

NOVEMBER 27, 1937

15 CENTS

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CHRISTMAS NUMBER



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SOCIAL SECURITY BLUES

Collins, Booth SLA Speakers

Evening of enjoyable entertainment for banquet and ball—sellout predicted

CHICAGO, Nov. 20.—Sam J. Levy, chairman of the Showmen's League Banquet and Ball committee, returned Wednesday from a short sojourn in Hot Springs, where he met with President J. C. McCaffery and other league members. Levy reports that details of the December 1 event are virtually complete and that an evening of enjoyable entertainment is assured.

Two men who have established a nation-wide reputation as speakers have been engaged for the banquet and ball. One is Charles Brandon Booth, grandson of the founder of the Salvation Army and a dynamic, interesting talker. The other is Tom Collins, lecturer, radio commentator and Sunday literary editor of *The Kansas City Journal-Post*. Collins, known as "The man who is asked back," has made more than a thousand talks before various organizations. Last year he was featured in a series of talks over the Columbia network, and he has appeared in two movie shorts.

Several artists from the College Inn floor show will appear on the banquet (See COLLINS, BOOTH on page 125)

LaPearl Signs 1st AFA Indoor Circus Contract

CHICAGO, Nov. 20.—The first American Federation of Actors' contract affecting indoor circuses here was signed yesterday by Roy LaPearl, managing producer of this year's Milk Fluid circus, and Guy Magley, local AFA rep. The contract, extending over a year's period, calls for the employment of AFA members only in all indoor circuses in this area.

Meeting Set To Discuss Billposters' Wage Scales

CHICAGO, Nov. 20.—Officers of the billposters' union will meet representatives of the various circuses at the Tuller Hotel, Detroit, December 6 to discuss wage scales for the coming season.

What Are Performers' Unions Doing To Clear S. S. Tax Mess?

If the performer unions would take time out from their internal bickerings to give a little thought to the real purpose of their organizations they would insist on obtaining a ruling from the Department of Internal Revenue clarifying the application of the independent contractor clause of the Social Security Act to the performer in all show

New Tax Hits Income Evasions; Still No Ruling From Commission

Plenty of show people ask how come, with no definite answer as yet for the trade in general—some keep accounts straight, others just pray—ruling soon

NEW YORK, Nov. 20.—Big-money performers in every phase of show business are jittery trying to pay a minimum income tax without falling into the clutches of the Social Security Act, which is expected to become an infallible check on income tax returns filed by name acts, artist bureaus, incorporated bands and performers and others. In the past name band leaders and performers and legit actors followed the precedent of financial wizards, erecting dummy corporations to dodge high federal tax extractions. Now to their dismay these handy dummies

have begun to squeal like a Charlie McCarthy, for the corporations may have to pony up Social Security payments for all the names, phony or otherwise, on the dummy pay rolls.

The failure on the part of the Bureau of Internal Revenue in the U. S. Treasury Department to establish a policy for the guidance of show business outside of the measure declaring name band leaders independent contractors has been causing consternation among night club operators, radio stations, agencies, sponsors and vaudevillians, all of whom know not when to make tax remittances because of the complexity of contracts.

Show Biz in Quandary

Almost every name musician and performer has asked the Social Security Commission for either a ruling on a particular test case or a general statement of policy, along with nationally known booking and management offices, artist representatives and program sponsors. It is apparent that all branches of show business are pretty much in a quandary as to who is employer, how one can dodge the classification and just what an independent contractor is.

The trade is shocked that so important a law should have omitted direct (See SOCIAL SECURITY on page 10)

Goldwyn Pans Clubs, Vaude As Talent Sources for Pix

CHICAGO, Nov. 20.—Sam Goldwyn utilized his brief stopover on the way to California by calling a press conference and telling the boys and girls to lead the fight against the double-feature hazard. The public, he stated, is definitely fed up on long, usually dull programs and would more readily buy a good single feature and shorts.

Is he in favor of a vaudeville and picture policy? No. He can't see either night clubs or the vaudeville stage as a source for future screen material. New talent, he added, is being developed on the Coast. He listed several performers to appear in forthcoming Goldwyn specials who have come to Hollywood, innocent of any previous stage experience, and were trained on the lots.

Several dozen specialties used in the *Goldwyn Follies*, now in production, however, have made names for themselves either in theaters or after-dark spots. He encourages legit activity, claiming that the more hit shows on Broadway and the road the greater the choice of material for pictures. He admitted being financially interested in current Broadway plays but declined to mention titles.

While not in the radio show production business himself, he cannot see any harm in building programs around screen stars. He is of the opinion that the venture if successful helps both the show sponsors and the pictures in which the doubling stars appear.

Goldwyn is more at ease now, his deal with Alexander Korda for the purchase of control of United Artists having been effected this week.

National Amusement Parks Chain Is Idea of Rosenthals

Acceptance of Wall Street backing for at least 10 major units thruout nation within five years is announced by operators of New Jersey Palisades, proving ground

NEW YORK, Nov. 20.—Jack and Irving Rosenthal announced this week that they had accepted offers from Wall Street financiers to develop and operate a national chain of amusement parks. Using Palisades Park in New Jersey as a nucleus, a \$50,000,000 project calls for the construction of at least 10 major units thruout the nation within five years, with first link, other than the Jersey spot, to open its gates in 1939. Circuit will be wide in scope, consisting of two on the West Coast, two in the South, several in the Eastern seaboard. Convinced that the tremendous popularity of municipal, State and federal parks, pools and beaches in recent years indicates nationwide interest in outdoor amusement, the Rosenthals plan to apply their knowledge and experience to commercial projects with practically unlimited financial backing. Aitho bulk of capital will come from Wall Street and possible government loans, the two showmen, who not more than 15 years ago broke into the amusement business with a little theater in the Bronx, will be given complete charge of circuit development and management. Plan is not to compete with private parks already established in a community, but rather to renovate broken-down spots in some cases, besides opening new locations in centers where permanent-type outdoor entertainment is lacking.

Parent park, Palisades, will be used as a proving ground for new policies and development of new attractions and equipment. The big plant overlooking the Hudson is already being pushed (See NATIONAL AMUSEMENT page 125)

3 Guilds To Join Theater Authority

NEW YORK, Nov. 20.—Meeting in offices of Theater Authority this week regarding expansion of the office to include Screen Actors' Guild, American Federation of Radio Artists and American Guild of Musical Artists ended with tacit agreement that the three unions would join. Details remain to be ironed out, including the matter of apportionment. (See 3 GUILDS on page 10)

The Index

and Additional Late GENERAL NEWS will be found on
Page 40.

Many Reservations For Meetings in Chi

CHICAGO, Nov. 20.—Heavy advance room reservations at the Hotel Sherman indicate that attendance at the annual conventions of the IAFE and other organizations is expected to be high. (See MANY RESERVATIONS page 126)

FOUR A ORG'S LONG ROAD

Only About One-Fourth of Total Number of Performers Organized

Statistics and census returns and tables give actor unions a mathematical headache—figured that, of supposed 65,000 performers, only 16,000 have joined

NEW YORK, Nov. 20.—Out of a potential field of about 65,000 professional performers the different units of the Associated Actors and Artists of America have organized to date between 16,000 and 20,000. Summing up the different "claimed" memberships of the leading units, the total of organized performers reaches about 24,000, but this figure is misleading in that it probably includes overlapping memberships and probably members not in good standing. Before the formation of the American Federation of Radio Artists a leading Four A's official put the Four A total at about 16,000.

On the basis of the 65,000 estimate the organization work of the Four A's, over which there has been so much recent ballyhoo, is hardly begun.

Comparatively unknown quantity in the performer field is the number of part-time professionals, whose work periods vary even more than full-time professionals. But judging from a federal census of 1930, which estimated the number of pro actors in the country at 37,993, there must be at least 20,000 semi-pro actors.

Screen Actors' Guild, top organization in the Four A's with a membership estimated (See **FOUR A ORGS** on page 10)

Palestine Benefit Nets Over 80 Gs

NEW YORK, Nov. 20.—Night of Stars, fourth annual show held this week at Madison Square Garden here for the United Palestine Appeal, realized between \$80,000 and \$100,000, according to Harold Jacobi, chairman. Crowd of 20,000 attended the show, which began at approximately 8:30 and continued long after midnight.

Theater Authority's cut for its component theatrical charities was \$2,799. Biggest hit of the show was Paul Muni in a piece from the picture *Emile Zola*.

Screen Guild Malcontents Reported in New Group

HOLLYWOOD, Nov. 20.—Dissatisfied members of the Junior Actors' Guild today were reported as backers of an independent union, charging the guild has forced an organization "thru closed-shop promises while continuing the practice of open shop."

According to S. G. Larkin, secretary of the new group, it has been named the Association of Independent Organizations. He said articles of incorporation were taken out with Secretary of State Frank C. Jordan under a different name about a year ago.

Judell Starts Production Co.

CHICAGO, Nov. 20.—B. N. Judell, head of four Midwestern film exchanges, announced this week his entrance into the production end of the film biz. New production company, to be known as the Progressive Pictures Corporation, will be opened in Hollywood January 1, with production starting in February.

Judell also plans opening five more distributing exchanges to handle pics exclusively for Progressive. He has been operating in the territory here for the past 19 years, but plans now to spend most of his time in Hollywood with the new venture.

Five Leave Hub Theater Project

BOSTON, Nov. 20.—With the Washington federal officials cutting down on role of angel to the WPA Federal Theater, Hub FTP relievers are going the way of private enterprise before it's too late. Five men this week switched from the FTP and, according to the press department, "are headed once again toward fame and fortune in the theater."

Charles Senna, brother of Thomas D. Senna, State administrator of the vaudeville project, and uncle of Hub AFA rep, is in Ed Wynn's *Hooray for What!* John Kaiden and Alexander Del Percio have left the Hub for the Windy City to begin an extended vaudeville tour at the Kedzie Theater. Frank Cellucci and George Ministeri leave this week for Detroit, where they also begin a tour at the Fox Theater.

This quintet brings the total number of "graduates" from the vaudeville project to 202.

Indorsement

PHILADELPHIA, Nov. 20.—Altho many trade and labor unions have rallied to the cause in supporting the dramaturgy being presented by the New Theater of Philadelphia, only one indorsement has been framed and hung in the lobby of the group's little theater. Because the title of the current play is *Bury the Dead*, the Gravediggers' Union has stepped forward as the immediate sponsoring guild. Ernest Prützer, organizer of the boys shoveling last resting places, known to the CIO as the Nursery, Florists, Gardeners and Cemetery Workers' Union, assured the New Theater, "We are supporting this play because of its powerful anti-war message, and not because of its title."

AEA Jittery on Dullzell Issue

Association wants answer—committee scans eligibles—nobody definite yet

NEW YORK, Nov. 20.—With the day approaching for Frank Gillmore, president of Actors' Equity, to ease himself into the new offices of the Associated Actors and Artists of America, the question of the resignation of Paul Dullzell, Equity executive secretary, is becoming (See **AEA JITTERY** on page 40)

Broadway Consensus Sees FTP Going; "No," Say Execs

Mrs. Ellen S. Woodward denies that project is decaying, but agrees permanent subsidy is farfetched—no unit is capable of self-support in present set-up

NEW YORK, Nov. 20.—Altho Mrs. Ellen S. Woodward, assistant administrator of Women's and Professional Projects of the WPA, denied from Washington that the Federal Theater Project "is a complete failure and already as good as dead," the consensus of opinion among theatrical moguls and union executives here is that the days of the project are numbered. Mrs. Woodward's denial was issued following a report that J. Howard Miller, deputy director of the Federal Theater Project, had predicted dissolution of the theater soon. She denied that Miller ever so committed himself, and also denied the accuracy of statements.

In support of its contention, general Stern opinion cites the inability of any one production or unit to pay its way. Local FTP executives have conceded that while a few of the more elaborate plays manage to net other than material costs, no one could support itself. In Mrs. Woodward's denial is a similar admission: "No unit of Federal Theater is entirely self-supporting, due to the many limitations under which it works. The immediate aim of Federal Theater is to earn all expenses other than salaries. There are numerous units which are approaching or even surpassing this goal, leaving to the program the necessity of carrying only the actual labor costs."

It was argued by leading figures along the Stern that "only actual labor costs" was no small matter, as the assistant administrator would infer. On the basis of 4,000 workers said to be on the local project, and figuring on the relief wage as \$23.86 a week, this labor cost would amount to \$381,176 as a monthly minimum, exclusive of the cost for higher salaried supervisors and executives. With the possible exception of one or two attractions, the Federal Theater put on productions considered by many as not worth the government's \$12,000,000 appropriation, which will expire June 30, 1938.

The New York FTP sought to hypo its grosses by the circuit plan, but the program got off to a bad start November 2 and has not picked up enough to make it a dependable source of receipts.

Those who disagreed with Mrs. Woodward's statements point out that only first-rate stage productions can compete with the movies, and that unless the FTP resorts to expensive shows it cannot hold its own among the flickers and the other forms of amusement. On the project it is accepted that in order to make the appropriation go far the planning and production boards must frown upon any notions to stage more extravaganzas on the order of *A Hero is Born*.

The execution of the economy policy prompted the resignation of Remo Bufano November 13 as director of mari-onettes. Bufano held that his creative energies had been unnecessarily stymied (See **BROADWAY CONSENSUS** page 22)



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 RADIO

SEVEN SISTERS OF RHYTHM—seven young girls imported from Cuba, now playing at the Havana Madrid Club, New York. Play Cuban and American instruments, and also vocalize. An unusual and rather startling combo of Cuban youngsters going in for swell hot and swing music. The novelty alone should make them a worth-while bet for radio, and also for stage appearances.

For LEGIT MUSICAL

VALERIE DUMONT—dark, Latin-looking miss with lovely face and figure who offers semi-classic and Italian folk songs. A lyric soprano whose repertoire suggests that she'd

not only be a good bet for singing assignments in a revue, but also for operetta or radio. A well-turned voice of a liquid quality, with the range and volume demanded by operetta. Was caught at the Village Casino, New York, in her first local appearance, and had no trouble topping everything else on the bill.

For NIGHT SPOTS

"SLATS" TAYLOR—comic caught recently at the 42d street Apollo, "ex"-burly spot. The lanky, drawing type, with a surprisingly engaging personality, who achieves comical results thru his slow-moving, effortless speech and movements. Approach and style seem corny, but he has considerable native polish that merits showings at better spots. Might fit into legit musicals, too.

No More Screen Guild Awards

HOLLYWOOD, Nov. 20.—In view of the many rows and rivalries between film players, the Screen Actors' Guild is discontinuing the monthly awards for the best performances by a star and a supporting player. It was reported that tops in SAG found it difficult to conduct a poll that would give a correct reflection on the work of the members.

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By GEORGE SPELVIN

THE ABC Liquor Board is checking on all local night clubs and compelling them to live up strictly to the provisions of the 21-day payment rule. . . . It's a heavy headache to many of the clubs, which can't see why enforcement should be strict in their cases and maybe not so strict among cloak-and-suiters who order big liquor shipments for the delectation of visiting buyers. . . . Race track bookies along 47th street (better known as Parlay Alley) now insist on seeing Social Security cards before accepting the WPA checks which 90 per cent of the players offer in payment for their flights of fancy. . . . An author recently had plenty of rewrite trouble with a play in rehearsal; first the producer wanted it rewritten; then the director wanted it rewritten; then various of the leading players wanted their own parts rewritten; until finally he gave up in disgust and announced to his wife that instead of rewriting the play again he was going to tell all about it in a magazine article. . . . To which his wife replied: "The editor'll make you rewrite it." The Sam H. Harris office knows that one member of the cast of *Pa Rather Be Right*, which kicks the pants off the WPA and the theater project, is a former PTP'er—but it doesn't know that at least a half dozen others in the show share the same status. . . . Even the Surrey Players have closed their production of *As You Like It*, both they and Maxwell Anderson rate plaudits for the courage it took to run the show's third-day ads; Dick Watts, of *The Herald-Trib*, had penned the revival unmercifully—so both the Players and Anderson risked scouring a first-stringer permanently when the ad quoted the Great Maxwell as saying: "I think Richard Watts must be insane!"

THE ALBUM: If you want to dig up old theatrical facts you can probably find them by delving into the files at the Public Library—but it'll be much quicker and pleasanter if you simply stop in to see Peter Mason at the Gilbert Miller office. Peter has been with the Miller office ever since it started—before that he was with Charles Frohman, the little Napoleon himself—and Peter remembers practically everything and everyone in the years between. His show business career is practically as old as the Empire Theater, the Frohman home house; he started there as an assistant in the checkroom two years after the theater was built. Not long after he was made general factotum for Frohman himself. Peter knew them all—John Drew, the Barrymores, Maude Adams, everyone of any importance in the theater. For years Ethel Barrymore refused to open in New York unless Peter was at the premiere; he was her rabbit's foot. And during all the long years of Maude Adams' retirement Peter was the only man who knew her address. Mail addressed to her would be brought to him and he would secretly re-address it. When Frohman went down with the Lusitania Peter stayed on with the company—and when the company dissolved he stayed with Miller, who had been out of the Miller employ at least a half dozen times, but after a few weeks he always shows up at his old post. Only once during the Frohman regime did he leave for any length of time. That was when Peter, a sick man, went out west for a few months, with the little Napoleon footing all the bills. He likes to recall that five doctors said he had only a limited time to live—and that he's buried every last one of them in the years since. His one passion—at least it used to be, but he claims he's sworn off—is the ponies; plenty of times he's played his last buck and lost. It was at one such moment during Miss Adams' retirement that a big national magazine offered him \$3,000 to give his recollections of the erstwhile Peter Pan. Peter went to Miss Adams and asked her if she'd mind. She said that she would. Peter went into hock for a year or so to clear his debts—but he never wrote the reminiscences.

THERE'S a San Francisco insurance man named Maurice Gail who two or three times every year flies into New York—just to see the current plays. . . . He has no financial or business interests in the theater; just a fan—and the theater could use plenty more like him. . . . Recently a reporter from *The Billboard* went down to catch a burly (pardon, "ex"-burly) show at the People's, on the Bowery, and while he was waiting to get in the doorman was called by the cashier and tickets for a little while, which he did for 10 minutes, or until the doorman got back with the change. . . . Rajah Rabold, clairvoyant now at the Ambassador's Trianon Room, reads notes while he is blindfolded—but he came pretty near barely managed to stop himself in the middle of it; the note read: "You're a faker!" . . . Picture of economic optimism that should inspire American business: the bedraggled man on 47th street, shivering in the pelting Saturday noon rain, bearing a sign: "Football tickets bought, sold, exchanged." . . . The height of something or other: The palship between the two sandwichmen carrying opposed messages, one urging you to see the film *The Truth About China*, and the other asking you to stay away because it's "unfair to Japan"; one sign-toter was hired to follow the other, but they've struck up a friendship and now they usually walk together.

OUR OWN CORRESPONDENCE DEPT. (or why editors go mad): The following letter is run exactly as it was received except that, for obvious reasons, the names contained have been changed. It was addressed to the Material Protection Bureau, no less: "Gentleman (!) I just found out that Joe Doakes that was in the show business and his review, the Doakes review Doakes review, I found out that Joe went crazy he's in some insane asylum he went crazy, and I want to know what asylum Joe's in, I want Joe to get all the attention that's with in reason in a insane asylum, I want to know what asylum Joe's in, I want to know by your next issue of the bill board, What asylum Joe Doakes is in, Kindly inform me what asylum Joe Doakes is in, I want to pay Joe a visit I want to be sure that Joe is getting all the attention that a patient gets in an asylum. Gentleman please inform me as to Joe's condition and how badly his mind is, did he go extremely out of his mind. as a general rule a performer that's been in the show business over 20 years become's insane, or similar to insanity, Joe's an old partner of mine, and I want to know how bad Joe's mind is, find out Gentleman what asylum Joe Doakes is in, and notify me at once. as I want to pay Joe a visit and also found out John Doe the old book agent went crazy and he's also in an insane asylum. I worked for John Doe 20 years ago, Kindly inform me at once Gentleman what asylum Joe Doakes is in, as I want to pay Joe a visit."

MAURICE MANNING is billing himself and his band as "The Bronx King of Swing." . . . Nothing unusual, but worth mentioning: when a certain local night club folded one of the acts was given a patron's check as part payment on his salary—and so, of course, the check bounced. . . . Tom Adrian Cracraft is back from a trip to Utah, all hepped up over the possibilities of little theaters thruout the length and breadth of the land; while in Salt Lake City he got wrapped up in the local amateur group, and ended by promising to design the sets for its production of *The Black Flamingo* next month—and he's thinking of devoting himself almost entirely to little theater work, doing only two or three Broadway shows a season. . . . Mells, Kirk and Howard deny that they were let out of the Hollywood Restaurant because of their squabble with the AFA; they claim that their contract (See *BROADWAY BEAT* on page 40)

"Road" Banned in N'Orleans; Ministers Back Show's Appeal

NEW ORLEANS, Nov. 20.—An order directing Mayor Robert S. Maestri, Commissioner of Safety Frank E. Gamila and Police Chief George Reyer to "show cause" at 2 p.m. Friday "why they should not be enjoined from interfering with presentation of *Tobacco Road* at the St. Charles Theater for the two weeks beginning Monday was signed Wednesday by U. S. Judge Wayne G. Borah in federal district court here.

The petition for a restraining order was filed by attorneys for the theater management and the play's producers and alleged "that interference threatened and action taken against presentation of the play are a violation of freedom of speech and expression guaranteed in Section Three, Article One of the State constitution, and Section 1 of the 14th Amendment of the Constitution of the United States."

Presentation of the play, first of a series of legitimates promised by the newly renovated St. Charles for the 1937-'38 season, was banned several days ago by Commissioner Gomila on complaint of a Catholic priest, acting on orders of the archbishop of the New Orleans area. Opposing the banning of the play and favoring its presentation are a group of Protestant ministers of the city, led by Rev. Norman Maunz, president of the city's Ministerial Union.

Asked concerning his attitude today with respect to the injunction filed against the city of New Orleans by the producers, Mayor Maestri said that his position was unchanged. "I will not issue a permit for the show unless I am ordered to do so by the court," he said.

"Neither the city, the mayor or commissioners and police chief," the petition set forth, "have any authority by

constitution, law or ordinance for the banning action that they have taken and intend to take prohibiting the performances."

Ministers backing the showing of the play have requested their congregation memberships to read the book as "a fine portrayal of the true conditions of the share croppers of the South."

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Tune Trailer for Thrill

HOLLYWOOD, Nov. 20.—Pic producing companies have been outdoing themselves to strike an original note in presenting a screen trailer for their productions. The latest innovation has that Gilbert and Sullivan touch for the three-minute features. Introduced by Herb Moulton for Par's *Thrill of a Lifetime*, trailer is written and sung by the Yacht Club Boys, song titled *We Can't Show a Single Scene*.

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Covering a Sinus

By EUGENE BURR

IT SEEMS that every time an act of God visits the Sugarman household I'm drafted to fill the "Domino" space. Last time it was the marriage of this pillar's usual conductor to Belle Baker, beloved lady of sentimental ditties. This time, tho, it's just a sinus attack. A sinus attack may not be as serious as a marriage, but it's a lot more painful—painful to me as well as to the possessor of the aching schnozzola. Columns aren't pretty things to contemplate when you're on the writing end of them at short notice, after a week in which deadlines have been disjointed and practically tossed into a hat by the exigent demands of the boys who set the type. As a matter of fact, thanks to the Christmas Special—a number in which so much typesetting is involved that you practically have to write next week's news stories last week—the deadline is already passed, and this stuff will have been dispatched to Cincinnati by wire. Spending good money for wire charges on stuff like this is one of the reasons for the depression.

The *Billboard*, if you remember, was prettily scooped on the last occasion that my complaining bulk occupied this space. Mr. Sugarman, a reticent editor if ever there was one, went around the office for weeks with a suspicious tho seemingly innocuous kindness beaming from his handsome phiz, but he didn't let anyone in on the secret. At least no one around here. *The Billboard*, a trusting periodical, went securely to bed that week with no hint of the Sugarmanian nuptials in its omniscient columns. It remained for members of *The Billboard* staff—and their readers—to learn about the marriage from the columns of the dailies and rival show-business sheets.

This time, at least, there's no danger of being scooped. In the case of an editorial sinus, we hear about it quickly enough. Tho even in this instance Mr. Sugarman's tendency to let his sheet be scooped on personal matters was evident. The sinus attack came at the last moment—just late enough, it seems, to put me on the spot. With the meticulous Mr. Denis studiously recounting the doings in not so meticulous night spots, with the rotund Mr. Franken placidly contemplating the swell radio copy that he's dredged from correspondents' reports, with that demonic news gatherer, Mr. Ackerman, wracking his razor-sharp brains to get out late news wires, with the energetic Mr. Golsion dashing madly over the face of the landscape in search of last-minute news, with the studious Mr. Hall meditating upon the not entirely concurrent futures of television and burlesque, with the obliging Miss Weiss helping to read copy at the moment, with that enthusiastic whirlwind, the gaunt Mr. Zolotow, feverishly cleaning up his chores, Burr was forced to take it in the neck. The only alas forthcoming is from that king of swing, the conscientious Mr. Orodener, who has promised to perpetrate an article of his own. Mr. Orodener, it is to be noted, hasn't been on the New York staff very long. That would seem to let me out here—for which both you and I can thank heaven and Mr. Orodener.

Anyhow, sinus doesn't last as long as marriage, which is some help. Or is it?

Please, Santa, Don't Swing It

By M. H. ORODENER

THE greatest advance made in the field of music since it became possible to buy a sax for \$1 down and 50 cents when you get a job, you wished upon a palpitating public in some such form as the Onyx Club Philharmonic. Maybe it was your idea of filling our stockings with a fiddle on the fire alongside a boiling bugle. But as this annum wears itself out and we start another year of merry-go-aroundings (still dizzy from trying to get the brass ring) our epicurean desire longs for an auditory meal of musical gourmands without any side dishes of low-down, gut-bucket, slow-dragging, barrel-house dressings.

The waters of the Swanee Ribber have stopped tasting "like sherry wine," and it seems that the "mean blacksnake" has gone entirely out of the bitin' business to live on its Social Security. No longer do any of the Smiths—Mamie, Bessie, Trixie, Sippie—and others of the husky-voiced clan shout 'bout the two-timin' daddies who done 'em wrong. You had Mae West carry on the cause from that point, and now anybody who knows all the words but can't pronounce them has become a "scat" singer. Musicians have always been careless about their S's, so that a music lover who can understand the scale from Do to Do, but can't appreciate its being played in tune, has qualified for the "cat" clan. All idol worshippers at their citadels to "swing."

We know you as a profound musical scholar. After all, what would Christmas mean without its bells? As we are getting sick from swinging, won't you please, dear Santa Claus, in filling our stockings, send us a swing session to end all swing sessions. We would chant our carols with an interspersing of Wagner's *Siegfried* of the *Nibelungen*, Mendelssohn's *Swing Song*, Mozart's *Sonata for Swing* trio, and *They're Hanging Danny Deever in the Morning*. There is a possibility you might care to include Brahms' *Cradle Song* if you're sure that swinging is involved. After all, what have Puccini, Bizet and Verdi got that Tin Pan Alley hasn't got? Or for that matter what has Tin Pan Alley got that Puccini, Bizet and Verdi didn't have at one time?

Being one of those perfect gentlemen who can swing a golf club, do not misunderstand us. We go on record that swing is here to stay—along with swinging doors. Only we had hoped that if you would give a musician enough rope, he would swing himself. Personally, we are content to swing alone with Myrna Loy, Claudette Colbert, Carole Lombard, or what have you.

Since we are taking a swing at swing, won't you do something about the boys who hog the front pages with inanities that music of the future will swing more to swing? After all, now that the Philadelphia Symphony Orchestra and the New York Philharmonic are no longer featuring swing music, don't you think that the Goodmans and the Dorseys should likewise give it up? We satisfy easily and what's good enough for Toscanini, Iturbi and Stokowski should be good enough for them.

Yes, Santa, Dear Santa Claus, we satisfy as easily as we bruise. Only we might warn you that there will be trouble when our dramatic editor puts on the Christmas weep. He not only thinks that swing is on the up-swing, but personally likes hill-billy music, especially that joyful little song so full of good cheer—about the man who shot his wife and left his 18 children to starve.

Due to illness of its writer, Elias E. Sugarman, Thru Sugar's Domino is missing this week. The column will be resumed next week.

As I See It

By DAVE VINE

MANY years ago . . . in *The Music Master* David Warfield said: "The world has revolved a few times since last we met." I have never forgotten that line. The world does revolve; in fact, everything revolves. There must be something to evolution or perpetual motion—or whatever you want to call it—and here is the proof: Rags make paper. . . . Paper makes money. . . . Money makes banks. . . . Banks make loans. . . . Loans make failures. . . . Failures make poverty. . . . Poverty makes rags. . . . Rags make paper. . . . Paper—I had better go; this is where I came in. . . . You can carry on if you want to; but, personally, I think Warfield was right.

HMMMM. . . . As I am pounding out this column my radio is on and Alice Faye is singing *You Can't Have Everything*. She's right, you can't. . . . In pictures she has everything, but on the air . . . A news commentator announces that Jack Pearl will open shortly in a dramatic show and says he does not understand why a comedian should attempt anything serious. May I remind him that James Barton, one of our greatest comedians, has been starred for four years in *Tobacco Road* and has shown the legit a thing or six. . . . Aside to Eddie Sullivan: "Hey, Solomon, next time you run into Ginger Rogers tell her that after seeing her in *Stage Door* I think she can throw away her dancing shoes." . . . On second thought, tell her not to throw them away, but to give them to some of those women who play leading parts and should be dancing or something instead. . . . A booking office just phoned me and offered me a benefit. But I refused. They owe me for the last benefit . . . (or am I too fresh?).

WALKING DOWN BROADWAY . . . J. C. Flippen stopped me and inquired: "What are you doing these days?" I told him I was writing a column now. He couldn't seem to understand; so I repeated: "I'm a columnist. You know—columnist: Sullivan, Sobol, Winchell, er-er-Vine." He said: "Please don't change the subject."

AT THE ALIMONY CLUB. . . . A toast to my wife, "God dress her, I can't."

I HOPE YOU'LL REMEMBER . . . That the road to success is filled with women—pushing their husbands along. . . . And that dentists have more nerve than the Pullman company. They charge as much for the uppers as they do for the lowers. . . . And you can't get rid of a wart by burying a cat; unless the wart is on the cat.

I WAS THERE . . . With Charlie Robinson's *Parisian Flirts* in 1913, Duffy Geisler and Ted Lewis signed with the show. Lewis asks me: "Do you think I'll ever be a star?" . . . At the Madison Theater, Chicago, Joe Welch, one of the funniest comedians of his time, lost his mind while on the stage doing his act. He kept repeating the same gag over and over until the stage manager, realizing what was happening, dimmed the lights so that they could take him off. Exit a great artist. . . . Two years later Joe's brother, Ben, also a great comic, went blind. Instead of being taken off the stage at each performance he had to be taken on. . . . On the Pantages Circuit at Victoria, B. C., in 1922 Archie Leach (better known today as Cary Grant) was a still walker with an act called *Tommy Lomas*. How well I remember Archie walking up and down the streets on his stilts carrying a sign advertising an act at the theater. . . . These are facts. . . . I was there. . . . The act he was advertising was me. . . . The world has revolved a few times since last we met. . . . I just had an offer to carry a sign advertising him.

Chicago Chat

By NAT GREEN

THERE is some talk of a Trans-Lux theater for Chicago. It may be just idle rumor, but showmen who have noted the business done by the Trans-Luxers in the East are convinced that the same type of show would prove profitable here. Major Thompson was in Chicago recently and his visit naturally gave rise to fresh reports that a theater would be established here. The public is not at all satisfied with the double features offered in the neighborhood houses. And there are thousands who are not any too keen for the fare offered in Loop theaters. On the so-called Gold Coast, a mile or two north of the Loop, scores of huge apartment hotels are filled with potential customers for a theater on the order of the Trans-Lux, where they can drop in for an hour or so and enjoy the latest newsreels and novelty shorts. It is said that the New York Trans-Lux theater, with a seating capacity of but a few hundred, has an average gross of around \$4,000 a week. Secret of its success in its rapid turnover. Charging only a nominal admission price, it attracts people who have a little time to while away and who have found that the newsreels and short subjects provide an hour of real enjoyment. Many who casually drop in become regular customers.

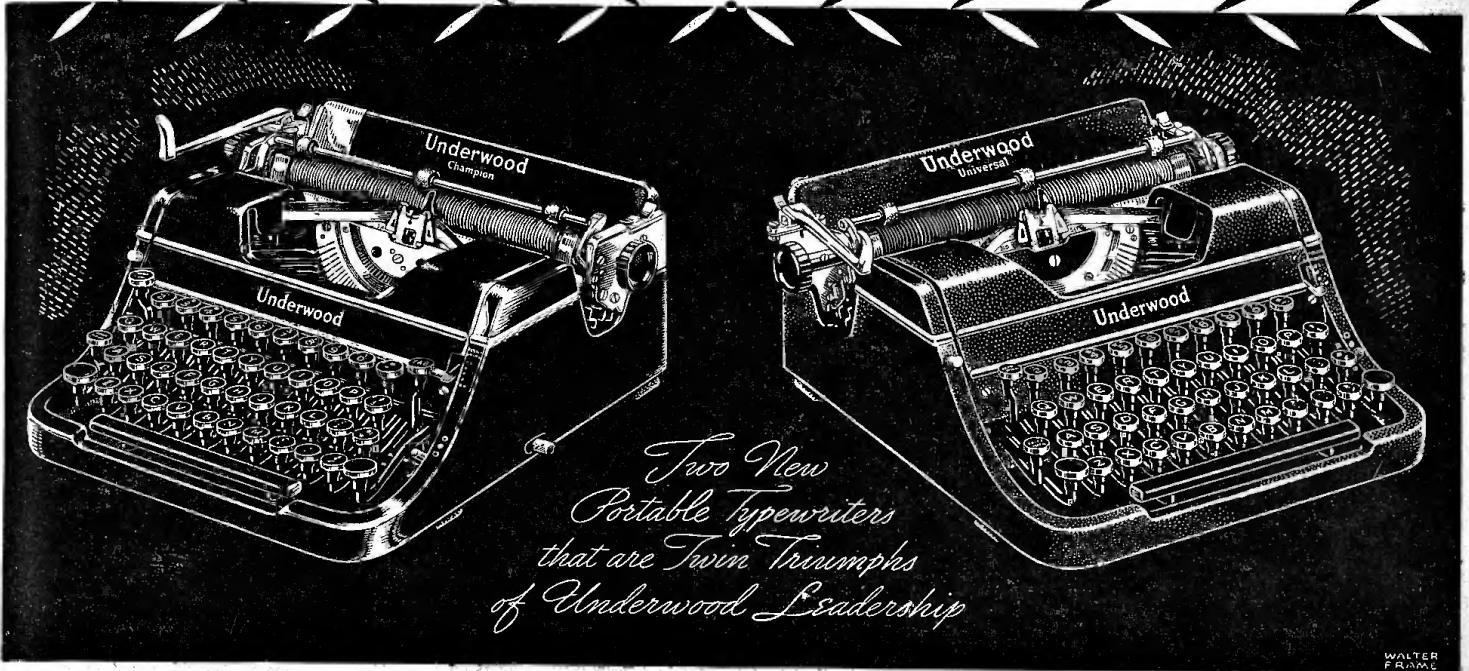
Wonder if William Powell and Joan Blondell are figuring on appearing in the screen version of *You Can't Take It With You!* On a recent visit to Chicago they were interested spectators of the stage version at the Harris, and they are said to have been much impressed with its screen possibilities.

Title of Dorothy Day Wendel's new play has been changed to *Tell Me, Pretty Maiden*, which to anyone past 40 brings back memories of *Florodora* and its lilting tunes. Those who have read the play say it should be a knock-out. It is being produced by Bushar & Tuerk, with Arthur Sircorn as director, and the lead will be played by Doris Nolan, who had the lead in *The Night of January 16* in New York. Show is set to open at the Mansfield Theater, New York, December 16 or 17. Miss Day is on the staff of *The Herald and Examiner* here and is a former actress who has had prominent parts in various musical comedies.

Mort Singer, theater operator, about due back from a sojourn at Biloxi, Miss. . . . And Frank Smith, manager of the RKO Palace, is anxious to sneak away to Hot Springs for a little vacation. . . . Ben Atwell in ahead of Jed Harris' *A Doll's House*. . . . Helen Oakley, who used to head the Rhythm Club here, now doing publicity for Chick Webb's Orchestra. . . . Tom Kane and Bill Fields are due in Chi soon ahead of legit shows. . . . Rene Howard, former local press agent, and Jack Diamond, who used to be on *The American*, are now working for Monte Prosser in New York. . . . Tops in almanacs is the interesting and picturesque Lum and Abner's *Adventures in Hollywood*, which is good for many a laugh.

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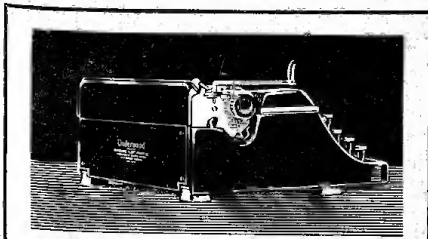
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LADIES' NARCISSUS ACT

Women's National Radio Group Raves Over Own Sponsored Show

Women's National Radio Committee, in October issue of own publication, gives sendoff to Sealtest program, but makes no mention of interest in production

NEW YORK, Nov. 20.—The Sealtest program, produced by Mme. Yolanda Mero-Trion, chairman of the Women's National Radio Committee, has, oddly enough, won the approval of that body. This narcissus act, in which the program was highly praised by its producers, evidenced itself in the October issue of *Radio Review*, published by the WNRC, with the publishers admiring their own program no end. Committee has long been an articulate critic of much of radio's present habits and customs, shouting out many harpoons during the course of recent years, as well as making awards to programs it considered leaders in various classifications. The industry, led by network officials, has always made sheepish obsequies towards the committee, apparently afraid of its members as a buying or non-buying market. This last phase is what has had the industry worried.

A few months ago the Women's National Radio went commercial thru a tieup with Wadsworth & Walker, research organization, whereby the membership of the group was to be available for radio program surveys. Still later, the WNRC arranged to have its chairman produce a program, sponsored by Sealtest, built according to the programing ideas of the ladies' organization. At the same time the account shifted from N. W. Ayer to McKee-Albright.

In the October *Radio Review* there are two comments. One is, "Sealtest Laboratories, with its new *Rising Musical Star Program*, presented over the Red Network of NBC every Sunday night at 10 o'clock, is not only giving an exceptionally good half-hour musical program, but in presenting an exceptionally talented young star on each program is giving that artist an opportunity to be heard by a nation-wide audience."

Later, under the head, "Our Listening Group Report," it is said, "... that the winter season is ushering in some definitely good programs, notably the *Sealtest Rising Musical Star* program every Sunday night and the Philadelphia Orchestra program."

No mention is made of the tieup between the show and the WNRC.

Sponsorless Commercial

ST. LOUIS, Nov. 20.—There's a modest sponsor on KMOX. It's the Hyde Park Breweries, which pays for a half-hour Sunday evening show, *Evening Serenade*. Sponsor runs ads in local dailies and in the St. Louis Symphony programs but doesn't use the firm name. Some 2,500 tony invites were sent to symphony subscribers minus the brewery's credit line. Actual program just uses sponsor "identification" fore and aft.

Postal Telegraph Set On Spot Station List

NEW YORK, Nov. 20.—Postal Telegraph is now using spot announcements on 12 stations in scattered territories in addition to its local New York Broadcasting System and WHN programs.

Out-of-town spots are heard on WNOX, Knoxville; WMC, Memphis; WMPB, Memphis; WCPO, Cincinnati; KPCC, San Francisco; KHJ, Los Angeles; WKY, Oklahoma City; WFAA, Dallas; KENT, Des Moines; WTMJ, Milwaukee; KPCC, Houston, and WSJS, Winston-Salem.

CBS' Two-Bit Stations

DULUTH, Minn., Nov. 20.—Two nearby stations—WMPG, Hibbing, and WELB, Virginia, Minn.—have been added as Columbia Broadcasting System optional stations. Two stations, 100-watt nights, cover the Mesaba iron-range section with 41,500 radio families. Stations may be added to CBS schedules at \$25 per evening hour, or KDAL, Duluth, and the two 100-watt nights packaged for \$150 per evening hour.

Prof. Quiz has added the two iron-range outlets to its list.

Nomenclature

NEW YORK, Nov. 20.—An inquiry received by the radio department of *The Billboard* this week had to do with the address of B. B. D. & O.

Person making the inquiry spelt it out as "Batten, Barton, Bernstein & Osborne."

WOV Gets Ex on Foreign Pipings

NEW YORK, Nov. 20.—Exclusive piping of foreign language programs by WOV to WELI, New Haven, Conn.; WNBC, New Britain, Conn.; WSPR, Springfield, Mass., and WCOP, Boston, was effected this week by WOV. Until now foreign shows were fed to this string of outlets by both WOV and WEVD. A sudden change was made this week, however, making WOV the exclusive feeding station. Occasional programs will be fed to WICC, Bridgeport, Conn., and WAAB, Boston.

This group of stations has been regarded by trade observers as a loosely-knit chain and was organized last year by Viola and Furman, station reps. The present move is seen by some as a move to strengthen Bulova interests in New England.

WSPR is a Mutual and Colonial outlet, but has also used foreign productions.

"Wanna Be an Actor?" Reported Returning

NEW YORK, Nov. 20.—Haven MacQuarrie, whose program, *Do You Want To Be an Actor?*, went off the air some months ago after a 13-week sponsorship by Standard Brands, is in New York. Reported MacQuarrie's program will shortly be back on the air again as a sustainer on NBC.

Actor flopped for Chase & Sanborn coffee. Claim is that there was sponsor trouble, with the show not going on according to the original producer's idea.

Canadian Rep Merger

TORONTO, Nov. 20.—Merger of United Broadcast Sales and All-Canada Broadcasting into the All-Canada Radio Facilities, Ltd., makes the latter one of the Dominion's largest station rep firms. All has branches in Calgary, Montreal, Winnipeg and Vancouver. H. R. Carson is general manager.

Joe Weed represents in America.

Sidewalk Moochers Latest Coast Pest

HOLLYWOOD, Nov. 20.—A new type of chiseler, comparable to the autograph hunter and other pests of the amusement world, has been noted in Hollywood. This is the radio theater panhandler, who stands outside of broadcast centers and approaches the members of the incoming audience with, "Pardon me, but have you an extra ticket?"

Altho tickets to broadcasts are not sold and can be obtained free, most of the general public do not seem to be aware of the means by which these may be obtained. Inasmuch, also, as it seems to be the smart thing to do to make the rounds of radio theater broadcasts at odd hours, the panhandlers are desperately anxious to attend.

Cash Award Hypes Contest Returns

NEW YORK, Nov. 20.—Pickers of football winners want their prizes in good cold cash. That's what Sobol Bros., chain gas stations, found out with their WMCA contest. Plan originally called for contestants to guess the scores of football games, but was later simplified to a "mere" selecting of winners.

A real boost in the number of contestants occurred when instead of offering merchandise prizes actual cash was awarded. Prizes of \$75 down, with a grand prize of tickets to the Rose Bowl game, plus transportation, now has local football "experts" picking winners.

WLS Artists' Bureau on Coast; Films Like Barnyard Nasology

CHICAGO, Nov. 20.—Horse operas and hillbillies are still standard entertainment for sponsors interested in reaching the mail-order public residing in the backwoods. Patent medicine advertisers are the biggest users of cowboys and yodelers for their air spots, feeling that the mountain music and "by heck" dialect is just what the country cousins cry for, and judging from the popularity and demand for this type show the sponsors are not wrong.

Best barometer of this has been the *WLS Barn Dance*, which is in its sixth year at the Eighth Street Theater. This show, sponsored by Alka-Seltzer the past three years, holds one of the biggest draws on the ether today, besides having thousands of cash customers every Saturday night in the theater. Visiting yokels from near-by hamlets make up most of the audience, and the Alka-Seltzer outfit tripled its sales shortly after taking it on.

With such names as Gene Autry, Tony Wons, Smiley Burnette, Hoosier Hot Shots, Lulu Belle and Scotty, and Patsy Montana, Station WLS has claim to being one of the pioneers fostering guitar-playing cowboys. This year the WLS Artists' Bureau booked its talent for 192

airs and outdoor performances in the Midwest to good biz. At a one-nighter in Grand Rapids, Mich., last month Lulu Belle and Scotty played to 14,000 persons.

Plenty of the hayloft talent has hit the Hollywood trail as the picture industry decided to grab off the coin in his sticks. Gene Autry, with 22 pics to his credit in two years, has a top fan-mail rating. He started over WLS as the Oklahoma Yodeling Cowboy. Max Terhune, the Hoosier Mimic, Saily Holmes, Maple City Four and Bob "Tumble Weed" Baker are only a few of the many who have succumbed to flickers. The Hoosier Hot Shots leave next month for the Coast to do a couple for Republic. This exodus westward is causing the WLS Artists' Bureau to open a Hollywood branch this month.

Consolidated Drugs is another of the advertisers sold on barnyard shows—sponsoring one hour and a quarter airing over WGN and a half-hour *Musical Roundup* over WLS. They plug the popular priced cure-alls for gray hair, upset stomach and colds and appeal to the villagers for support, which is easily obtained with a mixture of coupon giveaways and hill-billy shows put out consistently over the air waves.

AFM Members Warned on ETs

Union names temporary unfair list—all recorders to have AFM license

NEW YORK, Nov. 20.—Situation between the American Federation of Musicians and recording, electrical transcription and phonograph companies tightened this week with receipt by all musicians' locals of a decree by AFM President Joe Weber, laying down a December 1 deadline. After this date locals must see to it that none of their musicians render services to some 15 companies in the event they have not secured a license from the Federation. According to Weber, some companies have been asking for licenses, and the companies at which the ultimatum is aimed are those who are not falling in line.

Weber's dictum, addressed to all locals, follows:

"Kindly be advised that members of the Federation are not permitted to work for the following recording, electrical transcription or phonograph companies in your city from December 1, 1937, on, unless they hold a license from the American Federation of Musicians.

Also: Proctor Sound Recording, Inc.; American Foundation for the Blind, Inc.; Audio-Scriptions, Inc.; Broadcast Producers of New York, Inc.; Fidelity Records, Inc.; The Starr Company (division of Gennett Records); National Recording Company, Proctor Sound Recording Laboratories; Radio and Film Methods Corporation; Radio Transcription Company of America, Ltd.; Reeves Sound Studios, Inc.; Sherman Sound Studios, Inc.; Speak-o-Phone Recording and Equipment Company; Transcriptions, Inc.; Universal Recording Company, Inc.

Members of the Federation who will render services for such recording, electrical transcription or phonograph companies thereby suspend themselves from membership in the American Federation of Musicians, and locals must strike their names from the membership lists.

Locals who fail to enforce this rule will place themselves in contempt of the Federation for action contrary to the interests of all locals.

"Kindly strictly enforce this rule and acknowledge receipt of this communication." (Signed) J. N. WEBER.

Govt. Aid Helps Radio Set Sales

WASHINGTON, Nov. 20.—Radio is usually the first electrical "appliance" purchased by farmers now serviced by the Rural Electrification Administration's projects. The REA lines under construction now bring electricity to 150,000 farms, while another 100,000 homes will be added to this total. About two-thirds of the farms served by the REA now have radios.

MISSOULA, Mont., Nov. 20.—A survey by KGVO revealed that rural electrification projects in four adjacent countries will materially aid radio reception in 1,500 farm homes. Local project is costing \$1,500,000. Farmers are ditching old battery sets for the new-fangled electrical ones.

"Earaches" Returned To CBS Sustainer List

NEW YORK, Nov. 20.—*Earaches of 1938*, which was recently scheduled to start on CBS as a sustainer, only to be postponed because of auditions, now starts Sunday, November 28, on the same network. Show is being spotted opposite the Chase & Sanborn session.

Program features Harry Conn, writer, as emcee; Conn also doing the script. Ben Rocke sold the show to CBS.

Stations Try Building Acts

Slow growth shown in trend to develop acts for future—WPTF uses announcements

NEW YORK, Nov. 20.—Altho still groping in the talent wilderness, there is a marked effort on the part of station execs to help radio develop its own entertainers. This effort indicates general attempts to unearth good talent here and in the sticks. While the National Broadcasting Company's attempt to "discover" radio possibilities has not yet borne fruit, this is not cold-watering other stations.

In Raleigh, N. C., WPTF set aside November for an "intensive search for talent campaign." Spot announcements are aired daily, college newspapers are used to unearth performers with something on the ball and card files are being studied with a view to recall old-time WPTF acts. Station has let down audition barriers and gives hopefuls the o. o. every day, minus the usual appointment card tape. Koloa Serenaders, Frances Harrison and Dot, Dan and Johnnie have been selected from the hundreds heard and are now taking swings as sustainers.

Detroit's WXYZ is taking 'em from the cradle with its "15-Year Plan." Youngsters start in a *Kiddie Carnival* from which they are graduated to a *Children's Theater of the Air*. After this talented hopefuls of the teen-ages put on a *Junior Matinee*. It's one of the few instances of getting potential talent while it's young and developing it.

Along with the NBC attempt to develop talent, Pittsburgh's KDKA is trying the same thing.

Promotion Shorts

Adventure Bound, serial show for Mother Hubbard's Energy Cereal tossed a party for 1,900 youngsters at the Orpheum Theater, Des Moines. Program is on the Iowa Network and theater party was staged as a send-off for the air show.

Bowlers took to a WHBF contest in large numbers. They and their friends

Early Deadline

Because this issue of *The Billboard* is the annual Christmas Special it went to press ahead of the usual schedule. Deadline for the radio department was Thursday afternoon in New York.

Wildcat Waxers Leaving Racket

LOS ANGELES, Nov. 20.—There's been a flight from Hollywood of quickie electrical transcription firms. Lads who have been making cheap wax shows are falling on hard days and are looking for other fields. Time was when a manufacturer or distributor of cheap discs would pile them in a car and make a quick trip across the country to peddle them to stations.

Many of the discs were sour affairs, but high-pressure salesmen would unload them on smaller stations and be off to the next outlet before long. Intense merchandising by the larger, more reputable disc firms and a more complicated business setup has made station managers wary of what they purchase from passing strangers. Copyright questions affecting musical and some dramatic numbers have worried stations and have caused them to shy away from waxings whose parentage is none too clear. Further complications of rulings of the American Federation of Musicians have also caused stations to cross their fingers when approached by unknown disc salesmen.

cast 10,000 votes in a recent contest held by the Rock Island, Ill., outlet. Winners spoke from the studio during the regular evening broadcasts.

KMOX pulled a good-will stunt at a recent food show in St. Louis. Station set up portable recording equipment in a display booth and distributed cards with the request that they be filled out and left at the booth. Five cards were drawn twice daily and "winners" were interviewed for three minutes for a 12-inch record. After the cuttings, records were played back for the crowd and then given to the subjects. Another piece of good promotion arranged by KMOX has a 56-page *Chart Story* distributed to salesmen. Contains the station's history, facilities, market data and other information. Used as a skeleton for the time-sellers' spiels.

Still More on Hollywood

NEW YORK, Nov. 20.—Ever since radio started going to Hollywood there's been a steady flow of comment, both published and unpublished. There's been comment, but it doesn't seem as tho there's been any too much thinking on the part of the mentors of either the radio or film industry. Picture companies are now engaged in the process of cutting their own throats, and those of their own theaters and their customers, the exhibitors, by selling, en bloc, their studio talent to radio sponsors. That shows lack of foresight. It is matched by the lack of foresight on the part of advertising agencies and advertisers who have gone berserk on their talent expenditures, buying every sort of film name at exorbitant prices; raising those prices by their constant buying, and giving no regard to the future whatsoever.

MGM has its show on now; Warner Brothers start soon. RKO is building a show to have Milton Berle as emcee. The others will be forced to follow. It doesn't take much perception to note that the picture companies aren't going to spot their programs on the same nights. So, if there are four or five film company sponsor deals, that means four or five nights on which radio will star picture names. And if there isn't going to be a definite reaction at the film box offices, then Bing Crosby is an opera tenor.

But that's the film companies' problem, one which they'll probably solve when it's too late. How about the advertisers who've gone to Hollywood for talent, especially guest-star talent? With MGM, Warner and RKO-Radio performers going off the available guest-star list, to be followed, probably, by other studio names, it will mean, what with only a few free-lance performers left, that either the guest-star thing will have to be dropped or new stars will have to come up overnight. This last never has happened and isn't going to start because advertisers want it to.

The advertisers and the agencies are on the spot. They've used the best that show business could give them, but have done nothing towards the future. As radio is constituted today, no one is worrying about building future names. Only agencies and sponsors can do it. A star can be made, as Edgar Bergen, Tommy Riggs and others have proved, by constant spotting on leading radio shows. But that's not enough. To build a star is one thing, to keep him in a particular field, or under management in a particular field, is another. Bergen became a radio star and is now in pictures, and this applies to a host of other similarly built stars.

The ad agencies and their clients must realize that they'll have to get in the show business even more than they are now.

Coast Discusses Studio Herd; Acts List Rules for Behavior

Follow the signs, says Jolson—laugh with circumspection, says Crosby—holler your head off, says Cantor—to have or not have studio audience Coast topic

HOLLYWOOD, Nov. 20.—Question of whether or not there should be studio applause at radio broadcasts has become subject of discussion among the major artists now in Hollywood. Should comedians play to their small visual audiences to the neglect of the vast listening millions? Should studio audiences be abolished altogether? And most important, if audiences are to be maintained, should some bright young fellow dash to the footlights after every ancient gag is sprung or musical number played to force applause from the audience after the fashion of a college cheer leader?

Other Studios Take WB Script Ban Lead

HOLLYWOOD, Nov. 20.—Motion picture studios of the film colony will put an end to free scripts for dramatization by local radio stations, or even for average wax recordings, with probable complete boycott of such in the near future, it was learned today. Poor enactment of the scripts by amateur small-town casts and ineffectual handling of the waxes is making a bad impression on the listeners and hurting business, it is stated.

Warner Brothers have withdrawn scripts being shipped to more than 200 stations for local presentation. Move followed report of Bob Taplinger that the dramatic programs based on current pictures were in most instances so badly cast and produced that they were more damaging than promotional to their parent films.

Additionally, it was felt that radio presentations were far inferior to the current competing network broadcasts covering the same spots, that they reflected injuriously on the film industry generally because of the latter's sponsorship. Elimination of transcriptions, now that so many other picture plugs are available, is expected to follow.

Bob Gill Promoted

PHILADELPHIA, Nov. 20.—Robert Gill, WCAU announcer, has been promoted to assistant to Horace Feyhl, production manager.

J. Jessie Kane is back as secretary to Benedict Gimbel Jr., president of WIP. Antoinette Grillo transferred to commercial department, Lorraine Reilly to program staff and Helen Kiley new receptionist.

KCKN's Biz Gain

KANSAS CITY, Kan., Nov. 20.—A healthy October rise of 19 per cent over 1936's October is reported by KCKN, Capper station. Minus the political sales, which were included in 1936, the sales for this October climbed 55 per cent over October, 1936's, straight commercial sales.

Makes the 13th month that KCKN has beaten previous period's mark.

Showmanship Wanted To Promote Chicago Stations and Programs

CHICAGO, Nov. 20.—Station and program promotion is proving to be a headache or is being overlooked entirely around these parts. Most station heads realize that showmanship should be a definite part of their publicity campaigns, but either thru lack of co-operation among the various departments or lacking of proper talent to put it over, most of the local outlets are at a loss when it comes to blowing their own horns.

Proving that something is wrong somewhere is the current situation at the WLS, *Prairie Farmer* station. Glenn Snyder, manager, issued orders this week to disband the program research and promotion department, which was formed last August, with Bob Kaufman imported from Iowa to head it. Reason for the dissolution was not clearly made, but it is reported that failure of WLS departmental heads to jibe with the *Prairie Farmer* unit caused little or no results from the joint department.

New setup at WLS will just be a reverting to the old order with most of the employees being absorbed. Only one to leave so far is David Wilburn, ad man, who goes with McCord, Inc., agency

in Minneapolis. As far as WLS is concerned, Kaufman has done a good job under the circumstances and want him to remain in some capacity. Kaufman has not decided yet just what he will do. WBBM-CBS here is beginning to see the light and is launching a campaign to make every citizen within a 500-mile vicinity WBBM-conscious. Promotion first being used to further this is the embarking of a trailer unit which will visit towns the size of Rockford, Bloomington, etc., cutting discs of speeches by the local mayor or Chamber of Commerce heads and then airing them over the station as a program salute to that township. Visiting celebs are also going to be tackled at airports and train sheds for transcribed interviews.

For example, Al Jolson, typical of the stage entertainer, is used to large audiences, welcomes people to his shows but insists on controlling them as a puppeteer would dolls. Jolson program has an intricate system of placards and signals. Many claim the results are artificial and lack spontaneity.

Bing Crosby, on the other hand, doesn't mind an audience but won't stand for a lot of noise. If you must laugh, do so with gentility and circumspection, and if you can't resist the urge to applaud something spectacular, take it easy. Bing doesn't care for it, feeling that his show must stand or fall on what he does for the radio listener and that phony aid by the live audience is neither needed or desired.

Eddie Cantor thinks that a show loses warmth unless the studio audience chips in. He dotes on playing to the crowd that can see him, as a stimulant. Yet studio audiences are like benefit audiences in that they'll applaud almost anything. If the comic wears a funny costume, makes laughable faces or gestures, the theater bunch will go into gales of laughter, but listeners in the home don't like it, and who's to blame them?

"But the reaction of the studio audience is necessary to me, it helps me to put on a good show," said Cantor. "Anyway, I once went to Jack Benny and suggested to him that we cut out studio audiences altogether. 'Okeh,' said Jack, 'but there are several other comedians who won't go in with us. And if they don't do away with studio audiences we can't afford to.'"

"A little later," continued Cantor, "I talked to one of our agency executives and we agreed to play a show to a studio audience separated from the stage by a glass partition. We thought it would be interesting to experiment in this way to find out if we really needed the audience response. Well the reports on that show were 'not so good.' But when the same show was played to a studio audience it went over big. 'Here's another slant,' Cantor said. 'I played a program for one of my sponsors some time ago and he wasn't at all crazy about it. Later when he heard the same program with a studio audience, he thought it was 'terrific.' To me that proves that audiences are necessary, at least where my programs are concerned."

WGN, WMAQ and other smaller spots are just going along in the belief that their press departments, sending out bales of mimeographed stuff to publishers and dailies, is enough, and there is no doubt that it will continue to be until competition becomes keener and forces the station to use a little ingenuity and showmanship along with their sales talks.

Hitch Your Novice to a Star

By James L. Saphier

WITH talent prices skyrocketing, production costs at their peak and time about as scarce as tickets to a Major Bowes program, radio is the best of all possible businesses in this best of all possible worlds. There is a pot of gold at the end of each wave length and radio's little family is happy and expansive.

It seems a shame to upset the tranquillity of this group even slightly, but there is a problem of major importance on the horizon which the people of the industry are steadfastly refusing to recognize. And that is the problem of the development of new talent. Neither the 10 per centers who sell talent nor the 15 per centers who buy it are giving much thought to talent replacement. Yet it is one of the most important problems facing the business today.

Unless radio is able to find and develop new performers to replace today's headliners, radio will cease to be an important advertising medium. When the Jack Bennys and the Fred Allens fade, as eventually they must, who will take their places? Some few new comedians have been developed, but certainly not enough of them. Second-rate substitutes will not do. The present standard of radio entertainment must not slip or radio will soon lose its audience.

Need for Name Talent

This is a problem which vitally affects the advertising agencies, yet they are doing nothing whatsoever to find a remedy. The need for name talent has forced many of them to open Hollywood offices and use important picture stars to hypo slipping Crossley ratings. The relief which Hollywood can bring, however, is temporary and expensive. The supply of picture people who can be used successfully on the air will soon be swallowed up and the problem will then be more serious than ever.

The development of name talent is never accidental, nor is its rise ever as meteoric as the general public believes. Every top-notch performer has served a long period of apprenticeship during which time he has gained poise, confidence and a sound knowledge of audience reactions. In the old days small-time vaudeville provided the means for this apprenticeship. In the earlier days

James L. Saphier was born March 31, 1907, in New York City and was graduated from New York University in 1928, taking a B. A. degree. From college he went directly into the advertising business.



"Isold space and wrote copy," he says. "After three years in the advertising business I tried to get a job in radio but couldn't. In desperation I went into business for myself. And after two years I was able to pay my first month's rent. Building my business with young talent, I have been very happy about it. Next year I am going to pay my second month's rent."

of radio the networks offered the opportunity for a performer to build a name. There was choice evening time available and attractions like Bing Crosby, Kate Smith, etc., were built for radio by radio. Now with the sale of time at a peak the networks can no longer provide this opportunity.

After Hollywood has been milked dry, where will sponsors turn for names? They can't go to vaudeville because it isn't there. They can't expect the broadcasting companies to develop name talent because they have not enough important sustaining time left to properly exploit a performer. From where then will tomorrow's radio headliners come?

Agencies Should Develop Talent

The only solution is the development of talent by the advertising agencies themselves. They should take advantage of the tremendous audiences enjoyed by their more important programs to bring forth and exploit promising young performers. Hitch your novice to a star—it is the same principle that is employed in the picture colony. MGM played three new girls opposite William Powell in three successive pictures and in short order made stars out of two of them—Luise Rainer and Myrna Loy. This has been tried to a very limited extent in radio, but it has never been particularly well done.

Let's take the case of John Doe (we'll call him Doe because, after all, I'm still in the business of selling talent). Comparatively unknown a year ago, he was placed on a program with one of radio's front-name comics. Today John Doe is one of the five top-ranking singers in the country. But then having developed an important radio personality, the advertising agency does not take proper advantage of it. Doe is still on the program and is now being paid a very substantial sum each week to remain there, when, as a matter of fact, the agency has long since passed the point of diminishing returns with Mr. Doe on this particular program. The comedian doesn't need John Doe or any other high-priced singer on his program. His Crossley rating will be just as impressive without the singer. Why not use Doe on another of that same agency's programs—one that needs a little building up—and take advantage of the following Mr. Doe has gained? Then take another unknown, Richard Roe, price \$200, and build him up on the comedian's program. That's intelligent building—take advantage of John Doe's newly acquired following where it will do some good, where it is really needed, and use the comic to make a new star of Richard Roe.

