD, Alive! Giant Octopus, complete Wax Old Births, Illustrated Recitations, (Golden Crime Shows, Wax Figures, Illusions, Deep Sea Exhibition, Unborn Shows, Curiousities, Two-Headed Baby, Human Fly Act, other bargains. (Literature, stamp.) UNIVERSAL, 3238 So. State, Chicago.

BALL GAMES—BOTTLES, CATS, DOLLS, KIDS, Toppins. New attractive outfits. Tennis, Frames, Racks, Tables. LaMANCE, 782 Marion, S. E. Atlanta, Ga.

COMPLETE CARNIVAL FOR SALE, STORED at Utica, Mich. Hershey-Spillman 3-Abreast Carousel, Manged 8-Car Whip, Smith Chair-O-Plane, Allen Herschell 10-Car Kiddie Auto Ride, Wiring, Equipment, first class. \$6,000.00 cash. Consider good partner. ELMER COTE, 11728 Broad, Detroit, Mich.

ELI WHEEL, \$2,100; CAROUSEL, REAL Bargain, \$1,250; Whip, \$700; Miniature Train, \$850; Caterpillar, \$1,000. J. B. ALEY, Rt. 4, Anacostia, D. C.

FOR SALE—COMPLETE 43-FT. PARK MERRY-Go-Round, 50 Animals, 2 Charlots, Organ, Motor, Also Chev. Truck Tractor and 22-Ft. Trailer, perfect condition. FOREST PARK, Hanover, Pa.

MICH STRIKERS REBUILT, LOWEST PRICES. Winter Carnival Games make you money. Outfits supplied. Illustrated literature for same. "MOORE-MADE," Lapeer, Mich. x

HOLLYWOOD SEARCHLIGHTS, 24" AND 30". Close out, Scrim Curtains, Spotlights, Floodlights, Arcs. ROY LEE, 1705 McKinney, Dallas, Texas.

KHART TENT, 40x60 (TOP ONLY), FIRST money order for \$60.00 takes it. Other show property also. H. A. GLASS, Olden, Mo.

KHART 10x14 TENT, VENTRILOQUIST Picture, Punch-Judy Figures, 2 Trunks, Lord's Power Pin with Banner, Sell Cheap, Bargains, 2513 Eads, St. Louis, Mo.

LONG-RANGE SHOOTING GALLERIES, ALL steel constructed, moving targets; now and used galleries, always on hand. M. B. SHERBURN, Wayne, Neb.

MECHANICAL SHOWS, COMPLETE, \$40.00 up; photo, etc. My plans, specifications, figures, you build them; \$1.00. P. AUSTIN, 1708 Second, Kearney, Neb.

MERRY-GO-ROUND, WITH TRUCK AND trailer, \$800.00; Chairplane, \$400.00; Trailer Shooting Gallery, \$150.00. Winter's work here. PEAKMAN AMUSEMENTS, Pensacola, Fla.

PORTABLE SKATING RINKS FOR SALE. White or wire. J. E. MILES, Mgr. Sunlight Hotel, Canton, Ind.

WRESTLING BEAR, \$25.00; CALLOPE, TANGLE, with engine; 20x50 Top and Walls, \$100.00. JIMMIE, Trailer Camp, Berwyn, Md.

8-CAR MANGLE WHIP, FINE SHAPE, STORED Troy, N. Y., \$675.00, delivered within 100 miles. L. H. GRANDY, Box 262, Ormond, Fla.

HELP WANTED

AGENT WITH CAR—BOOK HIGH-CLASS shows, who can promote new ideas. Nothing like it. L. L. PHELPS, General Delivery, Grand Rapids, Mich.

GIRLS—SINCERE, DANCERS, MUSICIANS; Also Acts of all kinds, including Western, Comedy, Musical and Novelty; suitable for small stage units. Booked solid. Send photos. BOX 347, Billboard, Chicago.

HELP WANTED—A No. 1 MUSICIANS, ALL instruments, to join old and new time orchestra, four years on road. Must be readers, able and take-off men, doubling instruments and singers of Scandinavian German and Norwegian songs. No boozers or gripers. RAY STOLENBERG, 704 Euclid St., Austin, Minn.

ORCHESTRA WANTED—6 PIECES, NON-Union, Start November 28. Must read, take and transpose for floor shows. Give complete details, equipment, price, experience—first letter DUDE RANCH WIFE CLUB, Berwyn, Md.

WANT—GOOD TRUMPET, TROMBONE OR Fourth Sax doubling good Violin. Also First or Third Alto. BOX C-23, Billboard, Cincinnati, Ohio.

WANTED—LADY BOOKER WITH CAR CAPABLE of selling Amateur Attractions, Benefits, etc. (and profile). MANAGER, Empire Amusement Bureau, Stockton, Calif.

WANTED—ADVANCE AGENTS AND PEOPLE to produce and promote top talent shows. Percentage basis. State facts. BOX 912, Cumberland, Md.

WANTED—COWBOY AND COWGIRL ENTERTAINERS. Must be young. Send photos. OPERA HOUSE, Millbridge, Me.

WANTED—DANCE MUSICIANS, TRUMPET, Also Sax, Bass, Piano, Drums, Stereo all. RAY KEYES, Minneapolis, Minn.

WANTED—SOBER, EXPERIENCED ADVANCE agent with car to book established illusion show. Liberal percentage but no advance. THE GREAT VIRGIE, Billboard, Cincinnati.

Show Family Album



THIS PICTURE of members of the Al G. Field Minstrel Band, seasons of 1898-'99, will recall to many the heyday of minstrelsy. In the rear, left to right, are Vic Faust, now playing night-clubs and showboats with his Swiss bawkinging turn; George P. Marshall, Paul Lalonde, Otto Grunitz, Fred W. Grey, Werner Althaus and Joe Norton. Middle row: Tommy Hyde, Joe Reider, P. J. Hosfield, W. A. Cleveland; Burt M. Cutler, leader; E. F. Snell and "Doc" Quigley. Name of the man on the end is not known. In front are Lester Fairman, Emil Peterson; Eddie Doyle, drum major, who now does a hoop-rolling and novelty act in night clubs with his wife, and E. J. Gardner. Name of the man at the right is unknown.

The Billboard invites its readers to submit photos taken from 16 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.

LOCATIONS WANTED

SPACE FOR FIRST-CLASS PENNY ARCADE Wanted. Park near New York preferred. LOUIS RABSKIN, 2020 Arthur Ave., Bronx, N. Y.

WANTED—BUILDING WITH FLOOR SUITABLE for Roller Skating. Give details. Also some Chicago Skaters. ALFRED CARLILE, 3336 Fourteenth, Detroit, Mich.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Bubbles and 1939 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 148 Illustrated page catalogue, 30c. NELSON ENTERPRISES, 198 South Third, Columbus, O. no26

A-1 SENSATIONAL MODERNISTIC ILLUSIONS. Original Creations. Headless Woman, Miracle Phenomenon. Girl in Decanter (Literature, stamp). UNIVERSAL, 3238 S. State, Chicago.

ATTENTION, ESCAPE ARTISTS—OAKS RECORD-breaking Sprints—Jacket Release, new, complete, \$25.00 value, \$25.00. Specials on Handkerchiefs, Pillories, Silk Gun Escapes. Free catalog. OAKS MAGICAL, Oshkosh, Wis. no26

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MAGIC—MENTALISM, SPIRITISM, FORTUNE Telling, Luminous Palms, Ghost Effects, Handwriting, Palmistry Charts. Catalogue 10c. REILLY, 57 E. Long, Columbus, O. no26

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MISCELLANEOUS

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FLEXIBLE MOLD MATERIAL, NON-SHRINKING, non-warping, waterproof, keeps detail, used over and over. Particulars, stamp. THOMAS SALES, Box 656, Detroit, Mich.

KNIFE THROWING! SWELL HOBBY! IDEAL Xmas Gift! Instruction Book or Special Knife, \$1.00 each. "DEAN," 1294 E. San Fernando St., San Jose, Calif.

M. P. ACCESSORIES & FILMS

ACTION WESTERNS, GANGSTERS AND DRAMA Features, Shorts. Also 16MM. Films and Equipments bought and sold. Write JACK MAMMARIAN, Box 123, Union City, N. J. no26

AT LESS THAN HALF PRICE—30 USED 16MM. Sound Projectors. Films rented, Established showmen. UNITED FILMS, State Theater, Pittsburgh, Pa. x

BARGAINS GALORE—16MM, 8MM PROJECTORS, Cameras, Films, Exchanges. Large, latest list for Mail. Write CINE PRODUCTS, 151 Broadway, Paterson, N. J.

BIG SACRIFICE SALE—GOOD TALKIE FEATURES, \$10.00 up; Shorts, \$5.00; Programs rented, \$7.50 a night; \$15.00 week; Serials, \$3.00 chapter. Silent Film Projectors, SIMPSON, 1275 S. Broadway, Dayton, O. x

CLEARANCE SALE—USED 16MM ARTS, CAMERAS and others. Exchange your subjects for different ones. Supplies and equipment. BALD MOUNTAIN EXCHANGE, 5011 Conn.

EVERYTHING IN MOVIES—PROJECTORS, cameras, sound equipment, 35mm and 16mm. Films rented and sold. Victor 248 Animalaphone, sold new \$540.00, perfect condition, \$395.00. PHONOTOME LABORATORIES, Washington, Ind. x

EXCEPTIONAL BARGAINS—35MM-16MM, Portable Sound Projectors, Supplies and complete Equipments. Free catalogue. MONARCH THEATRE SUPPLY COMPANY, Memphis, Tenn.

EXPLOITATION SPECIALS—BRAND-NEW laboratory prints, Edgar Wallace's "White Face," great for horror or spook shows; "Protect Your Daughters," sex; "Before the White Man Came," all-Indian cast. Religious "Passion Play" with title of Christ; "Christus," "Brother Francis." OTTO MARBACH, 630 Ninth Ave., New York City.

FOR SALE—35MM, SOUND AND SILENTS, Features and shorts, Powers Projector, GA. All are priced to be sold. Write STANLEY R. OLSEN, 36 East Ridge St., Nanticoke, Pa.

FOR SALE—TALKIE FILMS, WESTERNS, Dramas, Shorts, Bargains, good condition, used over route. Roadmen write. G. W. OWEN, Rogersville, Mo.

MAKE OFFER ON TWO STRAIGHT FEED PROJECTORS, 46 reels film. All in excellent condition. BYLUND, 136 Barrett, Jamestown, N. Y.

MOTION PICTURE, RADIO SOUND EQUIPMENT Repaired, Bought, Sold, Exchange what you can't use for what you need. FIXIT SHOP, 18502 Hillside Ave., Hollis, L. I., N. Y.

MOVIE ROAD SHOW BARGAINS—35MM. Sound Projectors, complete. Limited Quantity, Universals, with Amplifiers, Speakers, Equipments fully guaranteed. At attractive low prices. Special Bulletin. Also 16MM. Sound Projectors. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York, N. Y. de10

MOVIES IN YOUR HOME—MOTOR-DRIVEN Projectors, 400-ft. capacity, with Roll of Film, \$29.95. Movie Camera, \$9.95; 8-16mm. Film Rental Library. Films rented everywhere. Free illustrated catalogue (with Sample Art Film, 10c.). GARDEN EXCHANGE, 317 West 50th, New York City.

NOW READY—LARGE LIST 35MM. SOUND Film, Dramas, Westerns, Comedies, Cartoons. Everything guaranteed as represented or money back. ECCO PICTURES CO., Madison, Kan.

ONE PRINT, "HER UNBORN CHILD," EIGHT reels, 75c. \$75.00. HURRY. OPERA HOUSE, Millbridge, Me.

PERFECT SOUND PRINTS, 5c. WEEK'S rental, buy, sell, trade, list, stamp. No Junk. Westerns, action thrillers. ST. STEPHENS THEATRE, Rt. 2, Stephens, S. C.

SAFETY FIREPROOF FILM FOR TOY MACHINE Any length, 35MM, 30 per foot. THEATRE FILMS, 440 N. Illinois St., Indianapolis, Ind. no26

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SOUND FILM—35MM, 16 AND 8MM PROJECTORS and supplies. BARNES FILM SERVICE, Box 368, Mt. Pleasant, Tenn. no26

SPECIAL—NEW 2000 DE VRY 35MM PORTABLE, complete with sound. Cost \$1,300.00; sacrifice best offer. POWERS, 1620 Jackson, Sioux City, Iowa.

THE WORLD'S BEST AND ONLY PASSION play! Photographed in the Holy Land where Christ actually lived and walked. A true adaptation of the Bible—of the Life of Christ. Exclusive territorial arrangements. 35mm or 16mm. Sound and silent. Quotations upon request. SCREENART, 720 Seventh Ave., New York City.

UNUSUAL BARGAINS IN USED OPERA CHAIRS. Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereoscopes, etc. Projection Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 13113 S. Wabash, Chicago. de10

WE BUY, RENT, TRADE, SELL WESTERN ACTION pictures. Don't be film flammed, buy films from us. Private screenings. Come to Florida this winter. LEE FILMS, Box 23, Live Oak, Fla.

WHEN IN THE MARKET FOR THEATRE EQUIPMENT, Road Show Portable Projectors and Films drop us a line. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash Ave., Chicago. de3

35 MIL SOUND ON FILM—WESTERNS, ACTION, Drama, See Gangsters List, APOLLO EXCHANGE, 1175 9th St., Newark, N. J. no26

35MM. SOUND FILM PROJECTORS—DE VRY 2,000 ft., \$100; 1,000 ft., \$65. Passion Play, \$50. Sacrificing other movie property, deposed showmen. List. WOODWARD, Jr., Morrisville, Pa. x

35MM. TALKIES—FEATURES, SHORTS, Serials, Sales, rentals. Portable Sound Outfit, \$150.00. Silents, \$1.00 reel. Lists. ENTERPRISES, Box 23, Hagerstown, Md.

MUSICAL INSTRUMENTS, ACCESSORIES

CRANK ORGANS, STREET PIANOS, FACTORY rebuilt. Bargains. Repair and new music work at reasonable prices. J. S. GEBHARDT ORGAN CO., Tacoma, Philadelphia, Pa.

FOR SALE, CHEAP—LARGE ORGAN, 65-Key Cavendish, Beautiful front, NICHOLAS DROEG, 300 Carr Ave., Keansburg, N. J. no26

Additional Ads Under This Classification Will Be Found on the Next Page.

AT LIBERTY MAGICIANS

BRACULAS, BLOODLESS OPERATION, HEADLESS NURSE Alive! Doctors, Scientists puzzled. Amazing futuristic decapitation. Absolutely new and original. UNIVERSAL, 3238 So. State, Chicago.

AT LIBERTY MISCELLANEOUS

A-1 MANUEL'S MINIATURE CITY IN Action. Now booking on percentage for indoor events, charitable, lodge or club benefits or celebrations. The best money-raising show; no expenses; continuous performance day and night. Sponsors that have no backbone or fear to take a chance, save your stamps; we deal with live wires only; those that hustle to achieve success in anything that is worth while. Have sound system, fine music. Travel on a six-wheeler. Write to MANUEL'S STUDIOS, 3544 N. Halsted St., Chicago, Ill. de3

FRANKENSTEIN'S UNBORN HEADLESS NURSE -Alive. An original modern miracle phenomenon that defies description. A bewildering futuristic decapitation. High class, refined. For reliable engagements. UNIVERSAL, 3238 S. State, Chicago.

AT LIBERTY -Special Truck and Driver offer December 1. Truck party redecorated and equipped with two large speakers. Free to travel. South preferred. Good will work for maximum salary or consider percentage proposition. AL DEVINE, General Delivery, Bath, N. Y. de10

ATTENTION, PLEASE -Am unusual funds offered. Reliable young man, age 29, needs investment. Any kind of security. Desires opportunity to learn business; salary negotiable. Have office, typing and electrical experience. References furnished. No car. BOB JACK SMITH, 43 Division Ave., Belleisle, N. J. Phone, BEADIE 2-8777.

SAO WRITER -John Man. Writing acts, sketches, copywriting. Material for radio, stage, vaudeville, night clubs. Moderate rates. Blasted envelopes requested. DON FRANKEL, 3423 Dickens Ave., Chicago.

ORIGINAL CONGO. Tenure Face Man. Two acts. Balloons and music. Open for musical engagements. Now at English Street Musicians, Philadelphia, Pa.

TICKET SELLER-SECRETARY -Fast, accurate typist. Good correspondence. "Expert" steno. Good writing. 30 Cts. double stamp. JERRY HILDE, 305 Cortez St., Albany, Calif. de10

DOMINION TRIO DANCE ORCHESTRA -Famous entertainment for children and adults. Play 30 different instruments. Singing, dancing, vaudeville. Fresh-jazz, comedy, magic. 1938 Big show. Free writing. 30 Cts. double stamp. For schools, colleges, clubs, churches, banquets. Have sound system. Percentage or salary. Circulars mailed. Box 668, 10 W. Randolph St., Chicago. Phone, Dearborn 0900. de3

AT LIBERTY MUSICIANS

STRING BASS -SOLID, NO duo artist. Also double solid rhythm Piano. BOX C-35, Billboard, Cincinnati, O.

TENOR, DOUBLING CLARINET, Melophone, Trumpet. Read, transpose, phrase, fine tone, swing or sweet, sing, arrange a little better, neat, reliable, 27. Wide experience. Cakes not baked. Just closed 51-week spot. Eastern or Southern reliable commercial offers preferred and acknowledged. Sell all RED MCKINLEY, 402 9th, Fort Madison, Ia.

TRUMPET - YOUNG AM. bilious. Good reader, tone. BOX C-36, Billboard, Cincinnati, O.

A-1 TRUMPET - HIGH RANGE SOLID TONE, take off. MUSICIAN, 298 Irwin Ave., Muskegon, Mich. de3

A-1 TROMBONIST - FINE TONE, GOOD range, take off, read, union. Can join at once. Write or wire. RUSSELL (SHORTY) BOWMAN, 300 Lexington Ave., Versailles, Ky.

ARRANGER - DIXIELAND AND GOODMAN styles. Sample chorus sent on request. Bands wanting regular arrangements, write BYERS KILLION, 3335 Paseo, Apt. 7, Kansas City, Mo.

AT LIBERTY - TENOR SAX AND CLARINET. Location preferred. AL NICHOLS, Taylor, Wis.

ATTENTION, NAME LEADERS! - TRUMPET Player just closed with name band. Unknown, save your stamps. BOX C-37, Billboard, Cincinnati, O.

ATTENTION, FLORIDA BOUND DANCE BANDS - These good solid Rhythm Men that click. Piano, String Bass, Drums, desire Florida location. Together past two years. Piano man has excellent P. A. System. Young and reliable. Write M. REYNOLDS, 20 McDonald St., Saugerties, N. Y. de2

DANCE TRUMPET - THOROUGHLY EXPERIENCED. Sing Baritone, range, tone, take off. Address MUSICIAN, Apt. 9, 1650 Pearl, Denver, Colo.

DRUMMER - SIX YEARS' EXPERIENCE. Young, union, arrange. Write or wire drummer, Four Union Ave., Danbury, Conn. de3

DRUMMER - ALL ESSENTIALS, NO HABITS, name experience. Will go anywhere. Wire write. JACK KILNER, New Elm Apt., Apt. 32, Minneapolis, Minn.

DRUMMER - EXPERIENCED, RELIABLE, union. Age 25. Finest equipment. Lay solid groove. Live with any band, large or small. Cut shows. Location preferred. Free to travel. Bands, shows, write or wire. MUSICIAN, care Hoppe Music Co., Chippewa Falls, Wis.

EXPERIENCED DRUMMER - GO ANYWHERE. Union, car, sing, new Leedy tri-tone blue outfit, bells. Beat out a groove or lay back and boost. Habits ok. Nine-man band or larger. Write or wire JOE ST. CLAIR, Box 792, Jamestown, N. D. de2

EXPERIENCED SOUSAPHONE, DANCE OR Band, wishes accounting position with music as sideline or vice versa. Satisfaction guaranteed. LOUNEY HARRIS, 143 1/2 N. Main, Eldorado, Kan.

FAST TRUMPET, ENTERTAINER - APPEARANCE, reliable, union. Age 25, plenty of go trumpet, sing, novelties, dramatic experience. Photo on request. Location or road. JACK BROWN, No. Brook, Miss.

FIRST OR 2D TRUMPET - YOUNG, SOBER, read or fake, modern, union. Prefer location consider anything. VIRGIL CLARK, R. 4, Box 76, Price Hill Sta., Cincinnati, O. de3

GUITARIST - ORCHESTRA TYPE, SINGLE, sober, neat and experienced. Free to travel. Like to join good dance orchestra or vaudeville. Read, fake. Age 19. Write JOHN RECTOR, Route 2, Hickory, N. C. de3

GUITARIST - YOUNG, UNION, EXPERIENCED and neat appearing. Some vocals and simple arrangements. (Not corny, but prefer pleasing the public in preference to "knocking out" fellow musicians, cats and jitterbugs. BOX 346, Billboard, Chicago.

HAMMOND ORGANIST AND VIOLINIST - Man plays Violin, Saxophone, Cello. Wife plays Organ, Piano, Vibra-Harp. Young, reliable, experienced all lines. Large library. KESMERS, 701 S. Park, Herrin, Ill. de2

LEADER - AT LIBERTY FOR ORGANIZED Union Bands. Must be young, experienced and reliable. Address LEADER, Gen. Del., Denver, Colo.

MUSIC TEACHER FOR SCHOOLS, AMATEURS, etc. - Teaching all band and orchestral instruction. European music school education. Highest references. F. YUSH, 84 Lawrence Ave., Brooklyn, N. Y. de2

PIANIST, DOUBLING ACCORDION - UNION, young. Experienced both modern and classic. Arrange also. Have big band experience but would prefer trio or cocktail combination at present. BOX C-25, Billboard, Cincinnati, O. de2

STRING BASS - UNION, SINGLE, AGE 25, ALL essentials. Must pay off. Have a ticket. Anyplace. State all first letter. No collect wires. RAY GILL, 719 Prospect St., Galena, Ill.

STRING BASS - UNION, AGE 25, HENRY COVYAN, 5128 Locust St., Chicago, Ill.

TENOR MAN-CLARINET, FEATURE VOICE, all essentials. No habits. Appearance. MUSICIAN, 216 N. Schuyler, Ottumwa, Ia. de3

TENOR SAX, ALTO AND CLARINET - ALL particulars on request. MUSICIAN, 411 Wash. Ave., Albany, N. Y. de2

TENOR SAX - CLARINET - MODERN STYLE, 2d or Lead Tenor. Dependable musician, plenty of experience. Sight transposer, good reader, tone, take-off, union, 25. Want steady location with reliable band. No panics. Available immediately. All details first letter. BERNIE BRYANT, 50 Shaw Ave., Newark, N. J.

TROMBONE AND ARRANGER - YOUNG, sober, union. All essentials. References. BYERS KILLION, 3335 Paseo, Apt. 7, Kansas City, Mo.

TROMBONIST - EXPERIENCED IN ALL LINES. Tone, read, transpose, young, reliable, sober, join at once. Union. GEORGE RITTER, 120 Mayr St., Syracuse, N. Y.

TRUMPET - READ, FAKE, RANCE, TONE. GEORGE CLEMENTS, care Carolina Club, Greensboro, N. C.

ACCORDIONIST - Young, sober, experienced, desire connection with dance orchestras. South preferred. Consider anything. Parties by all means. Write BARRY BOWMAN, Manchester, O. de3

ALTO SAX, Double Clarinet. Read and jump string scope. Just left alto orchestra from South America. Have car. Do not place. JIMMIE WILKINS, Bensenville, Ill.

AT LIBERTY - Colonel Trumpet. Read, tone, take off, union. Write or wire. Night 10. Ticket. Who writes. Go anywhere. Age 25. BILL HOLLIDAY, 881 Dolphin St., Baltimore, Md.

AT LIBERTY - Trumpet and Violin (Lady and Gent.) at night for parties, lounge, dance, etc. BOX C-1, Billboard, Cincinnati, O.

DRUMMER - Age 22, neat, dependable, plenty book and skill. Write or wire. Complete set of white pearl drums. Have transportation to job. Union and read. Prefer good club or hotel in North. Please don't miss. Write or wire. Tell all in next letter. LEO HANREDO JR., Sherman Hotel, High Point, N. C.

GIRL VOCAL and Instrumental Trio - Heavy double. Attractive, excellent musicians. Available for engagements. "TRIO," Box C-22, Billboard, Cincinnati, O. de3

HIGH-RANGE TROMBONIST - Fine tone, read, fake and good take-off. Featured vocalist with last band. Age 31, experienced, sober, reliable. Have car. Do not miss. Desire location for work at night. State details in first letter. OTTIE ALBERN, 708 S. Broadway, Marshall, Mo. de3

MODERN SWING DRUMMER - Young, dependable, experienced, dance, night club. Desires contact with arranging. Working in Chicago. Write or wire. R. ANDERSON, 1404 Westwood Ave., Chicago, Ill. de3

REAL PRODUCING DRUMMER - Author of musicals. Reading acts can write complete scores for cafes and hotels, arranging baroque scripts, songs and entire arrangements. Musical director. Plays demand symphonies, bells, solo singer, etc. Prefer theatre; location south. Write or wire. Address all BERNARD, 751 N. Dearborn St., Chicago.

SWING GUITARIST - Semi-pro. Eight years' band experience. Have \$400 guitar. Long, modern, take off, solo, read, take off. Write or wire. STEVENS, 263 W. Harper, Decatur, Ill. de2

TENOR SAXOPHONE AND CLARINET - Double Bass Clarinet and Baritone. Also furnish young lady Harp. Double Bass Clarinet for hotel concert, dance, etc. Location south. Write or wire. Finnish combination. JACK WEBER, 6214 N. Aberdeen St., Chicago, Ill. de2

TINY FRANKLIN, 225th. Dance Drummer. Union. Age 21. Modern all-while outfit with tenor sax. Night club operations. Must have radio and library for lounge band. Prefer work with swing or Dixieland combo. Write or wire 2100 Harrison, Hillman, Ill.

TRUMPET PLAYER - Experienced, excellent voice. Sing single or in harmony popular, classic and rhythmically music. Read, take off, semi-pro. Age 26, sober, reliable. Write JAMES PATNE, Forest Home Drive, Ithaca, N. Y.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND AIR-plane Parachute Jumpers. Equipment now in Texas. Cash bond if desired. Established 1905. THOMPSON BROS. BALLOON & PARACHUTE CO., Akron, Ill.

AT LIBERTY - COMEDY SLACK WIRE ACT and Tramp Juggling Act. Indoor or out. CECIL WOODS, Poplar Bluff, Mo. de3

KARLOFF'S UNBORN HEADLESS WOMAN - Alive. Mystery in the raw. 4-Star Hit. World's Wonder Sensational Feature Attraction. UNIVERSAL, 3238 So. State, Chicago.

CHAS. AUGUSTUS - High-Class Tramp Artist. Commission wanting a real feature novelty act for indoor circus and other events, get in touch with me. I have complete and flashy apparatus and go real fast. License and police on record. Address CHAS. AUGUSTUS, care Deuter Drug Co., 902 Calumet St., St. Wayne, Ind.

AT LIBERTY PIANO PLAYERS

AT LIBERTY ACCOUNT Billroy Show Closing - Pianist, Leader, Arranger. Double Trumpet for pop, musical, night clubs. Have novelties and specials. CUSTAV SCHULZE, Patterson Hotel, Valdosta, Ga. de2

PIANIST - READ, TRANPOSE; UNION; RE-liable; all essentials. BOX C-30, Billboard, Cincinnati, O.

AT LIBERTY - Piano. Good rhythm solo, arrange. Prefer small band location. BOX C-31, Billboard, Cincinnati, O.

PIANIST - Young man, thirty, single, American, trained musician. Wide professional experience, both concert and club. Excellent musician. Do some work while evening. Prefer hotel orchestra. Other offers considered. BOX C-15, Billboard, Cincinnati, O. de3

PIANO PLAYER - Neat, straight reader, good jam, good solo. Write or wire. RAYMOND DARR, 647 Riverside Ave., Buffalo, N. Y. de2

LISTS

(Continued from page 92) Columbus - Amer. Rabbit & Cary Breeders' Assn. Dec. 5-10. T. R. Vandervort, 20563 Delviday Ave., S. W. Cleveland.

Columbus - Soc. of Amer. Posters. Dec. 16-17. H. E. Gaeppel, Mills Bldg., Washington, D. C.

Columbus - State Bro. of Magicians. Jan. 27-28. S. W. Reddy, 57 E. Long St.

Columbus - State Bro. of Magicians. Jan. 11-12. Mrs. D. A. Detrick, Bechtelstein Co., O.

Kingfisher - P. of H. State Grange. Dec. 3-8. Lovell Howard, 310 N. 8th St., Ponca City, Okla.

Kingfisher - State Farmers' School & Op. Union. Jan. 17-18. C. Cheek.

Toledo - A. P. & A. Masons. Feb. 14-16. G. A. Sturgeon, Masons Temple, Outhrie, Okla.

Eugene - State Hort. Soc. Dec. 6-8. O. T. Mowbray, Agr. Bldg., Corvallis, Ore.

Harrisburg - State Assn. of County Fairs. Jan. 26-27. Chas. W. Switzer, Reading, Pa.

Philadelphia - State Outdoor Adv. Assn. Jan. 16-17. P. O. Yeck, Box 15, Lancaster, Pa.

Providence - P. of H. State Grange. Dec. 14-15. Mrs. C. Chase, Newport, R. I.

SOUTH CAROLINA Charleston - A. P. Masons. March 9-12. O. P. Hart, 362 Monroe Bldg., Columbia, S. C.

SOUTH DAKOTA Aberdeen - State Hort. Soc. Nov. 30-Dec. 1. W. A. Simmons, Court House, Sioux Falls.

Waco - A. P. & A. Masons. Dec. 6. C. H. DeWitt, Box 446.

UTAH Salt Lake City - State Farm Bureau. Dec. 7. T. R. Welling.

Salt Lake City - Veteran Odd Fellows Assn. Feb. 23. W. H. Conroy, 41 P. O. place.

VERMONT Burlington - State Dairyman's Assn. Jan. 10-13. H. K. Drury, 87 Main St., Essex Junction, Vt.

VIRGINIA Old Postal Comfort - State Dairyman's Assn. Jan. 26. R. O. Conroy, Blacksburg, Va.

Richmond - State Assn. of Fair. Jan. 23-24. C. B. Halston, Box 483, Staunton, Va.

Richmond - A. P. & A. Masons. Feb. 14-16. J. M. Gish, 35 Boone Temple.

Richmond - Assn. Gen. for Herb. Science. Dec. 19-20. H. D. Tuley, Box 599, Geneva, N. Y.

WASHINGTON Seattle - Northwest Florist Assn. March 12-14. Clyde Lester, Box 485, Walla Walla, Wash.

WEST VIRGINIA Charleston - Shrine Director's Assn. March 23-25. L. C. Fischer, Box 635.

Martinsburg - State Hort. Soc. Feb. 1-2.

WISCONSIN Madison - State Farm Bureau Fed. Nov. 28-29. E. R. Reedy.

Oakton - P. of H. State Grange. Dec. 1. H. Ince.

CANADA Brandon, Man. - Poultry Assn. of Man. March 1. O. Coleman.

Calgary, Alta. - Knights of Pythias. March 8-9. A. E. Hartley, No. 3 Dominion Bank Bldg., Medicine Hat.

Medicine Hat, Alta. - Order of Odd Fellows. March 8-10. A. B. Baileyma, 203 KOOP Temple, Calgary.

Montreal, Que. - Knights of Pythias. Feb. 15. S. B. Segal.

Montreal, Que. - P. & A. Masons. Feb. 2. W. Williamson.

Toronto, Ont. - Hort. Assn. of Ont. Feb. 1. J. A. Carroll, Parliament Bldg.

Toronto, Ont. - Holstein-Friesian Assn. of Can. Feb. 8. O. M. Clemons, Beantford.

Saskatoon, Sask. - Sask. Agr. Soc. Assn. Jan. 12-13. John O. Hayter, Univ. of Sask., Saskatoon.

Winnipeg, Man. - P. A. Masons. Feb. 2. Geo. Syme, Masonic Temple.

Winnipeg, Man. - Western Can. Assn. of Fairs. Jan. 14-16. Sid W. Johns, Saskatoon, Sask.

Winnipeg, Man. - Western Can. Fairs Assn. Jan. 14-16. Keith Stewart, Portage la Prairie, Man.

Winnipeg, Man. - Canadian Midwest Fairs Assn. Jan. 16-18. A. E. Russell, Lethbridge, Alta.

(Continued from page 57) drew about 500, and parties are booked into next year. Two cross-country skaters and 12 rink managers were recent visitors.

Current Comment

By CYRIL BEASTANT

B.R.B. England. - We followers of advanced roller skating art in England are pleased to learn that the Idistones are going over big in the States and it only goes to prove the value of real enterprise - in this case of the Roller Rink Operators' Association of the United States.

I recently received from friends, Lester and Laury, of Armory Rink, Chicago, a fine picture of the rink interior, together with one of the staff. There have been people who doubted that such a large rink without pillars or obstructions existed today and this picture clearly illustrates that Armory's one big rink beyond any possible doubt and obviously larger than any rink we have in Europe.

I learn that Lloyd Christopher, St. Louis, amateur roller speed champion last year, has gone over to the paid ranks, and one wonders what pros there are today who can give the little Missourian a close run for his money. One hears of no successor to Count or Elington, and Joe Laury appears to be the best speedman with bona fide credentials available despite his 40-odd years.

Benny Lee, great little British speedster on rollers and ice, is now running in double harness, having married Beryl Styles, junior amateur ice figure champion, 1935-'37, last month. Most of the racing done by Benny since 1931 has been on the blades and his passing from the ranks of roller speed pros left a gap which has never been filled.

In Skateland, Cleveland, O., Ken Kearney appears to have one of the finest rinks in the States and conducts affairs in admirable fashion. Friend Kearney recently sent me some splendid pictures of his last roller revue with cast of about 40, and the picture of Bobby Green, 12-year-old film star, at play in Skateland was particularly acceptable. One wears little here of activities in Rollerdoms, Culver City, Calif., the finest rink on the Pacific Coast, they say, the two films showing scenes in this rink were on view here recently.

Comments of Earle Reynolds in The Billboard to the Idistones were referred to in the British press and found very satisfactory.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

ORGS TURN TO SALESCARDS

Card Campaigns Are Dumping Needed Funds Into Treasuries

Ops finding orgs more receptive to salesboard fund-raising drives as Christmas draws near—explanation given as to how such campaigns are conducted

CHICAGO, Nov. 19.—The popularity of salescard promotions as a fund-raising medium is soaring to new highs in the Midwest as fraternal organizations, churches and clubs turn to it as a means of filling depleted treasuries. In some districts salescard campaigns are being conducted to supplement bingo activities of the orgs. In other places cards are being worked by groups which never have engaged in any other type of fund-raising activity save an occasional supper or card party. At the helm of most campaigns is an experienced salesboard operator,

who runs the campaign for the organization on a percentage basis. The need of an experienced hand to handle such campaigns is necessary to obtain best results, some ops report, and especially in this type of promotion are finding plenty of biz. Many orgs are turning to salescard campaigns at this time to raise funds for Christmas baskets and presents for the poor.

How They Work

In recent weeks we have received numerous requests from ops who are anxious to take a crack at salescard promotions for information as to just how experienced boys go about lining up organizations for such deals, what commissions they pay and how they carry on a campaign.

Of course lining up an organization to put on a deal is pretty much up to the ingenuity of the operator. Usually the procedure is to locate organizations interested in raising funds (and what org isn't?). The op then contacts the secretary, meets with other officers and explains how much cash can be dumped into their coffers thru a salescard campaign. Once the op gets the go-ahead signal he is ready for the campaign. Of course, there are many different ways to conduct such a drive, but one of the most experienced ops in the business tells us he proceeds as follows:

Terms With Org.

This operator states that he usually pays the organization a flat commission on each card sold or splits 50-50 after expenses are deducted. In either case the operator finances and assumes full charge of the campaign. He selects and purchases merchandise to be distributed, prepares literature, works up the salescard to be used and takes care of all other details.

To get full co-operation of the membership all circulars and cards bear the name of the organization. This matter is mailed direct from the offices of the organization by the secretary or a clerk. All members are solicited to take cards. When cards are completed the money is handed over to the secretary, who in turn gives it up to the operator. Merchandise goes out on receipt of paid-up card.

Flat Commission

On a flat commission arrangement, the operator usually figures 20 per cent of the gross take of the card as commission for the organization. In other words, if a card takes in \$10 the org gets \$2. Out of this share the op takes care of all expenses. In some cases when the secretary takes care of clerical work the op may decide to pay him a flat fee of 25 or 30 cents on each completed card, depending on the take.

Budget Plan

When the organization has a large membership the op will frequently work out a budget and profit-sharing arrangement. (See ORGS TURN on page 103)

Mdse. Will Play Big Role in W. F. New Year's Eve Promotion

NEW YORK, Nov. 19.—Pitchmen who garner the coin by selling balloons, noisemakers, funny hats and confetti to milling New York crowds on New Year's Eve, as well as merchandise houses who supply hotels, ballrooms, night clubs and fraternal organizations with decorations and novelties for New Year's Eve celebrations, will be featuring items bearing the trylon and perisphere insignia of the World's Fair if they want to garner the most coin, according to reports.

World's Fair officials met with New York firms licensed to produce World's Fair merchandise in the Empire State headquarters of the fair on Wednesday of last week to acquaint them with plans the fair is making to make New Year's Eve in New York and elsewhere a mammoth promotion for the World's Fair. About 200 licensees were present at the meeting at which Grover A. Whalen, president of the fair, and John Young and A. O. Layton Newsome spoke. Purpose of the meeting was to point out ways that licensees could co-operate with the fair and capitalize on the New Year's Eve promotion by tying in with the plans by getting their customer to use fair-branded merchandise on this night.

"The Dawn of a New Day" will be the theme for all New Year's Eve parties and celebrations. Hotels, theaters and night clubs are reported to be lending their assistance to the fair in making the Dawn of a New Day the theme of their New Year's Eve celebrations. To this end decorations will be carried out in the orange and blue colors of the fair. Souvenirs, hats, balloons and noisemakers, which are part of New Year's Eve cele-

brations, will be of the fair-inspired type and will carry the trylon and perisphere insignia. Balloons, as well as lodges, clubs and other organizations, instead of tying up and promoting the Dawn of the New Day angle for their New Year's Eve get-together. Promptly at midnight, after the traditional *Auld Lang Syne* is played, all New York radio stations will send forth the strains of *Dawn of a New Day*—the theme song of the fair written by the late George Gershwin.

"Why should the people of these United States dedicate this New Year to a celebration linked with the New York World's Fair?", asked President Whalen. "Because no matter where you live, nor how remotely your interests appear to be related with this international event, your family and community will feel the beneficial effects of this exposition. . . . The New York World's Fair itself points the way to a New Year's celebration of joyous significance. All New York City is joining in its festivities that will be relayed to you by radio, newsreel and press. The entire nation is responding with appropriate celebrations."

The significance of this meeting of World's Fair execs with merchandise licensees is that it marks the first time that merchandise is destined to play an important role in popularizing a world's fair before the event opens. It shows that world's fair novelties are destined to be an important spoke in the publicity wheels destined to make the country World's Fair conscious.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

As usual, this Christmas Special is chock-full of merchandise appropriate for Christmas promotions. Read it carefully. If you haven't already made up your mind as to what you're going to work next month the chances are that you'll find something to your liking in this issue. Perhaps you'll pick up an extra item or two to play up in addition to what you are now concentrating on. Year in and year out *The Billboard's* Christmas Special has introduced one or more numbers that have clicked for operators, and this year is no exception.

Each week seems to strengthen the impression that the clock cycle is definitely back. First it was the electric pendulum clocks and now the Evans Revolving Globe Electric Clock has taken hold with John Public and is producing the *do-re-mi* for operators.

Here again is an example of what a little ingenuity will do for an item. The pendulum, openly displayed on clocks, is a comparatively ancient device. Yet given a new dress and design the electric pendulum clock is once more a popular seller. The Rotary Clock made its first big splash some three years ago. Now a modern variation of this timepiece, with the added, appealing features of the Evans Revolving Globe Electric Clock comes on the market and is immediately labeled "hit." A little twist, a little change and you have something that will sell.

And talking of variations and new dress, the famous Zito Dog cartoons are now available in color in a new vest-pocket series. These high-producing sketches went over big in the picture framing edition and should move even faster in the new size and color. Many of the boys who work store locations found Zito cartoons an excellent source for extra income without much additional effort. With Christmas in the offing it is possible that many more will hop on the band wagon. The new series come 46 to the net and are popularly priced.

The Christmas season offers fraternal organizations, clubs and churches a (See DEALS on page 103)

Winter Sports Mdse Gets Strong Play

CHICAGO, Nov. 19.—Winter sports merchandise, which made its debut to the salesboard field in an extensive way last season, is going to be popular this winter, not only with board ops but with bingo operators as well. At least such items as ice skates, hunting traps, lumberjack coats, sleds and snowshoes are making their appearance on bingo stands in North Central states where winter has already gotten under way, and the items have been most popular, it is reported. It seems that there are many who would like to engage in winter sports but feel that the necessary equipment is too costly. Hence they are more than willing to take a chance on winning the article of their choice.

For the same reason this type of goods is also getting a good play on salesboards, although the boards, generally speaking, feature both a higher quality and a more major type of equipment. Among the more popular board numbers are shotguns, rifles, hunting knives, skis and hunting coats.

With the opening of the rabbit season last week in many Middle Western States, quick-thinking operators were cleaning up on their sportsmen's boards and there appears to be no immediate let-up in sight. The timeliness of this class of merchandise, combined with its universal appeal to all classes, has done much to alleviate the apparent shortage of board winners and to forestall any tendency of ops to lose interest in this profitable channel.

BINGO BUSINESS

By JOHN CARY

N. SINCLAIR AMES, of Trenton, N. J., writes us about Jumbo. The game is played with a set-up very similar to bingo in that there are five rows of five numbers each. Difference is that one of the squares in Jumbo has a White Elephant and if a player makes Bingo with the White Elephant he receives either an additional prize or a better-than-average prize. Another difference is that each row of numbers contains one rolled square which the player gets gratis, similar to the free "O" in the center of a bingo card. This, of course, means that there are many more free squares and consequently many more opportunities to make Jumbo. Ames claims this speeds up the game, which is an element many organizations and operators desire.

A CUTE AND INTERESTING little extra, brand new to us, is the Montetrap Special Prize. Consists merely of awarding an extra consolation-type prize to the first player to get the four corners of his card filled. St. Catherine of Genoa Church, Brooklyn, is using the stunt and it is proving quite popular with the players.

COMES WORD FROM OHIO that State Senator Lawrence A. Kane has proposed to draft a bill modifying the State gambling laws to legalize bingo games. But again in Senator Kane's proposal, as in several similar movements in other parts (See BINGO BUSINESS on page 103)

4000 TESTED TOP PRIZES AND PREMIUMS 1000 SELLERS - NOTCH FLASHY PREMIUMS

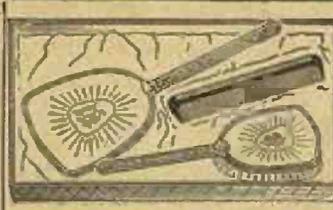
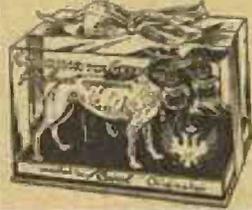


10 GOLDEN NUGGETS OF VALUE!

NO. 0210—The deal to many are talking about. Get the location. Unlimited prospects. Colorful cabinet of seven gold, showing the Paul and His Gold Mine. Consists of 25 numbers, 70 surprises, brings in \$7.00 at 10¢ a sale. (Shipped express or freight) Sell to dealers for \$8.25 to \$9.50. Coste you \$3.50. Lots of 15 \$3.25 each.

OSARINA THE GREAT PUP—With 2 Wellbonds

No. 7000—The latest sensation of the season. An unusually fast seller from now until Xmas. Be the first to introduce it in your territory and boost your earnings. Realize of Russian Wellbonds, each carrying a generous supply of high-grade perfume. Attractive, timely packaging. Everybody is wild about it. Sell to dealers \$8.00. Cost, Selling price, \$1.00. Sample \$66. Dozen \$8.08.



3-PIECE TOILET SET WITH 24K GOLD-PLATED HANDLE AND TRIM

No. V470—Consists of best-plate mirror and hair brush and comb, gold-plated bristles and handles, come to match. Comes in popular shapes and colors. Each set in a lined gift box. A most clever and attractive set.

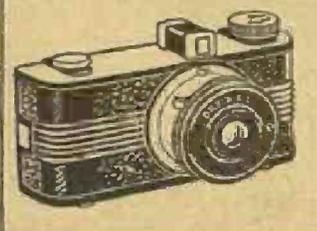
Each set \$1.85. Dozen \$21.84.

No. V210—Three-piece bodyside set consisting of mirror, hair brush and comb. Gold-plated trim. Each set in a gift box. Each set 75¢. Dozen \$8.40.

DREXEL CANDID-TYPE CAMERA

No. V507—Will take 16 pictures on one roll of film. Has genuine infinity-focus case, speed lens, fixed focus, eye-level view finder, shutter block, space for extra film. Takes action or still shots. Makes a wonderful gift.

Price \$1.25 each.



MEN'S BLUE RIBBON 6-PIECE DEAL

No. D120—An assortment of everyday goods. Made up of the following Blue Ribbon products: 1 tube dental cream, 1 can talcum powder, 1 bottle after-shaving lotion, 1 tube tooth shaving cream, 10 Quaker double-edge razor blades, 1 styptic pencil. All in a gift box.

Each deal \$25. Dozen \$29 each deal. Gross \$235 each deal.



MECHANICAL CHERRY BOOTIE AND SHOE TOY

No. 3330—Strong, long running spring mechanism in this toy. The cherry bootie and shoe. Length over-all 8 1/2 inches.

Each 75¢. Dozen \$7.75.

No. 0000—Same as above, but smaller in size.

Dozen 75¢. Gross \$8.75.



21 CHRISTMAS FOLDERS, 2 DOGS WITH PERFUME SET

No. D200—Each consists of 21 high-grade popular Xmas folders. Two lovely dog figures, each carrying a bottle of exclusive perfume.

Sample 24¢. Dozen \$2.70. Gross \$31.60.



Electric Shave ELECTRIC SHAVERS

No. E300—It takes a virgin market that is now opened wide. You can offer it at a price the average man can afford to pay. Note these features: Precision motor; operation on A.C. chromo-plated head. Compare with \$15 electric shaver performance. Complete, ready to operate. (An outstanding fast seller when sold by sales companies. Consists \$50 per 1000.)

Sample \$20. Dozen \$200 each. Three dozen \$580 each.



BOXED HANKERCHIEFS

No. 004—Three assorted fancy handkerchiefs. Made from imported linen. Some with fancy-colored center. Packed in gift box. A good seller.

Each set 15¢. Dozen \$1.65.

No. 004—Ladies' handkerchiefs. Assorted patterns and designs on a lady's cotton. (Not boxed.)

Dozen, 60 19 dozen \$20

No. 0201—Men's handkerchiefs. Fancy border. Large size. (Not boxed.)

dozen \$20. 10 dozen \$200.



ELGIN GUARANTEED FOUNTAIN PENS

Every time you cross a "T" dot an "H" or begin a new word you prove the value of a fast-writing pen. The Elgin takes those writing scarts with the agility of a hurdler. It begins to write as soon as it touches the paper. Each pen filled with a smooth-writing two-tone point, designed for writing comfort. Has inner filler, transparent window ink indicator.

No. R500—Fountain pen with size 4 point. Black color. Each 10¢. Dozen \$1.20. Gross \$13.80.

No. R510—Fountain pen with size 4 point. Mottled color. Each 17¢. Dozen \$1.80. Gross \$20.80.

No. R550—Fountain pen with size 5 point. Pearl-finish color. Each \$10. Dozen \$2.80. Gross \$30.80.

No. R560—Black color mechanical pencils. Each 12¢. Dozen \$1.20. Gross \$12.00.

No. R570—Mottled color mechanical pencils. Each 13¢. Dozen \$1.20. Gross \$12.00.

No. R580—Pearl-finish color mechanical pencils. Each 14¢. Dozen \$1.45. Gross \$15.00.

(Colored pen set boxes \$1.25 a gross. Other numbers shown in catalog.)



LACED EDGE LEATHER BILLFOLDS

No. M150—Tyl-losh, hand-tooled leather. Has change pocket with snap fastening compartment for identification card, stamps, etc.

Each 10¢. Dozen \$1.77. Gross \$20.46.



TIE AND COLLAR HOLDER SET

No. W21—Nickel silver finish. Beautiful engraved design. Each set in an individual box. A wonderful premium or gift suggestion.

Dozen \$20. Gross \$22.25.



AMERICAN GIRL 4-PIECE DEAL

No. D400—Consists of 1 box of fine quality face powder, American Girl 1 bottle of perfume, 1 tube of lipstick, 1 cosmetic case with mirror. Nicely labeled, compactly arranged and wrapped with cellophane. An ideal Xmas gift set-up.

Each deal 17¢. Box \$1.80.



DOUBLE-EDGE BLADES

No. H500—Guaranteed with each package of blades—helps you to make faster sales. Smooth-edged blades, 8 in a package, 20 packages in a carton.

100 blades 32¢. 1,000 blades \$2.98.

No. H504—High quality single-edge smooth cutting blades, 8 in package, 20 packages in a carton.

100 blades 50¢. 1,000 blades \$5.45.



MEN'S FITTED ZIPPER UTILITY CASE

No. W350—Genitiled complete leather case. Contains 1 Palmolive Shaving Cream, Colgate Dental Cream, Toilet Brush, Gillette Razor and Blade, pocket comb, nail file and tamper. Leather lined.

Each \$1.95. Dozen \$18.00.



FIVE-PIECE TIE SET

No. O131—Three assorted rayon ties in popular patterns, the clip and collar holder. All in a gift box. Has a strong Xmas appeal.

Sample set 25¢. Dozen \$3.00.

No. O125—Same as above but consists of higher priced ties. Fancier tie clip and collar holder.

Sample set 55¢. Dozen \$6.00.



CERTIFIED ASPIRIN TABLETS

No. T100—A high-quality product. Made of pure ingredients. Packed 12 tablets in a box and 12 boxes in a display carton.

1 carton 10¢. 12 cartons \$1.00.

LADIES' FANCY PAJAMAS

No. G203—A popular number in pajama pajamas. Made of soft-ribbed material. Payon for durability, loose-style jacket without belt, decorated-style necklines, embroidered flower design. Trousers to match with elastic waist band. Length 39 inches. Colors: Blue, black, red. Sizes: Small, medium and large.

Each 67¢. Dozen \$8.06.



No. O201—Ladies' 1 imported pajamas. Made of black crepe-corded rayon with embroidered flower design. With looking. Made in one size only and will fit average figure. Colors: Red, black and blue.

Each 67¢. Dozen \$8.06.

MEN'S RAYON PAJAMAS

No. O215—Full cut, coat-style jacket with matched pajama trousers to match here. High style. Blue 32 to 38. Popular colors. A high-quality product. Ideal as a Xmas gift suggestion.

Each 98¢. Dozen \$11.40.

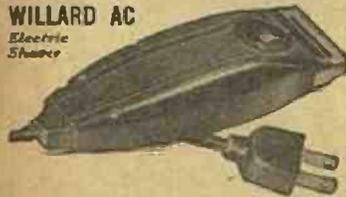
FREE WHOLESALE CATALOG

For Salesmen, Dealers, Premium Users, Commissioners. Shows over 4,000 tested sellers, money-making ideas, sales stimulants, etc. Send for your copy today—now! All prices are P.O.B. Le Center, Minn. 20¢ deposit with O.O.D. order.



HAGN'S XMAS SPECIALS

WILLARD AC
Electric Shaver



Electric Shavers are selling hot and still have a big season ahead, and if they can be sold for less, HagN will do it. Here is latest model dual head Willard Shaver, with straight A. C. motor, Bakelite case. Shaves as well as shavers selling at \$18.00. Order No. 851. Complete in folding leatherette case. Each, 90c. Per \$10.00. Sample, Postpaid, \$1.25.

No. 810K11—Packard Lather-Shavers. Hundreds of thousands sold at \$15.00. 1938 \$6.00 each. 50 lots of 12, each \$4.00.

No. 810K17—Famous Hand Glass Shaver by the makers of Remington. Retail \$8.50. A. C. only. Only \$6.17 each. 10 lots of 12, each \$6.70.

CHECK THRU THIS LIST OF MONEY MAKERS

- 827H25—Portable Typewriter, 3-row keyboard by Remington. Each \$3.35
- 818X124—Snow White Doll, 13 1/2", with sleeping eyes, velvet caps. Each \$2.00
- 818X20—O. U. Dog, best quality. Dozen \$1.00. Gross \$12.00
- 818X30—Tubby, Fathead or Tacky Monkey. Dozen \$2.00. Gross \$24.00
- 818X35—Mickey Hand Game Doll. Dozen \$1.35. Gross \$16.00
- 818X123—New "Buster" Dolls, 10". Dozen \$4.00

- 818X118—New "Buster" Dolls, 14 1/2". Dozen \$8.00
- 818X134—International Girl Dolls, 18" size. All colors in colorful natural dress. Each \$1.35
- 832J45—Evans Combination Litar and Cigarette Case. Each \$1.25
- 825J234—Evans Compact and Watch Combination. Each \$4.00
- 818X100—American-made Wrist Watch. Each \$1.35
- 823J44—American-made Travelling Clock, Doper Leather Case in colors. Each \$2.25
- 810K10—Imported Scotty Dog, long pile black plush, 11" size. Each .07c
- 818X21—12-inch size, black or white. Each \$2.00
- 810K17—Wristy Doll, Scotty or Cub with electric blinking eye. Each \$1.45

DOPEY DOLLS

Here is Willard Dopey's possible Dopey. He comes his mouth open his head, but you must speak for him. Ventriloquist Dummy Dopey is 20" tall, and he wears a blue, colorful dress, composition head. No. 818X113—Each \$2.00

500 Hole one-thee board. Each \$2.00
818X114—14" Dopey Doll (see back) Doz. \$8.00



LADIES WATCHES

No. 813W19—5 1/2" L. size. Scarily styled chrome case with diamond link bands to match. Guaranteed to work 6 months. \$10 value. A fine dash for permits, schools, proms, work. Attractively boxed.

Each in Lot of \$2 \$2.75
Less than \$2, Each \$2.45



No. 813W77—10 1/2" L. size larger as above. Each in lot of \$2 \$2.00

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.

International Dolls

Joseph HagN Co. has announced a line of 31 dolls for the holiday trade, said to be different from anything ever shown before. Called International Dolls, they are dressed to conform with styles of foreign countries, and an educational folder concerning the country each doll represents is attached. Dolls are said to have appeal not only for children but grown-ups as well, who may want them for home decoration. Coming in boy and girl character, dolls are made up in eight and 15-inch sizes, are light in weight, have soft plastic bodies and all-wool wigs, the firm states. The large-size dolls may be had with human hair. Buttons permit removal of costumes for laundering.