Stars Can Be Made

It's fairly obvious how quickly competent performers can be developed into important personalities if they are carried along with the momentum of a front rank radio program. Suppose, for example, a girl singer, with talent, of course, had been on the Fred Allen program for the past two years. Does any one doubt that by this time she would be an important name attraction of greatly increased value to both the sponsor and the advertising agency?

This same principle can and must be applied to other programs if radio is to survive as an important advertising medium. Take young, undeveloped talent (there's plenty of it around) and lift it into prominence on the wings of your already successful shows.

Name attractions have been and always will be the backbone of the amusement business. With the supply of names dwindling rapidly radio will not much longer be able to look to other fields for its headliners, but must turn to itself, and out of the raw material of today's parlor entertainers manufacture the box-office draws of tomorrow.

3 GUILDS

(Continued from page 3)

ing money derived thru benefits among the different charities of the new organizations. Musicians' union, and later perhaps the Federation, will probably be an important cog in the machinery in that most acts cannot perform without the musicians.

Tentative details for branching out include appointment of I. B. Kornblum, Equity's Los Angeles representative, to supervise the Coast territory; Frank Dare, of the American Federation of Actors, for the Chicago territory; probably an American Federation of Actors man in Boston, and reps of American Federation of Radio Artists in territories such as Minneapolis and St. Paul.

WHAT ARE PERFORMERS

(Continued from page 3)

worried. Anyone may be called upon on short notice to shell out thousands of dollars in back taxes from one's own pocket if, for example, the commissioner rules that a name act which had been riding along under the impression it was in the wage-earning group should be declared an independent contractor.

That concerted action from unions can get the commissioner to move a bit faster was demonstrated when the American Federation of Musicians and many locals took a stand in behalf of the band leaders. As a result the commissioner handed down a guide rule for name bands, alleviating much of the chaotic suspense. It is logical to expect that some honest-to-goodness effort on the part of performer unions would obtain not only quicker action from the Department of Internal Revenue but an interpretation favorable to the performers.

SOCIAL SECURITY

(Continued from page 3)

reference to the show business, officials of Internal Revenue explained that the individualistic nature of show business precluded generalizations such as the basic legislation embraces. Nor could policies establish for such intricate set-ups as the knitwear trades be applied to theatricals.

One thing, however, has been made certain to all inquirers. Every employer will have to pay up all back taxes if and when the commission rules the party is an employer. If the complaints of performers that operators willfully neglect to participate, even the 1 per cent has been deducted from the employees, are upheld by the commission, then the guilty employer will be subject to the penalties prescribed in pamphlet regulation number 91. This relates to the employees' tax and the employers' tax under title VIII of the Social Security Act. Penalties are the same thruout the entire execution of the act. Since

there is so much doubt about the application and interpretation of the law's ramifications, the commission will give every defendant an opportunity to prove good intentions.

Majority Let Payments Slide

A canvass local reveals that far-sighted performers, sponsors and acts are keeping their accounts straight, deducting the correct percentages, but banking the whole until further notice from the commission. A majority, however, are letting payments slide, hoping they will not have to pay, but fully aware that if the rulings are not in their favor they will have to cough up thousands of dollars to cover what they should have been collecting from employees since the law went into effect.

The commission, thus far, has reserved decisions on grounds of "incomplete details." Complainants must submit a full account of their contractual relationships with sponsors, bookers, operators, etc., include a duplicate of the written contract entered into and a narration of any verbal discussions. All evidence will eventually be reduced to the simple denominator—dependent contractor or not. The increased number of letters being received by the commission from the trade has served to make the commission all the more cautious and hesitant in its commitments and deliberations, it being fully cognizant of the far-reaching effect of its conclusions. The decisions, no matter in whose favor, will have one wholesome effect at any rate. They will emphasize the advantages of standardization in contract forms.

Other trades and businesses have found it advisable to enter into concerted co-operation with the commission, rather than to leave each enterpriser to fight the battle for himself. Interference by Local 802 of the American Federation of Musicians, for example, expedited the local commission's disposition of the band leader issue. By virtue of this example performer unions would also be in a better bargaining position than an un-counseled performer and could probably smoke out the commission more readily.

For the small fry the commission has this consolation to offer: As soon as the Bureau of Internal Revenue completes its first audit of accounts every employee will be able to verify his employer's participation in his behalf. At present the audit is finished only to the point where records show whether or not an employer has participated at all. In about six months, when the check will have been completed, the books will be made available to every security member, upon request, to see if a boss has done right by him.

Further, just as soon as the commission gets around to closing its surveys in other fields, it will comb the show business as systematically, checking on every possible employer without waiting for a performer to complain. This will be accomplished by consultation with license bureaus, since every theater, restaurant, cabaret, night club, radio station, etc., has to have some kind of license in order to operate.

FOUR A ORG'S

(Continued from page 4)

ated at 9,000, probably is not yet near its saturation point, judging by government figures on the number of performers in Hollywood. In 1933, according to an NRA report, 28,055 actors and actresses were employed in Hollywood studios, as against 20,503 for 1931. The same report listed 287,000 and 220,000 extras for 1933 and 1931, according to the same NRA report.

Actors' Equity, once top org in the Four A's, is now, in point of membership strength, about equal to AFRA and falls below the American Federation of Actors. AFA probably has about 6,000, owing to recent organizational activity, and AFRA and Equity are in the neighborhood of 4,000.

Other leading Four A units, with membership estimates, are American Guild of Musical Artists with 500 and Chorus Equity with 700. Burlesque Artists' Association disputed membership figures pending settlement of its jurisdictional dispute with AFA.

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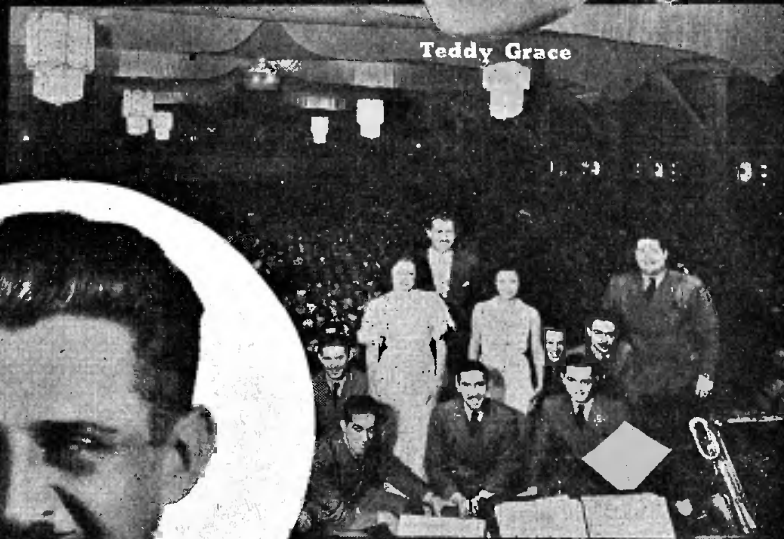
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NEW YORK CHICAGO HOLLYWOOD

Air Briefs

New York By BENN HALL

FOLLOWING the lead of Zenthi's program and numerous articles and books on telepathy, mentalists are attempting a comeback on the air. Invites are going the rounds to attend private "hearings." Seems most of the "doctors" originated in Budapest or Vienna, according to the blurbs. . . . WNEW exclusive for the musicians' benefit was a neat exploitation job. Besides top-notch entertainers, station got a nice play before several thousand professionals. . . . A publicity stunt is the "proclamation" issued by Irving Strouse for Paul Whiteman's appearance at Chicago's Drake Hotel, with Mutual airings. Done on parchmentlike paper, script type, in ye olde-style lingo, it hits the ball. . . . Legit actors Luther Adler, Joy Hodges and Margot Stevenson to be interviewed by Clifford Adams on Postal Telegraph's WHN show.

Louise Wisler, house organist, will replace Elmo Russ on the 20 Years production, now a Mutual sustainer. . . . Marek Weber got himself a sponsor. Carnation has signed him for NBC airings, starting January 3. . . . Ted Cott and Denis Plimmer producing the *One-Act Play Parade* on WNYC. . . . Evangelize Adams advised star-gazer Myra

Kingsley to quit singing for the stars, which she did. . . . Still plenty of wide-open space at 9 Rockefeller Plaza. Several floors empty. . . . Sid Mason, actor and producer, back after a year and a half at WLW. . . . Jimmy Saphier on a boat headed toward California, leaving last Saturday.

B. B. D. & O. receptionists now used to those gray uniforms. . . . WPA engineers getting wages equal to those of station technicians after ACA dickering with WPA. . . . Winter's officially here, people falling all over themselves at Rockefeller's ice rink. . . . *Arabesque* being tested in Fort Wayne on WGL. . . . Joe Creamer, of WOR, sending out special releases plugging station's talent. . . . Ben Bernie, being eyed by U. S. Rubber for a network show.

Zeke Manners is now doing about 50 shows weekly for various sponsors on WMCA. He does three a day for the Madison loan outfit, one for Acidine, one for Peruna, one for Kolorbak, one for Bonora, all of these daily, in addition to one for Madonna tomato paste. Next time I see you, if I'm talking thru my nose, you'll see why.

Chicago By HAROLD HUMPHREY

BEFORE accepting the new Mar-Vo-Kurl show which had its air debut Thursday, NBC sent a sample to New York for a laboratory test to check the product's claims. Perry Como, of Ted Weems' ork and the *Fibber McGee and Molly* show, with June Lyond and Jerry Marlowe, make up the cast for the new airing over WMAQ thrice weekly. . . . Joan Blaine stoned for a new air spot in New York after being auditioned here for Quaker Oats and Johnson Wax without success. . . . Ed Paul, WLS announcer, handed in his resignation this week and will start freelancing as an actor. . . . Varzos, of the piano team of Varzos and McDowell, playing at Walman's cocktail spa, is the brother of Eddie Varzos, ork leader. . . . The Maple City Four and the Hoosier Hot Shots, both scheduled to do movie work in Hollywood, had to postpone their plans due to pressing radio work for the former and a hitch in six plans on *Republic's* docket caused the Hot Shots' delay.

Neisser-Meyerhoff agency plants a couple of its boys out front at the Wrigley Building now to entice victims into WBBM's studio for question-popping on the *Fun Quiz* show which is piped to St. Louis. Those falling for the gag believe they are going to see a show rather than be a part of one. . . . Edythe Dixon, of the WLS publicity department, did the town last week with friends from Soerabaja, Java. . . . Car Wester,

sales rep at NBC for the past seven years, leaves there December 1 to open a radio talent and show producing company, the first of its kind here. . . .

Ros Metzger, Ruthrauff & Ryard radio head, speared the Campbell Cereal Malto-Meal account and is busy producing a new show to be called *Under the Sea With Jack Westaway* for a Coast-to-Coast airing, replacing the *Rube Appleberry* shot. . . . Tom Fisdale busy reshaping his Chicago office this week and signing new biz, before leaving again for the Big Town, where he recently took over the Taplinger interests. Latest account is Campana's new morning show.

Unique labor situation exists now at CBS-WBBM since Bill Seymour joined the announcing staff. Jimmy Petrillo's musker union has taken in the CBS announcers, sound and production men as associate members, but Seymour, who was the center of an AFRA-CBS dispute at WKRC in Cincy due to his release there, is a member of the new American Federation of Radio Actors. Question is, whether or not he will benefit along with the rest on the increased wage scale. . . . Most of the local stations are tossing out spot announcements in co-operation with the Showmen's League of America, which holds its annual benefit banquet and ball December 1 at the Sherman Hotel. . . . Paul Whiteman toasted the local press Thursday, celebrating his return to the Drake Hotel.

Capital Chatter By EDGAR M. JONES

ARTHUR GODFREY'S new program via wire from Washington to Station WABC will start November 30 and three mornings a week from then on. Sponsors Barbasol, Kreml, Musterole and Zemo will give New Yorkers 15 minutes on Tuesday, Wednesday and Thursday mornings between 8 and 8:15. No scripts are to be used and the Godfrey gab will get a musical background of Johnny

Salb on an electric organ. Addition of Godfrey's idea shows promise and is said to be the first commercial to be regularly piped to an out-of-town major station for early mornings. . . . CBS introduced Mefford R. Runyon, vice-president, now on inspection tour of company-owned stations, to trade reporters at a special luncheon at the Willard Hotel. Opinion of scribes was that affair was a belt-stretching success. . . . Strike-stricken *Evening Star*, city's richest paper, last week informed its out-of-town readers thru NBC local outlets, WRC and WMAL, that difficulties could be expected in suburban deliveries because of walkout by *The Star's* truck drivers. Only a short time ago stations carried almost the same announcement for the same paper. At that time, however, delay was caused by strike in mailing rooms.

To keep employees fit a ping-pong table has been set up in NBC quarters in Trans-Lux Building. Warning by General Manager Kenneth H. Berkeley is that the table tennis paddles will go to the seat of things if they are used during office hours. . . . WSVZ publicity man Jimmy Hurlbut has made the local program *Backstage* his own pet project and

Union Claims Philco Boycott Resulted in Carter Ease-Out

Sub rosa campaign cut heavily into Philco set sales, electrical union claims—trip to Europe seen mainly face-saving gesture

PHILADELPHIA, Nov. 20.—Philco's radio sales have dropped because of a labor boycott inspired by Boake Carter's anti-union newscasts, according to United Electrical Radio Workers organizers. This boycott has been carried on fairly quietly for several months, but trade unions publications have kept it alive until union officials assert that about one-third of Philco's plants are shut, due to decreased demand, with attendant discharges. Persistent rumors came to a head when it was announced that Philco would send Carter to Europe to interview statesmen.

Free Laughs

NEW YORK, Nov. 20.—Plenty of the folks back to home may some day hear themselves laugh, but they'll never know it. Elmore Vincent invites a class of radio students to his transcription-makings. His program plus the audience laughs at his Senator Fishface are recorded, tho not all his fans know that some day they may be on the air at the local station.

Pritchard Released at WWL; No Successor

NEW ORLEANS, La., Nov. 20.—Captain Arthur C. Pritchard, pioneer manager of WWL, Loyola University (Jesuit) station, is being let go by the operators of the Columbia link. Pritchard was demoted to assistant manager when Vincent Callahan was taken on as manager. Pritchard joined the station when it operated with 100 watts as an indie in the late '20s.

KFPY Makes Staff Changes

SPOKANE, Wash., Nov. 20.—Bob Greer, Shreveport, La., recently joined the staff of KFPY as announcer. George Hager, local newspaper man, joined the commercial staff. Ralph Rogers was promoted from traffic manager to production manager, and Bill McCord from announcer to traffic manager. T. W. Sydnors Jr. is KFPY owner; Arthur L.

weeps when it gets no press notices. Jimmy thought that going behind the scenes of town's only working legitimate house to interview visiting stagefolk was a wof of idea. It helped the theater inject interest in the week's attractions, it got listener interest, but Hurlbut can't figure local radio reporters. . . . At the CBS lunch for Meff Runyon knife

This was seen by some observers as a face-saving gesture to ease Carter out and end the labor boycott. Labor officials point to the fact that Carter broadcasts from his home, instead of WCAU. It is understood that plans had been readied to picket the station if he actually broadcast directly from WCAU. Further evidence pointing to the effects of the boycott is offered in the large ad budget recently appropriated by Philco. Union officials assert that the ads were used in an attempt to offset the boycott's effects.

RCA had considerable labor difficulties several months ago, but solved them. Hiring of Edward McGrady as RCA labor relations chief has gained much union good will for the firm.

Laborites have been particularly incensed at various syndicated columns of Carter's and unionists claim that these columns, tho apart from his job with Philco, have reacted against his sponsors. It is understood that General Foods wants Carter on a contract for several years. Chester M. Colby, General Foods exec, is active in the National Association of Manufacturers, which has never been overcordial to unions.

LONG BEACH, Calif., Nov. 20.—KFOJ is now a member of the new-born California Radio System. Web includes KYA, KFWS, KFBS, KMJ, KERN, KWG, KOH and KFOJ. All stations will originate as well as release network productions.

Bright, manager; Wallace Brazeal, assistant manager, and James B. Clark, musical director.

Los Angeles and Hollywood By DAVID ARLEN

AMOS 'n' ANDY are back in Hollywood after a trip east to inspect the soup plants of their new sponsor. . . . Raoul Kraushaar, Republic musical director, has joined Ted Flo-Rito's musical arranging staff for the Log Cabin show. Louis B. Mayer liked Igor Gorin's rendition of *Caucasian Love Song* so well he bought it for the singer's next MGM movie. . . . Claude Sweeten is the new musical director of Station KEHE.

A. W. Hobler, president of Benton & Bowles, and Mrs. Hobler left town following their check of the MGM Maxwell House broadcast. . . . also easting was R. B. Bennett, advertising manager on the coffee account. . . . Ronald Drake will announce George McCall's *Screen Scoops* which initials over CBS soon. . . . Igor Gorin has been set for five consecutive spots in *Good News of 1938* after which he will fill a Coast-to-Coast concert tour schedule. Also set for repeats are Ted Healy, Judy Garland and Betty Jaynes. . . . Pauline Gale has set a once weekly broadcast series over KECA until title of *Hollywood Speaks*. Program will feature picture-making talent exclusive of actors.

Don Clark, KFI-KECA program director for the past six months, has resigned to join H. N. Swanson as radio department manager. He succeeds Nat Woolz, who recently went over to Myron Seznick's organization. . . . Revival of *Chandu* under title of *New Adventures of Chandu* reported under consideration

and fork was welded for rival NBC by "Scoop" Russell, resident vice-president for National Broadcasting. The ribbing he took made him earn his meal. . . . As predicted two or three weeks ago the Commissioner Payne disqualification this week started Congressional war dances. Representative McFarlane released a hot letter to the commission on the subject.

for Coast-to-Coast network by national sponsors. Program was presented three years ago by Beechnut. . . . The barber who shaved the Stroud Twins within two hours of each other is still poyeyed over what he believes to be a single customer bonanza!



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"Pappy's Matinee"

Reviewed Saturday, 12:15-12:30 p.m. Style—Comedy musical. Sponsor—Skelly Oil Company. Station—WHO (Des Moines, Ia.).

Show is about 70 per cent "Pappy" Lynn, a vaude pappy, who is still good for laughs in the farm belt even if the gags are covered with whiskers. Lynn's ability as an impersonator is especially notable in his singing. Lynn's reading of a comedy war poem against a musical background harked back to the old vaude matinee even more than the popular old ballads featured by the Sunset Corners Symphony.

Produced and announced by Stan Widney, the only hitch in the program is the over-long commercial announcing.

R. W. M.

"Don't Listen"

Reviewed Wednesday, 7:15-7:30 p.m. Style—Interviews. Sustaining on WHN (WLW line).

This review is opening with a salute to the title of this non-socko show. It's good. Most people like to trespass, there's something about a "don't" sign that arouses the will to do. So this trick title should help pull 'em in. The show may keep them, but there's no strong come-again appeal to it.

Little-known people who figure prominently in every-day life are interviewed. It's not a bad idea, but there's no great novelty to it, tho the fast-moving pace puts the show above some similar productions. Interview with a dental nurse brought in a few mild laughs and possessed appeal because of the knowledge (and fear) almost everyone possesses of the dentist's chair. Effect of gas on some patients was brought in for a smile. Another interview with a transport pilot went into the semi-technical realm and dragged.

Fairish production with a "good tag."

B. H.

"Musical Chefs"

Reviewed Wednesday, 7:15-7:30 p.m. Style—Vocal and instrumental harmony group. Sponsor—Childs Restaurants. Station—WOR (MBS network).

This male singing outfit, doubling on uke and one or two other instruments, sounds like the Tastyest Jesters of some years back, the group also known, later, as the Home Town Boys. An accordion has been added, with string bass now out. For this style harmonizing, the outfit is okeh and the musical portions of the program are performed in standard and acceptable radio style.

Commercial talks are insistent, altho competently and exuberantly read by Carl Warren. In addition to the eat-eries' chow, a Ilmerick contest is plugged.

Broadcast emanates from one of the chain's spots on 59th Street.

J. F.

"Sealtest Rising Musical Stars"

Reviewed Sunday, 10-10:30 p.m. Style—Symphony orchestra. Sponsor—National Dairies, Inc. Agency—McKee, Albright & Ivey. Station—WEAF, (NBC network).

Radio's critics have complained a long while, so it was smart business for a sponsor to toss the problem of program production into the lap of a critical group. Sealtest has done just that. Women's National Radio Committee has been entrusted with the job of putting out a class show that would win good-will. Sealtest had tough luck with its previous program and is probably crossing its collective fingers on the collective wisdom of the lady critics.

The gals got themselves together a good show, but of a type appealing to a limited group. And on a Sunday, when there is an abundance of good symphonic music. This may be bad programming, as the comparatively limited number of lovers of classy music may have had their fill the time the show is offered at 10 p.m. Alexander Smallens batons 60 lads from the Philharmonic. A chorus of 60 voice and guest stars are used to good results. Drane sisters, Mary and Virginia, guested and highlighted this production. Girls are fiddlers and offered a swell instrumental duet. Clear, colorful, individual playing marked their appearance, which was good musical entertainment as well as a novelty. They're from the Phantom Strings outfit.

Richard Gordon, possessor of swell pipes, does the splicing. The blurbs are

long, tedious, entirely out of keeping with such a show. Should the gals be slapped on the wrist or have they sponsor-trouble?

B. H.

"Romantic Rhythm"

Reviewed Sunday, 6:30-7 p.m. Style—Orchestra and vocalists. Sponsor—Chevrolet Motor Company. Agency—Campbell-Ewald Company. Station—WABC (CBS network).

Chevrolet has shown strange reactions as a radio advertiser. First, the account gave up Jack Benny because an official of the company, said to be the president, didn't like him. Then, this lack of showmanship was countered by the largest transcription campaign yet to hit radió. The present program, which replaced Dave Rubinoff, is more in the nature of a soporific than an entertainment. Seymour Simon and his orchestra play music that makes Wayne King's stuff sound like Benny Goodman. Two beats slower and Simon's men would be playing in slow motion.

Barry McKinley contributes a bright spot with his excellent vocals, with Sally Nelson doing a satisfactory job along similar lines.

Don't wake me up, let me dream.

J. F.

"Hilltop House"

Reviewed Wednesday, 5:45-6 p.m. Style—Sketch. Sponsor—Colgate-Palmolive-Peet Company. Agency—Ben-ton & Bowles, Inc. Station—WABC (CBS network).

Hilltop House stars Bess Johnson who for years did the Lady Esther voice on that cosmetic account's Wayne King stanzas. Miss Johnson is featured as herself, in charge of an orphanage named Hilltop House. As an actress and radio saleswoman, or salesman, Miss Johnson is highly persuasive; it is that persuasive approach, rather than high pressure or a feigned joie-de-vivre (fancy lingo for alleged love of sponsor's product) that features her style of delivering commercial talks. Her voice is in keeping with this style.

The program, obviously, is aimed at lady Palmolive soap customers, and as such should succeed in gaining and holding their attention. It's easy to see

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

The 20 Years Ago and Today show, sponsored by Hearn's on WOR, shows decidedly more production polish than evidenced in the first stanzas. The microphone is used as a camera to picture the events of a score of years ago, contrasted with today's happenings. The choice of 20 years ago is a happy one—those who "remember when" are probably now at their buying peak and they are the ones most interested in such a show. Crime, labor, statesmen, royalty, all are contrasted in the *Now and Then* manner. Altho sponsor's contract is up, WOR will sustain 20 Years and feed it to Mutual outlets.

Frankie Basch's evening interviews on WMCA can be compared in some degree to the newspaper's average woman interview, with one exception. In the program caught, the interview seemed too stiff and rehearsed and lacked some spontaneity so essential to this casual stuff. Her subject, a settlement house worker, was a good one and the questions brought out the human-interest features. Miss Basch's voice is quite low-pitched and radios fairly well.

Mike in the Sky left its early home at WNEF for the mightier wattage of WOR. It's still a fairish show, but more for the occasional than steady fan. Visitors to the Empire State Building roof are interviewed by Earl Harper, who carries on quite well, except that his laugh is, annoyingly artificial. On the program heard, he interviewed rubberneckers and

that there is all the scope one would want in getting heart tug stuff over, thru the orphanage locale. One shortcoming on the program caught was that the background of a principal character, an invalid, David, brought to the orphanage thru the instigation of the matron, was not brought out in the introduction to make a new or casual listener familiar with him. Thru her insistence that he be quartered at the orphanage, Miss Bess, as the matron is called, is in a jam with the board of directors and may lose her job; this the suspense at the end.

J. F.

"Our Gal, Sunday"

Reviewed Thursday 12:45-1 p.m. Style—Sketch. Sponsor—Mystic Cream. Station—WABC (CBS network).

There's much alleged hayseed chatter and pronunciation tossed about in this script show, but it keeps moving at a good clip. This should keep those who bite, for this sort of thing content, and make regular fans out of them. Nevertheless, the rube stuff is a trifle overdone.

Whether these new-fangled society folks with their fancy city ways are to be trusted is the question. Sunday is going for the front-parlor tea sessions, but 'tis clear to the listener that these classy folks are up to no good. A friend of Sunday's, an old-timer, is gypped by a gambler, but this was righted before curtain. Old codger does the country stuff and seems to be quite a boy, except that his tendency to overplay the part makes it seem artificial.

Simplicity of pattern, yet fast-moving events should get it a good-sized audience.

B. H.

"Marked Hours"

Reviewed Thursday, 10:15-10:45 p.m. Style—Dramatic reminiscences. Sustaining—WJR (Detroit).

This series has a unique setting, in that the principal characters are all clocks. The garrulous and kindly grandfather clock, with a deep voice, is the kinspin. Others range down to tiny wrist watches. Dialog is generally done in script appropriate to the "character."

Each broadcast uses an episode, told by one or more of the clocks. Current

show caught had a wartime rescue of a nurse in France. Acting on this show was hampered only at the end by some rather stilted dialog of the ultra-backneyed love-making stamp. Unusual background is the thing that makes this a good consistent late night show. Scripts by Epis Howlett and Geraldine Elliott.

H. F. R.

"Hour of Friendship"

Reviewed Monday, 3:30-4 p.m. CST. Style—Musical, recitation. Sustaining on WCFL (Chicago).

A dash of poetry, organ and piano music and song makes this sustainer easy on the ears. Musical fare has the right amount of variety, ranging from pop stuff to semi-classical. Poetry, narrated by announcer Ray Franklyn, doesn't go overboard on gush. Phil Waner and Eddy Hanson duo on the piano and organ, respectively, with tunes fitting rest of the mood. Highlight is the song work done by Bill Weaver, a baritone, who should go far. His work is exceptionally smooth and has no strained emphasis often employed in rendering light operatic stuff. Newly added feature is a canary giveaway for shut-ins, done with the co-operation of the Hartz Mountain Products Company. Most meritorious letters received garner a warbler for the sicklist member. H. H.

"The Novelteers"

Reviewed Monday, 6:30-6:45 p.m. Style—Musical novelties. Sponsor—Brown & Williamson Tobacco Company. Agency—Batten, Barton, Durstine & Osborn. Station—WBT (Charlotte).

Featuring Mary Curtis, Southern drawl vocalist, the Novelteers are heard Monday, Tuesday, Wednesday and Friday over WBT in a snappy 15-minute program of novel instrumentalizations. Completing the Novelteers are four musicians who play 15 instruments, and Bill Bivens, WBT staff announcer, who serves as emcee.

Miss Curtis, who possesses a pleasing contralto voice, sandwiches two vocals of pop numbers in between instrumentalizations which see from five to 15 musical instruments brought into action. Jack Phipps is heard at piano and organ and at times plays organ with one hand and piano with the other. Thorpe Westerfield is heard on guitar, mouth organ and banjo, playing both mouth organ and banjo at same time on some numbers. Bill Bivens plays violin and bull fiddle, while Pété Martin, one of the best, may be heard on xylophone, vibraphone, cathedral chimes, drums, traps, whistles, etc.

Program a little heavy with commercials, but Miss Curtis and instrumentalists give program finished touch that places it among best aired in this section.

S. J.

Harry Balkin

Reviewed Wednesday, 8:30-8:45 p.m. Style—Talk. Sponsor—S. Gumpert Company, Inc. Station—WOR (MBS network).

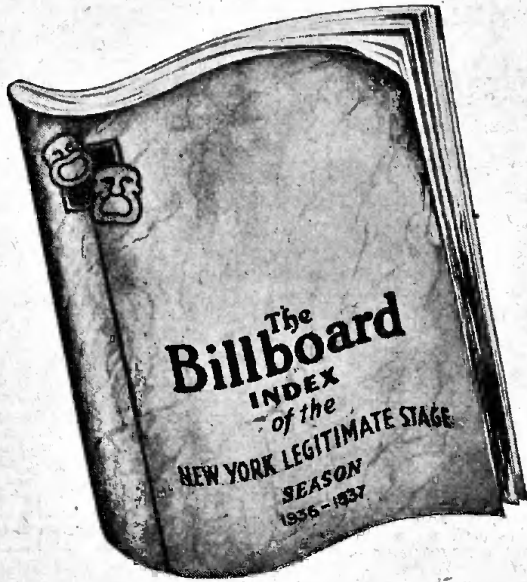
Every so often one is bound to wonder why he is horsing around on the road to fortune, yachts and all the appurtenances of the successful. Radio, aided, if that is the word, by socially minded advertisers, is making success so easy. There's Dale Carnegie, for instance, who by practically every method of communication and propaganda is dishing out his pearls of success-achieving wisdom. And there's Harry A. Balkin, abetted by the makers of Gumpert's desserts, who for the tearing of four package labels will (a) send you a memory and mind-improvement course, and (b) send you a success chart. This last will help you in self-analysis, analyzing people, choosing your vocation, etc. Well, I'm not interested. Unless I'm guaranteed a course on how to be President—and I'll even go up to a dozen or two labels—it's no go.

In a recent issue of *News-Week* Sinclair Lewis wrote a rather critical review of Mr. Carnegie's contribution on ways and means of acquiring both worldly and mental comforts. There isn't much more that can be said about that book or its prototypes, and by direct relation, there can be little more to say of radio programs of that type. There is something extremely distasteful—and disgraceful as well—in a man or organization taking upon himself or its corporate self the sale or distribution of (See PROGRAM REVIEWS on page 14)

then asked their peevish on picture-theater manners. This thread gave the production more continuity than the usual interview show.

It's an annual pleasure to review, or to re-review, the Fred Allen program as it returns to the air. Regardless of what surveys may say—since they do not consider the question of audience size on various evenings—Allen is radio's number one comic, and probably the number one comic of the entire show business, with other comedians usually the first to grant that recognition. On his premier return program, Allen had Lionel Stander as his guest. Stander was one of the original Allen company three or four years ago, leaving to go into pictures, where he's become one of the most active performers. Stander fared well as the guest of his former boss, working in a gagged up interview at first and later in the usual Allen sketch. Incidentally, the sketch has had many funnier predecessors.

Allen's wit has what so few other comedy programs have, something more than merely the words on the script. He has no equal as an ad libber, this ability asserting itself frequently on this show. Supporting cast, with John Brown, Minerva Pious and the other actors; Peter Van Steeden and his orchestra, and Gogo DeLays, held up satisfactorily. Show is coming from Hollywood temporarily, until Allen finishes his picture assignment.



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Transcription Previews

"Kidoodlers" and Allen Prescott

Style—Novelty show. Time—15 minutes. Produced by NBC-transcription. Talent—Allen Prescott and Kidoodlers.

Allen Prescott, as teacher of the Kidoodlers, and the last-named themselves offer a guffy novelty show with daytime or early evening possibilities. There's a mixture of comedy and music presented against a classroom background that possesses laughs.

Prescott delivers a funny talk against the alleged delights of the wide open spaces, while the Kidoodlers create laughs with their imitations of animals, musical novelties, etc., and stressing comical bird cries.

A pleasant, slightly different quarter-hour session. Both acts are on NBC steadily.

Senator Frankenstein Fishface

Style—Comedy. Time—5 minutes. Produced by NBC-Thesaurus. Talent—Elmore Vincent.

For a screwy five minutes these waxings of Elmore Vincent should fit. In the *Grasshopper* and *the Ants* Fishface twists words as they are seldom twisted. It's somewhat unusual, and backgrounded with studio laughter gives it an authentic quality. Anything more than five minutes of this stuff would drag, but for a short take it's okeh.

Could fill a daytime hole or an early-evening spot when the family's together. Local merchant might try several a week at the same hour.

"Bang the Bell Rang"

Style—Comedy and novelty songs. Time—5 minutes. Produced by NBC-Thesaurus. Talent—Grace and Eddie Albert.

Grace and Eddie Albert go a trifle too long on the chatter before going into their singing. This is particularly noticeable on a five-minute disc. Gab is about household affairs, followed by a novelty number by Miss Albert. Lass has a novel vocal personality and waxings should have more of this and less talk.

On program heard Eddie swallowed Ethel, who started to swim around in his stomach. Ethel is a popular fish inhabitant of the Albert household. That's the kind of stuff it is.

"Your Troubadour"

Style—Song. Time—5 minutes. Produced by NBC-transcription. Talent—Tony Russell.

This is a custom-built idea, to be whipped into shape any way the buyer wants. Tony Russell uses the gush bucket a bit and makes it something for the sponsor looking for the sentimental housewife. Local account, such as specialty shop, cosmetic house or the like, could probably use it. Strictly informal, with the "make yourself comfy" idea while Troubadour goes sweet with the housewife. Did *Blue Hawaii* and *That Old Feeling*, which, with the gab, should serve as a little audible loving up for the lonely hausfrau.

Malcolm Claire

Style—Readings. Time—15 minutes. Produced by NBC-Thesaurus. Talent—Malcolm Claire.

Claire offers 15 minutes of a good morning show. His story-telling is appealing; it should hold youngsters and some of their grown-ups, too. Against an organ background, he tells and plays a story. It's simple and clear without the least hint of being patronizing and is a welcome relief from much of the stuff kicking around as children's programs. By actually enacting the various parts rather than merely reading them the dramatic value of the different stories is greatly enhanced. In a Topsy and Eva scene from *Uncle Tom's Cabin* there was something to interest those

familiar with this American legend as well as juveniles, to whom it was new.

"Taming of the Shrew"

Style—Play. Time—60 minutes. Produced by NBC-Thesaurus.

NBC-Thesaurus sends out occasional "bonus" waxings and this is one of them. It's an hour version of the *Shrew* and uses a competent cast to put over the gusty flavor of one of the Bard's more popular plays. Patricia Calbert, Edgar Barrier, Robert Strauss, Vera Allan and Roul Beal are in the cast.

This disc is designed for Christmas use as a sustainer or commercial. It's a natural for a tieup with schools' colleges, etc., and should give a sponsor looking for a classy one-time shot what he wants. While it's an hour long, which is plenty for Shakespeare on the air, idea is that fans are in the mood for this on Christmas.

Same firm has done a 15-minute waxing of *Rich Kid* for Thanksgiving pathos. Excellently produced job with heart appeal without slopping over.

PROGRAM REVIEWS

(Continued from page 13)

rules for success. It's much worse for a manufacturer or commercial organization of any kind to try to capitalize on the average yearning for both material and spiritual peace, it seems, but to any thinking person the fact that it is only necessary to eat some dessert as a first step towards success should be so laughable—and so pitiable—that immediate dismissal of the whole proposition should ensue. J. F.

"Helen's Variety Show"

Reviewed Sunday, 1-1:30 p.m. Style—Variety. Sponsor—Helen's Beauty Shop of Hartford, Conn. Station—WTIC, Hartford, Conn.

This fast moving program brings to light that former Broadway star of *Rio Rita* and other Ziegfeld successes, J. Harold Murray. Murray's rich voice rings clear and is deserving of a spot on one of the major networks. Rita Gann, a 10-year-old, struggles thru a number and is clearly out of place on this program.

Thru a deal with the State Theater, Hartford, performers playing at that house guest-star, this show having Marty May, comedian, self-styled "Disaster of Ceremonies." May pulled many nifties. May McKim and her Boy Friends did okeh harmonizing, their medley of Southern melodies being the best. Helen Honan's impersonations of Mae West, Zasu Pitts, Stephen Fetchit, Lionel Barrymore and Greta Garbo were effective.

George Bowe handles program well, with Bob Steele doing commercials. Art McEvoy contributes an organ solo. S. A. L.

"Night Editor"

Reviewed Sunday, 9-9:15' p.m. Sponsor—Cardinet Candy Company. Agency—Tomaschke-Elliott, Inc., Oakland. Station—KFI (Los Angeles) (NBC Pacific Coast network).

This is a toptotch program which has sustained interest on the Coast for the past four years. Script opens in the editorial room of a large metropolitan daily just after the last edition has been put to bed. Usual introduction sees the ace reporter entering the office of Hal Berdick, night city editor, in search of some candy he knows reposes in that worthy's desk drawer. The two newspaper men settle down to talk and the conversation invariably reminds Berdick of a yarn, which he proceeds to spin with gusto.

Tale on this current broadcast dealt with an old ferry boat captain on the Columbia River whose ability to recognize a certain sailor aided him in capturing single-handed a gang of kidnapers wanted by the police. Berdick, an excellent commentator, delivers his characterizations with the verve and deft smoothness of any usual dramatic episode which would normally boast a cast of three or four actors, but which he carries alone. D. A.

Managers Hit At Ticket Tax

Brady contacts Washington—counsel cites pix exemption—premiere dates up

NEW YORK, Nov. 20.—League of New York Theaters this week presented arguments favoring abolition of the tax on admissions to legit shows. William A. Brady went to Washington in order to contact moguls regarding inclusion of this matter in the hearings on the tax bill.

Milton R. Weinberger, counsel for the league, pointed out in a brief that motion-picture theaters are exempt from paying tax on admissions up to 40 cents. This automatically exempts about three-quarters of the moving-picture houses in the country.

Tax law, in addition to leaving untouched the greatest field of theatrical taxation, also cuts in on legitimate theater attendance.

Currently, league is making a survey among its members for the purpose of ascertaining the advisability of having all opening dates registered, the idea being to avoid conflicts.

Equity and Managers Huddle on Ruling

NEW YORK, Nov. 20.—League of New York Theaters is continuing negotiations with Actors' Equity in order to safeguard the managers against the severity of the original resolution clamping down on minority groups failing to fall in line on action taken by the American Theater Council designed to benefit the legitimate theater. Milton Weinberger for the League and Paul Turner for Equity are doing the huddle.

Point the managers make, according to Equity, is that they are not fearful Frank Gillmore will abuse the resolution, but that succeeding Equity administrations might. Gillmore, after all, is slated to cease active participation in Equity affairs soon.

Managers feel a too literal interpretation of the resolution would adversely affect their interests.

Cincy's Bookings Okeh, But Biz Off

CINCINNATI, Nov. 20.—Cincy's only legit stand, the Cox, has experienced only one dark week since the opening of the season October 4, the best showing from a booking standpoint, the house has enjoyed in the last six years. However, no records have been hung up at the box office thus far. *Tovarich*, first in, and *Brother Rat*, last week's offering, pulled the heaviest grosses, with business for both classed as fair. *Yes, My Darling Daughter*, *A Doll's House*, *Antony and Cleopatra* and this week's fare, *Right This Way*, found the going rough.

Next week's offering is *Stage Door*, with Joan Bennett, to be followed by *Obedient Servant* and *Victoria Regina*, starring Helen Hayes. Present plans call for darkness over the holidays.

Beginning the first of the year, house has a string of tentative bookings to carry it well into the spring, but if the discouraging grosses continue it is a certainty that many will be canceled and shunted elsewhere.

Equity Committees O O Bills

NEW YORK, Nov. 20.—Council of Actors' Equity has appointed a committee to study the Coffee Bill, measure which would provide for continuance of the WPA Federal Theater with a larger personnel and higher salaries. Action was taken owing to reports that the FTP was in danger of folding because it was non self-supporting.

Committee also appointed to study the Sirovich bill providing for a Secretary of Fine Arts in the Cabinet.

OUT-OF-TOWN OPENINGS

"Love of Woman"

SHUBERT THEATER
(New Haven)

By Aimee and Phillip Stuart. At Shubert Theater, New Haven, November 16 and 17. Produced by Milton Shubert. Staged by Leo G. Carroll. Settings by Raymond Sovey. Cast—Cathleen Corbett, Clifford Brooke, Muriel Starr, Leo G. Carroll, Michael Goff, Heather Angel, Valerie Taylor, Hugh Sinclair.

Altho *Love of Women* in its premiere was well cast and there were some interesting bits, it didn't reveal enough new play angles to be a hit. The show revealed an eloquent acting group in Heather Angel, Valerie Taylor, Hugh

Sinclair and Leo G. Carroll. There was logic in the theme, and points true to life in the story, too, but the action was slow. The settings by Raymond Sovey were good.

Act One opened when Mr. and Mrs. Wingate (played by Clifford Brooke and Muriel Starr) came to the lonely Sussex cottage where Miss Brigit Wingate (Heather Angel) and Miss Vere Malcolm (Valerie Taylor) lived for five years, working to gether as playwrights. They had heard gossip in their home town about their daughter and had come to take her home—away from Vere, whom they blamed. They arrived just a bit sooner than the two girls, who had been on their way back from America. When the parents and the girls become in-

olved in an argument, Miss Brigit surprises her chum when she declares that she's going to marry. Further querying reveals that he's a doctor.

There begins the battle of wits between Miss Malcolm and Dr. Bourdillon for Miss Wingate's favor. Miss Malcolm seems to have the upper hand in the second act, even tho the doctor does have his moments. In the final act, the doctor proves his superiority by winning Miss Wingate away from Miss Malcolm. He also convinces Brigit's playwright chum that sex is essential to life, and that without it life will eventually become drab and uninteresting, even tho work will temporarily occupy one's thoughts. *Andrew Colavolpe.*

From Out Front

By EUGENE BURR

If you noticed blood-red stars shooting thru the electric signs of Broadway or tremendous figures in the sky over Radio City, if the statue of Father Duffy in Longacre Square descended stiffly from its pedestal and walked the streets, if the gentle hams of 47th street suddenly roared ravensing forth upon a startled world, all during the last days of the week of November 8, you needn't have been surprised.



EUGENE BURR

For, during those momentous hours, a phenomenon I believe to be unprecedented in recent days was taking place. Three Shakespearean shows were running simultaneously on Broadway.

But if you failed to notice any such dreadful portents, if you didn't see this reporter taking a tip from Mr. Woolcott and dancing gayly in the Broadway gutters, it was because the miracle wasn't all that it seemed on the surface. As is usual with miracles, there was disillusion lurking at its heart.

For two of the three Shakespearean shows disappeared last Saturday (13)—one of them deservedly—and only one was a Shakespearean production that seemed in any way worthy of the name. Even that, according to certain critical gentlemen with whom I violently disagree, was too precociously gay to be worth anything much. It was, of course, the Surrey Players' production of *As You Like It*, and it too closed on Saturday night, thanks to the gentle ministrations of the boys who tremble and grow sore whenever they're convinced that unadulterated Shakespeare can give them

in danger of being pleasure. The other closing was, of course, the Laurence Rivers production of *Antony and Cleopatra*, appallingly rearranged by a present-day Colly Cibber known as Strunk, with Tallulah Bankhead as its star. It is a pity that so obviously expensive and loving a revival as the Rivers production should have turned out so badly; Mr. Roland Stebbins, who hides behind the Rivers falseface, is one of the finest of our producers and he deserved better things. But after all it was really his own fault. He hired both Miss Bankhead and Professor Strunk.

The Bankhead performance is by now, fortunately, history; there's not much use going into it again. Enough to say that Miss Bankhead, strictly a personality performer, tried to wry *Cleopatra* into the outlines of her own particular and to me highly problematical gifts. Much to her own surprise and that of her inappreciable idolators, she found that Shakespeare's granite couldn't be molded as easily as the soft clay of the parlor dramatists whose works she had previously assaulted. The result was disastrous to both Miss Bankhead and Shakespeare, for they both refused to give in. Nothing daunted by the bard's silly tho posthumous idocy in refusing to be remolded into her image, the Great Tallulah went courageously ahead and did what she could anyhow. What came of the conflict could fittingly have been subtitled *Sadie Thompson in Egypt*.

Only one of the three Shakespearean productions continues at present writing—and, even tho that shows signs of being able to continue almost indefinitely, it offers but sorry comfort. For it is the Mercury Theater's production of *Julius Caesar*, done in modern dress and before the bare bricks of the theater's back wall, directed and acted by Orson (the Genius Kid) Welles in such a manner as to indicate clearly that a mere blank verse drama isn't any great shakes when it comes up against really first-class modern direction.

As a matter of fact, we aboriginal outlanders who nourish a shamed face love for the outmoded William can get no comfort at all out of the production running at the Mercury. It's not a Shakespearean production; it's a Welles production.

Something of the sort was perhaps hinted in the review that ran here last week—but in the excitement of seeing Shakespeare brought really up to date I forgot to mention the extent to which it goes. So out it is *Julius Caesar* in the Welles version (in order to emphasize its living significance in the modern world, of course) that no one unfamiliar with the play could possibly figure out what goes on upon the Mercury Theater stage.

That, in all honesty, is no overstatement. The mass doings at the Mercury, the shifting light cues that suggest the best of the symbolic cinema (but never a dramatic play), the short scenes, the stylized direction, all may appeal powerfully to those enviable cognoscenti who know much more about art than I do. But an unsuspecting customer, wandering into the theater to see a play unprepared by a previous rereading of the original, couldn't possibly tell what it is all about.

Of course, if direction is more important than drama, then the production at the Mercury is probably as fine as everybody says (very loudly) that it is—tho even then so benighted a lowbrow as I can get no tremendous thrill out of great theatrical illusion that reaches its illusory heights by letting you see the bricks in the wall of the theater. If on the other hand the drama is the most important thing, then the Mercury production is disgraceful poppycock.

Insistently old-fashioned (and therefore to be disregarded), I think that the drama really is the most important thing—an opinion shared by such other intellectual peons as the Miss Elizabeth Drew who recently wrote a book splendidly setting forth the viewpoint of the average intelligent customer. And despite my earnest efforts to raise the level of my own artistic appreciation I have an uncomfutable hunch that maybe we're right. For even the Welles version of *Caesar* depends—no matter how slightly—on a knowledge of the original play. There's no coherence, logic, rhyme, reason or sense in the antic goings-on at the Mercury without it.

Incidentally, there is a great deal of good acting going to waste in the production. In the original review I forgot to mention, among the assets, the performances of at least two of the players of small parts. One is the Portia of Muriel Brassier, a sensitive, quiet, sympathetic and finely effective job, and the other is the pointed, down-to-earth, human and thoroly believable Casca of Hiram Sherman. I look forward to seeing both Miss Brassier and Mr. Sherman when they are in a play rather than a production.

"Three Waltzes"

BOSTON OPERA HOUSE
(Boston)

A musical play in three acts, 13 scenes. American adaptation and lyrics by Clare Kummer. Music of the first, second and third parts after Johann Strauss Sr., Johann Strauss Jr. and Oscar Straus. Production directed, supervised, staged and lighted by Hassard Short. Costumes designed by Connie De Pinna. Dances staged by Chester Hale. Settings by Watson Barratt. Presented by the Messrs. Shubert at the Shubert Boston Opera House for two weeks beginning November 13.

Cast: Margaret Bannerman, Michael Bartlett, Marguerita Sylva, Charles Arnt, Ralph Bunker, Ivy Scott, Glen Anders, Len Mence, Harry Mestayer, Louis Sorin, Alfred Kappler, Earl McDonald, George Baxter, Wheeler Dryden, Ruth Hammond, William Newgord, Ralph Magelsen, Rosie Moran, Victor Morley, John Barker, Evelyn Case, Marion Pierce, Fred Sherman, Ann Andrews, Adele Rich, Dana Doran, Men of Manhattan Octet.

The old story of love in Vienna in the springtime starts *Waltzes* off. Only this time it is frustrated love over three generations that pops up over a span of 72 years, with the grandchildren of the principal tragic lovers finally getting a chance to love unmolested by circumstance or the interference of strict surveillance.

It concerns the romance between Bannerman as a premiere danseuse and Bartlett as an officer in the Viennese Lancers' Regiment. But the austere and noble family of Von Hohenbrum, of which Bartlett is the junior, clamps down on any serious relationship. Marguerita Sylva is the lone member of the outfit who okehs the love pact, no matter whom it concerns. However, their love is smashed.

Act II introduces Paris of 1900. Bannerman's daughter of another marriage is a hit at the Theater Varieties. Romance ensues from the chance meeting of Bartlett's son. It seems that this son has had an affair with Ann Andrews, in addition to politically being engaged to the British ambassador's daughter. But Bartlett II drops hard for the offspring of the woman his father would have married. An argument between Bartlett and Andrews drops Bartlett with a bullet. This generation's love is also whacked hard.

Act III finally gets the Von Hohenbruns and Hillers together. The place, Denhams, England's Buckinghamshire Films, Ltd., in 1937. Bartlett III comes to protest the manner in which the life of his grandfather is being filmed. Louis Sorin, as the producer from Hollywood, sees in him the perfect leading man for the star, Bannerman III. So everything winds up for eternal love, and no interference by Glen Anders, who knew Bannerman I and who wrote the screen scenario.

Waltzes lacks the necessary verve and punch an operetta requires. It's dull thruout its 170 minutes. The only bit of excitement comes during the shooting scene which closes the second act. Possibly the acoustics, but Bannerman's voice does not appeal; it hasn't the strength to arouse any feeling. Bartlett does the best vocal job, altho at times he strains. Choreography, particularly the ballet, and notably the can-can number, rated the best hands. And speaking about hands, the audience at Wednesday's matinee had little to give. More than the ordinary amount of polishing and pointing is required for *Waltzes* before it can even be considered for Broadway. Hopes aren't bright for it in its current status. Sorin, even without any material, cops the show as the typical Hollywood mogul. Music is okeh, of course, especially *Springtime*. *Sidney J. Paine.*

Why You're "Not the Type"

By Alan Brock

THIS is the Age of Messages. Today everyone has a message—Mussolini, Hitler and almost everyone else you care to name. I have a message, too, for all you who are striving for a career in the theater. In fact, this should just about cover the larger portion of the youth of our country—among whose interests, and pretty near the head of the list, comes the legitimate stage.

Just how many of you are basking in the reflected glory of our glamorous stage personalities? And thinking, "If I only knew the right people." Or do you live in a fool's paradise and on your daily rounds of job hunting buoy your spirits with, "I've got what it takes! My big chance is just around the corner if they would only open their eyes to real talent that's under their very nose!"

You're probably right—but did you ever stop to wonder why you're getting nowhere so fast? It could not be your fault by any chance? No, you don't believe it could possibly be. I was afraid of that—and that's where my message comes in, and remains, I hope. There are a lot of Don'ts in store for you, and a couple of Do's, too.

Be Yourself

Let's assume this is your first venture in an agent's office. For reasons unknown to God and man, the moment you arrive you assume a manner quite foreign to your own personality. This may sometimes be advisable but in very few cases and only if you can get away with it. Unfortunately, almost all casting directors can detect this deception immediately. After all it doesn't matter who you are; it's what you can do that counts.

When once you are in the office the first thing to do is to observe all signs and follow their instructions! Actors as a race do not believe in signs, I know, but take my word for it, nothing can impair your chances more than an inopportune entrance. If a sign screams out, "Registrations between 11 and 12," then come back between 11 and 12. No office can or will interrupt its daily schedule for you even if you're twins. Of course, there may be exceptions occasionally, but they're very few and far between.

Another little item of great importance is to be sure of the pronunciation of the agent's, casting director's or producer's name. Assure yourself at least of a good beginning and the much-desired favorable impression. And be courteous to everyone no matter how lowly. It's always the safest way of doing business; today's office boy may easily be tomorrow's producer.

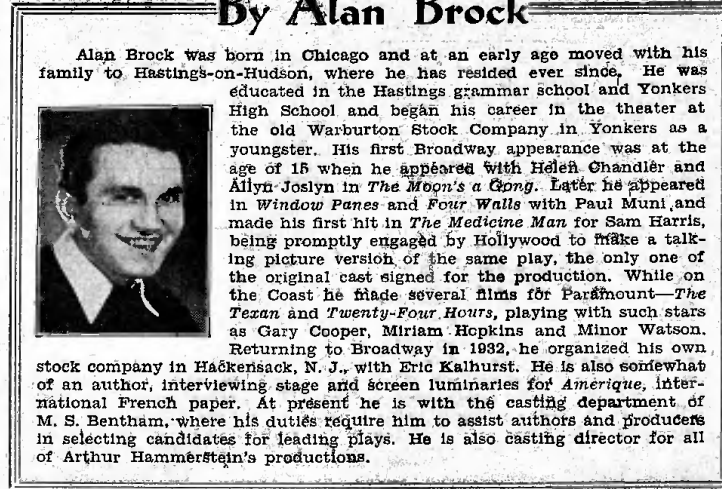
Meeting Casting Director

Now let's presume you have passed thru the sacred portals and are seated opposite that all-important casting director. Naturally the success of your visit will depend largely upon your host. Yet a really clever individual can usually quickly and tactfully bring about a common ground to start the ball rolling.

However, if by any chance you fail to succeed don't worry, because in 9 cases out of 10 the agent will do most of the talking. In fact, he will soon let you know the sort of impression you are creating. During the interview don't forget what may be effective in one case may be disastrous in another. Never pose or put on an act for the edification of those present.

Every personality should be adaptable—try to attune yours to those you wish to please. It will make your presence more desirable. Should your visit terminate encouragingly, believe only half of what you hear; it will save many disappointments later. Every agent has the best intentions, but, unfortunately, jobs don't seem to rest in his lap alone. The producer, director and playwright are also to be consulted.

We'll assume your interview is going



Alan Brock was born in Chicago and at an early age moved with his family to Hastings-on-Hudson, where he has resided ever since. He was educated in the Hastings grammar school and Yonkers High School and began his career in the theater at the old Warburton Stock Company in Yonkers as a youngster. His first Broadway appearance was at the age of 16 when he appeared with Helen Chandler and Ailyn Joslyn in *The Moon's a Grog*. Later he appeared in *Window Panes* and *Four Walls* with Paul Muni, and made his first hit in *The Medicine Man* for Sam Harris, being promptly engaged by Hollywood to make a talking picture version of the same play, the only one of the original cast signed for the production. While on the Coast he made several films for Paramount—*The Teagan* and *Twenty-Four Hours*, playing with such stars as Gary Cooper, Miriam Hopkins and Minor Watson. Returning to Broadway in 1932, he organized his own stock company in Hackensack, N. J., with Eric Kalihurst. He is also somewhat of an author, interviewing stage and screen luminaries for *Amerique*, international French paper. At present he is with the casting department of M. S. Bentham, where his duties require him to assist authors and producers in selecting candidates for leading plays. He is also casting director for all of Arthur Hammerstein's productions.

along successfully. That "common ground" has been discovered; you both went to school with Helen Hayes, or you both belong to the Lamb's Club, or at one time or another you've each served a term with Stuart Walker. Fine! Now don't spoil it! Beat those anxious glances toward the clock by making a well-timed exit. It will insure you a heartier welcome another time.

Don't Lie

Before you go—did you play Romeo to Cornell's Juliet on the road? Or did you play Prince Albert to Helen Hayes' Victoria Regina? Because if you did you are just one of many. The two guys who were in just before you did the same thing—and agents have funny ways of finding things out. There is an old adage about the fact that murder will out. You can be sure your fibbing sins will find you out, so why not save yourself embarrassment and stick to the straight and narrow? Of course, New York productions are considered an asset, but what of all these unemployed actors who possess such assets? Suppose you are a beginner? Aren't we all at one time or another? Face your interviewer with your actual experience (or inexperience), your ideas and your ambitions. That will do more for you than countless art theaters or fly-by-night stock companies. If your experience be real, then say so; but don't rest on it alone. Intelligence, interesting features and a spark of talent are by far the best passports to success. And remember, you are born with all this.

Your interview is nearing its end. "Come back in a day or two," he says. Be sure to do this, even tho your visit hasn't been particularly successful. If for no other reason, prove the "psychological moment theory." Who knows; you may walk in at the exact second your type happens to be needed. It's happened before.

Only recently it happened to a young fellow who had been coming into my office for some time. I had no objection to him as an actor, but he maintained a certain aloofness that almost bordered on conceit. Professionally, however, he was eligible for a break and he certainly walked right into one. This day, at the very moment he entered, I received a frantic call from a director already 10 days in rehearsal. A replacement in the cast had to be made. The part—that of a very conceited stage actor! I sent my aloof young man on the call. The very quality I disliked about him was responsible for his first engagement on Broadway. He got his break thru appearing at the psychological moment.

How She Got the Job

"Be yourself" is naturally the best motto to bear in mind when job hunting. For example, a very good part was still to be cast recently in a production otherwise set for rehearsal. We interviewed scores of actresses, each of whom could have been fought for the part, that of a hard-bolled chiropractor, if they'd only shown some trace of humor. But no; they were just too, too elegant. We wanted a natural female with a good sense of comedy and not one of these came down to earth long enough to arouse even a slight suspicion of it. The director and playwright were ready to throw up their hands and quit. Then suddenly the door opened. A gruff feminine voice filled the room: "Name is So-and-So—but for heaven's sake don't ask me any questions till I get these shoes off. Can't stand them another second." With this the girl hobbled to a chair and kicked the offenders across the room. Fanning her stockinged feet, she proceeded naively with her story but stopped our laughter long enough to sign her contract. This was our lady chiropractor in person.

However, to return to the "Do's and Don'ts." Should you be told, "Come back on Thursday," don't ask why or what for. Be there! And don't be annoyed if you meet with, "Nothing new." Actors' representatives, like everyone else, are subject to the laws of higher ups. Then, too, it may be that the agent thinks you show promise and is merely getting acquainted. If this is so don't rush things; above all refrain from questions like "When do you think you'll have something for me?" Reading the future is out of his line. Sit tight, hope for the best and string along with him.

Don't Tell the World

If he sends you out on a part don't stop and tell everyone you meet. It may be the friendly thing to do, but it's hardly the wisest. Consider the producer. He may not want it known all along Broadway that he is casting. More important to yourself, by spreading the news you may be inadvertently casting your own part.

After seeing the producer call your agent. Accepted or rejected, he may be able to help you. This consideration may shock him, but it will also stimulate him in your behalf.

Just one thing more. Never stop agents or casting directors on the street. Don't ask, "Have you anything for me today?" It is embarrassing and gets you nowhere. Confine your job hunting entirely to casting offices and you'll profit by it in the long run.

And at the risk of my neck, here's a message to the fair sex. Try just for once to do away with the heavy paint

job when making the rounds. Naturally, makeup should be used, but only to enhance your beauty, not to hide it. Make up according to your own type, but for heaven's sake look natural. Don't confuse casting directors by looking like a Sioux Indian on the war-path. Give your individual type a fair chance.

Here's an excellent example: A young girl recently asked why I had not sent her out on a single call, despite the fact she'd been coming in for some time. I was as embarrassed as the Listerine ad's hero, even tho she didn't have halitosis. What she had was just old-fashioned Broadway paintosis! Possessing the voice, personality and figure of an attractive young leading woman, she had completely buried her real self in the painted disguise of a baby-faced ingenue! I told her frankly what was wrong, and I'm glad to report that not only is her make-up bill cut to one-third but parts have already begun to fall her way.

They Cast for Type

Actors and actresses should know that today's producers and directors cast strictly for type. No experiments; you are simply cast as you are—and that's that! So why jeopardize your future by ridiculous eccentricities.

As a rule agents don't hold readings, but for this reason, if you have an appointment, don't waste their time and yours by going unprepared. Don't kid yourself into believing you can do right by that part in *The Petrified Forest* without a brushup just because you once played it in stock. Study your material thoroly, be sure it is right for you, and then give it all you've got! Learn your lines and inject little bits of business to help you appear natural and at ease. In this way your agent can see your work with less handicap and in all fairness.

If they remember the "Do's" and "Don'ts" listed above aspiring young players should find the upward climb a little easier. And of one thing at least they may be certain—the everlasting gratitude of Broadway's casting men.

Kansas City's Landmarks Go

KANSAS CITY, Mo., Nov. 20.—A noted rendezvous of actors and others in show business closed its doors here last week for the first time in 31 years, bringing to an end an era during which Chauncey Olcott, Eddie Foy, Marie Dressler, Sarah Bernhardt and others were frequent meal-time visitors.

Hotel Savoy Grill, famous for its steaks, has been taken over by the Detroit Hotel Corporation. Its closing was called an economy measure.

Savoy Grill is the second old showmen's hangout to disappear here within a week. Only six days ago the famous Coates House had its name changed to the Reid Hotel when a lease on the once-swanky building changed hands.

Sarasota Group Starts Season

SARASOTA, Fla., Nov. 20.—Sarasota Players are opening their eighth season, first of the major plays scheduled being Eugene O'Neill's *Ah, Wilderness* for December 16, 17 and 18. Company produces five current New York hits each season under professional direction. Plays to be presented during January, February, March and April will be selected from *Tonight at 8:30*, *Pursuit of Happiness*, *Spread Eagle*, *Personal Appearance*, *First Lady*, *Penny Wise*, *Noah* and *Men Must Fight*. Open house will be held December 5.

Membership in the group last year numbered 602. Company's subscription-built Little Theater seats 240. In addition to Broadway plays, Sarasota Players do original productions and study technical problems of stagecraft. New director is Miss Helen Schoenli.

HUDSON

Beginning Monday Evening, November 15, 1937

TOO MANY HEROES

A play by Dore Schary. Directed by Garson Kanin. Settings designed by Jo Mielziner...

- Mrs. Halsey... Leslie Bingham
Nora Williams... Elspeth Eric
Mr. Halsey... Francis Pierlot
Jeb Williams... James Bell
Harry Halsey... Richard Keene
Danny Parker... Jean Barre

ACT I—Scene 1: Jeb Williams' Home. Evening. Scene 2: A Warehouse. An Hour Later. Scene 3: The County Jail. A Little Later.

The great American institution of lynching takes another dramatic drubbing at the hands of Dore Schary's wryly titled Too Many Heroes...

Unfortunately, however, sincerity, power and sensitivity will hardly do much to help it on a street that has taken to its bosom the shoddy surface pyrotechnics of the Mercury Theater's Caesar.

Its strength, of course, lies in the fact

New Plays on Broadway

Reviewed by Eugene Burr

By JERRY FRANKEN

that by so doing it avoids the hysterical emotional pull of sympathy toward those condemned by mob violence...

Jeb, you see, went to the mob meeting against his own better judgment, urged on by his wife and his wife's father...

Being intelligent and decent, he goes to the sheriff to give himself up—but the sheriff has already received a visit from a political bigwig...

Naturally, all hell breaks loose. The factory hands, Great American Males, who worship the sanctity of their Womanhood...

There is certainly great honesty of purpose there; there is certainly much power. And the effect of the play is immensely aided by the efforts of an excellent cast...

BROADHURST

Beginning Tuesday Evening, November 16, 1937

MADAME BOVARY

- Binet... Robert Vivian
Rani Dupis... Carl Harbord
Mme. Caron... Hazel Hanna

ST. JAMES

Beginning Wednesday Evening, Nov. 17, 1937

FATHER MALACHY'S MIRACLE

A comedy by Brian Doherty, adapted from the novel by Bruce Marshall. Directed by Worthington Miner.

- Mac... John Robb
Peter... Ralph Cullinan
Andrew Gillespie... Donald Beddoe
Father Flaherty... John Call

ACT I—Scene 1: A Street in Edinburgh. A November Morning. Scene 2: The Sacrifice of the Church of St. Margaret of Scotland...

On Tuesday night, as the third item of its current subscription season, the Theater Guild presented a novel on the stage of the Broadhurst Theater.

A choice bit of religious whimsy-whammy, a sort of sacerdotal hunk of a Milne was offered after many delays by Delos Chappell Monday night at the St. James Theater.

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BROADWAY RUNS

Table with columns: Performance to November 20, inclusive; Dramatic; Musical Comedy. Lists plays like 'Abby Theater Players Repertory', 'The Barren Land', 'The Boy Who Sailed', etc.

"The Hurricane"

Time, 110 minutes. Release date, November 9. Produced by Samuel Goldwyn; assistant producer, Merritt Hurbird. Based on the novel by Charles Nordhoff and James Norman Hall, with screen play by Dudley Nichols. Adaptation by Oliver H. P. Garrett. Directed by John Ford. Cast: Dorothy Lamour, Jon Hall, Mary Astor, C. Aubrey Smith, Thomas Mitchell, Raymond Massey, John Carradine, Jerome Cowan, Al Kibume, Kuwilei DeClerq and others.

It's now generally recognized in the show business that when Sam Goldwyn produces a picture it's a production plus. That's true of *The Hurricane*, physically speaking, with the hurricane scenes constituting an awe-inspiring contribution to cinematic history. Otherwise, as an entertainment and dramatic proposition, the picture is a weak sister; its dramatic moments and characters, the former applying to those other than the wind scenes, are shadowy and unconvincing; the characters are exaggerations drawn in an attempt to give the picture something other than the actual hurricane to rest upon. It doesn't seem likely that the scenes of nature's violence are worth read-show prices. There are no cast names that mean a thing with the possible exceptions of Mary Astor and Dorothy Lamour.

The financial story of the production will probably have a happy ending. There are many exploitation angles available. First and foremost are those hurricane passages; then there are the authors (*Mutiny on the Bounty*) and publication in *The Saturday Evening Post* and novel form.

Travel books and folders, authors and, lately, pictures have long been painting the joys of South Sea Island life. It's a little hard to take, all in all. For dramatic comparison, the life of Terangi (Jon Hall), Marama (Dorothy Lamour) and their fellow islanders is first shown as untroubled song until Terangi gets himself in a jam. Then, too, for dra-

matic comparison, DeLaage, French governor of the island, and the warden, John Carradine, are drawn as especially cruel and vicious, the characterization resolving into caricatures as the drawn by a spiteful dyspeptic. Terangi, insulted by a boozey white on Tahiti, socks him and is imprisoned, unjustly, for six months. His attempts to escape, with prison, road gang and flogging scenes shown in sanguinary sequences, have him winding up with a 16-year sentence. He finally escapes and returns to his island, where DeLaage, who could have set him free originally, adhering to his sense of duty unmitigated by any humanitarianism, seeks to capture him. Then the hurricane comes and demolishes the island and all but a few of its natives. Mme. DeLaage is saved by Terangi, and DeLaage lets Terangi and his family sail to another island to live in future peace.

There is nothing within recent memory to touch James Basevi's hurricane production. Basevi's special effects are incredible and there is no apparent touch of trickery as the shots hit the screen. The destruction of the island, its homes, its churches and its natives is appallingly effective and worth seeing. Otherwise the picture remains a palpable dramatic fraud, a skeleton for the hurricane scenes.

Not much acting was contributed. Hall and Lamour are thoroughly unconvincing. Massey and Carradine are Boucicault villains. C. Aubrey Smith is an understanding priest and Mary Astor properly subdued as Mme. DeLaage. Tom Mitchell has a swell role as the alcoholic doctor who tries to convert DeLaage and does the most with it.

Jerry Franken.

"Lancer Spy"

(20TH CENTURY-FOX)

Time, 84 minutes. Release date, October 8. Screen play by Philip Dunne, from a novel by Marthe McKenna. Directed by Gregory Ratoff. Cast: George

Sanders, Dolores del Rio, Peter Lorre, Sig Rumann, Joseph Schildkraut, Maurice Moscovitch, Lionel Atwill, Luther Adler, Fritz Feld, Holmes Herbert, Virginia Field and others. Reviewed at the Rivoli, New York.

Lancer Spy, which for some reason 20th Century-Fox thought worth making into a motion picture, is simply the newest version of the old spy story. The stage has been afflicted with it probably since the time of the Greeks, tho it reached its lush height after the Civil War, when every ten-twenty-third had some version or other of the beautiful flower of Southern womanhood who fell in love with the dandy spy on her courtship. Films, of course, have done version after version, with the First World War taking the place of the Civil War, and Germans and Southerners becoming Germans and either French or English.

This time the noble spy is Lieutenant Michael Bruce, who bears a striking resemblance to a captured German nobleman. So what more simple than that he assume the German's identity, pretend escape from a British prison camp and enter Berlin as a national hero. But the naughty fellows at the head of the German Secret Service suspect something (tss! tss!) and they set a lovely female spy on his trail. After all these years do you have to be told that the lovely female spy, altho discovering his masquerade, falls violently in love with him!

It's all just as trite, dull and dismal as that, the only slight variation being that the lieutenant is already happily married. So, when the lovely female spy nobly helps him to escape with the papers, she is caught and killed.

Gregory Ratoff makes his debut as a director with *Lancer Spy* and makes one homesick for his reappearance as an actor—tho it's hardly fair to judge him on the basis of a script like this. Dolores del Rio is still breath-takingly lovely as the lady spy, and a comparative newcomer named George Sanders does really nice

work as Bruce. The supporting cast is filled with such names as Joseph Schildkraut and Maurice Moscovitch (even Luther Adler is around) and at times it almost seems like an annual reunion of the Yiddish Art Theater.

Some day they're going to turn out a picture in which the spy is caught. That's the picture I'm waiting for.

Eugene Burr.

"Trapped by G-Men"

(COLUMBIA)

Running time, 65 minutes. Release date, October 27. Screen play by Tom Kilpatrick, from a story by Bernard McConville. Directed by Lewis D. Collins. Cast: Jack Holt, Wynne Gibson, C. Henry Gordon, Jack La Rue, Edward Brophy, William Pawley and others. Reviewed at the Rialto, New York.

Altho a sucker for any pic with shootin' and fightin', we found this one much too tame. Just one of those cheap-budget affairs ground out for the lowest of low class nabe duals. Why they manufacture such hunks of boredom, which are bad even judged by the degraded standards of action pictures, is a question difficult to answer, unless it may be that there are a lot of "actors" lying around doing nothing who have to draw their weekly dough on account of a contract.

Jack Holt is his usual rugged, punchin' self, and he's involved in a bit of trite anecdote turning on the adventures of an FBI snooper who disguises himself as a bank robber to worm into the graces of a gang. Denouement has the condottieri tumbling to Jack's identity, but in the nickertime Jack is rescued by a G-woman, said G-woman being disguised as a bank robber's wife.

We might say this will please the juves, but if we were a juve it wouldn't please us. It's not even a bargain at the Rialto's 25-cent tariff (with smoking in the orchestra).

Maurice Zolotow.

MADAME BOVARY

(Continued from page 17)

pitifully lacking the amazing and splendid revelatory exposition provided by Flaubert. That is the secret of the failure of so obviously sincere an effort as that now on view at the Broadhurst.

There seems little need to go in detail into the story. Almost all of it is there: Emma's marriage to a stodgy country doctor, her dreams for the future, her dissatisfaction as he staidly and gently plods along, her early abortive affair with Leon, her decision to dramatize herself as a model wife (Miss Theresa Deevey, who wrote *Katie Roche*, must have known that part pretty well), her insistence that poor Bovary undertake an operation far beyond his powers, the disastrous failure of the operation and her dissatisfaction therewith, her mad affair with Boulanger, her frantic money-spending and dealings with the money-lender, Lheureux, her later sordid thrill-seeking at the expense of the small-souled but sincere Leon, her ultimate disaster and her suicide. It's all there—along with many atmospheric side-lights—meticulously taken from between book covers and placed on the Broadhurst stage, an auctorial automaton without heart, power or the fundamental spark of life.

M. Baty and Mr. Levy, within the disastrous limitations imposed upon them by their choice of material, have done a good job—with the exception of a couple of misguided attempts to present the inner exposition. This they tried to do by

placing a sort of Greek chorus of six girls in the Broadhurst stage boxes, and throwing two of the scenes into a sort of symbolic impressionism that had nothing to do in either mood or method with anything else in the play. Far from helping, they seemed merely ridiculous.

The Theater Guild has provided an excellent production and a fine cast, even tho Miss Constance Cummings, in the title role, indulges in large slabs of mannered pretending that would have failed disastrously to give any insight into the character even if such insight had been provided in the script. Posing and insistently artificial—evidently in an effort to display Emma's romanticism—she postures and grimaces, giving almost all her lines in a silly sing-song recitative, creating at best a cardboard caricature of reality. But fine work is done by the always dependable Ernest Cossart as Homals, by Ernest Thesiger as Lheureux, by Eric Portman as Boulanger, by Valerie Cossart as Felicite, by Eda Heinemann as Bovary's mother, by Viola Roache as Mme. Homals, and by Alice Belmont-Cliffe, Arthur Griffin, and Robert Vivian in minor roles.

The outstanding acting of the evening, however—of any evening this season, almost—is offered by Harold Vermilyea as the unfortunate Bovary. Getting completely under the skin of the character, creating thoroughgoing belief despite lack of it in the script, offering detailed, effective and thoroly convincing pretending, Mr. Vermilyea walked off with the play. His splendid performing

in the final scene is as fine a bit of acting as the season has yet offered.

It's too bad that the efforts of all concerned go so completely to waste; but the fact remains that if you want a novel it's better to look for it in a library than in a theater. The current version of *Madame Bovary* is simply a novel misplaced.

GOLDEN

Beginning Friday Evening, November 12, 1937

PLACES, PLEASE

A "farcical comedy" by Aurania Rouverol. Directed by Henry Hull. Settings uncredited. Presented by Jack Curtis:

- Johnny Gibbons..... Don Dillaway
- Anthony Farnum..... Robert T. Haines
- Mary Cole Farnum..... Ruth Abbott
- Sylvia O'Connor..... Barbara Terrell
- Lida..... Olga Burgoyne
- Floy Farnum..... Lillian Emerson
- Stanley Lane..... Ronald Brogan
- Roberta Farnum..... Bette Butterworth
- Alwyn Alexander Elliot..... Matthew Smith
- Mrs. Rhoda Wheeler..... Claire Devine
- Mrs. Agnes Elliot..... Eleanor Malcolm
- Mrs. Louisa Wilcox..... Marie Falls
- Carter..... John L. Kearney
- Doctor Selby..... Richard Stirling
- Carolyn Page..... Rosalie Norman
- Monty..... Wilfred Henry
- Sam..... Richard Hunter
- Sylvia Stuart; Jane Slater and Gwen Washburne.

ACT I—Scene 1: Floy Farnum's Dressing Room. A Theater in Boston. Easter Week. Scene 2: The Same. Two and a Half Hours Later. ACT II—Living Room of the Elliot Home. Boston. Eight Months Later. ACT III—Scene 1: The Greenroom of the Same Theater as in Act I. Six Weeks Later. Scene 2: Same as Scene 1. Two and a Half Hours Later. Scene 3: Floy Farnum's Dressing Room, Immediately After Scene 2.

The theater, I should think, is suffering enough without having shows like Aurania Rouverol's *Places, Please* written about it. Jack Curtis presented the piece at the Golden Theater Friday night but recovered quickly and withdrew it on Saturday. In view of his recoup, not a great deal of time need be spent on it.

It's the one about the great actress who wants a home and babies, marries a Boston stuffed shirt, allows her glamorous past and homespun present to wrangle around a bit, has a baby, returns to the stage for a triumph and finally falls into the outstretched arms of her faithful leading man (press agent) (author) (company manager) (stagehand).

Miss Rouverol, who was enrolled among the theater's great when she emitted that magnificent American drama, *Skidding*, has turned out a ver-

sion that differs from all the others simply by increasing the baby to a set of twins and increasing the ineptitude of the writing, plotting, characterization and concept to a point untouched even by odoriferous predecessors. Extended comment would be almost as silly as the play itself.

Miss Lillian Emerson, faced with the task of playing an actress, was cast hopelessly out of type. At one point she was forced to intone a hunk of *Antony and Cleopatra* and, tho she did manage to do it not quite so badly as Tallulah Bankhead, she still showed no particular reason for her presence on a stage. Kindness prompts the supposition that the others in the cast could hardly be as bad as their lines made them appear; tho (to temper mercy with justice) no lines could excuse the performance of Robert T. Haines as the father of a great acting family. If Mr. Haines' unctuous coon-shouting gave any accurate picture of a great repertory actor, then I at last know the reason for the decline of the stage.

If the program, which credited the direction to Henry Hull, was correct, Mr. Hull proved himself a belatedly wise man. He left for Hollywood just before the premiere.

Eugene Burr.

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PW Outdraws To B. O. Blank

Tops Goodman on drug store giveaway, but won't indorse diet formula

KANSAS CITY, Mo., Nov. 20.—Some kind of a record was established here this week when 15,800 persons crammed and worked their way into the Main Arena of the Municipal Auditorium to dance and listen to Paul Whiteman's orchestra.

The event was sponsored by the Katz Drug stores here. A 50-cent purchase entitled the customer to a ticket to hear P. W. and his combo. The crowd filled all the seats and was jammed on the dance floor, breaking the record held by Benny Goodman, who drew about 10,000 at 90 cents a head at the Jubilesta celebration two months ago in the big auditorium.

"The darndest crowd I've played for in years," said the self-styled dean of modern music. "They must have sold a lot of drugs to get a mob like this." Whiteman refused to give dieting advice to the crowd. "What thinned me might fatten the next guy," he said.

The last time the Whiteman band played here was last January. At that time he drew less than 3,000 to the Flamingo Ballroom, with prices of \$1 per person.

Swiss Sent Via Screen

ZURICH, Switzerland, Nov. 20.—A new note in jam sessions for swing students was introduced last Sunday (7) when the local Hot Club sponsored a Jazz Film Matinee at the Urban Picture House. Club usually meets for record concerts at the Jazz House each Sunday, but the announcement received such response that it was necessary to hire the city's largest theater. Showing reels from American films for what is undoubtedly the first concert of this sort, the session included movies of Red Nichols, Ina Ray Hutton, Mills Blue Rhythm Band, Claude Hopkins and Duke Ellington. Future concerts are dependent on the availability of the musical films from America.

Ban on Outside Musicians For Symphony Under Fire

CLEVELAND, Nov. 20.—Hearing on injunction suit sought by Cleveland Symphony Orchestra to restrain Musicians' Union, Local 4, from interfering with five musicians hired from other cities, was resumed Tuesday before Common Pleas Judge Joy Seth Hurd. Milton W. Krasny, local president, admitted he had given the five players letters from Joseph N. Weber, AFM president, telling them they'd be expelled from the union and fined \$5,000 if they appeared with the symphony. The orchestra's attorney declared that never before had the union objected to the employment of musicians from outside Cleveland, the present bone of contention. Case still is being argued.

Cut-Rate Hypos Trianon; 10 Cents for Two Dances

DETROIT, Nov. 20.—Ruth Etting's plaint of the taxi dancer is out of tune here at the Trianon Ballroom on Wednesday and Friday nights. Appealing to the "Scotch" urge of dance hounds to bolster the box office on the off nights, proprietor Jack Broder sliced the tariff in half.

With Erwin Doakes on tap for the dance urge, new policy of a nickel a whirl around the floor instead of the usual dime is bringing out the crowds and swelling the coffers.

Bruno Kern's Forecast

Note: This new weekly feature is designed as a service for band leaders, enabling them to anticipate songs that should reach front ranks of popularity in the near future.

This week's selections:
TEN PRETTY GIRLS and I DOUBLE DARE YOU.

And That's Low Enough

NEW YORK, Nov. 20.—When a pal asked George M. Cohan, "What do you think about my future as a songwriter," the *I'd Rather Be Right* president brought forth sage counsel from memory's store.

"Well, you know, I went to a publisher one day," said Cohan. "When I brought in my first song I said, 'Here's a song I've written.' And he said, 'Do you want to be a songwriter?' I said, 'Yes.' He said, 'Well, you have one consolation. If you achieve what you're after you can't sink any lower.'"

Singles Rate Big Dough for Unknowns

DETROIT, Nov. 20.—Interest of band leaders in this territory is swiftly turning toward one-nighters as a major source of quick revenue. Engagements for orks in the lesser name class are bringing in better cash returns, running from four or five hundred and in some instances close to the grand mark, it is reliably reported. Salaries like this are not available for the steady engagements in most instances, and the bands are getting by with a couple of bookings per week.

Bookers appear fully satisfied with the turn of things, getting bigger and better percentages and more quickly than they would for a long-drawn engagement.

SESAC Augments Catalog

NEW YORK, Nov. 20.—Society of European Stage Authors and Composers, Inc. (SESAC), has acquired additional repertory, comprising the catalogs of Harry Alford, Chicago; Neil A. Kjos Music Company, Chicago; William C. Stahl, Milwaukee, and Stamps-Baxter Music Company, with branches in Dallas, Chattanooga and Pangburn, Ark.

Senior Jones Plugs 'Em For Junior Livingston

NEW YORK, Nov. 20.—That youth must be served regardless of ethical standards in the song-plugging profession, Maestro Isham Jones has seen fit to introduce *Sweet Stranger*, latest clefting of Maestro Jerry Livingston. Jones is conceded to be the oldest composer-conductor among band leaders, while Livingston rates as the youngest.

Long Hairs for Closeups as Bach Screens for the Bushes

HOLLYWOOD, Nov. 20.—Now that the moving picture colony has usurped the stars of vaudeville, legit, orchestradom and even Broadway tattle-tale columnists, the lure of loose lure begotten in lens work has reached its mercenary tenacles into the concert field. Most recent culled from the conservatory clans is Senior Jose Iturbi, who at one time had a thing or two to say about songs that would have spoon rhyme with moon. And at another time, four years ago to be exact, he had a check for \$35,000 in his hand for a picture date. But he tore it up, but with dramatic gestures, because "they wanted me to kiss young girls."

Leopold Stokowski, who first gave Bach to the bush leagues via the silver sheet, is preparing to return to Hollywood. Not because a certain flicker fluterer doesn't want to be alone any more, but to fulfill his contract with Universal, calling for his wand waving in a Hope Hampton technicoloring, *She Shall Have Music*. And the temperamental musical technician still has a score to settle with the makers of *Music for Madame*, whose "great conductor, Godowsky" is a brutal bury of Stoki.

Not only is the front man answering the call of the kliegs, but even concert soloists are getting the yen for higher rating among Uncle Sam's income-tax payers. The Metop canaries and croakers cashed in early, yet it was Ignace Paderewski who first screened his pianology in European studios. Present-day instrumentalists have to be coaxed.

Efforts to get Yehudi Menuhin to don

Court Bugaboo Again Faces Music Pubs as Caesar Storms

Umpteenth ultimatum is mulled by tunesmiths to inspire John Hancocking—West Coast writers are ready for action—Ira Schuster "remembers"

NEW YORK, Nov. 20.—Despite repeated protestations of music publishers and songwriters to the effect that the quarrel over synchronization, television, recording and other rights was ready for final John Hancocking, situation took a new turn this week when pubs expressed doubt that the contract would be signed. According to one of the foremost publishers, new contract submitted by the Songwriters' Protective Association is even stiffer than the previous one, and is encountering strong resistance. Attitude of Irving Caesar, SPA chief, is reported to be one of aggravated and pained disgust.

Stuff Smith Gets His AFM Card Back

HOLLYWOOD, Nov. 20.—After appealing the American Federation of Musicians, Consolidated Radio Artists, Red McCollum, of the Famous Door here and the Onyx Club in New York, Stuff (I've a Muggin') Smith once again is among those eligible to carry a union card. However, reinstatement within the graces of the AFM was conditional upon Smith returning to the Famous Door and finishing out his playing contract. With CRA credited to the booking, Smith returns to the Door December 9 for the remaining 22 weeks, rather than returning to the Onyx Club, New York. Fats Waller is the spot's current attraction.

Charles E. Green, CRA prez, now that the Smith settlement has been made, heads east Monday for his desk in New York. During his extended stay on the Coast Green also ironed out Paul Whiteman's booking at the Coccoanut Grove to make room for the jazz king's air commercial show.

Top-Hatters Tooting For Town's Top Hats

PHILADELPHIA, Nov. 17.—Jan Savitt's Top Hatters are going top hat with a bang. The KYW house band has been engaged to give out at the Junior League Ball, the top in society affairs, at the Bellevue-Stratford, January 14. Savitt gang also provides rhythm for the hoity-toity Merion Golf Club Thanksgiving Eve.

the makeup for film fiddling are of no avail. As yet. His father-manager, Moshe, voiced strong opposition to the overtures, declaring, "When a concert artist exhibits himself in films it can only be for money." Nothing, however, was said about the lad's concert dates which call from four to five grand per set of scratchings.

In a more acquiescent mood is Jascha Heifetz. While the auto has displaced the horse, Heifetz doesn't think that the concert stage will ever give way entirely to the silver sheet. "Technically," said this stalwart among the big-time fiddle scratchers, reflecting upon his recent decision to make a movie, "the films have now reached such a point of perfection in their recording of music that I no longer hesitate to play for them. I had formerly felt that their recordings were false, but that is not now the case."

While it is not known whether things technical are conditioned by things monetary, Heifetz now has no qualms at all about playing for the sound instruments. Nor did the virtuoso have any qualms about playing for the sound instruments via the phonograph and the records.

Just as the legitimate stage keeps an eye on Hollywood coin in its productions, there may yet come the day of reckoning when the women's auxiliary of the Squeedunk Symphony Orchestra will demand a screen test from their conductor before offering him the season's contract.

Falk Spots MCA Bands For Proms and Parties

DETROIT, Nov. 20.—Mike Falk, local band boker, has set a string of dates for name combos. Opening of the winter season of activities here and the immediate territory finds the call heavy for bands.

Hank Blagini plays the Wayne University Prom Wednesday, Ted Weems rambles in rhythm for Detroit Tech December 17, and Dick Jurgens makes the music for the General Motors party December 10. All are Music Corporation of America bands. Falk's first up-State booking brings Fletcher Henderson to Saginaw on Friday for the Charity Ball.

Little Jack Little To Enter Hospital

AERON, O., Nov. 20.—Little Jack Little, who headed his own stage unit playing at the Palace here, said he planned to enter a New York hospital for treatment for an infected foot which has been giving him considerable annoyance for some time.

He was handicapped in presenting his unit show, but personally appeared at every performance. Several one-nighters in Western Pennsylvania will be canceled as the result of the maestro being hospitalized.

They Like Joe Here

BOSTON, Nov. 20.—Joe Candullo, booked for two weeks at the Normandie Ballroom here, gets an additional three weeks. Normandie usually has frequent changes, but Candullo is proving pop, hence the extension.

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

Abbott, Dick: (Waldorf-Astoria) NYC, h.
Aces, Four: (Stevens) Chi, h.
Adcock, Jack: (Manoa Inn) Manoa, Pa.
Alberto, Don: (El Chico) NYC, h.
Alonso's Bumba Band: (Glover) NYC, h.
Allen, Mark: (Brown Palace) Denver, h.
Allen, Lee: (Trionan) Cleveland, h.
Aloha, Lei: (Roosevelt) Pittsburgh, h.
Anderson, Al: (Merry-Go-Round) Newark, N. J., h.
Angelos: (Bertalotti's) NYC, re.
Apollon, Al: (Merry-Go-Round) NYC, h.
Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J., h.
Arthur, Zinn: (Roseland) NYC, h.
Asen, Bob: (Wivel) NYC, re.
Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
Auwater, Fred: (Flamingo Club) Orlando, Fla., h.
Ayres, Mitchell: (Adolphus) Dallas, h.

Baker, Fred: (Tropical Bar) Vero Beach, Fla., h.
Banks, Clem: (Charlie's Rustic) North White Plains, N. Y., c.
Banks, David: (New Southern) Jackson, Tenn., h.
Barrie, Dick: (Texas) Ft. Worth, h.
Bartel, Jenn: (Roseland) NYC, h.
Beck, Dave: (Westchester Tavern) White Plains, N. Y., c.
Becker, Bubbles: (New Penn) Phila., h.
Bember, Eddie: (Red Men's) Rochester, h.
Berigan, Bunny: (Paramount) NYC, h.
Berkley, Duke: (Honkey-Dory) Stamford, Conn. h.
Beston, Don: (Netherland Plaza) Cincinnati, h.
Betzner, Jack: (Essex House) Newark, N. J., h.
Billmore Boys: (Rice) Houston, h.
Blackburn, Johnny: (Golden Gate) Salida, Colo., h.
Blackwell, Freddy: (Fairmont) Hull, Quebec, h.
Blaine, Jerry: (Park Central) NYC, h.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Blue Barron: (Southern Tavern) Cleveland, h.
Bort, Misha: (Waldorf-Astoria) NYC, h.
Brannon, Bradley: (Century) Seattle, h.
Brandwynne, Nat: (Pierre) NYC, h.
Brees, Lou: (French Casino) NYC, h.
Brigode, Ace: (Aragon) Cleveland, h.
Brown, Betty: (Chitana) Columbus, O., h.
Bruckley, Charley: (Log Cabin) Aurora, Ill., h.
Bruno, Al: (Little Old N. Y.) NYC, h.
Bryant, Willie: (Plantation) NYC, h.
Burke, Clarence: (Garden) White Plains, N. Y.
Burkhardt, Johnny: (Crystal Terrace) Louisville, Ky., re.
Busse, Henry: (Chez Paree) Chi, h.

Calvet, Oscar: (Mon Paris) NYC, h.
Campus Jesters: (Cypress Arms) West Hartford, Conn.
Carlin, Ray: (Kansas City Club) Kansas City, h.
Carnes, Francis: (Glean) San Antonio, Tex., h.
Carnivale, Manny: (Blue Hills Plantation) Newark, N. J., h.
Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.
Casa De Fuego: (Chez Firehouse) NYC, h.
Cass, Bill: (Eliac) NYC, h.
Cassino, Henry: (Arabian) Columbus, h.
Clancy, Lou: (Reno's Plantation Club) Shreveport, La., h.
Clark, Hy: (Elezcar) Newark, N. J., h.
Cliff, Pat: (Brownie's Marble Bar) Rochester, h.
Coleman, Emil: (St. Regis) NYC, h.
Collins, Paul: (Indiana Roy) Indianapolis, h.
Collins, Joe: (Wellington) NYC, h.
Continental: (Shawnee) Springfield, O., h.
Cooke, Ted: (Yacht Club) Chi, h.
Costello, Charles: (Pettie) Schenectady, h.
Courtney, Del: (Chase) St. Louis, h.
Criket, Ernie: (Unique Grill) Delaware, N. J., re.
Crocker, Mel: (Troadero Club) Cleveland, h.
Cromwell, Chauncey: (Radisson) Minneapolis, h.
Cugat, Xavier: (Waldorf-Astoria) NYC, h.
Cumberbatch, Bill: (New Capitol) NYC, h.
Cummings, Bernice: (Olmg) San Antonio, h.
Dec. 18-Jan. 1: (Towner) NYC, h.
Cummings, Bernice: (Gibson) Cincinnati, h.

Danzl, Eli: (St. George) Brooklyn, N. Y., h.
Darrell, Pat: (Wonder Bar) Zanesville, O., h.
Dartina, Eddy: (Meadowbrook) Baltimore, h.
Davidson, Trump: (Esquire) Toronto, h.
Davis, Eddie: (LaRue) NYC, re.
Davis, Johnny: (Miami Club) Milwaukee, h.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., h.
Davy, Arthur: (Cotton Club) NYC, h.
De Paul, Hugo: (Yacht Club) NYC, h.
Deuces, Four: (Auld) Washington, Pa., h.
Diamond, Lew: (Covenant) Chi, h.
Dibert, Sammy: (Webster Hall) Detroit, h.
Dixon, Dick: (Gloria Palace) NYC, h.
Dobbin, Jerry: (El Breton) NYC, h.
Don Juan: (El Tico) NYC, h.
Donahue, Al: (Radio City Rainbow Room) NYC, h.
Donalson Boys: (Lawrence) Erie, Pa., h.
Dorsey, Jimmie: (Congress Casino) Chi, h.
Dushin, Eddy: (Eliac) NYC, h.
Duerr, Dolph: (Green Derby) Cleveland, h.

Edmund, George: (Loyale) NYC, c.
Elliott, Lee: (Stork) Providence, R. I., h.
Engle, Freddy: (University Club) Albany, N. Y.
Engle, Stella: (Willbank's Recreation Cafe) Prospect Park, Pa., h.
Engles, Charles: (Harry's New York Cabaret) Chi, h.
Engro, Johnnie: (Billings) Billings, Mont., cc.
Escapes, Four: (Rickey) Tacoma Wash., h.
Evans, Al: (Chez Firehouse) NYC, h.

Orchestra 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; ro-road house; re-restaurant; s-showboat; t-theater.

Flelds, Harry: (Royalton) Monticello, N. Y., h.
Fisher, Mark: (Royale Frolics) Chi, h.
Elsher, Jack: (Stauben's) Providence, h.
Flint, Emil: (Oh Henry) Chi, h.
Fogarty, Gene: (Stork Faree) Akron, c.
Folmer, Basil: (St. Moritz) NYC, h.
Fox, Roger: (Show Boat) St. Louis, s.
Frank, Walter: (Broadway Hofbrau) NYC, c.
Franks, Ted: (Red Men's) Rochester, h.
Franks, Willie: (Butler's Ye Olde Tap Room) NYC, c.
Frasetto, Joe: (Margery) Phila., c.
Frederic, Marvin: (Biltmore) Atlanta, Ga., h.
Freeman, Jerry: (Paradise) NYC, cb.
Furst, Joe: (Brook Summit) N. J., h.
Gallo, Phil: (Moorehead) Pittsburgh, h.
Gant, Willie: (Britwood) NYC, cc.
Gates, Jerry: (Pla Lan) Des Moines, h.
Gentlemen of Rhythm, Four: (Claridge) Memphis, h.
Gerald, Carl: (Dutch Henry's) Pittsburgh, h.
Gold-Mer Trio: (Show Boat) Columbus, O., h.
Golden, Nell: (Queen's Terrace) Woodside, L. I., N. Y., h.
Goodman, Benny: (Pennsylvania) NYC, h.
Gordon, Herb: (Tels Eye) Albany, N. Y., h.
Grant, Johnny: (Mortgage Inn) Phila., h.
Grant, Bob: (Glover) NYC, h.
Grantham, Billy: (Nelson) Rockford, Ill., h.
Gray, Glen: (New Yorker) NYC, h.
Gray, Len: (New Cedars) New Bedford, Mass., h.
Grayson, Bob: (Mayfair Casino) Cleveland, h.
Grenet, Eliseo: (Yumuri) NYC, h.
Hackett, Bobby: (Nick's) NYC, h.
Hagen, Walter: (Robert E. Lee) Winston-Salem, N. C., h.
Hall, George: (Taft) New York, h.
Hamilton, George: (Peabody) Memphis, h.
Hancock, Buddy: (Club Royale) McAllen, Tex., h.
Hardie, Dick: (Tally-Ho Tavern) Albany, N. Y., h.
Harris, Claude: (Josey's Stables) Detroit, h.
Harris, Ace: (Harlem Uproar) NYC, h.
Hart, Little Joe: (Pla-More) Kansas City, h.

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

Hauck, Happy: (Virginia) Columbus, O., h.
Haviland, Bob: (Colonial Tavern) Hawthorne, N. Y., c.
Hayes, Edgar: (Apollo) NYC, t.
Horton, Harry: (Le Mirage) NYC, h.
Headrick, Perry: (Manhattan Danceland) Newtown, Pa., h.
Heldt, Horace: (Biltmore) NYC, h.
Hembree, Joe: (Bertalotti's) NYC, re.
Herbeck, Ray: (Blossom Heath) Oklahoma City, h.
Herbert, Hector: (Club Hollywood) Kalama-zoo, Mich., h.
Hill, Worchy: (Favillon Royale) Savin Rock, Conn., h.
Hill, Teddy: (Savoy) NYC, h.
Hines, Earl: (Grand Terrace) Chi, h.
Holden, Virginia: (Normandy Inn) Warren, Pa., h.
Hoopli, Sol: (Walkie) Hollywood, Calif., h.
Howard, Len: (Tic Toc) Montreal, h.
Howard, Vincent: (Peona Farm) Andover, N. Y., h.
Humber, Wilson: (George's Palace) Little Rock, Ark., h.
Hummel, Ray: (Club Luna) Easton, N. M.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Huyge, Tingo: (Cody) Grand Rapids, Mich., h.

Jackson, Paul: (Old Mill Tavern) Jackson Mich., h.
Janus, Al: (New Kenmore) Albany, N. Y., h.
James, Woody: (Palisade) Biloxi, Miss., h.
Jelensnik, Eugene: (Taft) New Haven, h.
Jenkins, Al: (Savarin) Buffalo, c.
Johns, Al: (New Kenmore) Albany, N. Y., h.
Johnson, Johnny: (Village Barn) NYC, h.
Johnson, Jerry: (Claridge) Memphis, h.
Johnson, Eunice: (10-13 Club) Marshfield, N. Y., h.
Jorcky, Harold: (Fontaine Terrace) New Orleans, h.
Joseph, David: (Oliver Twist) NYC, h.
Joy, Jimmy: (Green's Casino) Youngstown, O., h.
Kampus Kids: (Bennett) Binghamton, N. Y., h.
Keener, Lee: (Madison) Jefferson City, Mo., h.
Kent, Erwin: (St. Moritz) NYC, h.
Kirkham, Don: (Blackland Inn) Denver, h.
Klein, Jules: (Statler) Detroit, h.
Kress, Andy: (Robert Treat) Newark, N. J., h.
Krumlin, Costya: (Russian Bear) New York, h.
Kruender, Robert: (Martin's Rathskeller) NYC, h.
Kuhn, Richard: (Firenze) NYC, re.
Kysar, Kay: (Blackhawk) Chi, h.
Lagman, Bill: (Club Trionan) Mobile, Ala., h.
LakMohe, Olivia: (Rosegarden) Middletown, N. Y., h.
Lally, Howard: (Riviera) Ft. Lee, N. J., h.
Lamar, Ayers: (Southern Mansion) Kansas City, h.
Lamb, Dred: (Marine Room) Muskegon, Mich., h.
Lamb, Jules: (St. Regis) NYC, h.
Fantone, Mike: (Loftus Ambassador Inn) Albany, N. Y., h.
Lazarus, Leo: (Tutweller) Birmingham, Ala., h.
LeBaron, Eddie: (Radio City Rainbow Room) NYC, h.
Leafar, Alan: (New Fulton Royal) Brooklyn, h.
Lee, Larry: (Olmos Club) San Antonio, Tex., h.
Leonard, Harold: (Show Bar) Forest Hills, L. I., c.
Lewis, Harry: (Del Mar) San Francisco, h.
Lewis, Ted: (Stanley) Pittsburgh, h.
Lindeman, Udo: (Gloria Palace) New York, h.
Lishon, Henri: (Stork Club) Chi, h.
Little, Little Jack: (Michigan) Detroit, t.
Lombardo, Guy: (Roosevelt) NYC, h.
Lucas, Clyde: (Lowry) St. Paul, h.
Lukewala: (Roosevelt) NYC, h.
Lupien, George: (University Grill) Albany, N. Y., h.
McFall, Johnny: (Silver Cloud) Chi, h.
McGovern, Buck: (Chez-Marie) Phila., h.
McGraw, Ed: (Madura's Danceland) Hammond, Ind., h.
McIntire, Lani: (Lexington) NYC, h.
Mack, Austin: (Open Door) Chi, h.
Maddi, Larry: (Place Elegante) NYC, h.
Males, Don: (Dunn's Tavern) Harlem, N. Y., h.
Manors, Gregg: (Eagles') Kenosha, Wis., h.
Mareno, Frank: (Sweeney) Baltimore, h.
Marine Rhythm Boys: (Arcade) Manitowoc, h.
Marsala, Joe: (Hickory House) NYC, h.
Marshall, Duane: (Essex) Boston, h.
Marshall, Jack: (Mayfair) Boston, h.
Mathews, Frank: (Club 15) Phila., h.
Martin, Bob: (Chez Florencia) Paris, h.
Martin, Lou: (Leon & Eddie's) NYC, h.
Martin, Fred: (Avery Inn) Chi, h.
Martons, Don: (Coq Rouge) NYC, h.
Massingale, Bert: (Hi-Hat) Houston, h.
Mayer, Ken: (Gunter) San Antonio, h.
Meiner, Johnnie: (Avalon Club) Hot Springs, Ark., h.
Mell, Joe: (Silver Bowl) Sacramento, Calif., h.
Melvin, Jack: (Queens Terrace) Woodside, L. I., N. Y., h.
Menendez, Nilo: (Havana-Madrid) NYC, h.
Meredith, Jack: (Buccaner's) Ft. Worth, h.
Merritt, Wendell: (Schmidt's Farm) Scarsdale, N. Y., c.
Middleman, Herman: (Nixon) Pittsburgh, h.
Milne, Del: (Ranch) Seattle, h.
Miller, Ed: (Avery Inn) Ft. Worth, h.
Mills, Floyd: (Du Pont) Wilmington, Del., h.
Mills, Dick: (The Grove) Beaumont, Tex., h.
Minkler, Howard: (Murray's Inn) Albany, N. Y., h.
Molloy, Leon: (Sebastian's Cotton Club) NYC, h.
Molina, Mauro: (Club Tivoli) Jaurez, Mex., c.
Monroe, Jerry: (Southern) Baltimore, h.
Montgomery, Jack: (The Farm) North White Plains, N. Y., h.
Morell, Larry: (Eagles) Ithaca, N. Y., h.
Morell, Larry: (Mery Gardens) Lynchburg, Va.
Morris, Griff: (Padcock Club) Wheeling, W. Va., h.
Moseley, Ed: (Black Cat) NYC, h.
Motely, Berk: (Casa Grande) Berwyn, Md., h.
Motel, Ken: (Thomas Jefferson) Birmingham, Ala., h.
Munro, Hal: (Ivanhoe) Chi, h.
Musical Aces: (Anvil Inn) Vista, N. Y.
Navars, Leon: (Hollywood) NYC, re.
Navarro, Al: (Belvedere) Baltimore, h.
Naylor, Oliver: (Club Rex) Birmingham, Ala., h.
Nickles, Billie: (99 Club) San Pedro, Calif., h.
Noblemen: (Beverly) NYC, h.
Norris, Stan: (Merry Garden) Chi, h.
Norris, Joe: (Frontenac Casino) Detroit, h.
North, Bob: (New Garden Center) Detroit, h.
Notes, Four: (Chateau Moderne) NYC, h.
Noury, Frank: (M. and J. Haverhill, Mass., re.
Novak, Walt: (Warwick) NYC, h.
O'Hara, Ray: (Greenwich Village Casino) NYC, h.
Oliver: (Ft. Hayes) Columbus, O., h.
Olman, Val: (Belmont Plaza) NYC, h.
Olson, Walter: (New Julius) Gardenville, N. Y., h.
Olson, Harry: (Evergreen) Bloomfield, N. J., h.
Osborne, Will: (Lowry) St. Paul, h.
Pablo, Don: (Merry-Go-Round) Dayton, O., h.
Palmer, Freddy: (Colonial Inn) Singac, N. J., h.
Palmer, Ken: (Barbee's) Isle of Hope, Ga., h.
Pancho: (La Conga) NYC, h.
Pantone, Mike: (Loftus Ambassador) Albany, N. Y., h.
Paul, Earl: (Plains) Cheyenne, h.
Paul, Earl: (Cocoanut Grove) Bridgeport, Conn., h.
Peterson, Dee: (Seven Gables) Milford, Conn., h.
Peterson, Johnny: (Hikiau) Old Mill Tavern, h.
Pett, Emil: (Savoy Plaza) NYC, h.
Pinkston, Tom: (Manderlin) Memphis, h.
Ponselle, Andre: (Chez Ami) Buffalo, h.

Pitman, Jack: (Port Arthur) Providence, R. I., re.
Price, Stanley: (St. Nicholas) Decatur, Ill., h.
Fryce, Robert: (Lake Breeze) Buckeye Lake, O., h.
Prima, Louis: (Famous Door) NYC, h.
Raginsky, Misha: (Astor) NYC, h.
Ragon, Ike: (Rainbow Garden) Little Rock, Ark., c.
Reader, Charles: (Port Montague) Nassau, B. W. I., h.
Red Revellers: (Ray's Parkway Lodge) White Plains, N. Y., c.
Reidman, Joe: (Cocoanut Grove) Los Angeles, h.
Reinherz, Sid: (Mirador) NYC, h.
Reisman, Leo: (Waldorf-Astoria) NYC, h.
Renard, Jacques: (Vogue) Los Angeles, h.
Reyes, Chica: (Continental) Detroit, h.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., h.
Riccardi, John: (21) Phila., h.
Rich, Carl: (Bancroft) Springfield, O., h.
Ricks, Fred: (Park Inn) Clearwater Beach, Fla., h.
Riley, Mike: (Claridge) Memphis 28, h.
Rinaldo, Nick: (Chez Faree) Omaha, h.
Ringwalt, Clarence: (The Place) Hempstead, N. Y., h.
Rita, Ed: (Palace) Cleveland, t.
Roberts, Eddie: (Red Mill) Bronx, h.
Robinson, Jay: (Evergreen) Bloomfield, N. J., h.
Roder, Ralph: (Ritz Carlton) NYC, h.
Roder, Eddy: (Rainbow Grill, Radio City) NYC, h.
Romano, Phil: (Hollywood) NYC, re.
Rosen, Tommy: (Wisteria Gardens) Atlanta, h.

Sachs, Coleman: (Municipal Auditorium) Birmingham, Ala., h.
Sager, Buddy, Trio: (Chanticleer) Millburn, N. J., h.
St. Clair, Charles: (Gunter) San Antonio, h.
Sanderfer, Cody: (Forsyth) Ft. Worth, h.
Saxon, Sam: (Gay Village) NYC, c.
Scheafer, Bill: (Pickwick) Birmingham, Ala., h.
Schwartz, Charles: (Roumanian Village) NYC, h.
Scoggin, Chic: (Chez Paree) Louisville, h.
Scott, Lee: (De Witt Clinton) Albany, N. Y., h.
Scott, William: (Ambassador) NYC, h.
Sears, Carl: (59th St. Childs) NYC, re.
Septelo, Cantor: (San Souci) Havana, h.
Sibley, Jack: (White Mansions) Pittsburgh, h.
Sibley Quartet: (Yacht Club) NYC, h.
Silvers, Buddy: (Roman Gardens) Potsdam, N. Y., h.
Sissie, Noble: (Lookout House) Covington, N. Y., h.
Smith, Paul: (Municipal Auditorium) Birmingham, Ala., h.
Smith, Carl: (Athletic Club) Detroit, h.
Smith, Stuff: (Famous Door) Hollywood, h.
Smith, Jimmy: (Brook Summit) N. J., h.
Smith, Bill: (Rhineclaud) Woodstock, Armonk, N. Y., h.
Smith, Joseph O.: (La Rue) NYC, h.
Snyder, Lloyd: (Ringside) Ft. Worth, h.
Spier, Bill: (Cincinnati) Cincinnati, h.
Spring, Frank: (Paris Inn) Los Angeles, c.
Southern Gentlemen Orchestra: (Deshler-Wallick) Columbus, O., h.
Spector, Irving: (Andy's Inn) Syracuse, N. Y., c.
Space-Keefer: (20th Century) Appleton, Wis., c.
Steck, Gus: (Robert Treat) Newark, N. J., h.
Stein, Leonard: (Ft. Shelby) Detroit, h.
Stee, Elmore: (Basking) Lancaster, Pa., h.
Steele, Eddie: (Blue Moon) Toledo, h.
Stolz, Colie: (Tropical Roof) Memphis, h.
Strom, Roy: (Fifth Avenue) NYC, h.
Strong, Benny: (Brown) Louisville, h.
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
Stump, Wilbur: (San Pablo) San Francisco, h.
Susco, Nick: (Pago-Pago) Chi, h.
Swanson, Billy: (Edison) NYC, h.
Swinglites: (Hayes) Jackson, Mich., h.
Sylvester, Bob: (Seven Gables) Milford, Conn., h.

Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thompson, Eddie: (Nut Club) NYC, h.
Thompson, Denny: (Mayflower) Akron, h.
Thurn, Otto: (Alpine Village) Cleveland, h.
Tilson, Jack: (Food Show) Indianapolis, h.
Tip Top Boys: (Jefferson Davis) Montgomery, Ala.
Tommy, Bob: (Powell) Niles, Mich., h.
Tracy, Jack: (Cedar Lane) Opelousas, La., h.
Tucker, Orrin: (Edgewater Beach) Chi, h.
Vaast, Vic: (Ritz) Bridgeport, Conn., h.
Vadockhill, Pinky: (Chez Paree) New Orleans, h.
Vanderbill, Archie: (Francis) Monroe, La., h.
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Vargas, Eddie: (Bismarck) Chi, h.
Vell, Tubby: (Bruno) Chi, h.
Velasco, Emil: (Spot Boat) St. Louis, h.
Wade, Johnny: (Romance Inn) Angola, N. Y., h.
Waldman, Herman: (Blackstone) Ft. Worth, h.
Waldman, Tick: (Kungsholm) West Orange, N. J., h.
Waring, Fred: (Capitol) Washington, t.
Watkins, Ralph: (Yacht Club) NYC, h.
Waples, Bud: (Roosevelt) St. Louis, h.
Wardlaw, Jack: (Generation) High Point, N. C.
Ward, Mark: (Stevens) Chi, h.
Welk, Lawrence: (St. Paul) St. Paul, h.
Weiner, Michael: (Old Roumanian) NYC, re.
Weiser, Leo: (Michigan Tavern) Niles, Mich., h.
Whitman, Paul: (Drake) Chi, h.
Whitney, Palmer: (Baker) St. Charles, Ill., h.
Wilde, Ran: (Netherland Plaza) Cincinnati, h.
Wiley, Bob: (Fontaine Terrace) New Orleans, h.
Williams, Sande: (Astor) NYC, h.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Williams, Charlie: (Checker) St. John, N. B., h.
Winder, Bill: (Senator) Seattle, h.
Winton, Jack: (Bal Tabarin) San Francisco, h.
Woodfield, Harry: (Hofbrau) Canton, O., h.
Zelman, Rubin: (Careva) NYC, h.

802's Medico Show a Tonic

First benefit for medical fund grosses 15 grand—battle of bands—s. r. o.

NEW YORK, Nov. 20.—Making its first appeal for public support, benefit show last Monday at the Hotel Astor for the Medical Fund of the musicians' union, Local 802, was a social, artistic and, most important, a financial success. A crowd estimated to exceed 5,000 attended the show and dance, and with ticket sales stopped early in the evening, at least 1,000 were turned away.

Swelling coffers to provide medical aid for ailing members must be credited to the yeomen work of the arrangements committee, which included Jack Rosenberg, William Feinberg, Harry Suber, Robert Sterne, Sam Tabak, Max L. Aarons, Sidney Feldman, George Schechter and Samuel Suber. Money counters tallied more than \$13,000, with \$7,500 derived from ads for a souvenir program; about \$4,000 in advance ticket sales, ducats peddled at \$1 per; and almost \$2,000 rung up at the door.

With Irving Aaronson conducting the pit band, stage show culled from the town's niteries led a swinging send-off at 10 p. m. by Cab Calloway. A steady procession of acts until the midnight hour, and it wasn't until 5 the next morning that Glen Gray gave the downbeat for *Good Night, Ladies*. More than a dozen name bands, both the swiny and sugary, were on hand for the dance incentive, and the entire celebration was aired by WNEW with Martin Block for the mike splicing.

Gala night brought out Joseph N. Weber, AFM prez; Mrs. Weber and a host of Federation officials, including union heads of the near-by sister locals. Entering the stage fun of the festivities was Major Bowes, who not only numbered among the emcees, but also played "the great lover" stooge role for Helen Morgan. Rather than ringing a gong, the Major was on the receiving end of some romantic moments, passing it off with the retort, "I love music." A good time must have been had by all.

Yankee Lake Week-Ends It

YOUNGSTOWN, O., Nov. 20.—Rather than the usual fall closing until the next summer season, Yankee Lake Ballroom, widely known dance spot near here, will try to make a go of it during the winter with Saturday and Sunday sessions. Bands will be rotated each week-end and the regular admission price of 50 cents maintained.

Was It a Dream, Zeke?

NEW YORK, Nov. 20.—Since Victor saw fit to merchandise Tommy Dorsey's recording, *Are All My Favorite Bands Playing or Am I Dreaming?* without credit mentions to the maestro, Zeke Manners, whose hillbillies dish it out on WMCA, figured he could pull a fast whiz on his listeners. Promised a 100-pound bag of potatoes to each of the first 10 dialers who could guess the name of the orchestra responsible for the sartirical platter.

Reported that 600 New Yorkers knew the right answer. But regardless of the accuracy of that figure, it was costly fun for Zeke, setting him back for 1,000 pounds of spuds.

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Bless You, Sister

NEW YORK, Nov. 20.—With swing taking its own course in "sending" its "cats" at the citadels, one night found the sultan of scat sending his chieftain while the next night found himself being bitten by the same bug.

At the musicians' union benefit show last Monday Joseph N. Weber, AFM prez, was really "sent" by the hi-de-hoisms of Cab Calloway. Weber and his party, which included heads of the near-by locals, couldn't restrain from mugging the melody of *Minnie the Moocher* at the callings of Cab. Following night found Calloway cupping his ear to a phonograph recording where he got the urge to cut the rug from Rosetta Howard and the Harlem Hamfats asking *Is You a Viper?*

Reviews of Records

By M. H. ORODENKER

Abbreviations: V—Victor; B—Brunswick; D—Decca; BL—Bluebird; VO—Vocalion; M—Melotone.

Waltzers and Waikikis

The waltz-me-around-willies are of geographical proportions. You'll drift and dream to the languorous lullabies of the PARADISE ISLAND TRIO (steel guitar, organ and vibrophone) for a wallana waltz, *Drowsy Waters*, and Gus Kahn's *My Isle of Golden Dreams* (D). And for the easy flowing hula-inspired fox-trotting, ANDY IONA gives a falsetto love song, *Kuu Ipo*, and *Naughty Hula Eyes* (VO), a male quartet swelling the strumming vocally.

If looking for the Viennese touch to your dips and whirls, you'll have to look elsewhere, CHARLES PREVIN and the concert orchestra making listless reading for *The Blue Danube* and *Over the Waves* (D). However, it'll do for entre and exit music. And if the parlor piano playing suffices for the soft lights, there's the sweet music in the keyboard knocking of CHARLIE KUNZ for a three-four medley of *If You Should Care for Me*, *Kiss Me Again*, *Bitter Sweet Waltz*; the mate a weaving in slower tempo of *Some of These Days*, *With a Song in My Heart*, *Night and Day* (D).

Barking Up the Wrong Tree

While Chuck Richards is there for song salesmanship, FLETCHER HENDERSON fails to match the mood with a one-step setting for *Trees*. Arrangement must have been resurrected from the blue book. Backing with a jive, *What's Your Story?* (VO), is more in order. But the band is still too tight for the recordings.

For the spirited sort of syncopation for the stepping, EDDIE STONE (nee Isham Jones croaker) plays it down and stompy for *Midnite in a Madhouse* and *The Snake Charmer* (VO); and AMBROSE makes it intelligible jargon for the *Power House* and *Toy Trumpet* (D) descriptors, scoring 'em for the full band as Raymond Scott designed it for quintetting.

Now It Gives Bells

Stylized syncopators are all getting their say on the platters, BERT BLOCK, the newest to turn up with celeste flourishes to give bell music. Call it what you will, it's forthright dancapations for *Once in a While* and *Vieni Vieni* (VO), Bill Johnson adding vocal force. HAPPY FELTON is another to cut his preem, depending on the singing guitar (page Horace) for *Patch Up My Heart* and *Rollin' Plains* (VO). Ken Nealy gives the wordage, but Felton fails to roll up a score.

Styled to meet the dancing needs of a dancing public, there is stock-standard stuff by BERNIE CUMMINS for *Sailing Home*, *In a Mission by the Sea*, *Dreams for Sale*, *Good-Bye Jonah* (VO), with Walter Cummins bearing the brunt of the wordage; VINCENT LOPEZ for *A Foggy Day*, *Nice Work if You Can Get It* (M), Johnny Morris and Bob Lytell splitting the vocals; and CHUCK BULLOCK doing his own piping for *I Owe You*, *If It's the Last Thing I Do* (M).

Rudy Fails To Do Right

Altho RUDY VALLEE has culled the couplet from the musical comedy *Id Rather Be Right* and even pipes the linguals with his customary professional ecist, the dancapation is strictly substandard for the title song and *Have You Met Miss Jones?* (BL). The Vallee vagabonds failed to take this session

No Holiday for AFM's Weber With Pictures Next Up To Bat

Stabilization of pit and pix employment pressed by Southern confab—gun may be first fired in Philly—mechanization battle only begun

NEW YORK, Nov. 20.—American Federation of Musicians, for some past months involved in continuous negotiations with radio and recording companies with a view to jacking up employment, will probably have to jump right into a huddle with picture producers and theater managers. That Joseph N. Weber, AFM domo, will not even have benefit of a breathing spell before tackling Hollywood is indicated by the move made in New Orleans recently when a Southern regional conference of 18 AFM locals attempted to

hypo the central office into quick action on pit and pix employment. Theoretically, these regional confabs have no executive or legislative power, being merely a round robin to null localized conditions. But the fact that this conference considered a united front in endorsing a resolution for Federation action on the picture industry is significant. It indicates that the locals are restless and will not be satisfied by any lull following the completion of the present radio impasse.

Weber on several occasions has indicated that pictures will be next in the firing line. Fact has brought home to the musicians at the last AFM convention in Louisville, at a regional conference of Pennsylvania locals in Reading, and more recently in reply to private inquiry. Picture problem is just one phase of the Federation's battle against mechanization and, as Weber once said, "there can be no going back now."

While AFM offices this week again reiterated that the pix were slated for an overhauling, plans for increased employment are indefinite. If the radio negotiations are indicative, it is logical to assume that the campaign will be designed to stabilize employment both at the studios and in the theater pit, where the regularity of pay envelopes varies because of seasonal vagaries and whims of house managers in respect to vaudeville. In Hollywood, employment quota is similarly unstable, but the chief issues will be based on the question of dubbing whereby musical sound tracks are used for many consecutive films.

In Philadelphia, local musicians' union goes to bat again with the Warner Brothers Circuit management next month, contract expiring December 31. Weber earlier in the year indicated that he would personally take care of this phase of the skirmish, and in some quarters it is considered not unlikely that settling the Warner-Philly impasse will be the first gun fired in the forthcoming AFM-pix struggle.

to heart. Nor does HANK (Biagini) HENRY, in spite of his Casa Loma upbringing, show anything on the ball for *There's a Gold Mine in the Sky* and their sockless stomping for *Queen Isabella* (M), the latter opus a feeble attempt to cash in as a follow up for *Christopher Columbus*.

Art Shaw Lets 'Er Go

Still tops for the solidarity on wax with swing gutters, ART SHAW shines for *Let 'Er Go*, which is exactly what happens to his clarinetting. Couplet has a touch of completeness with clean cutting for the ballad styled *A Strange Loneliness* (B), Dolores O'Neil canarying svelta sort. For an apropos contrast, PHIL REGAN, with Cy Feuer fronting the strings and woodwinds, gives lyric tenorizing to *I Owe You* and *Have You Ever Been in Heaven?* (D), a couple grand tunes from *Manhattan Merry-Go-Round* filmer.

Vie for Vieni Vieni

Many have come, but none have conquered, at least in trying to top RUDY VALLEE's waxing of *Vieni Vieni* (BL). Number is a match for the HORACE HEIDT triple-tongue mechanisms at hand, and with a gang of glee clubbing to boot, makes for a satisfying version that comes close to Vallee. Backing is a soulful smoothie, *In a Mission by the Sea* (B), with Larry Cotton adding vocal dignity to the solemnity of the session.

On the debit side of the song, but real down, is the vien Vieni of the BENNY GOODMAN QUARTET. Applying their technique to this side is another one of those noble experiments that does the researchers no good. Any appeal that the song in question might have to the listener registers negative by the quarteting, and their backing with Fats Waller's *Handful of Keys* (V) sounds more like a warming up period on technical etudes.

Sweet Music for Soft Lights

For the smoother sort that invites cheek-to-cheeking in tripping the fantastic, but lightly and romantically, GUY LOMBARDO makes just that sort of thing imperative with a lushful of *When the Organ Played Oh*, *Promise Me*, backing with an English importation, *Ten Pretty Girls* (V), that should soon be tops on these shores.

In similar style, DON BESTOR has up a couplet in *Let's Give Love Another Chance* and *This Never Happened Before* (BL), Neil Buckley for the wordage. OZZIE NELSON delivers two from *Between the Devil, I See Your Face Before Me* and *You have Everything* (BL). And while the tunes are not whistleable, JERRY BLAINE makes his double from *Hokey for What!* danceable, Phyllis Kenny and Johnny McKeever splitting the vocal assignments for *Moanin' in the Mornin'* and *Down With Love* (BL).

Using the oldies to convey the urge, JAN GARBER does right by his Rhythmers with *Three Little Words* and *Here Am I* (B); and for a whirl around the floor in three-quarter time, the OLD TIMER'S ORCHESTRA, with Jimmy Ray tenorizing, has *Down by the Old Mill Stream* and *Let Me Call You Sweetheart* (BL).

I May Be Wrong (But)

With 12-inches of wax to swing it out in concert style, GLEN GRAY and the Casa Lomanites show only a shadow

of their former self with *I May Be Wrong*, the backing better for Gene Gifford's impression of a *Paramour* (D).

For the *I May Be Wrong* ditty in the right groove, TOMMY DORSEY cuts it fresher scoring and finer playing. Their dandy sweetology backs it with the ballad *The Morning After* (V), Jack Leonard piping this time. The Dorsey listing on the author credits refers to frere Jimmy.

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Swing Is "Stagnant" Syncopation

By Raymond Scott



Planist-composer-conductor-electrical engineer-conservatory trained, Raymond Scott emerged as the musical phenomena of 1937 thru the medium of phonograph records and the CBS Swing Session. Born in Brooklyn, still in his 20s, Scott was trained by a musical family that also gave the musical world Mark Warnow, his brother. More recently he jumped from wax to celluloid, *All Baba Goes to Town*, *Love and Hisses* and *Rebecca of the Sunnybrook Farm* already being credited to his cinema career.

SWING music today is in danger of declining into a state of innocuous desuetude which if permitted to continue on its rampant course is certain to find itself lost as a dance incentive for the American dancing public.

Where once it offered new and interesting motifs in music, it has now become a stagnant and stereotyped formula of raucous repetitions of everything that has been played in syncopated tempos during the last two decades.

Swing music won most of its adherents and admirers on the promise that because of the freedom permitted soloists in improvisations creative ability would be the keynote of the music and ingenuity a primary prerequisite.

After three of the most hectic rhythmic years in the life cycle of jazz, once giving semblance of furthering this type of music to a higher standard, swing music has offered nothing more than a duplication of stereotyped "licks" and "riffs" invented in the days when the saxophone was taboo and the Mississippi River boats were rocking the cradle of jazz.

Jam Not So Original

"Jamming" has been characterized as an "escape" for the musicians where they could find retreat from binding arrangements that subjected their initiative to close scrutiny of scores and orchestrations. It promised to open the way to a new world in music, where instrumentalists could foster their individual ideas and promote creative abilities. Yet few jam recordings marketed during the last two years as swing classics have brought to light new ideas, new solos, new "licks" or new "riffs." Most of the musical tricks used in a vast majority of the highly touted modern jam recordings could be found in platters made 10 years ago.

Even the recent efforts of the United Hot Clubs of America, fostering the scientific exploration of swing, turned out to be a conventional clambake which if made under private supervision and under ordinary circumstances would no doubt have been rejected by most recording companies.

American music can be distinguished by melodic characteristics and harmonic progressions, but more than that by its rhythm. When swing music came to the fore in 1934 it held promise because of its rhythmic qualities and instrumental freedom, to form a bridge between jazz and the more serious music. Swing music was based primarily on the essence of creation. But only in a few segregated instances has it carried out its promises. Instead a limited formula of brass against reeds, beating out a limited variety of tempos, blatant and standardized, caught the public fancy.

Rooted in sensationalism rather than in creative ingenuity, swing music won its public. The masses, educated by a brassy bombardment of tonal blastings, have been blindfolded to the appreciation of the more ambitious efforts being written today in the hopes of elevating the standards of jazz.

Advancement Instrumental Mostly

With due credit to our highly heralded orchestras, their musicians have exhibited a finer degree of virtuosity than has been known in the past. But whatever they have donated to the advancement of jazz has been instrumental and not musical. And therefore their contributions are only momentary and not of permanent musical value. The pity of it is that this same musicianship could be utilized to much greater advantage if properly supplied with more advanced musical material in scorings and compositions which, unfortunately, too few of the present-day jazzists have the faculty of producing.