Ideal Lamp Value

The Manufacturers' Outlet Syndicate reports it is marketing an artistically designed table lamp 20 inches high that comes in a number of colors with beautiful 17-inch pleated contrasting shades at such a low price that it is ideal for the holiday giftware demand. The item is also said to be perfect for bingo and salesboard operators and concessioners.



Personality Pup

A humorous novelty, the Personality Pup, said to be an ideal item for novelty men, has been placed on the market by the Novelty Toy Crafters. The firm states that the item should be good for a variety of purposes, salesboards, sales stimulants, place cards and holiday greetings, and claims its ability to provide a laugh a minute should gain it wide attention. Pup comes in individually packed boxes of assorted colors covered with glassine. Display signs are furnished gratis.

New Electric Pendulum Clock

The new Classic Model Howard Electric Pendulum Clock put out by the Electric Pendulum Clock Co. is proving to be a sensational seller as a Christmas item, according to the firm. Clock is said to be attractive, standing 11 inches high and coming in three finishes, ivory, bronze and gunmetal, and should be welcome in any home. The clock is no low in price that it makes a useful yet inexpensive gift and is also ideal for premium use, it is said.

Mechanical Walking Dog

Cohen Bros. recently introduced a large mechanical walking dog which they claim is twice as large as the original O-U Dog. Dog walks on four legs, turning its head from side to side, while holding a sandal in its mouth. The item has caught on in New York and should make a good Christmas item for pitchmen and direct sellers, according to reports.

Beverage Set

Monte Carlo, beverage set recently introduced by Fureyth Mfg. Co., Inc., not only has utility but may be used as a game as well, according to the company. Set consists of a spinning chromaluminum-plated basket mounted on a 13 1/2-inch two-game lithographed tray bearing

TWO HOT ITEMS!



Adams Candid Type Camera No. B99102 \$1.25 EACH

- 16 Pictures From Roll of Film
- Super Speed Lens
- Fixed Focus
- Eye Level View Finder
- Shutter Stops for Time or Snapshots

TODAY'S BEST BUY

KLEAN SHAVE



A. C. ONLY

Gives as close a shave as a blade razor. Life-time motor. No rotating parts. Requires no oiling.

No. B83J360. EACH 90c

Lowest Market Prices Guaranteed Quality Considered.

Be Sure to Include Shipping Charges With Orders.

N. SHURE CO.
200 W. ADAMS ST., CHICAGO.

STARTS YOU IN BUSINESS

SELLING TIES—OVER 100% PROFIT

8th Lined Tie, Sample Tie, 35c. . . . \$1.40 Doz.
Custom Shado Tie, Sample Tie, 20c. . . . 1.80 Doz.
Blye-On Tie, Sample Tie, 25c. . . . 2.40 Doz.
Bleed Material Tie & Kerchief, Sample Set, . . . 70c
32-Tie in a Bag with Jewelry, Sample Set, . . . 65c
Bowie Tie and Handkerchief, Sample Set . . . 85c

Complete Line of Bred Novelties. 5 and 25% Deposit with Order, Baltimore, O. D.

FREE Write to Descriptive Wholesale Catalog, Gross Prices, FREE Sample Materials.

PHILIP'S NECKWEAR 20 West 22nd St., Dept. B-5, New York.

HOOPS FOR DARNING OUTFITS

BRIGHT SILVERY METAL THREE INCHES IN DIAMETER WITH SMOOTH ROLLED EDGES

MADE ESPECIALLY FOR MACHINE DARNING KITS

1c EACH

WRITE FOR FREE SAMPLE

THE GIBBS MANUFACTURING CO.
CANTON, OHIO

CUT ME OUT

This advertisement and \$9.00 entitles you to sample and sales proposition of "STROOKLINE", world's greatest Combination Steel and Walking Game. A sure \$2.00 seller. Don't miss this magnificent opportunity.

Viking Metalcraft Co.
3 Church and Main Arcade, ORLANDO, FLA.

Watches for Christmas AT WHOLESALE

Write or Pocket, new gold re-conditioned, in fancy individual boxes. Write NOW for a FREE copy of our big BARGAIN Catalog, and see for yourself why we are never UNDERSOLED.

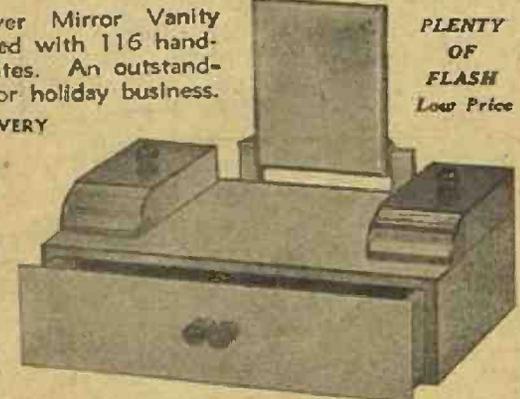
LOU MALTZ
139 So. 5th St., Phila. Pa.

NEW PRICE EFFECTIVE NOVEMBER 21

Blue and Silver Mirror Vanity Dresser. Packed with 116 hand-dipped Chocolates. An outstanding premium for holiday business.

IMMEDIATE DELIVERY ONLY

\$1.95 EACH



IN LOTS OF 6

WRITE-WIRE

TERMS: 30% DEPOSIT—BALANCE C. O. D. Freight prepaid in lots of 24 pieces

ZENITH SALES CO.
539 So. Franklin St. Chicago, Ill.
"WRITE FOR HOLIDAY CIRCULAR"

AGAIN A YEAR AHEAD! BE FIRST SELLS ITSELF MODEL 311 6-TUBE ZENITH SUPER

Write for Latest Catalog With 1939

ZENITH RADIO
"THE ORIGINAL AUTOMATIC"

Trade Now Demanding Zenith Quality at No Extra Cost

ONLY \$9.95

25% DEPOSIT WITH ALL C. O. D. ORDERS

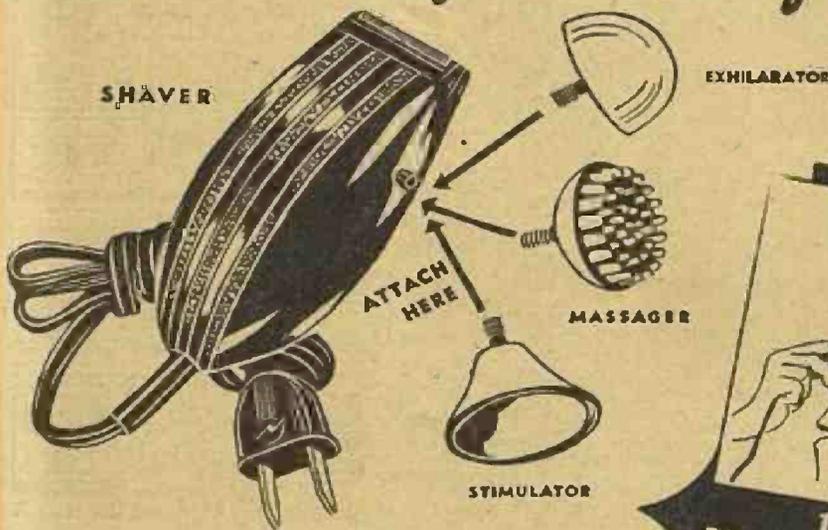
EARL CHROME COMPANY
Special Zenith Distributors
2757 LINCOLN AVE., CHICAGO, ILL.



Look! 11,208 SOLD IN 3 DAYS! "SENSATION" 4 in 1 WONDER

Electric SHAYER·MASSAGER·VIBRATOR

A health item for the entire family!



SMASH ALL PROFIT RECORDS!
With This Sensational Holiday Seller'
Tremendous Selling Appeal
 Added Demonstration Features Opens Unlimited
 Selling Field.
 Live Ones Everywhere Are Cashing In on
 "SENSATION."
 Lose no time, place your order, be the first
 to promote "SENSATION" in Your Territory.
IT'S A NATURAL!
 SALES PROMOTERS — Book Your Sales Now.
 DEMONSTRATORS — Contact Your Stores at
 Once.
 SALESBOARD OPERATORS — Get Your Orders
 in and Work Up a Deal.
 AUCTIONEERS — "SENSATION" Lends Itself
 to Descriptive Selling That Holds the "TIP"
 and Offers a Bona Fide Legitimate Article.
Absolutely Guaranteed for One Year.
 DOZEN LOTS, Ea. \$1.50—GROSS LOTS, Ea. \$1.45
 Same Day Shipments.
 Wire or Air Mail Your Order.
 25% Deposit With Order — Balance C. O. D.

COMPLETE
SAMPLE
OUTFIT

\$2.
PREPAID

DEANE SALES CO. 134 W. 32nd ST.
NEW YORK CITY

The Radio "Buy" of 1939



AUTOMATIC TUNING
—at a price!
\$9.54
LOTS OF A
SAMPLE \$9.94

Take any 4 stations by merely pressing a button. It's the latest radio for 1939 and the biggest value of your A.C.D.D. choice equipped with full size dynamic speaker and L.H. wave coils. Gets police calls and standard broadcast. Beautiful walnut cabinet.
Size: 12 1/2 x 8 1/2 inches.

Order a sample of this new 1939 model now on money-back basis. One year guarantee. \$2.00 deposit, balance C.O.D.

WRITE FOR 1939 CATALOG
Radios, Clocks, Watches, Electrical Goods, Cameras, Etc., at Lowest Prices.

SILVER MANUFACTURING CO., Inc.
2868 ELSTON AVE., Dept. B-35 CHICAGO, ILL.

Sail-Ho! The YANKEE CLIPPER



A beautiful ALL-CHROME BOAT that is creating a sensation everywhere.

IT SEEMS that the public was waiting for just such an item—whenever it is shown it meets with instant approval. For saleboards, for prizes or for Christmas gifts it is a sure-fire item. The graceful wood hull is in hand-rubbed ebony, mahogany or walnut. Sails are in rust-proof glittering chrome plate. Rigging is of silver plated wire. Stands securely and gracefully on a stainless steel chrome base. 16" long, 7 1/2" wide. Racked in individual cartons. Shipping weight 3 lbs.

\$3.25 EACH | **SAMPLE \$3.50**
Dues Lots

Rush Your Order NOW
25% Deposit, Balance C. O. D.

SILVER MANUFACTURING CO., Inc.
2868 ELSTON AVE., Dept. B-37 CHICAGO, ILL.

FUR COATS Free Catalog! FUR RUGS




OUR LINE ASSURES REPEAT ORDERS—Because we guarantee the best workmanship and quality. Smartest fall models in Coats, Scarfs and Capes. All fur, styles, sizes. An example of top value! Placed suit, Down Coats, Fur COAT (Sweater or Fitted style), all sizes. Same day shipments. **\$9** UP

IDEAL XMAS GIFT—BINGO-SALEBOARD PRIZE. B. White, Brown, Grey. About 2 x 3 FT. Everybody wants a FUR RUG. Cash in now on this demand. Never sold at this price before! \$5 Department Store Retailer **\$1.00** EA.

1-4 DEPOSIT-BALANCE C. O. D.

H. M. J. FUR CO., 150 W. 28th St., New York City

BUY DIRECT FROM OUR FACTORY

At Low Prices




We specialize in Chrome Steel Tubular Furniture for Sales Booth, Premium, Bingo Games, Offices, Restaurants, Beauty Parlors and Homes. Using only 10 gauge steel with best of chrome finish and upholstered with best grade leatherette. Write us for free catalog and price list. One-third deposit required with each order.

SUPERIOR CHROME MFG. CO., INC.
1110 Germantown Ave. Philadelphia, Pa. RA 720 LOUNGER CHAIR \$12.25 Each.

CHRISTMAS CANDIES

In Fancy Paper, Metal, Wood and Glass Containers—1 lb. to 5 lbs. Net Weight Contents. Standard or conservative type packages, also fancy and elaborately decorated packages. Every ounce pure candies expertly packed in inexpensive or beautifully plain or elaborate packages at lower than usual cost. Write for photographic illustrations of packages immediately available.

WM. C. JOHNSON CANDY CO., 67 E. McMicken St., Cincinnati, O. (Est. 1912)

POPULAR ITEMS

(Continued from page 100)

game symbols and accompanied by a score card, instructions and 50 chips. Basket is said to contain eight Safedge glasses, guaranteed against chipping and bearing a pilot wheel on each glass to conform with game symbols. The non-drip tray prevents alcohol from marring furniture. Item is described as a sturdy outfit, taking up little space and coming individually boxed in two-tone display boxes. The fact that the set is low priced and a year-round seller makes it ideal for premium use, the firm states.

Automatic Tuning Radio

A new table model radio featuring automatic tuning is one of the many radios being marketed by Silver Mfg. Co. Firm states that automatic tuning is usually found only in higher priced sets, but it is now making it available in a set which should sell quickly at a price that will assure salesmen a handsome profit. Firm reports that this is but one of many hot items it is marketing.



Zito Dogs in Miniature

A vest-pocket edition of the comical Zito dog drawings is now being marketed by the Novel Art Picture Co. Drawings are 2 by 2 1/4 inches in size and are printed in full-colors. Set is made up of 45 different cartoons, packed in an attractive open-faced carton ready for mailing. Firm reports that Zito drawings in this size are selling fast in New York since they can be carried easily in the vest-pocket. The edition sells on sight, the firm maintains, since it guarantees 45 laughs to the man who owns a set and all to whom it is shown. Low price is said to afford agents a liberal profit margin.

Clipper Ship

Like something out of a fairy book is the new Clipper Ship marketed by the Silver Mfg. Co., according to reports. It's a modern version of the old-time sailing vessel—the Clipper Ship. Sails are fashioned in chrome; the hull is made of wood. Firm reports the number is a faithful reproduction of the original, even to rigging, which gives the number an abundance of appeal and flash.

Height Scale

The new Guess-Your-Height Scale manufactured by D. Meyerbrauer Sr. is reported to have been a hit at Southern fairs and expositions. Operators work along the same lines as Guess-Your-Weight ops, only instead of sitting in a chair to be weighed the subject stands against a large ruler where his height is measured. Myron Gordon, the firm reports, terms the Guess-Your-Height Scale a winner from actual experience. Appeal of the device, it is said, lies in the fact that everyone is curious to know his correct height.

Felt Rugs

American Rug Co. has a line of woven felt rugs which it reports is very popular this season. Rugs are said to be practical and attractive, coming in a variety of colors. Sizes are 27 by 54 and 35 by 70 inches. Numbers appear to have good saleboard possibilities, and bingo operators looking for something different should be interested.

Autocrat Radios

Autocrat Radio Co. reports that its line of 1938 models is now on the market. Numbers featured push-a-button tuning, automatic volume control, streamlined cabinets and tone control, the firm states. Several numbers feature plastic cabinets which the company states have the necessary flash to make them fast sellers on saleboard deals and good bingo prizes.

New Sweater Line

A new line of sweaters known as Camelstyle is being distributed by Prudential Trading Co. Firm believes its line is breaking right at the time when

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 EACH IN DOZEN LOTS
LOW PRICE

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

BLUE STEEL 24c

Double Edge BLADES
Finest Quality
Cuts 8 in Pack.

GILBERT BLADES
WILL BRING REPEAT BUSINESS
Double Edge 50c Single Edge 65c
Per 100 Per 100

GILBERT AUTO STROP Per 100. 80c

SINGLE EDGE BLADES Per 100. 44c
AUTO STROP Per 100. 45c

SHAVING DEAL 10c
18 Blades—Oilet Shaving Cream—Stylo Pencil, All Oils, Wrapped

"FIRST AID" DEALS 135
Large Box American Cation, 8 Pieces Handy-Ware Washdishes, 10 Yards Gages, 5 Yards Ac. handle Tape, 16c-Bottle Toothbrush All Oils, Wrapped

Send for Free Samples and Price List

YOUNG NOVELTY CO., Inc.
100 Hanover Street Boston, Mass.
50% Discount—\$1.00 Minimum

ORIGINAL Slip-Not-Ties



New FALL Line, 5250 Oz. Postpaid, Post Seller, Repeaters. Send for Sample. Dozen and be convinced. Free Catalog.

Original Patented.
GILT-EDGE MFG. CO.
13 N. 12th St., Phila. Pa.

ELGIN & WALTHAM \$2.95

RENEWED Wrist Watches
Guaranteed Since 1914.

Wholesale Jewelers Since 1914. No extra charge for Sample. Wholesale 7 Jewelers. New Cases. New Leather Straps.

We Offer You Wonderful Values At Record-Breaking Prices. Send for Free Catalog.

25% Deposit, Balance C. O. D.
LOUIS PERLOFF,
729 Walnut St., Philadelphia, Pa.

men specializing in wearing apparel promotions are looking for something different for Christmas trade. Camelstyle sweaters come in allover and zipper types in both solid and two-tone color combinations, the firm reports.

MORE MONEY FOR YOU With These Proven XMAS HITS!



More she is, boys! Hottest ACTION novelty in years! Brand new! Going over like wild fire in Chicago! Priced in 100-150 color. Sample down, postpaid, 75c! Gross Lots, per dozen..... 60c



Hi-Ball-Lassies! Going strong! Quality 10 oz. Glasses with pretty girl on the outside. Three glass around and she stays for you. Now look the liquid and come! Alcohol-proof. Sample Box of 3 Ass. Express Postpaid \$1. Gross Lot, per Doz..... \$1

EYE-OPENER Water Shooter! New hit! Looks like an innocent pocket emptying glass but shoots water. A party favorite! Gross Lot, Dozen..... 75c

New Attractively Labeled Jokes. COVER THE WATER FRONT. Do. \$1.75 BRUSH UP ON YOUR BRIDGE. Do. \$1.50 Real Jokes with superb contents.

BITE CLUB. Do. \$1.75 BRUSH FOR BALD HEADS. Do. \$1.40 Scrubbing brush with towel instead of bristles. BANGO KNIFE. Do. \$1.00 All Prices F. O. B. Chicago. 1/30 Deposit With Order. When Ordering, Please State Your Line of Business.

H. Fishlove & Co. 1120 N. ORLEANS ST. CHICAGO

NOTES from SUPPLY HOUSES

Reliable Sales Co., marketing a line of Social Security plates, double-fold leatherette cases and lettering outfits, offers two selling plans which should interest those who work or contemplate working Social Security plates. Jack Caravano, who operates Reliable, is experienced in handling agents, having been associated with various lines other than Social Security plates.

United Balloon Co. recently returned to its old address at 125 Fifth avenue, New York, where it has increased floor space. Sam Gordon, who is taking charge of the business, is known as one of the country's leading balloon men. Gordon states that the firm carries a complete line of novelty and regular balloons. He invites friends to visit him when they are in New York.

BINGO BUSINESS

(Continued from page 98) of the country, there is the provision that only bingos sponsored for educational or charitable purposes be permitted. We, of course, are in favor of the legalization of the game everywhere and are therefore 100 per cent in accord with the senator's proposal.

A QUERY THAT WAS rather surprising to us was one which came in this week from Charles S. Mason, of Miles City, Mont. Mason writes:

"Dear Mr. Cary: "I am writing you regarding a question of ties in a bingo game. I am operating a 10-week series game here under the sponsorship of Legion Post No. 5.

"They say when a bingo is called, if more than one player has bingo, all the winners should draw to see who gets the prize and I contend the real winner is the person who yells 'bingo' first.

"I have followed your column in The Billboard for a long time and enjoy reading and getting ideas from same."

The reason we say this communication is a rather surprising one to us is that we thought all bingo conductors held drawings to determine the winner, when more than one person in a game made bingo at the same time. At least in the Eastern territory this has been the procedure as far back as we can remember. The person who draws the lucky number gets the main prize and the other players who had bingo get consolation prizes. It seems to us that under Mason's method of declaring the first person to yell "bingo" the winner, there is a great danger of arguments. It seems impossible that a peaceful game can be run in this way. But we are certainly curious to find out how many operators are following the "first-yeller-is-winner" method and to learn just how it works out. Drop us a line.

DEALS

(Continued from page 98) grand opportunity for fund-raising promotions and the smart operator always manages to get his finger into this pie somehow. With everyone in a spending mood and seeking gifts to distribute, it is no problem to get men and women to patronize a card. Organizations know this and naturally go in heavy for sales-card deals at this time of the year. If you are wide awake you will cash in on this trend yourself.

From now on it should be all drive, so go to it and beat of luck.

HAPPY LANDING.

ORGS TURN

(Continued from page 98) ment. As before he will finance the campaign, and after deducting expenses and cost of merchandise, will split net profits 50-50 with the organization.

The budget plan lends itself to wider exploitation. Often the operator will tie up the deal with a free drawing on a grand prize, like an expensive radio. Even automobiles have been used. Drawings are usually held at a dance which serves as grand finale of the drive. The op supplies coupon books with cards and for each chance taken on the salescard the purchaser receives a coupon entitling him to a chance in the drawing for the

What! ONLY \$3.25 IN DOZEN LOTS



LIST PRICE \$17.50

SAMPLE \$3.45 F.O.B. CHICAGO

New MOVIE MATIC 3-in-One CAMERA! * TAKES 16 mm. MOVIES for projection on screen. * TAKES 40 individual "candid" SNAPSHOTS on one roll of film. * MAKES MOVIE "BOOKS" for "movies" without projection. * FULLY GUARANTEED in writing for ONE FULL YEAR.

FREE DEVELOPING PRINTING ENLARGING Of Your Films

THE HOTTEST XMAS ITEM Since The Invention of Moving Pictures

Think of the profit possibilities of a real MOVIE Camera with a \$17.50 list, at a price that is truly sensational. Not a toy or novelty, but a high piece of equipment—guaranteed for ONE YEAR. Fast action lens. Fully adjustable diaphragm. Beautifully finished case with plenty of eye appeal. Use inexpensive 16 mm. film. ORDER NOW—25% deposit required.

SILVER MANUFACTURING CO., Inc. 2868 ELSTON AVE., Dept. B-38 CHICAGO, ILL.

HAVE YOU HEARD?—THEY'RE HONEY!!! 1—WHITE PEN & PENCIL DEAL! 2—MIDGET KNIFE DEAL! 3—ATTRACTIVE ASSORTED MERCHANDISE DEAL! EVERY SALE A WINNER! WRITE FOR CATALOG TODAY! • Premium, Sales Cards, Electric Clocks, Perfumes, Razors, Lollipops, Blades, Shoes, Knives, Carded Goods, Baking Mixtures, • Waggonets, PAINTS, Nails, Office Organizers and Prussian Workers, • Turkey Cards—Kings, Cards and Whips—Tree Lights. CHAMPION SPECIALTY CO. 814-X CENTRAL ST., KANSAS CITY, MO.

KENO CARD SPECIAL--\$12.00

FOR COMPLETE SET OF 1,500 CARDS—NUMBERED FROM 1 TO 1,500 All Cards Perfect—No Duplicates Cards Can Be Had Single or Two on a Sheet Write for Samples. MULTIGRAPHIC PRINTING AND MENU CO., 1212 Chester Avenue, CLEVELAND, O.

ATTENTION BINGO OPERATORS

"SEE THRU" BINGO MARKERS Are Taking the Nation by Storm. Popularly Priced. Write for Samples and Prices Today. AUTOMATIC BUTTON CO. MUSCATINE, IOWA.

REMEMBER CENTRAL'S GUARANTEED REBUILT WATCHES

are the year's greatest profit makers. Each watch is thoroughly reconditioned, focused to modern style cases and tested for accuracy. Prompt delivery in any quantity. Send for our LATEST 24-PAGE CATALOGUE TODAY.

CENTRAL WATCH MATERIALS & SUPPLY CO., INC. 154 South 14th Street, PHILADELPHIA, PA.

CANES

Something Entirely Different. Made in new modernistic designs in natural wood colorings, from wood of the Ozarks. WRITE FOR QUOTATIONS. Sample 25c Postpaid.

FISHER MANUFACTURING CO., BENTONVILLE, ARK.

FIREWORKS

FOR THE SOUTHERN TRADE. Get Our Prices Before You Buy Your FIREWORKS & CHINESE FIRECRACKERS AKRON MERCHANDISE CO. 679 S. Main St., Akron, Ohio.

READY-MADE TIES Manufactured by ZIP-ON. Great and durable cotton ready-made ties in every shade and width. Each tie is made and finished with care. Each ready-made tie is guaranteed for one year. Write for our new color catalog. ZIP-ON NECKWEAR CO., Dept. V-425 Market St., Philadelphia, Pa.

SCHULMAN'S

1000 BINGO BY SEVEN ATTRACTIVE COLORS

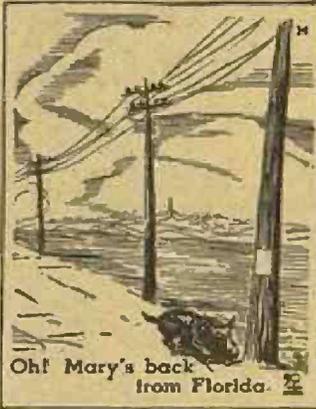
We stock every up-to-the-minute item in Specialties; Heavy and Light Weight Cards, Tickets for every purpose, Numbers, Master Charts, Markers, Lap Boards, Certificates, Stage Money, etc.—We are fully equipped to print any Specialty or Novelty to your order at short notice. Day and Night Service.

PAPER PADDLES

Attractive colors for all the leading brands. SCHULMAN'S 11 East 19th St., New York, N. Y.

Send your correspondence to advertisers by mentioning The Billboard.

Just Out! Vest Pocket Edition ZITO DOGS



Oh! Mary's back from Florida.

in Colors

- ★ 45 screamingly funny Zito drawings to the set.
- ★ Big Money-maker at 50¢.
- ★ Done in full colors.
- ★ Each set packed in small window carton ready for mailing.
- ★ Sample set 30¢. Quantity prices on request. Exclusive territory now open.
- ★ Display signs available.
- ★ A sure hit at every party.

The Current Rage in New York

ACTUAL SIZE
NOVEL ART PICTURE CO., 630 W. 134TH ST., NEW YORK CITY

women in it merely players," finds realization in a marionette set. Parents want to show their children how to play with them, and if the children can finally take them away from their parents they will have a good deal of fun on their own hook. All marionette sets come complete with a theater and everything necessary for putting on a complete show. Most popular character is our friend the funny circus clown.

Is It True or False—that barking dogs make good watchdogs and dogs with flashing eyes make good salesboard numbers? TRUE it is! Even as the Hollywood barking dog was a big board number, the new flash-eye dogs are bringing in big money. The secret of this dog is that its eyes are flashlight bulbs with the batteries cleverly concealed in the tail. Simply pet the dog and you start the combination working. The dog blinks right back at you, eyes flashing on and off for several seconds. The animals themselves are the most realistic looking dogs you have ever seen. Styles include wire-haired terriers, the ever-present Scotties, plush Dachshunds and even teddy bears. Especially suited for the salesboard, hingo and buzzer trades because of its appeal and novelty.

Games

Is It True or False—that games will be dead this year? FALSE! Nineteen thirty-nine will be a very big game year. No. 1 prospect for Monopoly's position is the fascinating Chinese Checker Marble game. Many manufacturers are making this game under assorted Chinese titles, but it is more fun than a tong war when played by two to six people. This game is the streamlined version of the old checker, the difference being that the checkerboard is in the shape of a star and the object is to get from one point of the star to the point directly opposite.

Speaking of Chinese games, Mah Jong, an interesting and fascinating gambling game, returns to popularity. Today's sets are not the bulky ones of yesteryear. They, too, are streamlined and the Mah Jong player, in order to keep in style, will have to bring her set up to this year's standards. Main differences are catalin playing tiles, colored catalin money, velvet leather-covered carrying case and the new New York rules. Stick with this Mah Jong craze and you will be able to redeem your laundry tickets.

Since there are a goodly number of bridge players in the land, and not all of them good, Autobridge looks like the solution to a lot of their difficulties. Autobridge is a playing board which has three invisible players who are experts and you, the fourth. You bid your own hand and play your dummy's. Bad plays are easily discovered and corrected. New hands are constantly being marketed, thus giving the dealer a chance for added sales. With all indications

FROM A RABBIT'S FOOT TO A MINK COAT

LARGEST WHOLESALE FURRIERS IN NEW YORK

SENSATIONAL LOW PRICES on all FURS
Means Bigger Profits For You!
BUY FROM THIS OLD RELIABLE FIRM—PLAY SAFE
First Fur Advertiser In The Billboard—
GENUINE DEPENDABLE

FUR COATS

State which coats you want and size! We carry all sizes.

from **\$7.50** to **\$22.50**

Clean up NOW. Write for Free Catalog. Money refunded in 3 days if dissatisfied.

PIECED COATS

Pleated Sealine Hair Down, Swagger & Fitted (black)	7.50
V-shaped Sealine, Fitted, Swagger & Princess (black)	8.00
Irregular Sealine, Fitted, Swagger & Princess	8.50
Middle, Pleated Skin Sealine, Fitted, Swagger & Princess	10.00
V-shaped Sealine, Skirt, Size 14 and up	11.00
Grey Sealine	12.00
Black Sealine, Fitted & Swagger	12.50
Pleated Sealine, Fitted & Swagger	16.00

FULL SKIN COATS

Green Coats, Fitted, Swagger, Princess	21.50
Black Coats, Fitted, Swagger, Princess	14.00
Mink	14.00
Coccolatta, Fitted, Swagger, Princess	17.50
Sealine, Fitted, Swagger & Princess	18.50
Striped Sealine, Fitted, Swagger & Princess	21.50
Sealine, Fitted, Swagger & Princess	22.50
Brown & Grey Sealine, Fitted, Swagger & Princess	22.50

Choose the coats you want from this list. Rush your order today for the biggest Christmas business you have ever done. Send \$2.00 deposit, balance C. O. D. on all orders. Address all orders and inquiries to Dept. 72. Free Catalogue on request.

CHAS. BRAND
208 W. 26TH ST.
NEW YORK, N.Y.



SPECIAL COMBINATION FACE POWDER, and Powder Base CLEANSING PADS

NEW! SENSATIONAL! DIFFERENT!
At last... the ideal selling combination! Tissue cleansing pads specially treated with a delightful powder base cleansing cream in a city-looking black and white design ready, together with a four-ounce resealable box of waterproof fine texture face powder! A natural fit there ever last-one, and you can be the first to have it!

SEND FOR TRIAL ORDER OR SAMPLE
See Dealer, postpaid, \$1.00, available in Christmas Greetings Wrapping, P. O. B. Chicago. For Sample postpaid send 30¢. Rush order or sample request to:

LA PLAYA LAB., INC.
182 W. Wabash Pl., Chicago, Ill.

5,000 RESULT ELGIN, WALTHAM, HAMILTON Watches.
Also Ladies', Gents' Wrist Watches. Make Big Money! 12 Sizes, 7 Jewel Elgin or Waltham. \$4.75
Send for Free Catalog.

THE NEW YORK JOBBERS
74 Bowery, Dept. 5, New York, N. Y.

Save Dollars on Radios

Buy direct—factory price.
5-Tube Dynamic speaker.
Two-Tone Walnut Cabinet.
A.C.D.C. Set. Tubes supplied.
Ant. Arch. Mesh 25¢. Dep. Balance C.O.D. F.O.B. Chicago. Send for my 1938 catalog. Sample \$9.95 each—Lots of 6 \$8.95 each.

AUTOCRAT RADIO CO.
888 N. Hamilton St., Chicago, Ill.

ANOTHER BIG WINNER! PERSONALITY PUP JUST OUT

Watch the Overwhelming Landslide Sales!

Style "A"
A most life-like wire haired terrier with loads of personality and human appeal, occupying his match-box outhouse with a dignity that provides tons of laughter, without one ounce of offense. In anyone's back yard packed in a most handsome cellulose covered container in flashy varied colored base. Style "A" or "B"—Sample 25¢, plus 5¢ postage; Dozen \$1.95, plus postage; Gross \$20.50. F. O. B. Chicago. Style "C" same as Style "A" or "B" but garbed in bright colored sweaters or coats. Sample 30¢, plus 5¢ postage; Dozen \$2.30, plus postage; Gross \$23.50. F. O. B. Chicago. 1/5 cash with C. O. D. orders.

Style "B"
IT'S THE HOTTEST SELLER! THE NEWEST OF NEW!
BE THE FIRST ON THE JOB!
Novelty Toy Crafters, 332 S. Franklin St., Chicago

WIND-UP TOYS ALL NEW AND ALL FAST SELLERS

The Toys listed here are best sellers for Pitchmen, Window Workers and Demonstrators. 25¢ deposit must accompany C. O. D. orders. Order from this ad.

BB55 Running Turtle	40¢	Gross \$ 4.20
BB56 Crawling Baby	85¢	9.50
BB57 Tumbling Clown	85¢	9.00
BB58 Prancing Penguin	85¢	9.50
BB59 Swimming Doll	80¢	9.00
BB60 Music Dancer	45¢	9.00
BB61 Coon Jigger	\$1.25	14.00
BB62 O.U. Scatty Dog	1.90	11.00

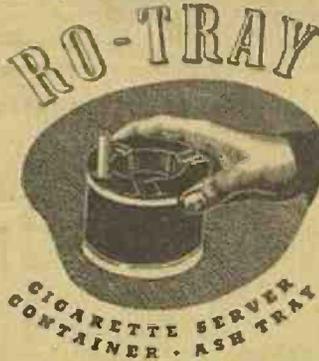
IMPORTERS — JOBBERS
LEVIN BROS.
TERRE HAUTE, INDIANA

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

2 NEW ITEMS

That Are Going Over BIG!

"RO-TRAY" is a brand new idea... a remarkably convenient new smoking accessory, that has more sales appeal than any other similar item you've ever had! It is a combination CIGARETTE SERVER... CONTAINER... ASH TRAY, all in one. The magic way in which RO-TRAY "serves" a cigarette makes an instant hit with everybody. "Just turn the top—see a cigarette pop." Holds 20 cigarettes. Beautifully finished in rich leatherette. Colors: Blue, Red, Ivory, Gray. Send for complete details and remarkable LOW PRICES, Now!



Revolving **GLOBE Electric CLOCK**
A STRIKING, COMPELLING, ATTENTION-GETTER

Life! Action! Five Colors!

This new REVOLVING GLOBE ELECTRIC CLOCK is really UNIQUE... refreshingly DIFFERENT! Everybody that's seen it has gone wild over it. Plenty of ACTION. It moves all the time. The beautiful, authentic 5-color world globe revolves continually. The precision clock rotates, showing time at a glance. Guaranteed movement. Exquisite antique bronze base. Overall size, 10" high, 6" wide. Priced extremely low. Send for details and special deal NOW!

EVANS NOVELTY CO.
946 DIVERSEY • CHICAGO

pointing to a big game year, Autobridge should be a big money maker.

Toys

Is It True or False—that toy trains have entered a new era? TRUE! With the development of thousands and thousands of railroad fans the country over—and we do mean fathers—as well as children, the toy train industry is now entering a new phase. The introduction of spectacular miniature trains, built to scale from actual railroad plus price, permits an entire train system to be installed in a small space. This is an important consideration for many railroaders. The cars average approximately 5 1/2 inches and the locomotive and tender 14 inches. The outstanding feature of the train is that it has a speed range from a slow crawl to a speed of 125 scale miles per hour. Also novel is a remote control reverse motor in the locomotive and each track section is mounted on a road-bed base. The railroads have materially aided in publicizing these new trains by allowing their actual crack trains to be copied, by conducting railroad excursions and in general by creating strong public interest in railroad activities. Because of tremendous public interest, full co-operation on the part of the railroads and a well product from the manufacturer, there will be little buyer resistance on miniature toy trains this season. So get on the toy train trail and don't say that we didn't tell you.

Is It True or False—that musical toys will not get much play this year? FALSE! We don't know to whom we should attribute it, be it Benny Goodman or some other maestro, but even as swing is the rage, so are musical toys. They include toy cradles equipped with music boxes, toy pianos with music boxes, musical toy radios, musical hurdy-gurdys complete with monkeys, and even mechanical cathedral organs which play beautiful church music. These toys will enjoy a wide appeal among folks of all ages.

Incidentally, Mr. Salesboard Operator, there is a noticeable revival of the musical cocktail shaker, as it makes a swell item for a one-shot board. In fact, anything at all musical is big, and by way of reference there are on the market musical power boxes, musical cigarette boxes in the shape of a piano, musical brown jugs and musical toilet paper holders.

Gift Items

Is It True or False—that electric razors have had their day? FALSE! A good electric razor is still one of the sweetest salesboard and store items that have yet hit the market. By actual survey there are still over 30,000,000 men in the United States that do not own an electric razor. Certainly this is a field well worthy of effort. Nationally advertised razors are now down to a price where the dealer can afford to give a better product and still at the same time make some real money for himself. The electric razor field is a tremendous one

XMAS SPECIALS

- ELECTRIC LIGHT TREE SETS, 5 Light Series, Each... 17c
- OUTDOOR LIGHT TREE SETS, 7 Light Series, Ea. Set... 50c
- MAZDA TREE GULBS, Per 100... \$3.00
- TREE ORNAMENTS, breakable Glass, Per 100... 1.90
- ICEBLES, Per Xmas Tree, Large Size Box, One Dozen... 2.25
- OPENER SQUIRREL MAGNIFYING GLASS, Ea... 75c
- DOUBLE EDGE BLUE STEEL BLADES, 100 Per Dozen... 2.90



ELGIN
ELECTRIC SHAVER
STILL SELLING FAST
Can be used with Salesboard and as a gift item. Guaranteed for one year. Dozen... **\$10.50**

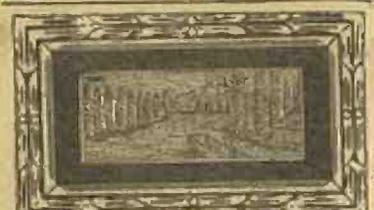
SALES CARDS

Blank Space on Top, Standard.

10 Hole... Per 100...	\$.50
15 Hole... Per 100...	1.00
25 Hole... Per 100...	1.25
30 Hole... Per 100...	1.50
40 Hole... Per 100...	1.75
50 Hole... Per 100...	2.00
60 Hole... Per 100...	2.25
75 Hole... Per 100...	2.50
100 Hole... Per 100...	2.75

SEND FOR LARGE XMAS CATALOG FREE.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.



NEW CHRISTMAS SELECTION — Maroon Framed Screw Pictures. These original art creations, sell on sight! Made by hand with very small pieces of straw, they reproduce the most beautiful and interesting views of Mexico and surroundings. The cedar frame is hand-carved, and notice the big profiled base. Each set with an artist's \$1.00 each, you only \$4.50 per dozen including shipping, duty, tax. You get profit is \$7.00 on the dozen. As there is a growing demand for Mexican Art Goods, many drawings can be sold daily. Exclusive sales representatives and distributors being appointed. Rush your starting order for one or several dozen which will be mailed C.O.D. or cash \$1.00 for two beautiful different samples.

G. A. MARQUEZ & CO.
Apt. 20-BX 1578, Mexico City, Mexico.
Mexican Art Goods of All Kinds

CONCESSIONAIRES -- BINGO OPERATORS
SALES BOARD OPERATORS -- PREMIUM USERS --
PEP UP YOUR SALES QUICKLY..
WITH FASTEST MOVING ITEM IN YEARS

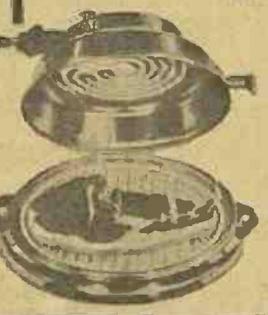
GENUINE SUN-GLO DE LUXE BROILETTE

A necessity for every home. The Broilette is polished in nickel, chromium plating.

\$4.50 EACH.

25% Deposit, Balance C. O. D.
ALMAR PRODUCTS CO.
80 West Broadway, New York, N. Y.

BROILS -- TOASTS -- COOKS -- FRY'S



ARROW \$1.00 EACH
In Det. Less. P.O. #1000

ELECTRIC DRY SHAYER

TWO-YEAR FACTORY GUARANTEE

Big Profits for Volume Operators. Never Advertised to Retailers. Send \$1.25 for Sample Prepaid. Mote and Plans Free

STERLING SHAYER CORPORATION
Manufacturers
1250 W. VanBuren St. Chicago.

DRUM MAJORS

POPULAR XMAS ITEMS FOR STREET SALESMEN

\$7.50 TO \$9.00 DOZ. Set of eight.

24-inch Venetian Drum Major Dummy, \$9.00 Doz. In Colophon, \$9.40 Doz.

24-inch Teddy Drum Major, \$7.50 Doz. In Colophon, \$7.90 Doz.

24-inch Venetian Drum Major, \$7.50 Doz. In Colophon, \$7.90 Doz.

24-inch Venetian Drum Major, \$7.50 Doz. In Colophon, \$7.90 Doz.

Write for List. Send 25¢ with Order. Balance C. O. D.

Persia Mfg. Co.
410 N. BROADWAY, CHICAGO.

SUPER VALUE

90c EACH

The ELGIN "KWIK-SHAVE" ELECTRIC DRY SHAYER

- DEPENDABLE SELF-STARTING MOTOR.
- DOUBLE-EDGE SHAVING HEAD.
- STREAMLINED CASE.

Reaches a new high in quality and performance—improves noticeably with other high-priced shavers—yet at amazingly low price. Made for 110-volt A.C. current only. Individually boxed, complete with cord and plug. SEND FOR FREE COPY OF OUR LATEST 340-PAGE GENERAL CATALOG.

GELLMAN BROS. 174 North Fourth St. WINNEPEG, MINN.

FOR SALE
THE REAL MONEY-MAKING PATENT
Repealer of Outright.

THE ONLY WALKING CANE
That Makes Musical Sounds. The Best Novelty for the World's Fair.

PASQUALE MARINACCI
815 Hickory St., Syracuse, N. Y.

MONEY MAKING MECHANICAL TOYS
A LARGE MECHANICAL WALKING DOG

More than 200,000 sold as the original O-U Dog. Selling all over the world. Four legs, turning its head from side to side, holding a medal in its mouth. The outstanding novelty of the year. PER DOZ. **\$2.50**

MECH. DOG AND SHOE—\$15.00. A very nice seller. Per Doz. \$8.00

LARGE MECH. MEOWING CAT—Opens its mouth, meows and wags its tail. Per Doz. \$2.40

MECH. DANCING MONKEY with Comb and Mirror, and Wiggling Tail. Per Doz. \$1.75

MECH. DOG—Sits by in the seat of a car. Per Doz. \$20.00

LARGE MECH. CRAWLING BABY, \$19.00

Or 100 ORIGINAL SHU-DOO DOGS, \$1.00

SMALL O-U SCOTTY DOG, Doz. \$1.50

25% Deposit With Order, Balance C. O. D.

SEND \$2.00 FOR A SAMPLE DOZEN OF OUR FASTEST-SELLING MECHANICAL TOYS. NO POSTAGE.

COHEN BROS.
103 BARK ROW, NEW YORK, N. Y.

SPECIAL VALUES
ELGIN or WALTHAM
of 5 Each \$3.00

6 1/2" Elgin, Ladies' Leather Bracelet, with attractive Price Tag, R. G., in lots of 5 Each \$3.75

50¢ Extra for Samples. All Watches Guaranteed. Send for Free Catalog. 25% Deposit, Balance C. O. D.

KANE WATCH CO. New York, N. Y.

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

AMAZING CHRISTMAS TEN DAY OFFER

30 Copies **\$2.00** only

YOU SAVE \$2.50

From the Single Copy Cost... No Sales Tax on Subscriptions

This offer good ten days only



LESS THAN 7¢ A COPY
IF YOU MAIL YOUR COUPON NOW!

THE BILLBOARD PUBLISHING CO.,
25 Opera Place, Cincinnati, O.

Please enter my subscription for the next 30 weeks, for which I enclose, not the \$4.50 I would pay for 30 copies at the regular single copy price, but **ONLY \$2.**

NEW Name

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Subscribers may take advantage of this offer to extend their subscriptions. This \$2 rate applies only in United States and Canada. Foreign rate, \$6.50. Regular rates: One Year, \$7; Single Copy, 15c in U. S. A. and Canada.

MAIL THIS COUPON NOW

PLAYS ANY RECORD - WITHOUT LOUD SPEAKER or RADIO



MODEL 12 EP
Size 9" square, 4" high. Comes in all-weather carton and weighs 9 lbs., packed ready for shipment. Comes equipped with cord to plug into your electric light current and also has starting and stopping switch. Will play 8" and 10" records. Does not need to be connected to radio to reproduce music.

This is the only phonograph with an AC motor with tone arm and tone chamber that has ever been sold at so low a price. Now is your opportunity to cash in on some real business for Christmas. Socially adapted for the home, dances, bungalows, parties, bingo prizes, punch-board prizes, etc. Has sufficient volume for a large size room. This is regular merchandising and is not a closeout.

\$2.98 EA. - \$2.49 EA.

SAMPLES THREE OR MORE

Send \$1.00 Deposit, balance C. O. D., F. O. B. N. Y.

PLAYLAND SUPPLY CO., 14-16 West 17th St., New York, N.Y.

and given the proper inducement every man will become a customer.

Is It True or False—that the public is tired of electric clocks? FALSE! A good electric clock is always a winning number for salesboards or stores. One of the best clocks featured lately comes in the shape of a ship's pilot wheel and is constructed of natural walnut wood with the handles of the wheel finished in gilt. It is priced extremely low for the beauty and appearance of the clock. Jobbers report that there seems to be no saturation point for electric clocks. Just as many clocks are sold today as in years past because every home now finds that it has to replace those clocks purchased years ago. We also see two and three electric clocks in every home today because it saves the housewife many valuable steps. Take our tip and watch for the new electric clocks that hit the market every day. Clocks are a staple item like sugar in a grocery store and they will help to sweeten your income tax returns.

Is It True or False—that we are going to see a radical change in lamps? TRUE! There is now being marketed a lamp which has no switches. To all appearances it is the same table or floor lamp that we know so well. However, instead of groping around in the dark, we simply turn the shaft of the lamp and presto, we have light. The switches are all concealed in the base and the sample that we inspected had eight different lighting combinations, including indirect. No reason why we shouldn't have some improvements in the lamp field and this looks like a real opportunity for the wide-awake.

Is It True or False—that dresser sets will dress up Christmas sales? TRUE! When the fall season rolls around there is nothing nicer that a man can buy for a woman than an attractive dresser set. New numbers being exhibited this year cover a wide range from ultramodern to sedate classical styles. Then, too, dresser sets are always displayed in a ray-lined gift box which adds to their salability. Probably the most appealing are the new numbers which have crystal-clear handles for brushes, combs and mirror. Sets which have genuine diamonds trim always sell and no Christmas merchandise collection is complete without them. Ideal for salesboard and bingo operators, premium users, sales-card dealers as well as storekeepers.

Is It True or False—that blankets will warm the hearts of dealers? TRUE! Blankets are always one of the best Christmas items ever used, as they possess 100 per cent appeal for men and women. Just this fall a salesboard operator mentioned that he is running Hudson Bay type blankets on a board, cellophane wrapped, and it is proving the best business stimulus that he has experienced all year.

In blankets colors seem to predominate, and the latest trend is the reversible blanket, a different color on each side. Societies and churches find blanket clubs one of the best ways to keep their clients. Carnivals and bazaars have always found blankets their No. 1 item. Salesboard and bingo operators say they're tops, so hurry and get your stock because old man winter is definitely here.

Is It True or False—that the home movie field is overcrowded? FALSE! The past year has shown that the home movie field is just beginning. New developments in home movie equipment

\$15 A DAY!

Here's your Santa Claus! Let us send you our guaranteed proven plan how to make \$15 A DAY AND UP! Yes, it's a proven plan—men are doing it every day. **RIGHT NOW!** National magazines are full of advertising featuring electric shavers at \$10 to \$20 each. Every man, regardless of his income, will buy the new, streamline **ELGIN-GENERAL**—because the price is mere "cigarette money." Write today enclosing only \$1 for an actual sample and complete selling kit with the **GUARANTEED PLAN** that tells you how to make \$15 A DAY AND UP—no exceptions—no failures. Your money refunded if not satisfied.



IF YOU CANNOT GET THE ELGIN-GENERAL FROM YOUR JOBBER, WRITE DIRECT TO

INTERNATIONAL MERCHANDISE CO.

305 W. Adams St., Chicago, Ill.

HERCULEAN BUILT TIES



Buy Ties where all buy and are satisfied. Made specifically and perfected by 8 New Features.

POSITIVELY FAST SELLERS. If they don't sell, return to us. **WE GUARANTEE TO TAKE BACK OR EXCHANGE.** \$24.00 Gross Value for \$10.00 Gross. Special Price on orders of 5 Gross Lots or more. **SAMPLE DOZEN (Prepaid) \$17.50.**

ORDER TODAY
Handkerchiefs, Great Values, \$3.00 Doz. 25c With Order. Bal. C. O. D., F. O. B. New York.

Catalog and Sample Booklet Free on Request.
HERCULEAN NECKWEAR MFG. CO.,
772 Vermont St. (Dept. B-11-4), Brooklyn, N. Y.

SNAPPY CHRISTMAS, NEW YEARS

Pushable, Pusher, Novelties, 10 to 100 each, 30 Samples, 10c; 100 for \$1.00; 1000 \$4.00; 5000 \$14.00. **Double Holiday, New Cards, 4 Naughty Nips, 10c; 100 \$4.00; 1000 \$14.00.** **Picture Posters, 10c; 100 \$4.00; 1000 \$14.00.** A complete assortment of over 100 Novelties for \$1.00, express 10c.

ARTFORM COMPANY
1710 Underhill Avenue, New York.

FAST SELLING LADIES' DOLLAR HOSIERY

National Brand, Finest Full Packaged, 2 and 3 Thread, Crisp, smart shades, all sizes, packed in **Wrinkler Boxes.** While our stock lasts only 60-70 Doz. final order 4 Doz. \$2.00. Excellent for promotion and profitable sale. We also stock the **Lord's Prayer** and **Ten Commandments** on a fancy, retailed \$4.00 Gross, Sample, 500 Doz.

PERKINS CO.,
1104 Lawrence, Chicago, Ill.

STILL TIME TO CASH IN ON THE Christmas Rush FOR RADIOS

This is going to be the greatest Christmas in history for radio—and here are the radios everybody wants! They're the greatest, money-making radios ever laid your hands on! Order your samples NOW!



5 TUBES
Automatic push-button tuning, Bakelite cabinet in ivory or walnut. A conventional superheterodyne—you can hear over 500 miles!
WALNUT, \$9
In Lots of 3.
Sample, Walnut, \$9.20; Ivory, \$10.15.



9 TUBES
Superbatteries—illuminate the meter dial—Push Button Tuning—Automatic filament—top performance. 50% of almost \$9 on every mile.
\$11.35 Walnut, in Lots of 3. Sample, Walnut, \$11.40; Ivory, \$12.55

HEART PRODUCTS
172 W. Jackson Blvd., Chicago, Ill.

and film have tended to lower the cost so that it is now as economical to take movies as it is to snap pictures. This coming year should be one of the largest in the home movie field. One motion picture fan begets many more. All that he has to do is to take your picture, project it upon the screen and you become a movie addict. It is like a chain letter. (I ought to know because that is what happened to me. I in turn have passed it down to plenty of my friends and now we are all trying to outdo each other in getting unusual shots.) Remember the next big boom won't be in real estate, but will be in home movie equipment, cameras, projectors and the like.

Christmas Biz Outlook

Is It True or False—that business this Christmas will be as good as in 1937? FALSE! Altho all indications point to a greatly increased fall-buying season—this is a prophecy—there will be a shortage of merchandise before we see the yuletide. Most manufacturers have been very conservative in making up goods this year and the present business revival has caught them unprepared. No one expected such a sharp upturn just a few months ago when the Czech crisis almost caused a cessation of business activity even here in the United States. But now that all this uncertainty has been removed, that the automobile industry is turning the wheels again, 1938 will finish as a good business year—almost equal to 1937.

To be forewarned is to be forearmed. Don't say we didn't tell you. Buy your Christmas merchandise while stocks are high and prompt deliveries can be made. The only way to make sure that you won't miss the boat to prosperity is to get your tickets now. Get your Christmas stocks in order! Be ready for the rush—and we do mean rush!

AGRICULTURAL

(Continued from page 64)
BAE will issue its annual outlook report, covering all commodities, the first week in November.

FRAMED FEATHER PICTURES

(All Hand Made)
The last word in artistic bird pictures for wall mounting or placing on desks, tables, etc. Large quantities being sold daily. Their striking beauty makes an irresistible buying appeal. The color tints are hand carved. **LARGE EPOXY. ITS** Size 5 1/2 x 2 1/2 sell on sight for \$4.00 each; cost you only \$4.00 per dozen including postage, duty, etc. Your net profit is \$7.50 on each dozen. As the demand for Mexican Hand-Made Art Goods is stronger every day, many dozens can be sold daily. Rush your starting order for one assorted dozen, size 5 1/2 x 2 1/2, which will be mailed C.O.D. or send \$1.00 for two beautiful different samples.

G. A. MARQUEZ & Co.
Aparado BX 1170, Mexico City, Mexico.
Mexican Art Goods of All Kinds

BILT-RITE TIES

The BILT-RITE Custom Tailored Necktie \$1.75 Doz.—\$7.00 Suits—\$18.00 Gross
• Both Ends Merino lined.
• Made to Resist Wrinkles.
• Made of 100% Natural, Wrayan Goods.
• Wide Lute Weaving.
Rush your orders now. 25% Disp., Bal. C.O.D.
GOODWEARTECO, 1918 University Ave., Bronx, N. Y.

DEMAND: BETTER OUTLOOK

Conditions which affect the domestic demand for farm products continued to improve during the past month. Industrial production advanced, altho at a somewhat slower pace than in July and early August. Employment and factory pay rolls, which had lagged in July, increased more rapidly in August and September, as rising industrial output necessitated increases in working forces and number of hours per employee. The situation in September was marked by several unsettling factors. Chief among these was the European crisis, which made uncertain the prospects for numerous lines of business which are affected by foreign conditions.

The demand for and prices of wheat and cotton during the past month reflected the uncertain foreign prospects. Wheat prices were given a temporary dip by the possibilities of war and increased takings by European countries which might accompany war. Cotton prices, on the other hand, suffered a temporary relapse because of fears that a war might have adverse effects on foreign cotton textile activity. The dollar increased in value in foreign exchange in response to the war scares and if such a tendency continues the effects on foreign demand for United States farm products might be adverse unless offset by other developments such as large expenditures in this country by foreign governments. Notwithstanding these several unsettling factors in the situation, however, the general outlook continues to be for additional improvement in the domestic demand for farm products during the fall and winter. Foreign demand prospects are less favorable.

CASH INCOME: REDUCTION

Farmers' cash income from marketings was slightly higher in August compared with July, but was much less than in August a year ago. This August the total was \$644,000,000, compared with \$680,000,000 in July and with \$768,000,000 in August last year. The increase from July to August this year was less than the usual gain during this period. The August income raised the total for the first eight months of this year to \$4,300,000,000, as compared with \$5,000,000,000 during the corresponding period of 1937 and with \$4,500,000,000 in 1934. This year compared with last, only dairy products show an increase in income.

The income from marketings of crops declined much more than the income from live stock and live-stock products in the first eight months of this year compared with last. The reduction from crops was \$538,000,000; the decrease from live stock and live-stock products was \$165,000,000. Government payments to farmers totaled \$17,000,000 in August, compared with \$3,000,000 in July and with \$5,000,000 in August last year.

PRICES: HIGHER

Gains in prices of some farm products more than offset declines in others during the month ended September 15. The index of prices received by farmers increased three points to 65 per cent of pre-war. On September 15 last year the index was 118. Grains moved a little higher during the last month of record, but cotton and cottonseed showed no change. Fruits were down slightly, dairy products and meat animals as a group were higher. Prices of potatoes were down; truck crops were up. The index of prices paid by farmers was unchanged during the last month of record, being computed at 123 as of September 15. The ratio of prices received to prices paid was 78 per cent of pre-war, compared with 75 per cent in August and with 91 per cent on September 15 last year. A further advance in prices received in the last two weeks of September this year probably raised the index of these prices to the highest figure since last March.

FREE 1939 CATALOG

102 pages of the greatest values ever assembled in a single catalog. Contains thousands of outstanding products, including Giftware, Toys, Dolls, Novelties, Home Goods, Cosmetics, Drugs, Luggage, Baskets, etc.

The selection of merchandise and prices is sensational.

UNIVERSAL MERCHANDISE CO., DEPT. C.

37 Union Square, New York, N. Y.
512 Canal St., New Orleans, La.
30 S. Wells St., Chicago, Ill.
1015 S. Los Angeles St., Los Angeles, Calif.

HAMILTON

De Luxe Electric Dry SHAVERS

Sensational Seller on Coupon \$1.98
Sales At.....

SPECIAL 90¢

ANY QUANTITY
Operates on 110 Volt A.C. Current, One-Year Factory Guarantee. Each Shaver packed in Display Box.

RUSH YOUR ORDER IMMEDIATE SHIPMENT
25% Deposit with Order, Balance C.O.D.
Williams Sales Company
210 West 8th St., Kansas City, Mo.

FUR COATS

XMAS & NEW YEAR GIFTS

SECURE THE BEST BUT PAY LESS!

This season's wardrobe in Fur-Fitting Sweaters and Tricorns in all sizes. Your choice of: Sealine, Lining, Cooney, Curly, Wavy, Kid Paw, Generation, Persian, Broad-tail, Pony, Begonia Beaver and all other Fur Coats, Capes and Scarfs. We carry the most complete range of every style and type of Best Fur Coat and Scarf at lowest prices.

\$9.00 UP
FREE MUFF With all COATS

Act immediately to get the particulars on these sensational Fur Bargains. Write today for price list and complete details without obligation.

Our business in manufacturing Fur Coats exclusively, which enables us to give you greater value for your money.

S. ANGELL 136 WEST 27th St. NEW YORK CITY, N.Y. MANUFACTURING FURRIERS

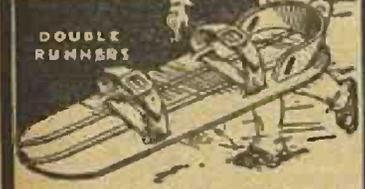
PACKARD LECTRO SHAVER

An Excellent Xmas Gift
Lots of \$4.50
Each \$1.00

The Electric Shaver with a national reputation. Round cutting edge for all types of beards. ORDER TODAY.

ROHDE-SPENCER CO.
223-225 W. Madison St., Chicago.

Kiddies Love GLIDER-SKATES



RED HOT ITEM!

Order up a pint on this new winter sport sensation! Kids go wild over GLIDER SKATES—they can safely skate on hills, on ice or snow, and on billy boulder! Amazingly impervious! A sell-out on every pitch! One to two!
In 6 Doz. Lots, P.O.D., Chicago 30c
Postpaid 50c
GLIDER SKATE CO., Dept 15
3325 West 40th Place, CHICAGO.

SENSATIONAL OFFER JEWEL LADIES' BAGUETTE WATCH

With 20 sparkling Fac-Baffle Diamonds
Diamond
SPECIAL: No. 150—HIGH GRADE 15 J. Brand Fine Movement—Guaranteed to keep accurate time for 5 years. Modeled from a \$300 Article. In Lots of 3, Each, \$5.95
Sample, \$1.00 C.O.D.
25% Deposit, Balance C.O.D.
SEND FOR NEW 1938 CATALOGUE.
FRANK POLLAK
88 Bowery, NEW YORK CITY.

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

CLEAN UP WITH THESE XMAS SPECIALS

FLASHIEST 5-LB. BOX SELECT CHOCOLATES 70c
12 Boxes for \$3.00. Sell on Sight.
JUST ARRIVED—6 NEW WIND-UP TOYS \$6.00
50 NEW NOVELTY CHARMS, 65c Gross; 10 Gross, \$6.00
2 NEW—12 SALEBOARD DEALS—12 WINNERS.
BIGGEST LINE OF XMAS AND NEW YEAR DECORATIONS, NOISEMAKERS, HATS—NEW LOW PRICES. NEW CATALOG READY—WRITE TODAY.

ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST. ST. LOUIS, MO.

NEW 100% NEW SLIP-NOT TIE
Issued Oct. 15th, 1938—Original Patent Invention
Sent Free
Please Slip a Not Tie, \$2.00 Doz. \$28.00 Gross.
Now—\$19.75 115 cents in store—except West—\$19.75 per doz.; \$22.60 Gross. Sample of Each, 50c. Deal direct from Philadelphia and 25¢ in store. One reference, Trade Board of Philadelphia.
SLIP-NOT TIE
MFRS.
30 N. 10th St. Philadelphia, Pa.

HOT COMIC SPICY XMAS CARDS
Printed in a Flashy Color. 20 different Post Card Sets. Box a 100, or \$2.00 in XMAS FOLDERS with Funny Sassy Poetry. 10 or FOLDERS with Cartoons. \$1.50 per 100. NEW XMAS SERIES. Special size with Envs. 4 Color Per 100. 75¢ in store. \$1.20 in 100. Send \$0.6 for 50 different Samples and Catalogue of Cards and Folders, etc.
T. R. PAYNE, 225 Central Place, New York

LOWEST PRICES! ELECTRIC RAZORS FOR SPECIAL SALES Write for Details Today!



NEWEST RING STYLES - New Jewelry Styles for Jewelry Sales! Lockets, Garnets and Whitestone Rings, Photo Jewelry, Engraving Pins and Machines. Write for Catalog No. 25.

HARRY PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.

THEY'RE NEW SPRING-O-MATIC PLUNGER VAC. TATTLE-TALE 191K GAUGE PENS. PENS • PENCILS • COMBOS JOHN R. SULLIVAN NEW YORK CITY.

ELGIN & WALTHAM WRIST WATCHES \$2.95 In New Cases.

H. SPARBER & CO. 100 North 7th Street, St. Louis, Mo.

UNDERWOOD

PLUNGERS—Special \$18.00 PER GRO. PENS • PENCILS • COMBOS Buy Direct From Manufacturer.

GRODIN PEN CO. 983 Broadway, New York City.

TWISTER BALLOON

Funniest looking balloon ever created. When inflated, it looks like a Barber Pole, 52 inches long. Made of long lasting latex. Packed in 144 assorted colors to best Peddlers and Streetmen selling Twister Balloons. \$2.50 OR. WORKERS FOR TWISTER BALLOON 25¢ each. 25% Deposit. Est., C. O. D.

UNITED BALLOON CO. 125 5th Ave., NEW YORK, N. Y.

DREXEL Buy Direct From the Manufacturer. 20 Million DREXELS Sold in 1937. 56 Million Will Be Sold in 1938. Send 10¢ for Samples.

REGENT MFG. CO. 534 W. 52d Street, NEW YORK CITY.

See Streamlined Barber Place Now Ready. Plungers—Combs—Pens—Photo Pkts. All complete sets. Write for details. Get my New Price List.

JES. KELLEY, The Fountain Pen King. 427 5th St., N. Y. ONYAGO, 120 W. Adams St.

Combination Cross & Locket 24K Gold finished and engraved on both sides. With place for engraving. Ringed cover over picture frame. 24K Gold finished chain. Send \$1 for sample line of Crosses, Lockets and other Jewelry Items. Write Us Your Specialty and We'll Fill Your Needs. LA MOORE HEAD & NOVELTY CO. 45 West 33rd Street, New York City.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

WHAT'S DOWN... Harry Walker? Pipe in and tell Bill about it.

VERNE A. STEWART... after working Indiana and Ohio spots with herbs to successful results, blew into Cincinnati last week from Aurora, Ind., and visited the pipes desk. He will remain in the Queen City for several days before heading for the Kentucky tobacco markets. He says he's anxious to read pipes from D. A. Mitchell, under whose direction he started out in the pitch field, and Harry Walker.

IF YOU CAN'T think of a new item to work, dig out some good old one.

ANOTHER VISITOR... to the pipes desk last week was Max Sparks, who has been clicking with watches in Southern territory. Max informed that he planned to work the item for a few weeks around Cincinnati.

AL D. POWERS... rolled into Cincinnati last week with a swell pitch item for the holidays. He plans to tie up with a local chain store.

MIGHTY ATOM... is reported to be corraling plenty of dough with herbs in the East.

MARY RAOAN... of the pitch twins, was sighted in Cleveland, O., recently, working med to lucrative takes.

CO-OPERATION from all is what brings the best results.

DE MANUEVILLE... is working herbs in Cincinnati's West End to satisfactory business. Last week was his second in the Queen City.

MONEY SPOT... Reports drifting in to the pipes desk from out Indiana way indicate that the weekly farm sales being held in Liberty Mills are the answer to any pitchman's prayer. Doin's are held every Thursday and the spot can be worked to \$125 per day reader. It might be worth looking over.

CHARLEY CASHER... pulled stakes and left for the East last week after several successful weeks with Fud-ade in Cincinnati.

CENTLEMANLY and ladylike conduct on the part of exponents of Pitchdom does not go unnoted among the localities. It aids materially in branding as like many statements made by selfish propagandists against the character and workings of members of the pitch fraternity. Do your best to offset the detrimental remarks of this nature, thus bringing out the true character of the scoundrelmongering laddies.

FRED CROUSE... confabes to click with herbs in one of Cincinnati's chain stores.

BILL OATES... currently working pens in Boston, will go into a department store there with a magic vegetable preparer after the Christmas holidays.

SIGHTED WORKING... along Broadway, New York, with peelers and glass knives recently were Tim Sullivan and Archie Smith.

WHO WAS IT WHO once remarked: "Don't count your friends by the smiles you get, because the man with the frown is sometimes the first to offer a helping hand when you are down."

MOGIE DEVERD... flower artist, is reported to be clicking working New York.

W. H. (BILLY) KNOX... tells from Wichita, Kan.: "Hopped in here to work the 4-H Club Celebration and found only two regulars and a newcomer working. Dr. M. A. Connell worked astrology, and Shields had the Lord's Prayer-on-a-penny. The new-

comer, Mr. Jacobs, worked rug needles. All of us got some money, altho the spot wasn't up to expectations. This Jacobs fellow has a nice flash and is a sincere and honest worker. All the boys are a credit to the profession. Show was a good one and the privilege price was reasonable. Will mark time here until December 1, when I open a chain in Kansas City, Mo., for December with toys."

TRIPOD OPININGS: "The fact that clean-working pitchmen are the ones with the biggest bank rolls has been fully established."

R. L. ANTHONY... dinked with intensifiers on the parking lot on Ninth street in Alexandria, Va., last week.

TOMMY BURNS... is reported to be clicking with rug cleaner in Pittsburgh.

GEORGE M. BEYER... that he found wigwags from Milwaukee in his travels this season and has returned to working foot punk in stores there. He says he would like to read pipes from Frank Libby, Al Decker, Johnny Voght, Tommy Burns and Jim Osborns.

SUCCEST FAULT with the majority of us is that we spend our money before we earn it.

HAVEN'T HAD... a pipe from Art Nelson in a oon's age. Come on, Art, pipe in.

CHARLEY COURTEAUX... and George Haney are in their 10th week with vegetable graters in one of downtown Cincinnati's best pitch spots.

"JUST BLEW IN... here from Knid, Okla., to join my friends Charles Ross and A. W. MacNeill and found things in much better condition than in the Southwest," blasts Morris Davidson from Canton, O. "Factories are working full time and we have been making sales and working good street corners. We plan to open a store in Akron which, incidentally, was called the Ghost City in a recent issue of a nickel weekly. After we looked it over we thought it a very live city. The boys and I would like to read pipes from Chief Mexas and wife and Gypsy Brown.

JUST BECAUSE people are not of your opinion, is no reason to believe they are not sensible."

CHARLEY (JOCKEY) ROSS... is reported to be gathering in top money with white liniment on the main street in Canton, O.

JACK PAY... is reported to be grabbing off plenty of fast quarters with the magic vegetable preparer on the streets of New York.

J. J. O'LEARY... is working magic peelers and preparers to oaks takes at Pennsylvania markets.

PROFESSOR GREEN... is clicking with the leaf around Newark, N. J., according to word emanating from that sector.

CHRISTMAS SUGGESTIONS: If still undecided, give a subscription for The Billboard.

IN A RECENT ISSUE... it was erroneously reported that Al Morris was passing out plenty of glass knives on 16th street in Asbury Park, N. J. It should have read 18th and Broadway, New York.

TIM MURPHY... scribes from Harrisburg, Pa., that he is working what he believes will prove a good Christmas item. Tim, well-known outdoor showman, is from the old-time school of pitchman.

JAMES L. OSBORNE... is strong enough to do a little work again and that what little business there is

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In good. He says he hasn't seen a sheetie or pitchman in the State and adds that he is leaving the French Belt for the upper part of Louisiana. Jim would like to run pipes from Al Wallian, Jack Flowers, Curley Froedricks, Ray Marty and Sid Hiran.

JOHN HICKS... of advertising fame, writes that he is still with it and that he closed a sweet season on Hilderbrand's United Shows. He'll again winter in Stockton, Calif.

AMONG THE PITCH... contingent working Columbus, O., on Halloween Night to fair business were Fred and Bob Guthrie, Walter Hyers, Claude Waddell and W. P. (Dad) Morris.

WEEK OF NOVEMBER 7 was a big one for Doc George M. Reed, of Columbus, O. On November 9 he celebrated his 63d birthday anniversary by working to fair business on High street, and on November 10 he and Mrs. Reed celebrated their 20th wedding anniversary. Say, Bert Hull, Tom Kennedy, Frank Libby and George A. Croxon, queries the Doc, "where art thou? Let's hear from you."

THINGS WE NEVER HEAR... "Give us a pitchman every time when it comes to morning our products from our shelves with the least expense." - Local department-store owner.

AMONG THE BOYS... working Houston during the fair there, according to Jerry Russell, were Benny Gross, Bill Sherrick, Morris Kahntrod, Artie Cohen, Harry Corry, Marvin South, Curly Zamon, Benny Stone and Ozzy Rout. The boys enjoyed good weather the first week, but it rained the last. Almost all have left. Russell is heading for San Francisco to make the fair there.

DONALD K. CRABB... pens that he worked to fair business in Sioux Falls, S. D., last week to fair results with sharpshooters. He added that Berke was there with candy, and Meyers worked a bud layout. Crabb is heading back to the Twin Cities, where he contemplates spending the holidays.

"JUST GETTING AWAY... from the cold breath of Jack Frost," wags Eddie Deloy from Chattanooga, Tenn. "Had an okay summer and expect a better winter. Met Doc Lemoine, with magic and tricks, and N. Fischmah, with radio alters, in Knoxville, Tenn. Haven't seen many of the knights this summer, and I'll spend a few days in Atlanta. If I don't hit there, Florida is the goal."

ARE YOU quality workers ready for the Christmas trade? Current reports indicate that it should be big.

KENNETH STALCUP... is reported to be working Kentucky territory to fair-to-middlin' business.

PROF. JACK SCHARDINO... after a long silence, info from San Antonio: "After closing at the Fall Festival in Rockford, Ill., in October to good business I routed to Peoria, Ill.; Indianapolis, St. Louis, Tulsa, Okla., and Houston. Tried to rent a store, but there was none to be had in all these towns. While in Houston I found the old-timer Tom Sigourney, of sex book fame, looking well! Morris Kahntrod

and Jerry Russell also were there. Have been pitching a new health chart with horoscopes for 25 cents and had a fair season. Am heading for California to work the fair there. It is my first trip to the Coast."

MR. AND MRS. JACK HENDRIX... from Shreveport, La., that Houston, Waco, Dallas, Tex., and Shreveport, La., are okay for pitchman. But let's let them tell it: "Have just traded our trailer for a new one and plan to stay in Texas this winter because it seems so, tho there's plenty of what it takes there. At present we're working auto polish and doing okay. Pipe in, Ed Pine, Shifty Lewis and Herb Hull."

LET'S HAVE more of the "Do You Remember" and "Favorite Sayings" of well-known pitchfolks.

NAT K. MORRIS... of kitchen gadget fame, reports from Asbury Park, N. J., that he is still conducting his business there and has not left to make the Wool and Sheep Festival in Australia as was erroneously reported in last week's issue.

OLE GAS BILL... is not and never has been one to doubt the integrity of any of the boys or girls in the pitch profession. He would, however, like to get one point straightened out and that is: Why do some of the fellows take great delight in reporting that a certain person is in one spot when he knows that what he is reporting isn't true? All we ask is that you give us the facts. It takes no more of your time to report the truth than it does to send in a false report about someone. So let's all work together on this point. Remember, reporting something about someone which is not true can be just as harmful to you as it can to the person the reports are written about. Then, too, do you honestly believe it is cricket for you to send in such reports to this columnist who, after all, must take your word as to what's going on in the profession?

WE HAVE REPORTS from unimpeachable sources that several States are beginning a purge on med shows and med salesmen who fail to operate according to laws prescribed by State statutes. The ordinances do not forbid the appearance of med men and med shows in the States, nor do they forbid the sale of med products. They do, however, insist that the products be sold in accordance with the prescribed laws, and officials have let it be known in no uncertain terms that they plan to enforce the ordinances to the limit. Our only suggestion at this time is that med purveyors get within the law and stay there. It's the only way to operate and, tho it may be a bit more costly in the beginning, it will result in a more remunerative business.

JOE MORRIS... is reported to be working two flashy layouts, one in Wayside, N. J., and the other in Neptune, N. J. He's working electric razors. Latter spot is open to clean workers, as the mayor is an old-time pitchman and sheetwriter, according to Henry Knobs.

E. O. PINE... pencils from Lake City, Fla., that thru The Billboard he finally located Eddie (Shifty) Lewis at the Georgia State Fair, Macon. Pine reports that he believes Eddie and wife have one of cleanest and bestest layouts for auto polish he has

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its terms are unreasonable. In *Heetner v. Noward*, 173 A. 339, an ordinance was held void which required "newly established merchants and itinerant vendors to obtain licenses. The law was held void because it defined a "new merchant" as anyone who intended to remain in business less than one year.

In another case of *Wolf v. Fuller*, 174 Atl. 193, a State law was passed which defined itinerant vendors and divided them into two classes. One class, which had previously been in business in the State, was not required to pay license fees. All others who had not previously operated a business were required to obtain licenses. The court held this law void and explained its reason as follows:

"That the legislation may be of some public benefit is not enough, under the State constitution, to give it validity. In addition, it must not impair or destroy private rights guaranteed by the constitution."

In another case, *Pacific Junction v. Dyer*, 64 Iowa 38, a city license ordinance held unconstitutional and void which defined a transient merchant as "every non-resident person who shall sell, exchange or dispose of any goods, wares or merchandise of his own."

And in *Saginaw v. Saginaw Circuit Judge*, 108 Mich. 32, a State statute required all itinerant merchants to obtain licenses. This law was held void because it included every person, firm or corporation "selling or offering for sale any goods, wares or merchandise" without a permanent place of business.

In still another case, *Grantham v. Chickasha*, 156 Okla. 56, it was disclosed that a city ordinance required itinerant merchants to pay license fees and defined them as including "any and all itinerant vendors, transient vendors, itinerant traders, itinerant merchants and traveling merchants, persons coming in and offering for sale any items of merchandise and persons who sell or offer for sale goods, wares or merchandise by traveling around the city or by delivering them from cars or freight depots, and who have no fixed or established store, warehouse or other place of business within the city." The court held this ordinance invalid, saying:

"An examination of the ordinance in question shows that it is an attempt to enforce its provisions in a discriminatory manner; that it is invalid, illegal and void. Its primary purpose operates to grant an apparent and real advantage to the resident merchant of the city who has an established place of business within the corporate limits of the city."

Still another important phase of the law is that if a required license fee is unreasonably high the law is void.

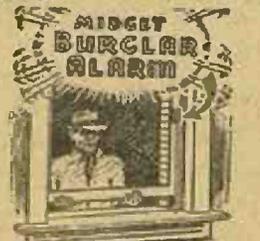
In *Bazette*, 159 Ill. 284, a city ordinance was enacted which provided the following schedule of license fees:

"Itinerant merchants at retail or auction, \$10 per day. Foot peddlers and soliciting agents, \$2 per day. . . . All others not specially provided for, \$2 per day."

The court held this ordinance void, saying:

"The business of itinerant merchant would have to be much more remunerative than ordinary merchandising in small cities. We are, therefore, of the opinion that the ordinance is void."

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Selling for 7 TIMES OUR LOW PRICE!

NATIONALLY ADVERTISED—GENUINE

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IVORY—RUBBER GRIP
ELECTRIC DRY SHAYER
Complete with
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STREET MEN TOY SPECIALS For Xmas Season

Every Item a Fast Seller and Specially Priced

Monkey With Comb and Mirror, Doz., \$1.75; Cr. \$21.00
Tipping Hat Monkey, Doz. \$1.75; Cr., \$21.00
O-U DOC—Doz., \$ 1.65 Gross, 18.00
HIKING BEAR (New)—Doz., \$1.80; Cr. \$21.00
DOG & SHOE, Large Size, Doz., \$1.75; Cr. \$19.50
Large DANCING COUPLE, Doz., \$1.65; Cr., \$18.00
TUMBLING PETER, Clown Doz., \$1.65; Cr., \$18.00
CLOWN IN BARREL, Doz., \$2.00; Cr., \$21.00

LOOP-THE-LOOP AIRPLANE—Doz., \$1.75; Cr., \$21.00
MECHANICAL JUGGLER—Doz., \$1.75; Cr., \$21.00
WACKY DONKEY, Small Size—Doz., \$1.00; Cr., \$10.80
TISSUE DANCING SANTA CLAUS—Doz., \$1.65; Cr., \$18.00
GIANT SIZE SANTA CLAUS WORKERS—Each—75c
SILVER FOIL ICICLES—Large Box, Cr., \$2.50
In Ten Gross Lots, Per Gross., \$2.50

Send \$3 for Set of Samples. Remit 1/3 Deposit With Orders, Balance C. O. D.

EPSTEIN NOVELTY CO.
416 PARK ROW NEW YORK CITY

Events for 2 Weeks

(Nov. 21-26)

ALA.—Birmingham, Yale Carnival, 24-26.
CALIF.—Los Angeles, Live-Stock Show, 20-24.
Los Angeles, Dog Show, 24-27.
GA.—Macon, Sables Circus, 21-24.
Columbus, Police Indoor Circus, 23-27.
ILL.—Chicago, Fur, Fur & Feather Fashion Show, 23-26.
Springfield, Auto Show, 21-26.
IND.—Evansville, Shrine Indoor Circus, 21-26.
Indianapolis, Auto Show, 19-23.
MD.—Baltimore, Auto Show & Motorboat Exhibit, 19-23.
OK.—Muskogee, Tobacco Festival, 23-27.
N. J.—Hopewell, Wild Animal Sportsman Exhibit, Pet Show, 19-24.
N. Y.—New York, Dog Show, 27.
Rochester, Auto Show, 19-24.
R. D.—Sioux Falls, Auto Show, 24-26.
TEX.—Houston, Arabia Temple Shrine Circus, 21-26.
CAL.—Central, Qos. Auto Show, 19-26.

(Nov. 28-Dec. 3)

CALIF.—San Jose, Dog Show, 3-4.
CONN.—New Haven, Poultry Show, 2-4.
ILL.—Chicago, Intl. Live-Stock Expo., 26-Dec. 1.
Morristown, Poultry Show, 28-Dec. 2.
IA.—Des Moines, Poultry Show, 1-3.
Manning, Poultry Show, 28-Dec. 1.
KAN.—Newton, Poultry Show, 30-Dec. 2.
MD.—Smithsburg, Poultry Show, 29-Dec. 1.
MASS.—Boston, Natl. Winter Sports Expo., 30-Dec. 4.
MINN.—Alexandria, Poultry Show, 29-Dec. 3.
Detroit Lakes, Poultry Show, 1-3.
MO.—Peters, Natl. Guard Indoor Fair, 1-3.
Kansas City, Auto Show, 26-Dec. 3.
N. J.—Newark, Auto Show, 26-Dec. 3.
New Brunswick, Sportsman Exhibit & Pet Show, 1-3.
OKLA.—Oklahoma, Poultry Fed. Show, 28-Dec. 1.
ORE.—Portland, Hiale Corn Show, 1-3.
PA.—Philadelphia, Dog Show, 3.
TEX.—Clarendon, Poultry Show, 1-3.
VA.—Newport News, Charity Fair, 2-4.
CAN.—Toronto (Ont.), Auto Show, 26-Dec. 3.

(Events for five weeks in advance appear in the last issue of each month. This week they will be found on page 921.)

★ A 1c POST CARD ★

Will bring our Free Special List of 1000 Names, SURVIVORS, RAZOR BLADES, ETC.

DEPT. SALES CO. 25 E. 17th St., Dept. B-11-2, N. Y. City

NEW PHOTO RING

5-in-Type. You put Photo in Ring, make it water-tight, all in 4 minutes. Made of beautiful colored composition. Sample 20c to Photo Finishers, 4-for-10c Operators and Novelty Photographers only.

COLEMAN PHOTO PRODUCTS,
1611 Broadway Avenue, Cincinnati, O.

AGENTS—DEALERS—JOBBERS

New Walking Penguin

ALSO ELEPHANT MAMMY

No Springs. No Winding. No Annoying—Realistic.

See Ad'd. \$2.25 Postpaid
% Cash With Order—Gross \$22.50
New Walking Santa Claus, \$3.00

SAUVEL AUERBACH, Inc.,
367 Fifth Ave., New York City

ELGIN WALTHAM WATCHES

Repair and Guarantee—New Chrono, Gazer, O-Size Wrist Watches, 7 1/2, \$2.00; 10 1/2, \$3.00; Like 12-3 Pat. Watches, 7 1/2, \$2.00; 10 1/2, \$3.00.

S. P. C. I. A. Salesmen!

Punchboard Men!

7 J. O-Size Elgin or Waltham Rebuilt and Guaranteed as a 6 Wrist Watches, in new V.L. LOW FRONT cases. Beautifully boxed.

LEO PEYSNER, 5 So. Wabash, CHICAGO

ROTEX-EMBOSSING INKS

Demonstrator, Pencil, Xmas Card, Wobblers, etc. Send trial sample through direct construction. Quick color. No profit. Sample and full particulars 25c. Refundable on first order.

ROTEX PROCESS COMPANY
1328 Chestnut St., Philadelphia, Pa.

EXCEPTIONAL VALUES FOR XMAS

ELGIN—ILLINOIS—HARPOLE WATCHES—7 Jewels, Like 12 Size, In New Yellow and Chrome Cases, Ea., \$2.25
WREST WATCHES—ELGIN & WALTHAM, 5-6 Size, In Yellow Tarnish Case with Strap, in box with price tag, Ea., \$3.25
LEADING GENUINE DIAMOND RING—Solid 10 K Gold, As low as \$3.25.
MEN'S Yellow PLATED RINGS, Dist., \$1.00

CROSSES—Rhodium Finish with Rhinestone and Chains, Dist., \$2.00
CROSSES—Yellow Gold Flash With Chain, Dist., \$3.00
See list others for Quality, Price, \$2.50 Deposit, Balance C. O. D. Sample 50c Extra. Send for Catalogue.

N. SEIDMAN 173 Canal Street, New York, N. Y.

SOCIAL SECURITY PLATES

AND ALL LEATHER LAGED EDGE BILLFOLDS

The Combination in Securing the Country.

24 PAGE HIGHLY POLISHED BRASS PLATES
4 1/2 Cents Each in Thousand Lot.
BILLFOLDS, In Great Lots, 15c Each.

We have others follow. We are the largest manufacturer of the combination Billfold and Social Security Plate in the country. Operators, Salesmen, Agents everywhere, write, wire, telephone. Complete Sample 25c.

TERMS—25% Cash Deposit, Of All Order.
Balance C. O. D., P. O. B. Boston, Mass.

WORLD WIDE IDENTIFICATION BUREAU,
107 Essex St., Boston, Mass.

HOT HOLIDAY SELLERS

SOLID BEER GLASS, Doz., \$1.50
" Whiskey Glass, Doz., \$1.50
" Beer Chaser, Doz., \$1.50

These glasses appear to be full of liquid, but the contents is SOLID. Big Sellers.

HOT COMIC XMAS CARDS, 10c 50c cards in colors, 20c 100, 25c M. XMAS FOLDERS with Cartoons & Poetry, 2.00 100, 12.00 M. X'S De Luxe P. G. Art. 100, 2.25, 3.50 M. Santa Band Cards, 30c Mechanical Toyet Penguin, Gr., \$1.50 Santa Claus, Gr. \$1.50 The Bosses, Gr. \$1.50 Trained Seal, Gr. \$1.50 Boy on Pig, Gr. \$1.50 Dumb's Cup, Gr. \$1.50

RUSH YOUR ORDER FROM ABOVE LIST, 25c. Doz. or send \$2.00 for 50 Sample and Catalogue. Reply List Free, Catalogue 25c. 136 Park Row, N. Y.

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Sell New York Electric Bells, complete line of Xmas Memorabilia. Free Catalogue.

PYRAMID SALES CO.
127 Christie St., New York, N. Y.

Send your correspondence in advertising by enclosing The Billboard.

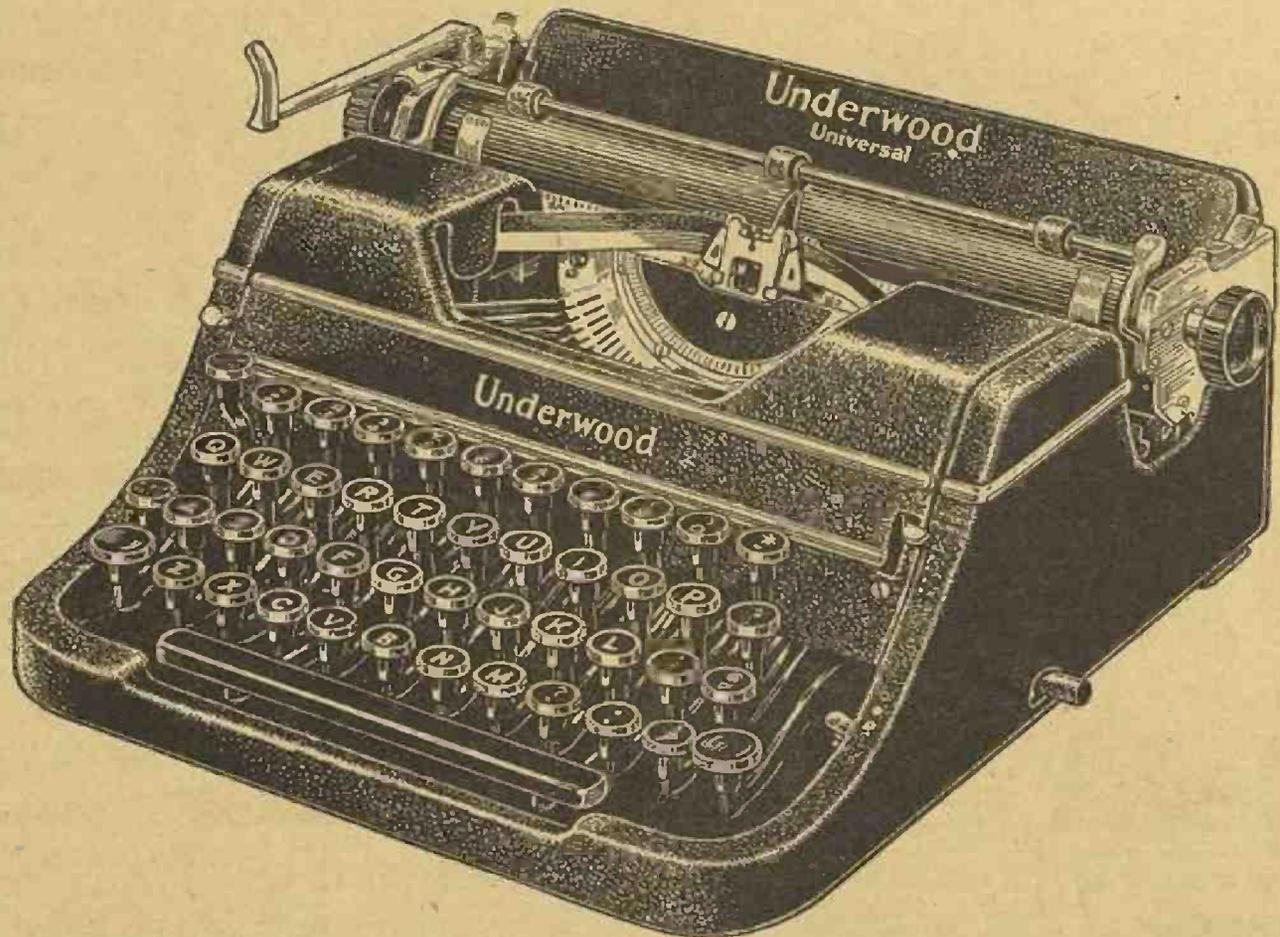
PIPES

(Continued from page 113)

mount. No., recently in good business and many jackpots were out up between the Chiker and myself. Kelly Moore, paper man of the Al Hansen

Show, is working thru here. Weather is fine and readers are low in this section.

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UNDERWOOD UNIVERSAL *Typemaster* PORTABLE

Try an Underwood Portable . . . you'll find that in typing performance it is right up to the standards set by big Underwood typewriters throughout the business world.

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A new popular priced Underwood Portable that embodies all the latest developments in personal writing machines. Compare it with any other Portable in the world selling at or near, its price and you will soon recognize the greater value which this Underwood model offers. It has the Sealed Action Frame, Champion Keyboard, Dual Touch Tuning and an array of features you would expect to find only in higher priced Portables. Check its outstanding value point by point.

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Lawrence Shows Bettered 1937

NEW YORK, Nov. 19.—Back here for his brief annual visit, Sam Lawrence, head of the Sam Lawrence Shows, announced his season's surprisingly better than last year. Tour closed in Waycross, Ga., winter quarters after a 34-week trek thru the East and South. Outfit played three celebrations, 12 fairs and dance still dates, with profits still improved by weather, especially at potentially good spots. Fairs were very satisfactory. Lawrence credits his entire staff with aiding in the fine record during what amounted to disastrous times. Lawrence has retained C. D. Crump as general agent and was emphatic about the excellent work performed by Crump in the advance and his wife, Shirley, in the wagon as secretary. Immediate members of the Lawrence family who are members of the National Showmen's Association or Ladies' auxiliary number six, believed to be record representation. Members are Mr. and Mrs. Sam Lawrence and his brothers and their wives, Mr. and Mrs. Charles Lawrence and Dr. and Mrs. Jacob Cohen, NBA physician.

Jimmie Lynch Goes Talkie

NEW YORK, Nov. 19.—Pat Purcell, general rep for Jimmie Lynch's Death Dodgers, announced that outfit's equipment is being detailed from Tucson, Ariz., to Los Angeles, where Lynch will make a film. He will leave for the West coast immediately after the outdoor conventions in Chicago.

Senior Renews Sun Contract

SPRINGFIELD, O., Nov. 19.—A renewal of his five-year agreement with the Gus Sun Booking Agency here has been announced by W. C. (Billy) Senior as general road representative for the fair department.

Weiss Bingo in Two Parks

CINCINNATI, Nov. 19.—Ben Weiss used The Billboard from Miami, Fla., and he had signed contracts for the exclusive on bingo in Funland Park, Miami, and in E. H. Philbert's Key West (Fla.) amusement park.

MORE RIDES

(Continued from page 50)
Special events are planned, to be handled by Harry E. Wilson and two assistants. Rides will be overhauled and repainted. Boy Bros. Shows will furnish a Boom-and-Roll-a-Plane. There will be new rides, in addition to Speedy Merrill's Microdrome, Lea Carrell's Monkey Circus, Sam Hull's Circa Show, Mabel Mack's Mule and Dog Show, Harlem on Brass, Strange Odadite of Life and Spanish Revelries. It is planned to present free acts weekly. Ben Weiss has taken over Charles Cohen's contract for bingo and will erect a 36 by 60-foot stand. Manager Philbert has announced that only stock concessions will be allowed to operate. Mayor Willard Albury has been invited to officially open the park. Reported by Harry E. Wilson.

NAAPPB GIVEN

(Continued from page 50)
A Hamid, will stage another beautiful affair as a curtain dropper Thursday evening, December 1. "Those who have not as yet made arrangements to come to Chicago are urged to do so without fail, as progressive park, pool or beach men, including concession owners, cannot afford to miss this opportunity for assuring better results in the 1939 operating season," said Secretary Hodge.

MARRIAGES

(Continued from page 49)
Dancer and acrobat, Utica, N. Y., in Roosevelt November 12.
HAYWARD-LUPINO—Louis Hayward, film actor, and Ida Lupino, film actress, in Santa Barbara, Calif., November 15.
KESTER-BRITTON—Norman Kester, serialist, and Elizabeth Britton in Grove Hill, Ala., November 7.
LACKNER-KISKIS—Corporal Joseph C. Lackner, of Fort Wayne, Ind., and Anna (Nabe) Kiskis, chorus girl, in Angola, Ind., November 11.
LASER-SILLS—Albert D. Lasker,

creator of the Lasker Foundation, medical research organization at the University of Chicago and principal owner of Lord & Thomas agency, New York, and Mrs. Doris Kenyon Sills, potter and actress and widow of Milton Sills, motion picture actor, in New York October 27.

LAUGHHEAD - ENGLAND — Frank E. Laughhead, drummer with Smith's Superba Band, and Dorothy England, nonpro, of Zanesville, O., in Newport, Ky., November 9.

MALONEY-BATTISTA — Russell Maloney, associate editor of The New Yorker magazine, and Miriam Battista, former child screen star and now of the legitimate stage, in Elkton, Md., September 7, it was disclosed November 10.

MONACO-CASE — Jimmie Monaco, songwriter, and Virginia Case, former Broadway actress, in Beverly Hills, Calif., November 18.

NELSON - GARDNER — Otto Nelson, former burlesque straight man, and Daurice Gardner, nonpro, in Nicholson, Pa., May 4, it has just been learned.

SIDOPRIED-BRIDGEMAN — Ray Siegfried, of C. I. Bockus Shows, and Kathleen Bridgeman, nonpro, of Tryon, N. C., in Phillipsburg, Pa., recently.

SKOY-HORN — Raymond Skoy, member of the staff at Station WIEU, Beaver Dam, Wis., and Marion Elaine Horn in that city October 4.

STANLEY-STELLA — Elmer Stanley, of the Stanley, Eddie and Mae act, and Gwen Stella, vaude and radio singer, in London recently.

STURGES - TEVIS — Preston Sturges, author of Stricely Dehonorable and other stage productions, and Mrs. Louise Sargent Tevis, nonpro, in Reno November 7.

TRUEBLOOD-LARSEN — Don Trueblood, of Byers & Beach Shows, and Lolla Larsen, of Larsen's Band, on the same organization, October 12 in Osceola, Ark.

WALLEY-DUSTMAN — Nathan Evans Walley, professional figure-skating champion, and Edith Dustman, nonpro, at the Little Church Around the Corner, New York, November 15.

WILSON-WILLIAMSON — Don F. Wilson, advance agent for Lucky Teter and his Hell Drivers for the past two seasons, and Frankie Williamson, nonpro of Daytona Beach, Fla., in the First Baptist Church, that city November 9.

WORKMAN-BECKINGHAM — Harry O. Workman and Ann Beckingham in Indiana, Pa., November 15.

WREN-GADDY — Charlie Wren, motor-drome operator, the past season with the E. J. Heth Shows, and Pearl Gaddy in North Augusta, S. C., November 2.

Coming Marriages

Mary Edith Lorow, professionally known as Ginger Ray, featured with The Bowers on the Royal American Shows, and Lloyd Sullivan, show organizer, in Tampa winter quarters Thanksgiving Day. Sullivan was formerly organizer at WLW, Cincinnati, and other radio stations.
Ginger Franks, dancer with Clyde Davis' Pretty Girl Revue, and Verne Eckard, also of that unit, soon.
Charles H. Wright, program director of Station WELI, New Haven, Conn., and Jeanne Frank, nonpro, of Bridgeport, Conn., soon.
Jane Walsh, RKO starlet, and William T. Middleton, nonpro, in Los Angeles December 10.
Joan Marsh, film actress, and Charles S. Belden, screen writer, soon.

Divorces

Fannie Brice, stage and screen comedienne, from Billy Rose, theatrical producer, in Los Angeles recently.
Pauline Miller, nonpro, from Carroll B. Miller, slide-show manager, in Binghamton, N. Y., September 10. Mrs. Miller will resume her maiden name, Pauline Darrow.
Mary Jane Truex, actress, known professionally as Mary Jane Barrett, from Ernest Truex, motion picture actor, in Los Angeles October 25.
Pearl Jean Moon from Raymond E. Moon, former general manager of Co-Operative Theaters of Michigan, in Wayne County Circuit Court, Detroit, October 28.
Mildred Hodges, nonpro, from Russell Hodges, announcer for Station WIND, Chicago, in that city October 1.
Blanche Mohrley, actress, formerly of the Ziegfeld Follies, from Ralph M. Like, producer, in Los Angeles November 2.
Blanche Satchel, English actress and former Ziegfeld Follies star, from Max Bamberger, New York stockbroker, 12

COMPLETE NAAPPB PROGRAM IN CHICAGO

(Continued from page 50)
The Value of Play and Gymnastic Equipment for Bathes, discussion led by Joe Malec, Peony Park, Omaha.

Program
PROGRAM SESSIONS of the National Association of Amusement Parks, Pools and Beaches, Grand Ballroom.

Tuesday, November 29
2 p.m.—Invocation, R. S. Uzzell, R. S. Uzzell Corp., New York.
President's address, Harry C. Baker, president of the NAAPPB, New York.
Reports of convention committees—Program, Herbert F. O'Malley, special beach and pool program, Paul H. Huedepohl; entertainment and banquet, Mrs. P. M. Killaly; reception and social, Arnold B. Gurtler; exhibits arrangements, Norman S. Alexander.
Greetings—International Association of Fairs and Expositions, Ralph E. Atkinson, president.
American Carnivals Association, Max Cohen, general counsel and secretary-treasurer.
Showmen's League of America, J. C. McCaffery, president.
National Showmen's Association, George A. Hamid, president.
American Recreational Equipment Association, George A. Hamid, president.
New England Section, NAAPPB, Wallace St. C. Jones, president.
Pennsylvania Amusement Parks Association, E. K. Foehl, president.
Report of liability insurance committee, N. S. Alexander.
Announcement of winners by jury of awards, Theo M. Toll, chairman (winners to be present).
Executive Session of NAAPPB—Roll call; reading of minutes; annual report of secretary; annual report of treasurer; report of finance committee.
Reports of Committees—Some of the following committees have previously reported to the board of directors. The president will have such reports read at the executive session as in his judgment will be helpful and interesting to the membership as a whole. If time will not permit the reading of all committee reports during the executive session they will be interspersed during the program sessions of Wednesday and Thursday afternoons: Foreign relations, historians, legislative, membership, music royalty, nominating, publicity, resolutions, safety code, swimming promotions and protection.
Announcements by the president.

Wednesday, November 30
2 p.m.—Where Do We Go From Here? Harry G. Traver, Traver Enterprises, New York.
2:20 p.m.—The Trend of Business in the Swimming Pool Field, Joe Malec, Peony Park, Omaha.
2:50 p.m.—Price Policies and the Price Inclusion in Business Promotions, Carl E. Henning, Kenwood Park, Pittsburgh.
3:15 p.m.—Safeguarding Your Parks, Pools and Beaches, D. McVilvie Carr, Chicago Chapter, American Red Cross.
3:40 p.m.—Publicity for Outdoor Amusement Enterprises, Bert Novina, Bert Novins Office, New York.
4:05 p.m.—Personal Salesmanship—How To Get Plonics, Rex D. Billings, Belmont Park, Montreal.
4:30 p.m.—Co-Operative Endeavors Between Pool and Beach Organizations, Earl K. Collins, Beach and Pool, New York.
Announcements by the president.

Thursday, December 1
2 p.m.—Rebirth—1938—Or Making New Ones Out of Old Ones, William B. Schmidt, Riverview Park, Chicago; J. E. Lambie Jr., Euclid Beach, Cleveland, and others.
2:20 p.m.—Special Attractions as a Business Stimulant for Pools and Beaches, W. W. Littlefield, Santa Cruz (Calif.) Seaside Co.; Mrs. Louis M. Phillips, Phillips Swimming Pools, Cincinnati.
2:50 p.m.—The Value of Special Promotions, Harry J. Batt, Pontchartrain Beach, New Orleans.
3:15 p.m.—Business Quiz—The Questions You Would Like to Have Answered, J. E. Lambie Jr.
3:40 p.m.—Showmanship Exemplified—The Glasgow Exposition, Norman Bartlett, Tennesse, N. Y.
The New York World's Fair—1939—The Loop, George E. Smith Jr.; The Children's World, Frank W. Darling; Selling the Show, Maurice Mermay.
4:30 p.m.—How the World's Fair Will Affect and Benefit the Outdoor Amusement Industry, George A. Hamid, George A. Hamid, Inc., New York.
Awarding of trophies by service award committee.
Announcements by the president.
Meeting adjourned.

Reno September 7.
Ramona Sargent, San Francisco night club operator, from Hastings A. (Jimmie) Sargent, former University of California football player, in San Francisco October 28.
William W. Monahan, chief exhibitor for the Golden Gate International Exposition, from Elizabeth Monahan in San Francisco November 1.
Teasie Sherman, vaudeville actress, from Otto Nelson, former burlesque straight man, in Reno May 1; it has just been learned.
Dellah Anderson Jeanpierre, midget entertainer, from Gilbert Jeanpierre in Milwaukee November 4.
A 5 1/2-pound son, Leonard Lloyd Jr., to Mr. and Mrs. Leonard Loitto in New Rochelle, N. Y., October 22. Father is an indie carnival showman formerly with Leo Brown & Dyer Shows.
A son to Mr. and Mrs. Jack Conner in Grenada Hospital, Grenada, Miss., November 10.
Twin boys, Thomas Joseph and Robert Courtney, to Mr. and Mrs. Bill Wilson in Memphis November 7. Mother is the daughter of Mrs. T. J. O'Connor, and father is the son of Mr. and Mrs. Pop Wilson, all outdoor show people.
A seven-pound daughter, Bettie Coleen, to Mr. and Mrs. Roy Turner in Granville Hospital, Oxford, N. C., November 4. Parents were formerly with the Linker Tent Show.
A 6 1/2-pound daughter to Mr. and Mrs. Charles Clark in Milwaukee recently. Father is house manager of the Riverside Theater, that city.
A son, John Calhoun, to Mr. and Mrs. C. A. Upchurch Jr. in Rex Hospital, Raleigh, N. C., November 8. Father is correspondent for The Billboard there, a former member of the editorial staff of The Raleigh News and Observer and has been associated the past several years with the North Carolina State Fair.
A 5 1/2-pound son to Mr. and Mrs. Frank A. Naccarato in St. Vincent's Hospital, Los Angeles, November 11. Parents are known in the endurance field.
Twins, James D. Jr., eight pounds, and Carrie Anita, seven pounds, to Mr. and Mrs. James D. Watts in Bear Spring, Tenn., November 6. Father, formerly with the late M. L. Clark Circus, is now a store owner and postmaster in Bear Spring.

Births

A seven-pound son, Jerry Lee, to Mr. and Mrs. Roland Rapier in Cincinnati October 29. Father was formerly an operatic and concert bass and dramatic artist and is the son of the late character comedian Gus Rapier.
A daughter to Mr. and Mrs. Billy Aschey in Pittsburgh recently. Father is saxophonist with Nelson Maples' Orchestra.
A son, Richard Jr., to Mr. and Mrs. Richard Smith, of Wilkingsburg, Pa., recently. Mother was formerly Marcella Campbell of KDKA staff.
A son to Mr. and Mrs. Charles Spenck in Pittsburgh recently. Father conducts daily musical revue for Station WWTW.
A son, Stanley, to Mr. and Mrs. Marty Raye. Father is accordionist with Irving White's crew at Pasa's Restaurant, Miami, Fla. Mother is the former Peg Swords, Atlanta model.

NSA Banquet Makes History

(Continued from page 3)

America; Harry C. Baker, president, National Association of Amusement Parks, Pools and Beaches; Abner K. Hofman, NSA counsel; Dr. Jacob Cohen, its physician; Dr. Erich Kohler, director, General Central European Outdoor Showmen's Affiliates, known professionally as the humorist Dr. Stuss; Max Linderman, manager World of Mirth Shows, NSA first vice-president; Brigadier General Evan H. Humphrey, commanding officer Second Corps Area, U. S. Army, and his aid-de-camp, Captain Lawrence B. Dewey, and Thomas Brady, chairman speakers' committee, who dressed the dignitary portions of the date. Representing Mayor P. H. La Guardia was License Commissioner Paul Moss.

Every branch of outdoors, from caterer and service firms up to delegations, came as high as 20 in a group, and there was a fair quota from indoor branches, headed by Entertainment Chairman Billy Rose, who furnished the cream of his Casa Manana show. A special guest at his table was Hugh Herbert, who could not appear on the stage at show time because he had to make a train.

About a score of shows, caterers and attractionists made the occasion take on the aspect of a semi-convention, with their rooms crowded with pleasure seekers diffusing good-fellowship, following the pleasures of the banquet and entertainment itself.

Plaques Are Awarded

At close of the stage show Hamid announced winners of plaques awarded to members and friends who had rendered the NSA distinguished service since its inception in December, 1937. List included Herbert P. O'Malley, Playland, Rye, N. Y.; Sam Rothstein, chairman of the house and membership committees and vice-chairman of the banquet; Joseph McKee, Palisades (N. J.) Park; Bill Block, William Hamilton Producing Co., Jersey City; Jesse Kaye, Fanchon & Marco; Joe Basile, Madison Square Garden Band; Capt. Daniel E. Fox and Captain Keeley, New York State Troopers; Jack Greenspoon, Greenspoon & Bramson Concessions Co.; The Billboard; George P. Smith Jr., New York World's Fair; Max Hoffmann, NSA general counsel; Celia and Wilson Shows, World of Mirth Shows; Johnny J. Jones Exposition, J. W. (Patsy) Conklin, Conklin Shows and Canadian National Exhibition; Canadian National Exhibition; Dorothy Packman, of George A. Hamid, Inc., president of the Ladies' Auxiliary; Art Lewis Shows, Stratos Shows; New York State Fair, Syracuse; North Carolina State Fair, Raleigh; New Jersey State Fair, Trenton; Great Allentown (Pa.) Fair, Bloomsburg (Pa.) Fair; Virginia State Fair, Richmond; Greensboro Fair, Greensboro, N. C.

Also Billy Rose, New York; Thomas Brady, New York; Jack Lichter, New York; De Weinberg, New York; Herbert H. Leves, New York; Elwood A. Hughes, Canadian National Exhibition, Toronto; Capt. James McGrath, New York State Troopers; Johnny J. Kline, Greater Show World; Phil Isser, New York; Arthur Hill, NSA secretary; Dr. Jacob Cohen; NSA physician; Gruber's World's Exposition Shows, O. C. Buck Shows, and Jack and Irving Rosenthal, Palisades Park.

Kaye Directs Show

Stage show, under direction of Jesse Kaye, of the Fanchon & Marco office, included Lou Molts, Helen Morgan, Benny Fields and the Helen Reynolds Skating Girls from Billy Rose's Casa Manana; the Waltons, Red Skelton, Doc Tranger, Bob Howard; Eddie Rockett, Nelson's Boxing Club, Carol King, Three Harrison Sisters, Paul Gordon, Donatello Brothers and Carmen, Paul Ash, Franz Huck, Roscoe Ails, Betty Lewis, Orsola Arelli and the Muriel Acche ("Fluorites"), girl line.

Joe Basile's Madison Square Garden Band in World's Fair uniforms, played the early part of the evening and Nat Brandywine and his orchestra handled the show and dancing. Acts were obtained thru the courtesy of Billy Rose. Fanchon & Marco, Ed Riley and George A. Hatfield Inc. Additional talent from other indoor and outdoor booking offices was on hand in case of an emergency. Besides Kaye and Rose, who was chairman of the entertainment committee, staff back stage included Sam Raush, George Oberland, Sam Shayon, Leo

Grund, Charlie Hart, Joe Casper and Herman Blumenfeld.

Sidelights

Banquet representation from out of town still has the officers and banquet committee a bit stunned. It almost looked like Chicago at convention time and the Western delegation was gracious, if not surprised, in their praise of the whole thing. . . . Except for a rather slow-moving dais and lengthy list of speakers, proceedings moved with remarkable precision, considering the youth of the organization. NSA will do well to shorten its dais ceremonies next year, tho. . . . How Jesse Kaye and his little band of assistants ever put over the show in such rapid time and with so few hitches is even beyond President Hamid, who has produced many a banquet entertainment bill in his day.

Herbert Leves, NSA accountant, is still marveling at the hypnotic prowess of Rajah Rabold, as demonstrated in The Billboard suite as the night wore on.

Frank Wirth, attraction booker, was a center of fun and frolic all evening. Frank was congratulated on all sides on his re-entry into the fair booking biz. . . . The Wirth office's newly acquired publicity director, L. C. (Ted) Miller, called it quite early—heavy cold with in gripe indications the reason.

William P. Dunn Jr., vice-president of the Manufacturers Trust Co. and secretary-treasurer of the Ringling-Barnum circus interests, received his initiation into outdoor convention festivities. He was entertained no end and is looking forward to many a happy moment at similar events.

E. Lawrence Phillips, William Carlton Fleming, J. C. (Tommy) Thomas and Ralph Lockett represented the Johnny J. Jones Exposition. . . . Bill Stein and Lew Wasserman, Music Corporation of America, attended their first outdoor

banquet and ball. . . . And many more faces from the indoor fields were much in evidence.

Further from business location was Abner K. Kline, who drove all the way from Salem, Ore. . . . The man who traveled the least was Sam Rothstein, whose work as vice-chairman made him practically a resident of the hotel. . . . Most excited was Press Agent Bert Nerina, of Palisades Park, who will soon be a poppa. . . . Least excited was Johnny Liddy, exec. sec. who took it all in stride, having been thru a score or so of NVA chowfests. . . . Every company in town had to remove its "Dress Suits for Elbe" signs. They ran out of material 24 hours before the function. . . . The busiest bee was little Joe Rose, who covered all "advance and during" angles.

Man with most smiles was Arthur Campfield, of Baker-Lockwood. Man with least smiles, Lew Dufour, who kept working like the proverbial Trojan right up to the finish mark. . . . Vic Herndon did a swell job on the 44-page souvenir program, done in sepia and containing many interesting layouts and articles. . . . The menu contained such delicacies as Juice Joint, Slum (fruit cup), Soup and Fish Division, Trout-Jaw Sensation (hearts of celery), Roll Down (salted nuts), Pit Show (queen olives), Scales (fillet of sole), Spuds; an Extra Added Attraction (salad, known as Folding Money); a Pitch-Till-U-Win Section, consisting of Girl Show (baby chicken), A Red One (candied sweet potatoes) and Stringers (string beans); a Big Circus Side Show containing Frozen Asset (ice cream), Sticks (petit fours) and Ring Stock (macaroons). The Getaway ("All Out and All Over") was, of course, semi-tasse.