There is only one route out of the present rut in which swing music has slumped. And that is in orchestration. Not the type of arrangements being of-

fered today on the whole, but a more learned, more advanced form of scoring that embodies carefully planned harmonies and more varied instrumentation.

Hope for enlarging the scope of swing music lies mainly in harmony and instrumentation, but because of the mechanical-like output required of most arrangers or the lack of ability to cope with advanced scoring it has been prominently absent from our recent music. Orchestrated swing music does not necessarily mean the complete disregard for free improvisation, but by providing unusual instrumental backgrounds to guide soloists a finer degree of improvised music must be achieved.

Atop the current crop of jazzists one pioneer alone has carried a campaign for progressive music during the last decade. Duke Ellington, ever since his invasion of the orchestra realm 10 years ago, singularly carried thru musical ideas, theories and innovations in jazz despite the barriers that often confronted him because of lack of musical appreciation in the masses, petty prejudices and general lack of comprehension of what he was trying to accomplish in jazz. Is it any wonder that his music has been acclaimed a decade ahead of the era? In Europe he has been pointed out as having had more influence in present musical styles abroad than any other factor. If the essence of swing music is creation, then Ellington alone remains as one of the few creators in modern jazz, for no one has approached

the enormous catalog of original music that he has written.

Modern Orchestration Aids Soloists

That advanced orchestration is an advantage to the soloist can best be illustrated by the fact that Rex Stewart before joining the Ellington group certainly did not possess the warmth nor emotionalism found in his more recent instrumental efforts. Certainly the background arrangements must be given some credit for Barney Bigard's inspiring clarinet solo work. Ellington has on more than one occasion signified a firm belief that a soloist should be given absolute freedom, but at the same time it is only with a distinguished background that the best in a musician can be brought out.

That Ellington is still a decade ahead of the times is evident from his recent contributions in the "wax works." The harmonic inventions in *New East St. Louis Toodle-oo* and the unconventional rhythms for jazz in *Caravan* are illustrative of his advanced approach to swing music.

This year, more than in any other period, bandsmen, particularly in the "hot" jazz category, have recognized the need for new roads in rhythm music. My own contribution has been in the application of my conservatory training to swing music for the creation of descriptive music. The high-pressure publicity boys in Hollywood describe me as a "musical maniac," "a melodic mad

man." But there is a method to my madness.

While I have given it a descriptive form and have been most careful in its creation, the ultimate purpose was to afford outstanding solo work by the instrumentalists, as has been evidenced by Dave Harris' tenor sax work in *Dinner Music for a Pack of Hungry Cannibals* and Dave Wade's flawless tone and technique in *Toy Trumpet*.

Goodman Arrangements Brilliant

Benny Goodman, too, has stepped off the beaten path, most of his arrangements being harmonically and rhythmically brilliant, especially his *Sing, Sing, Sing*.

Tommy Dorsey has made another effort by transcribing the classics to rhythm. And by offering a variety of tone colors and tempos in his arrangements has achieved success in attempting to step forward. Bert Shefter also features prominently in this advanced school of musical thought, organizing a recording quintet to rhythmically interpret his *Locomotive*, *S. O. S.*, *Burglar's Revenge* and *Chopin's Ghost*.

Several of the other rhythm maestri are striving for the unusual, but it is mostly fear of offending the general public that retards a quicker development of a new jazz.

Even some of the other smaller "jam" bands that are mostly in danger of becoming extinct are resorting to the use of orchestrated music. Compare the original and orchestrated offerings of John Kirby's group at New York's Onyx Club on such tunes as *Dizzy Debutante* and *Afternoon in Africa* with any of the free-for-all jam fests on *Dinah* or *Sweet Sue* and note with what greater ingenuity the instrumental solos are offered in the first mentioned compositions.

It is the general lack of knowledge by the public that is partially responsible for the decadence in swing music. But just as it has been weaned and reared on the blatant, sensational characteristics of swing, so can it be taught to appreciate more ambitious efforts being written today in an attempt to further the standards of jazz to an accepted form of universal music.

BROADWAY CONSENSUS

(Continued from page 4)

when the board called off his production of Karel Capek's *Rossum's Universal Robots*, which FTP maintains would have gobbled up more money than could be spared, since the marionette presentations were offered gratis. According to Bufano, the stoppage was sudden and without reason, whereas an unofficial statement explained that the director failed to submit a specific plan of action to the board and that he had gone ahead with work on 60 of the 175 figures he would have needed before the execs knew what was going on. Up to this point the marionette productions used from six to a dozen figures.

When reports that Deputy Director Miller "spoke coolly of salvaging" the wreckage" were first circulated, excitement and fear struck the local FTP workshops and offices, and accounted, perhaps, for Mrs. Woodward's reply: "There is no sign of a wreck about the Federal Theater. Administratively, the organization is more solid and efficient than at any time in its life, and during the coming season will present a program of plays that will at least equal any in the past."

The Federal Theater's main purpose, as part of the Works Progress Administration program, is relief for unemployed theater workers; and the establishment of a permanent National Theater could only be a possible eventuality at some future time.

No official attitude has been expressed on H. R. 8239, introduced by Congressman Coffee as a means of making the projects permanent factors in this country, the some of the higher-ups have intimated disfavor toward the bill. However, handbills in support of it have been distributed among the local workers, urging them to write to their congressmen to vote for its passage.



RAYMOND SCOTT AND HIS QUINTET. Members of this very different six-man quintet include Johnny Williams at the drums, Fred Whiting at the bass fiddle, Raymond Scott at the piano, Eric Hoax on the saxophone, Pete Pumiglio on the clarinet and Dave Wade on the trumpet. Scott's original music for his quintet has been hailed by most critics as the first important jazz contribution, while derided by others for "desecrating" the sanctity of swing. Combining classical forms with descriptive treatment, Scott's music evolved as something more substantial than mere jazz. Its ultimate worth can only be judged by the future.

Music Items

MAINLY MANHATTAN. . . . Chester Cohn, general professional manager of Leo Feist, Inc., playing the role of perfect host to Herman Middleman and the missus. . . . Middleman numbers among the fave ork leaders in Pittsburgh. . . . a Cohn reception was also tendered Alex Robb, Chi exec head of NBC, in town to look after the pic possibilities of radio's Gail Page. . . . Edward B. Marks Music Corporation will have a Turkey Day visitor in Ernesto Lecuona, among the foremost Latin-American composers, coming here for an extended visit. . . . publishing all of the Senor's outstanding works, Marks is lining up guest radio shots for the composer- pianist.

J. Taps, Shapiro-Bernstein general manager, back from Chicago where he confabbed with branch-head George Pincus. . . . Tin pan alleites had their fill of glory this past week, what with the musicians' union and "parade of stars" benefit shows. . . . and the ork lads say it's like old times again to see words and music credited to De Sylvia, Brown & Henderson, who re-united to give *Just a Sweet Old Gent* and *a Quaint Old Lady*. . . . New Year will bring a new series on WMCA, aircasting *Tales of Tin Pan Alley* with J. Fred Coots for the narrating.

COAST CHATTER. . . . Activity among the words and music sharpeners is greatest where the horse opries are being filled. . . . Smiley Burnette has scribbled a duo of ditties for Gene Autrey's *The Old Burn Dance*. . . . Dr. Edward Kilenyi will be responsible for the score of *Headin' East*, the Buck Jones cowboy-injun flicker. . . . Lew Porter's portfolio assigns him the writing and directing of the music for a series of six Westerns, at Jed Buell Productions. . . . Edward Finney, producer of the Tex Ritter musical Westerns for Grand National, has bought *Rollin' Plains*, also serving as screen title, and *Me and My Pal and My Pony*. . . . cleffings the collabings of Walter Samuels, Leonard Whitcup and Teddy Powell.

Arthur Plantadosi remains as Coast rep for Robbins Music Company, with

Yes-Men Go Musical

HOLLYWOOD, Nov. 20.—Jack Chertok, producer of MGM short subjects, is eying a feather for his cap in predicting *Good Night, My Angel* for hit paradom. Would be the first time for a song hit to originate in one of the two-reelers. And to help Chertok achieve that distinction for his *A Canary Comes Across* movie musical, all people on the lot from the prop boys up are singing the song to each other.

Jack Robbins devoting all his time to the New York office. . . . Ten tunes are credited to Harry Warren and Al Dubin for Warners' *Goddiggers of Paris*, in which Rudy Vallee and the Lane sisters, Rosemary and Priscilla, will do the word paintings. Johnny Burke and James Monaco have provided Bing Crosby with *This Is My Night To Dream* for his cops and robbers fillum, with Louie Armstrong having his sequence to the tune of *Trumpet Player's Lament*.

First Time for Jazz Band at Buckingham

LONDON, Nov. 20.—While it was the former Prince of Wales who cornered the front-page mart as a breaker of precedent in royal circles, the incumbent

No Names for Chi Ballrooms But Biz Booms on Low Admish

CHICAGO, Nov. 20.—Improved conditions among ballroom operators in this area increased the employment for a number of up-and-coming bands. Of the 14 leading dancelands here, most of them favor unknowns and use names only on special occasions.

Ballroom owners familiar with conditions in the East and on the West Coast state that the Midwest is the most active section of the country for dance emporiums. They point to the increasing crowds out for dances in this area, patronizing them as often as their benefit incomes permit.

Most profitable evenings are on week-ends when all the ballrooms are in operation. The better known places are also

ASCAP Overcomes Legislative Barriers in Legal Victory

Society not waiving back payments in anti-State— Federal anti-trust case still to be heard—AFM affiliation shelved for time being

NEW YORK, Nov. 20.—Altho case of the United States vs. ASCAP still hangs fire, the American Society of Composers, Authors and Publishers, according to one of its attorneys, feels it has taken a decisive step out of the maize of legislative entanglement. Securing of temporary injunction prohibiting enforcement of the Nebraska law, that made it illegal for the Society to operate in the State, is regarded as the most decisive step forward. ASCAP has yet made, tho the opposing Court's admittance that "grave doubts" existed as to the constitutionality of the measure has made the Society jubilant.

King George and Queen Elizabeth have also shown bias Britons a thing or two democratic. Royal guests at Buckingham Palace, paying homage to King Leopold of Belgium at a State Ball Wednesday night, were no little astonished to find a jazz band on hand for the terpsies.

Scrapping the traditional military band for the first time, palace precedent was set in using Dalton Marshall's Orchestra of 20 jazz-schooled musicians. Sans any crooning, the music consisted entirely of old and modern waltzes, fox-trots and one-steps. But it was no go for rug cutting or any *Big Apple* peeling.

While not necessarily binding upon the decisions of the courts in other States, law office of Schwartz & Froelich, ASCAP attorneys, is of the opinion that inasmuch as the issue is practically the same in the different States in which anti-ASCAP legislation has been enacted, and in view of the court systems being similar, the opinion of the Nebraska court will naturally be considered when final decisions are made. No decision has been handed down in Montana, where ASCAP argued the case in April, and Washington, where it was argued in June. Next step will be inauguration of moves in Florida and Tennessee to get temporary injunctions.

Matter of the Society collecting back money in those States which have enacted adverse ASCAP legislation has been given a wrong interpretation in the trade, according to ASCAP counsel. The Society, in short, while not vindictive, is waiving no rights regarding retroactive payment for the profitable performance of copyrighted music. The Nebraska injunction gives that right.

Should ASCAP progress toward victory, as it now seems to think it will, the old angle of affiliation with the American Federation of Musicians may be shelved even more permanently than seems to be the case currently. Fact remains, however, that in the event the Society, thru some miscalculation, does not succeed in freeing itself of legislative colls, there still remains that ace in the hole—affiliation with the AFM. Such a move, possible under the Federation's recently inaugurated system of associate memberships, would automatically make the Society immune from suits coming under the category of anti-trust or monopoly.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 5 p.m. and 1 a.m. weekdays, and between 11 a.m. and 1 a.m. Sundays, from Friday, November 12, thru Thursday, November 18.

Also listed under Independent Plugs are the combined plugs for each song on WOR, WNEW, WMCA and WHN for the same period.

The symbol "F" after the title of a song denotes it originated in a film; symbol "M" indicates derivation from a musical production.

Position	Title	Plugs	Net	Ind.
Last Wk.	This Wk.			
3	1. If It's the Last Thing I Do	33	23	
8	2. Once in a While	31	37	
5	3. Blossoms on Broadway (F)	30	21	
6	4. Nice Work If You Can Get It (F)	29	15	
2	5. You Can't Stop Me From Dreaming	28	26	
..	6. I Still Love To Kiss You Goodnight (F)	26	15	
..	7. Farewell, My Love	24	10	
3	8. Vieni, Vieni	23	34	
8	9. Roses in December (F)	23	22	
9	9. You and I Know (M)	21	14	
7	9. When the Organ Played "Oh Promise Me"	21	1	
12	10. So Many Memories	19	14	
7	11. Remember Me (F)	18	24	
10	11. One Rose	18	13	
12	11. Moom Got in My Eyes (F)	18	8	
16	12. Bob White	17	28	
12	12. Everything You Said Came True (F)	17	3	
13	13. Mama, I Wanna Make Rhythm (F)	15	20	
15	13. Rosalie (F)	15	12	
9	13. Ebb Tide (F)	15	9	
17	13. Goodbye, Jonah (M)	15	8	
14	13. Mission by the Sea	15	8	
19	13. Rolling Plains (F)	15	4	
7	14. That Old Feeling (F)	14	21	
13	14. Harbor Lights	14	9	
4	15. Getting Some Fun Out of Life	13	15	
13	15. Foggy Day (F)	13	7	

Position	Title	Plugs	Net	Ind.
Last Wk.	This Wk.			
18	16. In the Still of the Night (F)	12	16	
19	16. Josephine	12	4	
19	16. Sailing Home	12	3	
14	17. Have You Ever Been in Heaven? (F)	11	12	
14	17. Tears in My Heart	11	7	
12	18. Have You Got Any Castles, Baby? (F)	10	11	
19	18. It's the Natural Thing To Do (F)	10	11	
11	18. My Cabin of Dreams	10	10	
21	18. Swing Is Here To Stay	10	10	
18	18. Lady Is a Tramp (M)	10	8	
20	18. Miles Apart	10	5	
14	18. An Old Flame Never Dies (M)	10	4	
21	18. Love Me	10	3	
..	18. Cachita	10	2	
22	19. At a Little Country Tavern	9	2	
21	20. Have You Met Miss Jones? (M)	8	7	
20	20. I Want a New Romance (F)	8	5	
..	20. Sweet Someone (F)	8	8	
19	21. I've Got My Heart Set on You (F)	7	6	
..	21. Dipsy Doodle	7	6	
21	21. I Want You for Christmas	7	5	
..	21. You Took the Words Right Out of My Heart (F)	7	4	
21	21. Is It Love or Infatuation? (F)	7	2	
20	21. True Confession (F)	7	0	
17	22. Snake Charmer	6	16	
..	22. Stardust	6	13	
..	22. Satan Takes a Holiday	6	11	
19	22. If I Can Count on You	6	8	
..	22. Can I Forget You? (F)	6	8	
19	22. I'd Love To Play a Love Scene	6	6	
..	22. Donkey Serenade (F)	6	4	
..	22. Stardust on the Moon	6	4	
21	22. Why Talk About Love? (F)	6	3	
22	22. Beautiful Lady	6	2	
..	22. Sweet Sue	6	2	
22	22. Summertime (M)	6	0	
..	22. Time on My Hands	6	0	

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending November 22.



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Orchestra Notes

By M. H. ORODENKER

Brewery Barrelhousing

REGGIE CHILDS is back on the Broadway beat, coming in for a recording session at Decca studios and to play a private party at the Hotel Astor December 25. . . . Backhomer ABE LYMAN has done well by his shopping, set to follow Joe Eines at the French Casino next month. . . . and fiddler LOU RADERMAN packs his case for the call of Hollywood. . . . CHARLES SHAVER carries on the trumpeting tradition at the Onyx Club now that Frankie Newton has taken his tootings elsewhere. . . . The hospital has sent out ARTHUR WHELSAL as good as new and now there is no need for DUKE ELLINGTON to worry on filling the vacant trumpet chair. . . . JACK WRIGHT, it is said, is conducting Hawaiian jam sessions down at the Village Brewery. . . . GEORGE HALL doubles into the Central Opry House for the January 29 night.

The Ozarks Are Calling

Out Arkansas way CRA has set three bands to play the Randolph Hotel in El Dorado. . . . HUSK O'HARE husks hin hon Wednesday, JOHNNY HAMP takes over December 11 and BARNEY RAPP shows up December 27. . . . staying only until the year runs out to make the Palm Isle Club in Longview, Tex., on New Year's Eve. . . . day Hamp checks in finds CLEO BROWN heading her own band of sepiá swingouts at the Plaza Ballroom. . . . MIKE RILEY takes his music round to the Rainbow Gardens at Little Rock on Tuesday. . . . Wonder whatever happened to THE ORIGINAL ARKANSAS HILL BILLIES. . . . a foursome of rube jesters whose vaude routine included almost every conceivable thing, such as brooms, saws, balloons, washboards, fly sprays, spoons, bottles, cane whistles, gas pipes, jugs, suitcases, sprinklers, fives, flour sifters. . . . to only mention a few.

Brazilian Nuts and Music

Hope MILT BRITTON and his musical maniacs made their boat on Thursday, leaving Buenos Aires for New York before the revolution starts in earnest. . . . DON DEAN, who left these shores for tropical ports several years ago, is still holding forth in South American climes. . . . while SANTA PAULA SERENADERS remain tops among the native bands. . . . As for jam sessions, they just don't happen. . . . HARRY DUGAN passes the word along that it may be a long time before they do their barrelhousing with music instead of guns. . . . just now they are to the point of "sticking to the melody."

Pacific Coast Patter

First toot of the new year at Los Angeles' Beverly Wilshire will be fired by TED FIO RITA. . . . HARRY OWENS and his Royal Hawaiian Orchestra will be on tap for relief strummings that night. . . . Owens is set by Paramount for a spot in *Night Spot*, camping on the movie lot at the same time SHEPP FIELDS ripples it for *The Big Broadcast of 1938* and LOUIE ARMSTRONG sound tracks his high Cs for Bing Crosby in *Doctor Rhythm*. . . . He's in again, he's out again, but now Hyman Bushel gives a sigh of relief as he hops off for Broadway. . . . Studio squabbles are settled and RUDY VALLEE definitely starts his flicker tooting at Warners December 15. . . . BOB CROSBY is providing the swing potions for the Decca sides being recorded by the operatic canary, JOSEPHINE TUMINIA, who formerly waxed with JIMMY DORSEY to make *The Blue Danube* a sender.

All Points South

CLYDE MCCOY is pointing his sugar blues to the blue grass of Kentucky. . . . but unties a string of one-nighters en route from the West Coast to locate at Beverly Hills Country Club, Southgate, Ky. . . . Twin City Club at Winston-Salem, N. C., will have JOE HAYMES December 28. . . . WOODY HERMAN locates at Hotel Roosevelt, New Orleans, December 2. . . . The TIP TOP BOYS, cocktail combo, set by CRA for a four-week stroll at the Jefferson Davis Hotel, Montgomery, Ala.

More Jazz Jasbo

We couldn't help giving a second thought to an item in *The Daily News*

pillared by Dan Walker. . . . in the course of his dots, "according to Paul Whiteman, the word jazz was originated by a colored orchestra player named JAMES (JAS) BROWN" . . . just to be meticulous about our music, our fable has Jasbo inspiring the terminology rather than labeling it. . . . he was a Negro cabaret entertainer down by dem deltas and the gin guzzlers would literally rock in rhythm when Brown took the spot to glide his slip horn with tin cans and derby hats for mutes. . . . how they would shout for encores. . . . "More, Jasbo! More, Jas! More, Jas!" . . . at least that is our story. . . . and there should be another from TRIXIE SMITH, an extra in the Federal Theater's *Professional*, who used to record race platters about "jazz" some years back.

It Matters in the Midwest

That BLUE BARRON, currently at Southern Tavern, Cleveland, goes into Rainbow Ballroom, Denver, January 20 for CRA. . . . that EMIL VELAZCO is one-nighting it in St. Louis territories. . . . that BILLY GRANTHAM closes at Hotel Nelson, Rockford, Ill., and crosses the State line to open Monday at Virginia Hotel, Columbus, O. . . . that WAYNE KING has begged off to take a vacash at the Palmer House, Chicago. . . . that the one-nighter circuit brings SHEP FIELDS in from the Coast to take custody there December 14. . . . that JOHNNY HAUSER will make music for dancing at the Nu-Elms Ballroom, Youngstown, O., December 11. . . . that PAUL TREMAINE is wending his way to lonely acres and the turkey trot this Saturday at St. Louis University. . . . that MRS. ANDY KIRK and son have returned to their home in Kansas City. . . . and for the records, MARY LOU WILLIAMS is not the missus, rather the wife of saxman JOHNNIE WILLIAMS. . . . or are we wrong again?

Gotham Gab

SANDE WILLIAMS, who augmented his cocktail combo for a Chi date at Stevens Hotel, is back on the stem and in the stroller set at the Astor's new Broadway Lounge. . . . JACK DERWIN, song painter at the Rainbow Room for Eddie Le Baron, turned in song smart singing when doing a last-minute sub assignment for Al Donahue's vocalist on the spot's air remote. . . . RUBY NEWMAN will be back in the room in January. . . . the JESSE CRAWFORDS finished flickering for a Vitaphone one-reeler at the Brooklyn lots. . . . ACE HARRIS and the Sunset Royal Serenaders locate at Bedford Palace Ballroom in Brooklyn December 5. . . . SHIRLEY HOWARD will henceforth do her canarying for Bert Shefter's Rhythm Octet. . . . new Famous Door putting out the welcome mat on swing. . . . row Turkey Day will have ART TANTUM whipping the black and whites between the LOUIE PRIMA sets.

Grace Notes

CRA has set a trio of attractions for the New Penn Club, Pittsburgh. . . . HARRY RESER follows BUBBLES BECKER December 17 with CARL (DEACON) MOORE returning for an extended stay January 13. . . . JIMMY RICHARDS gallops into the Smokey City next Thursday for a month's stay at the Balconnades. . . . and Monday brings LEX ALOHA and her hula hula harmonizers to the Roosevelt Hotel. . . . MARTIN SNITZER is now tooting his horn with the Joseph Deluca Concert Band in Philly. . . . The THREE VAGABONDS, cocktail combo, have been cast for an RKO flicker out in flickerville. . . . Hollywood, at least that part of it seeking out Sebastian's Cotton Club, will have the music of LEON MOJEDA starting Monday. . . . HARRY LEWIS will leave the Coast 'bout February 1 for the Brown Palace Hotel, Denver.

That Feminine Touch

Now that flickerville has snared CASPER REARDON and his hot harp, there should be beaucoup duetings of string pluckings out on the lots. . . . ADELE GIRARD, whose harpy interludes intersperse the Joe Marsala Jam Juice on 52d street, has been signed to a term by Larry Schwab, MGM producer. . . . a tete-a-tete at Leon and Eddie's (See ORCHESTRA NOTES opposite page)

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Airing the Bands

By MAURICE ZOLOTOW

Have You Met Mr. Jones?

The new band sponsored by Isham Jones (WOR), current at New York's Hotel Lincoln, is not up to the standard he set six years ago when his men (now mostly incorporated into Woody Herman's band) had all the collegians stomping. His band, as a whole, is poorly integrated, the sweet fiddle section falling to mesh with an unusually rough brass group. Effect of the ensemble is rough, showing little finesse in the modulations and bridges.

Strongest is the reed section, the tenor sax pleasing, both in its rich tone and nice runs. Arrangements used are run-of-the-mill, Isham cutting none of those tricky figures that made his former ork the talk of the lilt lads. Arrangements need more sock and sparkle, especially on the tempo side, and the ensemble needs to work with more finish.

Smoothest job heard on the broadcast was the work on *The Big Dipper*. Also clicked on the schmaltzy *Moon Got in My Eyes*. Selection of tunes was exceptionally weak, making the program uninteresting. Played too many of the Hollywood machine-made melodies and too many of the newer songs. Of course, some band has to intro and plug the latest ditties. But the band which doesn't pick the bulk of its pop selections from *The Billboard's* first 15 Songs With Most Radio Plugs, is in danger of dishing out too much unfamiliar melodies.

Hot Competituff Stuff

For the torrid stuff we can't see, right now, any need in Jones trying to compete with Goodman, Dorsey's, Casa Loma or any one of a dozen other top hot outfits. Since Jones impressed most on the smooth and sweet side, he should stress strings, add more diminuendo and soften the brasses. Good romantic vocals are those of Eddie Stone.

Canadian Capers

Heard from the Club Esquire, up Toronto way, Trump Davidson's (WEAF) music ought to cut a few American capers when it becomes better known here. The boys, playing a subdued but lively style of swing, click together like crazy, backed by a solid drum, piano and bass. Arrangements have that lilt and lift, skipping from section to section with deft facility that makes for a refreshing earful.

Solo work is not swing of the genius class, but fits nicely into the unity of this band. Program is intelligently arranged, with plenty revivals of the good oldies to spice the pop tunes. Also try, for fun, the ultra-corny touch in a tune like *Royal Garden Blues*. Outstanding weakness is in the vocalizing, with Trump and Teddy Davidson doing the mediocre piping.

Picking Songs for Radio

Al Jahns (WEAF), from Albany's New Kenmore, illustrates the all-important point that band-leaders must exercise special care in making up radio programs. Ether addicts usually haven't the dancing distraction, and a band either stands up or falls solely on its music. A good band can ruin its performance with inferior pops, so bandleaders must know when to resist the siren songs of the pluggers.

Also not sensational and strictly for hotels, Jahns has a clean-playing competent band, which should ladle out the molasses entertainingly if it weren't for a dull and uninteresting choice of tunes. The arrangements, also, fail to offer anything out of the ordinary, and often sound like stock. Vocals by Paul Rogers and Henry Clark. Rogers' pipes are sweet, but Clark has no voice.

Denny Opens Antone Spot

SAN ANTONIO, Nov. 20.—Jack Denny and ork opened the winter season at the swank St. Anthony Hotel roof Wednesday night, with 800 paid up at \$1.65 per. St. Anthony has been closed all summer, giving way to other two top spots in city, Olmos Club and Gunter Hotel roof. Denny is in for a week and will be succeeded by Eddie Fitzpatrick, who is scheduled for at least two weeks.

Sheet-Music Leaders

(Week Ending November 20)

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

Position	Last Wk.	This Wk.
1	1.	Vieni, Vieni
2	2.	You Can't Stop Me From Dreaming
3	3.	Harbor Lights
4	4.	The One Rose
4	5.	Once in a While
5	6.	Remember Me
7	7.	Blossoms on Broadway
8	8.	Roses in December
13	9.	My Cabin of Dreams
10	10.	If It's the Last Thing I Do
11	11.	Farewell, My Love
12	12.	Josephine
9	13.	That Old Feeling
10	14.	Moon Got in My Eyes
11	15.	So Many Memories

PHONOGRAPH RECORD best sellers will be found on page 139.

Neb. Anti-ASCAP Law Is Enjoined

LINCOLN, Neb., Nov. 20.—Temporary injunction was granted against enforcement of Nebraska's anti-ASCAP law this week when the Federal Court judges concurred in the opinion of the legislative enactment of last May which gravely doubted its constitutionality. Bill asks that ASCAP's operation in Nebraska be punished by a \$5,000 fine in each instance.

With the injunction, provisions were also made for the plaintiff to post a \$5,000 bond to pay any damages should anyone be wrongfully and harmfully enjoined by the order; that no filings be made of copyrighted music with the secretary of state; that no proceedings at law to enforce the legislation be tried or attempts made to adjudicate ownership of copyrighted compositions.

Injunction also asks that additional filings in the case be made within 30 days.

The bill, authored by Senator Frank Brady, was oked unanimously by Nebraska's unicameral session and signed by Governor Cochran May 17, 1937. It carried an emergency clause which made it active immediately.

Sheet Music Hit by Album

Cheap song mag in England cripples counter sales —music pubs peeved

LONDON, Nov. 20.—Where once sheet music sold for about 15 cents per copy, words and music are now available to the public at less than 3 cents per tune. After a lapse of several years during which time sheet music sales have hit a comeback stride, a cut-rate song album has again made its appearance on the newsstands, offering six current pops at the price of about a dime. Magazine, issued weekly, was said to have a half-million circulation.

While all music pubs were approached by a local printing house for publishing rights to their catalogs, only the smaller and newer ones came in for the bargain. The long-established publishers are peeved plenty, deals calling for a cash settlement rather than a cut-in on the profits. Not only is the revenue being lost to the trade but the magazine sales are making deep inroads on counter sales of sheet music.

First issue, hitting the stands two weeks ago, included two hit songs, *Broken Hearted Clown* and *I Saw a Ship A-Sailing*. Mention was made that the following week's half dozen would carry another widely played and bought song, *Harbor Lights*. Music pubs selling their publishing rights to the printers include Cinephonic Music Company, Southern Music Publishing Company; Peter Maurice Music Company, Ltd.; Cecil Lennox, Ltd., and Macmelodies, Ltd.

On frowning upon the song album, the steadfast pubs are pointing to Germany, where several years ago the music publishers combined to put out their own cut-rate magazine only to ruin their regular sheet music sales to such an extent that they haven't recovered their mistake to this day.

Rhythm Riles Little Rock

LITTLE ROCK, Ark., Nov. 20.—City Council this week unanimously refused to remove the ban on dancing in halls, cafes or restaurants where beer or bitters is sold. The body supported recommendations of an investigating committee despite strong pleas from cafe operators. Nabobs testified that they had spent much money equipping their spots for dancing before the law was passed.

Orchestra Notes

(Continued from opposite page)
introduced the MYSTERY SWINGSTERS, new fem combo . . . not that it matters, but . . . we can't help wondering about columnist JOHN (Daily News) CHAPMAN . . . after padding this pillar with a letter entirely in swing's English, carrying a TOMMY DORSEY handcock, the sllp slider's space grabber followed with a plant in "Letters to the Editor" (Post) . . . but this time Dorsey (?), his letter an exposition on swing, stuck religiously to the king's English.

Fan Mail

Especially that letter shown to us by one of the radio maestros which reads. . . "Perhaps you will not remember me. A few years ago when you played out at Armory on Halloween night you gave me an audition on my saxophone. . . When I finished tooting you asked what my occupation was. I told you I was a bricklayer and you advised me to stick to my trade. . . I was good and sore at the time. But not now. . . Now, thanks to you, I own my own contracting business."

Echoes From the Bandshells

JACK WINSTON, originally set for six weeks at San Francisco's Bal Taborin, is still carrying on there after 17 weeks. . . San Francisco office of Associated American Artists has placed BOB SAUNDERS at the Utah Hotel, Salt Lake City, and EDDIE NAGLE into the St. Francis

Hotel, San Francisco, following RED NORVO, who makes exodus November 23. . . SUTHERLAND STREAMLINERS, all-girl combo, batoned by Ruth Sutherland, is set for several weeks at Murray Hill Hotel, Sault Ste. Marie, Mich. . . DON BESTOR follows RAN WILDE into the Netherland Plaza Hotel, Cincinnati. Thanksgiving Eve. . . FRENCHY GRAFFOLIER made way for TOMMY NOLAN at the Old Vienna, Cincinnati, last Thursday (18). . . BEE HAVEN'S Orchestra is holding forth at the Empire Grill, Columbus, Ga., and doubling at the Maytag Club, Phenix City, Ala. Combo has A. G. Haven, Bee Haven, Reese Cleveland and Duke Donaway. Bill Robinson, trumpet player, has left to join a band in Miami.

Culled Off the Cuff

JIMMY BUTTS and his tramp band, currently at Harlem's Paradise in New York, now comes under the management of IZZY GROVE, with HY GREEN handling the publicity blurbs. . . CRA has set PAUL SABIN to open at the Hotel Jefferson, St. Louis, the first of the month. . . JACK WARDLAW gets a fortnight at the Casa Madrid, Louisville, starting December 4. . . Band will also remote nightly via WHAS. . . Out Pittsburgh way, CRA is booking its bands at the Bryn Mawr Ballroom. . . Smoky Cityites get BARNEY RAPP next Tuesday, RITA RIO makes it a date December 7, with REGGIE CHILDS

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slated the following week. . . Dance fans in those parts will also have JOE HAYMES at the Webster Hall on Friday.

Nip and Tucker

After more than a trio of annams at Chi's Chez Paree, HENRY BUSSE shuffles out this month with MAURIE STEIN taking command of things musical. . . Stein handled the relief combo and will augment for the promotion. . . OZZIE NELSON succumbed to a location offer and opens Wednesday at Victor Hugo's supper club among the Coast's Beverly Hills. . . DUKE ELLINGTON swings out December 17 at Hotel Coronado, St. Louis. . . It's nip and tucker at the Harlem hideaways with all those worth lognetting cutting the rug in that good old rug-cutting style. . . However, those dethym who get their proper sense of rhythm by lighting the fire in drinking their tea are more to be pitied than censured. . . The weed, like any other narcotic, has serious after-effects.

All God's Chillun Got Rhythm-- Swingin' in Sally's Army

By M. H. Orodener

JOE MUSICIAN, he whose union card has oft served to incite the ribbing tactics of Joe Vaudecomic, has been "accused and accursed" of being everything that dares crawl the ridges of the terra firma. In fact, if there be anything in stratâ lower than the protoplasmic amoeba or paramecium, some willy-wag will reach over the footlights or moo into the mike that Joe Musician is just that. Is it any cause for bewilderment that Joe, in fulfilling the span of annuus cast to his lot, trods the beaten path with a stamp equaled only by the scarlet sisters of puritanical periods?

Depressed, suppressed, abused and accused—only one thing escapes the telling finger that is continually poked at him. Never, at least never in Weber's reign, has Joe College been accused of harboring that unknown entity which made Elfinor Glyn buy another bottle of red ink for her fountain pen. Never, saving the biblical David and his lute for another dissertation, has Joe Musician borne the accusation of being possessed with "sex appeal."

Not that the American Federation of Musicians has been without its "great lovers." Nor that girls have failed to leave home for Piccolo Pete. But there is yet to come that day of reckoning when the newspapers of the land will proclaim in streamer headlines that Joe Musician has been found to keep a diary.

Sex in Saxophoning

Schooled and scholar in saxophoning is brother cardholder Fred McMurray. But he had to fake the toots of a trumpet to make Carole Lombard cuddle up and purr pretty-kitty like. And Gene Raymond didn't even have to take 10 lessons to become popular when his faked Conning and Bueschering made Lily Pons flickerfutter pulse beats as she skipped the lower registers to the high Cs.

But that was all in the faked folly-wood of flickerville. Even the second cornetist in the village band knows that there ain't no Santa Claus—or a union wage scale worth the prices quoted therein.

Since Mae West first started crowding Little Miss Muffet out of kindergarten textbooks the power of the press has become only as powerful as the sex it presented in the printed portrayals of personages. The city editor has become strictly silk stocking conscious and your



FRANK SIMON, president of the American Bandmasters' Association, is one of the most illustrious of Sally's alumni; holding the firm belief that some of the Salvation Army's bands are among the finest purely brass bands to be heard anywhere.



M. H. Orodener, who served as correspondent for *The Billboard* on the Philadelphia front, makes his bow with this issue as Music Editor. A fugitive from a jam session, having been accused of fiddling two consecutive notes of a melody, "Oro" discarded his musical career for things sociological. Graduating from Franklin and Marshall College and the Graduate School of the University of Pennsylvania, he served the cause of humanity as social statistician for social welfare agencies and penal institutions. His thesis on "The Reliability of Social Data Contained on Prisoners' Records" (Criminological Research Bulletin No. IV of the Bureau of Social Hygiene) now finds him researching on the reliability of things musical in the theatrical world. And rather than rosin for his violin bow there shall be fresh ink for his pen. In his spare time, when not listening to new records, catching the bands on the air or viewing the new bands in night clubs and audition studios, Orodener is playing papa to his first-born, a seven-month-old girl.

Winchells and Hellingers can think only in terms of the feminine gender.

For that reason and that alone your feature story writers and big-town columnists sharpened their pencils much, too much, for the "angels" recruited by the Salvation Army to "save souls." Their chronicles are legend. But just as the critical gentry in their theatrical reviewing give the go-by to Joe Musician entrenched in the ork pit, casting the favored optic only on Fluffy Flossie, the pink-cheeked ingenue, the editorial dictum has seen fit to spotlight only the skirted segments of the Salvation Army.

Thus, as we take tongue in cheek, it is to these "forgotten men" of the Salvation Army, affectionately known as "Sally's Army," that we dedicate this story. Yes, the very same Joe Musician who tempers the climatic temper on street corners. The Joe Musician whose sound of the trumpet and slide of the trombone "sends" the sinner, giving him courage to answer the call and "put a nickel on the drum to save your soul."

Street Corner Supplants Symphony Hall
"That wasn't a lady, that was my wife," is the old stand-by of Joe Vaudecomic. But among the standard bearers of the AFM Joe Musician is always sure to evoke a belly laugh after the saxophones tune up and he half-wittingly smart-alecks, "That's fine, girls, just about close enough for jazz." And from the raucous rhythmpatients emanating at jam sessions, especially when the vapors of gin hang heavy, their outgivings are no more fruitful than the jazz one gets from a cracked record.

Thus, as we take tongue in other cheek, we poo-poo and a-fo-fum a proclivous public who wrongly and unjustly think of the Sally Army bands only as groups of street musicians with little organization and less training. Rather we point to the premise that these very Sally Army bands hold a definite place in American musical life, representing a highly efficient school of training for Joe Musician.

The Bandsmen's Council of the Salvation Army is a highly developed and functioning order of the Army. Not only sponsoring band clinics for the sidewalk location spots and barnstormings, but also conducting regular courses of study and instruction at the Army camps and holding their own annual conventions for topical discussions on trends and adjudications for rating certificates.

Vets of the Sidewalks

The incentive to advance is there. As a training school, the smarter scholars step out as highly competent Joe Musicians. In fact, Sally's alumni present as

impressive a list in the musical world as found among the fugitives from jam sessions.

A recent issue of *Life* would have it appear as an oddity that Harry James, stalwart of the satchmo senders with Benny Goodman, first started his trumpet tooting with Sally's Army down in Beaumont, Tex.

But the spotlight shows that this up-bringing for the syncopators is the usual and not the unusual order of things musical. While many would prefer to blush unseen, Merle Johnson, undoubtedly one of the country's finest saxophonists, among soloists and tutors, received his early training in a Sally band. His brother, Roy, last heard from as first trumpeter with Vincent Lopez, also got his sharps and flats, at first a little mixed, by the light of the street lamp. The Johnson boys made music on Boston street corners, where their father is a major in the Army.

Hal Kemp's tuba player, Jack Shirra, got his early training in the environs of Sally's precincts. Shirra's father is a Sally bandmaster in *Billyboy's* home town, Cincinnati.

Eric Leidzen, chief arranger for Edwin Franko Goldman's famous band; is a former Sally Army bandmaster and a son of an Army officer. Another outstanding arranger whose work is played by the leading orchestras is Emil Soderstrom, who formerly wore the identifying uniform.

Frank Simon, whose Armco Band is known to radio listeners from Coast to Coast and is prexy of the American Bandmasters' Association, first spread his roots on the intersection of the avenues. With Simon himself is also a former Sally bandmaster, Ernest N. Glover, whose father was in charge of the Army's work in Australia. Glover is now assistant conductor of the Armco Band, assistant director of the band department of the Cincinnati Conservatory of Music, a prominent member of the American Bandmasters' Association and one of the finest sliders among the country's trombonists. Simon has always reserved a warm spot for Sally. To this day he is so deeply interested in the band activities of the Salvation Army that he spends a good deal of time assisting the organization's band activities.

In the summer Simon lectures and conducts at Army camps and assists at the Sally band clinics. He believes that some of the Salvation Army's bands are among the finest purely brass bands to be heard anywhere. The Sally band at Flint, Mich., he likes particularly, together with the Chicago and New York City staff bands.

Undoubtedly the most colorful of the Sally "senders," in spite of the fact that he was unlikely timber for the CBS Swing Session, was Joe (the Turk) Garabed, retired staff captain who died last month at the ripe age of 82. An Armenian by birth but an Ottoman sartorially, Joe the Turk was Sally's master for showmanship in music.

His outfit was that of a bandmaster and Turkish Army officer combined, the like of which has never been equaled before or since. He used to bugle under a felt umbrella which had a gold fringe, yellow, green, blue and red electric lights and hand-painted likenesses of all the saints of the army dangling thereon. Atop was perched a small replica of the Statue of Liberty.

It attracted crowds, not only making the street corner hold a capacity house, but bringing in those nickels on the drum to save the souls. In fact, it was the beat of the brass drum in a Sally band that first converted him to salvation after trafficking in boots and beers on the Barbary Coast during the gas-jet era of American civilization.

Conversion brought him spiritual peace but at the same time constant physical warfare. He preached and sang, played the cornet and bugle, acted as bouncer and roustabout and by actual count landed in jail 53 times, his playing on street corners termed by John Law a traffic hazard.

The Sax Comes to Sally

But that was the manner in which Joe the Turk would spread the gospel—and to his credit he never lost a decision. Not only was he the first of Sally's disciples to don the Santa Claus garb at yuletide, but when he went to Chicago he bought one of the first saxophones in the country. Often he was beaten up while playing in the Sally band and with the introduction of the saxophone to the Army his arrests came with more frequency. But the sax had joined the Army to stay.

Joe the Turk also claimed credit for introducing the saxophone to the band of the Sultan of Turkey. On coming to America he thought this country to be a "land of angels"—in spite of the fact that one of New York's "angels" stole his baggage. Playing *Washed in the Blood of the Lamb* on his saxophone over the years, he was easily one of Army's most colorful and best beloved musicians.

Joe's whole life was in Sally. And Sally loved Joe.



HARRY JAMES, erstwhile bugler on street corners for Sally bands in Beaumont, Tex., now toots his gabel tooter for Benny Goodman's swingology.

Conducted by PAUL DENIS—Communications to 1564 Broadway, New York City

UNIONS EYE N. Y. NITERIES

It's Nights Over Kazbek And Russe Big Apple Now

NEW YORK, Nov. 20.—Maisonette Russe, of the Hotel St. Regis, has inaugurated an entertainment program titled *Nights Near Kazbek*. Publicity spiel grows quite wistful about Kazbek, which is not only high above sea-level but also has inspired poets and composers with its eternal snow-covered peak. Place has castles, enchantresses and plenty of legends. Entertainment, tho, will feature the Russian Apple Polka.

Canton Club Tries Mellers

Opens with "Drunkard"—more dramas if policy clicks—Ohio clubs active

CANTON, O., Nov. 20.—Policy change at the Hofbrau, ace night spot here, is due with the conclusion of the current floor show headed by Roscoe Ates, Carl Sinclair, manager, announces. Since the club inaugurated its first winter season floor shows with weekly change of talent and a seven-piece band have been the policy.

Old-time melodrama will be tried out, starting next week, the first bill to be *The Drunkard*, which enjoyed good success in clubs in near-by cities in recent months. Stage will be revamped and scenic sets installed for the presentation of dramatic offerings, which if they catch on will be continued indefinitely.

Torch Club, on the Lincoln highway, has inaugurated a full-week policy, with patronage reported satisfactory and weekend biz being the best in several months. Current are the Rainbow Revue, Jackie Lane, Mozell and Zidi, Delehanty Sisters, Barnett Twins and Miss Kaye. Spot has no minimum or covert, but charges 25 cents admission.

ZANESVILLE, O., Nov. 20.—The Moon Glow, formerly the Japanese Gardens, has been acquired by W. C. Reed. The place has been renovated and new appointments added and will hereafter be known as The Viking. Wilson Tate and his Rhythm Cats are current and occasional floor-show acts will be presented. Policy will be dancing Wednesdays, Fridays, Saturdays and Sundays, according to Reed.

2 Walter Wangers Battle Over Name

NEW YORK, Nov. 20.—Hopelessly snarled in mutual accusations of priority rights and capitalizing on a nationally famous name, two Walter Wangers, both producers, stood adamantly by their monikers despite threats of injunctions on both sides. One Walter Wanger was christened by that name and has achieved a modicum of success as a local floor-show producer. Night spots feature his shows as "Walter Wanger productions."

The more famous Walter, however, wants him to discontinue use of his name or at least references to it. The lesser known Wally retorts that the famous movie producer ought to go back to his real name of Feuchtwanger and stop putting on airs.

Bigger Shows for Seattle

SEATTLE, Wash., Nov. 20.—The seven female impersonators of Billy Herrero's *Playboy Revue* at the Oasis have been held for six more weeks. Abe Brashen and his floor show have returned to the beautiful Le Chateau, highway nitery north of Seattle. The maestro is back after a long illness. Steve Barrett is jovially emceeing, while exotic dancing is in the hands of Betty Vickers and Zeryle.

AFA's 20 Contracts Encourages Other Unions To Tackle Field

Stagehands' union wants electricians placed—porters are union ambitious—musicians set solid—others active are waiters, checkroom gals and floor polishers

NEW YORK, Nov. 20.—With the American Federation of Actors having already signed 20 local night clubs to closed-shop contracts, other unions are casting lustful eyes on the night club field. Those unions that were hard hit by the sharp decline in vaude and legit are hoping the night club field will take some of their unemployed members off their necks. In particular, the stagehands are making an effort to compel each nitery to use at least one electrician (at \$75 a week) to run the spotlights. The French and International casinos are the only spots using large crews of stagehands. The intimate night clubs usually have a waiter doubling as spot man. One local club even has a girl cashier handling the spot. Practically every important club is using union orchestras, only a few neighborhood spots defying Local 802. The other important craft in the cabaret field is the waiters and cooks, and they are unionized in every big local spot except the Cotton Club and Harlem Uprour House.

The latest union to announce intention to invade the night club field is Local 54 of the Building Service International. It claims jurisdiction over porters, cleaners and washroom attendants, alleging that most n. c. porters are getting \$15 to \$18 a week and should be upped to \$22 or \$23 a week. It is seeking a six-day week, time and a half for overtime, one-week vacation with pay after one year of service and two after the second, and a flat 25 per cent wage increase generally.

Another local in the same international, the Checkroom Attendants' Union, has been active in night clubs and hotels the past couple of years. It asks \$20 a week minimum.

Most of the local night clubs have agreements with Local 16 of the Hotel and Restaurant Employees' International. The minimum wage for waiters is usually \$10 for a six-day week. Local 89 of the same international has the kitchens of some spots, its minimum ranging upward from \$35 a week.

The musicians have the local spots classified. The minimum ranges from around \$30 up to about \$70. The performers have a \$40 minimum in all spots, thru AFA. The chorus, as yet unorganized and receiving from \$18 to \$30 locally, has no union minimum—Chorus Equity Association not having gotten around to them yet.

There's a floor polishers' union around and asking a \$57-a-week minimum. Most spots here have porters or waiters doubling as floor polishers.

Cashiers and checkers are as yet unorganized, but a new CIO union is in the field and competing against the waiters' union which is contemplating taking in this craft. The waiters' union also takes in bus boys.

In fact, about the only night club workers not being approached by any union are the doormen.

Local club owners, alarmed by the prospects of their operating nut becoming

Minimum Wage Scales

For the information of New York City night club owners, to whom the current unionization drive may be quite new, the following is a list of union weekly minimum wages—each craft being covered by an AFL union mentioned in this story:

Stagehands	-----	\$75
Musicians	-----	\$30 to \$70
Performers	-----	\$40
Floor polishers	-----	\$57
Checkroom attendants	-----	\$20
Waiters	-----	\$10
Porters, cleaners	-----	\$22
Cooks	-----	\$35
Chorus people	-----	(not set)

ing too great, are meeting the problem individually.

The Greenwich Village Restaurateurs' Association, recently formed, seems to have simmered down after meeting with the AFA. There is no other night club owners' association existing here.

Two More Clubs For Philadelphia

PHILADELPHIA, Nov. 20.—Two new hot spots have been added to Philly's night life in anticipation of the holiday business.

The Mirror Room at the Hotel Philadelphia, dormant since last spring, opens Thursday under management of Daniel (Buddy) Crawford, who also manages the hotel. Beth Challis will be m. c. of a show consisting of Raymond, Charles and Celeste and Jill Adrian. Joe Milekof wields the baton.

The other newcomer is brand-new Rendezvous Club, which opened last week in the Hotel Senator. Show includes Murray and Allan, Les Barclay, Esther Martin and the six Milray girls. Irvin Wolf is the operator.

Elman Leaves S. & T. Agency

CHICAGO, Nov. 20.—Lee Elman, who headed the press department of Sligh & Tyrrell here, left the booking agency yesterday to go on his own. Dirk Courtenay comes in Monday to fill the vacancy.

Chicago Agents and Bookers Again Planning Organization

CHICAGO, Nov. 20.—A concerted drive by the American Federation of Actors here to sign local niteries under exclusive AFA contracts is speeding up long-delayed plans of bookers and agents to form an organization. Foreseeing demands by the AFA for minimum wage scales and other amendments in contracts issued to acts, bookers now realize the need for organization and the formation of a representative committee when negotiations with the AFA get under way.

Indications are that the bookers will co-operate with the actors' union, some of them expressing confidence that such co-operation will benefit both the booker and performer.

Guy Magley, local AFA rep, is of the opinion that the few giants in the booking industry who have not as yet voiced any favoritism towards the organization will come into fold when the leading night spots in town sign AFA contracts. Magley and Ben Cohen, chief AFA attorney here, started negotiations with night spot operators this week.

Executive Secretary Ralph Whitehead is expected in town next week to address a meeting of bookers and outline the AFA plans for this area. Whitehead, in Los Angeles for the last couple of weeks, set up a wage scale for performers there and was instrumental in the formation of the California Theatrical Agents' Association.

Ultra Dance Concert Goes Very Cabaretish

NEW YORK, Nov. 20.—Arthur Mahoney and Thalia Mara, concert dancers, will do an American jazz suite during their program at the Guild Theater November 28. Suite comprises *Sentimental Blues*, *Gonna See My Gal* and *Lindy Hop*. Mahoney calls the Hop "Twentieth Century Minuet."

Looks like the concert dancing is taking a detour into a night club terrain. Maybe it's the beginning of something.

Miami Season In Slow Start

Only 2 major spots open—others readying, but no big rush—bookers pessimistic

NEW YORK, Nov. 20.—General opinion among local bookers handling Florida bookings is that scheduled activity is far behind that experienced for the same period last year or other years. Bookings are few and far between, and lining up of tentative dates seems at a standstill. Blame for this condition is laid to the widespread debilitation of the local night life scene, which is a pretty accurate barometer for the palm-studded resorts, and the uncertainty of the ticker tape situation. Threats of a clamped lid on gambling does not allay the uneasy predicament of the hotel and casino operators. Major spots are reticent in announcing definite opening dates or committing themselves on lined-up talent or music.

Miami has but two spots open at this time, Club Bagdad and the Royal Palm, with the Frolics and the Hollywood Beach Hotel readying for an early opening. Jacksonville has the George Washington Hotel, Mayflower Hotel and the Roosevelt Grill and Patio unattached for the trade, and Orlando has unshuttered the Flamingo Club.

Palm Beach and Daytona are as yet not out of their summer sleep, nor does it seem that much can be expected from that section this season.

French Casino Syndicate has dropped its cabaret in Miami and the spot, under the name of Cinema Casino, is hoped will open Christmas week. CRA has booked Bubbles Becker's Band for the opening.

The more optimistic bookers claim that the present inactivity should not be accepted as a foreteller of a bad coming season, but that simply it is late in getting started. It is their contention that the middle of December will see a decided upturn in bookings and a rush for reservations.

Paul Small, club booker of the William Morris agency, stands alone but firmly with the belief that this winter will see the best Florida season in some time.

St. Clair and O'Dea Not Split

CINCINNATI, Nov. 20.—In a letter to the Cincinnati office of *The Billboard* this week, St. Clair and O'Dea, bicycle turn, deny that they have split, as was reported in the November 13 issue of *The Billboard*. St. Clair and O'Dea in four that they have signed for a tour of Australia, South Africa and England. Miss O'Dea, who has been on the sick list for several weeks, is now up and about.

Robinson to Cotton Club

HOLLYWOOD, Nov. 20.—Bill Robinson left today to resume his spot in the New York Cotton Club show. He is expected to open next week. Nicholas Brothers, who substituted for the tap dancer when Robinson was recalled by 20th Century-Fox Films, will leave the show.

Operating a Big Broadway Nite Club

By Nicholas (Nicky) Blair

(As Told to Paul Denis)

TRULY beautiful girls, startling production ideas to send the customers out talking, good food and the best of service at the price that fits the average pocketbook are the basis for success for a big cabaret restaurant like the Paradise. Nudity, emsees and "clip" methods are not necessary at all.

Now take the "beautiful girls." Most big night clubs advertise "the most beautiful girls in the world" but don't really have them and the customers find out soon enough. But we at the Paradise advertise "the most beautiful girls" and have them, too. We bring in lovely girls from all over the country. They don't have to have experience. If they have natural beauty we send them to a beauty specialist to have their hair and makeup perfected. We teach them how to walk properly and how to wear clothes well. Our girls are so gorgeous that we can't and don't expect to hold



A GROUP OF SHOWGIRLS WEARING LAME GOWNS. Four are in blue and silver; four in coral and silver, and four in jade and silver. Reading left to right (including the one which is partially cut off) are models 2, 3 and 4 wearing boned bodices to hold up gowns without shoulder straps; model 7 wears also a beaded fringed bolero. As for the headpieces: model 1 is wearing a coque feathered with butterflies, with Malinese veil with butterflies scattered over it; model 2 is wearing a Prince of Wales headpiece of ostrich tips and a metal net veil; model 3 has an adaptation of the Indian Sari made of lame edged in crystal beads; model 4 wears metallic ostrich feathers with silk tulle veil dotted with paillettes (spangles); the pearl necklace around neck being held by pearl clip; model 5 wears a bluebird of paradise headdress; model 6 is wearing a coronation headpiece with ostrich feathers, with off-shoulder collar of sable; model 7 has a headpiece of tiny ostrich tips and burned peacock, while model 8 is wearing flamingo feathers.



HERE'S ONE OF THE CHORINES in the midst of a comedy production, number called 'Posin'. The girl is wearing turtle-neck sweater and necklace of beads about the high neck line. Hats are off-face, with streamers down the back. Sweaters are lemon yellow, with green stripes. Skirts are blue, short, full, pleated and circular. Yellow Sox and green gloves. Blue hats piped in yellow. The dummies are dressed like cheer leaders and filled with balloons which are deflated gradually for comedy effect.

All costumes shown on this page are designed by Billi Livingston and executed by Brooks.

them long. They usually graduate into pictures, legit or professional modeling. Four of our girls are now in Hollywood; two, Grace Bradley and Dixie Dunbar, have gone into the Jack Buchanan show, and four are with the new Ed Wynn show. Most of them double as Powers models and one is now at the Paramount talent school.

Our showgirls average two shows (each six months). Altho the turnover is rapid, we have a waiting list and can always fill the gaps. We don't ask our showgirls to do nudes. Nudity doesn't mean a thing when offered by showgirls. Only nudity by especially chosen models or dancers is effective. A

gorgeous showgirl looks better when dressed up. But she must be dressed well—old-fashioned ideas in costumes are not sufficient any more. The public has become fashion conscious and motion pictures (featuring the very latest in clothing) compel a big night club to go to extremes to present costuming that can hold its own under such circumstance.

\$15,000 for Costuming

Costuming for the current show, for example, costs \$15,000 and we must write this off in six months—the average run for our shows. Ordinarily \$12,000 would have sufficed, but in the

current show we have a quartet of showgirls who make announcements, each time in different costume. Each costume costs \$150 to \$175. We buy our costumes outright and sometimes we can recover a small part of the cost by reselling them when the show has ended. We occasionally rent out costumes, too—such as the costumes, idea and exotic birds from our last show, which we rented to a Chicago club.

Altho we have used nudes in our shows, we find one good novelty idea is better than a nude display. We have done more business since we dropped nudes.

Novelties send the customers out talking—and that's the finest advertisement any night club can have. The current show, for example, features a number called *Metropolis* and in it there is a spectacular cage scene with showgirls

Nicholas (Nicky) Blair is no newcomer to the New York night club scene. A young man still, he built the Texas Guinan Club during prohibition days and later operated the Helen Morgan Roof. He ran the Chez Helen Morgan in 1928 and operated the Casanova Club in 1929 and 1930.

During the past six years he has been operating the now famous Paradise Restaurant Cabaret at 49th and Broadway. Under his direction the Paradise has featured some of the biggest bands and name acts in show business. The club is now holding its own despite the keenest competition for night club patronage Broadway has ever seen.

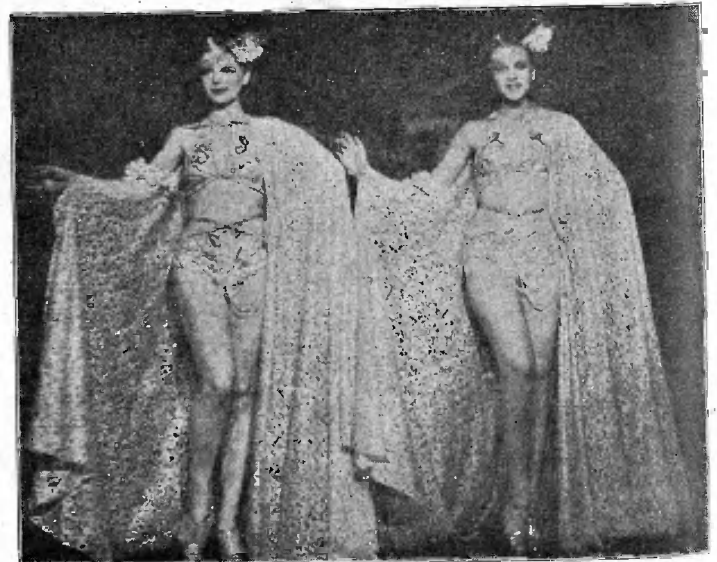
Blair is a quiet, rather taciturn fellow. He is a native New Yorker and married.

descending in an elevator and holding cheetahs on the leash, a mass hoop-juggling scene by the girls and a dance by the chorines with blown-up rubber dummies. In our recent revues we had outstanding numbers in *Gloomy Sunday* and *Deep Purple*, featuring a nude riding a white horse on a treadmill, and the *Esquire* number, which has been done by us in vaudeville and sold to other night clubs since we staged it a year ago. We try to get away from the conventional, even tho it usually means ripping up our stage for extra mechanical effects or spending more than the usual budget on props and costumes.

One-third of our dinner patronage is



TWO OF THE PARADISE RESTAURANT'S gorgeous showgirls shown in a typical parade number. They are wearing Dubonnet evening gowns striped with silver lame fashioned in herringbone design, aided by bias cut of gown. Worn with cape of glistening ostrich feathers, also in Dubonnet. Headpieces match the capes.



A COUPLE OF COMELY SHOWGIRLS costumed for the "Carlo" number. They are wearing cellophane lace tights and hats trimmed with cellophane carnations. Lace capes with Spanish motif. The design on the cellophane tights is picked up with rhinestones, spangles and pearls.

Club Management

This will introduce a new column which will be a regular feature of this department. It will endeavor to be a meeting place for ideas concerning night club operation and will include angles and news on exploitation, publicity, union relationship, show and music budgets and methods of presentation, personnel changes, innovations and changes in policy, legislation, etc.

We invite readers to send in items, news and comment.

THE Savoy Plaza Hotel, New York, crowds its cocktail lounge by Dwight Fiske's midnight appearances by ruling that all reservations are canceled automatically at 11:45 p. m. This compels the usually-late society crowd to show up on time.

THE cashiers at the International Casino, New York, are being wooed by a new CIO union and also by Local 54 of the Building Service (AFL) union. . . . Stagehands' union (Local 1 of the International Alliance of Theatrical Stage Employees) is casting lustful eyes at the New York night clubs. It doesn't like the idea of waiters doubling as spotlight men and wants to put at least one spot man in each club—at \$75 per week. . . . One of the burning issues now agitating Local 16 (Hotel and Restaurant Employees) in New York is rotation of posts for waiters. The union is voting next week on a resolution to make rotation compulsory in all of its closed shops.

ONE New York night club was raised raised to Class A rating by musicians' Local 802. . . . So the club promptly cut one man off its Hawaiian quartet and had one of the men from the regular band double into the Hawaiian combo—this balancing the budget and giving the union a razzberry.

IT'S amazing, but there are still spots like the Pennsylvania Hotel, New York, which are playing a big attraction but are afraid to really advertise the attraction. The Pennsylvania doesn't even bother to put Benny Goodman's name on its marquee—you'd think it wanted to keep Goodman a secret. An old hotel alibi is that too much advertising may attract the "wrong crowd"—but then why even advertise in the daily papers?

When a club or hotel is paying heavy dough for an attraction, it should publicize it to the hilt. Otherwise, what good is it?

THE Chez Ami, Buffalo, is one of the increasing number of clubs using double-size extra-fancy book matches. Claims customers carry the matches around and, because of the unusualness of the books, always remember the club.

PROBLEM: night club owners always prefer to publicize the club itself rather than the talent or music—figuring (and correctly) that talent is transient and therefore why build it up? But—and here's the hitch—club owners discover soon enough that it's easier to exploit live talent than an inanimate building called a club. So it usually winds up with the talent getting most of the publicity, even tho the night club owner would have it otherwise.

Incidentally, the press agent who can build up a club as an institution is the most valuable—from the viewpoint of the night club owner.

THE idea of raised floors for floor shows is gaining. Club owners are realizing that floor-level space for a floor show does not give the back-table patrons a break. When a club is crowded, the back-table sitters can usually glimpse only the arm movements and heads and shoulders of entertainers—and that's not enough.

The New York Paradise Restaurant, for example, admits its sliding floor saved its life.

AFRA To Publish Bulletin

NEW YORK, Nov. 20.—American Federation of Radio Artists will publish a bulletin, beginning next week, in order to communicate with the national membership. A magazine committee is working on plans for AFRA's official organ. Committee includes Walter Preston, Florence Malone, Paul Stewart, Nelson Case, Ted Di Corsia, George Heller and Mrs. Emily Holt. Mrs. Holt left for Los Angeles yesterday to visit the Coastal local.

A Night Club Bargain

BALTIMORE, Nov. 20.—Club Piccadilly's notion of a night club bargain is continuous entertainment from 9 p. m. to 2 a. m., with three different shows, an all-girl revue, unit built around a female impersonator and an all-Negro revue.