The In Memoriam page was devoted to Jack V. Lyles, Carl T. Hathaway, Edward B. Block and Harry Helfand. . . . There was also a handsome facsimile signature page with about 100 names.

Banquet Registrations

A
C. A. Abbott, Mark Shows; N. S. Alexander, Woodside Park, Philadelphia; Alfred Adler, Frank Wirth Booking Association, Inc.; Bernard Allen, World of Mirth Shows; Major and Mrs. E. B. Allen, Flemington (N. J.) Fair; J. J. Allen, Boston; Leslie G. Anderson, McGraw-Hill Publishing Co.; Charles G. Angevine, Messmore & Damon; Orsola Arelli, George Hamid, Inc.

B
Edith Bach, Palisades Park, Palisades, N. J.; Mr. and Mrs. B. Barber, O. C. Buck Shows; Rowland B. Bardell, New York World's Fair; M. H. Barthe, Barnes-Carruthers Fair Booking Association; Norman Bartlett, Bartlett Rides, Ipe; B. Ward Beam, B. Ward Beam's Congress of Dare-Devils; Jack Bean, Harry C. Baker; Joe Beck, Newark, N. J.; Harry Bejar, Hamid's Revelations of 1938; Hamida Ben, New York; Eddie Bennett, New York; Phil Bennett, Brooklyn; S. Marceline Bercovick, New York; Mr. and Mrs. Frank Bergen, Mr. and Mrs. James Bergen, James Bergen Jr., World of Mirth Shows; Mr. and Mrs. August Berni, Palisades Park, Palisades, N. J.; Irving and Sam Berk, Brooklyn; George Bernert, Eastern States Exposition; Mrs. Irene Blumberg, New York; J. and Jenny Bodker, A. Cohen & Sons Corp.; Mr. and Mrs. W. J. Block, William Hamilton Co.; Mr. and Mrs. D. Bloom, Kaplan & Bloom; H. Blumenfeld, George A. Hamid, Inc.; Mr. and Mrs. Frank Borrell, Palisades Park, Palisades, N. J.; P. Bovee, Maine State Fair; W. H. Bovee, World of Mirth Shows; Thomas Brady, New York; Mr. and Mrs. Edward Bramson, Greenspoon & Bramson; Erich Braun, Great Eric; Nellie Breen, New York; Harry Brill, Fulton Bag and Cotton Mills; Mrs. Lillian Brooks, New York; Mrs. Gilman Brown, World of Mirth Shows; Oscar C. Buck, O. C. Buck Shows; Agnes Burke, Palisades Park, Palisades, N. J.; Dorothy Bugath, Morris Laboratories, Inc.

C
Sue M. Campbell, Celia and Wilson Shows; Arthur E. Campbell, Baker-Lockwood Co.; Myrtle Campfield, New York; Mr. and Mrs. L. Harvey Cann, World of Mirth Shows; Charles Carlos, Carlos Cir-

cus; L. J. Cedin, Celia and Wilson Shows; Lola Chalfont, New York; Mr. and Mrs. Henry Chesterfield, National Variety Artists, Inc.; Ben Cohen, New York; Charles Cohen, Celia and Wilson Shows; Herman and Midge Cohen, Hamilton Reducing Co.; Hyman Cohen, Berney Fabrics; Mrs. Lillian Cohen, Radenial Silk Co.; Louis Cohen, New York; Mary Cohen, New York; Max Cohen, American Carnivals Association, Inc.; Sam Cohen, O. C. Buck Shows; Mr. and Mrs. V. J. Coletti, New York World's Fair; Mrs. J. W. (Patsy) Conklin, Conklin Shows; Marjorie Cooper, Palisades Park; Sylvia Cooper, International Mutoscope Reel Co.; Mrs. James J. Corcoran, Grantwood, N. J.; Mr. and Mrs. Edwin P. Coronati, Coronati Amusements, Inc.; Dr. H. A. and Hildegard Couney, Infant Incubator Co.; Mr. and Mrs. William Cowan, Stratos Shows; Inc.; Joseph Cuda, The Billboard.

D
Mr. and Mrs. Joseph Damon, Messmore & Damon; Olga McClure Damon, New York; Frank W. Darling, Children's World, New York World's Fair; Mr. and Mrs. Harry Decker, Art Lewis Shows; Paul Denis, The Billboard; Thomas S. Depitta, Scorecase Co.; Edith Devany, Palisades Park; Orat J. Devany, New York; L. S. Dekey, Billy Rose Enterprises; L. S. Dombrowsky, New York World's Fair; Mr. and Mrs. A. Dreier, Dreier Hotels; Robert Milton Drew, Palisades Park; Harry W. and Minerva H. Drucker, William Pinker Co.; Frank P. Duffield, Theatre-Duffield Fireworks Co.; Mr. and Mrs. Lew Dufour, Dufour & Rogers; Harry Dunkel, Celia and Wilson Shows; W. P. Dunn Jr., Manufacturers Trust Co.; James Durant, T. W. Kelly, H. W. Dyer, Palisades Park.

E
Mr. and Mrs. Maurice Elk, William Hamilton Producing Co.; Joseph Engel; Mr. and Mrs. David Epstein, New York.

F
Nathan and Lillian Faber, Rockaway Beach, N. Y.; Anne Thorese Fallon, Palisades Park; Fred Fancher, New York; Italo Fantino, Four Pantlines; Russ and Helen A. Fassett, New York; Louis Feder, International Mutoscope Reel Co.;

Mr. and Mrs. F. Feit, Palisades Park; Morris Finkelstein, Art Lewis Shows; Frances A. Flack, New York World's Fair; William C. Fleming, Johnny J. Jones Exposition; Florence Brown Foster, Flying Trapeze, Brooklyn, N. Y.; L. P. Foster, American Bank Note Co.; Miss Fox, Schork & Schaffer, New York; Joseph Figari, Rocky Springs Park, Lancaster; Paul Jerome Freedman, Triangle Poster Printing Co.; Mr. and Mrs. W. M. Freeman, World of Mirth Shows; Max Friedman, Marvel Candy Co., Inc.

G
Marjorie Gerson, Palisades Park; Betty Gribraith, Metro-Goldwyn-Mayer; Mr. and Mrs. T. Gansin, Palisades Park; Lillian Gaudy, Ben Williams Shows; W. G. Gehrig; Jess L. Gelmann, Bartlett Rides, Ipe; Mr. and Mrs. James F. Geller, J. P. Giles Jr., New York; Martha L. Geller, Laurelton, N. Y.; Morris Glina, Key West, Fla.; Mr. and Mrs. Bob Glina, O. C. Buck Shows; Mr. and Mrs. M. A. Glyn, Marla Shows; Estelle Gold, New York; Mack Goldberg, Brooklyn, N. Y.; Murray Goldberg, New York; Samuel Goldberg, Rockaway Beach, N. Y.; Sam B. Goldfarb, New York; Ralph Goldstone, World of Mirth Shows; Mr. and Mrs. Joseph Goodman, Goodman Wonder Shows; Sid Goodwill, Brooklyn, N. Y.; Hyman G. Gould, Rochester, N. Y.; Mildred Grande, Larchmont, N. Y.; Charles Greenbaum, Rockaways Playland, N. Y.; Harry Greene, Marvel Candy Co.; Irene Greene, New York; Mr. and Mrs. Leo Greenspan, Goodman Wonder Shows; J. and Jack Greenspoon, Greenspoon & Bramson; Mrs. M. Greenspoon, New York; Mildred Greenstein, Brooklyn, N. Y.; Gerald and Ruth Greenwald, New York; George E. Grith, Palisades Park; Philip Guffin, World of Mirth Shows; Glen W. Grinnell, Genesee County Park, Batavia, N. Y.; Mr. and Mrs. Max Gruber, Gruber's World's Exposition Shows; Mrs. Henry A. and Robert A. Guenther, Olympic Park, Newark, N. J.; Plato D. and Anthe P. Guimes, Palisades Park; Marjorie S. Gutman, New York; A. R. and Ethel Guttenmacher, Palisades Park.

H
Harry Haddad, Palisades Park; Blythe Hamburg, William Hamilton Producing Co.; Gene Hamid, Revelations of 1938; Mr. George A. and Zyna Hamid, George A. Hamid, Inc.; Ted Hammerstein, New York; R. M. Harding, Powers & Co.; Belle Harris, New York; Mr. and Mrs. The Harris, Asbury Park, N. J.; M. Harris, William Hamilton Producing Co.; Jeff Harris, World of Mirth Shows; Charles Hart, George A. Hamid, Inc.; Mrs. Charles Hart, Steel Pier, Atlantic City; Mr. and Mrs. B. Hartnett, Mrs. Thomas J. Bartlett, O. C. Buck Shows; Mr. and Mrs. Roy Heckler, Hubert Museum, Inc.; William Holman, World of Mirth Shows; David and Mag. Hiltgenradt, Circle Stage Lighting Co.; Arthur L. Hill, New York; George Hirschberg, Celia and Wilson Shows; Mr. and Mrs. Walter O. Hogan, White Plains, N. Y.; Harry Horner, Marvel Candy Co.; M. B. Howard, George A. Hamid, Inc.; Elizabeth and Peter Huber, Floral Park, N. Y.; Mrs. Joseph E. Hughes, George A. Hamid, Inc.; Feg Wilkin Humphrey, Billy Rose Enterprises.

I-J
Mrs. Anna Israel, Taffet Bros; Mrs. Jerry Jackson, World of Mirth Shows; Walter Jacobson, Jacobson Co.; Mr. and Mrs. James H. Jibally, Palisades Park; Betty Jerome, New York; George Jessel, New York; Mr. and Mrs. Sol Jockowitz, Schork & Schaffer; H. W. Jones, Jones Better Games; Leo Jordan, Palisades Park.

K
M. M. Kaplan, Triangle Poster Printing Co.; Mr. and Mrs. Phil Kaplan, Kaplan & Bloom; Mack and Blanche H. Kasow, Frank Wirth; Jesse Kaye, Fanchon & Marco; Mr. and Mrs. Al Keating, Art Lewis Shows; Mr. and Mrs. Thomas W. Kelley, World of Mirth Shows; Rose Kemmer, Chattanooga (Tenn.) Theater; Mrs. Charlie Kidder, World of Mirth Shows; Emanuel Klein, Brooklyn; Lou Klein, Hertzberg-Wilbert-Fassett Troupe; Mildred L. Klein, Monroe Industrial Bank; Mrs. Abner K. (Virginia) Kline, Eyerly Aircraft Co.; David W. Johnny J. and Manly King Kline, Greater Show World; G. E. Kohn, Fulton Bag and Cotton Mills; A. Koenigsberg, Mike Koenig, Inc.; Milo R. Kniffen, New York State Fair; Mike Korris, New York.

L
Peggy Landry, New York; Alice, Fanchon & Bloom; Lester and Mrs. Mollie Landry, Delight Streets; Lew and Mrs. Rose Lange, Brooklyn; Mr. and Mrs. Joseph Lasky, Lasky Literary Service; Mrs. Edna

paies and Miriam Lesure, World of Mirth Shows; Charles Lawrence; Sam Lawrence, Sam Lawrence Shows; VI Lawrence, New York; Benjamin Leider, Public National Bank and Trust Co.; Harriet Leider, William Pensker Co.; Oswald Lenzsch, American Eagles; John Luccard, Greenspoon & Bramson; Herbert H. Loves, New York; Mr. and Mrs. Julius Levy, Bronx, New York; Mr. and Mrs. Art Lora, Charles, Jack and Mr. and Mrs. Moe Lewis, Art Lewis Shows; Pearl Lewis, The Billboard; D. L. Lichtblau, Palisades Park, Palisades, N. Y.; Fred L. Liebman, New York; Leon and Rube Liebman, Barnes-Carruthers Fair Booking Association; Mr. and Mrs. Jack and Mrs. Max Underman, World of Mirth Shows; Mrs. Augusta Little, Isaac T. Little, New York; Roger S. Jr. and W. D. Littleford, The Billboard; Ralph G. Lockett, Johnny J. Jones Exposition; C. A. Lomas, The Billboard; Dr. Kopel London, New York; Mr. P. H. Luff, Palisades Park; Raymond Luss, Luss Bros., Inc.; Mr. and Mrs. Harry Lyons, Palisades Park.

Mc

F. M. McCurdy, Brooklyn, N. Y.; Jim McHugh, World of Mirth Shows; Al Jane and Mr. and Mrs. Joseph A. McKee, Palisades Park; Paul R. McKee, Rocky Springs Park, Lancaster, Pa.; George W. McLoughlin, New York World's Fair; Joyce McNeil, New York; Raymond P. Mentuly, New York.

M

Alan O Madden, Orange County Fair, Middletown, N. Y.; Jane Magill, New York; John J. Mattom, Calhoun Show Printing Co.; William J. Malung, N. S. Malina, Schork & Schaffer; Louis Meisel, Rockaways Playland, Rockaway Beach, N. Y.; Mr. and Mrs. Joe Meikelburg, S. Lux & Bros.; Frances and Joseph Mell, Hamilton Producing Co.; Francis B. and Mr. and Mrs. George H. Messmore, New York; Mrs. C. B. Meyer, New York; Harry Meyers, Brooklyn; Pearl Meyers, Long Beach, N. Y.; Mrs. Zeida Meyers, World of Mirth Shows; Beatrice Milbauer, Rockaways Playland; Dr. L. Milhauser, Rockaway Beach, N. Y.; C. R. Miller, Coney Island, N. Y.; Frank C. Miller, Miller Bros. Concession Co.; L. O. and Pauline Miller, Frank Wirth; Lester S. Miller, Bartlett Rides, Inc.; Nathan Miller, Miller Bros.; Rose Miller, Brooklyn; Sam Miller, Schork & Schaffer; Mrs. Alice Minsagan, New York; Alexander P. Mitchell, Hartsdale, N. Y.; J. F. Molgan, Canadian National Railway; Phillip Monochi, Palisades Park; Edwin P. Montrose, James E. Strates Shows; P. Percy Morency, Art Lewis Shows; Mr. and Mrs. Charles C. and Doc Morris Jr., Palisades Park; Mr. and Mrs. Lewis Morris, Old New York, Inc.; Mike Munvea, Mike Munvea Corp.

N

M. Nadel, Nadel & Sons; Alec Nadel and Mr. and Mrs. Lou P. Nall, Palisades Park; Nathan and Sofia Neftlich, New York; Bert Neving, Palisades Park; Mr. and Mrs. George Nichols, the Kiron Co.; Lillian Novak, New York.

O

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P

Dorothy Packman, George E. Hamid, Inc.; Mrs. Sarah Packman, Brooklyn; Carl Paley, Brooklyn; Mr. and Mrs. Hy Pashkin, Jerald Pashkin, D. Epstein, Inc.; Mr. and Mrs. B. H. Patrick, The Billboard; Jack Pearl, Masco Novelty Co.; E. Lawrence Phillips, Johnny J. Jones Exposition; James Picchiani, Frank Wirth; Mrs. T. R. Pierson, Palisades Park; Maurice and Margery Piesen, New York; Ted Pinder, Myer B. Piner, New York; William Pinski Co.; Frank Pesa, New York; Murray Polans, World of Mirth Shows; Mr. and Mrs. Earl Purdie, World of Mirth Shows.

R

Mr. and Mrs. William Rabkin, International Microscope Reel Co.; Dr. and Mrs. Frank Rahn, World of Mirth Shows; Ana Ramasco, E. Bianco's Argentine Orchestra; Edward Ramezli, New York World's Fair; Harry Ramish, Marica Shows; Mrs. Lucille R. Randall, Palisades Park; Louise Recht, Infant Incubator Co.; John E. Reddy Jr., Ringling-Barnum Circus; J. A. Reilly, New York World's Fair; Mrs. M. E. Reinhard, Richmond, Pa.; Mr. and Mrs. Maynard L. Reuter, The Billboard; Nellie D. Reynolds, Cass Amusement; Maude Reynolds, Gay Blades Casino; Joseph Rinaldi, Palisades Park; Mrs. B. Rindler, Schork & Schaffer; Billy and Mrs. Marie Ritchey, Billy

Ritchey's Water Circus; W. N. Rizzuto, Ossining, N. Y.; Mrs. M. Rizzuto, New York; Mitch Robinson, Brooklyn, N. Y.; Edward O. Roecker Jr., Merchantsville, N. J.; Al Rogers, Art Lewis Shows; Joseph Rogers, Dufour & Rogers; Joe Rose; Harry Rosen, Coney Island, N. Y.; Jack and Gladys Shelby Rosenthal and Mr. and Mrs. Irving Rosenthal, Palisades Park; Mr. and Mrs. Max Rosoff, New York; Mr. and Mrs. C. W. Ross, Canadian National Exhibition, Toronto; Dr. and Mrs. Nathan E. Ross, Long Island City, N. Y.; Sam and Helene Rothstein, New York; Jack Rothstein, Paterson, N. J.; Raoul H. Routh, William Hamilton Producing Co.; William Russell, Glasgow, Scotland.

S

Henry S. Sanders, Public National Bank and Trust Co., New York; Ernest E. Sandsted, Bartlett Rides, Inc.; J. Schachter, New York; Mr. and Mrs. Max Schaffer, Schork & Schaffer; Artie Schiffman, Art Leather Novelty Co.; Frank Schillizzi, World of Mirth Shows; Clem Schmitz, Radio City; Mabel Schommaker; Sidney Schonberger, William Hamilton Producing Co.; Edward Schoeppe, Philadelphia; Adolph Schwartz, Palisades Park; Harry Mildred, Raymond and William Schwartz, New York; Clairmont Scofield, Palisades Park; Mrs. C. D. Scofield, Palisades Park; Jake Shapiro, Triangle Poster Co.; Sam Shannon, Fanchon & Marco; Mr. and Mrs. Frank D. Shean, New York; Harry Shepard, Palisades Park; Charles Shimmel, New York; Louis J. Siegel, Excel Attractions; Mr. and Mrs. Silver, Luna Park; T. J. Singleton, Enna Jettick Park, Auburn, N. Y.; Helen Slade, William Pinski Co.; Mr. and Mrs. Ben Smith, The Billboard; George P. Smith Jr., New York World's Fair; Jesse Smith, New York; Paul Smith, New York State Fair; Gerald Snellens, World of Mirth Shows; Dave Salt, George A. Hamid, Inc.; J. Edward Solky, J. A. De-Kanatch Sons, Inc.; William C. Sulky Troupe; Bert Spence; George W. Spurl, Dixie Vortex Co.; Paul Spitzer, D. Epstein; Latham G. Squire, New York World's Fair; W. H. Stein, Music Corp. of America; A. W. Stoddard, New York; Leo Stone, Frank Wirth; James E. Strates, Strates Shows; Mrs. Della Stringer, Children's World; Ben W. Strong, Orange County Fair, Goshen, N. Y.; Elias E. Sugarman, The Billboard; Harry Sussman, World of Mirth Shows; Gertrude Sylvan, New York; R. H. Syington.

T

Mr. and Mrs. Irving Taffet, Eddie's Five-Star Final; Mr. and Mrs. Samuel Taffet, Taffet Brothers; Mrs. Mary Tishmann, Palisades Park; Sharon Thomas, Syracuse; J. C. (Tommy) Thomas, Johnny J. Jones Exposition; Lillian Tobias; George V. Touner, Measure Besch, Blackpool, Eng.; Gordon P. Towner, Norwood Amusement; Leonard Traube, The Billboard, Charlotte and Marjorie Traube; Mr. and Mrs. George W. and Minerva Traver, Fair at Home, Inc.; Dr. H. W. Turner, Doylestown, Pa.; Fair; Mrs. H. W. Turner, New Hope, Pa.; Albert E. Turpin; Mr. and Mrs. Harry O. Traver, New York World's Fair and Golden Gate Exposition.

U

Irving Udowitz, Blue Ribbon Attractions; Mrs. Dolly Udowitz, Astoria, L. I.

V

Eddie Vaughan, New York; Frank Verna, The Brooklyn Standard; Jeanne N. Vernon, Miami, Fla.; A. T. Vitale, Ohio Display Fireworks Co.

W

J. F. Wadsworth, Ringling-Barnum circus; Mr. and Mrs. J. E. Walker, World of Mirth Shows; Lew Wasserman, Music Corp. of America; Edw. E. Waxman, Fay Waxman, Greenspoon & Bramson; Jack N. Weinberg, Blue Ribbon Attractions; Sidney J. Weinberger, Irene and Joseph Wassman, Palisades Park; Ralph Wentworth, Lang-Worth Co.; George F. Whitehead, Kaua Exposition Shows; Richard J. Whalen, Palisades Park; Mildred Williams, Ben Williams Shows; John W. Wilson, Cetlin & Wilson Shows; Kenneth Wilson, International Microscope Reel Co.; Frank W. Winter, Maine State Fair; Earl Winters, International Microscope Reel Co.; Lew Wollman, National Variety Artists, Inc.; Theora Worman, Luna Park, Coney Island, N. Y.

Y

Mr. and Mrs. Moe L. Young, William Hamilton Producing Co.

Z

Bernard Zuffall, Forest Hills, N. Y.; Mrs. Florence Zundell, Eddie's Five-Star

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Richards To Direct Publicity for RAS

CINCINNATI, Nov. 19.—Roland W. Richards this week at Beaumont, Tex., was engaged by the Amusement Corp. of America to be director of publicity for Royal American Shows next season, he stated yesterday afternoon on a visit to The Billboard, accompanied by his wife and daughter, Marilyn.

They motored from Beaumont, carrying along their trailer, and were headed for Springfield, O., to visit Richards' relatives en route to the outdoor conventions in Chicago. After the meetings Richards will head for Florida with his family, as he is scheduled to arrive at Royal American's winter quarters in Tampa January 1.

They will with this show for several weeks this year following the closing of the Goodman Wonder Show, where he was director of publicity the past season.

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ROUTES

(Continued from page 26)

Lane, Jackie (Merry-Go-Round) Canton, O., no.
Lase & Carroll (Lasez Home) NYC, no.
Lase, Mary (Jimmy Kelly's) NYC, no.
Lase, Jack (Lase & Eddie's) NYC, no.
Lashburn Band (Fair) Lake City, Pa.
Laska, Alvin (Laska) Union City, N. Y., no.
Laurie, Jack (Spring) NYC, no.
LaVola, Don & Co. (Wagon Wheel) Detroit, no.
Lawlor, Terry (Walton) Phila. no.
Lawson, Reed (Armstrong's) NYC, no.
Layton, Bert & Four Misses (Bliss Cafe) Pittsburgh, no.
Le Baron, Karle, Trio (Royale Frolics) Chi., no.
Le Carmelita (Gaubok) NYC, no.
Lee, Don (Wivels) NYC, no.
Lee, Leola (Favon Club) La Fayette, Ind., no.
Lee, Orphey Ross (Pal.) Cleveland, no.
Lee, Kitty (Oscar's) Chi., no.
Lee, Dorothy (University Grill) Albany, N. Y., no.
Lee, Harris (Pan-Pacific Rink) Los Angeles, no.
LeMalite, The (College Inn) Chi., no.
LeMons (LeMons) NYC, no.
LeMond, Harold (LeMond) NYC, no.
Le Paul (State) NYC, no.
Leb Christian (International Casino) NYC, no.
Les Jurelys (Capital Washington, D. C., no.
Leslie, Nancy (Meads) NYC, no.
Lester, Ted (Wivels) NYC, no.
Lester, The Great (Butler's) NYC, no.
Lester & Irma Jean (Nixon's) Pittsburgh, no.
Levin, Tessa Jim (Earle) Washington, D. C., no.
Levin, Ted, & Band (Albee) Providence, no.
Levin, Joe (Walton) Phila. no.
Levin, Dorothy (Ed. Nolan) NYC, no.
Levin, Hank (Metropolitan) Stockton, Calif., no.
Levin, & O'Connell (Village Casino) NYC, no.
Libous & Frank (Paramount) NYC, no.
Lind, Della (Casa Manana) NYC, no.
Lind, Bernice (Lind) NYC, no.
Lind, Joe (Moose Temple) Johnstown, Pa.
Lockman, Bill (Club Gourmet) Cleveland, no.
Logan, Ella (State) NYC, no.
Lombardo, Guy, & Band (Roosevelt) NYC, no.
Long Joe, Mica (Dorchester) London, no.
Long, Alvin (Paramount) NYC, no.
Loomis, Maxine (Loom & Eddie's) NYC, no.
Loper & Barrat (Village Barn) NYC, no.
Lorraine, June (Pelham Heath) Boston, NYC, no.
Los Astecas (Yummi) NYC, no.
Los Rancheros (Weylin) NYC, no.
Los Marineros (Yummi) NYC, no.
Lucienne & Ascher (Beverly Hills) Newport, Ky., no.
Lyla & Jortico (New Yorker) NYC, no.
Lyle & DeLina (Jimmy Kelly's) NYC, no.
Lyle, Ross & Ray (Lockout House) Covington, Ky., no.
M
McArthur, The (Boulevard Tavern) Elmhurst, L. I., no.
McCabe, Sara Ann (Hollands) Cleveland, no.
McCoy, Clyde, & Orch. (Shubert) Cincinnati, no.
McCook, Frances (Hi-Hat) Chi., no.
McCowan & Mack (Pan-Pacific Rink) Los Angeles, no.
McKenna, Joe & Jane (Strand) NYC, no.
McLennan, Ross (New Yorker) NYC, no.
McMahon, Larry (Village Casino) NYC, no.
McNaughton, Virginia (Le Mirage) NYC, no.
Mack, Billy (Crista) NYC, no.
Madera, Nedra (Gaubok) NYC, no.
Madison, Rudy (Gay Nineties) NYC, no.
Mae, Edna (Lase & Eddie's) NYC, no.
Madonna, Daniel (Beverly Hills) Newport, Ky., no.
Maday, Priscilla (Beverly Hills) Newport, Ky., no.
Mangana, Hazel, Girls (Lase & Eddie's) NYC, no.
Mann, Marion (Chicago) Chi., no.
Mares, Lou (Columbo's) Chi., no.
Marcel (Tokay) NYC, no.
Marin, Paul (Midnight Sun) NYC, no.
Marin, Phila (Chateau Moderne) NYC, no.
Marx, (Pleasantly) NYC, no.
Marx, & Paul (Chateau Moderne) NYC, no.
Marx, Tony (College Inn) Chi., no.
Marlow, Owen (Towne), Boston, no.
Marlowe, Selma (Royale Frolics) Chi., no.
Marlynn & Michael (Radio City Rainbow Grill) NYC, no.
Martha & George (New Penna Pittsburgh) no.
Marsh, Lita & Jerry (Club Mayfair) Boston, no.
Marsh, Patti (Swing) NYC, no.
Marshall & Helen (Joliet, Ill., 23-24) Indianapolis, no.
Martinelli, Marie (Columbo's) NYC, no.
Martin, Louis (Crista) NYC, no.
Marvey, Gene (Wardick) NYC, no.
May, Kathleen (Strand Cafe) Chi., no.
May, Bobby (Dorchester) London, no.
Mayhew & Virginia (Bismarck) Chi., no.
Merrill, Jean (New Yorker) NYC, no.
Merrill, Joan & Sister (Royal Palm Club) Miami, no.
Merritt & Marcoria (Tropic) Jaures, Mex., no.
Merrison, Michael (Russian Kretchma) NYC, no.
Merrison, Lita (Lita) Chi., no.
Miles, Mita, & Co. (Towne) Boston, no.
Miller, Beth (Roumanian Village) NYC, no.
Miller, Ann (Zarie) Phila., no.
Milliner, Lucky, & Orch. (Strand) NYC, no.
Mintz, Bernadette (Casa Manana) NYC, no.
Mixing Brothers (Columbo's) Chi., no.
Moad, Jean (Harry's New York Cabaret) Chi., no.
Moke & Foke (Plantation) NYC, no.
Mooch, Julia (Village Brewery) NYC, no.
Mooch, Wena (Yummi) NYC, no.
Montmarite Boys (Jimmy Kelly's) NYC, no.
Moreno, Cassius (Cuban Casino) NYC, no.
Morgan (Ruben Bira) NYC, no.
Morgan, Helen (Casa Manana) NYC, no.
Morgan, Johnny (Boulevard Tavern) Memphis, Tenn., no.
Moyler, John (Village Barn) NYC, no.
Moyler, Tex, with Hank the Mule (Lookout House) Covington, Ky., no.
Murray & Alan (Old Roumanian) NYC, no.
Murray, Albert, Danvers (Netherlands Plaza) Cincinnati, no.
Musical Stylis, Three (Chiffons) Columbia, O., no.
N
Nadine & Charles (Oce. Washington) Jacksonville, Fla., no.
Nardo, Vera (International Capitol) NYC, no.

Natasha (Harry's New York Cabaret) Chi., no.
Nathans Bros (Crista) NYC, no.
Natura, Thure (Netherlands Plaza) Cincinnati, no.
Nazarrenko, Lasha (St. Regis) NYC, no.
Nelson, Ode & Band (Drake) Chi., no.
Nelson, George (Red Men's Club) Rochester, no.
Nichols, Broc. (Colton Club) NYC, no.
Nichols, Red & Band (Jungl) New Orleans, no.
Nichols, Ken (Yacht) NYC, no.
Nigey, Ruth (Radio City Rainbow Grill) NYC, no.
Nolan & Nolan (Paradise) NYC, no.
Nolan, Nancy (Kluge) NYC, no.
Noonan, Audrey (Huller's) NYC, no.
Norris, Harriet (Alabama) Chi., no.
Norvak, Wilma (Old Roumanian) NYC, no.
O'Connor, Eileen (International Casino) NYC, no.
O'Connor, Ann (444 Club) Chi., no.
O'Day, Dairine (Bismarck) Chi., no.
O'Dell, Dell (Wardick) NYC, no.
Oakley, Jimmy (Tropic) Jaures, Mex., no.
Oakland WTA (Newland Trail) NYC, no.
O'Brien, Bob (Blue Cat) NYC, no.
O'Brien, Eric (St. Regis) NYC, no.
O'Brien, Rodia (Havana-Madrid) NYC, no.
Ortiz, Joe (Club Cocob) Hollywood, no.
Owens Sisters (Lookout House) Covington, Ky., no.
Owen, Guy (St. Regis) NYC, no.
P
Paddis, Norina (Tropic) Jaures, Mex., no.
Page, Ann (Rose Bowl) Chi., no.
Palley, Nellie (Gallant's) NYC, no.
Pall Mall Boys (Jefferson Davis) Montgomery, Ala., no.
Palmer, Gaston (Casa Manana) NYC, no.
Palmer, Frank (Paradise) NYC, no.
Palmer, Murray (Barkley's) Brooklyn, no.
Palraga, Anastasia (Larue) NYC, no.
Parsons, Kay (Casa Manana) NYC, no.
Parsons, Tony (Lincoln) NYC, no.
Parsons, Jean (Mayfair) Yonkers, Pa., no.
Paul & Queta (Silver Slipper) Louisville, no.
Payne, Johnny (Elysee) NYC, no.
Payne, Frank (Bismarck) Chi., no.
Payne, Johnny (Capital) Washington, no.
Patterson, Ann (Midnight Sun) NYC, no.
Patty, Ruth (Chez Paree) Chi., no.
Pattis, Phil & Doty (Beacon) Vancouver, B. C., 23-Dec. 1.
Phillips (Century) Baltimore, no.
Phillips, Torie, with Betty Borden (Blackstone) Chi., no.
Playboys, Three (Top Hat Union City, N. J., no.
Polakova, Marie (Russian Kretchma) NYC, no.
Pollock-Lowell (Bismarck) NYC, no.
Polina, Alberta (Black Cat) NYC, no.
Princess White Wing (Swing) NYC, no.
Pryde & Dell (Torch Club) Canton, O., no.
Pryor, Roger, & Orch. (Marie) Phila., no.
Q
Queens of Hearts, Six (Edgewater Beach) Chi., no.
Queens of Melody (Miami) Dayton, O., no.
R
Radio Aces (Capital) Washington, D. C., no.
Radio Coons, Three (Oriental) Chi., no.
Rambson, Clay (Alma) Cincinnati, no.
Ramon & Lucinda (Cuban Casino) NYC, no.
Randeligh, Amanda (Brock) NYC, no.
Randeligh, Victor (Zimmerman's) NYC, no.
Raul & Rita (Arabian Supper Club) Columbia, S. C., no.
Ray, Dik (Pepper Pot) NYC, no.
Raye, Billy (Beverly) Chi., no.
Reddy, Phil (Tokay) NYC, no.
Reed, Dennis (Village Casino) NYC, no.
Reed, Paul (Orph.) Minneapolis, no.
Reyes, The (Nixon) Pittsburgh, no.
Reynolds, Jack (Village Inn Club) NYC, no.
Reynolds, Helen, Sisters (Casa Manana) NYC, no.
Rhodes, Dorothy (Black Cat) NYC, no.
Richard, George (Chateau Moderne) NYC, no.
Rhines, Joe, & Orch. (State) NYC, no.
Rio, Eddie, & Broc. (International Casino) NYC, no.
Richie, Carl & Marge (Top of the Town Club) St. Louis, no.
Riker, Edith (Lita) NYC, no.
Robbins, Broc. & Marge (Century) Baltimore, no.
Robson & Nipa (Matteoni's) Stockton, Calif., no.
Roberta, Mary (Gay Nineties) NYC, no.
Roberta, Roberta (Columbo's) Chi., no.
Roberts, Bill (Hi Hat) Hollywood, no.
Robt, Mildred (Harry's New York Cabaret) Chi., no.
Rock, Will (Gorg) Middletown, O., 23. to (Wivels) Manassas, Ind., 23-24. 1. (Matteoni) Mattoon, Ill., 27-28. 1.
Roland, Phyllis (Half Moon) Brooklyn, no.
Rolfers, Trio, The (Maryland) Cumberland, Md., no.
Rolling Cloud, Chief, Dog Town Politics (Westland) Fortemouth, O., 23. to (Civic) Wellington Dec. 3. 1.
Romany Throes (Hollands) Cleveland, no.
Romana (Bismarck) NYC, no.
Ross, Pierre & Sweeney (Oriental) Chi., no.
Rosche, Mildred (Lita) NYC, no.
Rostin, Paul (Belmont Place) NYC, no.
Rosita & Anita (Lase & Eddie's) NYC, no.
Rosa, Cecelia (Midnight Sun) NYC, no.
Ross, Dr. Sydney (Le Marocco) NYC, no.
Roth & Shay (Seigal) Berlin, Germany, no.
Rush, Ann (Hi) NYC, no.
Ryan, Tommy (Commodore) NYC, no.
Ryter, Frankie (Hi) NYC, no.
S
Sakosky, Simca (Russian Kretchma) NYC, no.
Salameck's, Tony, Springsters (Lookout House) Covington, Ky., no.
Salmon, Kelly (Village Barn) NYC, no.
Salmon, Fred (Lyric) Indianapolis, no.
Salmon, Joe & Band (Paramount) Ft. Wayne, Ind., no.
Santander, Eduardo & Moarod (Gaubok) NYC, no.
Sanford, Ralph (Pal) Chi., no.
Sanford, Eileen (Russian Kretchma) NYC, no.
Sant, Virgie (Black Cat) NYC, no.
Scally, Bill (Pepper Pot) NYC, no.
Sandler, Roy (Queens Terrace) Woodbury, L. I., no.
Saran, Gloria (International) NYC, no.
Sator, Tonia (College Inn) Chi., no.
Scaiton, Anna (Roumanian Village) NYC, no.

Shay, Ralph (Rainbow Inn) NYC, no.
Shay, Alida (Pepper Pot) NYC, no.
Shaw, Miriam (Elysee) NYC, no.
Shea & Raymond (Orph.) Minneapolis, no.
Sherman Bros. & Temple (Dreamland Gardens) Coonaca, N. Y., no.
Shir, Leola (Rancho San Pablo) El Centro, Calif., no.
Sherrick, Art (Continental) Kansas City, Mo., no.
Shipstead, Roy (Pan-Pacific Rink) Los Angeles, no.
Shore, Willie (Rust Belt) Chi., no.
Shyrdies Trio (International Casino) NYC, no.
Sidell, Bob, Trio (Beverly Hills) Newport, Ky., no.
Sisters (St. Regis) NYC, no.
Sizala, Ray (Buffalo) Buffalo, no.
Sizak, Noble, & Band (Paramount) NYC, no.
Snyder's Bears (Shrine Circus) Boston, no.
Sonia & Maribel (Geo. Washington) Jacksonville, Fla., no.
Sovya (Brock) NYC, no.
Sovya, Frank (Roosevelt) NYC, no.
Sofianky, Phil, & Band (Bismarck) NYC, no.
Spink, Bill (Painhouse) NYC, no.
Spurr, Horton (International) Cleveland, no.
Spurr, Virginia (Bismarck) NYC, no.
Stanley Sisters (Whirling Top) NYC, no.
Stanley, Irene (Whirling Top) NYC, no.
Stapleton, Wally & Verdun (Shubert) Cincinnati, no.
Star, Jack (Palmer House) Chi., no.
Steel, John (Arabian Supper Club) Columbia, O., no.
Stephany, Karen (Oce. Washington) Jacksonville, Fla., no.
Steing, Wynne (Roumanian Village) NYC, no.
Sterling, Louis (Swing) NYC, no.
Stewart, Charles (Paul's) Waukesha, N. J., no.
Swain, Madge (Strand) NYC, no.
Swanson, Paula (Edgewater Beach) Chi., no.
T
Talia, Mimi (Midnight Sun) NYC, no.
Talley, Jack (Riverdale) Milwaukee, no.
Tate, Katherine (Queen Mary) NYC, no.
Templeton, Alice (Radio City Rainbow Room) NYC, no.
Terry, Muriel (Monte Carlo) NYC, no.
Terry & Walker (College Inn) Chi., no.
Tharpe Sisters (Cotton Club) NYC, no.
Theodore & Deneha (St. Morris) NYC, no.
Therrien, Henry (Geo. Washington) Jacksonville, Fla., no.
Thomas, Oris (Rainbow Inn) NYC, no.
Three Wives, The (Walton) Phila., no.
Three Peppers (Mammy's Chicken Farm) NYC, no.
Three Changes, The (Commercial) Elko, Neb., no.
Timble & Freddie (Cotton Club) NYC, no.
Tiedale, Trio (Coo House) NYC, no.
Tizana, The (Paradise) NYC, no.
Todd, Mabel (Pal) Chi., no.
Tochuck, Charles (Gay Nineties) NYC, no.
Toed, Jean (Hi Hat) Columbia, O., no.
Toy & Lynne (Radio City) NYC, no.
Tray, Elmer (Lase & Eddie's) NYC, no.
Tucker-Sisters & Avery; Joliet, Ill., 23-24; Indianapolis 23.
U
Underwood & Underwood (Black Cat) NYC, no.
Updeorn, Virginia (Mon. Marie) NYC, no.
Updeorn, Misha (Russian Kretchma) NYC, no.
V
V
Vaida (Plantation) NYC, no.
Valdez & Corinne (International Casino) NYC, no.
Vance, Sensational Five (Green Circle Schwyer) Curacao, Dutch West Indies.
Vallee, Rudy, & Band (Cocoanut Grove) Los Angeles, no.
Vanos, Carol (Crista) NYC, no.
Vanos, Vicky (Jimmy Kelly's) NYC, no.
Vanos, Virginia (Le Mirage) NYC, no.
Vaughn, Vivian (Swing) NYC, no.
Vegal, Al (Brock) NYC, no.
Vegal, Vicki (Brock) NYC, no.
Velen, Angela (Barney Calman) NYC, no.
Velen, Jimmy (Kelly's) NYC, no.
Velas & Yolanda (Casa Manana) NYC, no.
W
WIDOWED
NOVELTY, MUSICAL AND COMEDY ACTS OF ALL DESCRIPTIONS
JAMES F. VICTOR ATTRactions, INC.
1576 Broadway, New York City
VIDON, Rene (406 Club) Chi., no.
Vincent, Romo (Lookout House) Covington, Ky., no.
Virgil, The Great (O'Grady) Brookfield, Mo., 23-24. 1. (Matteoni) Mattoon 24-25. 1.
Vran, Perry (Barkley's) Brooklyn, no.
Vodery's, Will, Choir (Cotton Club) NYC, no.
W
Walker, Pats (Sidwalk Cafe-Gibson) Cincinnati, no.
Wally, Nathan (St. Regis) NYC, no.
Walton & Jeannette (Zimmerman's) NYC, no.
Ware, Peggy (Zimmerman's) NYC, no.
Warren, Earl (Famous Door) NYC, no.
Warren, Ruth (Barkley's) Brooklyn, no.
Washington, George Dewey (White Cafe) NYC, no.
Wences (Shaw) Buffalo, no.
Wences, Gene (Buffalo) Buffalo, no.
Whalen, Jackie (Barkley's) NYC, no.
Wheeler, Bert (Beverly Hills) Newport, Ky., no.
White, Jack (Hi) NYC, no.
White, Ann (Queen Mary) NYC, no.
White, Jerry (Whirling Top) NYC, no.
Whitney, Gloria (Paradise) NYC, no.
White's Lindy Stoppers (Cotton Club) NYC, no.
Whitney, Eleanor (Paramount) NYC, no.
Wicks, One "Popper" (Radio Frank's) NYC, no.
Wierse Broc. (Earle) Washington, D. C., no.
Wiley, Lee (Yacht) NYC, no.
Wilkins, Dorothy (New Yorker) NYC, no.
Wilkey & Rae (State-Lake) Chi., no.
Williams, Pearl (Richkey House) NYC, no.
Williams & Charles (Palmer) Los Angeles, no.
Williams, Janice (Yacht) NYC, no.
Williams, Owen (Belmont Plaza) NYC, no.

Willard, Harold (Gay Nineties) NYC, no.
Wills, Frances (Royale Frolics) Chi., no.
Wilson, Charlie (Commodore) NYC, no.
Wilson, Edna Marie (Mary's Place) Cincinnati, no.
Witney, Jerry (Elysee) NYC, no.
Witney, Jerry (Queens Terrace) Woodbury, L. I., no.
Wonder Bar Folies (Majestic) Brookville, Ind., no.
Wong, Joe (406 Club) NYC, no.
Wong, Jim, Troop (Paramount) Ft. Wayne, Ind., no.
Wood, Eleanor (Village Casino) NYC, no.
Wood, Johnny (Shubert) Cincinnati, no.
Wright, Colina (Waldorf-Astoria) NYC, no.
Wright, Charles (Buckingham) NYC, no.
Wynn, Wan (Capital) Washington, no.
Wyse Jr., Ross (Earle) Washington, no.
Y
Yeto & Devo (Meads) NYC, no.
York & Tracy (State-Lake) Chi., no.
Z
Zerantz, Sonia (Fivo O'Clock) Miami Beach, no.
Zoria (Wonder Bar) Cincinnati, no.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)
American Landscape (Wilbur) Boston.
Bankhead, Tallulah (National) Washington.
Barrymore, E. Elmer (Alma) Cleveland, 23-24. Chi. 25-Dec. 27.
Blossom Time (Oce.) Cincinnati.
Ellis, John Rip Van Winkle Co. Detroit.
Kitch, schools until Dec. 30.
Golden Boy (Metropolitan) Baltimore.
Great Lady (Shubert) Boston.
Id Rather Be Right (Auditorium) Chi.
I'd Like to Be a Soldier (Shubert) New Haven, Conn., 24-26.
Lawrence, Gertrude (Marria) Chi.
Lighting (Chestnut St.) Phila.
Lunt & Fontanne (Carny) Detroit.
Of Mice and Men (Belwyn) Chi.; (Dorchester) Milwaukee 23-Dec. 2.
On Borrowed Time (Grand O. H.) Chi.
Our Town (Lodge) St. Louis.
Pina & Needles (Royal Alexandra) Toronto, Can.
San Carlo Opera Co. (Boston O. H.) Boston.
Shadow & Substance (Forest) Phila.
Skinner, Corinne (Auditorium) Spokane, Wash., 29. (Metropolitan) Seattle 29-31.
Spring Morning (His Majesty's) Montreal, Can.
Tobacco Road (Fringery) Atlanta, Ga.
Torchbraders (Carran) San Francisco.
What Is Life (Metropolitan) Milwaukee.
Women, Three (American) St. Louis; (Cotton Club) Cincinnati 27-Dec. 3.
You Can't Take It With You (Metropolitan) Add.; Kansas City, Mo., 23-24; (Shrine Add.) Oklahoma City, Okla., 25; (Aracool) Wichita, Kan., 26.

REPERTOIRE

Dykes Players: Dayton, 23-24.
Sadler's Own Co.: Waco, Tex., 21-23.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)
Antique Am. Co. Valdez, Ga.
Brown Family Riders Rocky Ford, Ga.
Bullock Am. Co. (Fair) Bowman, S. C.
Burke, Harry; Paquinna, La.
Campbell's United; Hudson, S. C.
Dyer's Greater; Seobe, Miss.

INSURANCE

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Insurance
CHARLES A. LENZ
440 Insurance Exchange Bldg., Chicago, Ill.

IMPORTANT ANNOUNCEMENT

New 1938 Chevrolet Trucks and Passenger Cars available for immediate delivery. Write
CHAS. T. GOSS
With STANDARD CHEVROLET COMPANY, East St. Louis, Ill.

"Season's Greetings" FOR SALE

New Baby "O" Trooper Style Jumping Horse Camp-Dr-All with power, last organ
\$2,800 Cash
Have one Mechanical Show, never exhibited in United States; Mechanical Show in London. For details and prices address
C. W. PARKER AMUSEMENT CO.
Lawrence, Kansas.

WANTED -- WANTED DANCING GIRLS

Oriental, Humba, Strip Team, Lodi and family entertain. Salary \$200 per week. All girls who have had sex and sex or wish no answer at once. Can also play 4-5. Minimum Talkers, Strips and Musical Act at all times.
Al Parker, Mgr., Eighth St., Newark, 153 N. 24 St., Philadelphia, Pa.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

ELECTION

Aside from the national aspects of the off-year election of 1938, the coin machine industry was up for a popular vote in two States in the election, and the lottery question was submitted to a popular vote in a third State.

While the questions submitted to a popular vote lost in all three States, still it is fair to say that a genuine gain has been made when the question of legalizing or licensing amusement machines can be brought to a popular vote in two States, and the general question of petty gambling brought to a vote in another State.

The vote on the lottery amendment in Maryland indicates the peculiar quirks that "we the people" can take when we vote on public questions. A governor was elected on a program calling for \$8,000,000 in round numbers for progressive enterprises in the State. But the people then voted down the principal measure which the successful candidate had urged to support the State program. In other words, the people vote to hire a man to do an \$8,000,000 job and then turn down the necessary sources of revenue. Which means, of course, that the new administration will have to find new sources of revenue.

Several States had various proposals and constitutional amendments on which the people were to vote. Voting psychology expressed itself in the negative, since the big majority of all such proposals were defeated. Members of the coin machine trade in Oklahoma who had worked so hard for nearly four years to put their slot and games license measure over say that it was this negative attitude of the voters which finally defeated their measure.

The proposed amendment to the Nebraska constitution which would permit licensing of slot machines to provide pension funds came under an avalanche of criticism by newspapers all over the country. Newspapers and reform elements took advantage of the fact that the proposed amendment had tried to conceal slot machines as "vending machines."

The trade will generally agree that it is better to promote the legalizing of bell machines as such rather than under the guise of vending machines. The lottery movement is being promoted openly and by its very frankness is making good headway.

The trade should be prepared for next year as a legislative year, with the expectation that many bills relating to coin machines will be introduced in State legislatures. It is safe to presume that a greater number of licensing proposals will be introduced than heretofore.

There is a general feeling that the return of several States to the customary majority party in the State will be advantageous to amusement games and bells. This is a very natural expectation. A minority party in a city or State is very much on the spot in any liberalism that may be shown. There is an old slot machine philosophy which says the wise thing to do is to play ball with the party in power. That would be

the most sensible thing for business generally to do, but many of us never learn that lesson.

One of the most amusing situations I saw since 1934 was in a certain State nominally about 2-to-1 Republican. But when the Democrats, as a minority party, got in power there was soon trouble for the games. After many reports of trouble I visited the State to see what I could see. Most of the operators, being Republicans, spent their time in cussing the Democratic officials—with the result that for four long years conditions got worse and worse for the games.

One prominent newspaper in a State expected to "open up" with the change in political party has warned operators to GO SLOW in putting games back on location. That warning no doubt should be posted in every city and State where a more liberal attitude is shown toward games.

From a national viewpoint the post-election trends look favorable for the coin machine industry—unless another depression is produced for political purposes.

Probably the most reliable analysis of the elections by an opposition newspaper is that contained in The United States News, November 14 issue, edited by David Lawrence, certainly the ablest and most conscientious Anti-New Deal editor in the country today.

His paper warns: The recent election "does mean fewer experiments, more bloc government, more logrolling and backscratching, more deals for changing existing laws, more delays, fewer actions."

It is this danger of blocs, delays and filibustering that may face the country for the next two years as it did in the last two years of Hoover's administration. No thinking person wants another depression for political purposes. General Motors has just indicated it will not throw men out wholesale as was done generally to sharpen the depression of 1937. The depression of 1937 cut heavily into the coin machine business and let's hope the next two years will not bring another like it.

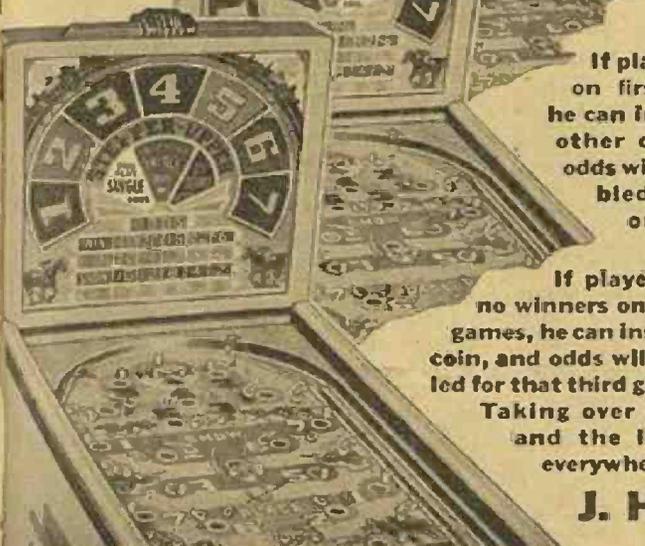
The experts are busy, of course, trying to figure out the trends in the recent election. It is evident that a big majority of the new members elected to Congress were in favor of bigger old-age pensions. The rapidly gaining momentum of the old-age pension movement means more and more taxes, which means that games and bells may be offered as a source of revenue for pension funds. The Nebraska proposal failed recently, but the idea of licensing games and bells for pension funds is certain to appear in other States. During the next two years many pension bills will appear. New revenues will be needed from all possible sources.

The most serious trend in the past elections was the split between farmers and labor. Operators in smaller cities profit directly as the farmers prosper. But the farmers are in a bad way. Neither political party seems able to hit upon a plan that will solve the farm problem. Both parties have promised the same thing—bigger and better payments. That will call for more revenue from many sources.

Keeney's STEPPER-UPPER

Introducing a new principle of stepped up payout table play & awards

Approved in territories prohibiting multiple-play payout tables



1 BALL

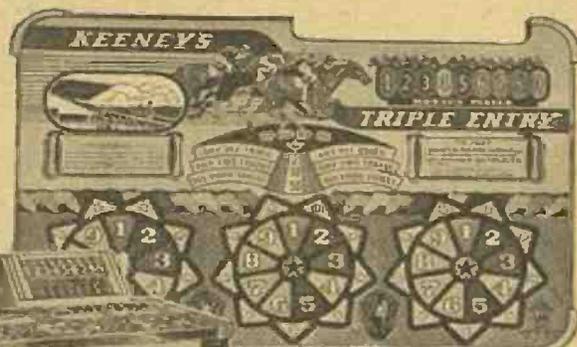
Gives player 3 trys for a winner

and steps up odds with each successive try

If player loses on first game, he can insert another coin and odds will be doubled for second play.

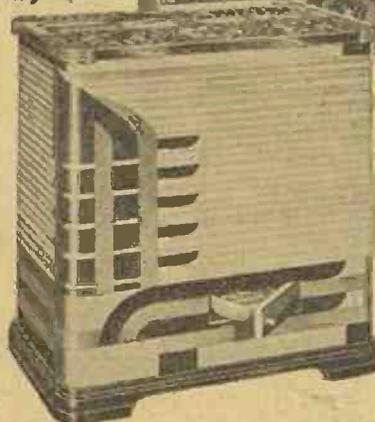
If player secures no winners on first two games, he can insert third coin, and odds will be tripled for that third game play. Taking over the play and the locations everywhere.

Keeney's TRIPLE ENTRY



Earns from 200% to 300% more than other console games

9 coin chute with 3 dials, and paying off on all played numbers coming up on any of the 3 dials. Odds up to 200 to 1. From 1 to 3 winners possible on each play.



Also made in Skilltime Model

Coming! **STABLE MATE** New Multi-Play Free Replay Award Game

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"The House That Jack Built"

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Keeney PRIVATE SHOWINGS of 1939 Games—Displayed Only at Factory December 10 to 14 and January 14 to 19. All Operators Cordially Invited

NACOMM Says 3,000 Delegates Already Signed To See Big Show

CHICAGO, Nov. 19.—By special arrangement, New Year's Eve is being celebrated 16 days this year for the benefit of the thousands of operators who will attend the final uproar of the NACOMM Coin Machine Show in the Grand Ballroom of the Stevens Hotel, Chicago, December 15.

"The world's largest hotel is already making preparations for the biggest event of the year, December 12, 13, 14 and 15," said A. B. Coffman, manager of the NACOMM show. "When the biggest hotel and the hottest convention in the country get together there will be a hot time in the old town tonight—and tomorrow night and the night after."

"The NACOMM annual Coin Machine Show, sponsored by the National Association of Coin-Operated Machine Manufacturers, is the result of months of work, years of experience and real thought and imagination. No effort or expense is being spared to make this show the best in the history of the industry.

"It is dedicated to providing pleasure for the thousands of operators who will attend, and the Stevens Hotel has caught the spirit of the occasion. At the same time the show will be loaded with brand-new ideas that operators can pick up during the pre-Christmas lull and cash in on through the year."

"The NACOMM show committee has lined up the most impressive array of talent ever presented at a coin machine show for the annual banquet and in addition has scheduled a complete five-star program to make every day of the convention a real event for operators, distributors and jobbers and their wives and sweethearts."

On December 12, the first day of the show, leaders in every branch of the industry will join in broadcasting the story of the coin machine, to tell the people that "We're Forever Boosting Business." The words and music of the convention theme song will be copyrighted and dedicated to the welfare of the industry.

The celebrities' lunch on Tuesday will introduce leaders of the stage, radio, sports and business world to the leaders of our industry.

And on Wednesday? The mystery event of the show is being kept strictly secret to insure that we are as intrigued as it is intriguing.

The annual banquet needs no description except to say that it will be bigger and better than ever before, with more room for a hotter time in the largest and most magnificent hotel ballroom in the world. An automobile will be given away to the lucky winner at this event.

The ladies are also being remembered. On Monday they will be escorted from the Stevens to the world's largest and most famous department store, Marshall Field's, for a complete tour of this institution in all its pre-Christmas glory. A holiday card party, with valuable table prizes, will be held in the North Ballroom of the Stevens Tuesday afternoon exclusively for the wives and friends of operators, jobbers and distributors.

"The general recognition and approval of operators is indicated by the fact that more than 3,000 registrations have been received at the NACOMM offices, with nearly two weeks remaining until November 30, the closing date for free registration," Coffman said.

"In addition to enjoying the convention program, every operator can count on meeting all of his friends among the manufacturers, jobbers and distributors. From the information coming to the NACOMM office, I know that most of them have something up their sleeves in the way of entertainment, as well as new and novel equipment and ideas, that will help operators to new locations and increased profits."

"More than 60 per cent of the 32,000 square feet of the Stevens exhibition hall is contracted for already, and only a few booths remain available."



JOSEPH BERKOWITZ, head of the Universal Mfg. Co., Kansas City, Mo., maker of bar deals, who is extremely proud of the progress made by his firm during the past year. The company's expansion recently forced Berkowitz to open new offices and increase factory floor space.

HERE'S YOUR CHANCE TO SAVE! LOWEST PRICES WE'VE EVER MADE!

RECONDITIONED PHONOGRAPHS

Mills Decamaster De Luxe	40.00
Mills Decamaster	27.00
Mills Troubadour	18.00
Seeburg Merry Kiss (16 Records)	128.00
Seeburg Selectophane De Luxe	35.00
Seeburg Symphonola Models E & G	75.00
Warlick P-450	85.00
Warlick P-10	39.50
Warlick 412	79.50
Rockola 1886 (Model reconditioned with illuminated Grill)	70.00

SEND FOR OUR LATEST PRICE LIST OF PIN GAMES, AUTOMATICS, COIN SOLES, COUNTER GAMES, SLOT MACHINES AND OTHER AMUSEMENT MACHINES.

SPECIAL
Prepaid Pop Corn Machine... \$47.00
Tennis 1/8 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.
3340 N. GRAND BLVD., ST. LOUIS, MO.

AS DEAD AS A DOORNAIL!

... where are the novelty games of 5 years ago? ... AS DEAD and forgotten as the firework of last July 4th! ... where are the PHOTOMATICS of 5 years ago? ... STILL MAKING MONEY FOR THEIR ORIGINAL operators! ... That's something for you to

INVESTIGATE
International Mutoscope Real Co., Inc.
518 West 34th St., New York

Send your correspondence to advertisers by mentioning The Billboard.

THIS YEAR—THE 11th ANNUAL COIN MACHINE SHOW

IN NEW AND MORE SPACIOUS QUARTERS

The STEVENS

N A C O M M
11th ANNUAL
COIN MACHINE SHOW
STEVENS HOTEL
DECEMBER 12, 13, 14, 15

WORLD'S LARGEST AND FINEST—ON
CHICAGO'S FAMOUS MICHIGAN BLVD.

A greater coin machine show than ever before, sponsored by the same organization responsible for the last 4 highly successful shows! This year, in new and bigger quarters, the great Hotel Stevens, largest in the world—and on a new date, Dec. 12, 13, 14 and 15.

See the exciting new 1939 models of the leading coin machine manufacturers—amusement machines, pin games, phonographs,



MAKE YOUR RESERVATIONS

now!

DON'T MISS WHAT YOU WILL SAY WAS
THE GREATEST COIN
MACHINE SHOW YOU
EVER ATTENDED!

vending machines—they'll all be there—along with the leading coin machine supply houses—the greatest display of profit-making coin machines in all history!

Be the first in your territory to operate—and profit from them. Register with NACOMM. Send in your advance registration form now! Make your hotel reservations direct with the Stevens Hotel immediately.

A PARTIAL LIST OF EXHIBITORS

Here are some of the leading manufacturers and supply companies in the coin machine industry who will exhibit their latest 1939 models. To see their newest money-making models—make your plans NOW to spend the entire 4 days, December 12, 13, 14 and 15, at the STEVENS!

A. B. T. Manufacturing Co.
Advance Machine Co.
Acoustic Microphone Laboratory, Inc.
Atlas Novelty Co.
Aulak Company
Automat Games
Automatic Age
Automatic World
Axtor-Fisher Co.
Baker Novelty & Mfg. Co.
Bears Manufacturing Co.
Billboard Publishing Co.
Blackhawk Mfg. Co.
Brunswick Record Corp.
Buckley Mfg. Co.
Central Die Casting & Mfg. Co., Inc.
Century Die Casting Co.
Churchill Cabinet Co.
Coan-Stetteland Co., Inc.

Coin Machine Journal
Coin Machine Review
The Columbus Vending Co.
Cornell-Dubilier Electric Corp.
Decca Record Corp.
Detroit Corp.
Arthur H. DuGronier, Inc.
Etching Cor. of America
Gam-Superior
Gay Games, Inc.
Gear Specialties, Inc.
General Vending Machine Co.
M. A. Gerett Co.
Giidden Co.
Guardian Electric Mfg. Co.
Gumatic Mfg. Co.
Haber Screw Machine Prod. Co.
Harrington & King Perf. Co.
Samuel Harris & Co.
A. G. Hintze Co.
Walter C. Hoy

Hygrade Sylvania Corp.
Illinois Lock Co.
O. D. Jennings & Co.
Jensen Radio Mfg. Co.
Kubec Electric Co.
Lenz Electric Mfg. Co.
Lindberg Steel Treating Co.
Mechanical Plating Co.
Mechanical Sales Corp.
Micro Switch Corp.
Mills Novelty Co.
Philip Morris & Co., Ltd., Inc.
National Slug Rejectors, Inc.
National Vendors, Inc.
Hecht Nielsen
The Northwestern Corp.
Palantier-King Sales Co.
Pan Confection Factory
Peanut Specialty Co.
Pedersen Bros. Tool & Supply Co.

Peerless Novelty Co.
Permo Products Corp.
RCA Mfg. Co., Inc.
D. Robbins & Co.
Rock-Ola Mfg. Corp.
Rowe Mfg. Co., Inc.
Schmidt Bros.
J. P. Seeburg Corp.
Standard Transformer Corp.
The Stark Novelty Co.
Stewart & McGuire, Inc.
Spin-O-Sales Co., Inc.
Stoner Corp.
Timpant Coin Machine Co.
U-Need-A-Pak Products Corp.
Universal Mfg. Co.
Veeder-Root, Inc.
Walco Distributors
Thos. A. Walsh Mfg. Co.
The Rudolph Wurlitzer Co.



SAVE ONE DOLLAR—SEND IN YOUR ADVANCE REGISTRATION NOW TO

NACOMM

NATIONAL ASSOCIATION OF COIN OPERATED MACHINE MANUFACTURERS 120 SO. LA SALLE ST. CHICAGO

NO TWO WAYS ABOUT IT!

"Silver Kings" HAVE CLASS & QUALITY

Every operator needs these two SPECIAL VENDERS. Beautifully modern, quality, free money makers. There is a "Genuine Original" SILVER KING for every bank.

"FACTORY KING"

Special INTRODUCTORY OFFER

"One Vendor, 10 pounds Candy, 1 Gross Charms."

\$845

All-metal container, display window. For garages, factories, gas stations and tough spots.

"SILVER CHARM"

Special INTRODUCTORY OFFER

"One vendor, 10 pounds candy, 1 Gross Charms."

\$845

Unique base designed especially for G.M.S.M. (Glass protecting metal ring, see above). For limited time only. Don't miss it. Charms of letters will send you your order today, before you forget!

SAMPLE VENDOR \$8.50

Ten at \$8.50 each. F. O. B. Chicago.



Factory Distributor



Seefeldt, of Pan, On Sales Trip

CHICAGO, Nov. 19.—Willard Seefeldt, manager of the bulk merchandising machine specialties department of Pan Confectionery Factories, Chicago, announces that Pan is now introducing its new fall and winter lines.

Seefeldt will leave shortly on a 10-day trip thru the eastern territory. On this trip he will contact coinmen handling bulk vendors. He states, "It will be my pleasure to show Pan's new lines on this trip. Pan has been steadily forging ahead in the bulk candy specialties and now has a wide selection of candies which are made for use in the bulk vendors. Users of Pan candies need never fear that their machines will jam up with broken candy or that the quality is variable. Once a user of Pan candies, always a user of Pan candies."

New Bulk Venders By Automat Games

(New Bulk Venders)

CHICAGO, Nov. 19.—H. P. Burt, head of Automat Games Co., has announced the introduction of two new bulk merchandising machines, Silver Charm and Factory King.

Says Burt, "Among the features incorporated in the Factory King is an all-metal globe container with a display window to identify the merchandise."

This bulk vendor will answer the operator's need for a vendor that will stand up 100 per cent in tough spots or troublesome locations.

"The new Silver Charm vendor is designed especially for charms. This unit has an unusually large capacity and typical of all Automat Games products, the vendor is mechanically foolproof."

Torr Okehs New Automat Venders

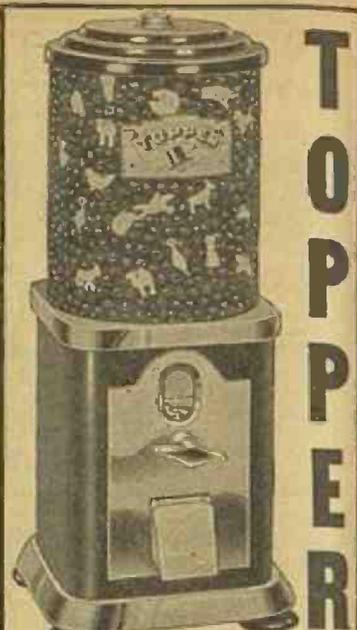
CHICAGO, Nov. 19.—Roy Torr, Philadelphia distributor, takes time out to compliment Automat Games on their two new bulk vendors, Silver Charm and Factory King.

Says Torr, "These machines will find ready buyers, as they are built to solve the problems of operators in every locality."

Victor Vending Finds Biz Good

CHICAGO, Nov. 19.—According to latest reports from Harold M. Schaefer, president of the Victor Vending Corp., sales of their Topper and Universal venders are hitting a new high.

Said Schaefer: "Arrangements are being made at the factory and showroom for the benefit of operators who will be visiting in Chicago during the coin machine conventions. All operators interested in the finest of bulk merchandising machines are cordially invited to visit our plant during their stay."



TOPPER

PROFIT with TOPPER

For Beauty, Quality, Performance and Price—The Operator's Choice is Topper. 16 New Outstanding Features. Profitably Makes Topper "the Top." Topper Vends Everything, Charms, Ball Gum, Peanuts, Candies, Pistachos, 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

TORR 2047A-50. 68 PHILA. PA.

NORTHWESTERN

Ball Gum Vender



The most beautiful vendor ever built. Streamlined and sleek, military efficiency, chrome, porcelain finish. Vends one ball for 1c. Sample vendor complete with 800 balls of 55-balls ball gum, \$7.95. \$9.00 cash with order, balance C.O.D.

M. T. Daniels
1027 University Ave., Wichita, Kansas

cigarette merchandisers' association

Communications to: M. Reuter, The Billboard, 1564 Broadway, New York City.

A problem that confronts every association are the members and prospective members of the "show me" type who are constantly asking "Who is the association?" or "What can the association do for me?" In his address before the Cigarette Merchandisers' Association of New Jersey on Tuesday, November 8, Charles W. Stange, president-emeritus of the association, answered both queries in a timely address. In part, Mr. Stange stated:

"Who is the association? I think it must be the membership who approves the plans. Who is the membership? The membership is each and every member of our association, so that our association cannot be a single member, an officer or a committee. The association is no one, but everyone. In other words, all of us together make up the association. Each one of us, whether we have 1,000 machines or 10, has the same rights, the same vote and the same privileges as every other member. There are some associations which give a man as many votes as is equal to the number of dollars in dues he pays so that one member frequently has 1,000 votes because he is a large dues payer and another may have only 10. That isn't true with us because regardless of how much or how little dues we pay, we all have the same right to make motions, to discuss them and to vote on them. So when any member says to me the association isn't doing this or that, or if he complains about what the association is doing, then he should look to himself for what he hasn't done or isn't doing.

"There isn't anything which we want to do as operators which the association cannot do if we only make up our minds to do it. . . . I believe if we will be honest with each other and ourselves, if we will trust each other and trust ourselves, if we will be fair to each other and fair to ourselves, we can make our business give us both profit and pleasure.

"Every headache which we have in this business, every heartache and loss, we ourselves are responsible for. Certainly the manufacturers of cigarettes do not tell us to offer inducements, raise commissions and chisel for locations. All they are interested in is the sale of their cigarettes. The manufacturers of cigarette machines do not compel us to be unfair to each other, because all they want to do is sell machines. The location owner doesn't know anything about inducements and higher commissions unless we tell him about it. So the only person who is at fault is ourselves, and the only way in which we can make any money in our business is to start with ourselves.

"We are to blame for everything that has happened and is happening and if we want to cure any bad conditions then we must do it ourselves. Let's clean our own house before we attempt to do anything else. Don't say the association is unfair. Don't say the association doesn't want to help you. Don't say the association can't make more money for you. Don't say the association can't kill any taxes for you. The association is you! And you can do anything you want to do, but you have got to want to do it!"

New York CMA Notes: A few weeks ago Bob Hawthorne, of P & H Cigarette Service, presented Matthew Forbes, manager of the New York CMA, with a prize greyhound. Bob forgot to take into consideration, however, that Matthew was a newly married man, and after the dog, long trained to go after anything that

KAY-SEE PEANUT VENDER for BOOTH or BAR

The Ideal Machine for Locations where space is limited.



\$3.00 Each
1 of 100. Complete with 1000 Balls.
Western Mfg. and K.M. Distributors for Warlike Photographs and Products of Loading Gum Manufacturers.

CENTRAL DISTRIBUTING CO.
105 W. Lombard Blvd., KANSAS CITY, MO.

MODEL "E" SEL-MOR

\$6.25 SAMPLE
(CHEAPER IN QUANTITIES)

GUARANTEED 5 YEARS!

Vends All Candies, Charms, Toys, and Ball Gum.
Bridges BIGGER P-R-O-F-I-T-S. Ask Any Smart Operator.



GREAT STATES MFG. CO.
DEPT. E - 1601-37-E, 39TH ST., KANSAS CITY, MO.

OPERATORS

Small Investment, Profitable Merchandising. Vending Ladies' and Men's Accessories at Taverns, Ritz-Clubs, Etc. Write for full information.

MODERN DISTRIBUTING CO.
4085 Columbia Ave., DETROIT, MICH.

FRANCHISE SALESMEN! Go Into Business for YOURSELF!

Our factory equipped to produce any Vending Machine you want, Bulk, Peckage or Liquid; Penny to Quarter. Our office experienced in handling private label business, telegram and correspondence. Good references essential. Send us an outline of your plans for 1939 in strict confidence. Write

JIM DONNELLY
Box 355 BELTON, MO.

Send your correspondence to advertisers by mentioning The Billboard.

INVESTIGATE

THE NEW 1939 MODEL

U-POP-IT

AUTOMATIC CORN POPPER and VENDOR

NOW

Even greater profits with this improved model, featuring the amazing new "LECTROTHERM" heat control—an exclusive Day & Development!

Prove to yourself the advantages of a PERMANENT, PROFITABLE and LEGITIMATE business! Write immediately for details!



DAVAL MFG. CO.
325 W. HOLME AVE. CHICAGO

ALARM!

Cigarette Machine Operators

Stop petty thieves and high-jackers! Install a MORSE AUTOMATIC CAR ALARM with shrieking siren.

Protects doors, hood and trunk on cars and all size trucks. Easily installed by any vending machine mechanic.

Special quantity discount to operators. Write for prices. Also mercantile alarms for stores and warehouses.

MORSE SIGNAL DEVICES
1910 Carnegie Ave., Cleveland, O.

BUY NO MAT THESE LOW PRICES

- 4-Cat. Silver Charm Cigarette Machine..... \$19.50
- 4-Cat. Royal Aristocrat..... 19.50
- 4-Cat. National Model 620..... 22.50
- 4-Cat. Master..... 14.50
- 4-Cat. Round Gum or Mint Machines..... 9.50
- Special Boards..... 2.50
- Special Vending Machines..... 7.50
- 4-Cat. Candy Machine..... 4.50
- Advance Co. Candy Machine..... 7.50
- 4-Cat. Stewart-McCabe with Gum..... 75.00
- 4-Cat. National Candy Machine with Gum..... 75.00
- 7-Cat. Stewart-McCabe with Gum..... 48.00
- 4-Cat. Advance, late model..... 15.00
- 4-Cat. Jennings Model, 2c, 5c, 10c, 25c..... 5.00

Special 1c play, late model..... 14.50

1/3 deposit, certified check or money order must accompany all orders. Balance C. O. D.

L. L. COIN MACHINE CO., INC.
1353 Washington St., Boston, Mass.

BE FIRST WITH SPECIAL VENDORS!

2000 A MONTH
THERE'S A REASON!

"FACTORY KING"
All Metal Chubb Container for "Tough Spots."

"SILVER CHARM"
Large Top, especially designed for Charms. (30¢ a 1c protecting Mfg for size 25¢ extra).

"SILVER KING"
40 to 50.50 Cash. Size 7x7 1/4. 2 to 3 lbs. capacity. Write today for special offer.

FAIRWAY VENDING MACHINE CO.
1099 N. Mayfield Ave., Chicago, Ill.

PEANUT VENDERS

1 OR 100...
Conditionally guaranteed against \$500
Special discount for 5 years.
Trade Churns perfectly.

CENTURY MFG. CO.,
2118-S Chicago Avenue, Chicago, Ill.

runs, had polished off a few neighborhood cats and raised general rumpus in the Forbes apartment. Matthew had to place it in a kennel for the winter months. As a side line to his present duties Forbes plans to race his dog next season. There's little doubt that he should cop quite a few purses if it can be arranged for the dogs to chase a cat instead of the customary rabbit.

All the members were sorry to learn of the illness of Mrs. William Peck, wife of the org's popular treasurer. Word at press time is that she is recovering from her recent operation in fine style. The new manager of the Polham branch of Cigarette Service Co. is Jack Grant, formerly of the Cigarette Service organization of New Jersey. Since the McClipps article appeared in *The Billboard* many of the operators report it has helped them line up some of the better class locations. Harry Pinous is branching out with his Zito Dog pleasures. They are going on the market now in packages of 45 different drawings all done in lifelike colors. Many of the members have been dropping in to look over the new offices of the organization.

"Commodore" Yoien has put his beat in dry dock for the year. Irving Weinstein, of Dublin Cig Service, also has a 32-footer and has challenged Yoien to a race on the Sound next spring. Jack Bloom, of Cigarette Service, who is a New York University alumnus, and George Vassar, of Vassar Cigarette Service, who claims Fordham as his alma mater, are making some interesting bets on the outcome of the annual meeting of their respective teams next week. It is rumored that Alan Jacobs will be passing out cigars round the first of the year. Nick De Maria, of Peekskill, and Bernard Rosenblatt, of Tarrytown, report winter has finally set in out in Westchester. They rose early the other morning and found frost on the pumpkins. Aaron Gosch's son is recovering from a recent auto accident. All the members are reported looking forward to the association's banquet scheduled to be held some time late in December.

From Boston comes word that the latest meeting of the CMA of Massachusetts was the most successful ever held by the org. A sales promotional program, which has been under consideration for several months, was adopted by a unanimous vote. A committee composed of Alfred Sharenov, chairman; Myron Hillman and Louis Rissman was appointed to complete arrangements for inaugurating the plan on or before January 1. Hillman has been experimenting with a similar sales stimulant with surprisingly successful results. This is the first time, however, that a cigarette merchandising machine association has sponsored a program destined to increase substantially the sales of all its members.

According to latest estimates of *The Wall Street Journal*, cigarette sales this year should wind up about 1,000,000,000 ahead of last year. Galos at the end of nine months were near the 300,000,000 mark. Based on government tax figures and trade reports, it is estimated that Lucky Strikes sales will wind up about 2,000,000,000 ahead of last year. Philip Morris sales will jump 1,500,000,000, with Camel suffering a loss of 2,000,000,000 and Chesterfield and Old Gold about 1,000,000,000 each. Camel, Luckies and Chesterfields will account for 89 per cent of total cig sales. Old Gold, Philip Morris and other brands will constitute 18 per cent, with 10-cent brands and others marking up the remaining 13 per cent.

Oklahoma City

OKLAHOMA CITY, Okla., Nov. 19.—L. A. Belfy, accompanied by Mrs. Belfy, is spending several days in Oklahoma introducing the new Jennings Ciga-Rolls to State operators. State operators now operating these machines are Milo Pfimmer, Midwest Novelty Co.; Jack Abraham, Brightford; Ben Hutchins and Lew Young, Lawton Novelty Co.; Lon Richardson, Pauls Valley; M. A. David, Ada, and Otto Daugherty, of Vinita.

Woody Hubbard, operator from Wewoka, was in Oklahoma City purchasing equipment recently.

Robert Waddell, from Heavener, transacted business in Oklahoma City last week. A representative from the Baker Novelty Co., Quinton, was in town the same day. Both men reported business

HARD SHELL CANDIES FOR BULK VENDORS

TASTY — DELICIOUS — GOOD — FRESH

WRITE FOR NEW FALL AND WINTER PRICE LIST
PAN CONFECTION FACTORY
(National Candy Co., Inc.)
345 West Erie St. Chicago
ORIGINATORS OF HARD SHELL CANDIES

52 1/2 Gr. * CHARMS * 52 1/2 Gr.

FOR VENDING MACHINES
VERY LARGE ASSORTMENT

Latest and most desirable numbers. Beautiful Colors, Heavy Stock, No Lead. Orders less than 50 gross, 55¢ per gross.

DWARF CHARMS 67 1/2 Gr. in lots of 48 Gr. or more.

Smaller quantities 70¢ Gr.

8 AUTHENTIC PICTURES

All Charms Packed 1 Gross of a Style in a Box. Complete satisfaction or money refunded. Orders filled same day received. 1/3 Deposit with order. Bal., C. O. D.

GUARANTEE

NEW YORK SNACKS CORP.

615 10TH AVENUE, NEW YORK CITY.

At Last A Revolving Three Compartment Penny Vendor

for Counter, Table or Wall Use, for only \$10.00. 3 for \$25.50. A "Sole Source" concession that will pay 600% profit on nuts or candies. Price standard \$2.00 each.

10 Silver Vendors only \$11.75. Satisfaction guaranteed. Can we say more?

DAVIS METAL FIXTURE CO., Lansing, Michigan

Kenneth Weston, who operates phonographs and other types of equipment in and around Altus, has been purchasing new machines.

From Chelsea comes Charles Culp to report that business is better than average and that he is adding to his equipment.

Ray Bolton, mechanic at Boyle Amusement Co., came to work the other day with one of those mile-wide grins. The reason—a new son, the fifth boy in a family of 11 children.

L. W. Ashbrook, of Lawton, has been purchasing new equipment the past few days. He says he is getting ready for the expected winter boom in business.

"KING of VENDORS"

The genuine "SILVER KING" 2,000 a month. There's a reason NOW, too SPECIAL VENDORS

"FACTORY KING" with an all-metal globe container with display window, for all through routes. "SILVER CHARM" with large top, designed especially for 10¢ and 15¢ candy. Protecting ping for close 25¢ extra). A 2 1/2 Lbs. 10 KING—10¢ every thing! Size 7x7 1/4, 4 to 5 lbs. capacity. Any style, \$8.50. Any capacity, 10¢ at \$8.00 each. Write today for Special Offer.

NATIONAL VENDOR CO.,
2941 W. Jackson Blvd., Chicago, Ill.

Carl Jackson, from Seminole, purchased a lot of used equipment a day or two ago. He reports that business in the oil capital is good.

G. J. Nelson, Guthrie operator, says he is doing a nice business with his new Jennings Good Luck conplex.

L. B. Richards, of Pauls Valley, made a rush trip to the city for new equipment recently. Came back for more three days later.

Clarence Kemp, of the Nickel Novelty Co. in Oklahoma City, bought 30 new Wurlitzer phones recently.

Approximately 50 State operators have announced that they will attend the annual coin-machine show in Chicago.

Oklahoma is one of the best States in the Union in which to purchase coin-operated equipment. We have the word of none other than operator Carl Anderson, of Colorado Springs, who was in the State for that purpose recently.

Announcing

N. Y. Snacks Corp.

AUTHORIZED DISTRIBUTORS FOR SNACKS IN EASTERN TERRITORY



615 TENTH AVE. NEW YORK CITY

ALL TRIMOUNT PRODUCTS AT FACTORY PRICES. Complete Snacks Service, Parts, Accessories.

Serving Operators in New York City, New Jersey, Maryland, Delaware, Washington, Southern Connecticut, Eastern Pennsylvania

Have you seen the New 1c Detector Model? Do so today! It has everything!

This firm is headed by B. A. SOSEN, who has had over three and one-half years' experience with SNACKS and is prepared to offer his whole-hearted co-operation to all operators in the territory.

PEANUT & GUM VENDING MACHINES

Now, Direct From Factory

Only **\$2.40** and up

Over 60,000 Sold

UNIVERSAL



Designed to provide operators with most modern service and value at a LOW PRICE. Vends a variety of candies, nuts, chocolates, etc. Capacity 5 lbs.

\$6.95 Special Introductory Offer 1 Universal 10 lb. capacity, 1 lb. top. All for **\$8.95**

1722 Depot With Order, Balance O. O. D. Good for circular and easy terms. Order Now Factory Distributor

TORR 2047A-SO. 68 PHILA., PA.

WRITE FOR

LOW PRICES

On Peanut, Ball Gum and Package Vendors. Also Table Size Vendors. Supplies for All Machines.

Self-Serv Mfg. Co.

S. Broad and Wickman Sts. Palmyra, N. J.

BOB WHITE

PROVEN... The One Machine That STAYS PUT!!

SAMPLE \$6.50 ONLY LOWER PRICES IN QUANTITY LOTS.

EASTERN 350 MULBERRY ST. NEWARK, N. J.



ANIMAL CHARMS
Sealed Pearl Finish.

Per Cross.....	75c
Larger Size.....	\$1
Per Cross.....	

KARL GUGGENHEIM, Inc.
160 Fifth Avenue N. Y. C.



STEADY MONEY MAKER!

2-1 VENDOR

NEW LOW PRICE
Any Quantity \$12.50
TERMS: 1/3 Deposit, Bal. O. O. D.

D. ROBBINS & CO., MFRS.
11418 DEKALB AVE., BROOKLYN, N. Y.

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS

So You Want To Operate Cigaret Vending Machines

Editor's Note: The following article is by a professional operator who formerly operated cigaret machines in Chicago, but who for personal reasons wishes to keep his identity secret.

Too many unexploited or poorly exploited territories exist to justify any implication that the comparatively infant cigaret vending machine business is overcrowded. Nevertheless the industry has reached that stage of development where discrimination must be exercised by those who consider it as an enterprise.

Many who are not in the business today will enter and find happiness and success; many others will find delusion and failure. To encourage the former and to minimize the numbers of the latter this brief article discusses the personal qualifications of a successful operator and the rewards which he will earn.

The cigaret vending machine industry does not require a large capital investment. The exact amount cannot be estimated, for the figure is a variable depending upon such factors as: How many machines does the operator wish to operate? Where will the operation be located? Does this locality require a large license fee for the sale of cigarets? What is the average sale per machine in this territory? What is the average commission? How pretentious is the operation to be? Is the operator going to open an office, or a store, or is he going to operate from his residence, or from his jobber's place of business? Most important, how good is the operator's name? How much credit can he obtain from the machine manufacturers and how far will the tobacco houses go with him? These are but a few of the many questions which make it difficult to name a definite capital requirement without knowing the particular situation of the individual operator.

Capital Required

As a generalization, however, it would be well to figure an investment of about \$75 for every machine with which the operation is begun. This estimate includes no license fees. It is based on the usual credit arrangements which can be made with the machine manufacturers, a reasonable credit allowance from tobacco jobbers and a margin to keep the business going until it becomes self-sustaining. As an example, an operator beginning with 25 machines, which is probably the least amount worth while to begin with, should be prepared to invest \$1,875 in his business. It is emphasized that this figure is entirely arbitrary; for, as has been explained above, the amount of capital required is influenced entirely by the particular situation.

Even 25 machines, if they are judiciously located, will permit a legitimate return on the investment and in addition enable an economical operator to earn a living. This type of operation, of course, is not recommended, but it is used as an example to show how little capital is required of those who want to become cigaret vending machine operators. Obviously the rate of return increases faster than the rate of investment. In other words, since the fixed expenses are constant, the return on an operation of 50 machines, requiring about \$3,750, is considered greater than twice the return on an operation of 25 machines, as illustrated.

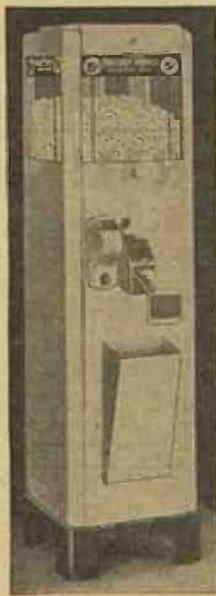
Business Head Needed

Unlike most specializations the cigaret vending machine business does not require specific learning or apprenticeship. A general business knowledge, some sales ability, a friendly personality, a good character and, above all, a willingness to work are the only personal qualifications which an operator must possess.

Whether it be the cigaret vending machine business or any other, no man should invest his money unless he also has a good general business knowledge. To know merely that profits are created by selling merchandise for more than the amount of purchase is meaningless unless one knows how to do it. It is important to know how to buy cheaply; to know how to minimize costs; to know how to maintain an attractive, competitive selling price. Unless a man understands these principles he should not be in business for himself. Every operator of cigaret vending ma-

chines must also be a salesman. Unlike cigarets, which are bought, the services of an operator must be sold. It can be shown that almost every merchant who carries cigarets as a sideline can do much better thru a vending machine than otherwise. This can be shown, and almost every one of whom the operator solicits business insists that it be shown. The operator, therefore, must be able to sell the value of his industry and then he must be able to sell himself and his particular proposition. A certain number of locations and a certain percentage of every operation is acquired without effort, but no successful vending machine operation can be created

VENDS HOT



POPCORN VENDORS

SOME NEW! SOME SLIGHTLY USED!

100% LEGAL

Operates Mechanically, No Motor!
Latest Patent, Including Vandal-Proof Bug-Proof Chute!
Absolutely Dependable Operation!
Guaranteed Bug-free and Graffiti-proof!
Modern streamlined cabinet!
White or tan.

\$59
IN LOTS OF 10, \$55.

PUTS YOU IN BUSINESS FOR LIFE

Great news! Here's the popcorn vendor that puts you in the money—at an amazingly low price! Hurry! Order quick while they last! 1/3 Deposit, Balance O. O. D.

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

AT LAST

a break for you operators.

Tom Thumb Peanut and Gum Vendors as low as **\$2.60**



Available on brand new money saving machine... (text continues describing the machine's features and benefits)

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5 ALLOWANCE FOR ANY USED COUNTER MACHINE OF ANY MAKE—IN TRADE ON A NEW 1938 ALL ELECTRIC CRYSTAL GAZER

All Electric Dice Machine
2 Thrills With One Play
Tells Your Fortune and Pays Out From 3 to 10 Plays, 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 Puffing Power... New Payout Charts... No Expensive Changing of Machines Necessary... AB for Only \$14.75
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SPECIAL INTRODUCTORY OFFER OF \$5.00 for any used machine is made to help you get acquainted with this new money-maker. Just bring in 1st Only \$3.75 and plus old one for a brand new machine. Only one to a customer! This ad must be sent with order.

WINNER SALES CO.
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NAAPPB Show Opens Nov. 28

Largest number of coin machine firms exhibiting in history of group

CHICAGO, Nov. 19.—The 20th Annual exhibit of the National Association of Amusement Parks, Pools and Beaches is assured of the greatest meeting in its history, according to A. R. Hoffa, secretary, as he made public the list of exhibitors. Greater variety in displays as well as increased attendance is indicated. The convention will open at the Sherman Hotel here November 28 and continue thru December 1.

The largest number of firms familiar to the coin-operated machine trade in the history of the NAAPPB conventions have also reserved exhibit space this year.

Firms familiar to the coin machine trade that have reserved exhibit space are as follows:

- H. V. Bright Turnstile Co., Chicago;
- Coin Machine Journal, Chicago;
- Buckley Mfg. Co., Chicago;
- H. O. Evans & Co., Chicago;
- Gerber & Glass, Chicago;
- International Microscope Reel Co., New York;
- C. F. Kirk & Co., Chicago;
- Lion Mfg. Co., Chicago;
- Mission Dry Corp., Chicago;
- Perry Mfg. Co., New York;
- Pleson Mfg. Co., Coney Island, N. Y.;
- BOA Victor Co., Camden, N. J.;
- Silent Sales Co., Minneapolis;
- The Billboard, Cincinnati, and others.

Jar Games Here To Stay, Says Noel

MUNCIE, Ind., Nov. 19.—Guy E. Noel, president of Jay Games, Inc., manufacturers of E-Z Pickin' jar games, recently made the following comments in answer to a query to the longevity of demand for jar games:

"Investigations satisfy us that jar games are getting a favorable share of available operators' business. Adverse economic conditions have retarded growth of jar games sales, but steadily increasing volume of repeat orders convinces us that the business cycle is on the upswing and that demand for jar games will be greater than ever.

"The jar game principle of liberal payout is the foundation for any chance game. The pull-ticket industry has for 20 years manufactured tip card and trade seal cards. These games are the beginning of pull-ticket products and are based on 80 per cent pay-out to players. Furthermore, every one of the tip card games and ticket trade cards has a birth date, 20 years ago, and is still thriving today. In fact, such games are being manufactured in greater quantities yearly, and so it will go with the future of jar games.

"Operators should remember that they continue to purchase products which make them money. It is only common reason, therefore, that players only con-

Convention Issues

With two national coin machine conventions in Chicago scheduled during the next two months, The Billboard more than ever in the history of the industry will serve to cover the news relating to these two great conventions. The following six issues will cover the complete story:

- December 10—Pre-convention issue for the NACOMM Show.
- December 17—Convention number for the NACOMM Show.
- December 24—Complete reports of the NACOMM Show.
- January 14—Pre-convention issue for the CMMA Show.
- January 21—Convention number for the CMMA Show.
- January 28—Complete reports of the CMMA Show.



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Order Directly From ATLAS. WE SHIP FASTER, SOONER!
Atlas Novelty Co.
2200 N. WESTERN AVE. CHICAGO

San Francisco

SAN FRANCISCO, Nov. 19.—Half-closed eyes next day gave mute evidence of the excellent time which members of the Oakland Music Operators' Association and the San Francisco Music Operators' Association had at their joint dinner meeting held recently at the Hotel Leamington in Oakland. Guests and members of the associations were so enthusiastic that it is planned to hold similar affairs every three months with the two groups alternating as hosts.

A complete floor show was the attraction of the evening. Songs, routine acts, specialty dances and a magic show by Al Lamb, of the Oakland Association, gave the dinner guests something to talk about.

Speakers of the evening were: Ted Newman, H. L. Thompson, H. S. Osborn, Tony Capers, Fred Newman, Bill Barker, George Miller and Tony Compagno.

Otto Hagedorn and Anthon Compagno were delegates to the A. F. of L. convention held recently at Santa Barbara. Labor conditions in general were discussed. Compagno, president of the San Francisco union, states that there have been no changes in the board nor enlargement of territory this month.

Mr. and Mrs. Charles Shelley, of Sydney, Australia, visited in San Francisco prior to their return on the Mariposa to their home. They have spent six weeks

in the States, traveling east to New York and visiting friends en route.

Ernar Wilsler has been named distributor for the Mickey Mouse candy and toy vending machines manufactured by Hamilton Enterprises.

Gus H. Jensen, of Eureka, has recently been named Northern California representative for Viking Specialty Co. Ernar Wilsler, owner of Viking, reports that he is doing a fine job of selling.

Richard (Red) Marcus, of Golden Gate Novelty Co., returned recently from Chicago. He commented that the "home plate" looked pretty good when he got back to it.

Cliff Burge has had such success this month with his candy and nut machines in Ohio that he made a trip to San Francisco to purchase some penny coin counters. The money was piling up around him too fast for his older counters, he said.



THE CMMA CONVENTION MANAGEMENT expects to duplicate this scene at the January show, it states. The above picture is of an operators' meeting during the annual show, February 20, 1938. Arrangements are being made for operators, jobbers and distributors to hold conferences during the CMMA Show, January 18-19, 1939.

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In any pocket and WIN BACK
"SHOOT'S ACTUAL PENNIES"
The only SKILL counter Cigarette machine.
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The Deal of a Lifetime, including Tickets, Ads, Holders and Cards all for only \$4.50.
RED HOT, 3440 Tickets @ 5c. \$172.00. Adv. Pay \$30.00. Profit \$28.50.
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STREAMLINE 1,140 Tickets @ 5c. \$57.00. Adv. Pay \$35.00. Profit \$22.00.
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STANDARD SALES COMPANY,
2263 Milwaukee Ave., Chicago, Ill.

Reach All Operators With Your Convention Message!

THE BILLBOARD because of its thorough national distribution set-up is readily available to operators at all times in every part of the country . . . metropolitan centers and rural territories . . . by subscription or single copy purchase.

Since 1899 The Billboard has been read regularly by coin machine operators . . . bringing to them **WITHOUT DELAY** the important news of the industry. Its large following and preference among operators **TODAY** is the result of valuable, unmatched **WEEKLY** service for 40 years.

Because there will be two shows in Chicago this year The Billboard will issue two Convention Specials—one in December and one in January. The issues will be distributed at the respective conventions and there will be complete special mailings of each issue to operators and jobbers throughout the country. *Plan now to concentrate your advertising in the only publication that affords you complete coverage of operators in Chicago, attending the Conventions, and throughout the country.*

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Concentrate your sales effort in the one important paper in the field

The Billboard



Portraits of Record Artists

This is the eighth in a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

PAUL WHITEMAN

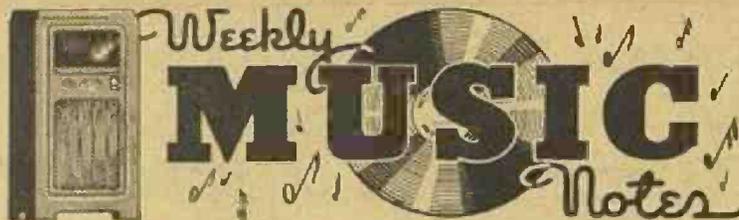
That Paul Whiteman is the dean of American dance music is indisputable fact, and his enduring pre-eminence is all the more remarkable because of the ups and downs that normally accompany show-business careers. For almost 20 years, PW has reigned supreme as a band leader, thru varying and changing styles in music, and in the face of strong competition from capable and sometimes brilliant jazz and swing maestros. And yet today Whiteman is as firmly entrenched as ever as the most important developer of the light, popular form of American music. Even if he retired now, he would always be remembered as the one man who, practically unaided, transformed the blatant and chaotic style of music that was called jazz into the smooth, showmanly mold of dance music as it is known today.

Born in Denver in 1891, Paul's finer musical instincts were developed when he played the violin in the Denver Symphony Orchestra and directed a navy band during the war. It was shortly after 1918 that he formed a small band of his own in San Francisco and started to rub the rough edges of ragtime. Slowly but surely he refined it in smooth arrangements and thru the creation of a new orchestral style of jazz. He also began, at this time, to demonstrate his genius for discovering and developing outstanding musicians, and prominent among the names of those who have "Pops" Whiteman to thank for their successes are Benny Goodman, Tommy Dorsey, Henry Busse, Jack Teagarden, Frank Trumbauer, Russ Morgan and many others too numerous to list. The late Dixie Deckerbecker was one of the most brilliant of all Whiteman proteges.

After engagements in Los Angeles and Atlantic City, Paul made his first big-time appearance at New York's Palms Royale, shortly after his Victor recording of *Whispering*, which set an all-time high of 2,000,000 discs sold. The Palms Royale started a chain of engagements in hotels, night clubs and theaters that reads like a Blue Book of such spots; his vaudeville dates were climaxed by a salary of \$18,000 for one week at New York's famed Palace Theater. And then came 1924 and the history-making concert of jazz at Aeolian Hall, New York, when Whiteman introduced George Gershwin's *Rhapsody in Blue* to a wildly cheering audience. The reformation of jazz was complete; it had finally grown up and assumed its rightful place in the scheme of American life.

From that point on Whiteman's position as the foremost exponent of modern music was crystallized with American and European tours, concerts at Carnegie Hall, New York's mecca of fine music, and the Lewisohn Stadium; a motion picture called *The King of Jazz* and built around Whiteman and his orchestra, and inquisive and extensive radio work. Especially in the concert field has PW stood out head and shoulders above his nearest competitor; several of his Gershwin concerts have established attendance records, and at the moment he is planning still another Carnegie Hall recital for Christmas night which will feature some Gershwin music never before performed in public.

In addition to working on this, Paul is currently heard on the Chesterfield radio show and is playing theater and college one-nighters. This facility in supplying either the role of dance-band maestro or concertmeister is only one of the things that have made Whiteman's name the most important and the most vital in the whole history of modern American music.



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

My Reverie. Altho this was slow in reaching the top, now that it's there, it's clinging resolutely to its No. 1 position, and looks good to stay around as a front-runner for another few weeks. Operators report a toss-up when it comes to popularity of Larry Clinton's or Bing-Crosby's waxing. Both are great, and it won't hurt to have the two of them in at the same time, considering the favor the song is meeting with and the fact that each disc has something different to offer.

Heart and Soul. Another leading favorite of the moment and profitable to have around for a little while yet. The Clinton recording is getting the most play in the machines.

While a Cigarette Was Burning. A good, strong ditty that is attracting plenty of nickels, especially the way Buddy Rogers does it. The number is at the peak of its popularity right now, and if ops aren't taking advantage of it, another week or two may be too late.

Old Folks. This is adequate proof that a song doesn't have to be on the "Hit Parade" to be a good phono number. Actually this homespun ballad hasn't amounted to a hill of beans along the lines of song plugs or sheet music sales, but operators are finding it one of the better draws under the needle. Bing Crosby augments the list of record artists who have made it, and does as good a job in his way as Larry Clinton, with Bea Wain for the warbling, turns out in his.

Summer Souvenirs. A "lost summer romance" ballad is usually good around this time of the year, and this is a little better than the average. Operators are finding out that the public feels that way about it, too. Once again, Larry Clinton.

Alexander's Ragtime Band. A release of an old Boswell Sisters' recording of this seemingly perennial favorite is doing its bit to keep interest in the oldtimer alive. Belongs in phono where the patronage may have just seen a local showing of the 20th Century-Fox picture.

COMING UP—BETTER STOCK THEM

Two Sleepy People. Reports from everywhere—radio lists, sheet-music dealers, phono operators—indicate that in a very short time this grand lyric number from Paramount's forthcoming *Thanks for the Memory* film will jump to the department above this one to stay there for some weeks. Sammy Kaye and Kay Kyser have dance versions of it, and Ella Logan joins Hoagy Carmichael, the composer, in a vocal interpretation. Ops are also saying that Lawrence Welk's "Champagne Music" disc is very much in demand.

I Won't Tell a Soul. A promising ballad that is climbing unobtrusively but steadily on all listings. Lawrence Welk again, with a smooth, avelite platter.

You Must Have Been a Beautiful Baby. This flicker song (from Warner's *Hard to Get*, Dick Powell starrer) took a nice leap of nine notches to land in fifth place on the roster of tunes with most radio plugs. The sheet sale is also starting encouragingly. Tommy Dorsey's Clambake Seven wrap it up and deliver it in a neat package, and this week will see the release of a Bing Crosby waxing, with the George Gershwin classic from the opera "Porgy and Bess" *Summertime* on the reverse.

I Found My Yellow Basket. The awaited sequel to *A-Ticket A-Taker* and if it does half as well as its forebearer, you know what to expect. Chick Webb and Ella Fitzgerald, of course, are cutting it, and it should be available to ops this week.

When I Go A-Dreaming. A sweet love number from the University of Pennsylvania's *Mask and Wig Club* show for this year, *All Around the Town*. Catching on nicely all over, and the nickel-droppers ought to go for Benny Goodman's platter.

OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

Jump Session. Slim and Slam in a popular item of the Flat Foot Flopper and Tutti Frutti school, currently very big.

Button, Button. Another swing entry, with Eddie DeLange doing the stomping, that has been bringing smiles to operators' faces.

Emaline. Wayne King comes up with a follow-thru to his popular *Josephine*. Just starting, but picking up speed nicely.

Begin the Beguine. This dates back a couple of seasons to Cole Porter's score for the Broadway musical, *Jubilee*. Like Porter's *Night and Day*, it's one of those standards that are always popular, and as played by Artie Shaw, it makes a first-class phono number.

F. D. R. Jones. Another musical show tune, from the current Max Gordon production, *Sing Out the News*, this clever lyric number hasn't achieved the country-wide popularity expected of it, but Chick Webb and Ella Fitzgerald recorded it in a way that's attracting a lot of phono attention.

The Blues. Still another Shaw entry, both sides given over to Negro blues, not so much the deep river type as the shuffling beats. Colored locations ought to go for it, and the shaggers will label it a killer.

GOING DOWN—NOT WORTH PUSHING

So Help Me. I've Got a Date With a Dream, The Yam, Lambeth Walk, Stop Beatin' Round the Mulberry Bush, The Boogie Woogie, I Haven't Changed a Thing, Small Fry, Tutti Frutti.

Ed George Visits Rock-Ola Factory

CHICAGO, Nov. 19.—Ed George, well-known music operator, owner of the Ed George Novelty Co., Akron, visited the Rock-Ola factory recently with his bride. He explained that they were on combined honeymoon-buying trip. They planned to buy furniture and other furnishings while in Chicago for their newly completed Akron home.

Being a dyed-in-the-wool coin machine man, he admitted he could not resist paying a visit to the big Chicago Rock-Ola factory. "In fact," he said, "I wanted my wife to see a big coin machine factory and see how the machines we operate are made."

They spent several hours in the many departments watching the various phases of manufacture of phonographs, Lo-Boy scales and other equipment. Mrs. George was fascinated by the long assembly lines, which she likened to those in use in the huge automobile factories.

"Ed George is known thruout his territory as 'the phonograph man,'" said a Rock-Ola exec. "He has built up a splendid route of phonographs, most of them Rock-Olas. While at the factory, he stated: 'We hardly know the meaning of a service call. We are constantly amazed at the smooth, trouble-free performance of the Rock-Ola phonograph. Allow me to compliment you on that great drop-style slug-proof coin chute which has been standard equipment on the 1938 models.'"

Kansas City

KANSAS CITY, Mo., Nov. 19.—With business reported brisk by virtually all coin machine men in the Kansas City area, most of the conversation is turning to the Chicago convention. The city will be well represented, as usual.

Altho it was placed on the market only two weeks ago, the Flip-Flop Fluzee penny game of the Star Manufacturing Co. is selling fast in this section, according to W. H. Bowen, Star executive. Three foreign orders, including one from France, were listed in this week's shipments. Total sales now are past the 300 mark. Bowen declared, making it necessary for the Star plant to employ additional help. The Fluzee game pays off in beer, cigars or gum.

Another carload of Wurlitzer automatic phonographs was received at the Central Distributing Co. office last Monday by Tim Crummett and Rue F. Mason, affable Central officials. They say the current Wurlitzer models are far and away the best-sellers they have ever handled.

The Great States Manufacturing Co. will be represented at the Chicago coin machine show by A. E. Sandhaus, president; his son, Meyer Sandhaus, and George Patton, superintendent of the Great States plant. And, as in former years, the company will have an exhibit. All the G. S. Sel-Mor vendors, as well as the other games, will be on exhibition, including a novel new 5-cent cigarette tender.

Carl F. Hoelzel, president of the United Amusement Co. on Main street, declares the recently introduced, Bally "Tinkie Down" table game has jumped into the lead as a best seller for his company. Hoelzel has been extremely busy of late but will take time out to go to Chicago for the show despite pressure of heavy business here, he said.

Upturn in night club patronage here is benefiting phono men with machines out on location, for many of the nighties use coin-operated units as entertainment features.

Hal Kemp, orchestra leader, paid a visit to several phono distributing spots last week while his band was appearing at the Fox Tower Theater. Seems that the lanky North Carolinian is greatly interested in which platters pull the best. Kemp's discs, incidentally, always have been better than average on machines here. Perhaps it's because he slants them toward the coin machine trade.

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.

Muskegon Heights, Mich.

November 19, 1938.

To the Editor:
 The tune I find most profitable on my machines right now is *Mexicola Rose*, and both Bing Crosby's and Gene Autry's recordings of it are clicking big. Crosby is a big favorite here and I keep at least one of his discs on each of my machines. Tommy Dorsey's *Ya Got Me* and *My Own* are going well and Fred Astaire's *Change Partners* is also clicking big.

Henry Busce's tunes are well liked on my machines and at this time his *My Heart Is Unemployed* is a big nickel getter. *Margie*, by Benny Goodman, is going fine and I expect his *When I Go a-Dreaming* to be another smash hit on my machines. Most of my customers seem to go for any song as long as it has plenty of pep. College football songs, however, stopped for me this week. I had every college disc made, but for some reason they did not go. Wherever young folks hang out Kay Kyser's tunes go well. Millie Math is another artist who clicks in my machines.

While not among the topnotchers, songs that are still worth keeping in my machines are Alexander's *Ragtime Band*, *Here Is Where You Find It*, *I've Got a Date With a Dream*, *Stop Beatin' 'Round the Mulberry Bush*, *Summer Souvenirs*, *That Goes On Here*, *Don't Cross Your Fingers*, *So Help Me*, *A Pretty Girl Is Like a Melody*, *Star Dust* and *Marie*. For three weeks Russ Morgan's *Lambeth Walk* was top but now it has begun to slip. I find my Record Buying Guide and Off the Record features a big help in selecting records for my machines.

JOE RAKOVITS
 Muskegon Music Co.
 Muskegon Heights, Mich.

New Orleans

November 19, 1938.

To the Editor:
 Bing Crosby is the godfather of the successful music op of the Crescent City. The Negro boys and girls idolize him, the whites ditto. His recent popular number, *Mexicola Rose*, got a record that probably will last for many a day, but I have sold its tale so that we have now turned our attention to his later releases, *My Revere*.

Jimmy Dorsey's Band manages to hold ground with Bob Crosby's crew, but other competitors' popularity is limited to incidental numbers. Joe Daniels and his band have a winner in *Swing, Swing, Swing*. Benny Goodman with his *Star Dust* and *Tiger Rag*, Dick Robertson with *Swing, Swing* as well as Slim and Sam's *Swing Fruit Relish*, Lionel Hampton's *Ork* with *Ring, Dem Bells*, Eddy Duchin's *Heart and Soul*, Fats Waller's *Tell With Your Knees* and *Two Sleepy People*, Art Harnish's *Blue A*. Count Basie's Band is

showing signs of betterment and may yet climb to Bob Crosby's class with the seagals.

Slim and Sam are newcomers to the local listeners but they are definitely winning their way to the top. Ella Fitzgerald is on our slow list in spite of reports to the contrary from fellow ops. Definitely on the downward are recent popular numbers like *A-Tisket A-Tasket*, *Small Fry*, *Pocketful of Dreams* and *Mulberry Bush*.

In some exclusive areas of the city we have found favoritism for Spanish and French numbers but only for those rendered by bigger named bands. Our native movie star, Dorothy Lamour's tropical selections from some of her recent South Sea vehicles click in better white nabes. Up in the college area where Tulane and Loyola groups go for their music needs, swing renditions of college tunes are required.

F. P. (BUSTER) GLESI,
 President Great Southern Novelty and Music Co., New Orleans.

San Francisco

November 19, 1938.

To the Editor:
 San Franciscans are conservative in their tastes, and it sometimes takes a hit tune from the East several weeks to click here. When it does, tho, it remains a big money maker for some time. Locations differ to a certain extent, but taverns and cocktail bars are backing heavily Bing Crosby's *Mexicola Rose*, *Pocketful of Dreams* and Alexander's *Ragtime Band*. Other big hits include Russ Morgan's *So Help Me* and *Small Fry*, Eddy Duchin's *Ole Man Mose*, *Stop Beatin' 'Round the Mulberry Bush*, played by Tommy Dorsey, and *Change Partners*, by Jimmy Dorsey. Russ Morgan's *Lambeth Walk* ranked top this week on the play meters of several of our machines in taprooms.

Always good during football season are the college march tunes, but not for a college crowd. With University of California, Stanford, four junior colleges and two teachers' colleges within a few miles of each other one would think the music would be given a big play, but quite the contrary is true; they are among our poorest locations. The local universities thru their student organizations and newspapers have made a heavy drive to prohibit minors from entering any dance floor where liquor is sold, with some stiff fines being slapped on the proprietors of establishments who did not comply with this law.

Negro sections in San Francisco and West Oakland are merely particular about the names of the pieces but they do demand first-class bands and artists. Always good for a sack of nickels are Bing Crosby, Tommy Dorsey, Benny Goodman and Ella Fitzgerald.

Our nominations for oblivion this week regardless of the locations in which they have been tried are *Long Lost Love*, *Heart and Soul* and *My Own*.

WILLIAM COCORON,
 President William Cocoron Co., San Francisco.

Cincinnati

Nov. 18, 1938.

To the Editor:
 Bing Crosby's *Mexicola Rose* is losing popularity but is still the best nickel getter of any of the newer recordings. This holds true in all types of locations. Jimmy Dorsey's arrangement of *Change Partners* follows right along with the above platter. *Lambeth Walk*, by Russ Morgan, was and is still a good number and would have caught a lot more nickels had it not been that the two above smash hits simply pushed it under. It might come back later with great popularity.

For our mediocre hits we are using *Heart and Soul*, either by Larry Clinton or Count Basie, in accordance with the particular location. Both are very good. We feel that the coupling of *Old Folks* and *My Revere*, by Bing Crosby, is going to be another *Mexicola Rose*.

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As Reported by Eastern Operators With

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Order in ten boxes, 5 Bar and 5 Wall, with what amount cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS." People will like to sit down and people still have a few minutes to spend while waiting to be served. Open your eyes. See that change laying on that bar or table! How easy for a person to reach up and put it in a beautiful, attractive box. Will operate every known phonograph.

Open new locations where space forces the machine to be placed on the back bar! or even in the basement. Secure added revenue from private rooms and establishments having two or three sections with STREAMLINE BOXES AND EXTRA SPEAKERS.

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 CABLE, 5c PER FOOT. INSTRUMENT CASTING, 35c. "T" JOINT BOXES, 45c.

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Seeburg Model C	54.50	Rockola 12-Record Rhythm King	49.50
Seeburg Model D	59.50	Rockola Regular 12-Record	39.50
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SUPERIOR AMUSEMENT COMPANY

COPLEY SQUARE HOTEL, BOSTON, MASS.

as *My Revere* is now No. 1 in demand and *Old Folks* is following right along.