Auto Show Is Held in Club

ANTIGO, Wis., Nov. 20.—Powell's night club was the scene of the Antigo Auto Show November 12 to 14, with music by Doc Tice's Orchestra. Admission was free and special door prizes were awarded daily. Event attracted hundreds.

GREEN BAY, Wis., Nov. 20.—Fred Ablin, operator of the Club Seville, Bay Beach, was exonerated by a Circuit Court Jury November 10 of charges of arson in connection with the burning of the spot last May.

Arthur Mallen has opened the enlarged and redecorated Club Alamo near here. Spot has been air-conditioned and equipped with 40-foot matched imported woods bar. Offers music nightly and during Sunday cocktail hours.

RACINE, Wis., Nov. 20.—Blue Ribbon Casino featured Racine's Mary Sunde this week with a show including the Brady Sisters, Burns Moriarity and Dell, Libby Geary and Charley Chaney.

Spot promoted the event with the catch line "Every day will be 'Sunday' next week at the Blue Ribbon Casino."

Peru's Circus Club Sold

PERU, Ind., Nov. 20.—Rainbow Circus Club here, long operated by Charles Simon and Conrad Baker, circus men, has been purchased by Phillip Bomarito, of Detroit. Spot opened Wednesday night under a new name, The Circus, with many circus folks, headed by Hoot Gibson, present. A tent has been erected inside the club and performers were in a sunken ring. Club will feature traveling bands. Assisting Bomarito in the management are Joseph Becker, Wilbur Gentry and John Bessignano, former circus troupers.

Nebraska Casino Burns

LINCOLN, Neb., Nov. 20.—Turnpike Casino, eight miles from here, was a \$20,000 fire loss this week when it was found to have gone to ashes some time Wednesday morning from a fire of unknown origin.

Turnpike was built in 1930 and opened two years ago after standing idle most of the time, unable to set a policy by which it could be profitably operated. There is little chance that it will be rebuilt.

Boston Agents Lose Test Case; AFA May Press Licensing Fight

BOSTON, Nov. 20.—Judge Elizabeth Adlow in Criminal Court last week discharged the case on the complaint of Police Inspector Charles J. Copeman vs. Alfred H. Handley, charged with booking acts without a license.

Local bookers, especially the Massachusetts Association of Entertainment Bureaus, which handed over the evidence to the License Division of the Boston Police Department, are stunned over the unexpected court action. A court conviction was foreseen and because of faith in the evidence secured and the capability of Copeman to argue against Handley, no MAEB or AFA officials were present.

At the same time it was a test case on the validity of the State entertainment booking license.

Judge Adlow said that evidence from an actor that had been booked by Handley was what he desired, hence the Handley acquittal. Literature evidence was inadequate.

Intent of bookers now is to nix taking out licenses and bonds for 1938.

Thomas D. Senna, speaking on behalf of the AFA (Senna introduced the license law into the Legislature several seasons ago) advised bookers not be too

N. Y. Vaude Is Club Chatter Still on Fence

Tri-Boro out, West End in —B. S. Moss plans cold— Newark vaude spreading

NEW YORK, Nov. 20.—Houses are adopting flesh and dropping back to straitjacket six policy with equal regularity, the possibility of the comeback of local vaude still hanging undecided.

The Tri-Boro, on East 125th street, has given up the ghost after seven weeks of uphill struggle. Formerly the Gotham, bury temple, Tri-Boro was opened with vaude by operators Sheldon and Koster, but after three weeks was taken over by Fink & Jacon, who operated it until its close last week.

The Central Theater, Cedarhurst, L. I., run by B. S. Moss, will continue the Friday and Saturday shows instituted last week-end. Plan to adopt similar policy at five additional Moss houses was not acted upon.

The Casino, Brooklyn, resumes vaude shows tomorrow, Arthur Fisher booking.

The Paramount Theater, Newark, joins the Shubert there in presenting full-week vaude. Opening bill, featuring Sid Marion, starts Wednesday and will run for nine days to take care of the holiday week-end. Subsequent bills will have Friday openings. House will be booked by Eddie Sherman. The Shubert, booked by A. & B. Dow, has been operating for the past 10 weeks.

The West End, in Harlem, opens tonight with pix and colored revue presentation similar to that of the 125th Street Apollo. House in run by Harry Brock.

Wheeling Clubs Resume

WHEELING, W. Va., Nov. 20.—Club Diamond opened tonight for the first time since Tax Commissioner James closed its doors several months ago along with about 100 other establishments in the Wheeling area. Featured in the opening floor show is Nat Nazarro Jr., Johnny Martone and orchestra played for dancing and shows. Jerry Kriegman has taken over the management.

Reopening of the Gypsy Village, which was closed for redecoration, also took place tonight, with music by Billy Coppel and orchestra. Chet Spencer is emcee.

Opens New York Club

NEW YORK, Nov. 20.—Samuel Rich, formerly with Little Hungary and the New Harlem Casino, has opened the Vintage Restaurant with a dine-and-dance policy.

New York:

CHARLES KING, after four comeback weeks at Bill Hardy's Gay '90s, has gone into the Book-Cadillac, Detroit, at four times his Gay '90s salary. The Congress, Chicago, will follow. . . . **LITTLE ANN LITTLE** had a dispute contract with the Barclay Club, Brooklyn, last week; but the AFA straightened it out. . . . **EDITH ROARK** follows Helen Morgan into the Hollywood Restaurant, with that spot having contacted almost every headliner in town. . . . **EDDIE LEONARD** quit Little Old New York Club last week after having featured there since it opened last month.

LOLA BRAVO will sponsor the first Spanish Ballet Recital by her pupils at the Roerich Museum November 27. . . . **NOEL HENRY** has been making the rounds of local hotels with a character monologist act. . . . **CHELSON AND RENEE**, formerly Ramona and Chelso, will go into the St. Moritz Hotel upon the conclusion of their two-week engagement at the Monte Carlo. . . .

NINO AND NEGRITA are opening their own "university of ballroom dancing," specializing in the Latin-American styles. . . . **HELEN MORGAN** kept to her schedule at the Hollywood despite being injured in an auto accident November 17.

MILDRED ROSELLE, switched from the Cavalier Club to Ludwig Satz's Roumanian Village, further downtown, November 15, thru Louis Loomis.

Chicago:

ELEANORE KNIGHT returning to New York after her Colony engagement. . . . **BOULEVARD ROOM**, Stevens Hotel, planning floor bills in addition to its symphonic ork policy. Trying it out this week with the Lorraine Sisters. . . . **TOMMY SACCO** booking Libby's Club now. Set Earl Rickard, Edith Rae, Paul Sisters, Dale Lynn, Wanda Kay and Fowler and Walsh. . . . **BARBARA PARKS** opened at the Chez Paree, Omaha, Saturday. . . . **TOBY WING** is getting \$800 per week at the Yacht Club.

ROBERTA ROBERTS held over at Sak's, Detroit. . . . **JIMMY McPARTLAND** now furnishing the music at the Rose Bowl, Billy Scott having left to join the Vincent Lopez outfit. . . . **PERT KELTON** latest Hollywoodite at the Hi Hat. . . . **THE FOUR CALIFORNIANS** succeeded the Hawaiian Serenaders in the Congress Hotel's Glass Hat Room.

Jimmy Dorsey's Band, incidentally, will remain at that hotel for the remainder of the year. . . . **RALPH SHAW** now in his third week as emcee at the 830 Club. On the bill are Frances Kay, Eleanor Dawn and Evelyn Stanley, Kitty O'Brien and Gil Parks' Orchestra. . . . **DUKE YELLMAN** is now a leader of exclusive club bookers, having under his wing the Royale Frolics, Ball Ball, Stork Club and Dutch's.

AL ZIMMEY joined the Hi Hat show as an added attraction. . . . **ROLANDO AND VERDITTA** open at the Chez Paree, Indianapolis, Friday.

MURIEL PARKER AND CHARLES FREDERICKS have teamed to form the act of Parker and Fredericks. Miss Parker is a soprano and Fredericks a baritone.

THE GALE SEXTETTE has been slated for a spell at the Gatineau Country Club, Ottawa, Ont., by MGA. . . . **HACKER AND SIDELL** have a three-week booking at the ABC Theater, Paris, a town which has lots of work for Americans but which does not offer lots of money, the team reports. . . . **FOUR COMETS** have concluded their contract with Foster in England. . . . **DE MARLO AND MARLETTA** are repeating a date at the Terrace Gardens, Rochester, N. Y. . . . **COLEMAN CLARKE AND COMPANY**, Dean Murphy, De Marr and De Andre are now at the Hotel St. Paul, St. Paul, where Paul Pendarvis' and Lawrence Welk's bands alternate.

BILLE BERYL moved from the Club Piccadilly, Baltimore, to the Golden Glow, Cleveland, to present his own show featuring Larry West, Freddie Barclay and Bobby Kay. . . . **STONE AND VICTOR** and the Hoffman Sisters are booked into McVan's Club Radio, Buffalo, for an indefinite run. . . . **DONAT BROTHERS** and Dot and Donna will be held over for two weeks at the Hi-Hat Club, Houston. . . . **ROSALIE AND SEVILLE** were booked by Rockwell O'Keefe for the Roosevelt Hotel, New Orleans, opening there December 2.

Here and There:

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When Balancing Your Ballroom Budget Don't Cut on Bands

By Moe Gale



Brooklyn born and bred and still in his early thirties, Moe Gale foresaw great possibilities for a dance palace in the heart of New York's Harlem as early as 1925. And it was in that year that he and his associates built the Savoy Ballroom. Leaving his sociological studies at New York University possessed with a spirit of imagination and progressiveness, Gale evidenced a keen interest in race problems, which he readily applied in the operation of the Savoy.

One of the first ballroom operators to capitalize on the current craze for swing music, the Savoy has been a starting point for many of the country's leading swing bands, and "stomping at the Savoy" served as inspiration for one of the most popular songs of the day. His interest and keen insight on the development of musical styles for dance lovers has made Mr. Gale a booking guide for ballroom operators throughout the country.

ANY business concern inevitably at some time or another must encounter a certain slump or contraction in business. This may be due to various causes. It may be the result of a slump in the market, it may be a regular seasonal decline or it may be just hard times in general. But without any question of a doubt those times do occur. When poor conditions make themselves apparent many ballroom operators feel they should attempt to economize by cutting down on the entertainment value which they have been providing for their patrons. If they have been employing a 14-piece band they cut it to 12. Later on if business still continues to remain at a low ebb they cut again and again until the band eventually has a personnel of only eight or nine men.

This policy as a general rule has a very unfavorable reaction upon the steady patrons of the ballroom. They immediately commence to criticize the worth of the talent and to feel that they are not receiving the proper value for their money. Transient customers are not impressed with the talent and are tempted to think that it is not a first-class ballroom. When this condition is reached the operator probably does not realize that the steady decline of business and reputation was caused by the fact that he has cut the very heart out of his business.

Dangerous To Cut Values

It is extremely dangerous to experiment with or cut down on a set standard of entertainment value. This same truth applies to cafe operators. When suffering a contraction in business, in many cases they will attempt to cut down expenses in their current stage show. Where formerly they were employing a line of 16 girls and perhaps eight principals they will cut the line to 14 and then to 12, and the number of principals will be reduced from eight to six, then to five, four and so forth down the line.

Without a doubt this cannot long escape the notice of the patrons of the cafe and before very long they will note that the show is poor and, in fact, not at all what it used to be. They will feel that they are not getting, by any means, legitimate value for their money. Naturally transient customers, who may always be considered in the light of prospective steady patrons, are not impressed with the entertainment value offered and experience a certain feeling of resentment and contempt for the lines along which the cafe is being run.

In other words, thru reducing the show to a skeleton of its former self the operators have CUT THE HEART OUT OF THEIR BUSINESS. The result of this policy is that when things improve and conditions once again become normal, instead of finding that business is recovering quickly the operator finds himself having to start all over again from the very beginning. He then has to attempt to rebuild his business in an effort to make his patrons forget the loss of reputation and patronage sustained by the ballroom or cafe in question because of the lowering of standard.

It's Tough To Rebuild

There is no doubt that it is infinitely more difficult to have to rebuild a business and regain lost reputation as opposed to starting brand-new. It is obvious then that the Golden Rule for operators in general should be "Maintain Your Standard."

Successful operators when they hit a business air pocket will strongly abide by this policy, because they will manage in this way to hold on to those patrons that they have and to make new

friends and steady customers of the transients, despite bad conditions.

When business improves, if a high standard has been maintained no loss of reputation was suffered and, accordingly, business will rebound quickly and almost automatically, primarily because the operator has continued to give to his patrons value received.

Putting theory into practice, we were able to prove the truth of this axiom during depression years at the Savoy Ballroom. All during this period we employed, as formerly, two first-class bands (usually Chick Webb and Teddy Hill), with the result that when times became better the reputation of our ballroom was better than ever and business reached a new high as a direct result of our belief in a policy of "maintenance of standard."

Don't Cut the Heart Out

The question then arises, What should the operator do when a contraction of business is encountered? The first thing to remember is to avoid cutting the heart out of the product being sold. Unquestionably it is necessary to economize. To economize everywhere possible, to run the business on as low a scale as possible, but always to remember to give the customers VALUE RECEIVED.

In the event the ballroom is losing money, then money should be borrowed. Every possible effort should be made to continue the business without lowering standards. Along these lines the operator has a chance of making back, when conditions improve, the money lost during the slump. The

operator has the inestimable advantage of coming out of bad times with as good if not a better reputation than he had formerly. Once he loses his reputation there is hardly a chance in the world to ever get back his money.

Once again I will employ an example to prove my point. During the depression we maintained that standard, and at a time which we thought was psychological the Savoy Ballroom was completely redecorated and remodeled at a cost exceeding \$50,000. This carried on and helped build the reputation for the Savoy from Coast to Coast as one of the country's most outstanding ballrooms.

Keep a Good Front

There is another important point with regard to standards. It is my belief that the surest way to recognize the unsuccessful operator is by observing the marquees and signs outside the ballroom. When the exterior is shabby and the bulbs are not burning on the marquee it is a sure bet that business is not very good. Successful operators always keep the outside of their places in perfect condition.

It has also been my experience that when an operator buys a special attraction and buys a name attraction on a one-night basis he will generally do good business and make money with the attraction. On the other hand, the reverse is usually true. When an operator buys just an ordinary band for his place and pays very little for it he usually finds that he throws his money out the window and that the attraction was not worth the advertising spent on it.



HERE'S AN ACTION SHOT of the famed Savoy Ballroom, New York. You can see Chick Webb at the drums and Ella Fitzgerald singing at the mike, while in the background patrons are smiling happily while dancing thru another swing number.

Know Your B.-O. Values

It is my belief that an accurate understanding and appreciation of the box-office value of different types of bands and music are of inestimable importance to the successful operator. The Savoy Ballroom has always found that swing music is a tremendous box-office attraction. The Savoy Ballroom was the first to recognize the possibilities inherent in Cab Calloway and gave him his first chance in New York City. We offered Cab a chance to front his own band for us and he became an instantaneous success. We were responsible for bringing Louis Armstrong to New York City from Chicago for a two-day engagement at the Savoy, where we featured him with Luis Russell's Band as long as 10 years ago.

A number of today's better known and moneyed name bands really got their first start at the Savoy. Among these are Fletcher Henderson, Claude Hopkins and, in the earlier days, Fess Williams and Joe King.

Our strongest draw in recent years has been Chick Webb and his band. We have always encouraged swing bands, and only a short three years ago Wednesday nights at the Savoy used to find Benny Goodman and his boys swinging out on the stand in an effort to familiarize themselves with the swing element and gain experience for the band. A happy sequel to this was the recent return to the Savoy of Benny Goodman and his band last May 16, when he played opposite Chick Webb and his boys. The two bands drew the largest crowd that the Savoy ever held.

B.-O. Power is Variable

There is another point with regard to attractions which the operator does well to observe. It is natural that an attraction will draw more in certain parts of the country than in others. Because a band will do good business in town A does not necessarily imply that the same attraction will draw as well in town B. The operator in this regard must rely upon his own good judgment. He must be able to estimate just how great is the popularity of the attraction in question in his own particular territory.

The operator should also take good care to avoid "milking" an attraction. Should a band prove very popular upon a first appearance, obviously an operator cannot go wrong in booking it back for a repeat, but great care should be taken to see that the attraction is not repeated too often so that it loses its drawing power. In other words, judicious booking should always be exercised.

A word of advice to ballroom operators: Ridiculous as it may seem, nevertheless there are many operators who are not familiar enough with the current trend of popularity in dance bands. This situation is accounted for by the fact that the average operator is so busy attending to routine matters that he is not in a position to listen to radio programs and to keep himself posted on the activities of the various bands and their varying degrees of popularity.

In fact, many operators are kept so busy with their noses to the grindstone that very often they are not aware which particular bands are the biggest up-to-the-minute draws. The operator who is well versed in this field has the edge over his competitors since, as a rule, he is able to book the attractions with the greatest drawing power.

In conclusion then I will once again emphasize the fact that in my belief the important factors in ballroom operation are, above all, MAINTENANCE OF STANDARD AT ALL TIMES and accurate judgment in entertainment value and box-office draw.

Vaudeville Notes

NICK LUCAS will play his first vaude date in over a year when he opens at the Oriental, Chicago, November 19 for F&M. He follows with week at the Fox, Detroit. . . . MARY DEES, Jean Harlow's double, and Monte Blue opened at the Earle, Philly, last Friday for F&M and continue with a route that includes Proctor's, Troy, November 25 to 28; Proctor's, Schenectady, December 2 to 4; RKO, Boston, week of December 9; Earle, Washington, week of 17th, and the Stanley, Pittsburgh, week of December 31. . . . JACK PARTINGTON is back in town after a three-week trip to the Coast. . . . NATIONAL VARIETY ARTISTS, Inc., will hold its first dance and show at its new quarters on West 46th street, New York, Thanksgiving Eve. Among the entertainers will be Jack Osterman, Belle Baker and Bert Frohman.

IVAN CHARNOFF booked the Fifi D'Orsay unit and the following cast for the next five weeks in New England territory: Buddy Walker, Lazy Bill Huggins, La Verne Dancers and Wilma and Mack Brothers. . . . ARTIE STANLEY, dancer with the A. B. Marcus Revue, writes he is now touring Australia, whence he will move on to India with the company. . . . THE CLEMANS, duo novelty act, are temporarily off the road, with Clemans devoting his time to interior decorating, and Mrs. Clemans to her father's refrigeration business as bookkeeper and stenographer. . . . FAITH BACON REVUE, formerly the Great Lakes Exposition Revue, has been augmented with the following: Roy Sedley, Gifford and Pearl, Allan and Parker, Verne Wilcox, Three St. John Bros., Al DeLage and Company and a line of 16 girls.

BENNY FIELDS goes into the Palace, Chicago, Christmas week after closing at the Chez Paree. Then to Loew's State, New York, for a week. . . . JOE AND JANE MCKENNA will play the Palace, Cleveland, week of December 3, and Metropolitan, Boston, week of December 23. Act is now asking \$550 a week. . . . MARCIA BROTHERS AND BEATRICE go into the Oriental, Chicago, Christmas week.

JACK DURANT, formerly of Mitchell and Durant, is now singling after picture work the past year. Opened last week at the Majestic, Paterson, N. J. . . . DOROTHY ILES, singer at the New York Romy Theater last week, is only 16 years old. . . . LORNA TOMPKINS has changed her name to Lorna Tree. . . . EMMETT MILLER made a flying trip to Cincinnati and Richmond, Ind., recently in search of talent for his *All-Southern Revue*, playing the Kemp houses in the South.

MORIN SISTERS, Indianapolis girls, are in their home town this week for the first time in several years, filling an engagement at the Lyric Theater. . . . CAROLINE COOK has been ill and would like to hear from friends. She lists her address as Hotel London, Trenton, N. J. . . . TORINO, juggler, set sail on the Europa from Southampton to return to New York November 25.

More Week-End Vaude

CHICAGO, Nov. 20.—Patlo Theater, Freeport, Ill., is the latest Sunday flesh date on the books of John Benson. House is a 1,500-seater and is operated by Frank Ford. Fred Anderson, for whose circuit Benson is booking all the combo houses, is planning to add his De Kalb, Ill., theater as a Saturday date. Benson fears the danger of an act scarcity, as all of the theater accounts are week-end dates.

Sunday Vaude for Bridgeport

BRIDGEPORT, Nov. 20.—Loew-Poli Globe is slated to begin Sunday vaude tomorrow. Until now Globe had a Monday night vaude policy. Lyric now has the Monday night spot and is also putting in a Saturday amateur night. Globe is to keep its regular admission of 20 and 30 cents.

Vaudeville in Miami

MIAMI, Nov. 20.—Cinema Casino Theater, formerly the French Casino, opened Thursday with a stage and screen policy.

Even in Australia

DAYTON, O., Nov. 20.—Orville Dearth mails a copy of *The Billboard* each week to performer friends touring Australia with the A. B. Marcus Revue. Dearth says: "My *Billboard* costs me 23 or 24 cents each week by sending it on to Australia. My friends write me I couldn't begin to realize 'how much *The Billboard* means to us."

"The weekly copy is passed on to other performers and show people until it is gradually looked into pieces, with 60 or more trying to see something about home."

Brandt Circuit Drops Vaude Plan

Blames film producers and union demands — urged vaude as talent school

NEW YORK, Nov. 20.—Brandt Circuit has definitely abandoned plans to put stage shows into four of its local theaters. Although two months ago the Brandt flesh revival was hot, with a stage-band policy set and Lawrence Golde, of the William Morris office, slated to book the acts, alleged excessive demands of the musicians and stagehands, plus a lack of good first-run pictures, stymied the project. Chief obstacle, according to Billy Brandt, was the unco-operative attitude of the film producers. The Brandts had intended to follow a combo double feature and stage-show policy at regular admish prices of 25 and 30 cents, but felt that without new films the public would feel they had already seen half the show.

Brandt tried to coax the producers into giving his theaters first-run films on the angle that by helping vaude they would help themselves. "Vaudeville," he told them, "is a discoverer and training school of talent for movies and radio. It will give youngsters a chance to test out their material and routine. It will develop new personalities for the screen." Loew and RKO, however, nixed the plans because they sell their Grade A product to their own theaters first. Loew and RKO monopoly of pictures, said Brandt, was a deadly enemy to his vaude plans.

Another angle is that it was hard to get top name bands, most of them working already, and lesser name bands wouldn't draw heavy enough grosses. Difficulty of getting enough marquee name bands is reported by bookers to be one of the prime factors in holding back a widespread development of stage-band shows thruout the country.

As far as the unions are concerned, Brandt felt he could have made a satisfactory adjustment with them. Plans for flesh revival are not completely in the ascendant, and if the Brandts can ever get good film product early enough they are ready to bring stage shows into their houses.

Detroit Lines Up Holiday Acts

DETROIT, Nov. 20.—Holiday bookings are already beginning to crowd local agencies, with New Year's Eve, of course, stealing the limelight. Acts, as well as spots, are already being signed up to avoid the shortage of talent that compelled many spots to go without any entertainment a year ago.

New method of production is being used this year by the Gus Sun Office, which is taking over several hotel locations and will produce and handle the show directly. This is aimed at assuring a uniform quality of talent.

What the rush of business will mean is indicated by the decision of Betty Bryden, now with the Sun office, to discontinue all line production, aside from lines in active production and demand, until after the first of the year.

Agencies are expected to watch their night spot accounts closely this year. Competition is keen, but little repetition of past year's experience when a number of spots failed to pay up is expected.

Flash Acts Disappearing as Vaude Time and Salaries Slide

NEW YORK, Nov. 20.—Flash acts are on their way to oblivion, bookers and agents reveal. Due to the scarcity of theater time, few producers are risking money in a flash and about the only type of flashes still around are slap-together affairs. These so-called flashes usually comprise a ballroom team, with a couple of solo singers or dancers filling the costume-change-waits. No dough is being spent for special material or fancy musical arrangements.

The new flashes around are those carrying little of no special scenery. Carrying an economical wardrobe as possible, the flashes depend on the regular house drapes for background, with special lighting relieving the monotony of a single background piece.

Loew's State here, for example, goes out of its way to light and background dance turns or band flashes—as special scenery is now almost a thing of the past, due to salary and playing-time conditions.

Indie bookers are being compelled to "paste together" flashes for their two or three dates. This usually means merging (temporarily, of course) a couple of acts by splicing their specialties and then presenting them as a dance flash.

On top of all this, units have picked up the remnants of those flashes that were still around from last season.

CHICAGO, Nov. 20.—A good flash act is becoming a rarity, local bookers admit. Due to the almost negligible theater time available in this area, an act of six and more people cannot afford to hang

around awaiting for bookings. While a single or a team, it is pointed out, can pick up a week-end and manage to make enough for the entire week, a flash act getting almost the same money cannot hope to make ends meet that way.

In many cases bookers laying out a show are forced either to do away with a flash entirely or fill its spot with a line of girls.

More Time For Cushman

Western section expands—30 days supplied by Fox Intermountain Circuit

LINCOLN, Neb., Nov. 22.—Rick Ricketson, division manager of the Fox Intermountain Theaters, signed with the Willbur Cushman Circuit for Cheyenne, Laramie, Rawlins, Rock Springs, Ogden, Idaho Falls, Pocatello, Nampa, Caldwell and Kemmerer and a few one-night stands this week. Deal was made in Denver, where Ricketson has offices.

Frederick-Mercy Theaters, Inc., from the Seattle office, okehed Yakima, Walla Walla and Ellensburg, Wash., also for Cushman.

Total number of playing days for the two deals is about 30, strengthening the Western Cushman area to a point exceeding any period since the small-price router of units came on the scene in Albuquerque, N. M., five years ago.

New signing represents cordial reception of the low-price shows without the small hands which used to be carried. Most houses had to carry stand-bys they didn't use in the other days. Now the unit money formerly in music is spent for extra talent.

Radio Tryouts On Detroit Stage

DETROIT, Nov. 20.—David M. Idzal, managing director of the Fox Theater, presented a new idea Saturday night, a midnight show called Fox Jamboree. Highlight was the broadcast of WWJ's *House Party* program from the stage. Station executives were anxious to see the show go on before a live audience and get reactions, and event was in the nature of a tryout for the show, regularly on the air Thursday nights.

Full Fox show was presented, plus dancing on the stage to music by Paul Leash's Orchestra. Event was so well attended that it will be repeated.

Twelve hundred tickets were sold at a dime advance over regular scale, while the last show audience was also allowed to attend at regular prices.

Geo. Hamid-F&M In Fair Contract

NEW YORK, Nov. 20.—Options on the services of F. & M. to supply units for outdoor time for the coming summer for the George Hamid Attractions have been renewed. Contract is essentially the same as last season's and calls for the assembling of two units with a possible playing time of at least 14 weeks.

Success of the venture this past summer may lead the two offices to work more than the two units and increase the dates by at least several weeks. Units usually work months of August, September and October.

Hawaiian Units Click in Chicago

CHICAGO, Nov. 20.—Hawaiian shows seem to be in favor here, judging by the excellent business Anton Scibilla's *Waikiki Nights* grossed at the State-Lake Theater this week. The revue played to the best week-end the house had since 1933 and the week is expected to roll up over \$20,000, the best figure since the World's Fair days.

Unit was in on a guarantee and split over average house gross. Unit may be back in a few weeks.

Another show built around *Bell's Hawaiians* still holds a box-office record at the Oriental. It's understood that *Waikiki Nights* was first offered for that Balaban & Katz house, but a proper percentage agreement could not be reached.



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ACTS, UNITS AND ATTRACTIONS

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

Ace, Red (Crescent) New Orleans, nc. Adami, Dell (International Casino) NYC, nc. Adrian, Iris (Leon & Eddie's) NYC, nc. Adler, William (Ambassador) NYC, h. Alexander, Dorelle (Radio City Rainbow Room) NYC, nc. Allen, Stuart (Essex House) NYC, h. Alvarez, Sofia (Hollywood) NYC, re. Ames & Arno (College Inn) Chi, nc. Andrews, Avic (Cotton Club) NYC, nc. Andrews, Joe (Blues) NYC, re. Andrews Sisters (Riviera) Ft. Lee, N. J., nc. Antonita (Havana-Madrid) NYC, nc. Arbatova, Amla (French Casino) NYC, nc. Arden, Dolly (Chez Paree) Chi, nc. Armstrong, Len (Radio City) NYC, re. Arnold, Jack (Gay '90s) NYC, nc. Artini, Sonya & Elizabeth (International Casino) NYC, nc. Ash, Paul (Roxy) NYC, t. Aurette Sisters (French Casino) NYC, nc. Austin, Billy (Wonder Club) New Orleans, nc.

Bachelors, Four (Belmont Plaza) NYC, h. Bachelors, Bill (Riverside) Milwaukee, t. Baldwin & Bristol (Cat & Fiddle) Cincinnati, nc. Ballard, Jack & Billie Rae (Muehlebach) Kansas City, Mo., 19-25, h. Banks, Sadie (Old Roumanian) NYC, re. Barnes & Steger (885 Club) Chi, nc. Barret & Smith (Greystone) Mansfield, O., nc. Barrie, Gracie (Ches Parce) Chi, nc. Bass Bros. (Riviera) Ft. Lee, N. J., nc. Bay, Donell & Doris (National Scia) Copenhagen, Denmark. Bazan, Mercedes (Zayas (Havana-Madrid) NYC, nc. Beaucaire, Pierre (Monte Carlo) NYC, nc. Bell & Grey (Media Club) Phila, nc. Bell's Hawaiian Folies (Shuler) Raton, N. M., 24; (Leslie) Santa Fe 25-28; (Lyceum) Cleveland 27; (Moca) Roswell 28-29, t. Beno, Ben; (Moca) Ala. 28. Belmont Balladeers (Belmont Plaza) NYC, f. Bennett, Ethel (Old Roumanian) NYC, re. Berigan, Bunny, & Band (Paramount) NYC, t. Berman, Harry (Roumanian Village) NYC, nc.

Bernard & Henrie (Rose Bowl) Chi, nc. Bernard, Phil (Warner) Oklahoma City 23-26; (Orpheum) Lincoln, Neb., 27-30, t. Bernie, Harry (Oliver Twist) NYC, nc. Beryl, Billie (Golden Glow) Cleveland, nc. Besinger, Frank (Belmont Plaza) NYC, h. Best, Lerry (State Fair) Shreveport, La. Bines Boys & Girls (RKO Boston) Boston, t. Bishop, Fred (Gay '90s) NYC, nc. Black Forest International Ice Revue (Music Hall) Cincinnati 23-28. Blane, Rose (Paradise) NYC, re. Bonner, Carl & Leone (Book Cadillac) Detroit, nc. Booth, John (Acadia) Phila, re. Bonan, Arthur (Fashion Convention) Waldorf-Astoria, NYC, h. Bordine & Carole (Castle Royale) St. Paul, nc. Bowan, Sybil (Pal.) Chi, t. Bowers, Chas. Cookie (Earle) Washington, D. C., t.

Brandell, Edith (Old Roumanian) NYC, a. Brent, Ruth (Chicago) Chi, t. Brill, Billie (Piccadilly) Baltimore, nc. Brock, Lew (Post Street) Spokane, Wash., t. Browne, Hank (Oriental) Chi. Brown, Danny (Club Madrid) Buffalo, nc. Brown, Evans; (Bron. Wis., 28; Woodville 26; Barron 30; Ashland Dec. 1. Brown, Bothwell, Girls (Roumanian Village) NYC, nc. Brown, Hi (Piccadilly) Baltimore, nc. Burnett & Walt (Leon & Eddie's) NYC, nc. Burton, Effie (Club Alabama) Chi, nc. Butter Beans & Susi (Harlem Uproar House) NYC, nc. Byrd, Muriel (Governor Clinton) NYC, h.

C Calgary Bros. (International Casino) NYC, nc. Candido & Nena Montes (El Gaucho) NYC, nc. Canisinos, The (Hi-Hat) Chi, nc. Carlos, Vivian (Havana-Madrid) NYC, nc. Carman, Lillian (Michigan) Detroit, t. Carman, Frank & Ethel (Palace Gardens) Lansing, Mich., nc. Carr, Billy (806 Club) Chi, nc. Carroll & Kane (Troyville) NYC, c. Carroll, June (Berlitz) NYC, re. Carter, Betty (Le Mirage) NYC, nc. Casey, Emmett (Gay '90s) NYC, nc. Castaine & Barrie (Park Central) NYC, h. Castaldo, Lee (Commodore) NYC, h. Castellani Bros. (Byco) Battle Creek, Mich., 26-27; (Hiegel) Ottawa 28, t. Castro Sisters (Havana-Madrid) NYC, nc. Chappenu, Ted (George Washington) Jacksonville, Fla., h. Charles & Barbara (Royal York) Toronto, Ont., h. Chase, Chaz (RKO Boston) Boston, t. Cheerleaders, The (Fox) Detroit 24-30, t. Chelso & Renee (Monte Carlo) NYC, nc. Chocolaters (Cotton Club) NYC, nc. Clara & Albert (Havana-Madrid) NYC, nc. Claire, Jean (New Yorker) NYC, h. Clare & Sanna Sisters (Earle) Washington, Clark, Coleman, & Co. (College Inn, Sherman Hotel) Chi, h.

Clayton, Pat (Barrel of Fun) NYC, nc. Cole, Kid (Jane of France) NYC, re. Colleen Gay '90s) Chi, nc. Collette & Barry (Village Barn) NYC, nc. Cook, Alleen (Greenwich Village Casino) NYC, nc. Cook & Brown (Harlem Uproar House) NYC, nc. Coralli, Claudia (Barney Gallant's) NYC, nc. Corinne (French Casino) NYC, nc. Corliss & Palmer (21) Phila, nc. Corrigan, Bill (Crisis) NYC, nc. Cortz, Al & Toti (Berkley) Brooklyn, nc. Costello, Diosa (Yumuri) NYC, nc. Costellos, The (Colosimo's) Chi, nc. Cotton, Larry (Biltmore) NYC, h. Courtney, Anne (Gay Nineties) NYC, nc. Covarra, Nico (Edison) NYC, h.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department 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; n-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Cowan, Tom & Verné (Dwan) Benton Harbor, Mich., h. Crane, Gladys (Yacht Club) Chi, nc. Crawley, Wilton (Harlem Uproar House) NYC, nc. Crooker, Dorothy (Tower) Kansas City, Mo., t. Gros, Hiprietta (Roumanian Village) NYC, nc.

D'Avalos, Rodolfo (El Chico) NYC, nc. Daniels, Jean (Plantation) NYC, nc. Dario & Diane (Radio City Rainbow Room) NYC, nc. Darcy, Jean (McAlpin) NYC, h. Darling, Jean (Triangle Gardens) Peoria, Ill., nc. Daisko, Yasha (Russian Art) NYC, re. Davis, Edith (Leon & Eddie's) NYC, nc. Dawn & Darrow (Roxy) NYC, t. De Campe, Ronnie (Old Roumanian) NYC, re. DeCoster, Emiel (Twiggs) Akron, nc. De Flores, Felipe (Yumuri) NYC, nc. De La Grange, Chyrus (International Casino) NYC, nc. Del Rios (Piccadilly) Baltimore, nc. Deane, Laura (Village Barn) NYC, nc. Debonairs, Three (Harlem Uproar House) NYC, nc.

Della Helen (Paradise) NYC, re. Denise, Mdlle. (Hollywood) NYC, re. Denning, Ruth (Hollywood) NYC, re. Detroit Red (Harlem Uproar House) NYC, nc. Devereaux, Jeanne (International Casino) NYC, nc. Diaz, Rafaelo (Le Mirage) NYC, nc. Dion & Sparkiettes (Club Madrid) Buffalo, nc. Dolores & Rossini (Roumanian Village) NYC, nc. Don, Donna & Donn (Colosimo's) Chi, nc. Donat Bros. & Dot & Donna (Hi-Hat) Houston, nc. Dermonde Brothers (French Casino) NYC, nc. Dreyer, Gene (Edius) NYC, h. Draper, Paul (Plaza) NYC, h. Drayton Sisters & Jack (Cat & Fiddle) Cincinnati, nc. Drew, Charlie (Lombard Bar) NYC, re.

Dumm & Wise (Palm Beach Cafe) Detroit. Dumont, Valerie (Greenwich Village Casino) NYC, nc. Dwyer, Gertrude (Barrel of Fun) NYC, nc. Dwyer, Agnes (Leon & Eddie's) NYC, nc. Dyer & Kestler (Beacon) Vancouver, B. C., 26-Dec. 3, t.

E Edwards, Irving (Lido) Montreal, nc. Edlmen, Lolo (St. Regis) NYC, h. Enrico, Don (Colosimo's) Chi, nc. Erickson, Dorothy (Brevoort) Chi, h. Esquires, Three (Commodore) NYC, h. Everett & Conway (Hollywood Club) Kalamazoo, Mich., nc.

Fanton, Joe (Lyric) Indianapolis, t. Farrell, Jane (Acoust) Phila, nc. Farrell, Bill (Place Elegante) NYC, nc. Farris, Dolores (Greenwich Village Casino) NYC, nc. Faye, Frances (Yacht) NYC, nc. Felten, Ralph (New Club) NYC, nc. Felix, Claire & Tonita (Ivan Frank's) NYC, c. Fenwick & Cook (Michigan) Detroit, t. Fields, Benny (Chez Paree) Chi, nc. Fiske, Dwight (Savoy-Plaza) NYC, h. Fitzpatrick, Jimmy (Stadler) Boston, h. Florence & Alvarez (Pal.) Chi, t. Florence (Savarin) Buffalo, N. Y., c. Flores, Marissa (Waldorf-Astoria) NYC, h. Flowerston, Consuela (Chateau Moderne) NYC, nc.

Flying Whirlos (Village Barn) NYC, nc. Foot, Herbert (Edgewater Beach Hotel) Chi, h. Foran, Tommy (Levaggi's) Boston, nc. Forbes, Maria (Weylin) NYC, h. Ford, Nora (806 Club) Chi, nc. Ford, Ed & Walter (Oriental) Chi, t. Ford & Barnes (26 Club) Milwaukee, Wis., nc. Ford, Senator (Radio City Rainbow Room) NYC, nc. Fox, Dorothy (Radio City Rainbow Room) NYC, nc. Francis (Palmer House) Chi, h. Francis, Vivian (Park Central) NYC, h. Franklin, Gus (Chase) St. Louis, h. Franz & Fuller (Kelch) Indianapolis, t. Freed, Carl & Co. (Pal.) Chi, t. Froman, Jane (Earle) Phila, t. Fuld, Leo (Roumanian Village) NYC, nc. Furman & Lorraine (Little Old N. Y.) NYC, nc.

Gaby (Le Mirage) NYC, nc. Gall, Wanda (The Place) NYC, nc. Gale, Diana (Berlitz) NYC, re. Gale, Alan (Open Door) Chi, nc. Gall-Gall (Versailles) NYC, nc. Gallus, John (Claridge) Memphis, h.

Garcia, Luolo (Bismarck) Chi, h. Gardin, Mariel, & Marvin Kane (Carlton) London, h. Gaston & Gypsy Irma (Monte Carlo) NYC, nc. Gaudsmith Bros. (International Casino) NYC, nc. Gay Blades, Three (Barney Gallant's) NYC, nc. Gaylord & Kent (Le Mirage) NYC, nc. Gene, DeQuincey & Lewis (Congress Casino) Chi, h. Georges & Jalna (Chez Paree) Chi, nc. Gibson, Virginia (Park Central) NYC, h. Gilbert, Esther (Gay '90s) NYC, nc. Gilbert & Arman (National) Greensboro, N. C., t. Gilbert, Bob & Fleurette (Cavalier) NYC, nc. Gilford, Jack (Arrowhead Inn) Cincinnati, nc. Girard, Adele (Hickory House) NYC, nc. Glenn, Cinda (RKO Boston) Boston, t. Goldfarb, Phil (Village Barn) NYC, nc. Gomez & Winona (Earle) Phila, t. Gonzales, August (McAlpin) NYC, h. Gordon, Frances (Nine-Mile House) Cincinnati, nc. Gorjanc, Sonia (International Casino) NYC, nc.

Gory, Gene & Roberta (Orpheum) Los Angeles Dec. 1-7, t. Gray, Alexander (Palmer House) Chi, h. Green, Bernice (Planet Mars) Chi, nc. Green, Jackie (Yacht Club) Chi, nc.

JACKIE GREEN
Third Week
YACHT CLUB, CHICAGO
Green, Al (Pioneer Nut) NYC, nc. Guarctias, Las (El Chico) NYC, nc. Guy, Barrington (Plantation) NYC, nc.

H Haal, Vera (Embassy) Phila, nc. Haines, Tate & Simpson (Leon & Eddie's) NYC, nc. Hall, Kiki (La Paloma) Miami, nc. Hamill, Thos. J. (N. S. Democratic Club) Pittsburgh, nc. Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Abadiah, Okla. Hapley, Norman; Keechuk Ja. Hap-Hazard (State-Lake) Chi, t. Harmen, Hazel (Hi-Hat) Chi, nc. Harris, Audrey (Broadway Hobbrau) NYC, nc. Harris, Mary (Little Old New York) NYC, nc. Harris, Hazel & Whitey (Logan) Logan, O., 25-28; (Indiana) Richmond, Ind., 27-29; (Russell) Maysville, Ky., Nov. 30-Dec. 1, t. Harrison, Spike (Gay '90s) NYC, nc. Hartman, Paul & Grace (Waldorf-Astoria) NYC, h.

Hart, Margie (Mirador) NYC, nc. Havana Trio (La Conga) NYC, nc. Havilland, Dick (Greater Silhouette Inn) Eau Claire, Wis., re. Hayworth, Seabee, Players (Strand) Cherry-C. 25; (Avon) Lenox 25-27; (Imperial) Kings Mt., (State) Newton 30, t. Healy, Eunice (Met.) Boston, t. Hector & Pals (Roxy) NYC, t. Heida, Irene (French Casino) NYC, nc. Heysradt, John (Chez Firehouse) NYC, nc. Hibbert, Bird & Larue (Savoy) London, h. Hildegarde (Ritz Carlton) NYC, h. Hill, Joan (Normandie) NYC, nc. Hillard, Jack (Royale Follies) Chi, nc. Hinton, Hotcha (Oasis) Seattle, re. Hoctor, Harriet, & Co. (Earle) Washington, D. C., t.

Hoffman Sisters (McVan's) Buffalo, nc. Holland & Hart (Ritz-Carlton) NYC, h. Hollywood Hotel (Paramount) New Haven, Conn., t. Hol, Myrno (Lexington) NYC, h. Hooker, Dynamite (Cotton Club) NYC, nc. Howard, Willie & Eugene (Hi-Hat) Chi, nc. Howard, Tom, & George Sheldon (Pal.) Chi, t. Howard, Joe (Little Old New York) NYC, nc. Hoystrak, John (Chez Firehouse) NYC, nc. Hubert, Fritz & Jean (RKO Boston) Boston, t. Huff, Tiny (Old Roumanian) NYC, re. Hughes, Lysbeth (Biltmore) NYC, h. Hunt, Pee Wee (New Yorker) NYC, h. Hurley, Ruth, Girls (Chez Ami) Buffalo, nc. Hutchins & Gallagher (Pal.) Cleveland, t.

I Ice Ballet (Boston) Boston. Ice Follies of 1937 (The Arena) Cleveland, O. Idler's Trio (Roosevelt) Pittsburgh, Pa., h. Iles, Dorothy (Roxy) NYC, t. Internationals, The (Madison) NYC, h. Iris, Esperanza (Havana-Madrid) NYC, nc.

Irving, Jack (Harry's New York Cabaret) Chi, nc. J Jacoby, Anita (Hollywood) NYC, re. Jacqueline, Mignac (International Casino) NYC, nc. James & Peltz (Ball-Ball) Chi, nc. James, Freddie (Cotton) NYC, nc. Janet of France (Janet of France) NYC, re. Jason, Jay (Colosimo's) Chi, nc. Jeffers, Dorothy (Hollywood) NYC, re. Jennings, Don & Lemarck) Chi, h. Johnny & George (Yacht Club) NYC, nc. Johnson, Elmer (806 Club) Chi, nc. Johnson, Lucille (Paradise) NYC, re. Johnson, Charles Bounding (Police Circus) Columbus, Ga. Johnston, Mae (Cotton) NYC, nc. Judels, May (New Yorker) NYC, h.

K Kammerer, Mercedes (Gay '90s) Chi, nc. Kane, Allen, & Boys (Monte Carlo Bar) Chicago, Ga. Kargavaeff, Simeon (Russian Kretchma) NYC, re. Kay, Dolly (Clover) NYC, nc. Kaye, Grace (Berlitz) NYC, re. Kaye, Lois (Riviera) NYC, re. Keen, Edna (Stadler) Boston, h. Keiton, Pert (Hi-Hat) Chi, nc. Kenney, Billy (Cortez) El Paso, Tex., h. Keoghian, Jimmy (Leon & Eddie's) NYC, nc. Kleib, Shal (Open Door) Chi, nc. Klein, Phyllis (Park Central) NYC, h. Khaderic, Nicolas (Russian Art) NYC, re. Kidd, Ruth (Greenwich Village Casino) NYC, nc.

King, Charles (Gay '90s) NYC, nc. Kings, Four (Biltmore) NYC, h. Kinney, Ray (Lexington) NYC, h. Kirby & Duval (Pal.) Cleveland, t. Kirk, Jean (Kennore) Albany, N. Y., h. Kimiris (Met.) Boston, t. Kolligate Kids, 14 (Village Barn) NYC, nc. Koza, Co. (Fair) Hattiesburg, Miss. Kraddocks, Four (Earle) Washington, D. C., t. Kramer, Dolly (San Diego Cafe) Detroit, nc.

L L'Ana (Edison) NYC, nc. LaBlanc, Billy (J. P. C. Gardens) Rochester, N. Y., nc. LaMar, Frankie (J. P. C. Gardens) Rochester, N. Y., nc. LaMothe, Olive (Red Rooster Club) West Hartford, Conn., re. LaMothe, Marie Troupe (Coldwater, Mich.; Detroit 22-28. LaZella, Aerial (Million-Dollar) Los Angeles, t.; (McDonald's Party House) Compton, Calif., 29-Dec. 5.

Lee, Bob (Wivel) NYC, nc. Lee, Linda (Ambassador) NYC, h. Lee, Gypsy (Wine Cellar) NYC, re. Lee, Jean (806 Club) Chi, nc. Leeds, Lydia Sue (Paradise) NYC, re. Leeds, Marian (Hollywood) NYC, re. Leely, Evelyn (Gay '90s) Chi, re. Leonidoff, Leon (Wivel) NYC, re. Leonard, Duke (Commodore) NYC, h. Leonard, Jack (Broadway Hobbrau) NYC, re. Leonore (International Casino) NYC, nc. Leslie, Lee (Jimmy Kelly's) NYC, nc. Leslie Sisters (State) Winston-Salem, N. C., 26-27; (Victory) Charleston, S. C., 29-30; (Colonial) Florence, S. C., Dec. 1; (Paramount) Concord, N. C., 2. Lester, Ann (Royale Follies) Chi, nc. Lester, Jerry (Stork Club) Chi, nc. Levins, Carlos (Wonder Bar) New Orleans, nc. Lewis, Henry (Matteoni's) Stockton, Calif., nc.

Lewis, Kay (Chi-Am Chateau) Mountaineer, N. J., nc. Lewis, Ted, & Orch. (Stanley) Pittsburgh, t. Libuse, Frank (Palace) Cleveland. Liebberg, Tom (Fox) Detroit 24-30, t. Lindyoppers (Cotton Club) NYC, re. Lita, Carmen (El Gaucho) NYC, nc. Litomy, Leslie (Chez Firehouse) NYC, nc. Little Sachs, Three (Berlitz) NYC, re. Little, Little Jack, & Band (Michigan) Detroit, nc.

LOBE, Avon (Plantation) NYC, nc. Long, Walter (Paradise) NYC, re. Lorraine, Vincent (Chicago) Chi, t. Lopez, Lillian (Berlitz) NYC, re. Low, Tom (Savoy-Plaza) NYC, h. Lowe, Hite & Stanley (Tower) Kansas City, Mo., t. Lubina, Ada (Old Roumanian) NYC, re. Lucas, Nick (Oriental) Chi, t. Luciano, Aida (Wivel) NYC, re. Luckys Bucks, Three (Harlem Uproar House) NYC, nc.

Lucentes, Pepita (El Chico) NYC, nc. Ludova, Nadia (Russian Kretchma) NYC, re. Lyman, Tommy (Oaks) NYC, nc. Lynn, Carl (Wonder Bar) Fort Huron, Mich., nc.

M McCoy, Bob (Biltmore) NYC, h. McClelland, Reed (Weylin) NYC, h. McCormack, Frank (Greenwich Village Casino) NYC, re. McCullough, Gene (Gaiety) Minneapolis, t. McCully, Jean & Gine (Adelphia) Phila, h. McKenzie, Red (Nick's Rendezvous) NYC, h. McKeon, Rudy (Gay '90s) NYC, nc. McArthur's (Park Central) NYC, h. MacNaughton, Virginia (Le Mirage) NYC, nc. Major, Sharp & Minor (Park Central) NYC, h. Manchito (Yumuri) NYC, nc. Manevins (Moulin Rouge) Paris, nc. Manhatitanes (College Inn) Chi, nc. Marx, Jura (Boj) NYC, re. Marning, Otis (Biltmore) Dayton, O., h. Maronita (Russian Art) NYC, re. Manzanares, Jose (Havana-Madrid) NYC, nc. Mara (Perrouet) NYC, nc. Maree, Lois (Colosimo's) Chi, nc.

Marcel, Andre, & Co. (Pal.) Cleveland, t.
Marion, Alice (Essex House) NYC, h.
Marlita (El Dorado) NYC, nc.

Read, Jimmy (Tower) Kansas City, Mo., t
Red Dust (Paramount) NYC, nc.
Reddinger Twins (Met.) Boston, t.

Advertisement for Cotton Club, N.Y. featuring the headline 'You Can't Have Everything' and listing the club's location and management.

Room Service: (Paramount) Salt Lake City.
Utah, 24; (Orpheum) Ogden 25; (Audi-
torium) Denver, Colo., 27-29.

Miles, Gary (Paradise) NYC, re.
Milken, Bob (Little Old New York) NYC, c.

Ross, Wally (Nine-Mile House) Cincinnati, nc.
Roy, Jill (Roumanian Village) NYC, re.

Tisdale Trio (Le Mirage) NYC, nc.
Titans, The (RKO) Boston, t.

HIRST CIRCUIT SHOWS

(Week of November 21)
Cupid's Carnival: (Jacques) Waterbury, Conn.

N. T. G. Revue (State) NYC, t.
National Eglon (Lexington) NYC, h.

Sahji (Plantation) NYC, nc.
Sailors, Three (State) NYC, t.

Vaccaro (El Gaucho) NYC, nc.
Valdes, Alfredo (Havana-Madrid) NYC, nc.

MISCELLANEOUS

Birch, Magician: McConnellsville, O. 24-26;
New Martinsville, W. Va., 29; Huntington

O'Toole, Edythe & Patsie (Capri) Lawrence,
Mass., nc.

Shaw & Lee (Met.) Boston, t.
Shea, Norma (Wivel) NYC, re.

Wade & Wade (Levaggi's) Boston, nc.
Wahl, Dorothy (Harry's New York Cabaret)
Chi., nc.

Chorus Equity Notes

Chorus Equity is holding checks in
settlement of claims for the following
members: Adrian Anthony, Nancy Lee

Padula, Margaret (Gay '90s) NYC, nc.
Page, Lyle, & Broadway Playboys (Triangle
Gardens) Peoria, Ill., nc.

Stafford & Louise (Lyric) Indianapolis, t.
Stevens Sisters (Riverside) Milwaukee, t.

Walsh & Barker (Berkeley) London, h.
Wallers, Jack (Netherland Plaza) Cincin-
nati, h.

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first to be 100 per cent in good standing
to May, 1938.

Members are reminded that if they
are unemployed and unable to pay their
dues they must apply for an extension

Queens of Hearts (Oriental) Chi., t.
Rabold, Rajah (Ambassador) NYC, h.

Advertisement for THE TITANS, listing the cast including J. J. Ryan, A. J. Beck, and F. L. Barker, and the show's location at RKO Boston.

Wicks Bros. & Armida (Melbourne) Sydney,
N.S.W., 16-Dec. 30.

DRAMATIC AND MUSICAL

(Routes are for current week when no
dates are given)
Along Came Juliet: Newark Valley, N. Y., 24;

Wing, Toby (Yacht Club) Chi., nc.
Winston, Walter (Brittwood) NYC, nc.

Zatour, Joseph (Shelton) NYC, h.
Zee Zee, Mlle. (Cosmos) Chi., nc.

Night Club Reviews

Yar, Chicago

Col. W. W. Yaschenko, former musician and member of the Moscow Orchestra, reopened the city's remaining Russian spot with a policy of good music and choice foods and liquors.

Atmosphere is pleasant, particularly for those in whose minds still linger the thoughts of the pre-war Russia. Entire set-up is that of a Russian inn, costumed waiters, the bar in the "cellar," bare tables and decorative walls creating that illusion.

Musical programs are not entirely Russian, however. Selections are played by Ennio Bolognini's Concert Gypsy Ensemble to please patrons of various European nationalities. No room for floor show or dancing, the entire entertainment being furnished by the Bolognini sextet and Janina La Borda, soprano, favoring with Russian songs.

The musicians are a talented group who play gigs from light operettas and operas with equal ease. Bolognini, member of the Chicago Symphony orchestra, is an expert cellist. His work is soul-stirring, properly suited for the dreaming patrons. Supporting him are Jasha Ruskhin, first violin; Anthony Dongarra, second violin; Nat Zimberoff, bass; Peter Gorner, piano, and Spyros Stamos, zymbalom.

Dinner and after-theater programs are played nightly. The concert caught Tuesday night was a typical one. It included a selection from the opera *Lucia Di Lamermoor*, tunes from the *Student Prince*, Russian gypsy songs and *Il Bacio* waltz. Miss La Boda was entirely satisfactory with several songs popularized during the czar regime. She records true pathos with a trained soprano voice.

Request hour is the closing feature, each patron usually satisfied with his favorite selection. A business-stimulating feature, incidentally.

A very reasonable \$1 minimum in effect. Col. Yaschenko is a highly ingratiating host, his affable manners increasing his number of patrons and friends.

Sam Honigberg.



"MIRACLE MAN"
appearing nightly
TRIANON ROOM, AMBASSADOR HOTEL,
New York City

Trianon Room, Ambassador Hotel, New York

Aristocratic but not austere formal as most Park Avenue spots are, this swank spot, of French design and done in buff and cream color scheme, offers entertainment during dinner (\$2.50 and \$3) and supper (minimum \$2, \$2.50 Saturdays) that is quite in keeping with tenor and price range.

As a whole the bill is subdued and in good taste, featuring the restrained music of William Scott, dance team of James and Evelyn Vernon; Linda Lee, songstress; Rajah Raboid, mystic and illusionist; Jack Kerr, pianoforte, and Palomo, guitarist-vocalist.

Two numbers by the Vernons are enough to stamp them as a neat appearing team of versatility, grace and ability. The first, a tango, demonstrated rhythm and precision and the second, a sprightly number, gave proof of the verve and general well-roundedness of the duo despite accompaniment trouble. Team does not depend too much on sensational steps or tricks, inserting in otherwise straightforward dancing but few spins and lifts. Work of male half is especially commendable.

Rajah Raboid, bearded seer, after inducing several patrons to completely blindfold him, causes many a tempting dish to grow cold while eyes are kept glued on him as he divines dates and types of coins, reads cards and written messages gathered at random from the audience, and succeeds in duplicating any writing, in any language, scribbled on a small blackboard by doubting guests.

Linda Lee, featured vocalist with the Scotti band, offers pops in a soft and pleasant voice, while Jack Kerr, formerly of the team of Goff and Kerr and more recently in a band-leading venture, accompanies himself on the studio piano in really fine tenor vocals of the more melodic pops and ballads. Palomo strums a guitar and intones Latin and Andalusian pieces with no special merit.

Scotti's outfit of 10 supplies dance music of a standard, unstylized pattern. Saxes, fiddles and accordion combine in producing equally creditable results in straight dancing, and tangos and rumbas.

William Adler and Paul Taubman, leading an ensemble of four, provide concert music during luncheon and cocktail hours.

Raboid also works the tables in crystal gazing stint at cocktail period.

George Colson.

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Mahieu Company and Harry Guttenberg provided the costumes. The whole affair revives the old days so successfully that any minute we expected to have the customers break down and cry.

Bernie Grauer and Will J. Ward, pianoforte, provide between-show specialties. Charlie King, making a comeback, just closed a successful four-week run here.

This is the place where you will see the patrons singing old pop tunes without restraint while their eyes get misty with sentiment. And while in this comfortable mood Bill Hardy's waiters serve agreeable drinks—and without pressure, too.

As we said before, would-be night club operators would do well to give this spot the once over. It is a fine example of a carefully run, successful night club.

Mack Millar is still doing the press agenting.

Paul Dents.

Swingland, Chicago

Another Harlem spot, now operated by Ben Skoller, using little known but talented performers. It is getting plenty of competition from the more celebrated Grand Terrace, which is also located in the colored section, but pulls thru on heavy week-end business.

It is no unusual sight to see any number of formal-attired parties there, out on a slumming spree in the raw Sunday and Monday morning hours.

Club is also patronized by the small spenders, there being no cover or minimum tax, except on Saturdays. Seats over 300 and stays open all night.

Horace Henderson, Fletcher's brother, leads a 14-piece band that has great possibilities. Some of the ork's arrangements have smoothness and rhythm recognized with name outfits. Some of the tunes are plenty loud in this room, and the club is too small for the volume of such a large aggregation. A few of the boys double as vocalists and do commendable work.

The floor show, typically hot and swingy, is capably emceed by Ruble Blakey. Among the featured entertainers are Lavada Carter, hefty and throaty-voiced songstress, and Edna Ortiz, fast and tricky tapster. Arthur Lee Simpkins, with a novel tenor voice, registered with a few songs. Another boy who has some possibilities.

Babe Hines, rhythm songstress, and Freeman and Freeman, two boys doing lighting speed tapping, rate mention for their good, entertaining routines.

A dusky 12-girl chorus struts thru a couple of high-temperature concoctions devised by Sammy Dwyer. One of them, labeled *The Palsy Walk*, is ballyhooed as the successor to *The Big Apple* craze. A fancy idea for dancers in a mood to let loose.

Sam Honigberg.

Lobby Cafe, Juarez, Mexico

Business continues to hold up exceptionally well at this tourist spot across the international line from El Paso, Tex.

Current floor show is a little short and not too strong.

Lou Lockett continues as emcee, and Roberto Ulrich's orchestra is still on the band stand.

Maria Costello opened the show with a fast buck and wing, wearing an abbreviated red and gold costume to good advantage. She is a tiny, lithe brunet.

Lockett followed and, with Lucille Love, sang *Remember Me*. Lockett's voice is okeh with patrons here, but Miss Love has nothing extraordinary to offer. Her voice lacks volume and character. The pair went into a slow tap after the song. Miss Love looked well in a long cerise gown.

Maryl, Japanese acrobatic dancer, did a difficult number to Oriental tunes, getting a good hand for hand stands and hand walks.

The Dancing Costellos got best hand of the evening with a *St. Louis Blues* number in a deep blue spot. Team was effective in black satin gown and black satin evening suit. Dance had plenty of twists. They were back for an encore of the same number.

Show will change at end of month for holiday attraction.

Hal Middlesworth.

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HARRY PYLE, 804 W. 180th St., N. Y. City.

Savoy Hotel, London

Newcomers here are Don Loper and Beth Berri, American ballroom dancers, who rate tops at this spot. Man is dark and well groomed, and the shapely blond and beautiful girl wears stunning gowns that are the envy of the women, besides attracting undivided attention from the male patrons.

Couple are perfectly teamed and their graceful and rhythmic work has a touch of originality that runs thru all three numbers. Team is forced to come back for recalls.

Ben Berri, a holdover, is a comedy juggling genius with just the right proportion of acceptable comedy and juggling skill to make his routine outstanding. Sells his tricks well.

Gloves Brothers, Continental acrobatic dancers, also in their second week, are fair. *Bert Ross.*

Le Coq Rouge, New York

This is one of the latest spots to try floor talent in addition to the usual dance music. The Great Maurice, magician, is the experimental "floorshow" and he is an easy click.

Maurice is a veteran smooth-hander and knows how to present an entertaining session of baffling sleight-of-hand tricks peppered by comedy relief. Suave and sure, he uses a French dialect, getting his English all balled up and successfully distracting from the tension usually accompanying a magic turn. Using balls, coins, playing cards, rings and ropes, he builds into a swell climax, a stunt which has him blindfolded and pulling cards from a shuffled deck in his pocket just as fast as patrons call them out. It's a marvelous stunt.

Maurice is on twice a night, the rest of the time being taken up by the dance music of George Sterney's five-piece sweet band and also the lively Don Marton rumba-tango outfit. Sterney (accordion) is backed by bass, violin, sax and piano, the boys producing thoroughly pleasing dance rhythms. Marton (violin) carries a pianist, trumpeter-vocalist, accordionist and drummer-maracas-xylophonist. His men are versatile and give the band color and variation.

The club itself, on East 56th, is a large rectangular room, lighted and colored pleasantly with an adjoining bar and lounge. The entire combo can handle about 225 people. Frank Bonacchini is proprietor.

Food and liquor are good, as well as the service, but more effort can be made to present the "floorshow" better. Spot lighting is poor and waiters serve during the act.

Tom J. Collings is doing the press agenting. *Paul Denis.*

Le Trianon, London

Small but highly select spot is well appointed and draws excellent and distinguished patronage.

Current floor attraction is Charles Vaida, "the Hungarian Troubadour," with Simone, violinist, and Ferenz, pianist.

Vaida is a good-looking young fellow from Budapest and has excellent pipes and a pleasing personality. He sings in Hungarian, German, French and English and his well-chosen numbers are immensely successful.

Other two boys shape well on their respective instruments and the whole act is a humdinger accentuated by authentic Hungarian costuming. *Bert Ross.*

Frank Sebastian's Cafe International, Culver City, Calif.

Frank Sebastian's Cotton Club, which in recent months has emerged as the Cafe International, is the oldest and one of the finest night spots in California. Virtually every major headliner has played there at some time. Since 1923, when he opened on the site of the old Green Mill, Sebastian, who himself looks like a matinee idol, has played host to the movie great and near-great.

Altho he featured all-colored shows here for years, present show is white, save for one act and Les Hite's Orchestra, a favorite aggregation here. Opening number is *Little Red Schoolhouse*, danced by a nice line of girls in red and white abbreviated schoolgirl outfits. The routine was originally titled *Dixiana* and was set for Dixie Dunbar, who promised to come up and star in it once weekly, but film work prevented this. Lee DeBain, pretty brunet in white

satin dress with black sequin sailor collar, sells *I've Got That Old Feeling, It's You I'm After* and *Sentimental Over You* with fine feeling. She gets a little too close to the mike at times, but she has a fine voice, good range, spirited delivery. Good radio possibility.

Chorines next offer a fast tap, the girls cute in black satin abbreviated evening dress costumes built like bathing suits, but with stiff, white shirt fronts, studs, etc. Cherry Lynn, in white satin tails, does a fine specialty.

Marjorie Schelly, in pink satin, offers a comedy toe number that is amusing. A highlight is the Suzi-Q as offered by Nite and Daye, a cute, young and pretty pair of girls. This gifted duo are clever, capable, fine hotcha dancers.

A pleasant singing trio are the Downey Sisters, three honey blondes. Formerly with name bands and on the air, they offer *Stay on the Right Side of the Road, Annie's Cousin Fanny* and, as an encore, *Truckin'* and *Tiger Rag* combo. A good harmony trio.

Earl and Francis, coffee-colored dancers in sport togs, offer some spirited dancing. Excellent tapsters, they deliver with precision and expert flowing rhythm.

Smarty is the finale, with the line girls in abbreviated black satin dresses, Paula Francis as featured dance soloist and the Downey Sisters singing.

Les Hite and his merry men do a comedy interpretation of *Peckin'* to conclude. *David Arlen.*

Hippodrome Grill, Cleveland

One of the spots just off the main thoroughfare fast becoming popular with the after-theater crowds of Cleveland. Not far from Playhouse Square, it is located at the rear of the Hippodrome Theater, long the leading vaude house and now a picture theater.

During the last few months the spot has been enlarged, with additional rooms added and new fittings to give it snap.

Presiding as the principal attraction is Larry Gannon, pianist, extraordinary, who is largely responsible for the return of the guests time after time. Ethel and Eddie are supporting him, with songs and guitar. Gannon works much after the fashion of Roger Stearns, who is featured at the Statler Terrace. He has been at the Grill for some seasons and of late has become recognized as one of the best single entertainers in the local niteries. He has served radio in the past, and will probably return to it again, in addition to his present work. *H. B. Hoyt.*

Hollenden Vogue Room, Cleveland

There's plenty of variety at the Vogue Room of Hotel Hollenden with its current floor show, which ranges from ventriloquial stunts to ballroom dancing, songs and wandering minstrels.

Robert Neller is the ventriloquist. "Dizzy Dugan" is his dummy. He works in the popular night club manner, with a natural flair that scores with the audience.

Ugo Martineilli, operatic tenor, is making a round of hits with selections ranging from operatic to popular tunes, as the mood of the auditors demands.

Dancing is contributed by Miss Franklin Crawford and Joseph Caskey, a well-chosen pair, who present a set of ballroom numbers. They will be recalled as featured dancers in Warner Brothers' *College Sweethearts*.

Then there are the Meadowbrook Boys (Robert Page and Arthur Herbert), who stroll thruout the cocktail hour dispensing their songs.

Sammy Watkins continues with his orchestra and is becoming as big a favorite with the reopening of the fall season as he has been in his previous appearances here. *H. K. Hoyt.*

Statler Terrace, Detroit

Smart Detroiters have a new ace spot to go to with the opening last week of the first room housing entertainment in the Statler Hotel since pre-Prohibition days. This is a swankily appointed room in a sort of Graeco-moderne style, with wine-rose and white the predominating colors. Spaciousness is increased by raised terrace at far end, and two lowered terraces for the cocktail lounge adjoining, plus effective use of mirrors and alternately massive and slender architectural column treatment.

Opening show has Veloz and Yolanda, who do almost a half hour by themselves. Opening with a slow whirling

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number with classically formal routine, they at once got the tribute of perfect silence from the audience. The tango number that followed ran the gamut of the dance, including accented tap steps and the suggestion of subtle brutality in a few apache gestures.

The perfect teamwork of the pair held the crowd during a long dance number. Their opening pose, typified by Yolanda's hauteur, melted into the jiggling merriment of their galloping version of *Alexander's Ragtime Band*. Following this was a satire on *The First Dance Lesson*, with vocalisms by the band, and their own creation, *The Velonda*. They were forced back for an encore, giving the *Merry-Go-Round* number *Champagne Waltz*.

Paul Pendarvis and band play well with the show and are a sweet band for

the dances as well. Specialties, as the violin trio and two talented vocalists, Joey Reardon and Eddie Scope, help too.

Spot is under general management of Ward B. James. Policy of quality in entertainment, food and drinks at reasonable prices means a lot. No minimum charge at any time and cover charge of 50 cents only after 10 p.m., raised to \$1.50 on Saturdays. *H. F. Reves.*

Blue Fountain Room, La Salle Hotel, Chicago

Atmospherically, this is one of the finest rooms in town. An entirely pleasant color plan dominated by periwinkle blue and enhanced by a harmonious indirect lighting arrangement. It attracts (See NIGHT CLUB on page 38)

Loew's State, New York

(Reviewed Thursday Evening, Nov. 18)

A typical NTG show, with plenty of pretty girls parading on the stage. Audience seems to like this kind of thing, so maybe pulchritude is talent of a sort anyway. NTG emceeds in an informal way, gagging throat and working situations for as many laughs as possible. Technique reached its height when *The Big Apple* dancers from North Carolina came on, with NTG cashing in for plenty on their Southern accents.

Three Sailors are given a great build-up as screwballs by NTG and do everything possible to justify the title. They are on and off as hecklers and appear in nutty disguises while other acts are on. Their own turn is compounded of the wildest hokey and skulduggery, including falls, slaps, gags and acro. Do a tango ballroom satire and rope-acro dance to wind up their regular act.

Big Time Crip, one-legged Negro hooper, gives an astonishing display of legging. Opens with a song and whistling and goes into his dance using a crutch. Later, tho, is soon dropped, and from this moment on Crip gets around on just one pin. Effect is electric. Crip does a second turn, with the tapping neater than in the first, and cakewalks off to a wonderful hand. Act is a fine novelty and includes good acro work.

Beauvel and Tova, ballroom team, are a great asset to the show. Appear in two numbers, one a waltz and the other a light, short fox-trot, the two moods contrasting beautifully. Movements are liquid in nature, tho, carefully measured and precise, and the dance figurations are pieces of subtle ingenuity. Couple takes a liberal hand. Have enough on the ball for any spot.

Billy Spivey's *Big Apple* dancers wind up the show, with NTG inveigling a terrifically fat man into the festivities together with one or two of his girls. It's good fun, with Spivey doing the calling.

Nicest parading done by the girls is in costumes typical of Ziegfeld's hit shows, including *Rio Rita*, *Rosalie*, *Whoopie* and many more. Three girls sing, Sonya Yarr, a Russian, doing a gypsy tune; Helene Standish, tall redhead, contributing *Can I Forget You?*; and Elsa Harris, blonde, doing *Chloe*. Miss Harris is definitely best of the lot, her voice having a full, dramatic intensity.

Pic. High, Wide and Handsome. Business excellent at supper show.
Paul Ackerman.

Paramount, Los Angeles

(Reviewed Tuesday Afternoon, Nov. 16)

Mediocre in nearly every respect, the stage show here seemed little more than a flesh interlude to fill in between the feature pictures. Routines were ordinary, the acts lacking in luster and verve which go to make up a smash show. Somehow it just didn't have it.

Harvest Moon, opening dance number featuring the Fanchonettes, was in the Thanksgiving tradition, against a background of enormous yellow moon, cabins, Pilgrim father cutouts. Chorus was garbed in early American, three contrasting shades of rust, green and black being used. The routines of Carlos Romero are pretty, but old as the venerable hills.

Orchestra on stage is that of Ken Baker and his Swing Band. It's a good aggregation; the boys play well, but

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Vaudeville Reviews

their leader is a youngster who completely lacks the personality for a successful stage master of ceremonies. There is no life, no gaiety to his conducting, his announcements are straight-from-the-shoulder statements which leave the audience cold. The band's rendition of *Stardust*, however, was swell.

The Trojans, three young fellows in white trousers and rust sweaters, do acrobatics—flips, somersaults, hand-springs, cartwheels, tumbling. They're just okeh, no more, and they have a distressing habit of asking for applause following each turn by facing the audience and throwing out their hands for it. The audience liked them, but we've seen better.

Barry and Whitlege are oldtimers in the business of getting laughs. They spar with one another verbally, giving out cracks like, "Yeah, folks, she's rehearsing for the electric chair" and "You may be heavy, but you can be picked up." We didn't like their cocksureness, their comments to one another when a gag fell flat, as "Guess that one laid an egg, babe," and so forth.

The piece de resistance is a holdover, Everett Marshall. Marshall sings bombastically, grows red with strain and emotion and manages with all his dramatics and arm waving to vocalize definitely off-key. The audience liked him, maybe because of the volume of sound emanating from his throat. We think he's a bad musician. Marshall is definitely not in the higher brackets as an artist.

"Punkin" Parker, a pretty little girl from Fort Worth, brings a touch of freshness. She does a hot tap in pleasant and invigorating style. The audience liked her and deservedly. She got a nice hand and did an encore.

Show finished up with a *White Harlem* number done to the music of the *Bugle Call Rag* by the Fanchonettes, dressed in abbreviated costumes of white sequins against a backdrop picturing a giant bar of music. The girls looked cute with black patent leather hats, wrist bands and gloves and went thru their steps in lively fashion. But those routines, that old-fashioned leg work—phooey!

Picture was Angel.

David Arlen.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Nov. 18)

This week's stage production, *Tally-Ho*, if nothing else, does full justice to the beauty, color and design of the Bruno Maine settings and the ingenuity and technical excellence of the stage lighting system as supervised by Eugene Braun.

Too often does the work of the various designers and effects men go unnoticed or receive but a momentary realization of its relative merit to the performances enacted before it or enhanced by it. But a lasting, the longest lasting impression of unusual merit of scenery and lighting effects is inescapable in this production.

Subject of fox-hunting, in all its phases, gives full vent to use of ruddy colors, picturesque exteriors and interiors and the touch of authenticity by the use of hounds and horses.

As for performances, Hudson Carmody dominates the opening scene with his basso soloing to the ringing hunting song done by the Glee Club. The Corps de Ballet, in red bodices and white tulle skirts, prance and flit before one of the more striking settings, *The Hunt*. The addition of rugged and garbled trees transforms the countryside landscape into a forest, and in this setting Helen Arnold and Robert Topping sing their duet to *Love Is Everything*, a special number by Maurice Baron and Albert Stillman.

The interior of the banquet hall of a hunting lodge sets off the Glee Club again, and the principals, in another of their numbers featuring coloratura interpolations by Helen Arnold. In the same setting Fred Sylvester and his Nephews, full-grown man and a trio of midgets, provide the only sock bit to the bill. From tricky come-on, in parade file with one of the little fellows perched upside down on the head of Sylvester and holding out cymbals and tambourines on hands and feet, to their last flip flop, the act is a continuous treat in novelty acrobatics.

The Rockettes elicit the usual enthusiastic applause with an ultra-precise routine of *Truckin'* and *Susi-Q* figurations garbed in abbreviated waitresses' outfits. Then the entire company

groups around Glee Club and principals for a bit of vocal sentimentalizing to *Annie Laurie*.

The Symphony Orchestra, under Erno Rapee, gives a fine interpretation of the *Tannhauser Overture*.

Screen offers *Stand-In* (United Artists).
George Colson.

Wintergarten, Berlin

(Month of November)

Current month's program with Alfred Court's Mixed Jungle Group headlining rates around average for this spot.

Four Marbes, two men and two femmes, are a good opener with a fast-paced melange of aerial, trapeze and dental tricks, including daring whirlwind spins.

Lillian Ariston Company, two girls and a man, offer a series of difficult pyramid, table and trapeze balances that lose effect by reason of the slow pace they set.

Senta and Hans Dabelstein register well with their dance poems. Couple have a flair for unusual interpretative dances, but this act, too, needs speeding.

Gordon and Lester, with some clever and funny bounding on a wire mattress, furnish the first comedy hit. A swell act and highly funny, with both men showing outstanding skill.

Medlock and Marlowe, English girl and a boy, have a neat comedy dance offering. Employ several neat tricks and funny bits, with the result that they score heavily.

Rebla, juggling comedian, also hails from England. Works in a purposeful unconcerned manner and the laughs are always there.

Richard Kistenmacher, German comedian and emcee, has a big following here. Shapes well and gets hearty response.

Jonny Lang's Musical Maids is a flash act with an equal balance of strings and brass. Aggregation is popular here.

Alfred Court with his Mixed Animal Group (lions, tigers, bears, pumas, etc.) form a sensational entry. Turn is a fitting headliner and is enthusiastically received. Court's handling of his charges is uncanny.

Bob and Ralph Darras present a swell turn. It's a combo of Risley tricks and acrobatics. Boys work at a high speed and many of their difficult stunts have the added grace of being original. An appealing act and one that comes near to stopping the bill despite an avalanche of acrobatics ahead of them.

Alex and Nico are funny with their typical Continental clowning. Timing is fine and their bits mirth provoking.
B. R.

Palace, Chicago

(Reviewed Friday Afternoon, Nov. 19)

A well-balanced five-act show in for six days. Almost a take-off of the old two-a-day era, what with the absence of an emcee, stage band and line of girls.

Elaine Dowling's Tip Top Girls, acro quintet, open bill and netted a nice hand with several assorted routines, including rope skipping, acrobatics and challenge work. Kids are young and lively.

Carl Freed and his six harmonica lads follow with a 12-minute musical session that catches on after a slow start and finishes strong with a good version of the familiar *Poet and Peasant* overture. It is only natural to compare the group with Borrah Minevitch's rascals, and by such a comparison this bunch falls short on comedy. Freed's gang has a fine chance, however, of capturing its competitor's stand on the vaude stage now that Minevitch has abdicated his throne in favor of Hollywood's gold.

Sybil Bowan stopped the show with her mimicry that this time was both clean and funny. Introduced a couple of new bits in the carbons of an emotional president of a women's society and a Swedish nightingale. Take-off of Mrs. Roosevelt, her closing sock, is still a gem.

Tom Howard and George Shelton kept the customers in constant ripples of laughter with their dry humor and amusing situations. While Tom attempts to relate a story he is continuously interrupted by George, usually resulting in a belly-laugh situation. Boys wear neat clothes and work with total abandon.

Florence and Alvarez closed. In their act here appeared Burtoft Pierce, a highly promising youth whose interpretative tap dancing is unusually im-

pressive. The boy makes a splendid appearance that, so projected on the screen, should charm our lady fans. Worked two numbers, both above the stock variety.

Florence and Alvarez, well built and talented team, offered three numbers, each climaxed "with applause-getting sight tricks. Their movements are graceful and in harmony with their musical background. One of their high spots is a clever version of *Mood Indigo*.

On screen *The Great Garrick* (Warners). House poor first show opening day.
Sam Honigberg.

Cine-Roma, New York

(Reviewed Tuesday Evening, Nov. 16)

All-flesh entertainment has taken the place of Italian films and short subjects here since the first of the month. Fare combines both variety and legit, with the former, comprising one-third of the bill, consisting of seven acts plus the work of the 16 Toni Mendez Girls in ballet pony numbers. Legit portion is entirely Italian and is composed of a condensed playlet and the concertlike presentation of Carlo Buti, hailed as the "Italian Bing Crosby."

Entire show runs close to three hours, with the vaude section taking up some 70 minutes. A 16-piece orchestra, under the alternate direction of Enzo Alberti and Ivore Naghelli, provides all of the music. Dances created and staged by Toni Mendez. House is two-a-day.

Opening production number has the Mendez Girls in classical tableaux and giving out with ballet terping of a high order, featuring one member of the line. The Molinoffs step out for an adagio turn that is completely soured by the novice work of the boy. He has the appearance and strength, but sadly misses in grace and stage presence.

Aero-equilibrist turn by France and LaPell is fast and punchy and team is plentifully rewarded. Latin-looking gal knows how to sell her feats of balancing and daring on bike and other contrivances atop long pole held up by male. Novel Chinese illusion act is offered by the Cantons, mixed team. Man is main worker, with the girl confining herself to paper tearing and assisting with props. Man works with facility and deception at ribbon cutting, paper tearing, an egg trick and closes with the interlinking of apparently separate and solid steel rings.

The Molinoffs make another appearance, this time in a ballroom number, but the male again serves no other purpose than a strong-arm guy for the tricks.

The Deweys, two-man juggling team, present choice bits of Panama hat switching and club swinging in rapid-fire sequence, broken up by effective chatter. Closing minute clincher is the effort of one member at juggling while beating out a tap. Mendez Girls close first half of bill with a striking portrayal of a *Bolero* with Harlem touches.

Carlo Buti opens the second half and is vociferously acclaimed. He's a nice looking Latin type, judging by the audible feminine comment, and his voice has everything with the possible exception of volume, which is not such an important item nowadays. For a certainly American audiences will see and hear more of him shortly.

Bernardo De Pace's artistry at pantomime and wizardry on his mandolin successfully overcome the tough spot of following Buti, and next to him he scores biggest hit. His manner of delivering songs and playing make for a sure-fire sight act.

Closing the show are the Dixon Brothers in comedy acrobatics. They fuse some novel acro and strong-arm bits with a nice sense of comedy.
George Colson.

Holborn Empire, London

(Week of November 8)

Current program is short on numbers but good in quality. Only eight acts listed.

Six Whitley Girls, efficient line of British chorines, satisfy. Besides opening, they make several other appearances.

Fred Culpitt, English comedy conjurer, is funny. Keeps up a flow of cynical remarks that are never offensive and always good for laughs.

Douglas Wakefield, guy with the homeliest pan in vaude, assisted by the "Lads From Manchester" and Culpitt, appears at frequent intervals thruout the bill. Boys try their hand at singing, they are dancing and acrobatics, and they are plenty funny. Keep the hilarity at a high pitch and their belly-laugh humor is commendably clean. Huge hit.

Maurice Colleano Family are dynamite.

mits. Tie the show into knots with high-speed acrobatics, dancing and sure-fire comedy. Act is fast paced and capably routinized. Girls (three) are easy on the eyes.

Brian Lawrence, English radio crooner, with six instrumentalists and the Three Ginx, trio of male harmonists, closes intermission. Act has a radio rep and fits well into vaude.

Back from a brief showing in the States, Naumont Wayne, foremost English monologist and emcee, registers a big hit. He has a nonchalant method that spells success. Spills several indigo gags, but somehow he makes them seem less offensive than they really are.

Wences, novel juggling voice thrower from Spain, clicks solidly. He's the most original ventriloquist seen in London for a decade.

Una Cooper, whirlwind American acrobat-dancer, follows everything on the program and yet manages to stop the show cold with two diversified sensational numbers. Girl has a succession of tricks, performed at breakneck speed without loss of dance tempo. Rates full points on showmanship and personality.

Finale takes the form of a cabaret afterpiece, with most of the acts appearing. *Bert Ross.*

Oriental, Chicago

(Reviewed Thursday Evening, Nov. 18)

This pre-Thanksgiving bill, ushered in a day earlier to make way for a holiday opening, is an unexpected treat. With the exception of a misplaced act early in the show, the affair is loaded with clean entertainment.

A swing arrangement of *Dark Eyes*, following some plaintive piano work by Henry Winston, brings on the Dorothy Hild Ballet with a clever and lively Russian dance routine. Hank Brown, bashful comic, is next and finds himself in a spot trying to sell material that would go better later on. He held on with some talk and worked up a nice hand with his lightning-speed tapping.

Ed Ford and Whitey (dog act) had little trouble holding attention. Whitey is a well-trained rascal, his expert control of muscles permitting many a belly-laugh. For a closing Ford uses Dolly, Whitey's offspring, which accomplishes some amazing balancing and acro work on the trainer's hand.

Wilson, Keppel and Betty stopped the show with a novel dance routine and proved once more than an audience will buy an act that has something refreshing to offer. Doing their first stint here in several years, their Egyptian movements and old bits of comedy were as funny as ever. Atmosphere of turn afforded the house line to do an interpretative number to *Caravan*.

Nick Lucas closed and scored with several troubadour-style songs. Makes a clean-cut appearance and delivers with far more appeal than many of his competitors. Did *You Can't Stop Me From Dreaming*, *Harbor Lights*, *That Great American Home* and an audience-request tune. For his standard *Tiptoe Thru the Tulips*, which he piped in an early Warner tune-fest, the girls are backgrounded with an airy dance concoction.

Business average first evening show despite a wintry spell outside. Edward G. Robinson in *The Last Gangster* (Metro) is the draw. *Sam Honigberg.*

Paramount, New York

(Reviewed Thursday Evening, Nov. 18)

Current show, slated for two weeks, has a technicolor picture, *Ebb Tide*, combined with Bunny Berigan's Band and Frances Langford.

Miss Langford, a lovely sight in white-beaded gown, clicked from the time she came on to a reception. Without gushing Hollywood talk, she swings right into her singing, landing an appreciative hand after each number and going off to heavy applause. A sweet personality, she delivered a varied set of songs, including a medley of tunes she introduced in recent films, giving each numbered attention-compelling delivery. She knows how to sell her songs.

Berigan, making his Broadway theater debut as a band leader, makes a fair impression. He's got a flashy swing combo, but Berigan himself lacks real stage presence despite valiant attempts at singing and comedy banter. When he gets down to tooting that trumpet he is at

his best, providing a brilliant tone and showing off some pretty fancy licks. His 12 men (comprising four sax, two trombones, two trumpets, string bass, drums, guitar and piano) form a rather solid unit. The sax, clarinet, trombone and bass fiddle standouts in the catchy *Prisoner's Song* arrangement drew individual hands, each man doing a swell job.

A swing arrangement of *Frankie and Johnny* is other standout, the band as a whole making a good impression. Specialties are offered by Edna Strong, Bob Williams and Fred Sanborn, with Miss Langford closing the show. Miss Strong, a charming brunet, won her audience quickly and completely with fancy loose-jointed taps and spins, while Sanford worked his funny eyebrows overtime to wear a steady run of laughs. His silent cavortings and expert comedy and straight xylophoning put him over solidly. Helen and Bob Williams bring on their remarkable dog, Red Dust, with Bob putting the handsome canine thru comedy and acrobatic contortions. Bob uses more comedy now and it's a good idea, too.

The show is preceded by the usual organ session by Don Baker, who can certainly finger that keyboard. *Paul Denis.*

West End, New York

(Reviewed Thursday Evening, Nov. 18)

A fine job's been done in reconditioning this West Harlem spot, and into it has been put a lavish and fast-moving show that if continued should be sure-fire for Harlemites and also attract the pale-face trade. Opening was smart and moved along rapidly, pausing only to receive plenty of applause. New house competes with the Apollo and makes two theaters offering similar shows within yelling distance. West End's scale is 25 and 40 cents on a grind policy, with midnighters getting 55 cents. Amateur and other nights will be used. Opener was broadcast by WNEW.

Staged by Leonard Reed and assistant, Baby Simmons, the production goes to town with its carefully trained, zestful line of dusky damsels, its glittering sets and smart costuming. Add to that the magnificent mugging of Harlem's own Pigmeat, stanchly supported by a good crew of other acts, backed by Charlie Turner's Arcadians with Emmett Mathews and you get a good show for the money. Surprisingly clean, which means a healthy bid for family trade. Audience was friendly as only Harlem audiences are and show ran smoothly without an intermission stop. Because of the fast tempo thruout there was no drag whatsoever and opening night hitches were minor and caused no delay.

Opener was a chorus number. Ten pages introduced a line of 16 gals, tastefully costumed in orange and gold which contrasted well against the black drop and metal stairs. Another scene using the nimble-hoofed kids had 'em dressed in pink and called for folding in a group in and out of each other's arms. A rose-petal effect, it took plenty of applause. A checkerboard pattern number was another nifty.

Pigmeat, Jimmy Baskette and Crack-shot Hackly took more than their usual mitting. Honeyboy Thompson, working his act in emcee fashion, possesses a personality that's a natural for this house. Tossed off a couple of gags, piped a novelty number and went into a dance. His gag story using liquor names was particularly socko. Two dance teams, Flash and Dash and later Three Giants of Rhythm, tossed in a dash too much of hoofing. Duet surpasses the trio. White male team, Hide and Seek, went in for some crazy comedy. In blue and orange suits, boys went into comical hoofing, face making and warbling to a fair hand.

Myra Johnson, gowned in white, sold several numbers to a terrific hand. Gal added a touch of torso twisting which with her hot yet sentimental delivery sent the house. Ben All troupe went thru a deft routine of familiar acrobatics. Pink costumed against rhinestoned white drop gave the act the needed flash. Baby Wallace and Madeline Belt help the show's punch, while Sus Browne and Ruby Hill took plenty of applause. Willie Bryant stepped up to guest with producer Len Reed, which finished a rousingly good show. *Benn Hall.*

Orpheum, Lincoln, Neb.

(Reviewed Thursday Evening, Nov. 18)

Daddied by Bill Arns, Wilbur Cushman's handy man, *Havana Holiday* is a Cuban-toned opus. It runs 53 minutes and leans to the novelty rather than

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the flash side. Cleanliness is a point of note, nobody in the outfit opening his head with gags, hence the blue possibility is shortened to nothing. Comedy, provided solely by the Bronlee Brothers, is of the panto type.

Dress on the show stands out, starting with the backdrops and progressing on out to individual costumes. Best of the latter is seen on the opening, a walk-around with the girls finally coming off the men's arms and going into a little heel-pounding. Roxanne, hat dancer, is the opening feature.

Progression of the acts from this point numbers Romero, in a cape dance; the Bronlees, in an old-man hoke routine; Bruce and Jimmy, a two-man teeter board and Risleys turn; Faith Carlton, toe tapper; Romero and Dorena, rumba ballrooming; Denise, acro-tap; Frank Starr, voice and sound mimic; Carlton Sisters, tapping to *Poet and Peasant*; Eduardo Delgado, songs and playing of the marimbo; the Bronlees again in their drunk act, and the Flying Voleras, bar act.

Starr, the Bronlees and Voleras lead the entertainment group. Was with house stand-by band here, but in dates not so well musicked has a four-piece rumba-tune section to carry. In the main, the unit may be considered about average. Is jumping to the far eastern end of the Cushman Time from here. Picture, *Annapolis Salute* (RKO), and biz brisk. *B. Owe.*

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Reviews of Acts

Geraldine and Joe

Reviewed at the Palace Theater, Chicago. Style—Acro and comedy. Setting—In two. Time—Nine minutes.

A very youthful and refreshing team excelling in fine acrobatic work. Work hard but are still too young to take advantage of the many comedy bits that can be developed from an act of their kind. Definitely promising, however.

Open in sailor outfits with a carefree acro dance. Joe next singles with a series of amazing tricks, and Geraldine follows with a cute bong and toe tap routine. Both close with a vivid apache number. Joe's headspins the sock of that offering.

Both are clean personalities and the girl is rather attractive. S. H.

sequent impulses created by six Humphrey girls. Line (16) intros the dance (three minutes).

Setting is most effective, indicating the opalescent and pearly heavens and perfect background for this big beautiful "bird" going thru its limbering-up chores before flitting away in the first streak of red dawn. Rand gets her point across in amazing work. Sculptural poses of classicism is what she's after and such are executed. It is the best Rand act seen and a creditable step in her desire to progress.

Her flight is manipulated by a cross-stage flying wire.

Gabriel Padney is musical director, and Kramer is musical scorer. S. J. P.

Fenwick and Cook

Reviewed at the Oriental Theater, Chicago. Style—Comedy. Setting—In two. Time—Seven minutes.

Two boys who have a fast and amusing routine of acrobatics, a face-slapping Tyrolian dance and general comedy nonsense. One of them also singles with a unicycle that nets some laughs.

Chief interest is their closing dance routine, in which one of them is dressed as a femme with a trick skirt that reveals a dummy head when doing a headstand. Work hard and are clean thru-out. S. H.

NIGHT CLUB

(Continued from page 35)

a good class of people, despite the popular-price policy. Never a cover, with a minimum on Saturdays only.

Business of late has been holding up week-ends only. Partly due, of course, to the generally poor conditions prevalent for some time in the after-dark spots in this area. It may also be due, in a smaller degree, to the curtailment of floor shows. While the orchestra on hand has plenty of talent that can entertain as capably as it can dish out dance music, the variety that only the presentation of acts can contribute is sorely needed to make the evening complete.

The King's Jesters, one of the best among the six-piece combinations, are filling another season. The boys have seldom been better, thanks to their individual manner of presentation—may it be a dance tune, vocal selection or novelty. John Ravencroft, Fritz Bastow and George Howard, the original jesters, are still at the head of the outfit, participating in most of the vocals and joining with their "queen" (Marjorie Whitney) in a number of special arrangements.

Miss Whitney is a definite asset here, vocally and decoratively. A veteran warbler of torch and swing songs, delivering them with proper emphasis and soothing range of voice.

Twice nightly, the boys step up on the floor with a few novelty contributions which are well done, but do not fill the vacancy created by a standard floor show. A dance act or two would help matters considerably.

The King's Jesters play nightly except Sundays and also pipe over WMAQ, local NBC outlet, direct from the room. A Saturday afternoon tea dancing session is proving a popular feature. Sam Honigberg.

Sunny Rice

Reviewed at the Oriental Theater, Chicago. Style—Tap dancing. Setting—In one. Time—Four minutes.

A cute, natural-looking tapster, working with a charming air of indifference that both suits her personality and accentuates the gracefulness of her work. She is a young, attractive brunet and when caught held better than average attention usually given a tap single.

Her taps were clear and the two routines on hand displayed a generous number of intricate steps. S. H.

Sally Rand

(With Doris Humphrey Girls)

Reviewed at the RKO Keith Theater, Boston. Style—Dancing. Setting—In one and full stage (special). Time—Five minutes.

One of the most beautiful interpretations of literal expressions is the new Dawn dance which Sally Rand debuted here as part of her *Glorified Scandals Revue*. It is the first time Rand has discarded either fan or bubble. And it is also the first time she has included cohorts in her act, the innovation being at once unique and aesthetic. Rand does a mythical bird, her wings and sub-

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Miami Club Is Raided

MIAMI, Nov. 20.—Routing customers, ransacking the place, beating employes and allegedly doing away with a sum of money, over 200 hooded raiders forced the closing of the La Paloma, night spot on the outskirts of the town, Monday.

Sheriff D. C. Coleman termed the nitery "a menace." Capt. G. J. Garcia, grand dragon of the Florida Ku Kluxers, denied vehemently that the order was in any way implicated.

The Ranch, N. O., Reopens

NEW ORLEANS, Nov. 20.—The Ranch, recently remodeled, opened the season November 14 under the management of Mike Schwartz, well-known club operator in the South. Three shows are presented nightly, with Don LaMour emceeing. Anderson's Rhythm Band occupies the shell. There is no cover or minimum charge.

June Havoc Is Booked

BOSTON, Nov. 20.—June Havoc, sister of Gypsy Rose Lee, has been booked into the Club Mayfair by Ben Gaines, manager. Havoc comes from the New York show, *The Woman*.

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Dance at MARLOW'S PARK

Canton Fades, No Flesh Left

CANTON, O., Nov. 20.—After two months at the Grand stock burlesque will bow out Sunday night, Bob Burch, operator, announced. Local industrial slump has cut into grosses.

Burch has been sponsoring stock burlesque at the Grand for the past three seasons. Burly has been the only flesh attraction in town. Despite decline in box-office take, Burch continued to maintain a large company with a 14-girl line. In the company were Bimbo Davis, Gertie Beck, Lupe Valeu, Ray Dean Jr., Carrol Dean, Shockey Sisters, Ray Kolb and Rance and Gordon. Harvey Curzon produced.

Burch said he would retain the house but that plans for the future were indefinite.

A Breathing Spell

CHICAGO, Nov. 20.—It took a serious slump in the burlesque business to give Milton Schuster, local booker, enough time to refurbish his office. He finally did it this week after planning for years to modernize his headquarters.

Censor Pleased, But He'll Go On

NEW YORK, Nov. 20.—Satisfied with the general behavior of burly operators, J. F. X. Masterson, city's chief censor, plans to continue his unofficial supervision over the city's hip and bump palaces. Altho Masterson, who chairs the committee eying burlesque, reported cases of managers who "tried to kick up the traces," he reported that no extremely serious violations have occurred.

Prior to the Fusion election victory it was reported that the censorship committee would be forgotten as soon as the election ended. Fusion chiefs denied this, and Masterson told *The Billboard* then that censorship would stay no matter who was election winner. He emphasized again that the committee was here to stay.

Altho the term "burlesque" is still off marquees, observers have noted no great difference in shows produced now and those offered before the censorship. Bits still go off the deep end into the blue, while there's been a mild return to stripping in several houses at various times.

Switch From Burly to Vaude Alters the Eastern Situation

NEW YORK, Nov. 20.—A swing from burlesque to vaudeville has been the queer twist given to last year's high hopes in both fields. Vaude optimists anticipated re-employment in burlesque productions and these hopes were sky-high when darkened burlesque houses reopened as "follies." The use of standard and new vaude acts in the ex-burly houses was the big hope.

Employment, however, has not come up to the high expectations. Some vaude acts, including dancers and singers, have played the burly houses, but the great number of jobs hoped for didn't materialize. Because of the beating burlesque has taken, however, there have been complete switches of policy from burlesque to vaude in several

houses. Rumors of similar changes at other spots have also been prevalent for several weeks.

After a tough session with vaudeuse at his Casino, Brooklyn, Sam Briskman shuttered the house. He is, however, reopening it as the New Casino with eight acts of vaude on a split-week policy. Briskman has also been considering taking the Century, Brooklyn, over for vaude.

Up in Harlem, where the burlesque censorship headache started, the Gotham changed monikers and emerged as the Tri-Boro on a split-week vaude policy. This lasted for several weeks, but flopped. At another Harlem spot, the West End, Harry Brock installed colored productions which he may route to his darkened Empire, Newark. This New Jersey theater experienced poor business with burlesque and dropped off the wheel.

Fleet's In; S. F. Grosses Improve

SAN FRANCISCO, Nov. 20.—With the fleet in town for Armistice Day, box-office grosses jumped at all theaters. Capitol, burly spot, did a noticeable pick-up, according to Manager Eddie Skolak.

Show has been revamped. Jess Mendelson has been engaged as producer, and Eddie Hayward, straight man, and Mickle Dennis and Mme. Renee, strippers, have been added to the cast. Skolak has a policy of bringing an entire new chorus in every two months. Principals stick as long as they draw.

New Deal for Candy Butchers

There's just one thing that needs an injection of imagination even more than burlesque stage productions. And that is the blatant cries of burlesque's candy butchers.

The boys who ballyhoo sweets and gadgets between acts are definitely a part of burlesque. Besides constituting a business offering jobs to many and profits to concessioners and operators, they give burlesque much of its earthy flavor. But there's no reason for the boys to stick to the same old ballyhoo year in and year out.

Even morons gradually awaken to the fact that they don't get such hot Parisian imports with their dime bars of candy. And the number of suckers who think that they're going to be "lucky" enough to find dollar bills or cameras in those quarter boxes of candy is dwindling.

More imagination and enterprise are heeded. And such intelligence should pay greater profits. Some indication of new twists is seen in the hawking of 35-cent opera glasses at the Republic, New York. While sales may not be terrific, they open the way for sale of other novelties. The wholesale merchandise and other sections of this publication should furnish venders with plenty of ideas for spiley novelties.

The wise concessioner will try something new to hypo business. And customers should at least come out of those trances so many go into when the old grind starts. It's worth a try.

Cops Aid Burly Gayety, Cincy, Posts Two-Week Closing Order

BOSTON, Nov. 20.—Max Michaels, manager of the Columbia Theater, new burly house, will hold a midnight benefit December 17 to raise money to purchase shoes for needy children. Michaels has obtained the co-operation of the Boston Police Department, which will distribute shoes to those most in need. Michaels has been performing this act for some seven years and each year receives co-operation from the bluecoats. Each kid must present a card countersigned by a precinct captain of police for fitting the following Sunday a.m.

Some 150 burlesque performers will entertain during the three-hour benefit. Each year from 1,000 to 1,200 youngsters are outfitted with new shoes as a result of these shows. Michaels staged these benefits when he was manager of the Gayety and Park theaters and is now trying it at the Columbia.

CINCINNATI, Nov. 20.—With business some 20 per cent off from last season and with the box-office take suffering an especially severe setback the last several weeks due to local strikes and unsettled business conditions, the Gayety Theater, local indie show stopper, last night hung the two-week closing notice on the backstage callboard.

According to present plans, the Clamage-Rothstein house will go dark December 3 and remain shuttered until Christmas Eve. According to Morris Zaidins, Gayety manager, the policy after the reopening has not been decided upon. It is generally believed, however, that burly stock will get the call.

Notes

New York:

HANK HENRY, comic, honored by being picked from the Oriental for Educational shorts. Left November 11 to start making pix in Astoria the next day. Engagement to last two weeks or more and then maybe to return to the Oriental. . . . BEVERLY CARR, producer, delegated November 11 by Joe Weinstein, just returned from Florida to get busy and scout the beauty market for 24 chorines for the regular winter burly show at Miami Beach Million-Dollar Pier. . . . DIANE KING closed a three-week stay at the Columbia, Boston, and left for Detroit. . . . STANLEY SIMMONS, tenor at the Republic, suffered the loss of a radio, suitcases and clothes stolen from his hotel room recently. . . . GEORGIA SOTHERN left the 42d Street Apollo November 19 for extra-attraction weeks at the Palace, Buffalo, and Howard, Boston. . . . MARJORIE ROYE canceled Hirst Circuit offer, preferring to remain at the Oriental. . . . ELTINGE office lost a globe from a chandler and Bob Beck, assistant manager, was laid up with a sore head for a few days recently. Joseph Giaccone subbed for him. . . . PEGGY GARCIA now under management of Dona Davis for extra-attraction work in out-of-town burly houses. . . . LORETTA REARDON, chorine captain with *Cupid's Carnival*, has with her five other dancing Torontonians in Estelle Nichols, Muriel Parsons, Mildred Dienert, Madge Payne and Mabel Harris. . . . FRANK WALLACE and Trixie LaMae open November 26 at the Gayety, Cincy, for one week. Thence to the Fondulac Casino, Detroit. *Uno*.

All Over

MARJORIE KELLY, stripper, last in Chicago, deserted the burly ranks and left for Dallas to visit her folks. . . . DAVID KING, owner of the National, Detroit, was a Chicago visitor last week. . . . CHUCK GREGORY is in Chicago considering an offer to produce shows for a Windy City night spot. . . . DOROTHY WAHL has opened at Harry's New York Bar, Chicago. . . . PRINCIPALS at Matt Kolb's President, Des Moines, include Buzz Ferris, George Barkham, Mitch Todd, Billy Kent, Pat McCarthy, Jade Rhodora, Georgia Clyne, Coquette and Louis Phelps. . . . JUNE ST. CLAIR held over for a third week at the Gayety, Minneapolis. . . . STANLEY MONTFORT, straight, who closed recently with Jack Kane's stock burly at the Empress, Milwaukee, is back on the Federal Theater Project in Cincinnati. . . . MILDRED DEVOE is a current feature at the Haunted House, Cincy nitery. . . . FRED HURLEY and Norma Phillips, who this past summer operated the Ritz Club at Island View on Indian Lake, near Lakeview, O., have decided to continue operation of the spot during the winter. . . . FERN AND LOU MASON, formerly with the Hurley burles, are now out of the game, with the former married to a baker and settled in Coffeyville, Kan., and the latter a beauty operator in California. . . . HARRY J. CONLEY and Billy (Cheese and Crackers) Hagen, comics with the indie *Sean Dolls*, which played the Gayety, Cincinnati, last week, proved the funniest pair to show that house this season.

Reviews

Columbia, Boston (Reviewed Monday Afternoon, Nov. 15)

Ben Bernard again scores with a highly diversified burly bill. *Hot Stuff 'n' Things* (134 minutes) is different in scenery and wardrobe and is an innovation compared to dog-eared stock sets. The 17 chorines, plucked from local ranks, are fast becoming a peppy outfit. The fems are youthful and a departure from previous season's fish faces. Comedy and the right kind of women make the production intimate.

A burly fan can now be assured of hearing fairly fresh comedy. Some scenes are standard, but the twists appear fresh and good for laughs. Warblers Eddie Yubel and Ray Wolber are new this week and their efforts did not come up to those of their predecessors. More give-out would aid.

Charles (Tramp) McNally, Mandie Kay and Artie Lloyd work well and solid for oozing laughter. None go blue to get the laughs either. Their sharp treatment of good material is sufficient for the pennennial burlygoer. One lad who is click on whatever his effort is Harry Ryan, juve, who can spiel well, hoof and is okeh on characterization—to which the audience invariably miffs. He's a sturdy bulwark of this stock company.

Torso tossers and peelers were Gertie Forman, featured; Mae Brown, Joyzelle, Connie Fanslau and Colleen. Each gave a warm and sensual exhibition that the boys went for. All of them were used as straights. They were exceptionally good in acting and speaking parts.

Three Kennedys combine for good tap (See *REVIEWS* on page 130)

10 SENSATIONAL PARODIES ON THE LATEST POPULAR SONG HITS, 35 With terrific laugh punch line on "That Old Feeling"; "You Can't Stop Me From Dreaming"; "Have You Got Any Ghosts, Baby?"; "Remember ME," etc. You can stop a show with any one of them. Put five dollars in an envelope and send for these sensational laugh producers NOW! You'll get them by air mail special delivery and your money back the same way if they're not the best you ever used. HARRY PYLE, 804 W. 180th St., N. Y. City.

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"Indecent" Fine Appealed in Conn.

BRIDGEPORT, Nov. 20.—City Court Judge John F. McGrath fined Joseph Hurig \$100 and costs this week in Waterbury, Conn., after he had been convicted on a charge of operating an "indecent and immoral exhibition" at the Jacques Theater, Waterbury burlesque house.

Gustave T. Bachman, West Hartford, (See "INDECENT" FINE on page 130)

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AFA Begins Negotiations With Agents, Cafes on Pacific Coast

HOLLYWOOD, Nov. 20.—Ralph Whitehead, executive secretary of the American Federation of Actors, is here to

direct the organization of hundreds of entertainers in this area.

A meeting of nearly 100 performers was held yesterday, with officials of the Federation, the Central Labor Council, musicians' and culinary workers' unions participating. H. B. McMurray, assistant secretary of the labor council, said the new organization will include singers, dancers and entertainers in circuses, fairs and carnivals as well as indoor presentations. A minimum wage scale and closed shop will be sought, he said.

At the first meeting representatives of the independent Dancers' Federation asked if their organization could have local autonomy if it were within the AFA. According to Whitehead, rules of the national organization would prohibit this. Officers of the new branch are Ralph Frazier, representative; Jack B. Mills, secretary; Rex Faulkner, treasurer; Norma Paynton, recording secretary, and George Moran, Patricia Brooks, William (See AFA BEGINS on page 130).

New-Style Strip Tease

MEMPHIS, Nov. 20.—Taking for granted that being in the company of Faith Bacon, strip-tease dancer, qualified Bob Gifford and Lew Parker for the peeling act, two bandits forced the comedians to shed their trousers, censored Miss Bacon as a "naked she-male," and collected \$100 from the trio. The holdup occurred on the outskirts of this city. Miss Bacon is touring vaude at head of a unit.

Ice Ballet Labor Difficulty Solved

BOSTON, Nov. 20.—Stagehands and musicians resumed work at *The Gay Blades Ice Ballet*, Boston Garden, last night following conciliatory measures which allowed six Local No. 11 IATSE men to stand by the spotlight men, six regular Garden employees from Lo- (See ICE BALLET LABOR on page 130)

Dan F. Hennessy Dies in N. Y.

NEW YORK, Nov. 23.—Daniel F. Hennessy, 82, for 25 years an executive and manager for the B. F. Keith organization, died yesterday in his apartment in the Hotel Taft. Hennessy founded the Vaudeville Managers' Association, which subsequently became the Keith Circuit and later the B. F. Keith-Albee Circuit. Prior to that he had managed Thomas W. Keene, Henry W. Savage and the Conried Opera Company.

AEA JITTERY

(Continued from page 4)
an increasingly important issue. Equity, according to Gillmore, has appointed a committee to survey the field of candidates in the event Dullzell really resigns. Gillmore said, however, that the associa-

tion has not hit upon any particular person yet.

Gillmore is of the opinion that Dullzell, after the council had refused to accept his resignation, was perhaps considering remaining. But Equity must know very soon whether it is case of begging on or off, because the office must be covered. Dullzell is at present seriously ill.

Association recently got in touch with Mrs. Dullzell, who stated that Dullzell would try to dictate a letter giving a definite answer to council before the next meeting of that body.

Gillmore, after he is ensconced in the Four A's offices, will probably visit Equity for about one hour each day pending the time when he will be able to ease out altogether.

He is at present getting furniture and appurtenances for the new Four A layout.

BROADWAY BEAT

(Continued from page 5)

expired and they just left. . . . Gals will be happy to know that Robert Taylor keeps himself in perfect trim by having milk delivered to him twice a day on the MGM lot—according to ads for National Milk Week.

TO KEEP THE RECORDS STRAIGHT: Leonard Lyons bears the brunt of the corrections this week, tho Sid Skolsky did manage to come thru with one choice bloomer. . . . Sid, in his Hollywood column in *The Mirror*, said: "Miriam Hopkins is now ready to return to work (film work) in *Women Have a Way*." But Miss Hopkins arrived in New York just a couple of days after the Skolsky item to start rehearsing in the Theater Guild's stage production of S. N. Behrman's *Wine of Choice*, due on Broadway in January after tryouts in Montclair, N. J. (December 10), the Erlanger in Chicago (December 13) and the Chestnut Street in Philadelphia (December 27). . . . As for Lyons, in his November 10 column he recorded: "Marc Connelly met William Faulkner, the novelist who is now engaged in screen work, and was puzzled by the title of Faulkner's new story, *Light in August*." It's not a story but a 400-page novel, and it's not new but was published in 1932. . . . And in his November 11 column Lyons referred to the American Federation of Magicians. There ain't no such thing. . . . And in the same column he wrote, "Mickey Alpert: Pack your bags for Philadelphia. Your band opens at the Earle Theater there tomorrow"—which, as a hunk of news, certainly must have been a big surprise to Mickey. . . . Herb Drake, of *The Herald-Tribune*, had *Yes, My Darling Daughter* moving from the Playhouse to the Cort (where Room Service holds forth) instead of the Vanderbilt—but he caught his own boner the next day.

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Wolcott Troupe Ends Tent Trek

VICKSBURG, Miss., Nov. 22.—F. S. Wolcott's Rabbit Foot Minstrels tent show wound up what was described as a "satisfactory season" here tonight. Show began its tent trek at Port Gibson, Miss., April 10 last. Wolcott organization showed Natchez, Miss., last Monday night, pulling a full house despite cold and rainy weather.

Four States have been toured this season to fair business and without mishap. A new Baker-Lockwood top, 70x130, was received five weeks ago, giving the show a handsome flash. New top accommodates 1,200 persons. Band is under the direction of Sargent White. Joe White, drummer, is the feature of the 12-piece outfit.

Comedy is handled by "Dusty" Tanner and Jack Slack. Other features are Joe Winn, magician; Joe Smith, contortionist.

Show is transported on three large International trucks and one 40-passenger Greyhound bus. One of the trucks has a 20x31-foot stage built in. Outfit plays all one-nighters, including many return dates.

Besides the cast of 25 and a working crew of 29, the roster included Mr. and Mrs. F. S. Wolcott, owners; M. L. Presbie, front door; Mr. and Mrs. Bob Manous, concert, and W. S. Campbell, reserve seats and canvas.

The Wolcotts returned to Port Gibson for the winter.

Terrell Tattles

ARKANSAS, U. S. A.—I insist upon being as explanatory as some of the other contributors as to their exact location.

Billy Terrell's Comedians are back in the usual line of hamlets after working cotton patches and crossroads for two and a half months to good business.

The truth as to how that certain manager purchased that new sedan has finally leaked out. Swift & Company paid him \$10,000 to prove to the dubious public that an entire company can exist on Bologna for eight weeks and still live.

Arizona Cowboy Band was disrupted last week by the appearance of a milk cow on the lot. Two of the main cow frallers, Pete Williams and Stanley Johnson, took refuge on the center pole. Montana Mike did a complete fade-out, jerk box and all.

While playing one of our favorite towns this fall our Toby lost his monolog. A native upon hearing Toby's walls of despair promptly rewrote the entire monolog from memory.

Vehe Malone, our leading man for 13 years, has reached that age where he thinks he should quit doing leads and, as Mr. Malone says, "Do a complete line of juveniles."

Miss Bonnie's pressure is down to normal again. She greatly misses this subject of conversation when friends arrive, as the poor girl hasn't one incision to her name.

Babe Clark, our leading woman, is trying to hold on until Alice Billie, now 2½ years old, can take charge.

Oh, yes, recent visitors on the show included a county sheriff, one rolling grocery and a Real Silk agent.

As soon as the rain permits us to find the highway we are heading north for the winter armed with windproof side-walls, top and bottom, and new Coleman heaters to supplant the old coke stoves.

VERN MALONE.

Col. Hall Plans Tent Show

MOKENA, Ill., Nov. 20.—Col. Don C. Hall of this city, will shortly launch an under-canvas attraction, carrying dramatic people, Indians, cowboys and cowgirls, to play the South this winter. Attraction will be labeled *The Spirit of the West*. Show will be motorized and is slated to open soon in Mississippi City, Miss.

Ladell Unit for Denver

DENVER, Nov. 20.—Florence Ladell, long identified with stock and rep companies in Omaha and other Midwest cities, will open her musical comedy unit at the Rivoli Theater here Thanksgiving Day. Jimmie and Mildred Tubbs, Bill Wight, "Donuts" Davenport and wife and six chorus girls arrived here from Kansas City this week to begin rehearsals. Company is expected to play at the Rivoli for an indefinite period.

Attention! Managers, Players

All managers and performers are invited to contribute news items to this page. Show managers who are anxious to keep their routes a secret and thus refrain from sending in news might be reminded that it is possible to contribute news items on their shows regularly without divulging their exact whereabouts. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

Hayworth Players For N. C. Circle

HIGH POINT, N. C., Nov. 20.—"Sea-Bee" Hayworth, well known in rep, tab and burly circles, and Jack Richie, manager of a hillbilly turn, who recently joined hands to launch a tab unit, have severed partnerships. Richie will continue with his Blue Ridge Mountaineers, while Hayworth is framing a circle stock for the winter.

The Hayworth Players will open at the Iris Theater, Belmont, N. C., November 24 and will follow with Cherryville, North Wilkesboro, Lenoir and Forest City, all in North Carolina, repeating in the same towns each week. Already engaged for the troupe, besides "Sea-Bee" and Marion Hayworth, are Dick and Jo Royster, Jake Kokinski and Jimmie Persley, with eight others still to fill.

Hayworth will also frame a second unit, *Broadway Novelities*, to open for the Pitts Theaters of Virginia December 1.

Delays Closing Outdoors; To Play Ga., Fla. Houses

JESUP, Ga., Nov. 20.—Delray Comedians, owned and managed by Ray and Adele Ewing, who showed here this week in their airdome theater, will hold over here until November 27, when the show will conclude its short but successful outdoor season.

The company opened with airdome set-up September 13 and since then has toured thru South Carolina and Georgia. After winding up its outdoor trek here troupe will play a string of vaude dates thru Georgia and Florida.

Featured with the unit, besides the Ewings, are Mickey Hanley, comedy dancer; Frank Morton, Cecelia Bass and Clyde Deween.

HAROLD ATHERTON has joined Fred (Toby) Archer's Comedians in Nova Scotia to do straights.

Kansas City Jottings

KANSAS CITY, Mo., Nov. 20.—Joe Haggerty, former leading man with Town Hall Players here, has joined the Feagin-Wilson Rotary Players in Iowa.

Maxine and Leo Lacy, after closing the season with Jack Hart's Comedians, are sojourning at their home in Oklahoma.

Ray and Margie Bash Players brought their long tent season to a close recently at Ryan, Okla.

Eddie and Tillie Paoli have terminated a long engagement with the Twyman Players in the Northwest and have returned to their home in Alabama, where they are expected to organize a band and dance school for the winter.

Skip Walker, well known in the rep field, was spotted on the local rialto this week.

Frank Delmaine, former Equity representative here and for several seasons secretary with the J. L. Landes Shows, was in the village this week.

Earl and Joye Gregg, Midwest rep team, are in the city playing night spots for a few weeks.

Blanche Cook left here recently to join Wallace Bruce Players, showing a loop of towns in Kansas.

Billy and Mildred Baucum, who have been out of the Ted North Players' cast for several weeks, have returned to the show.

Jimmie and Mildred Tubbs, after closing the tent season with Eddy and Mona Hart Players, left here this week to join the stock at the Rivoli Theater, Denver.

Eddie and Lois Lane were seen in

Ollie Hamilton Winds Up Season

DADESVILLE, Ala., Nov. 20.—Ollie Hamilton *Radio Barn Dance Revue*, co-starring Lew Childre and Wiley (Flash) Walker and featuring Frank (Red) Fletcher as Uncle Ezra, brought its canvas season to a close here last Saturday night. The date rounded out a successful 14-week tour of one-nighters.

Roster at the windup included, besides the three featured members, John D. Finch, George Kirk, Gene and Georgia Bell Lewis, Letty Lowe, Patsy Williams, Johnnie Ruppee, Bert Estes, Tommy Burns, Eddie Wirk, Holly Holloway and Dolores (Dody) Franz.

Staff comprised H. D. Hale and Ollie Hamilton, owners-managers; Pierce Williamson, assistant manager, and Hobart and Johnnie Hale, secretary and treasurer, respectively. It has not yet been decided where the outfit will be quartered for the winter.

Billroy's Briefs

BILOXI, Miss., Nov. 20.—Old Man Winter has finally descended upon us in full force. What with these Mississippi roads and cold weather, last week was not so pleasant. Had to tour the entire State of Louisiana to make one date.

Here in Biloxi we had the pleasure of meeting Emmett McAtee, formerly of the Lassies White Minstrels and brother of Ben McAtee of the Marcus show. Emmett is producing quite a few shows for different lodges in this part of the country. Has just finished production for the Elks' annual show here.

Our route card shows that we pass thru Chattahoochee, Fla., next week. We are going to try to slip thru during the dead of the night so none of us will have to stay.

Visitors this week included Allen Fisher, who has quit show business and is now settled on the southern coast of the Mississippi.

Today we say good-bye to Mississippi and her tokens. WAYNE BARTLETT.

G. M. O'DELL PLAYERS were visited by Manager O'Dell's mother, Mrs. Maria O'Dell, of Hot Springs, N. M., and his sister-in-law, Mrs. Roy O'Dell, of Hagerman, N. M., during the show's recent engagement in O'Donnell, Tex. Members of the company and visitors were guests of Manager O'Dell at a chicken dinner on the Sunday night in O'Donnell, at which O'Dell was presented with a diamond Masonic ring as a birthday gift. Show has been enjoying unusually good weather the last several weeks.

the village this week. They have been with a Cushman unit. Their visit will be brief, as they are expected to return to the show at an early date.

Edna Wilson, singing and dancing ingenue, is being held over for the third week at the Cotton Club, Joplin, Mo.

Frank Ryan, well known in Midwest rep circles, was spotted on the local rialto this week.

Pete Wight closed this week with the Slout-Lowery circle in Michigan.

Harry Keiffer, former manager of the Goldie Cole Stock Company, is now traveling salesman for a school-supply concern. He was in town this week.

Larry Wilson, former juvenile with Midwest stocks, is now permanently located in Battle Creek, Mich., where he holds a secretarial position with a cereal company.

Fred and Lyliyan Poole were spotted this week in Kansas City's theatrical district.

John Cushing is now directing a local-talent organization here for the winter.

Rep Ripples

JOHN D. FINCH, who has just closed with the Ollie Hamilton show in the South, has been signed by Billy Wehle to return to the Billroy Comedians next season. Finch will execute the flash for the Billroy organization in 1938 and will be assisted by his brother, Sam D. Finch, of Grayville, Ill. Johnny is now on his way to New York for a vacation and to familiarize himself with the latest ideas in exploitation flash.

PUP AND DOT SHANNON, formerly with the Billroy and other tent shows, are settled in Sedan, Kan., where Pup is engaged in the oil business.

GRACE CHADWICK, well known in New England stock and repertoire circles, is playing under auspices out of a Boston producing firm, presenting her singing and character impersonation turn.

MAURICE LUCKETT was called to his home in Eddyville, Ky., last week to attend the funeral of his father, who passed away November 16. Luckett was until recently with the Frank and Eleanor Williams Show in Illinois.

MR. AND MRS. E. C. BICKFORD closed with the Eddie and Mona Hart Players in Oklahoma recently and journeyed on to New Orleans, where they are making arrangements to launch a circle to work out of that city this winter. Jimmy Hopper, also formerly with the Hart Players, is also in the Louisiana metropolis.

JOHNNIE AND VERNIE BISHOP are rounding out their 44th week of the 1937 season with the Baxter-Leonard Players, currently touring the Georgia country under canvas. The Bishops recently purchased a new all-steel Covered Wagon trailer. Johnnie reports that biz has been okeh for the Baxter-Leonard opry.

CHIC DENTON, veteran trouper, well known to the rep folks who made the old Millard Hotel, Omaha, their home before it burned down in 1932, is now working thru Louisiana with his pitch layout.

BURT AND LUCILLE STODDARD, veteran rep performers, are back home in Cleveland after closing their platform med opera in Pennsylvania recently. Upon his return to Cleveland Burt began the operation of bingo games in taverns there in association with Norm Kendall, Cleveland booker, but the law clamped down on all bingo games in the town shortly after the two got started.

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Magic

By BILL SACHS

(Communications to Cincinnati Office)

BLACKSTONE COMPANY is working the Great States houses in Illinois for Balaban & Katz, heading southward. . . . **LESTER LAKE** (Marvelo) has just finished his second week as magician at ceremonies at the Haunted House, Cincinnati nitery. He is set there indefinitely. . . . **F. C. ROBINSON**, until recently in advance of the Virgil Show, is now devoting his time to his publishing business in Portland, Ore. One of his latest turnouts is his book *Success in Show Business*. . . . **JOHNNY DEVANT** opened November 17 at the Mayfair Club, Boston. . . . **GUS A. DOERIGHT** Ring, IBM, Youngstown, O., is planning a banquet and conjuring party for members and friends early in December. . . . **RALPH W. HULL**, Zanesville, O., card-trick manufacturer, recently entertained members of the Optimists' Club, Canton, O., and their wives. . . . **MILBOURNE CHRISTOPHER**, Baltimore rope tricker, flew into New York recently, where he bumped into Henry Huber, Carl Rosini and George LaFollette in Grant's magic shop. Also talked magic with John Booth and Haskell and wound up the evening by going with Johnny Devant to catch Gail Gail, now in his eighth week at the Versailles Restaurant there. Christopher's magic exhibit at the Municipal Museum, Baltimore, closed Saturday (13) after being on view a month. . . . **ALBERNICE** is current at the Shoreham Hotel, Washington. . . . **TOM OSBORN** and Don Rogers worked the recent Washington auto show, doing magic for Dodge. . . . **THE GREAT SHERLOCK** presented his vaude offering with the stock burlesque troupe at the Grand, Canton, O., last week. . . . **THORNTON**, who opened November 15 at the Eighth Street Museum, Philadelphia, will hit the road soon with an hour's show for picture houses. Opens at the Strand, Rome, Ga. In the act with him will be Stanley Burns, ventriloquist. . . . **RHODE ISLAND** Assembly No. 26, SAM, worked the SAM's initiatory ritual for the first time at its meeting November 9, with Ed D. Emery, Pawtucket, as the candidate. Degree team comprised Harry A. Scheer, Charles A. Rosskam, C. Foster Fenner and Merle Payne. Following the initiation, Messrs. Scheer, Fenner, Payne, Waldo Rouviere, Fred Poole and George Welsenel entertained with magic. Rosskam gave a reminiscent speech. . . . **PAUL STADELMAN** (Sandu) is working Kentucky and Tennessee theaters with his new-type spook show, a combination of hanks and magic. He reports unusual success down that way. "Magic is not dead," writes Sandu, "all it needs is a new twist."

HARRY E. CECIL, "world's worst magician," of Detroit, was a visitor at magic desk Wednesday of last week (17). He had jumped down from the Motor City to attend the funeral of his mother, who died in the neighboring city of Hamilton, O., November 16. . . . **FELIX HERRMANN** (The Great), making one-nighters en route north from his native New Orleans, is slated to sail from New York early in January on the beginning of a round-the-world tour. . . . **NIGHTS OF MAGIC** held their annual show and dance at the Livingston, Brooklyn, Sunday night (21). Show end featured Foo Ling Yu and Company, Ben D. Sylvan, Charles Frank, Harry Bernstein, Williams, Jack Malon, Leslie Guest, and Nina, with Gimmick. Mac Dennison emceed and Dave Forman's Ork supplied the melodies. . . . **GREEN THE MAGICIAN**, after a four months' tour of New Bruns-

wick, is making his third tour of Prince Edward Island, Canada, with his two-hour presentation. He is sporting a number of new effects built by Marshall & Company. Green has purchased a new panel-body V-8 truck to tote the outfit. Orin Bawley is still in advance.

IBM's executive convention committee, comprising Walter Labermeter, Harold Rice, Jess Berner, Frank P. Schopper Jr., Sam Mayer and William J. Sachs, all members of the W. W. Durbin Ring No. 71, Cincinnati, gathered in the Italian Room of the Hotel Gibson, Cincinnati, last Friday night (19) to further plans for the IBM's national conclave to be held in the Queen City next June. . . . **DECLEO** is touring Central Ohio with a vaude unit, featuring *Shooting the Coins*. . . . **JOHN MULLOHLAND** demonstrated his magic and gave his accompanying lecture on "Adventures in Magic" before the Detroit Institute of Arts last Sunday (21). He also spoke over Station WXYZ on the same subject earlier in the day. . . . **EDUARDO** and Company are working in and around Williamsport, Pa. . . . **BOB NELSON'S** Supplement No. 3 to his recent catalog is fronted with another steaming editorial labeled "Caveat Emptor."