Buddy Rogers finally pushed thru under the Vocalion label while a *Oleorette Was Burning*. His version is the best of the recording so far. Connie Boswell's rendition of *Summer Souvenirs* is holding its own on our machines. The number was never in terrific demand with us, however, but we predict it to stay on location for several more weeks. It is surprising to note that Lawrence Welk's pressing on the Vocalion label of *Sweetheart Ray*, coupled with *Bubbles in the Wine*, and *Two Sleepy People* and *I Won't Tell a Soul* are getting a terrific plug on our machines. This is the first time his recordings have been in demand with us.

Novelty ditties are always popular in this section, particularly so at the present. Eddy DeLange's *Button-Button* and *My Kid's Singin' Swing Songs*. We feel that the latter will get its share of play.

For colored locations, Blu Lu Barker's *Don't Make Me High* is No. 1. It's hard to judge other race numbers while this is so big, however, Slim and Sam's *Jump Session* did have the jump on *Don't Make Me High*, and we still get a big play from it.

For inside information, here's what we're watching: Bing Crosby will soon release *Summering* coupled with *You Must Have Been a Beautiful Baby*. *Summering* is similar to *Mexicola Rose* and is Bob Crosby's theme song. The reverse side is just Bing's type of song and

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Flawless uniformity! GUARAN-TEED! Every note filtered through a GENUINE Sapphire Cut, ground and polished by diamond cutters! "The Greatest Achievement in Music History!"

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Morgan, when there was greater emphasis on his wah-wah tromboning but ever so many synopses for Wabash Blues and a melody of Linger Awhile and Stumbling, and an earlier Artie Shaw before he found his proper stride for 'I'll Be With You in Apple Blossom Time in a humble beat and a listless Let 'Er Go; the Clinton stomps.

Bluebird

FATS WALLER finally succumbs to the organology for his Bluebird outpourings. And the selections, Too Sleepy People and I'll Never Forget the Night, aren't the happiest mediums for his inspiration, it's plenty solid. Artie Shaw gives way to pure sorcery in proving a couple musical comedy faves of another year, What Is This Thing Called Love from Wake Up and Live and Yesterday from Roberts. Jap Savitt has a rock set, adding fresh 'shuffie rhythm to Super Foot Stomp, the Joe Oliver-Louis Armstrong classic, using his identifying theme, Quaker City Jazz, for the dipper.

Eddie DeLange is still kidding the novelty jingles with another novelty chh. My Kid's Singin' Swing Songs (Since They Stole His Nursery Rhymes). Plattermate is an instrumental of the alleged swing variety, Right in the Corner Where You Are, which is undistinguished ballroom blaring.

On the sweet side, Frank Delley makes both danceable and listenable needling for White a Cigarette Was Burning and April in My Heart, a couple swell song salads. And with his vocalist, Howard Polansky lending his name to the label, an acceptable waits duo in Mexican Rose and Until the End.

Wilslev Finds Use For Old Pin Games

SAN FRANCISCO, Nov. 26.—Attention, manufacturers of pin games! Elmer Wilslev, of Viking Specialty Co., has found a new use for old pin games. Yes, Wilslev has turned to inventions.

His latest contribution is a rat trap which is fashioned from a broken-down pin table. While working late at night in his office recently he was mildly startled by the thud of a falling body coming down thru a hole in the skylight. Examination showed it to be a large rat. Immediately and conscientiously he repaired the skylight, thus blocking further entrance, which almost haunted by the fear that there were other denizens of dark alleys roaming his establishment.

Next day he called several stores for rat traps. None, however, heeded his plea because they did not stock large enough catchers for Wilslev's denizens. So, not to be stopped; he set about making one with his little hatchet.

Taking a pin game, he enlarged the hole usually occupied by the lever trigger so that a good-sized rodent could be admitted. The inside mechanism works like a Rube Goldberg invention. To string (a) is attached banana (b) around which are sprinkled pistachio nuts (c). When rat (d) nibbles on banana (b), string (a) pulls over slab of wood (e) which crashes onto door (f) making rat (d) prisoner of Wilslev (g).

It's all very handy since Wilslev can see thru the glass in the morning and

see what the night has brought in the way of booty. He claims the rat is handled in the same manner as a trapped mountain lion; i.e., a slip knot on a length of rope.

While not busy hatching up new inventions Viking's Mr. Wilslev has had time to have several nickel-plated brass name plates etched in red manufactured and placed on all machines sold in his store. He states that he wishes all his customers to know that he is willing to temporarily abandon his inventions if they should drop in to buy some equipment. He means that he doesn't have much time for inventions. We don't think so either—judging by the foregoing contraption.

Modern Automatic Stresses Service

CLEVELAND, Nov. 19.—Modern Automatic Exchange, Inc. here is making rapid progress as distributors, reports A. J. Fields, manager. It now represents in Northern Ohio the Bally Mfg. Co., J. H. Keeney & Co., Mills Novelty Co. and D. Gottlieb & Co.

Operators in Northern Ohio are being contacted by Modern's road representative, Dan Hawley, who reports that operators he has talked to are glad to know that there is a distributor in Cleveland carrying a complete line of games produced by those firms.

Modern Automatic Exchange is in position to give excellent service to customers throughout the territory and is equipped with one of the finest repair shops in Northern Ohio, Fields said.

The firm has recently introduced an innovation, a bargain basement, equipment being offered at reduced prices.

Gottlieb To Show Real Innovations

CHICAGO, Nov. 19.—"I understand there will be some striking new innovations shown this year in all types of machines and devices," said Dave Gottlieb, of D. Gottlieb & Co. At the same time he announced that the Gottlieb firm would have "some real surprises in store, to be exhibited at the CMMMA Coin Machine Show to open here at the Hotel Sherman on January 18. We will have some radically new ideas that no one in the coin machine business can afford to miss.

"Boosting the coming show, Gottlieb continued: "The entire industry has learned to look forward to the middle of January each year as the great home-coming time, when all of us can have a friendly get-together in the interests of our mutual business. The show marks the beginning of an active year ahead. The stimulation that operators and jobbers get from the new creations exhibited, as well as the interchange of ideas, comes at a logical time. Every kind of amusement game, merchandising machine, premium and novelty will be exhibited."

Want To Be an Association Exec?

NEWARK, N. J., Nov. 19.—Cigaret Merchants' Association of New Jersey in a recent issue of Cigaret Smoke Kings, in showing the necessary qualifications for a vending machine association executive, told the story which is quoted herewith:

An association now being formed in the vending machine industry advertised for a manager. Out of 250 applicants 45 were interviewed and not a single individual qualified. The organizers of the association were appalled at the lack of talent in the field, and yet it is no small wonder that they were unable to find someone to lead their organization. In order to properly qualify as an executive manager of an association an individual must have absorbed psychology, humanity, diplomacy; experienced co-operativeness; and the ability to command men; learned to have courage, clarity of thought, coolness of action, intelligence and capacity to learn, alertness, insistiveness, neatness, accuracy, orderliness; and possess discipline, diligence, poise, initiative, good judgment, administrative ability, business acumen, a properly balanced attitude; and in addition must be honest, sociable and know or be able to learn quickly the tricks of the trade. And so

NATIONAL NOVELTY KNOWS HOW TO MAKE YOUR USED GAME DOLLARS S-T-R-E-T-C-H

The Finest Reconditioned Quality Bargains in America!



Our Expertly Reconditioned Used Games Are Reprinted When Necessary!

- Astroscope with 3,200 Readings \$75.00
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Daily \$27.00
Daily \$20.00
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Esk. Playball \$20.50
Espal \$20.00
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Hills \$25.00
Hit \$22.50
Miss America \$5.50

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Penny \$15.00
Repeater with backboard \$23.00
Reiner \$25.00
Stator \$25.00
Recorder \$24.00
Robinson without reaper \$27.00
Shower \$11.00
Shower \$25.00
Splash \$25.00
Spoke \$22.00
Stoner's \$10.00
Ball \$10.00
Swing \$22.00
Tango \$17.50
Triple Play \$74.50
Vogue \$9.50
War Admiral \$2.50

National Table ordinary Game in Packing Shipments



EXPORT National's Export Orders Always Bring Repeat Orders—Not Complacant! BEST BUYS THIS WEEK! Daily Deuce \$27.00, Lightning \$41.00, etc. WRITE FOR LIBERAL TRADE-IN PRICES AGAINST NEW MACHINES.

NATIONAL NOVELTY COMPANY 183 MERRICK RD., MERRICK, L. L. PHONE—FREEPORT 6477

WE BUY, SELL AND EXCHANGE WANTED TO BUY Grandstands, Fishes, Track Odds, etc. PAYMENT TABLES Derby Champ, Grandstands, etc. CONSOLES FOR SALE. Paces Race, 1938 Kentucky Clubs, etc. BOOSTING THE COMING SHOW. Gottlieb continued: "The entire industry has learned to look forward to the middle of January each year as the great home-coming time, when all of us can have a friendly get-together in the interests of our mutual business. The show marks the beginning of an active year ahead. The stimulation that operators and jobbers get from the new creations exhibited, as well as the interchange of ideas, comes at a logical time. Every kind of amusement game, merchandising machine, premium and novelty will be exhibited."

LOOK! - WE HAVE "IT" - GET OUR PRICE PAYTABLES R-Bar-Ben, Alamo, etc. Like-A-Pair Multiple, etc. CONSOLES Track Time, Jockey Club, etc. NOVELTY GAMES Zilla, Reserve, etc. ROYAL COIN MACHINE COMPANY 1212 W. WESTERN AVE. CHICAGO, ILL.

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Fast, regular sailings from San Francisco to Far East ports make possible for us to give you prompt deliveries. We maintain a \$100,000 stock of coin machines. If you are in the market for Novelty Games, Pay-Out Tables, Slots, Counter Games and Digger Machines cable us for a quotation on your requirements. Low prices, careful packing and checking have made us the headquarters for foreign operators. For your convenience our cable address is PIN GAME, and your cable inquiry will bring a cable reply.

LOU WOLCHER COMPANY 1021 Golden Gate Avenue, SAN FRANCISCO, CALIF.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES the association is still looking for one who possesses most of these qualities plus the ability to live on a meager income. Little business men are reluctant to pay their leader more than they themselves earn, while those in the upper brackets sometimes like to drive too sharp a bargain. Fortunately, the members of our association have struck a middle course. It is for this reason that we have a good association.



KITTY KELLY cuddles the Mills Vest Pocket Bell. "It's a honey!" she says.

Christmas Money Quick!
TRIK-L-BALL
 NEW SENSATIONAL BIG-MONEY-MAKER

YOU CAN'T MISS ON THIS ONE-WILL RETURN INVESTMENT 1st WEEK

NO COIN CHUTE!

Takes it out of Slot and Pin Game Class

Mr. Operator: Here's just what you've been looking for. It's new—it's different. COMBINATION SALES BOARD AND PIN GAME. An Absolute PROVED money-maker on location. Strikingly attractive, size 13 1/2 x 18". Sets on counter. Suspense and animation galore. Just punch board at top and ball trickles down through pins to either OUT or PAY POCKETS. Awards from 10¢ to \$3.00. Sales board holds 400 balls. Replacement boards supplied. You can control payouts, 1c, 5c, 10c and merchandise cards included. Absolutely cheat and fool proof. Won't get out of order. Payouts accessible to operator only. Every player always has chance at \$5.00 which regular sales board can't offer. In test location 5 profits required in 24 hours.



ONLY \$10.85 F.O.B. CHICAGO

ORDER YOUR SAMPLE TODAY AND GET BACK TO BIG EARNINGS AGAIN. DON'T WAIT! 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. TRANSPORTATION PREPAID WITH ALL CASH IN ADVANCE.

UNIVERSAL PRODUCTS 154 East Erie St. CHICAGO ILLINOIS

Special INTRODUCTORY OFFER!

BALLY'S NEW 3-IN-1 BABY RESERVE

SEE BALLY'S AD, facing inside Back Cover for description of this fast money-maker with \$50.00 top reserve plus introductory awards. Extra tapes and cards for Ball-Frank and Penny Cigarette stay FREE with each machine. COIN-DIVIDER and DOUBLE CASH-BOX, eliminates bother of settlement with merchant—and increases your profit!

TURN OLD GAMES INTO CASH!
 REGULAR PRICE, \$26.50. As an introductory offer—for limited time only—send us prepaid bill of lading as evidence you are shipping used machine with no game—any make, any condition—and we will ship you an equal number of BABY RESERVES at net C. O. D. of only **\$19.00** each.

THE VENDING MACHINE CO., 206-10 FRANKLIN ST., FAYETTEVILLE, N. C.



20 PACE'S RACES

Must be sold at your own price if you are reasonable.
 Walnut Cabinets 30 to 1
 Cash and Check Separators, Serial over 5,000.

CHAS. PITTLE & CO. New Bedford, Mass.

Form Snacks Corp. In New York City

BOSTON, Nov. 19.—David S. Bond, president of the Trimount Coin Machine Co., Boston and Somerville, Mass., manufacturer of Snacks bulk vending machines, has announced the opening of

the New York Snacks Corp. at 618 Tenth avenue, New York.
 The New York Snacks Corp. is the authorized distributor for Snacks for the eastern territory, covering operators in New York, Brooklyn, New Jersey, Maryland, Delaware, Washington, Connecticut and Eastern Pennsylvania.
 B. A. Soosen heads the firm. Soosen has been associated with Snacks vendors for three and one-half years.

Spinner, Newest Game From Daval (New Game)

CHICAGO, Nov. 19.—"First came Odd Ball, now comes Spinner!" That was the announcement that Daval's president, A. S. Douglas, made to those who were in attendance at the premiere showing of the new game at the showrooms of George Penser in New York.

Said Douglas: "We knew we had a winner when we had the game on location in New York for testing. Operators were very enthusiastic over the game and requested that we get the game to them as soon as possible. All new, all different, providing breathless action and suspense, Spinner has created unrestrained enthusiasm among all who have already seen it."

I. D. Rotkin, Daval advertising manager, was enthusiastic over the game. Said he: "Spinner provides the greatest variety of simple and unobtrusive scoring adjustments. It is the only game which provides a variety of scoring adjustments whereby the operator may control the ease with which the player can make a high score. The captive spinner ball is another ideal feature—it, too, is under control. It adds zest and indescribable suspense to the game."

"Then, too, there is the new-type adjustable award meter. With it the operator can set the game for awards in any sequence he desires. Meter readings are always accurate—another Daval accomplishment."

"The extra free-ball skill shot may be regulated to become operative at any desired score. Naturally the sooner the ball is made available to the player the higher the score he can make."

"If you want to know what it means to be thrilled to your fingertips while you experience that delightful sense of pleasure that any genuine coinman gets from a good game see Spinner as soon as you can."

If it's coin operated...we have it!
NEXT TIME TRY....
ORIOLE
 COIN MACHINE CORP.
 Oriole Bldg., BALTIMORE, MD.
 —ALSO AT—
 Pittsburgh • Washington • Buffalo

quotes a discussion in the House of Parliament on the subject of football pools. It develops the point that the public opposition to the proposal to eliminate these pools was so strong that legislation designed to throttle the pools was withdrawn or defeated.

We quote the World's Fair: "Lady Astor asked if it was not true that when the last Betting Bill came before the House the Government had thought at one time of dealing with football pools, and if that be true why could it not do it now, seeing the terrific waste of money going on? Replying to this observation, Sir Samuel Hoare said that the proposal met with very great opposition. It was either withdrawn or defeated. From the foregoing it will be seen that there is very little hope of a change for some time to come."

"It seems ironical that millions of pounds are allowed to be poured into these pools with impunity each week, while such things as hospital sweeps, club draws, ready money betting and last—but by no means least so far as our readers are concerned—guileless harmless amusement games remain illegal."

"It seems that the pools have become so much a part of our national life that to attempt to suppress them would result in almost a revolution. Meanwhile other sections of the community, such as ours, who probably serve just as wide a public and have a great deal more capital invested and provide employment to many more people than the pools do, have to be governed by laws made nearly 100 years ago."

British Paper Hits Gaming Act

LONDON, Nov. 19.—The World's Fair, British amusement trade magazine, in a recent editorial discussing the "out-of-date" Betting and Gaming Acts

List of Exhibitors

NACOMM ANNUAL COIN MACH. SHOW
 Stevens Hotel, Chicago, December 12-15, 1938
 (List as of November 18, 1938)

- A. B. T. Mfg. Co., Chicago; Advance Machine Co., Chicago; Astatic Microphone Laboratory, Inc., Youngstown, O.; Atlas Novelty Co., Chicago; Audak Co., New York City; Automat Games, Chicago; Automatic Age, Chicago; Automatic World, Park Worth; Axton-Fisher Co., Louisville.
- Baker Novelty and Mfg. Co., Chicago; Bears Mfg. Co., Chicago; The Billboard Publishing Co., Cincinnati; Blackhawk Mfg. Co., Chicago; Brunswick Record Corp., New York City; Buckley Mfg. Co., Chicago.
- Central Die Casting and Mfg. Co., Chicago; Century Die Casting Co., Chicago; Churchill Cabinet Co., Chicago; Coan-Stetteland Co., Inc., Madison, Wis.; Coin Machine Journal, Chicago; Coin Machine Review, Los Angeles; the Columbus Vending Co., Columbus, O.; Cornell-Dubilier Elec. Corp., South Plainfield, N. J.
- Decca Record Corp., New York City; Detroit Corp., Detroit; Arthur E. Dugrenier, Inc., Haverhill, Mass.
- Etching Co. of America, Chicago;
- Gum-Superior, Chicago; Gay Games, Inc., Muncie, Ind.; Gear Specialties, Inc., Chicago; General Vending Machine Co., St. Louis; M. A. Gerety Co., Milwaukee; Golden Co., Chicago; Guardian Elec. Mfg. Co., Chicago; Gumstie Mfg. Co., St. Louis;
- Haber Screw Machine Products Co., Chicago; Harrington & King Performing Co., Chicago; Samuel Harris & Co., Chicago; A. G. Hintze Co., Chicago; Walter G. Hoy, Chicago.
- Illinois Lock Co., Chicago; Jensen Radio Mfg. Co., Chicago; Kubeo Electric Co., Chicago; Lens Electric Mfg. Co., Chicago; Lindberg Steel Treating Co., Chicago;
- Mechanical Plating Co., Chicago; Mechanical Sales Corp., New York City; Micro Switch Corp., Freeport, Ill.; Mills Novelty Co., Chicago; Philip Morris & Co., Inc., Chicago.
- National Slug Rejectors, Inc., St. Louis; National Vendors, Inc., St. Louis; Hecht-Nielsen, Chicago; the Northwestern Corp., Morris, Ill.
- Palmantier-King Sales Co., Canton, O.; Pan Confection Factory, Chicago; Peanut Specialty Co., Chicago; Pedersen Bros. Tool and Supply Co., Chicago; Pennless Novelty Co., Spooner, Wis.; Permo Products Corp., Chicago.
- RCA Mfg. Co., Inc., Camden, N. J.; D. Robbins & Co., Brooklyn; Rock-Ola Mfg. Corp., Chicago; Rowe Mfg. Co., Ind., New York City.
- Schmidt Bros. Chicago; J. P. Seeburg Corp., Chicago; Spin-O Sales Co., Inc., Minneapolis; Standard Transformer Corp., Chicago; the Stark Novelty Co., Canton, O.; Stewart & McGuire, Inc., New York City; Sponer Corp., Aurora, Ill.
- Trimount Coin Machine Co., Boston; U-Need-a-Pak Products Corp., Brooklyn; Universal Mfg. Co., Kansas City, Mo.; Veeder-Root, Inc., Chicago; Waldo Distributors, New York City; Thos. A. Walsh Mfg. Co., Omaha; the Rudolph Wurliem Co., North Tonawanda, N. Y.

FLASHES from the EASTERN FRONT

NEW YORK, Nov. 19.—Signs of the season—"For Cash—Yes!" Prominently displayed in the front offices of Hercules Machine Exchange...

This is the first hot election year in New York that coin games haven't figured. December 5 marks the 100th year of repeal and the fifth year that taverns have had as hot locations...

Ed Paris is back from Baltimore and once again busy with partner Marty Roth. Phil Grohn, who has been appointed good-will ambassador for John A. Fitzgibbons in the New York City area...

Bert Lane is one of the busiest execs in this city. He reports: "Klick has asked" Sol Silverstein, of Acme Automatics, claims that the present tax situation has changed the complete complexion of the biz...

Big-mirrors scales are becoming more popular because of shorter skirts. The girls tell us that they're swell for brightening-stocking seams now that their skirts are back...

Lev Wolf threw quite a party at the opening of his new Utica showrooms and store. Guests of honor were Jim and Betty, who came all the way from New York City...

big again very soon. I. H. Rothstein, of Banner Specialty, reports that he can read and write in more than three languages, as stated here a few weeks ago...

Newark ops, attention! Another prominent British firm's members have landed on our shores: Mr. Scott and Mr. Adickes, of Scott, Adickes, Ltd., London...

At S. Douglas, of Daval Mfg. Co., landed in town for a conference with his distrib. Also to meet his English distrib. Scott, Adickes, Ltd. Douglas stated: "We've got a few new surprises for the boys that we feel will make coin machine history."

Bob Grenner is in a whirl these days taking care of orders for the new Walco Sapphire Needles. Dave Robbins is still doing a land-office business with Rings, according to reports. Claire Grant, of Mike Munves' uptown office, is a well-known figure in coin circles...

A large company long identified with the manufacturing of radio lightbulbs will announce a series of new coin-operated games for the coin machine trade within the next 10 days, according to reports.

Candy Manufacturers To Try Illinois Fair Trade

CHICAGO, Nov. 19.—Williamson Candy Co. again used paid advertising space recently to promote the co-operation of candy jobbers in Illinois in maintaining prices under a recent agreement reached by several candy manufacturers here...

In its message the Williamson firm said: "As you know, this company and several others are arranging, thru the Illinois Wholesale Confectioners' Association, to establish resale price contracts under the Illinois Fair Trade Act..."

"But the Illinois Wholesale Confectioners' Association will not be able to enforce these contracts in a manner mutually satisfactory to you and to these manufacturers unless it is given hearty support and constant co-operation. From now on the success of the



HERMAN BUDIN -- -- MIKE MUNVES Exclusive New York Distributors for EXHIBIT SUPPLY COMPANY Four Offices To Serve You 145 PARK ROW, N. Y. C. 174 S. PORTLAND, BROOKLYN, N. Y. 593 TENTH AVE., N. Y. C. 555 W. 157TH ST., N. Y. C.

venture will depend upon you and each individual jobber in the State of Illinois. "We want to repeat what we have said many times before—that the benefits from price maintenance cannot be a gift from manufacturers, or the government, or the Illinois Wholesale Confectioners' Association..."

AT LAST - A GAME THAT IS DIFFERENT! OPERATORS REPORT LOCATIONS SELLING FROM 1 DOZEN TO 1 GROSS IN SINGLE NIGHT!

HIT & WIN THE GAME. Includes a grid of numbers and a list of prizes: 120 Tickets Take in \$6.00 Average Payoff \$1.90 Average Profit \$.410. Price: 1 Doz. \$ 4.50 Gross .. 48.00 Sample Card .. .00. 25% deposit With Order. COMING! Our new Lady Luck 650-Tick of Carded Odds. Attached is a new 6 color Odds. Large Profit!

MUNCIE NOVELTY CO. P. O. Box 823 Muncie, Indiana



CAN YOU FIND JIM BUCKLEY'S two daughters in this troupe of "Betty Co-Kid" members? Jim is general manager of Bally Mfg. Co. and mighty proud of his talented daughters.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Games Are Still Good

By H. F. REVES

AS THE rage of swing music has brought new prosperity to the music machine operator, another type of the blues seems to have settled over most amusement machine operators and the distributors and manufacturers who supply their machines as well. It is a portent of the "beginning of the end" of game machines as we know them today or merely a symptom of change in the industry?

Partly the latter but more accurately in the quiet period between the boom operating conditions of two to four years ago and the near future which has every probability of a comeback for coin-operated games. General business conditions are the biggest single factor in depressing the field today. Games necessarily depend upon surplus funds for amusement, and the man who is out of work or is employed on part-time or sub-tenure wages, is in no position to spend money upon them. The considered opinion of most economic experts today is that we are in for a period of revival now that the war scare has cleared away for the time being and the amusement machine industry is in a position to profit in the immediate future from the recovery.

The ability of the industry to adapt existing techniques to changing needs of the day will be an important factor in determining how far it can share in the recovery. People are not going to be satisfied with just the same old type of game operation they have had. These old favorites, of course, and the most popular games can have a long

life and some will even be revived—the 40-year-old Calliscopes and other old-timers still on location are proof of that fact.

Get Out of Rut

But patrons will not be content to have the industry follow along in the same old rut, playing the same old game in the same old way, with these obvious exceptions. Novelty can come about either in the games themselves or in the way they are operated.

Novelty in games is not very satisfactorily secured merely by putting a new playing field on an old game. Some real thought is required in designing a new game, and it is here that a lot of operators have made their mistake—they have taken an old game, in good condition mechanically, and slightly adapted the field in the vain hope that they could draw the same patronage to the game again by a mere face-lifting. It does not often work, or for very long at any rate. Some manufacturers have made the same type of mistake when they have put out a new model too closely imitating an earlier success—whether their own or a competitor's.

The policy of repeating the same class of games is most frequent in the pin game field, of course, and there is still room for development within it. Today's machines are far different from the simple boards put out five years ago by the "manufacturers" whose factory was most likely his own basement at

perhaps \$10. The development from these crude homemade tables to the streamlined products of today's big factories is very clearly progress, and the pin game has become the accessory of the smartest night clubs and hotels thru this development into a class field. A long series of fairly steady steps has made this possible, and each step is represented by one more game model. As long as each one had something original to contribute it was welcomed by some section of the public, and it was only the senseless imitations that really lost favor altogether, aside from those machines unsoundly produced or exploited.

Injection Needed

It is time again for an injection of new ideas into the game field. They have been sadly lacking of late, taking active production in the industry, by and large. About four or five years ago the trade was teeming with new ideas for machines; many of the operators one knew would stop you on the street with a remark about "a new idea I'm going to work out" and the idea might easily result in a new type of game. When production became more standardized, this facile inventiveness of the average operator sloughed off, and today there are few who even bother to think up new games, leaving it all up to the professional designers in the service of the manufacturers.

Perhaps this has been a gain, insofar as it has stopped a lot of freak ideas, but still the inventors of the country can be relied on to produce a fair percentage of successful ideas out of all those doomed to oblivion. Recent study of historical inventions of all classes indicates that what philosophers call the *Zeitgeist*, a spirit of the times, seems to govern the course of invention. Ideas may spring up and die out, but they actually come to fruition at just about the time there is a real need for them.

There is just such a need for new ideas in games today, and every lesson of experience points to the certainty that these new ideas will be found before it is too late. Pin tables are all right, and there are thousands of locations where they will make money for a long time to come, but they need to have some radically new development, or to be aided by some newer type of game.

Operators Indifferent

Surest proof of this is the typical indifference of the average operator today—listlessness is really the word that describes his professional attitude. That is not a healthy sign for the trade, but it is no proof of disaster either—merely a warning that it is time to "take stock" of the situation and chart a course for the future intelligently.

Prophecies of just what new game ideas may develop are futile—they could so easily be proved wrong almost before the ink on this week's issue is dry. The writer knows, however, that most operators who have done any serious thinking about the matter have been waiting for the past year or more for something to develop in the way of new game machines. Here is the gate of opportunity for the inventor and the manufacturer.

Fit Location Needs

There are other reasons why the industry stands at the crossroads today. One is that the line of least resistance has been followed till it has become almost a rut. Typically, this has been true of prices. Machine prices started at, say, the 10 dollars of the early pin games and have steadily mounted. A year ago operators complained of 800 machines; today it is 340 they consider too much for a machine.

Eighty dollars or twice that much is not too much if the location can afford it, but most of them can't, and what is needed is a line of high-class machines tailored to meet a more modest market. A leading music machine manufacturer

JOHN A. FITZGIBBONS



OFFERS \$5.00

ALLOWANCE FOR ANY USED COUNTER GAME IN TRADE TOWARD

BALLY'S BABY RESERVE



FREE With Every Machine — 25 Tokens and Award Cards for 25 Bally Gigarette Play, in Addition to Regular Rewards — \$50.00 Top — Great Plenty of Intermediate Rewards! Coins Dividers and Specialty Cash Boxes! Coincided Cabinet with Turntable Base! Exclusive 5-Way Adjustment Feature. IMMEDIATE DELIVERY GUARANTEED!

ONLY 26⁵⁰

BUY TODAY FROM ANY OF THE 6 OFFICES OF

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Mills De Luxe Dance-master	\$ 49.50	Seeburg Model A	\$ 59.50
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All Phonographs Polished and Checked for Mechanical Perfection.
FREE—Assortment of Late Records With Each Reconditioned Phonograph.

SPECIAL KENTUCKY CLUB \$129⁵⁰

KEENEY'S Four-Dial Console with SKILL FEATURE.

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NOVELTY GAMES	Running Wheel \$17.50	White \$ 3.00	
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Turf Kings	4.50	Wurlitzer 412, one acute	75.00
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Excal	4.50	new	75.00
Gene	12.50	Slot Sand Stand	3.50
		Slot Pending Stand	3.50

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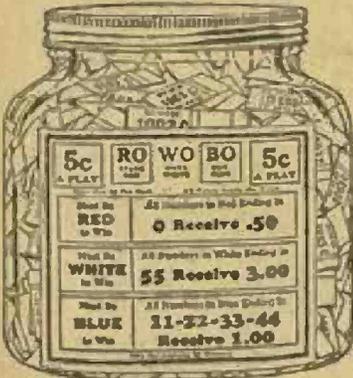
LOOK! WERTS SLASHES PRICES!

ANNOUNCEMENT: Our new price lists are in the mail to all of our customers. If you are a buyer of Jar Games, Tally Cards, or Trade Stimulators, be sure that your name and address is on our mailing list. Each week you will receive mail from this firm containing the latest and best in ticket money makers.

The policy of Werts is to make the best merchandise humanly possible to print at a price in comparison with actual rock-bottom manufacturing costs. Book prices are slightly higher due to the increased cost of home labor. Our Jar Games are lower in price, for our folding machines enable us to operate on a mass production basis.

WE WILL NOT DISPLAY OUR MERCHANDISE AT THE HOTEL STEVENS, CHICAGO, DECEMBER 12-15.

SEE OUR COMPLETE LINE AND ALL OF OUR NEW ORIGINAL GAMES AT THE HOTEL SHERMAN, CHICAGO, JANUARY 16 TO 19 — SAME BOOTH, NO. 164.



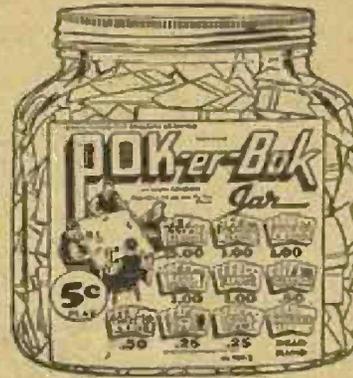
RO WO BO
Ticket Size
750, 1250, 1500, 2000
Table Size 9 5/8
1200 size
\$50.00
Pay out 72.00
Profit \$18.00

Why buy cheap, inferior imitation of our RO WO BO? Now you can buy the original Red-White-Blue tickets. (RO WO BO) as a new redwood competitive price. Get your order in today, we are equipped to ship your quantity name day we receive the order.



BIG LEAGUE
2100 Tickets
2280 Tickets
Table Size 9 5/8
2100 size
\$105.00
Pay out 80.00
Profit \$25.00

The only true Baseball ticket. Printed on high quality green paper with baseball language printed plainly on the inside of a white baseball. The most attractive eye-catching fast game ever released by any manufacturer. Each card has protected winners.



POKER-BOK
2100 Tickets
Table Size 9 5/8
2100 size
\$105.00
Pay out 80.50
Profit \$24.50

Each POKER-BOK ticket is printed with the cards showing and each card readable. A white block over the face of these cards contains a description of the player's hand as exactly as appears on the label of the illustration. Every poker player is a POKER-BOK Jar Game player.

RO WO BO JACK POT CARDS.
RO WO BO Junior with 750 tickets 5c play avg. profit \$19.00
RO WO BO Junior with 1250 tickets 5c play avg. profit \$1.35
One to Ten with 1500 tickets 5c play avg. profit \$2.31
Compass with 1800 tickets 5c play avg. profit \$2.17
Compass with 2000 tickets 5c play avg. profit \$4.40
Prize List with 2000 tickets 5c play avg. profit \$2.70

BIG LEAGUE JACK POT CARD.
A very colored reproduction of a baseball diamond. Tickets printed "Hitting Up" open each in Batter Box which instructs player where to open seat to determine amount received. \$25.00 top prize. Big League with 2280 tickets 5c play avg. profit \$25.20

POKER-BOK JACK POT CARDS.
Poker—2100 tickets 5c play avg. profit \$24.25
Poker—2100 tickets 5c play avg. profit \$4.00
Table Action 2100 tickets 5c play avg. profit \$4.90
Table States 2100 tickets 5c play avg. profit \$6.20

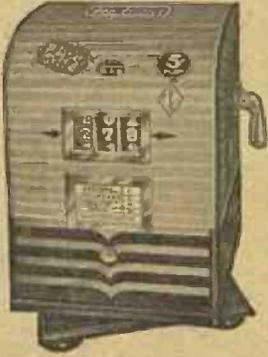
WRITE FOR NEW PRICE LISTS

We Wish to Extend Our Sincere Wishes to Everyone for a Very Happy and Profitable Christmas. **WERTS NOVELTY CO., INC., DEPT. BB-118, MUNCIE, INDIANA**

\$5 ALLOWANCE FOR ANY USED COUNTER GAME

IN TRADE ON BALLY'S NEW

BABY RESERVE



See Bally's Ad Facing Inside Back Cover.
\$2650 LESS \$5.00 ALLOWANCE.
Send \$20 of lading covering shipment of old games, together with your order. We pay freight (no express) on used games and ship your BABY RESERVE C. O. D. \$21.50 each. Turn your dead equipment into cash—order BABY RESERVE today!

AUTOMATIC AMUSEMENT CO.
628-32 Madison Ave. MEMPHIS, TENN. 2624 Commerce St. DALLAS, TEX.

\$6.50 EACH	WHILE THEY LAST	\$7.50 EACH
STONER RACES AUTO DERRY BALLY NEW ROCKET AURORAN RUNNING WILD DAYTONA FIRECRACKER OHIO DERRY LONG BEACH	PLAY BALL \$29.50 GARGO 19.00 SWING 24.00 RECODER 19.50 RITZ (Like New) 50.00 SILVER FLASH 10.00 SHINI 10.50 SPLASH! (Like New) 28.50 ZEPHYR 18.50 ATLANTIC CITY 22.50 EASY STEPS 18.50 CONEY ISLAND 22.50 FLEET 37.50 GOLD MINER 49.50	CHICCO BASEBALL GEMCO HIT STONER BASEBALL GREAT GUNS MERCURY TURF KING WAR ADMIRAL SENSATION SLUGGER \$ 75 With Order, Est. O.O.D. ACK DISTRIBUTING CO. 1125 Broad St., Newark, N. J.

BINGO Legal 5c Counter Game! Ready Money Machine OPERATOR'S PRICE ONLY \$17.50

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

D. ROBBINS & CO. 1125 BROAD AVE. BROOKLYN, N.Y.

is currently advertising three different models—a small counter type, a standard and an ultra-exclusive with special features. The amusement machine manufacturer could follow suit with similar types of machines priced for different markets according to the location the operator wants to serve. There is no reason why the Blank Machine Co. could not successfully manufacture and merchandise, say, the Flyaway for average locations, the Flyaway Junior for counters or cheaper spots, and the Super Flyaway with swanky gadgets and trimming for the exclusive type of spot that demands something extra in games. With a selling program like that the operator would have a wide enough choice to meet his pocketbook—and his taste. It would also provide him with a reserve arsenal to meet the threat of competition when the location owner tells him that Operator Jones offered to put in "a better game."

High-priced machines mean that the average operator will have fewer locations for his investment, but they also mean that he will tend to be a more responsible business man than the operator who tries to work on the proverbial shoestring, so that there are advantages on each side of the question. On the whole, however, the policy of continual raising of the average price, which has prevailed in recent seasons, is distinctly unwise, and it is just this factor which has been a major cause of the inertia which prevents the development of radically new types. Manufacturing has become perhaps too standardized and needs the leaven of some new enterprising genius who will experiment in new directions—in price as well as design.

Type of Patrons
Lack of definite objective for the industry is another cause of today's doldrums. In other words, a machine may be intended by its designer to be played for cash prizes, but the operator who buys it may find that he is placing it in a territory where such prizes are frowned upon, or vice versa. A high-priced machine requires high play to make it pay.

Strictly skill games, operated with no prizes of any sort whatever, are making money for some operators. Thousands of others feel that they could not get along without prizes. Both schools of thought are right, according to their location, their type of patronage and their method of operation. The one sure thing is that a machine sold to appeal to a high-play type of patronage cannot make money if it is run for skill only in a location where the patronage demand prizes, and the operator needs to consider this factor before buying—and high-pressure salesmanship will only ruin a territory eventually if it overloads the wrong kind of machines onto the local operators.

Local enforcement regulations are the critical factor in determining price policies. Operators who fail to abide by the regulations bring trouble not only on themselves but upon other operators who are proceeding along strictly legal lines. Because persistent and flagrant violation by a few usually brings a demand for a crusade that will wipe out not only abuses but all profits as well.

Some operators have the mistaken notion that they can get along with a "fix" to the proper authorities; maybe it works still in some small towns, but it will rarely work successfully for very long in a larger community where several authorities, perhaps with overlapping jurisdictions, are involved. A first blacklisting officers may be reached, but aside from a few cities where racketeering elements have notoriously gained control of local politics, this class does not usually include enough of the high-ups to succeed. And ultimately some mischance, perhaps a spectacular violation revealed in some criminal case, or merely the cyclic overturn of political administrations, will change conditions and bring retribution to the offending operators if not to the whole industry.

There is plenty to be said on behalf of prizes and plenty to be said for merchandise premiums as a definite way of distributing valuable goods of one kind or another. Doing it contrary to local regulation is always dangerous, but an intelligent presentation of the game

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-fruit (patent)

NOW! \$2950

MALMANTIER-KING SALES CO.
1107 W. Tuscarawas St., Canton, Ohio

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Adapting the coin chute to the location and its patronage is another prime necessity in stimulating the recovery of the business. Five-cent play is not a universal necessity, altho many operators still think so. Thousands of machines can make more money at one-cent play than at five cents. Particularly if the game is played for skill people will want to continue to play it, and five games for the price of one at a nickel will usually mean a few more games after that, too. On the other hand, some games in the proper locations can be operated at higher play than a nickel.

Penny operation has proved the salvation of a number of operators because people have found their amusement budgets sadly cut during depression. It is better to get their business at lower prices than to lose it altogether and thereby destroy the amusement game habit.

Study Your Problems

Operators who are willing to devote some good sound thought to their problems can devise ways to introduce enough novelty into their operations to keep their customers playing machines. There are many ways of achieving this end and only a few of the most general have been suggested in this article. It is up to the individual operator to adapt them to his own conditions and problems.

There is still plenty of opportunity to make money and games are still good. One of the strongest reasons for this is that people are more amusement-minded today than ever before. All statistical studies appear to agree that more and more of the family budget of America is being spent for amusement. Twenty years ago most families depended upon their own resources for entertainment; today they go out in the market to buy it.

This tendency is being accelerated more and more by industrial developments of the past six years. The 40-hour week—if not the 30-hour week—is apparently here to stay. An 84-hour week was a commonplace for such a well-organized labor group as locomotive engineers a little over two decades ago and is unheard of in most fields today. People have more leisure and they are going to spend the leisure hours in seeking amusement.

Game operators can win their due share of that expanded entertainment budget and those new leisure hours by offering their games in a fashion that will win constant and fresh patronage.



TO KEEP BLOND AND CUTS, to maintain those bathing suit curves, Kitty Kelly decrees it wise to watch the figures on the Mills Trylon Scale.

OPERATING TESTS HAVE BEEN PASSED WITH FLYING

COLORS



The Lowest Priced Console **\$150.00**
Order Direct or From Your Distributor
BUCKLEY MANUFACTURING CO.
4223 W. LAKE ST. CHICAGO

THE HOTTEST SALESCARD DEAL IN HISTORY!!!

Send Today for **FREE** SAMPLE CARD and large DISPLAY PHOTO AND EASEL OF COATS

GIVE AWAY GENUINE ACTUAL WHOLESALE VALUE \$27.50

FUR COATS

Here is the Hottest Salecard Deal Ever Offered Operators. A Winter Ever-renewed... But a Super-Winner Now, Just Before the Xmas Season. The Card has 100 holes and the player pays from 1 to 99c. Winner gets absolutely FREE a gorgeous Fur Coat. Person who sells the Card also gets Fur Coat absolutely FREE. To start placing this sure-fire deal at once is \$12.50 for 100 Salecards and 100 large photos of fur coat on beautiful model, mounted on hard travelling board with easel to stand on counter, etc. Then you place the deal on locations and watch how the players eat it up! You don't have to buy the fur coats until the cards have been completely sold and you have collected your profit. If you still hesitate about investing in this amazing proposition, we'll send you one complete-deal absolutely FREE. Just cash your inquiry today so you can get started at once.

Retail Value \$50

Don't Lose a Minute! Write Today for Your BIGGEST XMAS PROFIT MAKER

M. SEIDEL & SON D-18 243 W. 30 ST. NEW YORK, N. Y.

WE BUY, SELL OR TRADE

Eximo Rifle (With 1,000 Bullets) .. \$115.00	Junior Dancer Radio Rifle .. \$87.50
Rock-Ola Tom Mix Radio Rifle .. 142.50	(Equipped with New Scoring Unit)
Rock-Ola School Days Radio Rifle .. 99.50	Rock-Ola World Series .. 87.00
3 Green Lights .. \$32.50	3 Silver Flash .. \$14.50
1 Genco Oscar .. 27.50	2 Popover .. 8.00
3 Top .. 20.00	2 Grandline .. 7.50
3 Bally Zephyrs .. 20.00	47 Bally Bumpers .. 4.00
2 Sloner's Races .. 10.00	17 Double Action .. 4.00
20 Tress Beets .. 10.50	3 Great Guss .. 4.00
75 Snooks .. 6.50	4 Bally Shooters .. 7.50
3 Mercury .. 3.75	3 Equivalents .. 4.00
3 Carvels .. 3.50	2 East and West .. 5.00
3 Auto Derby .. 3.50	3 Proceptors .. 5.00
2 Homestead .. 7.50	3 Mabo or Brass .. 5.00
2 Outboards .. 7.50	5 Parson's Star .. 5.00

PHOTOGRAPHS

18 "35 Rock-Ola .. \$42.50	35 Rock-Ola Rhythm King .. 74.50
1 "35 Rock-Ola (Glass Cabinet) .. 47.00	65 Rock-Ola Imperials .. 137.50
20 "35 Rock-Ola No. 2 .. 48.50	1 Wurlitzer 610s .. 137.50
1 Rock-Ola Rhythm King (16 Records) .. 95.00	Imperials and Rhythm Kings With New Electric Flashy Cyls. \$10.00 Additional.

TERMS: 1/3 Deposit — Balance O. O. D. P. O. B. Atlanta.
ATLANTA COIN MACHINE EXCHANGE 335 EDGEWOOD AVE. S. E. ATLANTA, GA.

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ARROWHEAD

HAS EVERYTHING!!

- FREE PLAY CHUTE
- SINGLE COIN PLAY
- 5, 4, 2 OR 1 BALL PLAY
- CHANGING ODDS
- WIN, PLACE, SHOW
- MYSTERY SELECTION
- SKILL CHANGER

IMMEDIATE
DELIVERY
GUARANTEED
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OUR 6 OFFICES



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The "Imperial"



"IMPERIALS Stay Put On Location!"

It's NOT Too Late! WRITE NOW for Full Details!

LEGAL, LIFE-TIME PROFITS

Are what all operators dream about! Stop dreaming! Play over a year now smart operators have been realizing big, steady, legal profits with "Imperials," while hundreds of other types of machines have gone general! Write Now!

BIRMINGHAM VENDING COMPANY

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Rolo's Action A Hit With Ops

(New Counter Game)

NEW YORK, Nov. 19.—Rolo, new low-priced counter-game that shoots pennies from a gun, is reported to be amazing veteran operators with its fascinating and thrilling action, despite the simplicity of its play theme.

Strongly resembling the old-fashioned ball-gum game in a striking streamlined cabinet, Rolo, it is claimed, has rolled up good profits wherever it has been tried. The object of the game is to drop a penny into the gun, aim the gun at the odds desired, and if the player's aim is true the penny rolls deftly into the slot for a winner. The game is simplicity itself, requiring no explanation either to location owner or player. And it demands real skill, something that players are always interested in demonstrating.

Rolo is the first of a series of new ideas in counter-type games that will be presented to the trade by one of America's leading radio engineering organizations. The company is putting its valuable experience into creating money-making and inexpensive games for counter-game operators.

Rolo's construction, it is claimed, is unusually sturdy, being housed in an extra heavy gauge sheet steel cabinet. The gun is made of heavy metal, guaranteed to stand heavy play.

The small compact size of Rolo is said to offer an additional advantage for location owners who heretofore have not been able to take in counter games because of lack of space.

The construction of Rolo, being sturdy and simple, will eliminate many service and repair problems for the operator, it is said. Superior Mfg. Co., maker of the game, claims it has been forced to add to its force to take care of Rolo orders.

Exhibit Supply Introduces Flight

(New Game)

NEW YORK, Nov. 19.—Harty Hoppe recently invited New York jobbers and distributors to view Exhibit's new novelty game, Flight. Herman Budin and Mike Munves, Eastern distributors for Exhibit, were on hand to help demonstrate the game. Hoppe is Eastern and foreign factory representative for the manufacturer.

The guests were entertained at a buffet dinner supervised by Mrs. Hoppe. On hand to explain mechanical details was Harry Williams, Exhibit's chief engineer. Among the visitors attending the preview were A. W. Adickes, and Mr. Scott, of Scott-Adickes, London, and M. Silberstein, Belgium.

Budin and Munves, of Budin Specialties and Mike Munves Corp., respectively, were enthusiastic over the orders they are receiving for Exhibit's Bounty.

"Although the game started off fairly well," claims Budin, "the boys have found that the players on locations are really going for the game in a big way. We are therefore getting many orders from operators and jobbers who were a little slow in placing their orders due to the price of the game. However, the play more than makes up for the small difference in cost."

"We expect to be doing some exceptional business," says Munves, "now that Exhibit has followed up with a new low-price game, Flight. With both games on hand we can take care of the demands of every type location!"

SACRIFICE PRICES

THIS IS THE ACTUAL AMOUNT OF SLOTS WE HAVE IN STOCK FIRST COME—FIRST SERVED

27 JENN. 20 BLUE CHIEFS	17.50
2 JENN. 16 SILVER CHIEFS (190.000)	39.50
1 JENN. 20 SILVER CHIEF (190.097)	39.50
62 JENN. 20 SILVER MELON BELLS (Serials Over 120,000)	39.50
2 JENN. 10 SILVER MELON BELLS (Serials Over 120,000)	39.50
2 JENN. 10 SILVER MELON BELLS (Serials Over 120,000)	39.50
2 MILLS 20 CHERRY BELLS (422.101)	42.50
3 MILLS 20 CHERRY BELLS (422.000)	39.50
1 MILLS 20 BLUE FRONT, S.A.P.	35.00
1 MILLS 10 O. Y. & Stud (14634) B24	35.00
3 PACO DE LUXE DE LUXE COIN ETS (Ser. 40108-40114-40872)	35.00
173 Dep. With Order, Bal. C. O. D., F. O. B. Baltimore.	

SAVOY VENDING CO.

461-5 W. FRANKLIN ST., BALTIMORE, MD.

WHILE THEY LAST Ten Rockola Regulars

In First-Class Condition. \$37.50 each. CO-OP SALES CO., 8501 N. Spaulding Ave., Chicago

London

LONDON, Nov. 19.—Robert White organized a coin-operated machine section at Brewers' Exposition, showing at the Royal Agricultural Hall, London, October 29 to November 3. Exhibitors numbered eleven but only two showed table games, a very different state of affairs to the old days of this show. The two were School Automatic, Ltd., and Heliance Automatic Co., both of London. All the tables were used reconditioned specimens. Heliance also showed Ocellie's Three-Way Grip. Streets, of London, displayed Beta, British-made copy of Stoner's Zeta. Action is identical but cabinets have crusted finish. Two exhibitors featured American coin-operated phonographs. Under name of Rock-Ola Corp. of America, brothers Gubay from North Wales showed Rock-Ola's machine. M. J. Gubay, of Rhyl, showed latest models Wurlitzer for which he is British agent. Other displays confined to automatic vendors and electric scoring data.

M. J. Gubay plans visiting Chicago in December. Looks forward to meeting American manufacturers at Ho. & Stevens exposition.

Goddard Novelty Co., Ltd., has taken over business of Direct Novelties, Ltd., fairly new London jobbing concern. Policy of this firm was selling of fruits and cranes, second hand, at very keen prices. Goddard announce that policy will not be altered.

Auto Machines, of London, has received big order for variety of games from Indo China. Dave Buckman, director of this firm, hopes to visit America during New York World's Fair.

After a long wait, Goddard Novelty has introduced to British market Dynamite, French upright bumper machine, which won grand prize at Paris coin machine exposition last May.

"Sir" Arthur Burrows making good recovery from effects of recent road accident. Is now allowed by doctors to sit up and exercise his legs.

DEAL WITH CARL—ALWAYS A SQUARE DEAL

NEW WINNERS HIGHLY RECOMMENDED

"PAYOUT TABLES AND CONSOLES"	"NOVELTY TABLES"	"COUNTER GAMES"
Thyristors \$100.50	Paramount (3 Steps) 8 00.00	Tally 820.50
Ohio Race Track 245.00	Europe 185.00	Baby Reserve 20.50
Rainbow 275.00	Suspense 74.50	Mills Vest Pocket Bell 40.50
Shooter-Upper 195.00	World's Fair 70.50	Penny Packs, new 17.50
Man-O-War 180.50	Thunderbolt 70.50	Snake Race 22.50
Multiple Race 104.50	Zip 70.50	Qinger Cigarette 27.50
Derby Time Machine 104.00	Kick 69.50	Due Grip 24.50
Galloping Domino, 1920 325.00	Goody 69.50	Mills O. T., 5c Play 52.50
Bang Table, 1920 335.00	Rag Time 80.50	
	RECONDITIONED — LIKE NEW	
Pair Grounds 805.00	Turf Champ 325.00	World Series \$100.00
Flintwood 50.00	Mills Rite 62.50	High Roll 48.50
Games 18.00	Rally Round 20.50	
Big Time 49.50	Big Way 25.00	PHONOGRAPHS
Belly Bury 40.00	Zephyr 25.00	Rock-Ola Rhythm 8 84.50
Flashers 05.00	Kenny NK 00.00	Rock-Ola Imperial 20 155.00
Derby Day 27.50	Kicker 12.50	Wurlitzer 7-10 40.00
Argyle 37.50	Red's Eye 22.50	Wurlitzer 7-400 84.50
Prezmas 39.50	Photo Finish 24.50	Wurlitzer 418 128.50
Derby Day F. S. 79.50	Line Up 28.00	
Paces Race (18), 1920 70.00	Target Ball 18.50	

Jobbers, Write for Prices. We Will Not Be Underbid. LARGE STOCK OF NEW PACO, MILLS AND JEWELING SLOTS AT ALL TIMES. OVERNITE DELIVERY. 1/3 Deposit Required With All Orders.

UNITED AMUSEMENT COMPANY, 3410-18 Main St., Kansas City, Missouri

IT'S A HIT

We have it You Need it

Mills Vest Pocket Bell

\$49.50 FOB VALDOSTA Southern Novelty Company VALDOSTA, GA.



"BEAN 'IM"—A Popular, Legal Skill Game!

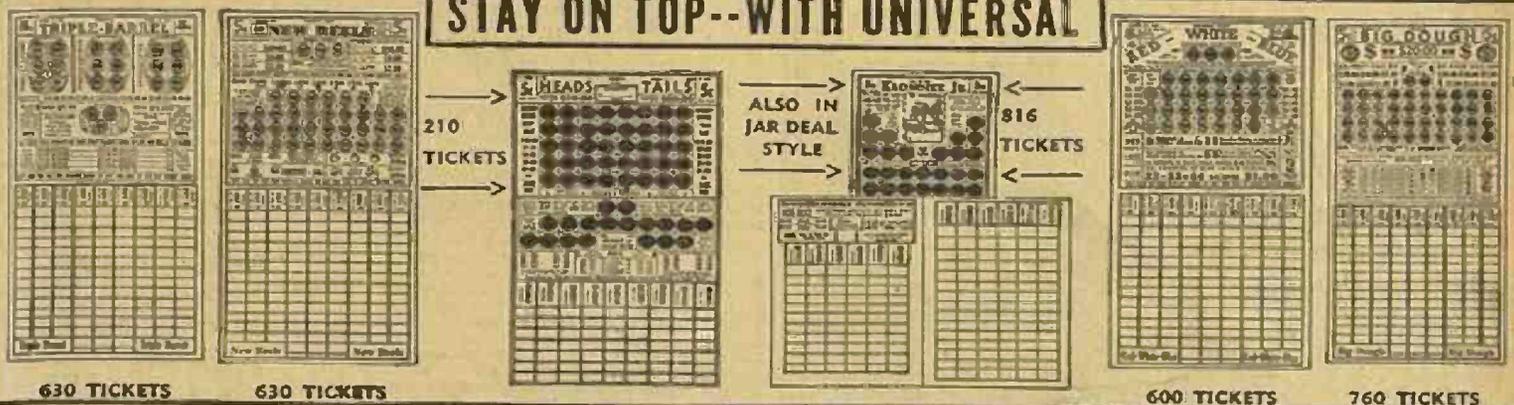
Everybody plays this legal coin operated game. Rich colors, illuminated electric score board. Opens up closed territories. Result of over forty years operating and manufacturing experience. Immediate delivery. Write or wire.

Only \$20.00 RISTAUCRAT MFG. CO., Kaukauna, Wis.



TEN BIG NEW COUNTER KINGS!

STAY ON TOP--WITH UNIVERSAL



630 TICKETS

630 TICKETS

210 TICKETS

ALSO IN JAR DEAL STYLE

816 TICKETS

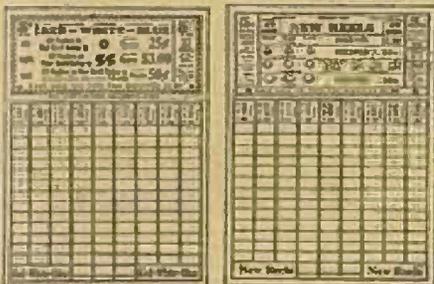
600 TICKETS

760 TICKETS

WRITE TODAY!

THE MOST COMPLETE LINE OF PAD DEALS EVER MANUFACTURED -- NOW READY FOR DELIVERY!

Here's what you've been waiting for! Here's the answer to every operators' problem. A deal of every size . . . A deal of every description . . . A deal for every location! In 210, 560, 600, 630, 760 and 816 ticket sizes. Profits over 10 times the investment. The famous "New Roots" in 630 tickets; the famous "Red, White, Blue" in 600 tickets, and the famous "Take-a-Tip" in 560 tickets are available either with or without jack pot card. No jar or holder is necessary. All of the tickets are attached to the card. Essential on the back of jack pot card to hold card upright. The investment is small—turn-over is fast and profits are BIG! Write today for complete descriptive literature and lowest factory prices. Don't be cheated—demand the genuine Original Universal Products!