FATHER MALACHY'S

(Continued from page 17)

laughing attacks are pressed backward instead of forward—and its half-expressed leanings are so definitely toward narrow mumbo-jumbolism that a faint cloud of nausea descends over the whole thing. It is a gewgaw which, tho sparkling, is pressed into a narrow and repellent mold by the confining boards of rigid dogma.

And that is all the more distressing since it constantly threatens to break into the free and open spaces of true religion, as distinct from the binding confines of creed.

What there is of charm and humor in it—and there is really a great deal—is chiefly contributed by Mr. Al Shean, who used to be half of the not entirely unknown duo, the other half of which was Mr. Gallagher. Mr. Shean, as the kindly, sincerely dogmatic little Benedictine monk, gives a performance that sparkles with wit, sympathy, effect and theatrical resource. And he is very ably seconded by several others in the cast, notably St. Clair Bayfield, as a Scotch Catholic bishop with a burr in his speech and stanch iron in his mind. Between them Messrs. Shean and Bayfield carry the customers away into realms of high amusement. If the evening consisted of them alone it would be eminently successful.

But it also includes the story of how Father Malachy got into an argument

with an advanced and unshackled Church of England clergyman who denied the literal interpretation of miracles. Getting sore, Father Malachy promised him a very definite miracle at 9 o'clock that night. He promised, specifically, to remove "The Garden of Eden," a local night club, to any spot the clergyman cared to name. The clergyman named a narrow rock in the midst of the sea.

Much to the surprise of everyone, including Father Malachy and the numerous patrons of the night club, the miracle is performed—and then comes the act even tho they have seen it with their own eyes; there can be no miracles, so they can't believe. Also, they don't want to believe they're afraid of the paths down which such belief might take them. Even Father Malachy's church cautiously refuses to recognize the little priest's magical trucking with God.

At this point the authors can and do indulge in humorous but pointed barbs aimed at lackadaisicality—in regard to really essential religion—displayed by both the people and the church itself. But, instead of pointing those barbs with examples of true religious spirit, they tip them with the antiquated and horrible blood and fire of literal interpretations. Instead of aiming at a higher religion, they seem to seek one to make the confines narrower than they are.

Not content with this, they turn the entire last half of the play into a long and dull account, unctuous and ecclesiastically lachrymose of Father Malachy's efforts to prevent the owner of the night club from cashing in on the miracle to create bigger and better drinking and dancing trade. The club, you see, having been the scene of a miracle, should, according to the authors and Father Malachy, be consecrated to Jehovah. Dancing and joy in it become a sin. In the end the little father breaks up the opening night by invading the club and convincing his deity to indulge in a second miracle nullifying the first. The club is sent back to its original location, the proper people are convinced, and there's no evidence to show that a miracle ever occurred. It's all a little like Lord Dunsany's tale of the miraculous antics of those two small gods, Chebu and Sheemish, who nullified each other's miracles out of jealousy and finally crashed their joint temple about their tiny beatific ears.

In addition to the splendid performances offered by Messrs. Shean and Bayfield, fine work is done by Anthony Blair, Benedict MacQuarrie, Don Beddoe, John Call, Ralph Cullinan and Frank Green. Worthington Miller's direction is all that could be desired, and the Mielziner sets are excellent.

Endurance Shows

(Communications to Cincinnati Office)

Johnson Thrill-Show Is On In Houston

HOUSTON, Nov. 20.—B. W. Johnson's Thrill-a-Show got under way at Olympiad Arena here Thursday night, with the following teams answering the shot that started the proceedings: Harry Hamby and Helen Tine, Jimmy Ferenzo and Minnie Falvo, Popeye Thomasson and Rose Miller, Billy Steele and Bobby Davis, Tim Hammock and Charline Winn, Buss Stewart and Bonnie Lukas, Stan West and Jane Sweeney, Billy Gonzales and Johnny Reecer, Ernie Fisher and Marie Renlau, Bobby Bower and Dorothy Kress, Leroy Powell and Pat Osborne and Schnozzle Roth and Florence Shores.

Emcee duties are being handled by King Brady, Lenny Paige, Skippy Williams and Joe Poluka. Fatty Martin and his Swingsters are knocking out the melodies. Floor judges are Jimmy Valentine and Fred Hartly, with Murry (Doc) Roberts and Fred Hartly handling the training end. Nursing staff is headed by Suzy Roberts.

Business manager is E. M. Hudson. Night management is in the hands of Polk Neal, with Eugene Thompson in charge of the day shift.

BILL OWENS is in New Porterville Hospital, Porterville, Calif., for a return engagement on his back, which he broke several years ago. He expects to be confined there about three months and would appreciate hearing from his

endurance friends. After closing with the Ocean Park, Calif., contest in September Owens went to work as salesman for a bottling company in Visalia, Calif. He injured his back in unloading beer cases from a truck.

IRVIN J. WALTERS is at present resting at his home in St. Louis, waiting for the next show to open in that territory.

CHARLIE R. RICHARDS, well known to endurance showfolk, is now making his headquarters in Orlando, Fla. He writes that he would like to read a line from Marvo the Great, formerly with the Ernie Mesle shows.

JACKIE LEONARD, after winding up with the Peoria, Ill., show, which ended November 14, is laying over in that town waiting for a new spot to open.

LUMAN AND FLORENCE BEEDE are back in Hollywood, Fla., for their third consecutive season. Luman writes that he would like to read a line on King Brady and Josh Kitchen.

BUDLEY RIPLEY, who has been located in Taylorville, Ill., since the first show in Bloomington, Ill., pens from the former town that he expects to line up with a good show soon.

PEORIA, ILL., POLICE are trying to locate parents or relatives of Earl Edwin (Tiny) Schillinger, well-known endurance show contestant, who died of a

Minstrelsy

By BOB EMMET
(Cincinnati Office)

TWENTY YEARS' ACTIVITIES of the Goodyear Friars' Club, Akron, O., one of the best known minstrel groups in Eastern Ohio, were reviewed November 20 when members joined in an anniversary celebration. A dinner preceded a minstrel show at Goodyear Theater. Club has staged minstrels annually since 1917. Joe Ebner, who has taken part in every show, again had a prominent spot in the anniversary presentation. Bob Kennedy and Larry Miller were the endmen. As in past years, the show was directed by Harry Pastorious.

"**SLEW-FOOT**" **HANNAH**, the "Texas Crow," has suffered another flare-up and is back in Government Hospital, Whipple, Ariz., for a check-up. He would appreciate a line from the old gang. Ward 2, care the above hospital, will reach him.

OTE BALDWIN, comedian, born January 2, 1864, at La Fayette, Ind. First engagement in 1881 with Yankee Robinson's Variety Show; subsequent engagements with St. Arno & White Bros.; World's; Sweeney, Alvido & Goetz; Whitmore & Clark's; Cleveland; Lucier, Osborn & Allen's; Allen & Craig; John W. Vogel's, and Sambo Trout's minstrels. Also appeared in vaudeville and with various circuses. Last minstrel engagement was with Vogel's Honey Boy Minstrels. Retired and residing at 34 S. Ingram street, Henderson, Ky.

PROF. WALTER BROWN LEONARD posts from St. Petersburg, Fla., under date of November 14: "Just arrived here after stops in New York, Philadelphia; Norfolk, Va.; Wilmington, N. C.; Charleston, S. C., and Savannah, Ga., where I called at Charles Bernard's home but found him in Chicago at the hobby fair. In Jacksonville, Fla., I missed John R. Van Arnam by a couple of hours. Also missed Harry Foot at New Bern, N. C. We are trying to organize a Troupers' Club here, as there are lots of show people residing in town."

heart attack in his room at a Peoria hotel Sunday night, November 14. His parents are believed to reside in Florida. Body is being held at Hayward's Mortuary, Peoria, pending word from them.

"**CHUCK**" **ARCHER**, Jackie Fields and Jimmy Mason are working clubs in Miami while waiting for another show to open. Archer reports that they're having a grand time in the Florida city. The trio is anxious to read a line on Charley Smalley and Georgie Dale.



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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 672, Cincinnati, O.

Among the things that the AFA, which is doing fine work with its closed-shop night club contracts, should have on its calendar—and at no late date either—is a campaign to end the quaint night spot

Demands AFA Act on Night Spot "Mixing"

pastime known as "mixing." There can be no doubt that mixing is one of the greatest evils in show business today, forcing girls who want to be bona fide performers into the not-so-pretty paths of dance-hall hostesses and giving a cheap and sordid view of the entire profession to patrons who can go to night spots and pick the girls they want to meet, in the same way that they can in a fancy house. The performer, wanting to be a legitimate entertainer, is forced by the necessity for work and the methods of night club operators into acquiescence. If there are no laws at present in New York covering the situation, then the AFA should immediately campaign for such laws to be passed. If there are laws, then the AFA should see that they are enforced. It can be done. Witness the situation in New Jersey, where performers can refuse to mix and, because of police control of the situation, get no retaliatory measures from managements. If night spots must have pretty-pretties to satisfy visiting firemen, then hostesses and performers should be rigidly separated. Under the present system of lax enforcement in New York the performer is afraid to object. Some time ago an organization of night club girls was formed ostensibly to combat the practice, but it was probably simply a press stunt, and in any case enforcement is not the problem of the individual who must always fear retaliation from employers. It is the problem of any live performers' organization that is worth its salt. Enforcement, for an organization, would be simple. If intention to see that anti-mixing rules were enforced was announced by the AFA, and if several investigators made the rounds, even on a sporadic or part-time basis, much of the problem would be solved. For then individual performers, faced with the necessity for mixing, could notify the AFA and the organization could take action based ostensibly on the report of an investigator. The performer would thus be free from the fear of management reprisals. Something should be done. Girls who sincerely want to be performing artists have for too long been forced to become instruments in the hands of unscrupulous proprietors who run what amounts to bawdy houses with false fronts. For

the sake of the performers and the reputation of the field at large, the AFA should take action. TILLY JAMES.

Re the letter in The Forum from Rev. Edward James Irvine in which he says every carnival should have a minister, I don't believe he has any intention of making Sunday school shows out of the white tops. He says he has been persecuted by ministers for traveling with carnivals. That sounds good to me, for without persecution we would not be thankful for our many blessings. I am a teacher of practical Christian psychology, believing the Church should be in our hearts and that the bricks, stones and wood combined into a building are not a church but only a place for creeds to gather to worship God. In my teens I had a taste of show business and also spent several seasons as soloist at religious meetings. I saw the best results where the pastor was able to stir the muddy river bed of the souls of his listeners in a way for which some would ridicule him. A practical Christian expects persecution on this road of life, but when the journey is ended he shall wear a crown. And now to the owners of the white tops: let me say that a real practical Christian chaplain is a reserve and stands ready to lend a hand when legal adjusters or publicity men fail.

La Fayette, Ind.
Says Chaplain Would Assist Outdoor Shows

ROBERT LEE CLARK.

In The Billboard of October 30 I noted an article on page 11, "Swing Laid Low by Hula Hulas," which is correct so far as returning popularity of Hawaiian music is concerned, but as for the dearth of Hawaiian musicians I believe and know for a fact that American musicians can be substituted to a satisfactory extent. I am a native of Hawaii and have one of the leading dance bands in Utah at present. My orchestra consists of 10 pieces, three saxes, two trumpets, trombone, piano, drums, stringed bass and cello and steel guitar doubling Spanish. A lot of native Hawaiian numbers I have personally arranged for my band. Some of my boys also have arranged Hawaiian numbers under my supervision. Regarding use of American musicians playing Hawaiian

Salt Lake City.
Says Americans Could Produce Hawaiian Music

dinner menu, as is the custom in all clubs. I believe that if you sell enough food you can make a profit on it. The argument of some club owners that you have to sell a lot of liquor to make up for the loss in the food doesn't go with me.

In a big club informality, of course, is a problem. When you get a lot of transient trade it is impossible to know many of your patrons personally. For that reason there is no sense in having a glad-hand-shaker around. The best you can do is to greet patrons cordially, give them the best table possible, provide good service and food and give them a sock show.

Emsees Not Very Useful
In a big place like ours emsees are not of much use. For every good emsee there're 50 bad ones. A mediocre emsee can ruin your show. Emsees have usually been used to build up a big number. If the number is good an emsee isn't really needed to boost it. If the number is bad he can't do much to save it. In any event an emsee, no matter how good he might be, usually slows up a show.

An emsee should be used only when necessary. During the last couple of shows at the Paradise we have avoided an emsee and have had beautiful girls

numbers. I have rehearsed my boys to sing and chant in Hawaiian. Of course, it took a little time, but I could hardly believe my ears when a recording outfit dubbed one of my programs off the air. It sounded like a whole group of Hawaiians chanting. As for composing Hawaiian numbers, I believe the modern trend in the Islands is to the writing of Hapa Haole numbers, meaning music with American words and Hawaiian theme. *Sweet Leilani*, *Blue Hawaii* and some of the more recent Hawaiian-American songs were composed by Americans. As the Hawaiian fads become more and more popular competent composers and arrangers will develop, just as they developed when swing music took the lead. I do not wish to engage in an argument, but I do wish to state that, although there is a shortage of authentic Hawaiian musicians, composers and arrangers, there are a lot of American who, if they could only forget the swing craze, could learn to play, compose and arrange Hawaiian music. When it is considered that I wrote a Western song, *When the Sun Sets Over the Rockies*, which was published by Mills Music Publishers, of New York City, then you can take my word that Americans can do likewise with the native Hawaiian songs.

JOHNNY HIKIAU PETERSON.

Plainfield, N. J.
Although this letter may not exactly express views on current amusement matters, nevertheless it belongs to the theater, in my estimation. Recently while on a trip to Canada I was greatly thrilled to discover that after each public performance, either stage or moving picture, *God Save the King* concluded the performance. Wouldn't it be a splendid thing if on the stage or similar conspicuous place in every one of our American theaters there hung an American flag? And if at the conclusion of each performance *The Star-Spangled Banner* were played either by the orchestra or by an electrical transcription? There are no more patriotic or generous people in the world than there are in the theatrical profession, and I believe that if this were called to their attention they would agree with me that it is a splendid idea for promoting Americanism and they would get the credit for having done more than their part toward this end. DOROTHEA LAWRENCE.

How Theatrical Profession Can Aid Patriotism

Saranac Lake
By T. BODWELL
Dave Rose, of New York, is the most recent arrival to our sanatorium. Mrs. Rose accompanied him here. Tommy Vicks dropped into town for a quick checkup. Milton Reich celebrated his birthday

last week and enjoyed his cake very much. Milton is making rapid strides on the road to recovery.

Robert Burk has reached the stage where he appears in the dining room for his meals. He's showing nice progress.

Rita Powers, New York model, successfully underwent the rib operation at the General Hospital here the past week. She is resting comfortably at Northwood Sanatorium.

Harold Rodner, Will Rogers Memorial Hospital executive, made a brief visit here to give the place a general inspection and to "hello" all the patients.

Mrs. Hearn, after spending three weeks here visiting her husband, Hank, has left for the St. Joseph Hospital, Atlanta, where she is a nurse.

Ben Shaffer, oldtimer among the Will Rogers patients, passed another milestone in his life when his natal day slipped by again. Ben is in great shape and is living that free life on the third floor.

Check your health to avoid the cure and write to those you know in Saranac Lake.

man, Joe Russell, handles the press okehs.

And talking about business, the football season brings us our best patronage. Summer and Christmas week are usually the weakest. New Year's Eve is a joke, because business is generally bad before and after. The weeks following New Year's used to be good when the Automobile Show was staged then.

Operating a big Broadway spot is not as easy as some people think. We have a greater pay roll than most de luxe theaters. The Paradise employs 60 waiters, 60 in the kitchen, two large orchestras, bartenders, stagehands, electricians, 30 girls, several acts and the staff that stages each show.

We Have Competition
We have to stage a show that can compare favorably with what our patrons have seen in pictures and musical comedy. It's not an easy job, but we do the best we can.

One other angle, the checkroom. We lease our checkroom to a concessioner, as do most night clubs. Running a checkroom is more complicated than you would think. By leasing it out we let the concessioner have the headaches. He usually knows all the angles backward and forward and can make money out of a proposition that would give most night club owners white hair.

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Vol. XLIX. NOVEMBER 27, 1937. No. 48

OPERATING A BIG

(Continued from page 28)

One-third of our dinner patronage is composed of single unescorted women who come to see our beautiful girls and gowns.

Visibility for All Patrons

The importance of complete visibility of the entire show led us to build a raised stage which slides out from our miniature background stage over the dance floor. This raised, extended stage brings the show and the performers almost on top of the ringside tables and in easy view of even the back tables. With the Paradise having a capacity of 800, this stage has been the best method of achieving a sense of intimacy which is so important to night clubs.

Incidentally, we never have a location charge. In trying to attract mass patronage you can't make extra charges. On the other hand, we don't cut prices either. Although our active banquet department, in charge of Alfred Mack, is responsible for 10 to 15 per cent of our total patronage, we do not offer cut prices to parties. We offer special parties good location and special service.

And talking of operation angles, we don't let our waiters high-pressure patrons into buying liquor—although the waiters offer the liquor list before the

CIRCUS SCHOOL EXPANDING

Soviet Union Constructing New Building To House 200 Students

Will accommodate 80 more pupils than now—1,400 applications received for 60 vacancies—hundreds of circuses, all of them state-owned, operate year round

CINCINNATI, Nov. 20.—Because its school of circus art has proved to be too small for the great number of talented young boys and girls who are eager to enter, and the institution can no longer cope with the cultural demands and the study standards, the Soviet Union is erecting a new building for the school to house 200 students, to be completed in the near future. The work of the circus school will thus be considerably expanded and will mold an increasing number of performers of the Soviet circus.

Dankman, head of the Administration of Circuses of the USSR, endeavors to use the best of classic circus art and at the same time work out new numbers with new Soviet artists. Special attention is paid to the training of new circus performers. As far back as 1926 special state schools for training circus artists were opened for the first time in the history of the Soviet circus. Numerous young people took enthusiastically to the study of the circus art. These schools were later turned into the Technicum for Circus Art and in 1936 into the All-Union School of Circus Art.

"Special premises with a riding school and an auditorium for the theoretical study of circus art were made the property of the circus school," Dankman said.

(See CIRCUS-SCHOOL on page 126)

Jessop Hits Unfair Trade in Tent Biz

CHICAGO, Nov. 20.—S. T. Jessop, of the U. S. Tent and Awning Company here and newly elected president of the National Tent and Awning Manufacturers' Association, has started a direct campaign among the various zone associations throughtout the country to establish fair trade rules and definite manufacturing standards. Jessop is on tour, attending the different annual zone meetings and is setting up committees to act as co-operative better business bureaus for the industry.

Another purpose in Jessop's setting up of close national co-operation is the handling of the labor union problem, which he says must be met by the industry as a whole and not dealt with as individual manufacturers.

"Unfair trade practices such as misrepresentation of a product's claim to being fireproof, water proof, etc., must and will be eliminated, and if we have to have government regulations to show us the way, then we will resign ourselves to this reality," Jessop said.

Seal Name Changed To Parker & Watts

EMPORIA, Kan., Nov. 20.—Ira M. Watts and Charles H. Parker, who recently bought Seal Bros.' Circus, will travel under name of Parker & Watts Circus. Bert Rickman has been engaged as equestrian director; Blackie Bowman, in charge of elephants, and Pete Honegan, in charge of ring stock. It is intention of management to increase the number of horses and ponies. Show now has 46 head.

Three units have been placed for Santa Claus parades. Two will leave here November 24 for 20 days each and the other December 4 for 10 days each.

R-B Baggage, Ring Stock Arrive at Peru

PERU, Ind., Nov. 20.—A 12-car train of Ringling-Barnum Circus, in charge of Steve Finn, with 300 head of baggage stock and a number of ring and Liberty horses, arrived here Sunday.

Horses will be trained by Rudy Rudynoff and assistants for winter dates. Rudynoff will arrive later. Erna and son, Rudy, will go to Zurich, Switzerland to visit Mrs. Rudynoff's parents. A dapple grey was trampled by other horses and died en route to farm.

When a Press Agent Frowns Upon Publicity, It's News!

MEMPHIS, Nov. 20.—When is a press agent not a press agent? One answer to that question is when he frowns upon publicity.

Take, for instance, the march Floyd King, general agent and general press representative of Cole Bros.' Circus, stole on friends in his home town (Memphis) Monday by being quietly married. When word of the news reached the local press, King's former newspaper associates had a tough time getting the facts. In fact King declined to pose for a picture for the local papers at all, but finally agreed



—Photo, Bill Day, Memphis Commercial-Appeal, to stand for "just one" with his bride for *The Billboard*.

The bride was Marjorie L. Wade, a film actress, whom King met recently in Hollywood. She is a native of Richmond, Va., and daughter of the Rev. and Mrs. H. D. Wade. The ceremony was performed at St. John's Methodist Church. The couple left here for a brief visit with King's mother in Dyersburg, Tenn. Later they will go to Montreal and Boston, thence back to the Cole winter quarters in Rochester, Ind.

Butler Plays Host To Men of Press

SARASOTA, Fla., Nov. 20.—Ringling-Barnum Circus employees have stored equipment and are sprucing up quarters for winter season. Among first of show's divisions to get down seriously to winter work was press department, with General Press Representative Roland Butler playing host to a horde of Florida and visiting newsmen as an "open house" in his office. Mr. Butler launched work on next year's paper and press releases immediately upon his arrival here.

VISITING NOTES: Among showfolk visitors at recent Grotto Circus, Brockton, Mass., were Tom Senna, Dick Breo, Fred (Peggy) Poole, Tom Kennedy, Jack McNicholas and Jimmie Mooney. Last named, clown with Hagenbeck-Wallace past season, was on tickets at this date.



COL. TIM McCOY, who for several years has had the concert on Ringling-Barnum Circus, will have his own organization next season titled Col. Tim McCoy's Wild West Show. Will open at Chicago in April.

Long Season For Haag Bros.

Will be on road until late in December—show to be enlarged for 1938 tour

COLFAX, La., Nov. 20.—Haag Bros.' Circus, now in its 33d week, plans on staying on road until late in December. It will be enlarged for next season. Several new trucks and trailers will be added. There will be a new and larger big top, new Side Show and menagerie tops, cages and more lead stock.

Due to bad weather it has been a little difficult for show to get on and off lots. It has been having late matinees; business at night has been capacity. Two days have been missed on season.

Some changes have been made in show since it was covered during the summer. Program now lines up in order as follows: Spec, Jean Williams, prima donna; Biddie O'Brien, single traps; the Lakes, the Zerados, double traps; clowns; Misses Wilson, Rossi, O'Brien, swinging ladders; performing dogs in three rings; Matsumoto Troupe, barrel kicking, foot juggling; Bessie Conrad, Evelina Rossi, Vivian White, cloudswings; concert announcements; the Lakes, the Barths, carrying perch; Tama Matsumoto, slack wire; Frank Stout and his menage horses; banner announcement; Joe Franklin, chair balancing; the Lerches, Biddie O'Brien, rings; clowns; riding dogs; clown walkaround; Evelina Rossi, Vivian White, web and one-arm swings; Vera Patt, web and muscle grinds; clowns; the Barths, teeterboard; Charles Matsumoto, foot slide; Haag Bros.' elephants, Capt. Roy Swinburn; concert announcement; Bessie Conrad, Amelia Lake, Babe Townsend, iron-jaw; Miss Conrad, slide for life; Billie Lerch, table rock; clown crazy number; Stout's Riding School.

Joe Rossi is band leader; Harry Harris, manager Side Show; Charles Ryan, superintendent big top; L. W. Porter, Side Show canvas; George Adams, head mechanic; Carlos Chism, ring stock; Raymond Duke, mail agent; Roy Ely, steward; Joe Baker, props; Archie Boyette, hamburger stand. Dave Duffrett has Pit Show, featuring Elsie John and Aba Daba; Hutchinson, banners and inside ticket box; Ernest Cox, Side Show band leader, with 14-piece band and minstrels. Others of staff remain the same as when previously mentioned.

Sparks on Way To Recovery

MACON, Ga., Nov. 20.—Charles Sparks, manager of Downie Bros.' Circus, has been seriously ill in his suite in the Hotel Dempsey since show's arrival in quarters here.

Mr. Sparks is now reported improving and has been able to make a few brief auto rides to quarters in Central City Park. Is expected to resume active work in a few weeks.

Other than the announcement that the Downie show was for sale as a going concern and that Mr. Sparks is interested in acquiring railroad show equipment, there has been no public discussion of future plans.

Bertram Mills Opens Dec. 23

Will run at Olympia, London until Jan. 22—aquatic show at Earls' Stadium

LONDON, Nov. 6.—Bertram Mills has set following acts for his annual Christmas circus, which opens at the Olympia, London, December 23 and runs to January 22; Koringa, girl mystic featuring a "buried alive" stunt and hypnotism over animals; Harry and Merry, horizontal bar comedians; the Flying Codonas, sensational aerialists and flyers; Klein Family, comedy cycling act; Nie's Polar bears; Albert Schaumann's horses; Mills' equestrian groups with Mrockowski; Astony Sisters, gymnastic and trapeze novelty; Five Wikingarnas, comedy knockabouts, and seven acts to fill.

It is on the cards that Mills will also run an aquatic show over the Christmas season at the near-by Earls' Court Stadium.

Wabash Valley Trust Building Damaged by Fire

PERU, Ind., Nov. 20.—Wabash Valley Trust Company building was considerably damaged by fire Wednesday morning.

Third floor, used as circus offices, storage and wardrobe rebuilding department for many years, was not touched by flames.

Mabel Stark With Barnes

LOS ANGELES, Nov. 20.—Mabel Stark, who arrived here recently from the East, states that she has been contracted for the Barnes show and will break a big cat group.

McCoy Opens Office in Chicago; Wild West to Move on 30 Cars

CHICAGO, Nov. 20.—Col. Tim McCoy, who will put out a Wild West show next spring, has opened an office in Chicago. His manager, John Powers, is in charge.

Powers states that show will go out on 30 cars, which are now being built by the Warren Tank Car Company. Personnel will include about 400 people. Orders for new canvas have been placed with Baker-Lockwood. Powers said he is not ready to announce the staff, but confirmed the report that Edward John-

son, formerly of the Ringling press staff, will be with the show.

Winter quarters of show have been established in Springfield, Ill., on the State fairgrounds, and the work of assembling stock will be started December 1.

Colonel McCoy is at present making four Western feature pictures for Monogram Pictures. He is contracted to make 12, all of which will be completed before his show opens.



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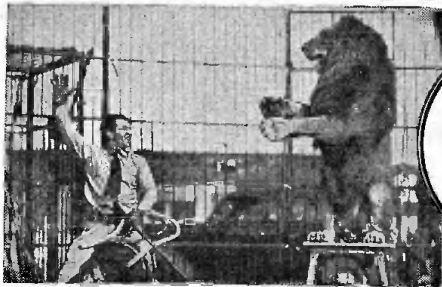
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*With the
 Circus Fans*

By THE RINGMASTER

President **MELVIN D. HILDRETH** W. M. BUCKINGHAM
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 Washington, D. C. Norwich, Conn.

Conducted by **WALTER HOHENADEL**, Editor
 "The White Tops," care Hohenadel Printing
 Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 20.—More than 500 citizens gathered at San Antonio to do honor to Porter Loring, CFA, in recognition of his having presented to the city an "Iron Lung," to be used on children afflicted with infantile paralysis irrespective of race, creed or color. Fans occupied a separate table. Past President Harry Hertzberg and Pompeo Coppini, members of local Tent, spoke. Following Fans were present: Hollis L. Bridgman, Hertzberg, Loring, Walter Loughridge, Paul McSween, C. W. Miller, Jack Pitluck, Pasco and Tom Scaperlanda and Coppini.

Fan C. W. Miller, manager of Sears, Roebuck & Company of San Antonio,

has just been elected president of Kiwanis Club, and Fan Paul McSween, manager of St. Anthony Hotel, president of the Texas Hotel Association.

Card received from Don Howland from Peru, Ind., stated Fred Becker, Fort Wayne; Col. William Sneed, Chicago, and he had just completed "putting" Hagenbeck-Wallace in quarters. Was a great day for these Fans.

While in Chicago recently to attend the Direct Mail Exhibit W. H. Hohenadel had lunch with F. E. Hartless and Walter Krawiec at Hotel Sherman, together with remainder of Atwell gang. Krawiec, painter of circus pictures, is making drawing for Christmas issue of *White Tops*. In evening Hohenadel had dinner with John Shepard, after which they attended a hobby show sponsored by *Hobbies* magazine at Hotel Stevens. Hohenadel had a long visit with Charles Bernard, who had an exhibit of circus pictures.

On November 13 Sverre O. Braathen and wife, of Madison, Wis., drove to Milwaukee and spent day with Art and Henrietta Wallenda and other members of troupe that showed Riverside Theater for a week.

Recent callers at office of *White Tops* were Dr. and Mrs. Tom Tormey, Madison, Wis.; Justus Edwards, of Russell Bros. Circus, and Earl Shipley.

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Sawdust and Spangles

By CHARLES WIRTH

LEGENDS of the circus are full of accounts of the experiences of the late George (Deafy) Denman with his elephants. He had been with Ringling Bros. and Barnum & Bailey Circus from 1910 until his retirement in 1933. "Deafy" knew the bulls all by name and they



CHARLES WIRTH

knew him and he was known to have exerted more influence over elephants than any other trainer in the business. "Modoc," "Myrtle," "Yasso," "Eva" and all the other performing elephants in the big herd needed only a few commands from him to go into their acts.

It was "Deafy" who sat up three nights in the old winter quarters, Bridgeport, Conn. to give authenticity to the story about the elephant that "tiptoed." The steward had been missing large quantities of food from his bins near the elephant shed. The door was locked from the outside and since the elephants were chained each night it was agreed that they could not have been taking the food. "Deafy" wasn't sure tho, so one night he hid in the elephant shed to watch. No food was taken that night, nor the next. On the third night while he dozed in his hiding place he was awakened by a noise in the herd. He saw a small elephant pulling its iron stake from the ground with its trunk. Then, as he always claimed, "she tiptoed down the line to the bins, where for 15 minutes she ate steadily. She then tiptoed back to her place and actually put the stake back in the ground with her trunk."

MELVIN D. HILDRETH, who was elected president of the Circus Fans' Association at Norfolk, Va., last August, "landed" in the "Who's Who in Washington" column in *Washington* (D. C.) *Herald* November 10. Accompanying the article was a caricature of M. D.

In the story it was stated that Hildreth is a lawyer, Circus Fan, an ardent worker for the Democratic Party for nearly 30 years, a staunch believer in the League of Nations and that the most inspirational figure in his life was Woodrow Wilson.

Born at Fargo, N. D., Hildreth was once



KLARA E. KNECHT, educational director of the Al G. Barnes-Sells-Floto Circus, and the Del Rios (Paul, Dolores, Carmen) snapped on lot on closing day at Phoenix, Ariz. Midgets are now playing an engagement at Goldblatt's Store in Chicago.

a newspaper man, reporter, editorial writer and feature writer. The circus and the League of Nations are his hobbies. He has been a Fan since boyhood. As a lawyer he represents large concerns and corporations in various parts of the country.

Hildreth was in the World War and was under fire in the Argonne offensive for six weeks. He conducted a speaking tour before the troops after the war in France, England, Ireland and Scotland, speaking on *The Unfinished Work*. He was the only soldier selected to lecture before troops.

R-B Acts to Cuba; Clawson, Peru, Ind.

SARASOTA, Fla., Nov. 20.—Fred Bradna, Ringling-Barnum equestrian director, will sail for Cuba tomorrow, where he will appear for his fifth consecutive season with Santos & Artigas Circus. Accompanying him will be his wife, William and Tamara Heyer; Magyar Troupe, the Naittos, Torrence and Dolores; Buddy, talking seal, and Madam Marie's animal circus. The Bradnas and acts under their direction will play four weeks with show, opening at Marti Theater, Havana, November 24.

The group will then return to the States and appear at Medina Temple Shrine Circus at International Pavilion, Chicago, for 16 days. Following this engagement they will appear at circuses in Detroit, Cleveland, Rochester, Grand Rapids and Lansing.

Ralph Clawson, legal adjuster, left Sarasota last week for Peru, where he will be in charge of winter quarters. Dan DeBaugh, Chicago office manager, has returned to his post after a brief visit at headquarters here. J. C. Donahut, traffic manager, spent a week in Sarasota after close at Miami.

Merle Evans, bandmaster, has taken an apartment in the city and will remain for a brief vacation, as will the Doll family, Jack Earle and Major Mite. Frank Braden, of press department, closed in Miami and left immediately for New York. Will sail for Europe shortly. Sam Stratton, press representative, closed in Ocala, returning immediately to New York, where he is expected to go out with a stage show in near future.

Dexter Fellows, recuperating in a Hattiesburg, Miss., hospital from a typhoid attack, is expected to leave for his home in New Britain, Conn., at an early date. He was forced to cancel plans for a Florida trip.

Mrs. Charles Ringling completed her 47th year on road with show when circus came into quarters. I. W. Robertson, treasurer, and wife have leased one of Mrs. Charles Ringling's Sarasota houses for the winter. Carl T. Hathaway has opened his winter home on South Palm avenue.

Carl Lee Timmons, of Columbus, O., was killed and Frank McGee injured when Timmons' car sideswiped a truck near Inverness, Fla., November 12. Both were circus employees.

Crawl out of your shell occasionally and enjoy a new experience.—Fred B. Barton in "Let Yourself Go."

Miami

MIAMI, Nov. 20.—Jimmy Vore's Restaurant is headquarters for showmen arriving here. Showmen wishing to locate anyone can drop into Jimmy's at 162 W. Flagler street for information.

Tex Sherman, Gardner Wilson, Jean Belasco and Forest Freeland, circus press agents, are putting in the winter here. Freeland has opened an advertising agency. Wilson is connected with Freeland. Belasco is handling publicity for Funland Park.

J. D. Hubbard, rodeo contestant, is running a riding academy, which is the only one south of Jacksonville. George Hamid just arrived from Havana, where he put over a contract for a big circus this winter. Edythe Sterling visited Tim McCoy, Ralph R. Doubleday, rodeo photographer, arrived here from Baton Rouge, La., where he shot pictures of rodeo there. George Reinhardt has sold his restaurant.

Malloy Unit Has Its Best Season

CANTON, O., Nov. 20.—Malloy's Circus, which maintains headquarters here, recently terminated its fair season of 26 weeks at Mullins, S. C. It was best season for unit. J. R. Malloy informed *The Billboard* representative here.

For next several weeks unit will remain in the South, working out of Miami, Fla. Soon after first of year show will come north to play several weeks of indoor dates thru Western Pennsylvania and Eastern Ohio. Malloy also informed that he has added to motor equipment of show and had purchased several new dogs.

At Miami he and his wife, Nancy Darnell, spent several days visiting friends and former trouper pals on Ringling-Barnum Circus.

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Showman's Insurance Man,
CHARLES A. LENZ

Wanted - Location

1934 Yellow Dodge Panel Truck, Motor No. T-52,797, License No. T-30-755-Missouri. Formerly with Circus that closed at Clarksdale, Miss. Reward. Address Box D-107, Billboard, Cincinnati, O.

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Wants for 1938 season Acts for Big Show that do two or more. Musicians for Big Show Band, also Boss Caravan and Mechanic. Side-Show people address BUCK SMITH, Albany, Mo., all other address FIELDING GRAHAM, 3211 East 31st, Kansas City, Mo.

Wanted Mule Rider

Young Man able drive truck, take care ponies. All winter's work. Bill Synthe (Straw Hat) wife MADAME WARE, week November 26, Foot Theater, Spokane, Wash. or care BERT LEVY AGENCY, Orpheum Theater Bldg., Seattle, Wash.

WALTER. L. MAIN

Circus Souvenir Route Book for 1937 now ready. Pictorial, Historical, Enlightening. Price 25c to first 100 orders. Money order, stamps or coin to "HI-BROWN" BOBBY BURNS, care Leader Office, Kalkaska, Mich.

FOR SALE—Ohio Tourist Hotel; on heaviest traveled U. S. highway at edge of town; beautiful setting, large shaded lawns, drives, Colonial type home with living and dining rooms, modern kitchen, 2 bedrooms, bath, showers, lavatories. Vapor heat; all new; remodeled. Garages, 12 rooms in annex. Ideal for cabins and house-car camp. Way underpriced at \$15,000; liberal terms. Here is opportunity to right party; privilege of naming place Walter L. Main Tourist Inn. Write MILLER REALTY CO., Geneva, O.

FOR SALE

At one-third its cost, new museum outfit; small down payment to lease until August next. Four best performing elephants just returned from 11 years' trip around the world. WALTER L. MAIN, Geneva, O.

Under the Marquee

By CIRCUS SOLLY

BOB EUGENE Troupe is hunting at Eugene's camp in Vermont.

SOME SHOWS close in a blaze of glory, others in a blaze of disgrace.

BEN AUSTIN, of Hagenbeck-Wallace Circus, will be at San Antonio for winter.

RUSSELL BROS.' Circus has issued a route folder which includes program and personnel.

FRANK B. MILLER, trainer and menage rider with Russell Bros.' Circus, returned to his home at Wright City, Mo.

FRANK B. HUBIN, of Atlantic City, will spend a week with his old-time circus pal, Josh Bailey, at Boothwyn, Pa.

INDOOR CIRCUS season has started off with a bang and it appears as if the various dates throught the country this winter will be big.

BARNEY BROS.' Circus recently closed at Sierra Blanca, Tex., and will winter at El Paso.

HI-BROWN BOBBY BURNS, press agent of Walter L. Main Circus, has issued a souvenir route book of show.

HENRY KYES, Hagenbeck-Wallace band leader, returned to Hathorne, Mass., for the winter to his diamond-appraising job.

MRS. GEORGE W. ARBAUGH will join her son, Jim Arbaugh, of Flying Arbaughs, at Arbaugh Orange Grove, Vero Beach, Fla., for the winter.

CLARENCE AUSKINGS reports that biz is good with Vanderburg Bros.' Circus in Arkansas and that show recently lost two days due to heavy rains.

JIMMY DAVISON and Tommy Ross, comedy acrobats, are playing night clubs in Ohio. Were in Cincinnati last week and called at *The Billboard* offices.

MRS. SAM B. DILL states she has moved body of her husband from mausoleum at Bloomington, Ind., to mausoleum in Calvary Cemetery, Toledo, O.

C. S. GROVE, who was on No. 1 car of Ringling-Barnum with Walter Gilbey from 1930 to '35, is in automobile business at Hagerstown, Md., and doing well.

CAPT. AND MRS. S. SELINE COS-SACKS, with Cole Bros. past season, will spend winter at their farm, Sitka, Ark. Will again be with a big top next year.

CECIL (RED) SCOTT, who was in charge of the commissary for the Mayers on Ringling-Barnum Circus, has returned to his home in Cincinnati for the winter.

JACK KOPRON and wife, of Seal

America's Greatest Indoor Event ST. LOUIS POLICE CIRCUS

APRIL, 1938

Will Again Be Under

The Personal Supervision

of

Sidney Belmont

FULLERTON BLDG.
ST. LOUIS

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Manufacturers Since 1870

ATLANTA ST. LOUIS DALLAS
MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.

HORSE TRAINER

Wanted to Break Stock for Menage at Winter Quarters in Peru, Ind.

State lowest salary in first letter.

HAGENBECK-WALLACE CIRCUS

HOWARD Y. BARY

HENRY TREFFLICH-PHIL GARROLL

AFRICAN WILD ANIMAL EXPOSITION

Arrived on the S. S. "West Kebar," November 17. Write for Price List. Now is the time to buy at low prices.

300 MONKEYS

Including Monas, Sootys, Chacma and other Baboons; Militarys and Drills. Rare Colobus Guereza.

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Rare Birds and Reptiles

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THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"



COL. LINARD JONES, 14, known as "The Little Colonel," died at the Harry-Anna Home, Umatilla, Fla., November 14. For 11 years he had been bed-fast, suffering from tuberculosis of the spine. Shown in the picture with him are Dr. Ashton, medical director, and Zella Atkinson, nurse supervisor of the home, whom he called "two real pals." No youngster ever had any greater admiration for the circus and circus people than Colonel Jones, and his friends among white-top folks were numbered by the score.

FLYING BEERS, Jerry Wilson, manager, recently closed successful season of 26 weeks and are wintering in New Orleans.

FOUR ORTONS recently opened at Earle Theater, Washington, after a lay-off of six months and went over for a big hit.

REPORTED THAT Carl Herrick, circus man, recently lost a sum of money and other valuables in an outlying Peru, Ind., hotel.

CARL (CURLEY) LENTS and Mel (Mickey) Elliott, clowns, have opened a lunch room in Newport, Ky., and are doing okeh.

AMONG ACTS contracted for the annual Macon (Ga.) Shrine Circus is the Stuart Roberts aerial bar trio from the Downie show.

FELIX MORALES has recovered from illness and is now playing night clubs. Called at *The Billboard* offices, Cincinnati, last week.

RAYMOND RILEY while passing thru Newton, Ia., visited Cookhouse Kelley, old-time circus steward, now operating a filling station.

PRINCE AND DORIS, Siberian bears, died at Peru, Ind., November 16, result of a bloody battle in which they engaged at circus quarters.

Bros.' Circus, are wintering at San Antonio, Tex., where Jack is again in toy department of Sears, Roebuck, his second winter there.

CHARLES BERNARD, en route from Chicago to his home in Savannah, Ga., stopped off in Cincinnati several days last week visiting relatives and calling at *The Billboard*.

IN A LATE book, entitled "Of All Places," by the three AB BE children, is this paragraph: "A lady told us that Tom Mix said: 'If God will do his part and keep hair growing on my head, I'll do my part and keep it dyed.'"

MARION WALLICK and wife and assistant, Dorothy Williams, returned to Dover, O., after closing season with Russell Bros.' Circus. Wallick will reopen his school of stage dancing in that city.

ORA O. PARKS is doing advance press for the Black Forest International Ice Revue, with which Clint W. Finney is handling the advance. Both were in Cincinnati last week and called at *The Billboard*.

PERCY KINGMAN, of No. 2 car Ringling-Barnum Circus, has been doing a lot of extra billing work for shows and events at Macon, Ga., his home town. Will leave soon for Miami to work winter season there.

ELMER MYERS, in ticket department (See UNDER THE MARQUEE page 127)

Better Circus Days Ahead If--

By Tom Mix

Tom Mix, born in El Paso County, Texas, January 6, 1880, spent his youth in the cattle country of Texas and Oklahoma, where he served an apprenticeship as ranch hand and worked up thru the ranks to ranch foreman.



Templar, Long Beach, Calif., Consistory; a Noble of Al Malarkah Temple, an Elk and a member of the IOOF, KP, Showmen's League and numerous clubs in Los Angeles, where he makes his home.

He won a national all-round cowboy championship and was drafted by the movies in 1909. He is a veteran of the Boxer uprising, the Spanish-American and Philippine wars; former Texas Ranger, sheriff and U. S. marshal. Author, philosopher and soldier of fortune, he has run the gauntlet of adventure and carved in the annals of modern times a career that rivals the most adventurous of any recorded in history.

Mix organized the Tom Mix Circus in 1934, and as the sole owner of this enterprise has toured the country from Coast to Coast, appearing in many of the principal cities of America. The 1937 itinerary included Canada, the circus appearing as a feature attraction at the Canadian National Exhibition, Toronto, for 16 days.

Mix is a life member of the Masons, a Knight Templar, Long Beach, Calif., Consistory; a Noble of Al Malarkah Temple, an Elk and a member of the IOOF, KP, Showmen's League and numerous clubs in Los Angeles, where he makes his home.

WITH such able, talented and experienced writers of circus lore as Courtney Ryley Cooper and Jim Tully, who have won fame and made history writing on the subject, I feel somewhat like an undergraduate attempting to write the graduating thesis for an upper classman—having been in the show business only 42 years.

During the years I have been actively engaged in show work—circuses, Wild West shows and otherwise—both as performer and owner-operator, from broncho buster with "Pison (pronounced as it is spelled) Pete's Frontier Days" to owner-operator of America's largest motorized circus, many changes have taken place as regards the methods and policy of operating the circus. Of particular mention here might be made the attitude of the circus folk toward the patrons. The old policy of "the public be damned" has gone the way of all flesh. Instead we have come to learn and look upon the patrons as our partners, so to speak, and a policy of SERVICE to them is well established on all circuses of any note. Nor does one find with any reputable circus the old-time fleeing games once considered as part and parcel of the circus. And the response of the public to this policy has been most gratifying. While the pass evil is still with us, it is hoped the time is not far distant when only those who actually perform a service for or on account of us will consider accepting these gratuities.

Peace Officer to "Cowboy"

After serving as a peace officer in a number of the West's more notable places I turned to "cowboying." I served in this capacity on most of the better known ranches of the West. Wider horizons beckoned me and to allurements of travel I yielded. Having served a long apprenticeship as a cowpuncher, I felt fully qualified to journey forth as an "acting" cowboy, so I joined a small but imposing-titled circus and Wild West show. It was transported on two railroad cars and the principal paraphernalia consisted of "tickets for sale." There were no wild animals save a flea-bitten buffalo. A dozen round-nosed nondescript bronchos made up the array of "Arabian Stallions." These were ridden by cowboys from the plains of North Dakota, the pampas of the Argentine and the bad lands of Oklahoma, so the announcer said. While I knew a number of the cowboys to have been of the real West, I always had a sneaking idea, judging by the performance they gave and their raiment, most of them were parthenogenetics (apologies to O. O. McIntyre) from New Jersey.

Like most small circuses of the time—and now for that matter—the owner had everything—enthusiasm, energy and promise—but NO money. He had overlooked so insignificant a detail. It came time to move out of winter quarters. The show being without money, it was the custom of those days for the agent to devise some scheme that would beguile the railroad agent to authorize the movement of the show cars to the first town of exhibition. It was on the Wabash Railroad, and in those days that railroad was known to all showmen as

the last stanza in a glorified song of refuge. To those less resourceful the circus would have, as we say in theatricals, opened and closed in one. But not this agent. He was of inventive turn of mind, and with a narrative filled with more promises than any political party's national platform to the Wabash he went and borrowed enough hard tickets to check the show to China; the "Banner Blue" stopped and coupled onto the cars of "Kit Carson's Buffalo Ranch Wild West and Congress of Peoples of All Nations," and HURRAH! the circus was en tour. I hope the good agent of the Wabash still lives and basks in the reflected glory of having started on a career a gangling "punk" from the plains of the Lone Star State. The circus agent has long since passed to a merited reward.

Early Salary \$7 Per Week

Time and place meant little or nothing to me and I unreined wherever overtaken by night. But I loved the circus—the show world—and I wanted to be in it. Having established in some measure my prowess as a thrower of the lariat and bulldogger of steers, I found ready employment with any show in need of cowboys.

During the many years I have been a "trouper" one experience I enjoyed lives with me even to this good day. I was a cowboy with one of the better known and higher class Wild West shows of that day. Along with the other cowboys I received the munificent sum of \$7 per week. Evidently I had attracted the attention of the owners as possessing some of the qualities that make for leadership. There had been rumblings of dissatisfaction among the cowboys and I had counseled them to have patience; that all would be well in due season. The show's manager called me aside one day and as well as I can remember the following dialog took place: "Tom, I've been watching your work. You take an interest in what's going on. The cowboys will listen to you. You can hold them in line and we've decided to offer you the place of 'chief' of the cowboys." "That's fine, Col. Lillie, I appreciate the good opinion you men have of me; I've tried to do my duty by you." "Of course, Tom, with added responsibility and more work goes more pay. We thought you'd like that, too." And in a rapid-fire, almost whispered voice as tho to give the impression he didn't know what he was paying me, or to instill appreciation in me that I was being paid at all, he said: "How much are we paying you now?" "Seven dollars a week, Colonel." "That's fine. Now, Tom, you are 'chief' of the cowboys and hereafter your wages will be \$7.50 a week." Wasn't much more money; just took a few more words to say it. The season closed. I drew my hat low over my eyes, mounted my horse and turned toward the land I loved—the West.

Judge Once Rowdy on Show

Spring came. Filled with that irresistible desire to travel with the white tops, a letter to a former employer brought an immediate telegraphic response to "join at once." The circus opened in a small Midwestern town and headed for the Northwest. I shared an upper berth in the performers' sleeper with another cowboy. The owner's nephew, a young dandy of that day, came on for a visit and traveled with the circus for a time. He seemed imbued with the idea the circus was just a lark and not a business and proceeded to make merry on all occasions and at all hours. One night while the train was under way he began the festivities by galloping thru the sleeping cars hailing all who would heed his capricious antics. Many remonstrated, seeking a night's rest. To all such he offered added caprice. Passing my berth for the hundredth time, I suspect, I decided to offer the young man a new and novel experience. Taking flat-rock aim, I hit him on the head with my boot and spur. It felled him. After administrations of smelling salts, cold towels and sweet spirits of ammonia he was hustled off to "uncle's" car. He regained consciousness somewhat and I was later told that while he lay in a semi-coma inquired whether Windfall or Skyrocket (two of the show's toughest buckers and kickers) had kicked him.

Feeling my job was in jeopardy, and rather than have the embarrassment of being "left on the lot," I abandoned the train at the first stop, taking with me such raiment as I possessed, one good saddle and more than likely the profound thanks of "14," the performers' sleeper.

This young man has grown to mature age and now occupies a highly responsible position. He is a municipal judge in one of Illinois' thriving cities. He frequently is called to fill temporary vacancies on the bench in Chicago while the local judges are on vacation. I saw him last summer. He was my guest both during the show's performance and later in my traveling bus. I spent a delightful evening and we parted singing in unison a line from *Auld Lang Syne*.

Scoffs at \$100 Per Week Offer

I had left the show train not far from Cheyenne. The Frontier Days were on. I entered some of the contests and had the good fortune to win a few of them. My name in some manner had attracted the attention of some men who had gone to California to film the "Wild West." These men, thru a generous friend of mine in Cheyenne, offered me \$100 per week if I would go to Los Angeles and appear in their Wild West films. I scoffed at the idea of a cowboy being worth \$100 a week or any appreciable part of that sum; said they were crazy and irresponsible and that I'd go back

to some circus when the "days" were over.

By some kind stroke of fate I won other contests and my name was heralded as the "Champion Cowboy." Telegraphic offers of \$150 per week came. I still believed the men were crazy. But arrangements were made to pay my traveling expenses to Los Angeles and return, the money deposited with my friend in Cheyenne, and to Los Angeles I went, there to find their Wild West pink tea and powder puff.

A sojourn in the motion picture field and I was to return to the circus as a \$10,000-a-week feature attraction. Indeed a far cry from "chief" of the cowboys at \$7.50 a week.

And right here let me record I was happier as "chief" of the cowboys at \$7.50 a week and hidden behind the names of the great men with whom I was associated than when flamboyantly billed as the "world's greatest cowboy" at \$10,000 a week.

And the many improvements made since "Pison Pete" to the present-day circus are more than a sleeping-car jump, and several jumps yet to be made if we are to keep abreast of developments.

Problems of Today

It would seem to me a worth-while gesture at least if the showmen would co-operate in the establishment of better relations, not only with and among themselves, but the public as well. Why not foster a spirit of friendliness instead of a dog-eat-dog policy? It would make for better days with all.

It isn't a new idea, but I am firmly of the conviction that all showmen could come together in a round-table discussion, seeking a solution of the problems which beset us. Tax legislation as affecting us has run rampant. Yet I dare say not one of us has ever appeared before a legislative committee to present our side of the matter. Surely an intelligent presentation of the problems of taxation as affecting the circus business would be sympathetically received by those having to do with the passage of such laws, as indeed the very persons charged with consideration of levying taxes are lovers of the circus and are heartily in favor of seeing it progress—seeing it go on as it has for centuries. Witness the adjournment of a Legislature when the circus is in town. The American circus is co-extensive with American history. It came with the flag and it is hoped will always be with us. Why then would it not be feasible to organize ourselves into a body, set up a means of contacting various legislatures, bureaus and government executives with a view to acquainting them with our problems so that just legislation may be enacted and not laws which make it practically prohibitive to operate a circus?

Then there is the problem of advertising by posting our bills on barns, fences and other customary places. These are property rights, valuable to the show having first posted the bills. Why not respect them? Why bring additional burdens upon ourselves? After all each of us is seeking the attainment of the same end: The entertainment of the public at a reasonable price.

I suspect, however, one of the greatest services such an organization could render traveling showmen would be the ferreting out of "shake" lawsuits instituted by the unscrupulous, aided by such attorneys as the American Bar Association has been constantly seeking to disbar. Each of the circuses would find it highly profitable to support an agency which had for its purpose the running down of all claims, recommendation for settlement those found to be just and resist with all vigor those of a "shake" character.

To me the circus is one of life's privileges. Its personnel makes up a democracy. May it live so long as our great country remains the land of happiness.

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The Corral

By ROWDY WADDY
HOW MANY rodeos will be held in the Southwest this winter?

WHY NOT send in results of those winter rodeos?

EVERYTHING considered, rodeos have drawn their share of box-office attendance this year.

ATTRACTIVE purses are what bring oodles of contestants. Shoestring-promoted rodeos are not so good.

COME ON, everybody, start that winter "pastime" by dropping a few lines to Rowdy Waddy. It only entails a few minutes of your time to tell him what's doin'.

YOU BOYS AND GALS who made the New York and Boston rodeos this year: Where are you going and what will you be doing during the winter? Tell Rowdy about it.

AFTER A SUCCESSFUL seven-week engagement at the El Sevilla Bathskeller, Niagara Falls, N. Y., Tex McCoy and wife left for Arizona. Before going into the El Sevilla the McCoy's were with Billie Harnett's Wild West Show on Lewis Bros.' Circus.

PETE MARTINEZ, Mexican cow-puncher and artist, reports that business at his artistry concession at the seventh annual Boston Garden World Championship Rodeo was on a par with last year. Pete recently purchased a 25-acre dude ranch near Tucson, Ariz.

MISS HADA HURD, of Glasgow, Mont., operatic star, was featured at the last two night performances of recent Boston Garden Rodeo. Miss Hurd was presented by Mrs. Frances Demarest Goulston and is the daughter of former Senator W. W. Hurd, of Montana, owner of the Lazy P-K Ranch.

X BAR X RANCH, which closed a successful season recently at the Lazy Hour Ranch's society show at Dunbar, Pa., is now in quarters at Powell, O., where equipment is being reconditioned for the 1938 season. Ralph Becholdt, manager, informs that several members of the show are playing night clubs and indoor circuses.

NOTES FROM the Lulu Belle Rodeo Company quarters at Lebanon, Mo., by Lulu Belle Davis: "Activity is the watchword here. Several sheds and a large barn are being erected to take care of the stock. Buck Yarbrough is still in quarters; Jack Davis celebrated his birthday anniversary November 3 and was presented with a horse."

JOHN BEASLEY, cowboy, writes from Lynchburg, Va., that he is in the county jail there under the name of Frank Ferroni awaiting trial on a murder charge. He says that while searching for a brother he attended a party in Lynchburg three and a half years ago which wound up in a cutting affray and in which one man was fatally stabbed. Beasley was apprehended in Boston, Mass., October 2 and returned to Lynchburg, where the murder charge was placed against him. He contends that he is innocent and aims to obtain a prominent Lynchburg criminal lawyer to defend him. He will go to trial December 3.

TWO TEXAS RANGERS' units, headed by Earl Sutton and Jack Knight, have been staging Sunday matinee performances in the Coliseum at the New Jersey State Fair grounds, Trenton, N. J., where they have taken up quarters for the winter, according to H. E. La Bregue, fair secretary. List of performers includes Janice Sutton, Opal Wood, Helen Grant, Nell Trombley, Helen Ray, Minnie Kirkendall, Tex Wilson, Jack Jackson, Lou Stratton, J. R. Lund, Mitch Ray, Freddie Faulkner, Jim Hawks, Thornie Guess, John Crethers and Sonny, Eddie Vale, Uncle Dick Hodgins, Arthur Keller and Shorty Kirkendall. Recent guest stars were Silver Dollar Brady and Mr. and Mrs. Jim Eskew. Visitors included the Hunt Boys, of Eddy Bros.' Circus, and Mr. and Mrs. Charley Aldridge.

ABOUT 50,000 persons attended the Louisiana State University rodeo, horse and live stock show which concluded a successful five-day run in Baton Rouge,

La., November 13, with a profit of several thousand dollars. This will be used to enlarge the event for next year. Although show has been held annually for last seven years, it was the first time professional cowboys and cowgirl talent participated. Following the show, Betty McCarly, Verne Elliot, Abe Lefton and Homer Holcomb were commissioned colonels on the staff of Governor Richard Leche. A new world's record in steer bulldogging was believed to have been set on opening day when Lyle Cottrell brought his steer to earth in 8.3 seconds. Only mishap of the engagement occurred closing night when Allen Holder sustained a bruised leg when his horse fell on him during the calf roping contest.

H-W Show Will Add 15 Rubber-Tired Wagons

PERU, Ind., Nov. 20.—Equipment will be built and wagons and props of Hagenbeck-Wallace Circus reconditioned thruout the winter. A major addition will be 15 new streamlined and rubber-tired wagons.

Terrell Jacobs will break a new and unique act when not filling indoor engagements. Plans to have two horses in arena and have five different breeds of cat animals ride the horses. Breeds that Jacobs will train are puma, leopard, lion, tiger and lynx. The Hannefords, Jim Wong Troupe and other acts will also be back.

Stated that negotiations are under way to have show open in a huge building in Philadelphia before playing engagement in Chicago Coliseum.

New Orleans, Atlanta, Miami; one-day stands, 116; cities visited, 136; capitol cities visited, 17; States visited (also District of Columbia), 34; longest run, Gadsden to Memphis, 340 miles; shortest run, Detroit from East Warren and Conners to Michigan and Wyoming, 10 miles; next shortest, Albany to Schenectady, 17 miles; railroads used, 41; railroad trains required to transport show, 4.

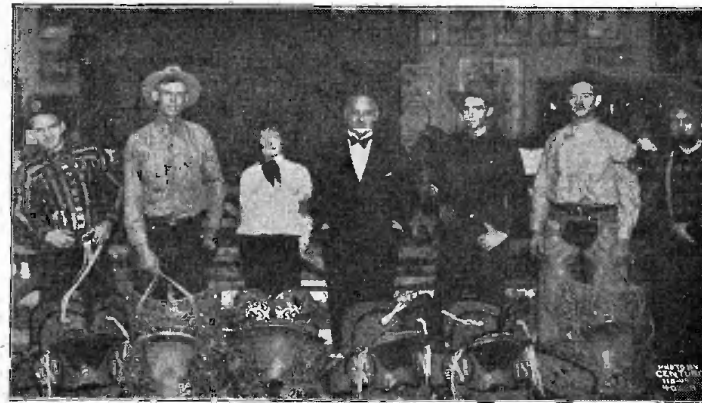
Gainesville Santa Claus Unit Set for Two-Week Tour

GAINESVILLE, Tex., Nov. 20.—The Gainesville Community Circus Santa Claus parade unit is set for its two weeks' tour with Portis Sims as manager; Verne Brewer in charge of transportation and live stock; Al and Bertha Conner, wardrobe; Jimmie Conner, clown; O. F. Cartwright, Santa Claus, and three property men.

Unit opens here November 26 and other dates include Wichita Falls, 30; Denison, December 1; Paris, 2; Tyler, 3; Mexia 4; Greenville 7; Marshall 8; Sherman, 9.

Mr. and Mrs. Roy Stamps, Alex Murrell, H. H. Hardegree and A. Morton Smith caught Hagenbeck-Wallace show in Fort Worth recently and ran across Mr. and Mrs. Frank J. Walter, of Houston, visiting on lot. The Gainesville group and Mr. and Mrs. Terrell Jacobs, of the show, were guests of the Walters at dinner at Worth Hotel.

P. M. McClintock, Detroit, Mich., circus fan and writer, visited Smith here November 18 and enjoyed looking over Smith's collection of circus material.



COWGIRL AND COWBOY CHAMPIONS of the 1937 World's Championship Rodeo at Madison Square Garden, New York. Left to right: Kid Fletcher, Roy Matthews, Brida Gafford; Colonel Kilpatrick, of Madison Square Garden Corporation; Paul Carney, Rusty McGinty and Jimmy Nesbitt. Photo, E. J. Kelly, Century.

WPA's Third Week-End Run at Jamaica Arena

NEW YORK, Nov. 20.—The WPA Federal Theater Project's circus opened the third of its week-end runs at Jamaica Arena, Jamaica, L. I., November 13 to a near-capacity house. There was another large house at night and two big ones on Sunday. Show has now been in Greater New York for 110 consecutive weeks. Newspapers were again generous with space, and Long Island Daily Press came thru with a two-column story and a four-column art layout.

Managing Director Burns O'Sullivan is working on plans for a special clown display to be known as "the clown, the girl and the elephant." Plans to use La-La, new clown; Avonne Gardener and Japino for the number.

Recent visitors were Wosnock Sisters, Eleona Barrie, Miriam Baron and Hamilton Gilbert. Last named is business manager of the City Project's Council publication, Project Councilor, reports Wendell J. Goodwin.

Statistics of R-B Tour

CINCINNATI, Nov. 20.—Following are some interesting statistics of Ringling-Barnum tour past season: Miles traveled, 15,427; length of season, 217 days; performances, 404; performances lost, 1; employees, 1,808; number of different nationalities in personnel, 49; New York season, 24 days; week stands at Brooklyn, Boston; nine-day stands, Chicago, Philadelphia; three days, Detroit, Washington; two days, Baltimore, Newark, Buffalo, Pittsburgh, Minneapolis, Milwaukee, St. Louis, Kansas City, Dallas, Houston.

McClintock had some priceless posters and other material of the '90s with him. He and a friend had been on a 20-day tour of Texas and were en route home.

Al Burdick Presents Show at Alto, Tex.

CINCINNATI, Nov. 20.—Al Burdick presented show at Alto, Tex., under business men, biz being good. There was no license and lot was free. Burdick states that town has been closed to circuses and carnivals for several years.

Program: Eddie Sheelor, wire; Sheelor Sisters, single and double traps; Sheelor, juggling act and trick cartooning; the McCloskeys, Roman rings; Elliott and Elliot, sousaphone and marimba. Burdick, who was announcer, will stage several merchant shows this winter in East Texas.