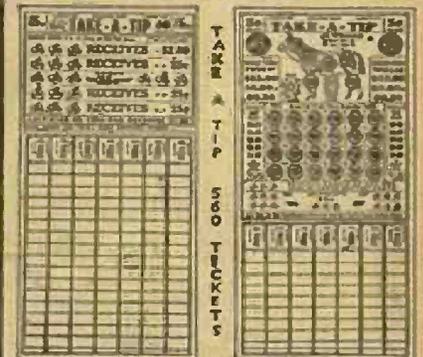
600 TICKETS

630 TICKETS

BEWARE OF INFERIOR IMITATIONS!
SOLD ONLY TO OPERATORS, JOBBERS AND DISTRIBUTORS!

UNIVERSAL MANUFACTURING CO.

104 EAST 8th ST. Maintained Only DEPT. B. B. 14, KANSAS CITY, MO.



TAKE A TIP 560 TICKETS

MEET US AT THE SHOWS

Don't miss the Big Universal Displays at the coming Coin Machine Shows in Chicago, Stevens Hotel, Booths 115-116, December 12-13-14-15; Sherman Hotel Booths 70-71, January 16-17-18-19.
"FOR THE BEST IN JAR DEALS—SEE UNIVERSAL."

SPECIAL NOTICE!

Universal will positively introduce at the Coin Machine Shows the most outstanding improvement in Jar Games since the inception of the industry! Not merely a new deal, but an absolutely new idea which will revolutionize the entire jar game industry! See it at our booths. You will be convinced that this new deal is entirely different and 100% better than any previous idea in Jar Games or Jar Games!

IF YOU PREFER TO BUY IN YOUR OWN LOCALITY AND AT FACTORY PRICES, WRITE FOR THE COMPANY NAME OF YOUR COUNTY DISTRIBUTORS:

BELOW ARE A FEW OF THE COUNTIES COVERED BY UNIVERSAL DISTRIBUTORS:

- | | | | |
|---------------------------------|----------------------------------|----------------------------|-------------------------------|
| Montgomery County, Alabama. | Adams County, Colorado. | All Counties in Wisconsin. | Serier County, Tennessee. |
| Pima County, Arizona. | Mecklenberg County, N. Carolina. | Hancock County, Indiana. | New York County, New York. |
| Bernalillo County, New Mexico. | Norfolk County, Virginia. | Grant County, Indiana. | Buncombe County, N. Carolina. |
| Shelby County, Tennessee. | Baltimore, Maryland. | Delaware County, Indiana. | Jefferson County, Louisiana. |
| Polaski County, Arkansas. | Charleston, West Virginia. | Rock Island, Illinois. | White County, New York. |
| Winston County, Tennessee. | Dade County, Florida. | Davenport, Iowa. | Kalamazoo County, Michigan. |
| Los Angeles County, California. | Pinellas County, Florida. | Keokuk, Iowa. | Ramsey County, Minnesota. |
| San Diego County, California. | Cook County, Illinois. | All Counties in Nebraska. | Faibault County, Minnesota. |
| Fresno County, California. | Tacoma, Washington. | British Columbia, Canada. | La Crosse County, Wisconsin. |
| El Paso County, Colorado. | | Alberta, Canada. | Texas County, Oklahoma. |
| | | Anderson County, Kansas. | |

STOCK ROOMS AT:
Chicago, Illinois.
Fond Du Lac, Wisconsin.
New York, New York.
Wapakoneta, Ohio.
Sioux City, Iowa.
Los Angeles, California.
Pittsburgh, Pennsylvania.
Baltimore, Maryland.
North Platte, Nebraska.
London, England.

Detroit

DETROIT, Nov. 19.—Fred Richardson, who has been an operator in the amusement field in Detroit for a number of years, still remains faithful to Bumpers and Hy-De-Ho. Richardson states that during the past few weeks there has been a considerable pick-up in business.

Albert Schlessinger is taking over a group of vending machines to be operated this winter at Northville, a suburb of Detroit.

Charles C. HUNT, a new west-side operator, is starting in the business with a route of Wurlitzer phonographs.

F. D. Gillette, manager of the Phonograph Co., has been seriously ill in the hospital. He has now recovered and is recuperating at Hillsdale, Mich.

Harry Sherman, manager of the coin machine lock division of Independent Lock Co. in this territory, was in Boston last week.

Felix P. Jankus, Hamtramck (Mich.) operator, added new Wurlitzer phonographs to his route recently.

B. H. Siegel is organizing the Associated Coin Machine Exchange to succeed the former Eagle Amusement Machine Co. on Joy road.

Joseph Reich, owner of the Reich Coin Machine Exchange, and Mrs. Reich celebrated their fourth wedding anniversary recently with a private dinner at the Hotel Statler, followed by an "at home" in the evening.

Ben J. Marshall, Detroit coin machine distributor, was away to Cleveland on a business trip recently.

The Michigan Vending Service, national distributor of the Trading Post, manufactured by the Henry Tool and Machine Co., is being reorganized as the Standard Vending Service in order to avoid confusion with another company whose name is similar to the former name of Standard.

Clarence J. Goehard, Detroit coin machine operator and distributor, is using the name of the Modern Distributing Co. in the distribution nationally of a new vending machine to handle various types of hygienic specialties for washrooms and similar locations.

Sam Rosenthal, local pin game operator, who recently disposed of his large music machine route, has another sideline now—managing Bennie Goldberg. Rosenthal declares Goldberg is a leading contender for the world Bentam-weight championship.

Max Schubb, veteran Detroit operator,

has moved from Webb avenue to Chicago, boulevard.

Ralph Radner, partner in the Michigan Vending Service, is working on advertising material for the Trading Post. New model, which will be on the market shortly.

Henry J. Harka, district representative of Mills Novelty Co., reports business as being good in both music and cigarette lines. Two salesmen, Emory Ryzsak and N. Fog, were recently added to the staff to handle increased business.

Lobby Is Ready To Oppose 1939 Bills

MIAMI, Fla., Nov. 19.—At an annual church convention here recently, the leader of the Florida Anti-Slot Machine Organization appealed to the delegates to prepare to oppose new bills to legalize bells and other coin machines in the 1939 State Legislature.

"The whole slot machine question will come up in the Legislature again next April," the leader said.

It was this reform organization that lobbied against the Florida slot machine license law at the same time facing and bolting interests were also lobbying against the law. The three lobbies captured the repeal of the law.

A NEW WINNER

Legal Everywhere in U. S. A.

Be the first in your territory and clean up with this new smash-hit that pays out with amazing speed. Pick your Tie and pay what's under seal. 1c to 25c. No winner. Everybody plays. Comes packed 12 beautiful assorted new patterns silk fallor-made ties in box. Deal takes in \$2.50. 1 Sample Deal prepaid, \$1.35. 6 or more Decks, \$1.15 each. Write today.

S & K SALES, Inc.
Dept. D.
100 N. Broadway, St. Louis, Mo.

COIN MACHINES LEASED

Or

FURNISHED WITHOUT COST

For PERCENTAGE OPERATION to anyone able to furnish satisfactory references.

BOX No. 345, Billboard, Chicago.

Send your correspondence to advertisers by mentioning The Billboard.

EXHIBIT'S 'BOUNTY'

A FREE PLAY GAME
with
BIG CLIMAX
AWARD

A NEW EXCLUSIVE Exhibit Game NOW taking locations by storm—**SHOOT 5 BALLS—HIT 1 to 5 for 2 FREE GAMES—1 to 7—1 to 5—1 to 3 records additional Free Games—AND WHEN 1 to 10 is recorded the Bank Like-Up Panel—ALL LITES on the table blaze-up—ALL OUT BALLS automatically drop for replay. Each number hit with replay balls records 2 FREE GAMES. The BIG CLIMAX AWARD—built up with the out-balls seems unlimited.**

- ALL FREE PLAYS recorded on large 21x21" CLOCK DIAL LITE-UP PANEL.
- FREE PLAY redeem button under cabinet.
- Redeemed Free Play all METERED.
- NEW TYPE LIGHT UP Playing Field—with the usual Exhibit legible-free mechanism.
- ARMORED CABINET (42x22) with coin chute on door.



ORDER YOURS
TO-DAY!
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

Bank Bowling, Texas Game

(New Game)

FORT WORTH, Tex., Nov. 19.—The country's first Bank Bowling spots have been opened in Fort Worth by I. B. (Buck) Bealy, who invented the new amusement game, and Jay Trooper. The new game combines parts of bowling, skee ball and marble tables. It is suitable for sportlands, parks, board-walks, as well as downtown locations such as are being used here," states a company communication.

The main alley and office are located at 704 Houston street in Fort Worth, while the smaller alleys are at 911 Houston street and 610 West Magnolia street.

"After the 60-day tests just completed in the spots here, in which the games proved highly successful, the originators have launched a national distribution and sales for the games. The plant is located above the main spot at 704 Houston street, and the new models, to be indirectly lighted and of modern design, will be out in about 30 days. This game can be played by women and children, as well as men, as small or duck balls are used," continued the communication.

"Bank bowling is played on alleys 49 feet long. Balls roll down alley, striking the buffer or bank, which is at a 45 degree angle to the alley. The ball, after striking the bank, rebounds at a right angle from its former course and strikes the pins. The player has numbers on the bank which correspond to the pins and show him what pins will be knocked down if his ball strikes that designated point.

"The marble board angle is noted in the large electric scoreboard above each alley which keeps player posted as to which pins are down. Each player rolls until he fouls. Twenty-four pins are used in Bank Bowling, with each pin counting one point. If all four pins are knocked down on any one row with one ball the play is doubled and the player is allowed four extra points. First player to receive 100 points is winner. Other Bank Bowling spots are to be opened in Dallas and other Texas cities."

C-R-A-S-H

WE NEED SPACE

- CONSOLES**
- 2 "4028" Chilling Danes 2 \$164.50
 - 1 "4028" Chilling Danes Special (Floor sample, latest model) 245.00
 - 1 "4028" Chilling Danes (Floor sample, latest model) 116.50
 - 12 Bally Surf Special 37.50
 - 2 Bally Soda Glaze 42.50
 - 2 Bally Raps Tracks 59.50
 - 1 "4028" Chilling Danes, 25¢ play 134.50
 - 1 Jennings Derby Day 37.50

- NOVELTY GAMES**
- 15 Bally Re-serves \$10.75
 - 1 Bally Lucky Strike floor sample \$100.75
 - 3 Bally Palm Springs \$45.00
 - 2 Genco Day-Timed \$24.50

- COUNTER GAMES**
- 12 Genco Wild \$41.50
 - 5 Bally Liza-apa \$17.50
 - 1 Genco Chess (Token pay out) \$19.50
 - 6 Red Spins \$4.00
 - 4 Genco Zephyr \$10.50

- SLOTS**
- Welling Release — 8, 10, 25¢ play \$21.50
 - Jennings Chips — 0, 10, 25¢ play \$27.50
 - 50¢ play \$2.50
 - Mini Blue System — 8, 10, 25¢ play \$24.50
 - 50¢ play \$24.50

- AUTOMATICS**
- 20 Steiner Tuff Champs (latest model) \$10.75
 - 12 Bally Caseros \$17.50

MERCHANDISE VENDERS

- 25 "4027" Glow-in-the-Dark - Haroon Quo Medals \$8.00 each
- 15 Latest Model Beaches (like new) \$13.50 each

Above machines in excellent condition and ready for operation.

Thomas One-third Deposit with Order. 7-Day Money-Back Guarantee.

STAR SALES CO.
108 W. Hill Ave., VALDOSTA, GA.

SPECIAL FOR SALEBOARD OPERATORS

25 COLLECTION BOOKS \$3.00 PREPAID IF ORDER WITH ORDER

HANDLES COLLECTIONS FOR ALL DEALERS.

Original has printed merchandise report. Duplicate stays in book. Third copy for location. Immediate delivery. Write to:

CHARLES FLEISCHMANN,
BALTIMORE SALESBOOK CO.
320 West 42nd Street, New York City.
Standard Collection Books for All Coin Machine Operators.

EXHIBIT'S FLIGHT BOUNTY • STONER'S RITZ SUPERZETA

Will Trade New Games for Your Old Ones.
What have you? Send us, immediately, a list of all your equipment!

BUDIN'S SPECIALTIES, Inc.
191 S. Pruit Ave., BROOKLYN, N. Y.
Tel. 8 Huxton 7-1121.

\$1.25 PER DEAL

GET A HIT 1200 Tickets @ 5c, \$60.00 Av. Pay \$42.50 Av. P/L \$27.50	PECKW. 1200 Tickets @ 5c, \$60.00 Av. Pay \$42.00 Av. P/L \$21.00	5-STAR FINAL 1200 Tickets @ 5c, \$60.00 Av. Pay \$39.50 Av. P/L \$23.15
2200 Tickets @ 5c, \$110.00 Av. Pay 73.00 Av. P/L \$44.00	3200 Tickets @ 5c, \$160.00 Av. Pay 73.15 Av. P/L \$80.85	5200 Tickets @ 5c, \$260.00 Av. Pay \$8.80 Av. P/L \$45.20

1200 Ticket Deal—\$1.25 per deal in down late for refills. Refills include tickets, Jackpot Card & Jar Labels, Jars 25¢ each. Multiple 25¢ each. Complete deal \$1.75 per deal in down late. Sample deal \$1.75 each complete or \$6.00 for all three complete.

5200 Ticket Deal—\$1.25 per deal in down late for refills. Jars 25¢ each. Holders 25¢ each. Complete deal \$1.75 each complete or \$7.50 for all three complete. If 5200 tickets are desired add 25¢ per deal. 1/3 deposit with order, balance on delivery.

Tickets Only: 1200 \$6.00 Deal
5200 \$15.00 Deal
2520 \$18.00 Deal

Send for Catalog of Other Winners.

WINNER SALES CO.
"PICK A WINNER WITH WINNER."
5307 ARMITAGE AVE., CHICAGO, ILL.

Gumatic Promises Big Show Surprise

ST. LOUIS, Nov. 19.—What promises to be one of the big surprises in the coin machine industry will be unveiled at the forthcoming NACOMM Coin Machine Show at the Stevens Hotel next month. The Gumatic Manufacturing Co., of which Rudolph Greenbaum and Walter Gummerheimer, of Poplaris pop-

corn machine fame, are the executives, will spring the surprise. At the present time the plant of this firm is a beehive of activity, as production of its new product is well under way. When The Billboard representative went thru its plant this week he was amazed at the amount of machines being turned out. He was honor-bound by Greenbaum and Gummerheimer not to divulge the surprise.

According to these two men, no one will have an inkling of what they are now producing until the unveiling at the Coin Machine Show. Incidentally, as far as we can learn, it will be the first time in the history of the Coin Machine Show that deliveries of a new product will be made right at the show. Arrangements have been completed to have a large number of the new machines right in Chicago so that operators, even if they order 100 machines, can get immediate delivery.



MINNEAPOLIS OPERATOR, Don Leary, sends couple of his service men to pick up another Jennings Pheasant from distributor Phil Ferguson's warehouse stock.

- Each
- 20 Bally Reserves (Latest Models) \$ 30.00
 - 10 Bally Fleets 42.50
 - 10 Bally Arcades 30.00
 - 5 Bally Palm Springs 45.00
 - 1 Exhibit Play Ball 30.00
 - 2 Magic Fingers, 1 Low, 1 High 100.00
 - 4 De Luxe Microscopes 75.00

Gentlich Distributing Corp.
900 North Rampart St., NEW ORLEANS, LA.

SALEBOARD OPERATORS

Read
"DEALS!"

A column about new saleboard ideas, rebates and personalities.

In the
Wholesale Merchandise Department

THIS WEEK AND EVERY WEEK

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

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

Houston

HOUSTON, Tex., Nov. 19.—Local operators, jobbers and location owners are happy over the recent election of Oscar Holcombe as mayor of the city of Houston. Holcombe has proved his friendship for the operators in the past and they were for him 100 per cent during the last campaign. Holcomb has served six previous terms as mayor and retired from politics in 1934, then came back and was overwhelmingly elected last election.

Operators Sam Ayo and Lester Hearns, of Houston, and Bill Tintin, of Beaumont, have purchased jointly an 8 MM. motion picture camera and projector. It is rumored that Tintin will now offer some substantial backing for the long tales he brings back from hunting trips in New Mexico.

Another home movie addict is Edwin Lear. His most recent venture in that line is family albums in color. Lear has movie shots of most every operator in South Texas arranged in a movie strip of more than a half hour's showings which he often shows to interested groups of operators. His projector, screen, etc., are set up in a back room of the Electro Ball Building.

Operator I. D. Oldden, of El Campo, was in Houston recently and purchased six new phonographs, also a supply of records and other accessories.

Joseph Spadafora, office manager for local Decca distributorship, spent the past week-end in New Orleans visiting his parents.

The Music Operators' Association of Houston, now almost two years old, got its first "treat" when Automatic Sales Corp. acted as host at the regular November social meeting. Barbecue and beer, followed by a three-reel movie for men only, made the evening a most enjoyable one. All previous social meetings, regardless of when held, have been at the expense of the association. E. L. Oates is manager of the record department of Automatic Sales and his company bore the entire expense of the November party, even to tipping the waiters.

COUNTER GAMES

REBUFFED AND RECONDITIONED

- ALL WIN (10-25c) 8.50
ANY SKILL TARGET (10c) 15.00
ART. SKILL TARGET (with dial) 17.50
ARITHMETIC (10-25c) 4.50
BALLY BABY (1c) 0.00
BEAT IT (10-25c) 4.25
BASKETBALL (1c) 1.75
BELL SLIDE (10-25c) 0.50
CENTA-PACK (1c) 7.50
CENTA-PACK DELUXE (1c) 7.50
CHICAGO CLUB HOUSE (1c) 4.75
CARDINAL BEER (1c) 2.50
CADET 2.50
DAVAL DEBBY (5c) 3.50
DOUBLE DECK (10-25c) 7.50
DAILY RACES JR. (5c) 6.00
DIXIE DOORWAYS (10-25c) 0.50
HELD'S WILD (10-25c) 12.50
ELECTRIC SHOOKER (1c) 3.00
GRANDSTAND, 3c (when sold) 17.00
HINKER (10c when sold) (1c) 14.50
GROETONEN 21 (10-25c) 0.50
GROETONEN BLACKJACK (10-25c) 3.50
GRIPPER 3-WAY (10-Way, 1c) 8.50
GRIPPER SINGLE (Gastline) (1c) 8.50
GRIPPER 3-WAY (Gastline) (1c) 10.50
GRIPPER 3-WAY (Western) (1c) 7.50
GRIPPER BOWARD (10c) 2.50
HARMONY BELL (for phone) 3.50
HIGH TENSION (10-25c) 3.50
HOLD AND DRAW (10-25c) 4.50
HORSESHOE (10c) (10-25c) 4.50
LITTLE MERCHANT (5c) (1c) 4.50
MILWHEELS (5c) 2.50
NEW DEAL (10-25c) (10c) 3.00
PUPHETTE (5c) JACKPOT (10-25c) 5.50
PUPHETTE VENDER (10-25c) 5.50
PUPHETTE VENDER JACKPOT (10-25c) 5.50
PENNY SHOCK (1c) 7.50
RACER (Dial) (10-25c) 3.50
REEL RACES (Western) (10-25c) 3.75
REEL 21 (10-25c) 5.00
REEL SPOT (10-25c) 7.50
REEL DICE (10-25c) 5.00
RELIANCE JACKPOT (10-25c) 17.50
SAFE MATH (Floor Game) 12.50
SWEET HUBB (Phone) 4.50
SWEET SALLY 3.50
SPORTLAND 5.00
SPARKS, 5c (when sold) 19.50
TRACK REEL (10-25c) 7.50
TRIO-PAC OIG. (1c) 5.50
WAGON WHEELS (Bingo) 0.00
Yours 1-2 Dollars. Send \$1.00 cash with Order. Personal Checks must be certified.

SEND FOR OUR COMPLETE NEW PRICE LIST, CONTAINING SEVERAL NATIONAL BARGAINS IN AUTOMATIC PIN GAMES, PHONOGRAPHS, SLOT MACHINES, ETC. Cable Address: "Ideal" Phone: GARFIELD 0972.

IDEAL NOVELTY CO. 1100 MARSH IN.

Dallas

DALLAS, Nov. 19.—A. C. Hughes, executive of the Electro-Ball Co., Inc., returned from a trip to New Orleans, where he spent several days visiting the Louisiana distributor for Seeburg phonographs, Sam Oentlich, of the Dixie Music Co.

Among out-of-town operators seen on the machines for this week were A. C. Babin and his associate, J. L. Garrett, of Tyler, Tex. They were adding new phonographs to their Tyler locations.

The regular monthly stag luncheon given by Electro-Ball Co. for Dallas operators was held recently at the company executive offices. A goodly number of local ops were present to enjoy the feast and all reported business as improving.

One of the best known operators of East Texas territory, Rudard Menifec, of Oyster, Tex., was shopping in Dallas last week for merchandise. He purchased some new phonographs. He was accompanied by his business associate, Mr. Conley.

Charley Tyco, one of the outstanding local operators of Central Texas, paid the Dallas market a visit last week.

Jack Maloney, of the Panther Novelty Co., Ft. Worth, was over one day last week greeting local ops and jobbers. He called on his friend, A. C. Hughes, and took time out to talk over plans for a local coin machine men's association, which he thinks should be organized at once.

According to Arthur Hughes, the new reconditioned models in phonographs are improving the music operators' business in a very substantial way. He has just completed a survey of phone locations and says that he finds the non-reconditioned machines returning much less than those which attract attention and their lights.

Asbury Park, N. J.

ASBURY PARK, N. J., Nov. 19.—Evans' 1939 Gallopino Dominos is making a sensational appearance along the Jersey shore. One at Long Branch is extremely popular.

If rumors are correct, the Coast Cigarette Service will soon add a number of machines. The unit is up and going and always on the watch for new and novel ideas in tobacco vending. The shore company also has a subsidiary at Camden.

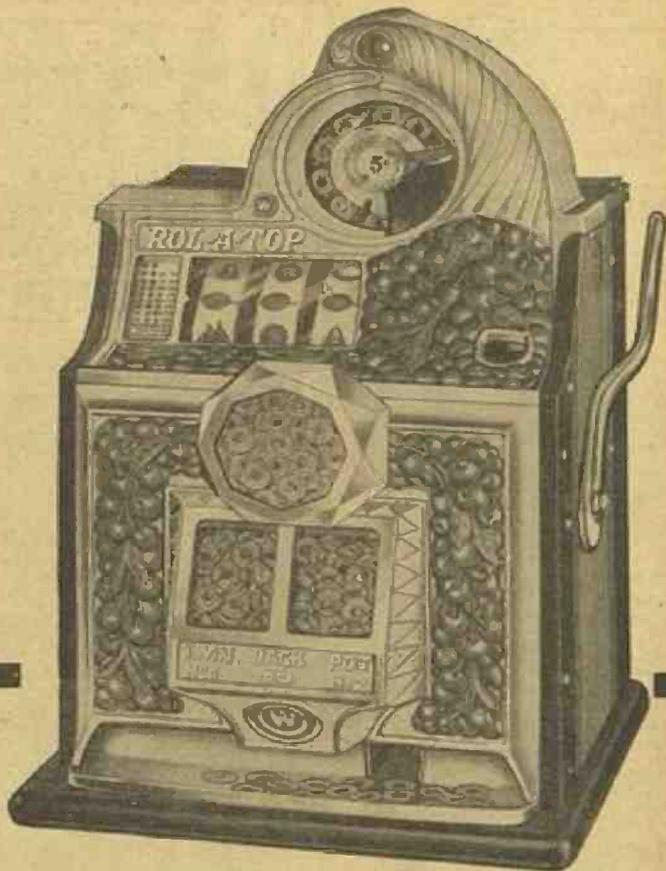
Foto's Chatterbox, just outside of Red Bank in Middletown, was entered the other night by vandals. They robbed the coin games, stole a phonograph and damaged another to get the receipts. A cigarette vender was snatched from the wall and smashed. In addition to these losses the Chatterbox missed some liquors, cigars and cigarettes.

Monmouth County operators are rejoicing over the good news recently coming from Freehold, county seat. Judge J. Edward Knight gave heavy penalties to two men who were convicted of robbing coin gadgets in the neighborhood. This may end this series of pin game smashing by vandals.

Ruben Lewis, of the J. & A. Music Co., is busy getting his record distribution bin in shape for the big season which opens Decoration Day.

Herman Ruben and his radio welcomed the unseasonable weather. It brought good week-end biz, he contends. He says after the way the weather man treated the concessioners this past summer he ought to make amends now.

Lester Rooney says that Art Seger's policy of keeping the Casino Amusement Co.'s games open in the Casino building every night all winter long is a good one. People go to the movies and then walk down to the shore. There is never any doubt as to whether the concession will be open or closed—it's always open.



50% INCREASE IN PROFITS NOTE THE NEW DIAMOND POT 3 BIG JACK POTS

The Diamond Jack Pot is not a dummy to fool the players, they really can win the contents of the Diamond Pot when the 3 proper symbols line up on the reels, just an extra reward for the player to shoot at. In other words he knows he can win the Diamond Jack Pot or one of the regular Jack Pots. 2 Jack Pots the public can really win has long been the dream of the smart operator. It is equipped with all the good features of our famous Cherry Ball and Reel-A-Top combined. Built in the following payouts:

- 3-10-14-18-20 AND THE JACK POT
3-5-10-14-18-20 AND THE JACK POT

Please advise what payout you want when ordering. The Diamond Jack Pot holds approximately \$7.00; Built in 1c-5c-10c-25c and 50c play. Built in the Straight Ball, as herewith shown, and is also built in the Front Vender Model.

15-DAY MONEY-BACK GUARANTEE SPECIAL DISCOUNT IN LOTS OF 5 MADE ONLY BY WATLING MANUFACTURING CO. 4640-4660 W. Fulton St., Chicago, Ill. Est. 1889—Tel., Columbus 2770, Cable Address, "WATLINGITE", Chicago

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19



MAKE BIG MONEY From Now Until Christmas Billing JUMBO TURKEY BOARDS A Real Pleasure that Really Sells at \$1.00 Each 150 High. No Numbers Over 150 BRINGS BIG \$\$\$ AND SELLS 1 Turkey, 1 Game, 1 Duck and 2 Chickens PRICE \$3.00 per Doz. \$20.00 per 100 Bonus, \$1.00 Remittance With Order or 50% on Q. O. D. ARTHUR WOOD & CO. 215 Market St., St. Louis, Mo.

TRADE-IN ALLOWANCE

We will give you a good allowance on any counter game, any make, in any condition on any of the four Brand New Machines shown below. What have you to trade?



BALLY BABY RESERVE
Interchangeable 1c and 5c Reels.
\$50 Top Reserve Pot. Price \$26.50.



VEST POCKET BELL
Made by M.M. Thelst Autoelectric.
Slot Machine in the World. Price \$49.50.



BALLY BABY CIGARETTE
Smallest Cigarette Machine Made.
Only \$12.75.



GINGER TOKEN PAYOUT
Payout protection. Mechanically perfect. 1c or 5c play, specify which. Price \$27.50.

Terms: 1/3 Deposit, Bal. C. O. D.

MONARCH COIN MACHINE CO.
1731 Belmont — Chicago

PARAMOUNT

THE OUTSTANDING GAME OF ALL TIME!
BETTER THAN BUMPER!
GREATER THAN RESERVE!

GREATEST FEATURES EVER BUILT INTO ANY ONE GAME

- NEW SPINNING CAPTIVE BALL
- "BULL MARKET" BUMPERS
- OUT-BALL RETURN
- SHIFTING 1,000 LIGHTS
- 5 BALLS
- ALL AWARDS METERED
- ADJUSTABLE
- BACKBOARD 23" HIGH

THE MOST THRILLING ACTION, FINEST SCORING, BEST PLAYING, BIGGEST MONEY-MAKING FEATURES YOU'VE EVER SEEN! WIRE QUICK FOR DELIVERY!



3 MODELS

Model A
Combination High Score Plus Reserve \$31.00 to \$24.75.

Model B
High Score

Model C
High Score With Free Play Chair.

WireQuick!!

IMMEDIATE DELIVERY FROM ANY OF THE 6 OFFICES OF . . . FITZGIBBONS DISTRIBUTORS

453 WEST 47TH ST. (Phone: Circle 6-8343) NEW YORK

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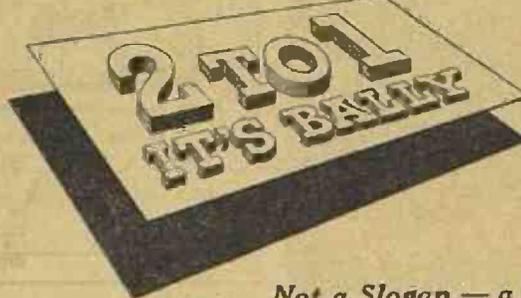
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. . . Not a Slogan — a FACT!

Develop Your Selling Personality

By DAVID S. BOND, President Trimount Coin Machine Co., Boston

Whether a man is devoting his time to selling definite items, or is only called upon to sell himself, he must emphasize one thing in developing his make-up. That one factor is perhaps the most important one in our lives today—not only in selling, but in social contacts of every description. PERSONALITY means everything to the modern man who is ambitious and desirous of making a success of his own life. The intricate social system found in this country today puts upon the shoulders of the business man a burden which can only be carried by one who has developed his personality to the extent that it is a definite aid and a tool which will act as a lever in prying the lid of success.

I have noted, in my study of Personality, that many of our outstanding psychologists and business experts have devoted much space to stressing the development of personality. One of these men is Dr. Paul H. Nystrom of Columbia University. Dr. Nystrom in his book, *Elements of Retail Selling*, and subsequent articles appearing in academic journals, has emphasized the characteristics of good selling personalities. He includes among them: (1) Normalcy in Social Reactions, (2) Necessity of Assertive and Moderate Extroverted Qualities, (3) Ability To Talk, (4) Acceptance by Other People, (5) Ability To Get Along With People, (6) Optimism, (7) Healthy Personal Attitudes.

The first characteristic needs no further explanation; certainly it is easy to see that a person must act and talk like a normal average human being in order to be accepted in business and social circles. The second qualification, while sounding quite complicated, is really quite simple. It merely means that the business man must be friendly and wide awake; he must not be too overbearing and should always be in sympathy with customer reactions. The noisy, "gladhand boy" has no place in modern selling. Be forward and alert, yes—but refrain from pushing yourself into the lives of others. Dr. Nystrom stresses the ability to talk—I personally consider this to be one of the most important items on his list. To be able to talk convincingly and forcefully is essential to the salesman. Gestures and dramatic efforts are not necessary—all that a man needs is a confident, pleasing tone, a knowledge of his subject and a great deal of enthusiasm. The fourth item mentions acceptance by other people. This, of course, is brought about by the ability to "mix" and the knack of making friends by helping and guiding them. The ability to get along with people is closely related to the preceding characteristic. A feeling for activities must be developed; the business man must make himself enjoy and understand other activities than the one in which he is specializing. Work with other people, accept their attitudes, be willing to listen to their ideas and you will soon find that your fellowman is a most interesting subject to study.

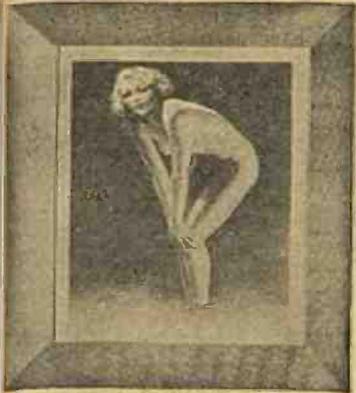
Optimism and a good attitude toward business and work are essential to the well-developed personality. A cheerful smile, a kind word, a bright reply, a pat on the back, a word of thanks can often accomplish wonders in making a success of a business day.

All these factors lead to but one thing—a well-founded, happier attitude toward life in general. The man who has friends and the man who likes to work is the man who is really happy. And it follows of necessity, that a happy man is a more efficient man, and a more efficient man is a successful man. Remember—whether you are busy working on a project to improve your conditions or whether you are spending a week-end with friends—be more cheerful, more active, more friendly.

A final word of warning—don't overdo the personality approach. Avoid insincerity and meaningless smiles. Be sincere about the matter, try to find the more cheerful side of the picture, don't be a faker. It's the man who is on the level that is appreciated by his associates, not the grinning, slumbering fool who doesn't pause to figure the thing in terms of valuable contacts, friendships and success.

SEND FOR COMPLETE DETAILS NOW!

EXCLUSIVE TO OPERATORS



24x19 1/2 GOLD BEVEL EDGE PHOTO FRAME BOX THREE POUND CHOCOLATES

Choice of many attractive and glamorous pictures. Over 5,000 sold in 30 days in Dallas Territory.

NOTHING LIKE IT!!!!

Your profit \$1.00 per box.

Operators making \$15 to \$30 a day. Works on 12 Hole 1c to 29c Push Card. Full particulars and confidential prices on request. Write nearest office shown below.

KIDD SALES CO.

2201 S. Harwood, Dallas, Tex.

FOLSOM BROWN CO.

2206 S. Harwood, Dallas, Tex.

KIDD SALES CO.

18 S. Walker, Oklahoma City, Okla.

EASTBURN SALES CO.

362 Dauphin, Mobile, Ala.

Flip-A-Kopper New Penny Game

(New Game)

KANSAS CITY, Mo., Nov. 19.—"Something radically different in the coin-operated game line will make an appearance on the national market next week when the Great States Manufacturing Co. releases the first Flip-A-Kopper penny game," according to A. E. Sandhaus, enterprising Great States executive. The new Flip-A-Kopper will embody a number of unique features which are original with his concern, according to reports.

"The game is being tested on locations now," said Sandhaus, "and it's proving a real winner. It embodies the old game of pitching pennies to a line, with all its lure, yet it's a strictly mechanical outfit, 100 per cent legal, neat in appearance and combining all the best features of several Great States items of the past plus a host of new ones."

"The player, if his penny is flipped into one of three small tanks inside the cabinet, may win one, two or even three packs of cigarettes. Officials of the company, busy this week preparing advertising layouts announcing the innovation, are enthusiastic and believe the Flip-A-Kopper will prove the outstanding hit of the late 1938 fall and winter season."

Western Reserves Display Booths

CHICAGO, Nov. 10.—Don Anderson, sales manager of Western Products, Inc., has announced that the firm reserved a section of display booths for the CMMMA Coin Machine Show, which will be held at the Hotel Sherman, beginning January 16.

"The booths to be occupied by Western are numbered as follows: 138, 139, 140 and 157, 158 and 159," advised Anderson. "We're going to have some mighty important surprises for operators, and I know that none of them will miss our 'Show Within a Show.'"

France Will Drop National Lottery

PARIS, Nov. 19.—The trend of events in France may be guessed by the fact that the French national lottery will come to an end on December 31, after five years in operation.

The French lottery, including 150,000 tickets of which 10 per cent were winners, had grown to be a feature of French life, as indicated by the keen disappointment of the people when the European crisis caused the postponement of the drawing scheduled for October 4. It is said that many people did not realize how serious the crisis was until they missed the lottery drawing.

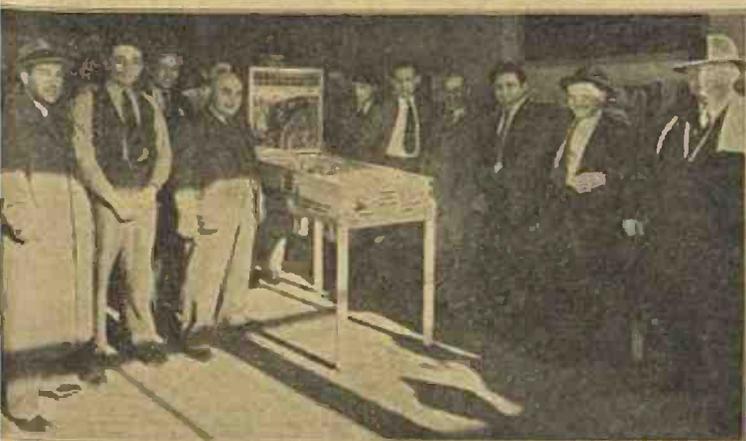
will be required to find a way out. Meanwhile, operators of coin machines like to see millions of small coins in circulation.

Coinmen Hail Influx of Money

NEW YORK, Nov. 19.—The financial experts seem to feel that the huge amount of money now in circulation is very puzzling—but operators of coin machines have always assumed that more money in circulation means more coins and their way into coin-operated machines.

A few days ago it was reported that the total volume of money in circulation was nearly \$7,000,000,000. This is said to be the largest total ever reported since for the two weeks of the bank holiday back in 1933. In the boom year of 1929 the total money in circulation was less than \$5,000,000,000.

The fact that the money experts are puzzled in a good hint that times have changed, and that a lot of co-operation



SMILES OF APPROVAL light the faces of coinmen as they view A. S. Douglis' presentation of Deval's Spinner, latest game by the makers of Tally Ho and Odd Ball. The premiere took place at George Ponsler's New York show-rooms. A. S. Douglis stands to the left of Spinner.

★ A COMPACT PAY-TABLE ZIPPER



ONE BALL CONSOLE

Incorporates a fascinating play idea. Bowl action combined with holes and kicker. Fast and thrilling.

Flashy illuminated back panel with race horse symbols.

Full payout control.

Motor driven selector and payout unit.

Precision built throughout.

Tickle, cash or check models available.

Zip to town with Zipper.

Stoner Corp.
AURORA · ILLINOIS

BINGO 5c	54 10 Nov 1	37 10 Nov 1	90 10 Nov 1	16 10 Nov 1	BINGO 5c
26 10 Nov 1	11 10 Nov 1	13 10 Nov 1	45 10 Nov 1	78 10 Nov 1	
63 10 Nov 1	21 10 Nov 1	84 10 Nov 1	33 10 Nov 1		
99 10 Nov 1	60 10 Nov 1	77 10 Nov 1	19 10 Nov 1		
89 10 Nov 1	47 10 Nov 1	59 10 Nov 1	23 10 Nov 1		

20 Cigarettes

THE FASTEST SELLING SALES BOARD EVER INTRODUCED—THIS IS DIFFERENT.

An Actual Bingo Game! Definite Payout, Definite Profit. Possible for Player To Win Up to \$10.00 for a Kicker. The Only BOARD on the Market That Will Finish Regardless of the Number of Misses Won. Every Winner Takes Off Blinks Up Future Winners, ASSURING A SELLOUT.

1000 HOLE BABY HISSY
Take In \$100.00
Definite Payout \$0.25
Definite Profit \$99.75

TRE BOR SALES CO.
424 University Building,
Syracuse, N. Y.

PRICE
\$4.90
EACH

WIRE FOR EXCLUSIVE TERRITORY

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Becker Introduces Stable Mate Game

(New Game)

CHICAGO, Nov. 19.—"Being official rap-taker for J. H. Keeney & Co.," said Ray Becker, sales manager, "I know that tipping our hand on our new multi-play free replay award game will garner me another Grade A rap."
"Keeney's Stable Mate, the name of this new game, is too good for me to keep under cover. It's got more new angles than a world's fair. It utilizes a good many of the time-tested features such as the play board used in Free Races."
"It didn't take us long to see from location tests that we had a hit game in Stable Mate. We immediately put third a large release for the first run which is scheduled to go on the production lines shortly."

Commenting on their current game, Stepper-Upper, J. H. Keeney said: "On my desk are orders from all points of the compass for our new payout table, Stepper-Upper. In addition to our regular outlets we are getting orders from a lot of points heretofore thumbs-down on payout tables."

"Stepper-Upper is a one-ball payout table. If the player fails to secure a winner on the first game he can insert a second coin and the odds will be doubled for the second game. And if he loses on the first two games he can then insert a third nickel and odds will be tripled for the third game."

Winner Offers Game Trade-In

CHICAGO, Nov. 19.—"Winner Sales Co. is announcing a sensational offer of an allowance on any used counter machine in trade on one of its popular new 1938 All-Electric Crystal Gazer Dice Machine," stated a Winner spokesman.

"This liberal trade-in deal is being made to acquaint operators with the outstanding money-making appeal of this new machine. The offer is a fine opportunity for operators to turn in old used machines and thus replace 'played-out' machines with live new numbers."

"The all-electric Crystal Gazer is actually five machines in one. It embodies five different payout set-ups that permit operation in all territories," he concluded.

first time. The we were praised by almost everyone who saw our job, sales were a bit small. But once the year got started sales began to zoom and have been going at top speed ever since. In fact, as fast as we can build them,

"This record which Imperials have established in almost every good operating territory has begun to bring us a great deal of business. We know that in due time more and more operators would awaken to this important fact that the Imperial will go on for years and years when all other equipment which they have purchased will have been forgotten."



**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**



Regular Price **\$27.50**
LESS \$5 ALLOWANCE

**WE WANT THOUSANDS OF
USED COUNTER GAMES!**

We offer \$5 allowance on any game—any make—in trade on brand-new Gingers. We pay freight! (Not liable for express.) No waiting for your new Gingers. Send bill of lading on shipment to us. No limit on 1,000—machine for machine. Cash in! Take advantage of this liberal offer NOW!

Remember! A G. & G. Endorsement is a Genuine Guarantee of Satisfaction or Your Money Refunded!

GERBER & GLASS DISTRIBUTING CO.
914 Diversey Boulevard • Chicago, Illinois

? DID ?

You Ever Buy A Used Game From Us? Can't Tell Them From New

Rolls and Cabinets Refinished—Mechanism Completely Overhauled

- 9 Jennings 1936 Parlay Races and Pick-Em; just like new... \$94.50
- 3 1937 Dominos... 34.50
- 5 Bally Favorites; just like new... 45.00
- 5 Bally Tracks... 45.00
- 7 Bally Track Odds 1937... 79.50
- 7 Track Times; black cab... 59.50
- 5 616A Wheelers... 145.00
- 20 Gottlieb-assorted with Check-High Cards, etc... 15.00
- 15 Bally Pezknoss and Rovers; excellent condition... 22.50
- 5 Western Paddles... 39.50
- 5 1-2-3 Rebull... 24.50
- 10 Original Bally Multiples... 12.50
- 10 Bally Bluebirds... 12.50
- 25 Bally Challengers and Belmonts... 12.50

National Scale Co.
1415 Wash. Ave., So., Minneapolis, Minn.
1/3 Deposit

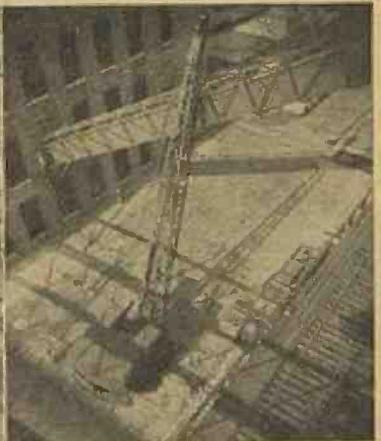
Hurviches Report Sales Increases

BIRMINGHAM, Ala., Nov. 19.—Max and Harry Hurvich, known to many in the coin machine industry as the Goldust Twins, leaders of the Birmingham Vendling Co. and manufacturers of the Imperial, coin-operated billiard table, report that they are proud of the record which these tables have made.

Stage Max Hurvich, "At the last convention we showed the Imperial for the



DAVID C. KOCOROLA, president of Rock-Ola Mfg. Corp. (right), and Jack Nelson, vice-president, look over plans for Rock-Ola's 1939 expansion program, which was started last week.



THE EYE IS QUICKER THAN THE FOOT!

"Take two feet. Wait them all over town looking for good machines, and what happens? The feet get awfully tired and the chances are it'll take days to find what you want."
"But take two eyes. Let them look over the games listed below. Now the odds are with you. You're sure to find the game you want at the price you want to pay in less time than it takes to tell."

George Ponsor.

**Chicoin's
PEACHY
ST. MORITZ**

**Daval's
ODD BALL
SPINNER
TALLY**

**Keeney's
HIT
BIG TEN
STEPPER UPPER**

Closeouts on Brand-New Counter Games! Write for Full Details to Newark Office! Address Listed Below!

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY.

11-15 East Runyon St., NEWARK, N.J.
1435 Bedford Ave., BROOKLYN, N. Y.
200 North Franklin, PHILADELPHIA, PA.

IT'S YOUR MOVE

DON'T WAIT! ORDER NOW!
BE THE FIRST IN YOUR TERRITORY!

TAKES IN

1260 Tickets... \$43.00
Average Payout... 40.00

Average Profit... 23.00
Sample Deal, Complete... 33.00
Sample Roll... 2.50

TAKES IN

2280 Tickets... \$114.00
Average Payout... 75.00

Average Profit... 39.00
Sample Deal, Complete... 33.75
Sample Roll... 3.00

TAKES IN

2520 Tickets... \$126.00
Average Payout... 75.00

Average Profit... 51.00
Sample Deal, Complete... 4.00
Sample Roll... 3.25

Our new patented tickets that are backing our first customer everywhere are used in the above lists. A coin slip is furnished with each set of tickets giving you protection against operators who change lines to suit them. One-half dozen of postal or express money orders most advantageous orders. All prices F.O.B. Louisville, Ky.

LOUISVILLE NOVELTY MFG. CO.
Manufacturers of Quality Jar Deals
330 East Breckinridge St., LOUISVILLE, KY.

Salesmen Wanted!

If you have a car selling experience and can invest \$2800, we will show you how to net over \$100 weekly selling BINGO MACHINES. Word of Mouth or Wire Today. Mention experience.

D. ROBBINS & CO.
1137-B De Kalb Av., N.Y.C., N. Y.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

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

Preview of Novelty Games at Show

CHICAGO, Nov. 19.—Officials of the Chicago Coin Machine Mfg. Co. announce that arrangements have been completed for exhibit booths at the CMMMA Coin Machine Show at the Shorman Hotel, January 16 to 19, 1939.

Said Mr. Wolberg, "As has been our custom in past years, we plan an exhibit of our current games along with a showing of models to be released immediately after the show. Operators have told us that our preview showings of games at the annual exhibitions have been of great value to them in determining purchases at that time." Co-official Sam Gensberg advised that his company plans to reveal several outstanding developments in the novelty game field, and he urges that all game operators make it a point to not only attend the show but to visit the Chicago Coin display in particular.

Fort Worth

FT. WORTH, Tex., Nov. 19.—Fort Worth operators are enjoying only fair business at this writing. City, county and State tax payments now due and payable before November 30 no doubt are instrumental in slowing down play to some extent. Music spots are holding up well but cigaret locations are off. Counter games are running only fair, with sales-boards picking up, due, of course, to the Thanksgiving boards that now predominate. The ops are looking forward to a big, salesboard business until after January 1 at least. It is predicted in coin machine circles here that business on all machines will take a sharp dip-turn not later than December 5. Business should continue good until late spring, because around March 5 the big Southwestern Live-Stock Show opens up and runs for 12 days. The stock show always charges up the coin machine business to a high pitch.

Fort Worth operators are becoming divided regarding which coin machine show they might attend. Some seem to think that the holding of two shows will weaken both and they are undecided whether or not they will attend either show. Regardless of how good each show will be, the attendance will be split two ways, some going to the December affair and others to the January meeting.

A number of Ft. Worth coinmen have been attending the National Roller Derby meet in Dallas the past week. Every day Ft. Worth ops are spotted along the Dallas coin machine row.

Texas will sponsor a special train and delegation to the CMMMA January Coin Machine Show, as well as a train and delegation to the December NACOMM show. The December delegation will travel over the Texas & Pacific, Missouri-Pacific Line and the Alton. The railroads for the January special train has not yet been decided, but will be shortly. A large crowd is expected on each trip.

Forest Park continues to operate, and coin machines, mostly vendors, that are located on the various stands in the park are doing a lively business, particularly on week-ends. The park will remain open until colder weather forces its closing. Stands will then open up on week-ends only.

Dad Johnson, dean of all Texas operators, is still doing business at the old stand on West Belknap street, this city. Dad's firm is known as the Ideal Novelty Co., and the organization keeps a nice string of equipment going.

The Texas 1938 peanut crop is now moving in and operators of peanut vendors are feeding their customers fresh peanuts right from the field after being deliciously roasted, of course. Business on the little vendors is brisk.

Government utility projects which are under way in a number of rural sections near the Ft. Worth territory will open up thousands of new locations for coin-operated equipment requiring electricity. Many profitable phonograph locations will be in evidence as soon as the power lines are completed. These electrical power projects will serve many small towns as well as rural sections and communities—places that have never before had electric current of any kind.

CHECK Your Own COLLECTIONS!

- 👉 KLICK
- 👉 ZIP
- 👉 RAGTIME
- 👉 TRIPLE PLAY
- 👉 JITTERBUG
- 👉 JITTERBUG RESERVE
- 👉 OSCAR
- 👉 SPLASH

IMPROVE TO YOURSELF that Seaboard has given you eight good, steady money-makers in a row!

PROVE TO YOURSELF that you can ALWAYS depend on Seaboard to give you real money makers every time—not a hit one time and a flop the next!

Watch for **STOP AND GO** By Gencol

SEABOARD SALES, INC.
115 TENTH AVENUE, NEW YORK, N.Y.
Phone BR 1-7-5688

KEENEY'S NEW STEPPER UPPERS in stock
500 Slot Machines at Rock Bottom Prices.

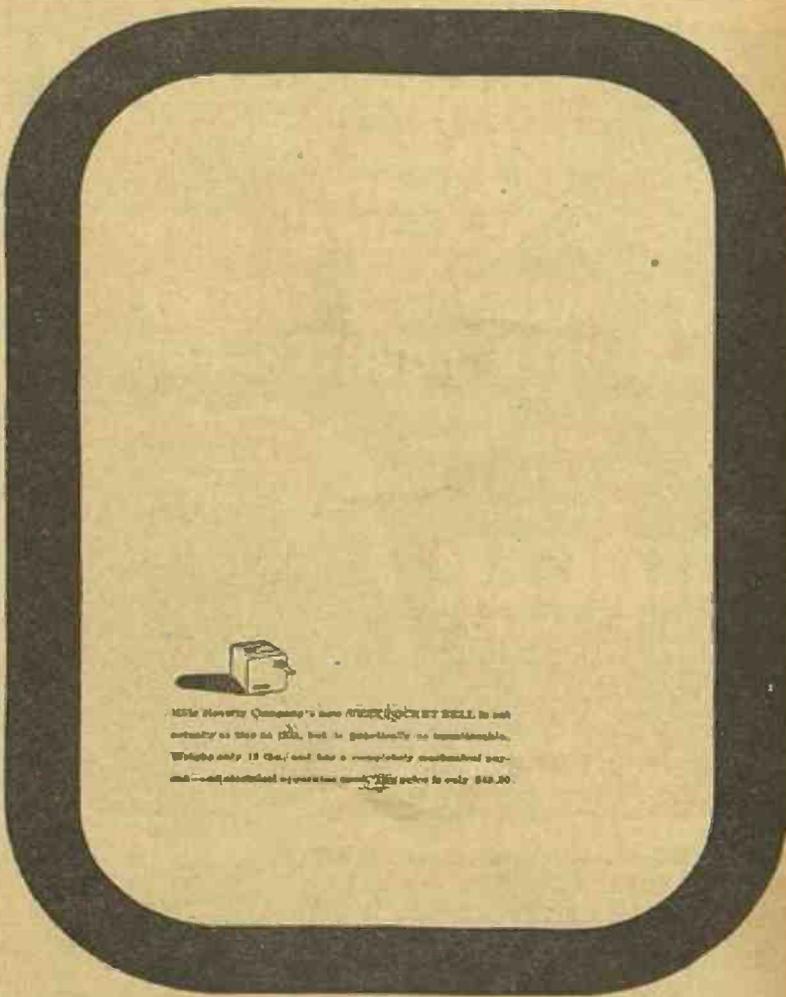
SAM MAY & COMPANY,
111-13 Maryland Ave., Balto., Md.

Brewers Plan Beer Campaign

CHICAGO, Nov. 19.—The coin machine industry would do well to learn a page or two of the brewing industry's "text-book" which is an expert treatise on public relations. Favorable public opinion always to be desired.

As the theme of its national advertising program United Brewers Industrial Foundation, New York, plans to emphasize beer not as "an idea to be defended," but as "a thing to give pleasure," a spokesman pointed out at the foundation's recent annual meeting in New Orleans. The newspaper and magazine campaign will be expanded.

"We believe advertisements can be used," this executive said, "that will reach millions of people who today have no prejudice either for or against beer, but who have too little familiarity with its use."



This Novelty Company's new **SECRET KEY** is not actually as new as it looks, but is guaranteed to be profitable. Weighs only 13 lbs. and has a completely mechanical operation—no electrical operation parts. Price only \$49.50.



E-Z PICKIN TWIN REPEAT
New—Different
Many Other New Games Ready
OPERATORS Cash in with the Latest Prove it to Money Makers. Write—Wire—Phone.
ROY OR COMBINATION COUPONS.
2520 Coupons @ 5c Take
Pay Out... \$125.00
Average... \$50.00
Profit... \$46.00

ORDER NOW

E-Z PICKIN GAMED DEALS ARE THE SENSATIONAL PLAY GETTERS
1939 HIT
Get on the Beat With Carded 5c
1939 HIT
760 Carded → 5c Takes
In... \$38.00
Aver. Pay \$ 20.00
Av. Profit \$18.00
Combination Coupons
PROTECT YOUR LOCATIONS WITH E-Z PICK- IN GAMES.

ORDER NOW



Gay Games
AMERICAN MADE
America's Favorite

LISTEN - OPERATORS

Here's Something You'll Be Thankful For
OUR 1st ANNUAL

THANKSGIVING SALE - Nov. 21 to Dec. 1

LOOK AT THESE PRICES - THEN WIRE YOUR ORDER

<p>SPECIAL BARGAINS</p> <p>TRIPLE REEL... \$ 2.70 SALLY DERBY... 2.25 TOP ROW... 4.25 SNAPPY... 4.25 NEW DEAL... 4.25 WALKERS... 4.25 TEN STRIKE... 3.50 FLICKERS... 0.95 GARDENS... 7.50 GOLDS HEADERS... 7.50 HALL FAN... 7.50 BEAT 'EM... 0.95 OASISVILLE... 0.95 AURORA (New)... 0.95 HUMP-A-LITE... 0.95</p>	<p>ROYAL RACES... \$ 0.95</p> <p>BALLY MULTIPLE... 0.95 DAILY RACER... 0.95 DERBY DAY... 0.95 CENTER SWAGN... 10.00 MISS AMERICA... 10.00 POTO FINISH... 11.95 COLLEGE FOOTBALL... 11.95 CLASSIC... 11.95 LIVE-A-PAIN... 11.95 GRAND PRIZE... 11.95</p> <p>PAYABLES</p> <p>GOLDEN WHEEL... \$14.75 FREAKNESS... 22.50 DAILY ENTRY... 22.50 BIG RACE... 47.50</p>	<p>PIKE'S PEAK... \$14.75</p> <p>TURTLE SHAMP... 14.75 BALLY RESERVE... 24.50 1-3 REVERSE... 52.50 PAIROUSERS... 40.50</p> <p>CONSOLES</p> <p>REYAS... \$ 48.50 DERBY DAVE... 36.50 TRACK TIME, GUY HAND... 57.50 TRACK KING... 52.50 EXHIBIT RIDGES... 57.50 FAVORITE... 52.50 DARK HORSE... 57.50 SKILL FIELD... 43.50 KENTUCKY CLUB... 17.50</p>
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Add \$1.00 for Crating Charge on Above

MODERN AUTOMATIC EXCHANGE
2618 Carnegie Ave. Cleveland, O.



MAN-O-WAR

1-BALL CONSOLE

BY THE MASTERS OF PAYOUTS!

**MULTIPLE PAYOUT
MYSTERY DAILY DOUBLE
MYSTERY SELECTION & ODDS**

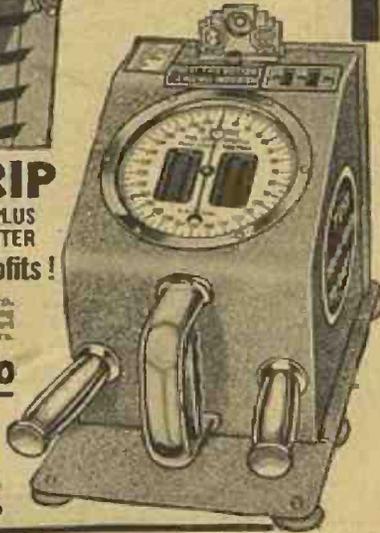
FIRST with Mystery Payouts in multiples of 3! with Mystery Light Field and Illuminated Win Indicator.

"Daily Double" Pockets
with Mystery "Daily Double" Pockets
and TOP AWARD OF \$12 CASH!

Greatest game of recent times!
Mystery Selection of 1 or more
bonus... Millions or Single operation by simply changing switch.

Only \$-1 to \$-1... absolutely best free mechanical game... that make a new era! Order quick and clean up!

\$189.50



WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

DUO-GRIP

TRADE STIMULATOR PLUS
3-WAY STRENGTH TESTER

Gives You Double Profits!

Resistor testing strength of Push, Pull, and Grip. Chrome-plated balls spin with each grip... a winning symbol on the player to award points on every spin. Available with fruit ball symbols or numbers. Serial \$2.50.

COMBINATION **\$24.50**
1c to 25c SLOT

IMMEDIATE DELIVERY
D. GOTTLIEB & CO.
2736-42 N. Paulina St., CHICAGO

Genco Releases Stop and Go

(New Game)

CHICAGO, Nov. 19.—Officials of Genco, Inc., have announced the release of Stop and Go, a novelty game. They report it is available in straight novelty play and in a free-game model. "High scores play, full motoring, fast five-ball action on the playing field and other fine features are but a part of the attraction of the game," said an official.

Dave Gensberg, exec of the company, stated, "Stop and Go is a game that has already attracted unusual location interest due to nation-wide publicity and attention calling to traffic regulations. Players are immediately caught by the appeal projected thru the brilliant playing field and backdrop which have street scenes and traffic lights as part of the design.

"The simple play, fast-action bumper springs and the flashing of green and red lights on the backdrop hold the interest of the player. Thrills are injected by the scoring system which enables the player to make a thousand points at a time by judicious shooting of the balls. Skill lanes at the bottom of the field keep play alive all the way down the board.

"An added attraction is the extra ball which is released for play when a certain high score is reached. The same play and playing thrills are incorporated in the free game model which features the Genco proved and tested free game unit."

Klick, Genco free game, continues in high popularity thruout the nation, according to Gensberg.

Games Finance Youth's Education

OKLAHOMA CITY, Nov. 19.—Appearing recently in The Oklahoma City Daily Times was an article headed "For Five Cents, Youth Receives Education at State University." It told of an enterprising college youth who in order to finance his education operated a group of coin-operated machines. The article follows:

NORMAN, Okla.—(Special)—It's the little things in life that count according to Ben McConnell, of Okmulgee, who is working his way thru college by running 3-cent coin-operated devices.

Spread from Okmulgee to Norman, Ben has 16 electric eye rifles, grip testers, etc., and with all of them manages to eke out enough to pay that inevitable house bill and to keep the echoes out of his wardrobe closet.

Of course, this is an unusual business for a college student to be in, but Ben explains it thus:

"I was pretty well acquainted with the inventor of several of these novelty machines and naturally became interested in them. When he got them on the market I bought several and they turned out to be pretty lucrative, so I just got a string of them."

A senior in the electrical engineering school, Ben services his machines himself, which isn't being done these days by just any repair man. A look-in at the myriads of wires in one of his electric rifle machines makes this pretty obvious.

At the present Ben is working on a little invention of his own which he expects to patent in the next few weeks. It is a moving picture apparatus similar to ones which you find in the penny arcades, but this one will be installed with talkies.

NATIONAL'S BARGAIN COLUMN

PAYOUTS WITH TICKET UNIT

Practicality... \$3.00	Crown... \$2.50
Derby Day... \$3.00	Casino... \$2.00
with clock... \$3.00	HR Parade... \$2.00
Derby Day... \$2.50	Line-a-Pair... \$2.00
College Foot... \$2.50	Royal Race... \$2.00
Ball... \$2.00	Parade Parlay... \$2.00
Speed King... \$2.00	Lancia... \$2.00
Foot... \$2.00	Daily Race... \$2.00

PAYOUTS

Fair Ground... \$1.00	Golden Wheel... \$1.00
Pietwood... \$1.00	Blue Bird... \$1.00
Practicality... \$1.00	Parade... \$1.00
Derby Day... \$1.00	Queen Mary... \$1.00
Casino... \$1.00	

NOVELTIES

Zeta... \$3.00	Always... \$1.00
Bally Penn... \$3.00	3x3x3... \$1.00
Spring... \$3.00	Wheel... \$1.00
Bally Power... \$3.00	Top... \$1.00
Jumbo... \$3.00	Hot... \$1.00
Ball... \$3.00	Mound... \$1.00
Caro... \$3.00	Score Flash... \$1.00
Snappy... \$3.00	Chicago Derby... \$1.00
Ball's Eye... \$3.00	Bally Bumper... \$1.00
Bally Zephyr... \$3.00	

SLOTS

100 Melon Balls, 5c Play	Serial over 425,000	40.00
Goalpost (Silver) Child	Serial over 425,000	49.50
Millie Blue Free, 5c	Serial over 400,000	65.00
Serials over 400,000	5c	40.00
Millie Blue Free Double Jack 5c	Serial over 1,000,000	20.00
Millie G. T. 5c	Serial over 1,000,000	27.00
1st Green Front	Serial over 1,000,000	27.00
Jordan's Chief, Serial over 1,225,000		27.00
Go and 2nd	Serial over 1,000,000	27.00
Millie War, Serial over 1,000,000		27.00
100c		27.00
Pat All-Star, Serial over 1,000,000		27.00
Serial F. O. K. Goalpost, Serial over 1,000,000		27.00
Wedding Bell, Serial over 1,000,000		27.00
7c		27.00
Side Stand		4.50

COUNTER GAMES

Chicago, 1c to 17.50	Real Spot... \$3.00
Daily Races	Real Races... \$3.00
1c	Real Dice... \$3.00
Turf Time... \$3.00	Bally Kugel... \$3.00
Bally Baby... \$3.00	Bushy Cop... \$3.00
Ball Game... \$3.00	Mach... \$3.00

CONSOLES

Prize Races, 20-1 odds, Serial 4000	69.50
Jennings Liberty Bell	69.50
De Luxe 5c	25.00
De Luxe Bell	25.00

PHONOGRAPHS

Wurlitzer 616-A	145.00
Wurlitzer 616	125.00
Rock-Ola 1020	42.00

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

TERMS: 1/3 Deposit, Balance C.O.D., P.O.D. Chicago.

First With the Latest New Games. Get Your Name on Our Mailing List.

National Coin Machine Exchange
1407 DIVERSEY BLVD., CHICAGO.

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.



3 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEALS

50 WINNERS
A 5c Salesboard
42 Boxes of High-Grade Chocolates—1 Lb., 1/2 Lb., 1/4 Lb., 7 Jars of Assorted Candy, Large Box Assorted Chocolates for Last Punch.
A 300-View Salesboard, COSTS YOU \$8.00, TAKES IN \$15.00.

Fast Moving Deal
36 WINNERS
A 25-View Salesboard. Numbers run from 1 to 30. Every Punch receives a Bar of High-Grade Chocolate. Name under Seal received 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 30. 24 1-Lb. Boxes of Chocolates. A 25-View Salesboard. COSTS YOU \$4.25, TAKES IN \$6.00.

CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates, 1/2 Doz. to Carton. **70c**

2-Lb. Box of High-Grade Chocolates, in Padded-Top Box, 1/2 Doz. to Carton. **50c**

Conical Chocolates — **\$2.40**
1 Lb. Net Packed 2 Doz. to Carton. Per Doz.

20% Deposits 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.



EARN TOBIASON, buyer for National Novelty Co., Merrick, L. I., N. Y., tries out one of the new trucks purchased by the firm to speed deliveries.

CHICAGO METAL STANDS

Brand New—In Original Cartons. Suitable for all types of Slot Machines.

Regular Price \$18.50. Our Special \$6.95.
1/3 Deposit With Order.

B. J. MARSHALL, INC.
3757 Woodward Ave., Detroit, Mich.

B. J. MARSHALL

WANTED TO BUY

ODD BALLS — GENCO TRIPLE PLAY WITH FREE GAMES — BALLY FLEET — GRAND SLAM — OADET — REVIEWS

USED RECONDITIONED NOVELTY GAMES

Home Stretch... \$ 7.50	Final Score... \$ 6.50
Auto Derby... 7.50	Tournament... 6.50
Bally Bumper... 8.50	Long Beach... 6.50
Hare & Hound... 12.50	Track Sheet... 6.50
Jr... 12.50	Dice... 6.50
Exhibit HIMAL... 40.50	Bluffer... 6.50
Bally Basket... 10.50	Forward March... 6.50
Speed... 10.50	Rosa Bowl... 6.50
Sass Ball... 35.00	El Toro... 6.50
Misature Pool Table (excels)... 29.50	Recorder... 6.50
Game No... 37.50	Lights... 6.50
Three Star... 10.50	Turf Queen... 6.50
Exhibit Basket... 14.50	Letter Up... 6.50
Chicago... 8.50	Exhibit Play... 6.50
Ball... 6.50	Ball... 6.50
Pros... 10.00	Coney Island... 6.50
Wyr Admiral... 14.50	Palm Springs... 6.50
Boys... 14.50	Turf King... 6.50
Silver Flash... 16.50	Hot Series... 6.50
	Marvel... 6.50

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

DOMESTIC NOVELTY CO.
202 G ST., N. W., WASHINGTON, D. C.

FROM A RABBIT'S FOOT TO A MINK COAT FUR COATS

Latest Styles. Lowest Prices. Best Quality. Write for Free Price List.

OMAS BRAND, 208 West 26th Street, New York. Buy From An Old Established Firm.

OPERATORS! YOU CAN GET THEM FROM VEMCO

PROMPT DELIVERY

MILLS

- VEST POCKET BELL
(For those O. T. locations)
- SQUARE BELL CONSOLE
(The Aristocrat of Consoles)
- HI-BOY PAY TABLE
(A 3-ball game for those choice locations—a real money-maker)
- MILLS BROWN FRONT BELL
(A slot machine for any slot location)
- MILLS FRUIT KING AND WILD DEUCES
(The very latest in counter games—two wonderful 11C10 machines)

BALLY

- THISTLEDOWN
(New one of the latest 5-ball automatics offered to the operator)
- DIXIE CONSOLE
(New but proving itself as a real "BALLY" corner)
- SUSPENSE
(Another new novelty game by Bally)

DAVAL

- ODD BALL
(A game that is making history in the coin machine industry)
- TALLY
(A counter machine as yet unequalled)

PHONE, WIRE OR WRITE FOR
DESCRIPTIVE CIRCULARS, PRICES AND

COMPLETE INFORMATION

THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

EVANS' 1939 GALLOPING DOMINOS WITH NEW LEGALIZING SKILL ATTACHMENT

WE WILL
EXHIBIT ONLY
AT THE
**SHERMAN
HOTEL**
JAN. 16-19



EQUIPPED WITH EVANS' NEW 7-COIN HEAD!

Acknowledged by big-name operators as the greatest coin head advance in the industry! Positively eliminates over-feeding and jamming of coins. Stops right from thick coins, slugs, gum, string, steel strips, celluloid and other tricks of the grip 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 claims! Perfect performance unconditionally guaranteed! At your jobber, or write, wire or phone Haymarket 7630!

OTHER EVANS' HITS
Bang Tails Roulette Jr.
Improved Hiash Special

★ WATCH FOR ★
EVANS' LUCKY LUCRE!
Sets a New Standard in Amusement Equipment

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

Discuss Plans for Big January Show

CHICAGO, Nov. 19.—"Red tape will be slashed and swept away," declared Jim Moore, secretary of the Coin Machine Manufacturers' Association, discussing plans for the Coin Machine Show at the Sherman Hotel, Chicago, January 16-19.

"No operator, jobber or distributor will be expected to pay money to get into it after all," Jim says. "Nor are we expecting that busy operators take time to sign up in advance. The main thing is to come and see what a royal, all-right-in welcome you'll get. Naturally, admission to the exhibition will be limited to members of the coin fraternity and their friends, but no bona fide operator, jobber or distributor need worry about getting in to see the greatest array of coin machines of all kinds ever assembled under one roof."

"And when I say 'all kinds' I mean exactly that. Every branch of the industry will be represented—music, vending and amusement as well as the merchant and trade stimulator trade. Make your plans now. If you wish, write me at CHMA Headquarters, Suite 323-324, Sherman Hotel, Chicago, regarding room reservations. And be there with bells on the same show, same hotel, same time—Sherman Hotel, January 16-19, 1939—Chicago's 'home' to the coin machine industry, 'Home-Coming Week' to coinmen everywhere."

Jefferson Nickel Makes Its Debut

CHICAGO, Nov. 19.—Coinmen opening their cash boxes of their machines will now discover that Thomas Jefferson and his Monticello home have replaced the old cent, the Buffalo and the Indian. The U. S. Government Mint's newest coin, the Jefferson nickel, made its debut to the nation on November 15, 1938, amidst great excitement of coin collectors and novelty seekers. Washington rushed 200,000 worth—

1,800,000 of the shiny coins—for distribution in Eastern States on the day of the nickel's debut. Not many found their way into general circulation since most of them were grabbed up to be shown to families, friends and the like.

At any rate, the buffalo-Indian head is on the way out after a quarter century of noble service in subway turnstiles, slot machines, babies' banks, vending machines, crap games, telephones, pin-ball games and what-have-you.

The mint estimates that there are 1,600,000,000 old nickels in use. Eventually most of them will be retired from service and Jefferson will be wearing out the American trouser pocket. He's the third person pictured on a regular U. S. coin; Lincoln and Washington were the others.

In use since 1886, following experiments with two and three-cent pieces, the nickel came into enormous prominence in the last decade with the rise of coin-operated machines. In fact production had to be boosted from 40,000,000 to 140,000,000 nickels annually in the last 10 years.

Jennings To Show New Pay Console

CHICAGO, Nov. 19.—O. D. Jennings & Co. announce reservation of large exhibit space at the NACOMM annual Coin Machine Show to be held here at the Stevens Hotel, beginning December 12.

"Several new machines, in addition to the top numbers recently released by Jennings, will be displayed at the Stevens Hotel," it is stated. "Something distinctively different in a de luxe payout console game and a fascinating new novelty game are to be shown. Merchandise machine operators will be given an agreeable surprise when a new straight merchandise vending machine will be released by Jennings at the December Coin Machine Show."

"As usual, O. D. Jennings & Co. will hold open house at the plant during the week of the show. Operators know that this means plenty of good things to eat and drink, and a good time will be had by all."



BAR, BELL & FRUIT JAR DEAL TICKETS

Tickets are printed in colors using slot-machine characters to designate the play.

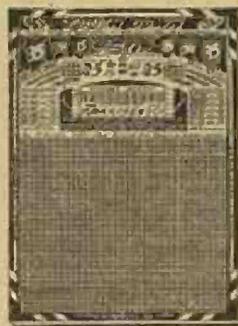
TICKETS TO DEALS

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. 87 Fortieth St. Wheeling, W. Va.



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.

A LEGAL DEAL — A WINNER EVERY TIME



12 PUNCHES — 12 WINNERS
DEAL CONSISTS OF 12 MAJOR PRIZES MOUNTED ON A DISPLAY CARD, AND A 12-HOLE PUSH CARD. TAKEN IN 30.00.

\$2.25 Each For Complete Deal

Send for Circulars on our Many Other Fast-Moving Sales and Deals.

IDEAL SALES, Inc.

1614 MARKET ST. ST. LOUIS, MO.

LOWEST PRICED 7-COIN CONSOLE-

RACE MEET *with* TRACK ODDS

featuring **MULTI-MASTER MECHANISM AND 100% AC OPERATION!**



FULLY GUARANTEED For Immediate Delivery See Your Jobber or Write Direct

WESTERN PRODUCTS INC.

925 W. North Avenue Chicago, Illinois

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

Evans To Reveal New Creations

CHICAGO, Nov. 19.—"I'll be back in ample time to complete our preparations for the big show at the Sherman Hotel," said Dick Hood, president of H. C. Evans & Co., as he left on a short trip to Florida. His trip, according to rumors, will result in some genuine surprises for the industry, to be shown at the Evans exhibits. "Can't explain details now," he went on to say, "but I am greatly pleased that a show will again be held in January and at the Sherman Hotel as usual. I believe the entire industry would lose much if we failed to start the New Year with the splendid pepping-up that the convention always has given. This year the co-operation of everyone in the industry will assure the future success and prosperity of the coin-machine business. Preparations have been under way for some time to show every new development in coin machines and novelties, as well as for the interchange of ideas and co-operative efforts on a larger scale than ever during this convention."

"Our company has made considerable preparations and will reveal a number of epoch-making creations that have only recently been developed and they'll be ready in time for our exhibit. I confidently expect the attendance at the Sherman to break all previous records and look forward to greeting all my old friends there," Hood affirmed.

Cohen, of Asco, Finds Biz Better

NEWARK, N. J., Nov. 19.—Al Cohen, of Asco Vending Machine Exchange, commenting on recent sales, stated, "In the past few weeks we have shipped machines to operators in Texas, Arizona and California as well as to other distant States."

"Every order has resulted in repeat orders. Their reason, they say, is that they appreciate and want more of the finest reconditioned machines that they have ever received. There, in their words, is the reason our business is increasing."

"Every machine we ship is in perfect condition, as good, if not better, than it was when new. With reasonable prices and satisfied operators we know that our business can do naught but continue to increase."

British Players Like Two Games

LONDON, Nov. 19.—Chicago Automatic Supply Co., a British distributing firm, reports that two American table games are at the present time showing exceptionally good earnings. R. Horwitz, head of the firm, says that the Odd Ball game made in Chicago is the ranking game in public approval. It is making big headway in the arcades, he says, and that players have learned to look for it whenever they enter an amusement location.

Horwitz says he could sell 100 of the games a day if it were possible to get them that fast from the factory.

The table game, Button, also made in Chicago, is ranked as second in popularity among players by Mr. Horwitz.

IMITATED - BUT NEVER EQUALLED!

Side by side with inferior copies, Tally shines with increased brilliance! Mounting sales prove that no imitation can compare with Tally's perfect mechanical operation, sturdy all-metal construction, glowing beauty and money-making appeal!

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!

NOW \$29.50
 T. O. S. CHICAGO

DAVAL MFG. CO., 315 N. BOSTON

WE WILL EXHIBIT ONLY at the SHERMAN HOTEL JANUARY 16 TO 19.

YOUR SIGNAL FOR BIGGER PROFITS!

THE BIGGEST MONEY-MAKING FOOTBALL BOARD EVER MADE

— GOAL POST —

No. 2402 2400 Holes
 Takes in \$120.00
 Average Payoff 53.79
 Average Gross Profit \$ 66.21

PRICE **\$4.94** EACH

Board Filled With Popular Tip Combination Tickets.

NEW LOW PRICES ON THICK AND SEMI-THICK BOARDS

HARLICH MFG. CO., 1413 W. Jackson Blvd., Chicago, Illinois.

LOOK OVER THESE LOW PRICES AND SAVE \$\$\$\$\$

ALL RECONDITIONED, READY TO OPERATE	1/3 CASH WITH ORDER, BALANCE C.O.D.
Aurifixer 1937 Model 616	\$110.50
Aurifixer 1937 Model 616-A	120.50
Wardline 1937 Model 712	110.50
Wardline 1938 Model 412	90.50
Wardline 1938 Model 312	99.50
Seeburg 1938 Sym. Model O	99.50
Seeburg 1938 Sym. Model B	99.50
Seeburg 1938 De Lute Dance Majest	99.50
Used Photograph Recorders, All Usable, Our Choice, Per 100, \$2.50.	

Write for Our New Catalog List Listing Over 500 Reconditioned Machines.
BADGER NOVELTY CO.

2246 N. 24th Street, MILWAUKEE, WISCONSIN

CLOSE OUT IN PUSHCARDS

50 Hole Size, Exact Reproduction—Die Cut Seal.

\$1.50 per 100 - \$10.00 per 1000

Federal Tax Paid, F. O. S. Birmingham Express Office.
 Several Other States From \$50.00 per 100 up.

ASSOCIATED SALES AGENCY
 108 1/2 No. 17 ST. BIRMINGHAM, ALA.



HERCULES MACHINE EXCHANGE, Inc., 3018th Street, Newark, N. J.

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.

Send your correspondence to advertisers by using The Billboard.

'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 Deals of the year! Demand the three popular members—25¢ Jar, 50¢ Jar, 10¢ Jar. Tickets are 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



Start your profits with these fast selling deals! Made in two popular members—Deal No. 1 with \$24.00 profit and Deal No. 2 with \$18.00 profit. Don't miss up these money-making deals! Right now is the time to start!

WRITE TODAY FOR LOW OPERATORS' PRICES AND DESCRIPTIVE CIRCULAR!

H. & H. NOVELTY SALES CO.
645 HAMB BLDG.—ST. PAUL, MINN.

Charlie McCarthy — The EVENT of 1939!
Ventroseer Tie-In

LOS ANGELES, Nov. 16.—Doubling for Charlie McCarthy in theater lobbies during runs of movies featuring the ventriloquist's tummy, the Ventroseer is reported to have done a big business with interested patrons.

The machine consists of a talking unit used in connection with a glass inclosed dummy. As the dummy's mouth moves, telling the patron's past, present and future, the machine delivers the reading from a mechanism located in the lower part of the box. The machine is unique in the fact that it does not repeat the same readings each time. It can be obtained in either a loudspeaker model or an earphone model.

It is said that a chain of West Coast theaters will use the fortune-telling, talking machines in the lobbies of their theaters in conjunction with Charlie McCarthy's next starring vehicle.

According to Clayton Kirby, head of the Ventroseer Co., the machine is not only timely, but is outstanding because of the fact that the head, costume and voice of any character that may later come into prominence can be installed quickly in the machine.

Thus, the operator will have an up-to-date character in the Ventroseer. It has been noted that West Coast operators are now costuming the actor as Santa Claus and are placing the machines in the toy sections of ten-cent and large department stores.

Universal Mfg. Co. Growth Continues

KANSAS CITY, Mo., Nov. 19.—"Progress of the Universal Manufacturing Co., of Kansas City, maker of all types of jar deals, has been most gratifying," states Joseph Berkowitz, head of the firm. "Our growth, in one year of active production, is something that we are very proud of. We have recently opened new offices and increased our factory floor space to allow the installation of new machines."

"Our expansion can be traced directly to the splendid co-operation we have received during the past year from our many operator friends and customers. Without their loyal support, this expansion would not have been possible."

"We believe in the old adage that variety is the spice of life. Therefore, we have instituted a policy of producing new ideas and new deals at regular intervals. This policy, carried out since the beginning of the business, has resulted in a wide variety of types and styles of jar games. We now have, in our large selection, deals to fit the need of every kind of location, large or small."

"These jar deals will be on display at both coin machine shows. We assure you that they will be of great interest. We are looking forward to meeting old friends and acquainting new ones with our fine line of jar deals at the shows."

BE SURE TO ATTEND THE BIG SHOW AT THE SHERMAN HOTEL JAN. 16-19

★
ANNUAL COIN MACHINE SHOW

*SAME TIME--SAME PLACE
BIGGER--BETTER THAN EVER!*

BE THERE! SEE! HEAR! LEARN!

They'll all be here—the clever new pin games and amusement devices . . . the latest music, vending and weighing machines . . . the hottest sales boards and jar deals . . . the newest premiums and novelties! Radical ideas—startling innovations—sensational creations that will make 1939 your banner year! Plan now to attend.

- REMEMBER THE DATE!
JAN. 16 to 19, 1939
- REMEMBER THE PLACE!
SHERMAN HOTEL

Home of all the successful coin machine conventions . . . home to operators, jobbers, distributors and manufacturers.

"HOME COMING WEEK" for the Coin Machine Industry!

IMPORTANT NOTICE!
A full list of exhibitors will be published in next week's Billboard. It will be to your interest to attend this Complete Show!

MAIL YOUR HOTEL RESERVATION NOW TO
JAS. A. GILMORE, Secretary

COIN MACHINE MANUFACTURERS' ASS'N.
SUITE 323, SHERMAN HOTEL CHICAGO, ILL.



AL S. DOUGLIS, Doral prize, and George Ponsell, New York distributor, agree that Doral's nearest novelty game, Spinner, is a sure winner.

Special Bargains ALL GUARANTEED

- | | |
|--------------------------|----------------------------|
| Barney . . . \$15.00 | Sequence . . . \$ 5.00 |
| Big Beach . . . 10.00 | Double Action . . . 5.00 |
| Forward March . . . 5.00 | Slooby 5.00 |
| Star Flash . . . 15.00 | Jumbo 5.00 |
| Big Baseball . . . 15.00 | Totaliser . . . 5.00 |
| Star Up . . . 10.00 | Archer (T.C.) . . . 5.00 |
| Star . . . 7.50 | Scramo 2.50 |
| Star . . . 7.50 | Training 2.50 |
| Star . . . 10.00 | Order 2.50 |
| Star . . . 10.00 | Fire Ball 2.50 |
| Star . . . 5.00 | Red Spot 5.00 |
| Star . . . 5.00 | Western 3-Way . . . 2.50 |
| Star . . . 17.50 | Grid 5.00 |
| Star . . . 17.50 | Penalty 5.00 |
| Star . . . 10.00 | Center Smokes . . . 5.00 |
| Star . . . 10.00 | 2-in-1 7.50 |
| Star . . . 5.00 | Billy Lion 15.00 |
| Star . . . 5.00 | Pat 15.00 |

Box 214 No. 2, Reg. 327, Phonograph, 550.00
H. Depot, Eastgate B. O. O.
All in Good Working Order.
E. C. DeLONG
DADE CITY, FLORIDA

FLIP FLOP FLUZZEE
Watch the Pennies

FLIP FLOP FLUZZEE
Watch the Pennies

Not a make-shift . . . a real game. Player drops spins or shoots coin. Accurate record of pay-outs. 8-tumbler lock. Triples cigarette sales.

LEGAL..CLEVER AMUSING!

Sample \$3.95
1/2 Dzs. Bal. C. O. D.
(Cheaper in Quantity)

STAR MFG. & SALES CO.
PHILLOS WATHE KANSAS CITY, MO.

NOW! You can get . . . SPECIAL PRINTED COLLECTION BOOKS

Low Prices Standard Styles With Your Name, Address, etc.
BALTIMORE SALES BOOK CO.
WEST 42d ST., NEW YORK CITY.
Attention Mr. Chas. Fleischman.



An Apology

We were swamped with orders for St. Moritz. Some shipments went out late. However, increased production now allows us to offer immediate deliveries.

and ALPS

our new FREE GAME, cannot be in production until about Dec. 1st, because of the St. Moritz rush.

**HIGH SCORE--
FLASHY PLAY!**

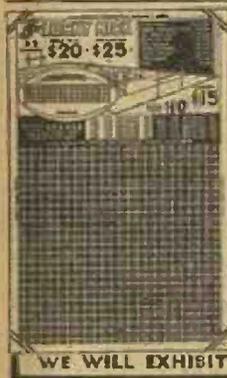
\$79.50

Includes complete meters for intermediate and Grand Awards.

**OUT ABOUT DEC. 1st. — OUR
FREE GAME ALPS \$89.50**

**CHICAGO COIN
MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD.
CHICAGO, ILL.**

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19



"LUCKY KICK" KICKS IN WITH EXTRA PROFITS

SUPERIOR FOOTBALL BOARDS CAPTURE APPEAL AND COLOR OF GRID SEASON.
One of THE Football Boards of the season, LUCKY KICK breathes the very air of the gridiron. Superior designers have built into this new board an appeal unapproached by any other football board. Even winning tickets are based on gridiron language as top award of \$20 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 2500-hole board, LUCKY KICK throws an average profit of \$41.30.
Write for Superior's latest colored bulletins describing other sensational new boards, and for SUPERIOR'S SCOOPS, salesboard trade paper.

**SUPERIOR PRODUCTS, Inc.
14 NORTH PEORIA ST., ILLINOIS
CHICAGO.**

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JANUARY 16-19

BIGGER PROFITS FAST TURN-OVER MILK - CHOCOLATE SANTA-CLAUS SWING-MIRROR VANITY CHEST

NEW! DIFFERENT!
12 inches High, Wt. 2 Lbs., with Push-Card, 1-10c, Takes In \$3.55. Only \$1.00 Each in Doz. Lots. Sample \$1.25.
1/3 DEPOSIT, BALANCE C. O. D., F. O. B. CHICAGO.

**STAR NOVELTY CANDIES
2653 ARTHINGTON ST., CHICAGO.**

NO MORE CHISELING

POLISHED ALUMINUM SLOT GUARD COMPLETE WITH SCREWS. **\$1.00 EACH**
CENTRAL DISTRIBUTING CO.
105 West Linwood. KANSAS CITY, MO.

Moloney Predicts New Games Boom

CHICAGO, Nov. 19.—"Another shot in the arm to pep up the industry," says Ray Moloney, president of Bally Mfg. Co., in describing the big possibilities of the new Paramount game just introduced.

"Remember," Moloney exclaimed, "how Bumper brought the business back to life with a bang—just about this time of year, too? Remember how operators 'got well' in a hurry with Bally Reserve? Well, Bally's Paramount will do the trick again—only more so, because Paramount has more play-attracting features than you'll find in any 10 ordinary games, and Paramount is available in three models for every operating requirement. Model A has a \$24.75 top reserve, plus plenty of high-score intermediate awards. Model B is high score only. Model C is also high score only but is equipped with a free-play coin chute.

"Altho we are already on day and night double shift, orders for Paramount are piling up, as operators north, south, east and west are rushing to climb on the Paramount band wagon. The days of Bumper are here again and all we can do is ask operators to be patient, as everything humanly possible will be done to rush their Paramounts to them," Moloney added.

Chi Coin Planning New Game, Alps

CHICAGO, Nov. 19.—Chicago Coin Machine Manufacturing Co. announces that it is planning the release of a new free game as a companion to its current best seller, St. Moritz. The free game model will be known as Alps.
"Said Chi Coin officials, 'With the release of our free game model, Alps, on December 1 we expect a new sales increase, not only from territories where this type of game is permitted, but from many territories already using the straight novelty game model.'"

MUNYES WEEKLY SPECIALS

BITZ (Stoner's)	\$49.50	
Atlantic City, 822 00	NI Lo 24.50	
Bally Fleet 28.00	Jump 25.00
Bally Reserve	19.00	Mars 12.00
Bobby 23.50	Nags 24.00
Cargo 22.50	Silver Flash 12.50
Electro 10.00	St. MI 14.50
Gasline 23.00	Wagon 2 2.50
Harbor Up 8.00	Mercury 2.00
Outboard 7.00	Road Bowl 8.00
Reviews: Robin Hood and Other Late Games on Hand.			

Large Assortment of New Games Always in Stock, including Bally's, General's, Chicago Coin's, Davall's, Koney's, Elmer's, etc. etc.
DISTRIBUTORS for EXHIBIT SUPPLY CO. BOUNTY — FLIGHT — NEW SWIRLER
173 Cash Street, Chicago, O. D.
Illustrated Bargain Lists Free.
EXPORT—We Ship All Over the World.
Cable Address: **COINMACHIN, N. Y.**

MAX MUNYES

652 West 157 St., New York, N. Y.

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

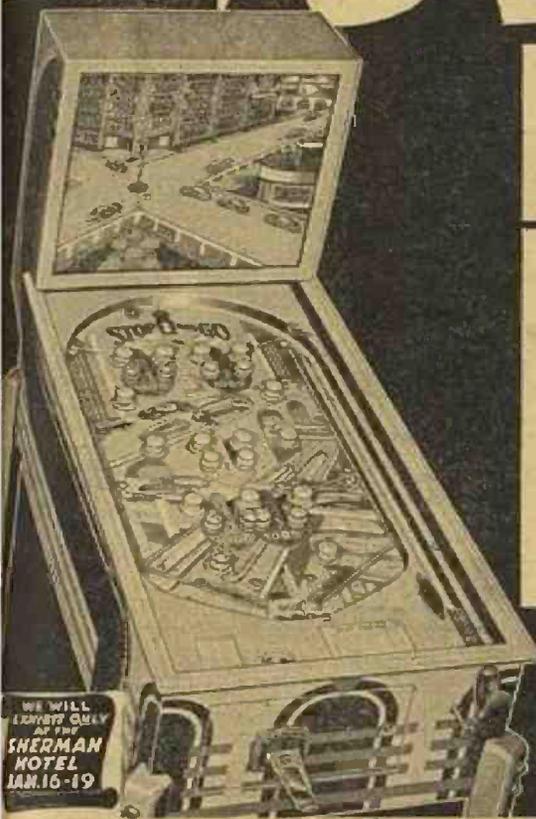
Eastern Distributors:
MILLS NOVELTY CO.,
A. B. T. CO. GROETCHEN MFG. CO.
BALLY MFG. CO. H. C. EVANS & CO.
COLUMBUS VENDING CO.
CHICAGO METAL MFG. CO.
DAVAL MFG. CO.

KEYSTONE NOV. & MFG. CO.
26th & Huntingdon Sts.
PHILADELPHIA, PA.



CHARMS Not the Ordinary But the Best Game—A New Variety Just Arrived.
Sample Games \$1.00 5 Open Assortment \$4.50
Show While and 7 Days. Per Gr. \$100
IDEAL SALES, INC., 1516 Market St., ST. LOUIS, MO.

GENCO'S STOP AND GO



IN TWO MODELS

Fully metered, 5-ball novelty game. High score play. **\$74.50**

Free game model. Player "plays off" the awards. **\$89.50**

All bumpers count for 100 points. On the first 5 hits the red lights are lighted. On the next 5 the green lights are on. If a ball passes over a red skill lane when the red lights are on, 1,000 points are registered. When the green lights are on and the ball passes over a green skill lane, 1,000 points are added. Amber lighted skill lane registers 1,000 points at all times. Skill lanes at the bottom of the board keep the play alive to the end of play. When player reaches a certain high score an extra ball is released for play.

STILL SELLING AS FAST AS WE CAN MAKE 'EM!
KLICK
DELUXE FREE GAME **\$89.50**

Immediate Delivery!

GENCO, Inc.

2621 N. Ashland Ave., Chicago, Ill.

SEABOARD SALES, INC., Eastern Factory Representatives.
Coin Amusement Supply, Ltd., London, England, European Distributor.

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19



\$49.50
1-3 Deposit
Del. C. O. D.

MILLS VEST POCKET BELL AUTOMATIC PAYOUT

The smallest Automatic Slot Machine in the world with mystery payout. Only 3 1/2" high, only 1 1/2" deep. Vest Pocket Bell will give you the same profit as the large size. Operates conveniently in closed territory. Cash box holds \$45.00 in nickels.

D & S NOVELTY COMPANY
205 Broadway, Rockford, Ill.

Sroka New Envoy For Fitzgibbons

NEW YORK, Nov. 19.—John A. Fitzgibbons has announced the appointment of Phil Sroka, former operator, as his good-will ambassador for the metropolitan New York area.

Fitzgibbons stated, "Phil Sroka will go direct to the operators and will help them with all the problems which confront the average operator in this business in New York today.

"He will also make it his business to survey the entire market for our firm so that we will have a better understanding of all general conditions. In this fashion we shall be better able to work out a plan which will bring something new in sales to the ops and will assure them of better conditions in the future.

"We believe that his long experience in the coin machine business and his understanding of general conditions as to sales and other matters important to the operators will aid him."

Backe Says Game Repairs Important

NEW YORK, Nov. 19.—Earle C. Backe, of the National Novelty Co., Merrick, L. I., reports, "We are proud of the good games that we sell. We take a great deal of trouble with each game to make it as perfect as is humanly possible. Every part is carefully repaired and checked. Cabinets are cleaned and repainted in many cases. Scratch and burn marks are removed and covered. The games are crated so that they will not be hurt in transportation.

"We have never yet had a serious complaint regarding any reconditioned machine we have shipped. We believe that this is due to the fact that we are so careful with the machines we send out to the trade. We are continuing with this same policy and believe that it will continue to win friends for us in the future just as it has in the past," Backe declared.



WE HAVE MILLS VEST POCKET BELL!

The tiniest Bell in the world! Only 3 1/2" high. Works 1 1/2" deep. Mystery Payout. Payout symbol stops. No ball handle. Operates with push-button coin chute. Cash box holds \$45 in nickels. Three times faster than regular Bell!

\$49.50

CAN MAKE IMMEDIATE DELIVERY

Special Sale! 3 games for price of 1. Practically new, in perfect condition. 2 Across the Board or 3 Us (one shot automatic payable) at \$174.50 for 3 complete games.

ATTENTION! PRICED TO SELL.
The machines listed below are in perfect condition and offered subject to prior sale. Prices are effective November 26, 1938.

- | | | |
|---|---|---|
| <p>12 So Bonus Venders \$3.50
18 So Melon Bells 40.50
13 So Melon Venders 40.50
2 So Cherry Bells 40.50
11 So Blue Fronts C. A. Venders, No. 300,000 35.00
50 Slot Folding Stands 2.00
50 Safe Stands, like new 3.00
Melon Bell and Venders, also Cherry Bell Machines, Serials are from 325,000 to 330,000. Clean and like new. Operators we are distributors for Bally, Mills, Gottlieb, Dassel, leading manufacturers. Get our prices before buying elsewhere. Buy 4/25 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list.</p> | <p>1-BALL PAYOUT CONSOLES
2 Pacific Rosemonta, Ec. 25c. \$200 27.50
2 Koenig 1038 2 Ball Times 105.00
2 Koenig Track Times 1937 50.00
3 Gallop-a-Comept, 1938 150.00
1 Pance Bell, 6-25c slot 100.00
1 Khabib Races, 7 coin slot 60.00
1 Hollywood Rayette Rifle 60.00</p> | <p>PAGES, RACES & RAYS TRACKS
3 Paces Races, cash pay. 5c play, brand new \$250.00
2 Paces Races, check sep., factory rebuilt to original craps 247.50
1 Paces Races, cash pay. 6c play, Serial 5122 S. U. 128.00
2 Ray's Tracks, Serial over 4500, cash pay 42.00
1 Paces Races, 6c play 15.00
1 check sep. No. 5718 S. U. 100.00</p> |
|---|---|---|

MOSELEY VENDING MACHINE EX. Inc., 80 BROAD ST., Richmond, Va.
Day Phone 3-4511 Night Phone 5-6328

BLUG VEHICLE COIN COUNTERS. Transparenc counter quickly counts and tubes coins. No slot to clog. Penna counter can be used for tubing. Price, \$1.25 each, \$2.50 with Penny and nickel chyt.
GRAPPER TUBES in 4c, 5c, 10c, 25c and 50c. 500 per 1,000, 50,000 lots, \$1,000, 100,000 lots, 50c per 1,000.
SECURE COIN COUNTER CO. PHOENIX, PA.

KANSAS CITY'S USED MACHINE EXCHANGE
WE BUY SELL AND EXCHANGE
1000 W. 13th and 14th, as know what you want.
WHOLESALE AMUSEMENT CO.
Kansas City, Mo.



SURE HITS

<p>HOLIDAY SPECIAL 1500 Meter. Takes in 375.00. Pays Out \$32.50 and 75 Packs of Cigarettes. PRICE, \$2.20</p>	<p>TOUCH DOWN 810 Meter. Takes in 540.00. Average Pays out \$23.22 A Step-Up Board. PRICE, \$2.80</p>
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GLOBE PRINTING CO.
1023 Race St., Philadelphia.

DaVal presents with ^{justifiable} pride
the sensational new 5 ball novelty game
SPINNER

Players go wild over the **CAPTIVE SPINNER BALL**—an ORIGINAL DAVAL INVENTION!

First Came Odd Ball . . . Now Comes SPINNER . . .

Odd Ball was a "wow"! It revived the operating business for thousands of operators . . . they're still rushing back for more! Now comes SPINNER . . . truly "the perfect companion to Odd Ball" . . . incorporating a dazzling array of exciting features . . . all new . . . all different . . . providing breathless action and suspense which have created unrestrained enthusiasm among all who have already seen it . . .

If imitation is the sincerest form of flattery, we can fully expect SPINNER to be widely copied. A game like SPINNER comes along once in a lifetime, and operators and jobbers who were present at its preview 6 weeks ago went wild over it. "It's tremendous" . . . "alive" . . . "thrilling" . . . "tops" . . . "a real money maker" . . . so they said when they saw it. We were warned it would surely be imitated, but we smiled at the thought . . . DaVal prefers to make tracks and let others follow with inferior copies. Read these superb features and you'll quickly see why operators fell in love with SPINNER at first sight:

Greatest Variety of Simple and Non-Apparent Scoring Adjustments.

SPINNER is the only game which provides a multi-flexible variety of scoring adjustments whereby the operator may adapt awards to suit particular locations. This amazing award adjustment is a real Godsend to the operator for it enables him to adapt Spinner to fit the scoring ability of any class of player. What fun for the players! What profits for the operator! Some of the ways in which this may be done are:

1 Thrilling Captive Spinner Ball—

This mystifying feature—the greatest play device ever seen on an amusement game—is an original DaVal invention! It was discovered, pioneered and perfected in the DaVal Laboratories, and although it may be imitated by others, the vital rest and indescribable suspense of the DaVal Spinner device can never be copied, as you will readily agree when you see it! It's positively and absolutely sensational! . . . and may be quickly and easily regulated to score anywhere from 1000 to 1500 points when it is activated by the proper skill shots, one at the top and the other at the bottom of the topboard.

2 New Type Adjustable Award Meter

Formerly, scores had to be kept in rotation for the meter to accurately record of awards. Thus, if the first winning score was 11000, the next award was necessarily earned by 12000, the next by 13000, and so on up. But in SPINNER, an astonishing new manner of metering enables the operator to begin awards at any score he chooses, paying any desired starting award, and also allows him to retain a high top-award regardless of frequency, sequence, or size of the intermediate awards. Thus, if the first winning score is 11000, the operator can skip to 13000, or 14000 or 15000 if he prefers, for the next winning score. He can skip scores wherever he wishes, arrange awards any way he pleases, and still retain the same high top-award he would have if he kept the scores in rotation. The resulting meter reading will always be accurate—an exclusive DaVal development.

3 Exciting Extra Ball Skill Shot

The extra Free Ball skill shot (a "kicker" if there ever was one!) may be regulated to become operative at any desired score. Naturally, the sooner the extra ball is made available to the player during the game, the higher a score he can make. The adjustment requires the mere moving of a wire from one numbered socket in the backboard to another.

Inimitable Action and Appeal

Never has there been a game with the swift, racy action and the grand triple-tingling appeal of SPINNER. If you know what it means to be thrilled to your fingertips . . . to stare with bated breath while you experience jitter after jitter . . . to be enthralled, excited, constantly on edge . . . you'll get a hint of SPINNER'S gripping appeal. We know you'll agree with us when we say that the tense drama created for the player by the captive spinner ball . . . by the many skill shots . . . results in suspense the like of which has never been seen in any game . . . suspense which brings hordes of players . . . and huge profits . . .

Many Other Remarkable New Features by DaVal

BURGLAR ALARM PREVENTS THEFT OF CASH BOX ★ AUTOMATIC LOCK PERMITS LOCATION OWNERS TO RESET RESERVE METER ONLY WHEN A RESERVE SCORE HAS BEEN MADE ★ POSITIVE AND PROVEN 100% MECHANICAL PERFECTION ★ COMES IN PLAIN AND RESERVE MODELS.

★
Prices are yours for the asking! Write, wire or phone immediately!

DAVAL ★ 315 N. HOYNE ★ CHICAGO



\$49.50
1/3 Deposit

"Sales Humming," Says Bert Lane

NEW YORK, Nov. 19.—"Business is humming and so am I; Christmas is coming—the limit's the sky!" says poet Bert Lane, head of Seaboard Sales.

Says Lane, "This has been the busiest month in our history with orders pouring in daily from all over the Eastern seaboard. Our new angle of direct factory representation has certainly caught on. Operators have learned that we can give them much quicker delivery, faster, more complete service and a real break on price. It's not magic—it's factory-to-you distribution that does it."

Calcott Breaks Sales Record

PAYETTEVILLE, N. C., Nov. 19.—Joe Calcott, of the Vending Machine Co., reports that his firm established a new sales record as a result of its last advertised sale. Says he, "It resulted in one of the greatest jams of 'business' that our firm has ever experienced."

"We received orders from 21 States the same week our ad appeared. Since then we have received cable orders from five foreign countries. We're going to smash thru with just as great a sale within a 2-6 weeks which we hope will break even this sensational record and will bring us orders from the other 27 States that we missed the first time. "In our present sale it was almost impossible to satisfy everybody. The re-

sponse was too great. We spread orders as far as we could. Results from Canada were gratifying. Orders from the dominion are still coming in with every mail.

"Our guarantee of delivery within 36 hours of receiving the order still stands, even if we have to extend our working day to 24 hours. Our sale will continue right up to midnight the last day of November. Those still desiring to take advantage of the sale are urged to communicate with us.

"Officers of the firm are hard at work arranging for the next sale, while our entire force is still trying to complete shipment of machines on order now. It was great to see the response to our ad. I want to thank every operator who responded. They may be sure that we are happy to serve them and give them the best possible buys."

Atlas Execs Plan Sales Campaign

CHICAGO, Nov. 19.—Atlas Novelty Co. announces that a group of its officials, Morrie Ginsburg, Phil Greenberg and Julian Krato, are making a survey of music operators in Michigan, particularly in regard to the operation of phonographs. They are planning, it is said, a sales promotion plan and want to get the opinions of operators before reaching final conclusions.

Should these operators agree with their ideas, Atlas officials say they will shortly be ready with a new, unique and attractive sales promotional campaign.

Mills Vest Pocket Bell—Automatic Payout

The latest Automatic Slot Machine in the world, with mystery payout. Only \$27.50, makes only 1/3 lbs. Vest Pocket Bell will save for you the same profits as the large size slot. A coin-operated machine to operate in closed territory. Cash price \$40.00 no return.

SICKING MFG. CO. Inc.
1022 FREEMAN AVE. — CINCINNATI, O.

ADVERTISE IN "THE BILLBOARD" — YOU'LL BE SATISFIED WITH RESULTS

1000 Used Games on Sale 1000 Used Games on Sale
"For Reputable Priced Deals That's Best Always See the Midwest and Prosper With Real!"

Gottlieb's Man-o-War ready for Delivery 185.00
20 Fairgrounds, Gottlieb Races, 69.50
Festivities, A.M. 132.50
10 Whittier Downs 611 A . . . 119.50
4 Whittier Phoenix 616 82.50
10 Do Re Mi Phono, the NEW . . 17.50
400 Used Novelties and Popcorn all makes \$5 up to 47.50
Carsons, Pickers, Gottlieb Races, Winners, etc. Lot of 3 10.00
New Games—Jewelry Pleasant, Great Kicks, Thrills Downs, Chicago Gold St. Martin—Wife for Price Immediately
New Slots—Gottlieb, Smith, Jennings—Same Prices as Other Distributors
Dean's Record Mr. Garry's Complete Stock of Jar Darts, Records, Dice, Counting Supplies, Stands, Machine Parts, etc.
"Everything for the Merchant and Operator"
1/3 Deposit, Balance C.O.D., P.O.O.B. 31 Cent

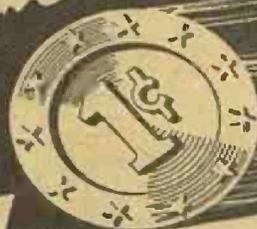
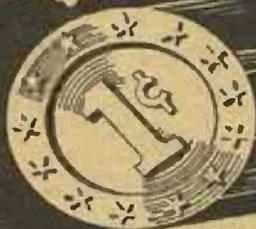
MIDWEST NOVELTY SALES AND SUPPLY CO.
777 UNIVERSITY AVENUE, ST. PAUL, MINN.

PHOTOGRAPH, PIN GAMES, DIGGER, SLOT, BEEK BALL, SALE BOARD, CIGARETTE and VENDING OPERATORS Standard and Social
COLLECTION BOOKS
BALTIMORE SALES BOOK 00.
120 WEST 42d ST., NEW YORK CITY.
Attention Mr. Chas. F.

★ ★ ★ ★
HERE'S SENSATIONAL NEWS!!!

✓ **LIGHTS!**
✓ **THRILLS!**
✓ **ACTION!**

ROLO



THE FASTEST MONEY YOU'VE EVER MADE!

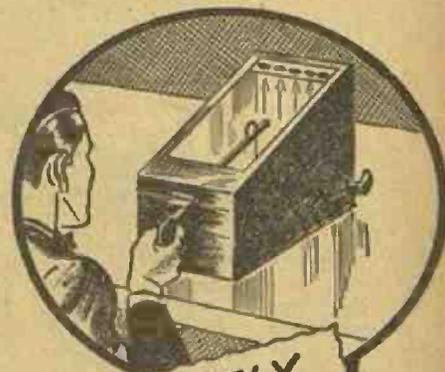
SPEED ACTION of ROLO brings in the **FASTEST MONEY** you've **EVER EARNED!** Plays faster than a **PENNY a SECOND!** The kind of **SPEED ACTION** that will **DOUBLE** and **TRIPLE PROFITS** on even the most **ORDINARY LOCATIONS!!**

A COUNTER GAME THAT SELLS TO THE OPERATOR FOR ONLY

\$8.85

SAMPLES FOR ONLY \$8.35 Lots of Three

Complete with Batteries for D. C. or Transformer for A. C.



STRICTLY A SKILL GAME!

ROLO is the **PERFECT** Counter Game! **PERFECT** in **SIZE**—Only 13 1/4" Long - 6 3/4" Wide - 11" High! **PERFECT** in **Appearance**—looks just like an old-fashioned ball gum gun game! **PERFECT** in **Construction**—because it's built for operators by an operator backed by one of America's great radio engineering organizations! **PERFECT** in **Appeal** because it gives the player **EVERY ADVANTAGE** to demonstrate his **SKILL!!** **PERFECT** as a **MONEY-MAKER**—because it's **LOW IN PRICE** and yet it **EARNs MONEY FASTER** than any other counter game ever built! **PERFECT** for **OPERATORS**—because it's so simple, no instructions necessary, and because it **MAKES FRIENDS OF LOCATIONS** by taking up very little space on the counter and **BRINGS BIG PROFITS!** **ROLO IS THE PERFECT LOW PRICED MONEY-MAKER YOU'VE BEEN LOOKING FOR — RUSH YOUR ORDER NOW! BE FIRST IN YOUR TERRITORY WITH ROLO!**

ROLO is BUILT TO LAST! Extra heavy gauge sheet steel cabinet. Heavy metal gun. New type, perfect lights contacts. Heavy board shooting panel. Crystal glass cover! Cylinder lock! Hard, scratch-proof, crinkle finish. Set screws. And dozens of other **BETTER** construction features!

RUSH YOUR ORDER TODAY FOR THE BIGGEST MONEY MAKER YOU'VE EVER HAD — FOR THE SMALLEST INVESTMENT YOU EVER MADE

F.O.B. N. Y. 1/3 CASH WITH ORDER, BALANCE C. O. D. SPECIFY WHETHER BATTERY OR A.C. MODEL WANTED.

SUPERIOR GAMES MANUFACTURING CO.

138 LIBERTY ST., NEW YORK — Cable Address: "SUPERIOR" N. Y.

PARAMOUNT

HAILED AS GREATEST GAME IN HISTORY!

Operators who have checked first PARAMOUNTS on location say PARAMOUNT is definitely greatest non-payout money-maker in pin-game history! 9 ROLL-OVERS... 8 LIGHT-UP RUBBER-TIRE BUMPERS... and a flock of SPIRAL BUMPERS keep the ball in a panic and the backboard flashing like Fourth of July! Amazing SPINNING BALL, controlled by skill from 2 separate Roll-Overs, scores up to 2,400 on one shot! Bumpers worth 200 until player ups 'em to 1,000 by skill! "SHIFTING" LIGHTS score 1,000 or a goose-egg, depending on how you time your shot! Action, suspense, excitement, skill, color... everything to guarantee biggest novelty profits on record!



5-BALLS

44 in. by 22 in.

2 1/2 in. high backboard

ALL MODELS METERED

FACTORY SWAMPED!
WIRE YOUR ORDER TODAY!

Operators everywhere have spotted PARAMOUNT as another big Bally boom game... and orders are pouring in faster than double-shift production can fill them! Why wait till the "other fellow" grabs the choice location with this 1938-'39 hit? Wire or phone your jobber or the factory today!

HIGH-SCORE MODEL

\$89.50

WITH RESERVE (\$24.75 TOP), PLUS HIGH-SCORE AWARDS, \$99.50; HIGH-SCORE MODEL WITH FREE PLAY COIN-CHUTE, \$99.50, 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-shot RAINBOW puts ALL TERRITORY back on the big-money map... be first and be glad!

Write for descriptive folders on BALLY BELL, HOT VENDOR, THISTLEDOWNS, FOUR HORSEMEN, SUSPENSE, EUREKA and many other Bally proven profit producers.

BALLY MFG. COMPANY
2640 BELMONT AVE. • CHICAGO, ILL.

New FREE PLAY Game!

ARROW-HEAD

Built to order for free-play territory! All the play appeal of a two-hundred-dollar payout at a POPULAR PRICE! Bally's new ARROW-HEAD features CHANGING ODDS, from 1 to 7 MYSTERY SELECTIONS each game, "WIN-PLACE-SHOW" AWARDS... can be operated as a ONE-SHOT or 5-BALL GAME... also with 2 or 4 balls. Features fascinating "quality" idea... Roll-Overs to change odds and selections by skill... and a clever new FREE SELECTION idea that guarantees plenty of repeat play! Write for complete details and prices or see your jobber.

5, 4, 2 OR 1 BALL PLAY METERED



Pay Table Size

BABY RESERVE

Famous Bally Reserve idea now in a flashy low-price counter game! RESERVE never less than \$1.00... up to \$50.00 top! Plenty of INTERMEDIATE AWARDS insure constant repeat play. Extra tapes and cards for BELL-FRUIT and PENNY-CIGARETTE play furnished FREE with each machine. COIN-DIVIDER and DOUBLE CASH-BOX eliminates all nuisance of settling up with merchant, insures full profit to you. Order BABY RESERVE today... and turn every counter in your territory into a big-money spot!

ONLY **\$26.50**

F.O.B. CHICAGO