Zimmerman Unit Has Good Business at Peru

PERU, Ind., Nov. 20.—Great Australian Circus, circus-vaude show, played at St. Charles High School Auditorium here Wednesday night to packed house. Unit arranged by E. R. Zimmerman. Walter Schultheise is press agent and advertising man.

On bill are Valencia, aerialist; George and Mary Wheeler, comics; Don and Myrtle, musical novelty; Aunt Jimima and Pancakes, featuring radio and screen folks; Prof. H. R. Moeller, Mysteries of India; Ozzie Gile; Verna Grace, specialties; Petrinov, human icicle; Lorraine Wallace's lions; finale, after-show and dance with syncopation by Billy Jean's Ork.

15 Years Ago

(From The Billboard Dated November 25, 1922)

Cat animals of Downie Bros.' Circus were booked in a Baltimore department store for the holidays. Other animal acts with the circus were contracted for the Jr. O.U.A.M. Indoor Circus Thanksgiving week at Newark, N. J. A large shipment of wild animals was received at the Patterson quarters to be broken for the circus. . . . L. B. Greenhaw completed his duties ahead of the Sparks Circus and was back on show in an executive capacity.

R. F. Schiller, Marion (O.) hotel owner, purchased 18 motorized wagons from the Kelley-Springfield Truck Company. . . . George W. Ross closed with the Gollmar show and went to his home in Vanceboro, Me. . . . Jack Moore Trio, tight wire, was working Shrine Circus in Hammond, Ind. . . . Vernon Reaver closed with Sparks Circus and went to his home in Des Moines. . . . Clark Duo, of Gollmar Bros.' Circus, concluded a successful engagement at the Majestic Theater, Evansville, Ind. . . . No. 2 advance car of Sparks Circus closed at Hawkinsville, Ga., November 18. . . . Hobson family was wintering in Chicago after closing its 13th season with Sells-Floto Circus.

Jack Lorenzo, animal trainer with Gollmar Bros.' Circus, joined Hagenbeck-Wallace Indoor Circus for winter. . . . Jules Jaquet, head animal trainer of Howe's Great London Shows, left for Europe to purchase animals for season 1923. . . . Mighty Haag Circus ordered a number of cages from Beggs Wagon Company. . . . Perry's Australian Circus was playing West Australia exclusively to good business. . . . Mr. and Mrs. A. H. Cooper were wintering in Kansas City, Mo., after closing with Wheeler Bros.' Circus. . . . Gilbert E. Parsons, who had been with the Briggs & Wilson Overland Shows, was engaged by a Kansas City department store to put on a Santa Claus display and entertainment.

Dawson to Contact Foreign Acts for Cole

NEW YORK, Nov. 20.—Representing Cole Bros.' Circus Stanley F. Dawson departed November 17 aboard the Queen Mary for London and capitol on the Continent of Europe. Dawson will contact acts, he said, for possible spots on the two Cole-operated shows on the road in 1938.

Jess Adkins originally planned to make the trip, Dawson informed, but intense activity in this country made a leave of absence impossible. Back in the United States, Dawson plans to return to the West Coast, where he will again be connected with the Santa Anita race track.

Scattering of Advance Of Seils-Sterling Show

SPRINGFIELD, Mo., Nov. 20.—Following closing of advance of Seils-Sterling Circus, crew departed as follows:

Art Miller, general agent, back to show for brief visit, then in Springfield, Mo., (See Scattering of Advance on page 103)

XMAS AND NEW YEAR GREETINGS TO ALL MY CUSTOMERS AND FRIENDS

BEN THE RODEO TAILOR

Custom Tailored Western Clothes Made Individually to Personal Measurement.

3209 W. Columbia Ave., Philadelphia, Pa.

Send for New Free Catalog.

R. R. Circus Equipment Sale

Fifteen-car Equipment, Twenty-one Wagons, Electric Plant, Tents, Side-Show Banners, Seats, 50,000 Sheets Four-Color Pictorial Paper, Cages, Steam Calliope, Electric Harness Machine, Lead Bars, Body Poles, Train Runs, Cookhouse Outfit, etc. Two extra fine young Zabu Bulls, Menage Horses, Elephant, Truck Horse, Truck, new special built fine Band Truck Trailer, Silver Dome House Trailer.

CHRISTY

SOUTH HOUSTON, TEX.

MORE NEW EXHIBS COME IN

NAAPPB and AREA Trade Show Prospects Brighter, Says Hodge

Chicago displays will include everything from vendors to auto trailers—some space deals are still pending—committees concluding arrangements for convention

CHICAGO, Nov. 20.—Ground plan of the exhibition hall on view in the Hotel Sherman office of Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, who has charge of the big trade show being sponsored by that organization in co-operation with the American Recreational Equipment Association, reveals some most interesting facts. The show, in conjunction with the annual convention in the Sherman on November 29-December 2, will be at least as large as last year's, which was bigger by 100 per cent, it was stated, than all previous trade shows held during depression years, and this in spite of several stock-market slumps since sale of space began last August.

"It is exceptionally gratifying to the officers of the NAAPPB to realize that whereas many trade shows in the last 60 days have shown a decrease of about 20 per cent, the NAAPPB will more than hold its own in number of exhibits, despite an advance in rental price," declared Secretary Hodge. "Still more gratifying is the big increase in new exhibitors, as many new names appear on the roster for the coming show, 19th in history of the organization."

Wide Range in Show

While it has been contrary to policy of the association to publish a list of exhibitors, Secretary Hodge released the list this year, saying that it was not complete because there are still more than a score of deals pending for space and no exhibitor is listed as definite until contract has actually reached the secretary's office. Aside from the usual line of devices and equipment there will be everything, he said, from popcorn-vending machines to automobile trailers. So far one English exhibitor has been booked, with a few other foreign deals in process of closing.

The list: R. N. Adams & L. R. Sloan, Chicago; Allan Herschell Company, North Tonawanda, N. Y.; Associated Indemnity Corporation, San Francisco; Norman Bartlett, North Tonawanda, N. Y.; William B. Berry Company, Boston; The Billboard, Cincinnati; Bisch-Rocco Amusement Company, Chicago; Brassau Novelty Company, Montpelier, Vt.; J. L. Campbell & Company, Baltimore; R. E. (See MORE NEW EXHIBS on page 106).

Detroit Zoo Gate Largest in History

DETROIT, Nov. 20.—Detroit Zoological Park closed for the season on November 14 after having largest attendance since its opening in 1928, said John T. Millen, zoo curator.

In 1936 2,000,000 people visited the park, while estimated attendance for 1937 was more than 2,500,000.

Many improvements are planned during winter months. The quarter-mile-long trout stream already started is to be completed and extensive landscaping is to be done. Rackham Memorial Fountain is one of the projects expected to be completed this winter.

RALEIGH, N. C.—Rock Bridge Park Company, Salisbury, N. C., received a charter from the secretary of State to operate an amusement park. Incorporators are given as J. F. Hurley Jr., Frank B. Buck, D. C. Dungan and others.

BRIDGEPORT, Conn.—Mayor McLevey is speeding beginning of construction of a dock and pier at Pleasure Beach Amusement Park for landing of excursion boats and other craft. Rough plans have been drawn and early approval of WPA authorities will be sought. Pier will be 100 feet long and 75 feet wide.

CHIPPEWA LAKE, O.—Parker Beach, manager of Chippewa Lake Park here, has been elected president of Chippewa Lake Gun Club, composed of 50 Medina, O., men, organized a year ago with 4,000 acres of Medina County farm land under contract for exclusive hunting purposes.

Thrifty Squire

MIAMI, Fla., Nov. 20.—Nickel parking machines along main streets here show red when time has expired and white when nickels have been dropped in slots, good for half-hour auto parking. Matthew J. (Squire) Riley, entertainment director of Funland Park here, pays nothing for parking, friends confide. He drives around until he finds parkometers showing white and when time expires he drives to the next meter with un-expired time. Yes, the "squire" has become very thrifty.



R. L. HULL, manager of White City Park, Boise, Ida., is a nephew of the late G. W. Hull, who was founder and general manager of the park a number of years prior to his death last summer. The widow, Mrs. Annie V. Hull, was active in a supervisory capacity the past season but has been advised by physicians to go away for a complete change and rest. Winter activity consists of operation of the roller rink, which has had good business since opening on September 10.

A. C. Slump Stirs Groups

Quietus on city press bureau and numerous closings make ops think hard

ATLANTIC CITY, Nov. 20.—Amusements here next week will hit the lowest ebb of 10 years with no flesh and only a few pix houses operating. For the first time in six years Steel Pier will close its doors after tomorrow's performances. The structure has been the center of up-Boardwalk amusements, featuring during winter months pictures, exhibits, dancing and week-end vaudeville. Million-Dollar Pier is closed and will remain so until spring. Strand Theater, near Steel Pier, which has always been a year-round house, closed Sunday night for five months of alterations.

Mayor C. D. White has ordered city press headquarters to suspend operations. This office has been supplying a great quantity of year-around pictures and news releases to papers all over the country to keep the city in the limelight as a winter resort. Without this, it is expected, the city will revert to its status as a summer resort only. Only bright spot is the ice hockey season in the Auditorium, to start next week and keep going until March.

One reason given for this sudden slump which is knocking the amusement industry here lower than the former country-wide depression, was lack of support from convention groups, many amusement operators declaring that conventions brought here this fall failed to spend as in other years, despite the fact that these gatherings had little if any entertainment of their own. Some operators blame radio programs for a number of their ills, together with the fact that several weeks of rain in mid-summer did not give them the usual business in that period. Still other reasons given were adverse publicity and in-

(See A. C. SLUMP on page 55)

Kenyon on Good-Will Tour Prior to Convention in Chi

CINCINNATI, Nov. 20.—Omer J. Kenyon, general representative of the Hamid-Morton (National Producing Company) Indoor Circus, was here from New York on Tuesday.

Since the big Toronto Ramesses Shrine Circus he has been visiting many Eastern cities, looking them over with the possible idea of booking some of them for future dates, on what the Hamid-Morton office calls a "good-will tour."

From here he went to Louisville, St. Louis and back to Chicago, where he expects to attend the park men's meeting with Brancato Brothers (Victor and Mario), operators of Fairland Park, Kansas City, Mo., which Mr. Kenyon successfully managed the past season and where he expects to be in 1938.

Slach Lakeside Head Again

LAKESIDE, O., Nov. 20.—P. L. Slach, Lakeside, was re-elected president of Lakeside Association at annual meeting of the board of trustees here. A. L. Hoover, Lakeside, was named general manager. Dates for the 1938 season were fixed as July 2-August 28. Resort is one of the best known convention places in the Middle West, visited annually by thousands from all over the country.

Walled Lake Pars With '36

DETROIT, Nov. 20.—Results of the season's activities in Walled Lake (Mich.) Park were on a par with those of last season, according to Fred W. Pearce, proprietor. Management reports good prospects for next year. Season ends shortly after Labor Day each year.

New Rockaway Beach Structures Are Planned After \$200,000 Fire

ROCKAWAY BEACH, L. I., N. Y., Nov. 20.—While a crew continued to clear debris of the \$200,000 fire which devastated Steeplechase Baths and about eight concessions and scarred a half dozen more on November 12, amusement property owners concerned proceeded to map plans to replace most of the wreckage with more modern structures.

Inventory of damages from the fire, which called for five alarms and more than 300 fire-fighters at the Boardwalk and Beach 100th-101st streets, showed that besides the bathing pavilion, which included one of the largest swimming pools on Long Island, the

blaze also took a rabbit game operated by I. Faber; fascination game, operated by his brother, Max; Nikko's chow mien stand, two custard stands, two games operated by Nathan Faber and a bingo game.

Damage to the Boardwalk itself was averted to any serious extent, tho it will require several thousand dollars to repair it. Next to the Arverne fire of a decade ago, this one was probably one of the most spectacular the resort has known. One day before the July Fourth holiday last summer fire razed \$250,000 worth of amusement properties less than a block away from the recent fire.

Complete NAAPPB Program in Chicago

SESSIONS IN THE HOTEL SHERMAN

Saturday, November 27

Exhibition Hall open to all exhibitors for installation of exhibits.

Sunday, November 28

Exhibition Hall open to all exhibitors for installation of exhibits.

Reception committee meeting arrivals.

7 p.m.—AREA banquet, program and executive session, Crystal Ballroom.

Monday, November 29

EXHIBITORS' DAY—9 a.m. to 12:30 p.m.—1:30 p.m. to 11:30 p.m.—Exhibition Hall open, subject to luncheon arrangements.

Exhibitors extend a cordial invitation and welcome to all delegates and guests to visit and inspect exhibits and displays.

8:30 a.m.—Reception committee meeting arriving delegates and guests and assisting in arranging their accommodations.

9 a.m.—Registration of delegates and guests—Mezzanine Floor.

9 a.m. to 12 noon—Jury of awards will make inspection and determine award winners under revised classification of awards.

12:30 p.m.—Buffet luncheon in Grand Ballroom; Manufacturers' meeting at luncheon.

3 p.m.—Meeting of board of directors of NAAPPB, Penthouse.

5 p.m. to 7 p.m.—Cocktail hour in Penthouse.

10 p.m. to 2 a.m.—Daily refreshments and entertainment in Penthouse.

EXHIBITION HALL OPEN 9 a.m. to 11:30 p.m., subject to luncheon arrangements.

Tuesday, November 30

9 a.m. to 12:30 p.m.—3:30 p.m. to 11 p.m.—EXHIBITION HALL OPEN TO VISITORS.

8:30 a.m.—Reception committee meeting arrivals.

9 a.m.—Registration of delegates and guests.

12:30 p.m.—Buffet luncheon in Grand Ballroom.

1:30 p.m.—Program session of the National Association of Amusement Parks, Pools and Beaches, Grand Ballroom.

INVOCATION—R. S. UZZELL

President's Address: Harry C. Baker, President NAAPPB; President, Park and Beach Supply Company, Inc., New York.

Reports of convention committees:

(See Complete NAAPPB on page 107)

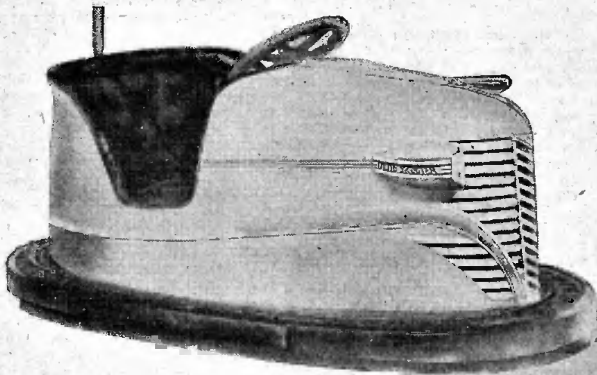
SENSATIONALLY

**ALL
OVER
THE
WORLD**

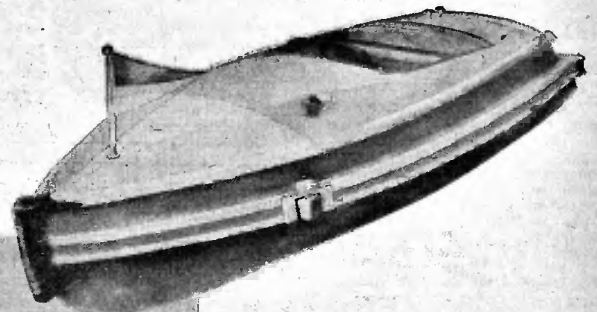
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AUTO SKOOTER WATER**

*Climaxes 43 Years of Research and
18 Years of Consistent "SKOOTER" Manufacturing & Selling*



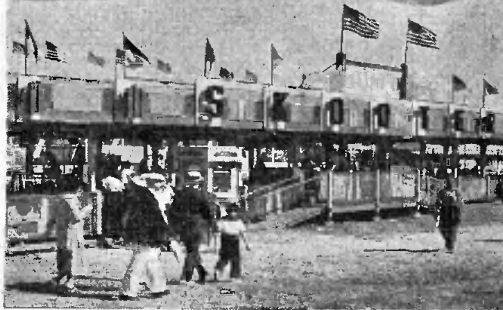
1938 AUTO SKOOTER CAR



1938 WATER SKOOTER BOAT

AUTO SKOOTER

1. ULTRA STREAMLINED BODY THROUGHOUT
2. LUXURIOUSLY UPHOLSTERED
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5. SUPERB EXCLUSIVE FEATURES
6. CHOICE COLOR COMBINATIONS
7. GREATEST EARNING POSSIBILITIES
8. GILT EDGE LUSSE GUARANTEE
9. A LONG LIFE ATTRACTION YEARS AHEAD IN DESIGN



**HUNDREDS OF DELIGHTED
LUSSE SKOOTER**

OWNERS AND OPERATORS
HAVE PROVED WITH

"LUSSE DESIGN"
WHAT

"LUSSE PRECISION MEANS"

WATER SKOOTER

1. FLASHY, RACY, SPEED BOAT APPEARANCE
2. SEATING 2 ADULTS OR 3 CHILDREN
3. BEAUTIFULLY PAINTED, 2 TONE
4. PHENOMENAL PERFORMANCE
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POSITIVE STEERING—OPTIONAL, DOUBLE RUDDER
RUBBER ROLLERS, FRONT AND REAR DRIP PANS—
ARE BUT A FEW OF THE EXCLUSIVE FEATURES
7. ABSOLUTE SAFETY IN BOTH DEEP AND SHALLOW BODIES OF WATER

DON'T FAIL TO WIRE OR WRITE IMMEDIATELY FOR FULL DETAILS.

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THE NEW ROLLING GAME 8 SPOT



A new playing thrill with magnetic action.

8 balls to cover 8 spots for a perfect game.

The balls are suspended in mid-air when rolled to touch a white spot.

Entirely automatic and coin-operated for 5c play.

No moving parts to wear or get out of order.

Trade Mark Reg. Pats. Pend.

SPECIFICATIONS
Length, 8' 6",
Height, 6",
Width, 22",
Weight, 225 Lbs.

Manufactured and Guaranteed by the 20-year-old organization which developed Skee Ball and Skee Roll.

PIESEN MANUFACTURING CO., Inc.
2757 STILLWELL AVENUE CONEY ISLAND, N. Y.

American Recreational Equipment Association

By R. S. UZZELL

Plans for an exhibitors' dinner in Chicago Sunday night, November 28, at which the American Recreational Equipment Association holds its annual meeting, have found favorable response and will create new interest in the organization. Registration fee is \$1 and any member, exhibitor or anyone interested in our proceedings will be admitted to the dinner on payment of the fee. Payment may be made to the secretary, R. S. Uzzell, Treasurer Harry C. Baker or any member of the membership committee which is composed of Maurice Piesen, chairman; W. W. C. Jones, William Rabkin and C. F. Keller Jr.

Checks received up to this writing assure success of the dinner. The exhibitors who have not remitted will be interviewed personally on Sunday in Chicago so that all are sure of an invitation. Since it is our first dinner meeting we are going to make sure that all will feel welcome to join us. Prospective customers can easily gain admission to exhibit room by presenting cards to the registration office that have been distributed to all exhibitors. More cards may be obtained from R. S. Uzzell, secretary of AREA.

Co-Operation of NAAPP

The national association has never been more considerate of the manufacturers than it is this year. On every hand it has been ready and willing to co-operate with AREA. Our treasurer's report at our dinner meeting is going to show our growing strength, despite the strenuous period from which our country is emerging.

An Englishman here in this office from Ramsgate, England, said he heard much more talk of war in the States than he heard in Europe all of last summer. They have, he asserts, a settled condition, born of bitter experience, that was do not pay and that the winner is also a heavy loser. He was not expecting a war but rather better 1938 business and was buying American rides, with which to handle augmented volume, that to him, seems assured. Here is the motive which should actuate the outdoor summer amusement park business to make its commitments now to assure early 1938 delivery. Your position is strengthened now by doing and not by procrastinating. The prudent waiting time is over.

Resuming the daily luncheons in Chicago during the convention will renew friendships, make new friends and acquaintances, insure the opening of convention sessions on time, with the chairs filled, and put a personal contact to the annual meeting which in no other way has yet been discovered.

AREA Hopes to Double

New York's World Fair in 1939 is the magnet which is just about certain to draw the 1938 convention to New York City. This will also assure a much larger foreign attendance than we have ever had. Just watch AREA double its mem-



Streamline Miniature Railways for Parks and Places of Amusement.
WAGNER & SON, Plainfield, Ill., U. S. A.

FOR SALE LINDY LOOP BARGAIN

Space required for other purposes.
BENJAMIN KRASNER, General Mgr., Lakeside Park, Denver, Colo.

bership. All but the old guard dropped out during those dark days. All who exhibited right through, including the Toronto meeting, should have a certificate of loyalty.

Their names will occupy a large place in our history of the industry. It is a source of strength to have these men behind any of our undertakings. New men in the business will find it a school of experience to circulate among these members. Asking Mangels, of Coney Island, or George H. Cramer, of Spellman Engineering Corporation, about credits is equivalent to going to a veteran banker about the credit of the leading business men of his community.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Nov. 20.—After the resort's preparations for Christmas week had been dampened by closing of the city publicity bureau just as it had started its holiday week campaign, plans were started by several groups to do something on their own toward spreading Christmas week publicity.

While Steel Pier has offered to open for that week, other amusements are holding back awaiting further developments along the line of attracting business. Meanwhile Convention Hall, under direction of Phil Thompson, is making strides toward becoming center of business and entertainment for the winter with ice skating nightly and ice hockey two nights a week. It is understood that dancing has been discussed since Steel Pier shut its dance hall.

It is vacation time for many in the amusement industry—I. Perlin, manager of the Colonial, going to New York for a couple of weeks; P. M. Lewis Jr., of the Embassy, going south; Frank Flore, of the Penn-Atlantic, in Miami; ditto Harry Hackney, of Hackney's. At this week's election of ACLBA Larry Crowley replaced Flore as president. Garden Pier is holding its own with two sports attractions. Central Pier has old-time movies.

AMUSEMENT PARK ENGINEERS PARK & BEACH SUPPLY CO. Inc.

Harry C. Baker, Pres.

DESIGNING AND CONSTRUCTION

Roller Coasters — Old Mills — Mill Chutes — Ballrooms — Fun Houses
Skating Rinks — Swimming Pools — Park Structures.

Have several Used Rides and other Used Equipment for sale. Write for List.
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UZZELL SCOOTA-BOATS

Five full years of operations: No fleets relocated on Used Boats sold. Receipts at every location increased each succeeding year. Hitch on to the star ride for a profitable 1938 and ride to even higher profits thereafter. 35 years manufacturing rides.

Uzzell Rebuilt Rides Renter Repairs Operation.
R. S. UZZELL CORP.
130 W. 42nd St., New York City.
"ONE RIDE OR A COMPLETE PARK."
LEADER IN USED RIDES.
LARGEST EXPORTERS OF
AMUSEMENT RIDES and EQUIPMENT.

MERRY GO ROUNDS

New Four and Three-Abrest Park Machines, Dentzel Type. Merry-Go-Rounds Rebuilt and Redecorated on Short Notice. Extra large assortment of Carousel Animals always in stock. Prices very Low for Quick Sale.

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FRED FANSHER

Complete Program of AREA in Chicago

DINNER meeting of the American Recreational Equipment Association (Manufacturers and Dealers' Section) of the National Association of Amusement Parks, Pools and Beaches, Hotel Sherman, Chicago, Sunday, November 28, at 7 p.m.

Speeding Up Rides—Old and New, R. E. Chambers, president R. E. Chambers Corporation, Beaver Falls, Pa.

How's Business?, general discussion.

Hours, Wages, Taxes—Their Effect on Our Industry, W. St. C. Jones, president William B. Berry Company, Boston.

Discussion, led by W. F. Mangels, president W. F. Mangels Company, Coney Island, N. Y.

Credit to Whom Credit is Due, discussion led by Lee Eyerly, president Eyerly Aircraft Corporation, Salem, Ore.; M. W. Sellner, president Sellner Manufacturing Company, Fairbault, Minn., and others.

Stopping the Leaks, Charles A. Curtis, Percy Turnstile Company, New York.

Are We Keeping Up With Modern Trends?, discussion led by L. L. Custer, president Custer Specialty Company, Dayton, O.

Streamlining Fronts, Lighting, Etc., discussion led by C. V. Starkweather, Spillman Engineering Corporation, North Tonawanda, N. Y.

EXECUTIVE SESSION FOLLOWING DINNER MEETING.

Annual address of the president, George H. Cramer, president Spillman Engineering Corporation, North Tonawanda, N. Y.

Membership committee report, Maurice Piesen, president Piesen Manufacturing Company, Coney Island, N. Y.

Export committee report, R. S. Uzzell, president R. S. Uzzell Corporation, New York.

Contracts committee report, C. V. Starkweather.

Exhibit room committee report, W. F. Mangels.

World's Fair committee report, Harry C. Baker, president Park and Beach Supply Company, New York.

Treasurer's report, Harry C. Baker.

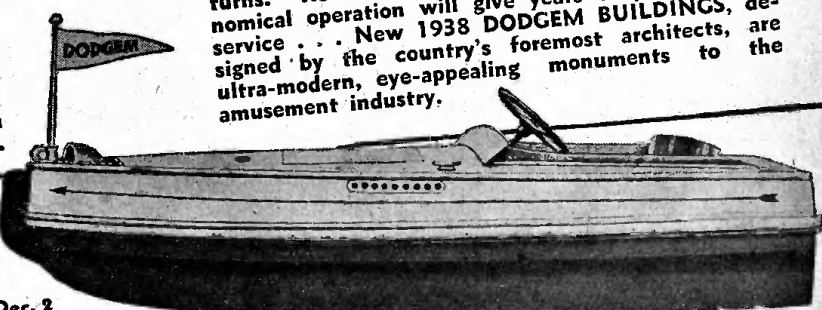
Finance committee report, W. St. C. Jones.

Nominating committee report, Fred L. Markey, secretary-treasurer Dodgem Corporation, Lawrence, Mass.

TWO CHAMPIONS THAT GUARANTEE BANK BALANCES for 1938

You must see these two new DODGEMs—test their unrivalled performance — get facts on their proved money-making features. Brilliantly styled to get the business — scientifically constructed to create new thrills with absolute safety . . . The new 1938 CAR is a beauty—the last word in modern treatment — easy to handle, economical to operate.

The new BOAT has a front rudder to permit shorter turns. Its sturdy construction and efficient, economical operation will give years of profit-making service . . . New 1938 DODGEM BUILDINGS, designed by the country's foremost architects, are ultra-modern, eye-appealing monuments to the amusement industry.



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HOTEL SHERMAN
CHICAGO

Nov. 29 to Dec. 2
(Inclusive)

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Send for

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THE STRATOSPHERE MAN
WORLD'S HIGHEST AERIAL ACT!

SEE INSIDE FRONT COVER FOR DESCRIPTION & ILLUSTRATION NOW BOOKING DATES FOR 1938

FAIRS — PARKS CELEBRATIONS PERMANENT ADDRESS CARE OF THE BILLBOARD, CINCINNATI, O.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

On To Chi!

After Thanksgiving dinners are under their belts hungry pool men—famished for ideas and not food—will be hastening to that Windy City for the annual confabs. And while they may leave home in time to miss the turkey hash, they are sure to welcome the hashing of opinions that will take place in Chicago next week.

Frankly, I don't think too much can be written about this year's convention. One presumes, tho, that if a pool man hasn't made up his mind by this time to attend nothing short of an earthquake could move him to take an interest in his industry. It is to those who are going that this is dedicated. In past years the writer usually urged pool operators to look out for certain papers that are to be aired and to participate in round-table discussions. All of which I, of course, reiterate. Especially interesting papers have been mentioned and pool men know or should know at this stage that they learn a lot by taking part in the open forums.

What I'd like to stress, tho, is for pool men to take just a little more interest in social activities of the convention. This may sound amusing to men familiar with conventions and with many believing that most conventions are 99 per cent social and 1 per cent business. But, believe it or not, men in the aquatic industry don't seem to be as close to one another as those in other fields. Therefore, get to know your brother pool man from the other side of the country next week. Break bread with him. And maybe then there will be better co-operation all around in the swimming and bathing business.

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Park Accidents and the Press

By Archie W. Colter

IN RIVERSIDE AMUSEMENT PARK, Indianapolis, on last July 5 a defective aerial bomb, part of the holiday fireworks display, exploded in a crowd and 22 persons suffered burns of various degrees. The chief of the Indianapolis Fire Prevention Bureau, with a squad of city firemen, was in charge of the display, supervising the firing of the pieces by pyrotechnists from the fireworks company putting on the display.

When the bomb exploded there was, of course, great confusion, and a panic was only averted by the prompt action of the chief in mounting a platform and calming the crowd. The injured were brought to the park Administration Building, where first aid was administered and city ambulances were quickly on the scene. As each case was handled and the person sent home or to a hospital, two of the Marion County deputy sheriffs employed by us in the park made notes of the nature of the burns, names and addresses and where the injured persons were sent.

There is only one morning newspaper in Indianapolis and it, of course, had first coverage on the accident. No reporters came with the ambulances or police cars, but we immediately called the paper and gave it the story in all detail, most important of all being a complete list of all injured taken from our deputy sheriffs' notes. Then we got the fire prevention chief to talk to the city editor on the phone, giving his impressions of the accident. We offered the paper every facility at our command to get a complete story of the explosion.

Don't Try To Fool 'Em

Next morning the story was, of course, flagged on page one and was a straightforward account without editorial comment. There were no harrowing stories of "survivors" such as would inevitably have been used had the paper's reporters been compelled to visit the hospitals to get the list of injured. There was the interview with the fire prevention chief, which absolved the park from any blame in the unfortunate affair. Next afternoon the other newspapers had the story on page one, but it was

Archie W. Colter, a widely known Midwestern amusement park executive, is secretary, treasurer and general manager of Riverside Amusement Park, Indianapolis. His efficient



methods and progressive policies are reflected in what he gives as his hobby, "Operating a well-conducted amusement park." He was born in Indianapolis on February 14, 1883, and has been in the amusement business 29 years, having been made secretary of Riverside Amusement Company in October, 1908, which position he held until January 1, 1921, when he assumed his present offices.

"cold" by this time and was largely a rewrite of the morning paper.

I believe our experience in this accident will show very clearly that the best policy at such times is to offer the utmost co-operation to the newspapers, instead of trying to cover up or minimize things. By following this course you at once place the papers under obligation

to you. If you try to hide an accident you put them on their mettle to ferret out every detail and frequently things are exaggerated or misrepresented by overzealous reporters in order to "make a story."

Don't try to fool the newspaper boys—they are pretty smart fellows and also pretty fair fellows if you meet them halfway. Give them all the facts and you will not have the sob-sisters agonizing all over the place to perhaps inspire city editors or editorial writers to demand "investigations," etc.

A few weeks after the fireworks accident a young woman stood up in one of the rides at Riverside to wave at some friends, with the inevitable result that she was thrown from the car, suffering an injury from which she died the next day. A city hall reporter on one of the papers cleverly jockeyed the mayor of the city into intimating that he would demand an "inspection" of devices in the park, and this was played up in the paper.

An Editor Who Remembered

The morning paper, which we had so fully co-operated with on the occasion of the fireworks accident, evidently had not forgotten our fairness, for it immediately ran a leading editorial, as follows:

"SAFETY OF AMUSEMENT DEVICES—No intimation of carelessness on the part of the Riverside Park management need be implied in the city's plan to inspect amusement devices to assure the safety of patrons. Park company officials asserted that frequent inspections had been made by attaches of the building commissioner's office and that Riverside had received an unusual citation for safety by the organization thru which members of the National Association of Amusement Parks, Pools and Beaches are insured.

"The recent tragedy, in which a girl was thrown from an amusement device, emphasizes, however, the necessity of exerting every effort to insure the safety of patrons. This implies the exercise of reasonable precaution on the part of the public, which usually means children. Many devices contain an element of risk unless the amusement seeker remains seated or retains hold of some safety device.

"Park managements are confronted with the problem of choosing a medium course which provides a form of thrill and yet does not involve an unnecessary hazard. Attractions at some of the larger city parks include thrillers which would be unsafe for sometimes thoughtless youngsters unless accompanied by older persons. Under usual conditions the Riverside concessions seem free from undue risk, yet the youthful patron last week released her hands at the fateful moment when a whirling device hurled her from the car.

"There can be no objection to a thorough inspection by city authorities, altho official supervision presumably has been exercised. No question is likely to arise of the amusement park's thorough co-operation. Little need apparently exists of new enactments which Mayor Kern mentioned. Common sense should provide any necessary measures to assure greater safety. The public always is shocked over tragedy which involves those seeking diversion from the worries of the workaday world. It is particularly distressing when an accident occurs involving children."

Plan for Press Relations

We were so impressed by the fine spirit of the editorial that we wrote the editor a letter of thanks and he called us up immediately to ask leave to print our letter, which we agreed to. Our letter was as follows:

"To the Editor of *The Indianapolis Star*: "Your editorial on 'Safety of Amusement Devices' is highly appreciated by Lewis A. Coleman and myself, owners of Riverside Amusement Park.

"You must, of course, realize that the safety of amusement devices is the one thing above all others that we or any amusement park owners are chiefly concerned with. From a human standpoint we strive constantly to remove every element of danger from the park devices, but mechanical perfection can never hope to cope with human carelessness, as the manufacturers of the nation's automobiles have demonstrated.

"An accident in an amusement park is usually considered to be page one news, perhaps because of the novelty of its surroundings, while the same accident occurring elsewhere rates but a few lines. We have no complaint on this score. We only hope to be treated in the editorial comment with the fairness shown by your paper following the recent accident in our park.

"**ARCHIE W. COLTER,**

Manager Riverside Amusement Park."

Accidents happen in amusement parks—have happened in the past and will happen in the future. And we believe it would be well if every park manager would just take time out to plan his course of general action in regard to the press when his next accident happens. Then follow that plan as well as possible, but be sure that you play fair with the papers. Then we believe you will have little excuse for tussling "those damned reporters" when you see the story in print.

PARK MANAGERS



A ground space 38 feet wide and 38 feet deep, clear to a height of 60 feet in all the main a No. 10 Big Wheel requires. In 1936 a No. 18 in a Central Western Park netted better than \$4,800.00, also its eleventh season at the Park. Ask for further particulars.

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PUBLIC LIABILITY INSURANCE PLAN

The Amusement Park Industry acclaims the success of the Public Liability Insurance Plan originated by John Logan Campbell, J. L. Campbell & Company, Baltimore, as one of the greatest achievements of National Association Amusement Parks, Pools & Beaches, its sponsors.

And no wonder—All those who insured under the Plan enjoyed not only broader coverage but substantial premium savings.

While these results are gratifying it is hoped that the benefits can be made even greater. To gain that goal, each and every Operator of Parks, Pools and Beaches is urged to insure for Public Liability under this Plan in 1938.

Ask CAMPBELL or the N. A. A. P. P. & B. about this Plan—your inquiry might save you a lot of money.

NEW STREAMLINED

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THE EVER POPULAR AMUSEMENT RIDE

Manufactured by

W. F. MANGELS CO., Coney Island, N. Y.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Long Island State Park Commish warning that auto trailers are to be taboo during the World's Fair as far as parks controlled by it are concerned. It's a repeat statement, but with more emphasis from Commish Moses than before. Rockaway Boardwalk fire on November 12 sent insurance moguls into a huddle to decree just what should be done in the matter of insuring amusement property on Long Island of frame design, a matter that has hung shakily in balance hereabouts for the past decade.

Insurance biggies claim that statistics have shown that Long Island amusement properties, particularly in the Rockaways and Long Beach, constitute as risky an investment as any type of underwriting on their books. Consequently, as might be expected, the relatively exorbitant rates for fire are slated for an even higher boost. The answer: Owner takes it out in higher rent from the concessioner, who in turn can't puff his usual 5 or 10-cent rate and expect patronage to refrain from squawking.

Marcia Conner, fashion exec of the World's Fair, infos that orange and blue are official expo colors from now on, which is no surprise, since the Administration Building, first structure completed, was done in that scheme. Work under way on Jimmy Barton's \$250,000 arena. Law still debating on whether dog racing on Mineola Fair grounds is o.k.

ROCKAWAY BEACH: One of the ironic angles of the big Boardwalk fire at Seaside concerns Concessioner Ted Mittle, who came by plane from Miami as the fire was under way to find equipment, which he hoped to ship south, going up in flames. City of New York is spending about \$150,000 for protection of the beach front at Arverne, where the sea the past few years has been ripping away huge portions.

New York City park department takes over supervision of the public beach on January 1, under guidance of Commissioner Moses. At that time he is expected to make known future improvement plans, including probable erection of a bathing pavilion at Rockaway Beach.

According to records in our files, more than \$20,000,000 has been spent on improvement on the beach front here from Far Rockaway to Rias Park, a nine-mile stretch. It includes purchase of beach front rights, shore protection, boardwalk's erection and numerous other items.

LONG BEACH: Concessioners are shouting for a more practical system of turning in fire alarms from the Boardwalk, now that so many have much money invested. Toohill's, dance and drinkery, doing good off-season trade. Chamber of Commerce and other civics busy measuring distance between here and World's Fair grounds and sighing hopefully. New municipal administration may have town surprise shakeup, particularly concerning Boardwalk.

A. C. SLUMP

(Continued from page 50)

stallation of parking meters which would not allow visitors or residents more than an hour and subsequently killed off much of show business.

President Frank P. Gravatt, commenting on Steel Pier's closing, pointed out that he has for the last six years tried to retain a year-around schedule more out of civic pride than for profits. This year, however, there are a number of important improvements he intends to make to his theaters and general build-

ing construction during the closed period. The pier will, however, open for Christmas week, with pictures and flesh. What happens after that Mr. Gravatt would not predict. Million-Dollar Pier officials have had several meetings but have made no decisions concerning the new season.

POOL WHIRL

(Continued from page 53)

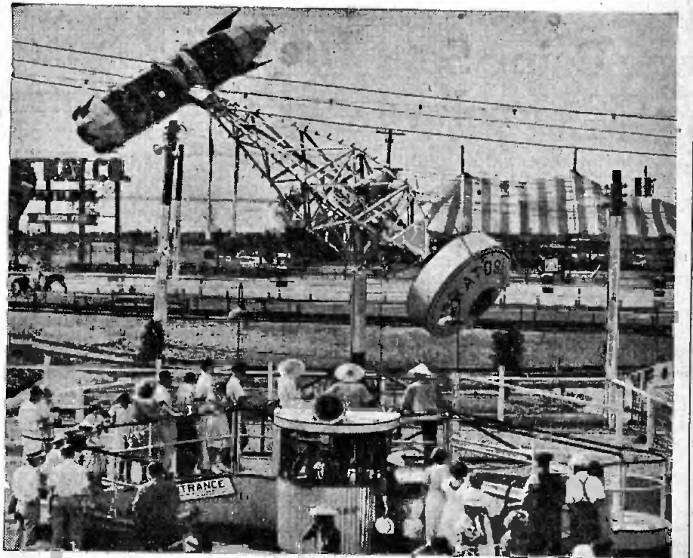
able so that swimmers and picnickers can cook their own lunches. Plan will be tried in Palisades next summer, where patrons so desiring will be able to grill their own steaks and chops. There will be a regular cafeteria supplying food and paper plates and cups, etc., and the Rosenthals feel that such an arrangement will not interfere with the regular restaurants around park and pool. In their opinion, the type of patrons who will be enticed to cook in picnic or barbecue fashion will not be the amusement seekers who would ordinarily patronize the restaurant.

Dots and Dashes

Dorman E. Richardson, Toledo, writes that he is a newcomer to the pool field and inquires whether he should take in NAAPPB show, fearing that it is aimed at experienced pool operators exclusively. If Mr. Richardson took my advice, I'll wager he will be on a rattler Chicago bound. Wonder who will be the first pool man to check in at the Sherman this year . . . Or perhaps many are already registered, waiting for the convention—Paul H. Huedepohl is usually first or among the first to arrive for a pool convention . . . And he's usually the last to leave, what with all the orders he has to sign—Many of the pool crowd expect to bring their wives to the meetings . . . Certainly hope there will be a better turnout from the contingent representing the indoor field than in previous years—But I suppose not many can leave their natatoriums at the height of their season—Do hope the committee in charge of pool talks will not forget to raise a discussion concerning swim pool coaches . . . And I trust something will be done to run an annual swim clinic in conjunction with the NAAPPB convention next year.

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SENSATIONAL and THRILLING in Action
POPULAR with all classes of people, old and young. PROFITABLE for its owner. Low first cost and low operating expense. Eight Park Rides were in successful operation during the 1937 season. First Portable Device grossed over \$1,300 on Johnny J. Jones Show Indianapolis Fair Week.
PARK and CARNIVAL MEN
See Stratoship in operation at Miami starting November 20th.
R. E. CHAMBERS CO. Inc. BEAVER FALLS, PENNA.
Meet Us At The Chicago Convention

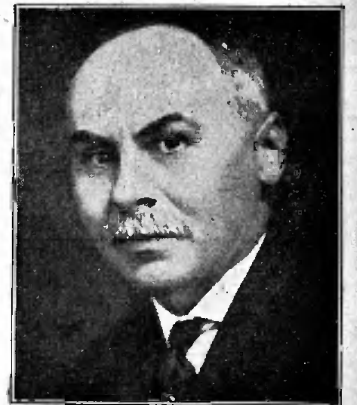
Some AREA Members Who Will Make Program Appearances at Chi Dinner on November 28



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MONTREAL, QUE.

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REX D. BILLINGS, General Manager

BIGGER IAFE MEET IS SEEN

Stage Being Set For Chi Conclave

Newcomers expected at 47th annual sessions—leaders have interesting topics

CHICAGO, Nov. 20.—With only some finishing touches to be made to the program the stage is being set for the 47th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman here on November 30-December 1. Secretary-Treasurer Ralph T. Hemphill, Oklahoma City, has given out some of the highlights of the program but several speakers are yet to be lined up.

Greater attendance than in a number of years is anticipated, it having been known for some time that fair officials who have never yet attended a session of IAFE will be on hand to mingle with the delegates and hear discussions of latest and most pressing problems of fairdom.

Fair men will again have the advantages of a convention held in conjunction with annual conclaves of the National Association of Amusement Parks, Pools and Beaches, American Recreational Equipment Association and American Carnivals Association and annual banquets of the Showmen's League of America and park executives.

Program speakers set include Harold F. De Pue, secretary of North Montana State Fair, Great Falls, who will talk (See **BIGGER IAFE** on page 58)

They Will Speak on Timely Topics at IAFE 47th Annual Meeting in Chicago Next Week



A. R. COREY

A PAST PRESIDENT of the International Association of Fairs and Expositions, Mr. Corey is secretary of Iowa State Fair, Des Moines. Mr. Johns is manager of Saskatoon (Sask.) Exhibition and Mr. De Pue is secretary of North Montana State Fair, Great Falls.



SID W. JOHNS



HAROLD F. DE PUE

Big Beaumont Top Is Made

South Texas State Fair is helped by enlarged attraction program, says Herring

BEAUMONT, Tex., Nov. 20.—With a gate of 35,000 on Friday, Joy Night attendance at South Texas State Fair here set a record for 16 years with about 210,000 for seven days, L. B. Herring, secretary-manager, reported.

Talk of it being the last year for the fair, following experience of a shutdown of midway fun last year, has completely faded. Royal American Shows made a good impression and has been invited to return in 1938.

"Our Joy Night program was the biggest since 1921, when we moved into our permanent plant," Secretary Herring said. "Altho exhibits were smaller than (See **BIG BEAUMONT** on page 58)

No Short Cut

DETROIT, Nov. 20.—Closing of Michigan State Fair grounds by Manager Frank N. Isbey has evoked protest of neighboring residents. For many years grounds have been open for vehicular traffic thru them and pedestrians' use except during fairs. For the first time they are being kept closed by Manager Isbey's order. Near-by residents say they now must send their children a half-mile or more farther to school because of the ell-shaped layout of grounds. Fair administration reports children were barred because of hazards of construction and gas well drilling in progress.

Much Progress Reported For Annual in Caro, Mich.

CARO, Mich., Nov. 20.—With profit from the 1937 Tuscola County Fair reported at about \$2,500, officials are pointing to progress made by this annual in the past three years.

A new grand stand was erected in 30 days last year to replace one that burned five weeks prior to the fair. Building fund comprised \$5,000 from insurance money, \$2,500 from the village of Caro and \$2,500 from the fair association. A new acts platform will be built next year.

These officers were re-elected for the fourth consecutive year: George N. Van Tine, president; Audley Rawson, vice-president; James Kirk, treasurer; Carl F. Mantey, secretary. Charles Steland, operator of a large farm and exhibitor of champion cattle, was elected to the board, succeeding F. B. Ransford, and George McIntyre to succeed Angus McPhail.

Showfolks in Auto Crash

SPRINGFIELD, O., Nov. 20.—Jammie Graves, aerialist, booked by the Gus Sun Exchange here for three years, and Mrs. Mark Green, professionally known as Madame Leona, Springfield costumer, are in Blair Hospital, Lebanon, O., as a result of injuries sustained in an auto accident on November 8. Mr. Green, also injured, has left the hospital, but Miss Graves and Mrs. Green probably will be there several days more.

AMONG acts at Greenville (S. C.) Fair were Aerial Cowdrens, double traps; Jimmie Jameson, high dive; the Howards, trampoline; Little Wimpy, diving dog; Carver's High-Diving Horse; Miss Almee, swinging ladder; Four Hamiltons, acrobats, and Major Lee's Band.

Billings Sees Gain on Year

Midland Empire Fair up in several departments, says Manager Fitton in report

BILLINGS, Mont., Nov. 20.—Gains were shown at the 1937 Midland Empire Fair here, it was reported by Manager Harry L. Fitton at close of the fiscal year. Revenue was \$116,422.15 and disbursements \$105,665.99, a net cash gain of \$9,756.16. Paid attendance was \$109,136, increase of 8.6 over 1936.

Grand-stand admissions on six afternoons totaled \$13,985.30, increase of 2 per cent over 1936, and admissions on six nights totaled \$11,248.65, increase over 1936 of 14 per cent. Prize money, including race horse purses, was \$30,258.83.

Flood Hits Midway Cross

Acts booked thru Ernie Young were Three Falcons, Taketa Japs, The Gauchos, Seven Danwills and Joe and Pete Michon. From Barnes-Carruthers were Dennie Curtis' Horses, Edna Mae and Pets, Taximeter act, Healey and Mack, MacDonald Trio, Novello Brothers and Sally and Smith's Diving Ponies. Night shows had Barnes-Carruthers' revue, *Soaring High*, and Thearle-Duffield fireworks under direction of Art Briese.

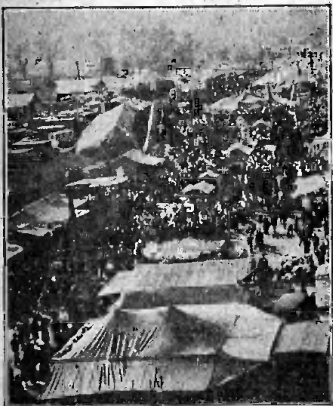
(See **BILLINGS SEES** on page 58)

Amherst Plant Enlargement As Result of 1937 Success

AMHERST, N. S., Nov. 20.—Amherst Maritime Winter Fair has developed so rapidly it has surpassed expectations of the directorate, said C. F. Balley, Fredrickton, N. B., president, who announced the plant will be enlarged about 50 per cent before the 1938 fair.

This is because of excellent attendance in 1937 in spite of unfavorable weather and economic conditions. The success is attributed to modernization of the program to include a wider variety of entertainment features, including a larger midway.

Daily the board was host at a press luncheon which included exhibitors. A special speaker was J. W. Boulter, secretary-manager of Prince Edward Island Provincial Fair, Charlottetown. Paid attendance was considerably higher than in many years.



THESE TWO SHOTS OF THE MIDWAY at York (Pa.) Inter-State Fair on October 5-9 make it appear that the strict censorship of game concessions inaugurated by the board has had no dampening effect. Commenting upon success of the plan adopted four years ago under which James F. Murphy, as censor, was charged with the elimination of all off-color games, President Samuel S. Lewis declared: "These views of the midway at different points clearly indicate that the running of a clean midway does not in any way detract from attendance. We had a very substantial increase in gate, concession and grand-stand cash receipts."

greetings

TO the splendid organizations convening in Chicago upon whose shoulders rest the future and destiny of outdoor entertainment and the other broad purposes and objectives as reflected in their respective endeavors on the North American Continent.

WE salute the spirit and determination of 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, the New England and regional wings of the Park Association, and the American Carnivals Association.

WE extend the palm of welcome to them, their families and their guests at

**BOOTH 74 EXHIBIT HALL
and our SHERMAN HOTEL SUITE
at all other times.
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Fair Secretaries, Celebration Committees

BEFORE CONTRACTING FOR YOUR ATTRACTIONS
LET US SUBMIT SOME OF OUR OUTSTANDING

ACTS--REVUES--ATTRACTIONS

FOR YOUR 1938 EVENT

See us at the Sherman Hotel, Chicago, Nov. 29 to Dec. 2.

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FAIR SECRETARIES

meet
JIMMIE LYNCH

and his

ORIGINAL DEATH DODGERS

at Sherman Hotel, Chicago
during the convention.
Free Talking Pictures will be shown

Attention! Fair Secretaries

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— FAIR BOOKING ASSOCIATION —

Can supply you with High Class Outdoor Acts, including Hippodrome and Novelty Acts, Revues and Units.

ACTS NOTICE: Can use all Standard Outdoor Acts. Contact us at once regarding 1938 Fair Season.

431-435 NORTH CLARK ST.,

CHICAGO ILL.

ATTENTION! ACTS AND FAIR SEC'YS!

ONE OF MIDDLE WEST'S GREATEST ORGANIZATIONS
WILL OFFER FOR 1938 FAIR AND OUTDOOR SEASON

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All Standard Acts Communicate at Once With Complete
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SEASON'S GREETINGS

to all

SHOWMEN

MIDLAND EMPIRE FAIR

Harry L. Fitton, Manager

Billings, Montana

WISCONSIN ASSOCIATION OF FAIRS

Annual Meeting, January 5-7, 1938

Hotel Schroeder, Milwaukee

Agents, Carnivals, Concessions, Horsemen and Attractions will all be welcome.
WISCONSIN WAS GOOD IN 1937. WISCONSIN WILL BE BETTER IN 1938.

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LeW Rosenthal's
AMUSEMENT ENTERPRISES

WANTED

STANDARD OUTDOOR ACTS
For Our 1938 Circuit of Fairs.
Also Want Reliable Salesmen.

529 1/2 Commercial Street,

Waterloo, Ia.

Fair Breaks

By CLAUDE R. ELLIS

FROM all points of the compass they are beginning to converge in Chicago. The great gathering of outdoor showfolk all under one roof in the Hotel Sherman has become an institution remarkable in more ways than one. Probably no other industry is so fully represented in an annual conclave. Certainly no other line of endeavor draws more of its big shots, to say nothing of hundreds of lesser lights, transacts more actual



CLAUDE R. ELLIS

business and has more fun. International Association of Fairs and Expositions, National Association of Amusement Parks, Pools and Beaches, American Carnivals Association, and Showmen's League of America embrace about all there is to show biz in the great outdoors. The big trade exhibits of the American Recreational Equipment Association, under the wing of the NAAPB, present the last word in what is what in progress and development in devices, equipment and supplies. The annual banquets present a social side in their arrays of distinguished executives, seasoned troupeurs and always some punks and Johnny-Come-Latelys and feminine pulchritude, garbed and gowned a la mode, that is not hard on the eyes of even the most sophisticated of observers of the American scene. Intermingled with business contacts and meaty discussions of paramount problems in program sessions is a spirit of camaraderie that is never topped by any trade assemblage. Momus, king of mirth, is on his throne and his loyal subjects pay him generous and merry tribute in quip, jest and prank. As the old darky down yonder was wont to say, "Show-folks is almost always laughin'."

"OUR beloved secretary, J. W. Russwurm, will be unable to attend the Chicago conventions this year because of illness which has extended over a period of several months," writes Phil C. Travis, concessioner manager of Tennessee State Fair, Nashville, who performed most of the secretarial duties at the 1937 annual. "All members of the State Fair board will be at the Chicago meetings and they have agreed to take me along this year."

THOSE WERE nice words. The send-off given J. Allan Darnaby, who has been managing Tri-State Fair, Chattanooga, by the Chamber of Commerce thru Executive Secretary Arthur V. Snell. Mr. Darnaby will not renew his lease on the grounds, intending to devote himself to Corinth (Miss.) Fair and other activities. "Mr. Darnaby has for the last three years been closely identified with Chattanooga and its business and agricultural interests as manager of Tri-State Fair, which he and his associates successfully conducted as a private enterprise," wrote Mr. Snell. "Chattanooga Chamber of Commerce and particularly its agricultural committee were closely identified with Mr. Darnaby and his work during that period. We found him a man of highest integrity and character and he has carried out his agreements with all concerned more than satisfactorily. He carries with him wherever he may go the best wishes of the community."

WHILE it is desirous, of course, to have reports from fairs as soon after the events as possible, we must doff our chapeau to Manager Harry L. Pitton, Midland Empire Fair, Billings, Mont., as a stickler for facts in what he issues for publication. "When information is given out," he writes, "it is the opinion of this board that it should be correct and final, rather than estimates which occasionally turn out to be bad guesses. Our books have now been closed for the fiscal year and all figures are therefore authentic. The Billboard is always on my desk and reference to it is made very often. I can assure you that the information contained therein is very valuable to fair men."

PROBLEMS of parking, rental, sanitation and current for auto trailers were discussed by the IAFE at the 1936 Chi meeting. This can be supplemented this year by consideration of regulations for loudspeakers and to sell or not to sell the so-called toilet privileges.

FILLUPS: Ramshackle fairgrounds

are becoming things of the past. 'Tis well. Many of them had to brighten up or else. . . . C. W. (Cray) Cracraft, who successfully managed fairs in Watertown, N. Y., and Statesville, N. C., this season, will attend the Chi meetings after a rest in Martinsville, Ind. . . . "Don't forget ol' Sam" will not be heard on so many grounds if some of those secs go thru with their plans to change toilet arrangements. . . . Secretary Harry Kahn, Wapakoneta, O., is one manager so wrapped up in his work that most of those who meet him on home-town streets ask about the next fair. . . . Another popular belief shattered: Women did not shy away from guess-your-age games at 1937 fairs. . . . Yes, there is a fair board in La Porte, Ind., altho most showfolks think it is personally conducted by James A. (Uncle Jim) Terry.

BIGGER IAFE

(Continued from page 56)

on The Cattle Show and the Fair. Sid W. Johns, manager of Saskatoon (Spss.) Exhibition, has The Show Must Go On as his subject. Problems of Trailer Camps will be discussed by A. R. Corey, secretary of Iowa State Fair, Des Moines. Seeing Europe is title of the topic of Manager Maurice W. Jencks, Kansas Free Fair, Topeka.

Present officers are Mr. Jencks, president; Ralph E. Ammon, manager of Wisconsin State Fair, Milwaukee, vice-president, and Mr. Hemphill, secretary of Oklahoma State Fair and Exposition, secretary-treasurer, in his 14th year in that post. There will be noonday luncheons by the Past Presidents' Club, which includes among living members Frank D. Fuller, Memphis; E. L. Richardson, Calgary, Alta.; Charles A. Nash, Springfield, Mass.; W. R. Hirsch, Shreveport, La.; E. C. Bylander, Little Rock, Ark.; Percy W. Abbott, Edmonton, Alta.; Fred A. Chapman, Ionia, Mich.; Elwood A. Hughes, Toronto; Raymond A. Lee, St. Paul, and Mr. Corey.

BIG BEAUMONT

(Continued from page 56)

IN 1936, we found that an enlarged entertainment program turned the trick. Royal American Shows was highly successful on the midway and, it is likely, will return in 1938.

"In an unprecedented manner people from Southwest Louisiana and a wider area of East Texas came to the fair."

BILLINGS SEES

(Continued from page 56)

Fred Kressmann was program director and Jack Storey and Cy Tallon announcers. Rodeo was presented on the last four afternoons and there were balloon ascensions with double parachute drops by Archie Baldrige, booked independently. Music was by Municipal Band, High School Band and Rotary Boys' Band, Billings. There were 43 thoroughbred races in six days, with pari-mutuels.

Goodman Wonder Shows, on the midway, were reported to have 10 shows, 10 rides and numerous concessions by Fair Manager Pitton, who pronounced them clean and attractive. Midway gross had a decrease of 6 per cent from 1936 because of weather and grounds conditions caused by the flood of June 11 and 12, 1937.

More Attractions Provided

"Weather was threatening on three days and late Monday afternoon several tops and decorations were badly torn and blown down by terrific wind, followed by showers," said Mr. Pitton. "Tuesday was cloudy with rain, resulting in the smallest gate attendance in the past three years. Wednesday, Thursday, Friday and Saturday showed greatest attendance of any four corresponding days in history of the fair. More entertainment was provided in front of the grand stand this year than heretofore, which, in my opinion, had a tendency to increase attendance on the last four days.

"Attendance prizes of \$150 were given every afternoon and \$100 every night. A Packard car was given away Saturday night in front of the grand stand. At American Legion sweepstakes race Saturday afternoon \$1,815 was given away. Exhibits were greater in number and equally as good if not better in quality than any time in history of the fair."

ACTS WANTED

OF EVERY KIND, FOR 1938 FAIRS AND SPRING FLOOD SHOWS. STARTING MARCH 1. GIVE FULL DETAILS AND LOWEST SALARY FIRST LETTER.

B. C. TRUAX ATTRACTIONS
205 So. Rutan Wichita, Kan.

Night Club, Vaude Acts "Discover" the Fair Circuits

THE summer season, which has for many years been the "lay-off" season for standard vaude and night club acts, is developing into one of the most active working periods of the year. With the recent tendencies of the large and not-so-large Eastern fairs, following those of the larger Midwestern fairs, to run grand-stand shows of real "Broadway" caliber and to use in these shows the acts which heretofore had gone into the making of those same Broadway shows, standard acts are again looking forward to keeping busy during the hot months.

During the season just closed such well-known standard vaude and night club acts as Joe Termini and Company, Donatella Brothers and Carmen, Billy Wells and the Four Fays, Dorothy Crocker, Orsolla Arelli, Dawn and Darrow, Billy Keaton and many others worked for periods ranging from eight to 16 weeks on the fair circuit.

Range Is Limitless

Large revues and units, such as the *Revue of Tomorrow*, *Rozettes* and *Revelations of 1938* and others such as Catherine Behney's *Winter Garden Revue* and Bonnie Brownell's *Continental Revue* spot acts of the type mentioned above throughout their shows.

Acts of every possible description have played and will continue to play the fairs. Comedy acts, for instance—Joe Termini and Company, Will Morris and

Joe Termini, Billy Wells and the 4 Fays, Dawn and Darrow, Orsolla Arelli, Donatella Brothers and Carmen, Billy Keaton and many other standard indoor acts fill in slack summer season by working with large fair circuit units

Bobby, Billy Wells and the Four Fays; dance teams, such as Dawn and Darrow, Frank and Norma, Hammond and O'Neil and Rosita and Perez; emcees of the type of Billy Keaton, Paul DeWees and others; novelty acts similar to the Reynolds Skaters, the Six DeCardos, the Whirlwinds, the Honey Family, etc.; singers of the caliber of Orsolla Arelli, Mildred O'Done and Peggy Lee; solo dancers, such as Dorothy Crocker, Margo, etc. The range and variety of acts are truly limitless and with fair secretaries and managers discovering that the more varied and larger their show programs the greater the crowds and attendance at grand-stand shows the outlook for summer work for acts improves with each season.

Big Bookers Responsible

As far as working conditions for the

acts go, the fair circuits are a variety turn's dream. Most acts do one show a day, that before the evening grand-stand crowds. Occasionally they are called upon to fill in during the afternoon, but never does the number of shows rise past the two-a-day. Joe Termini, in a discussion with the writer about "How the fairs appeal to a stand-

ard vaude or night club act," summarized the general act's attitude concisely and accurately by saying, "It's like a vacation to us . . . and better yet, a vacation with pay."


More and more standard vaude and night club acts are "discovering" fair circuits and it is expected that any Broadwayite stumbling around fair circuits in '38 will see many a face familiar from a recently caught night club or theater bill.

Mainly responsible, of course, for bringing about this condition are George A. Hamid in the East and Barnes-Carruthers and Ernie Young in the Midwest. These concerns have for years been preaching "bigger and better" shows to fair secretaries, managers and committees. And increased grand-stand receipts are beginning to convince fair men that the booking folk were dead right.

Jack Starnes — Paul Taggart — Emrick Andreasen
On tour with Dave Apollon's Unit
Personal Management, Max Roth, Curtis & Allen

ANNA VAN AND HER GLADIATORS

Reviewed at Loew's State Theater, New York. Style—Adagio. Setting—Special. Time—Seven minutes.
One girl and three men adagio act. This is the second ace adagio team to play a top metropolitan house within a week. Act has flash and will click wherever an adagio turn can be used.
Material tends toward the sensational, with the men throwing the girl beautifully. Appeal is not only based on daring, for the turn, as in all good adagio acts, has a graceful, expert abandon that betrays the careful precision necessary to an act of this kind.
Girl, of course, is statuesque and most of the audience attention focuses upon her.
P. A.
Billboard issue Nov. 20, 1937.



FAIR MANAGERS

For Your Grand Stand Show Next Season

ROYAL DUO

The Outstanding Skating Act Today

THE BILLBOARD SAYS: "Royal Duo (youths on skates) start off with skating stunts that are different, winding up with their sock item, the wiggling of the shorter boy thru a regulation tennis racket frame while being spun from the other fellow's neck. A spectacular stunt."

Just closed 2nd return engagement of 25 weeks within 4 months at Leon & Eddie's, N. Y.

Week of Nov. 24th
MAYFAIR,
BOSTON

Address: Care BILLBOARD,
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Recently featured in BOB RIPLEY'S "Believe It or Not"



EARL W. VAN, COURT, Age 23, Height 5 ft. 4 in., Weight 112 lbs., can pass his entire body through a standard size Tennis Racket while being whirled around at top speed by his partner (RICHARD HUNTLEY) on Roller Skates.

THE OUTSTANDING ANIMAL NOVELTY FOR FAIRS, THEATERS AND NIGHT CLUBS

MISS WOOLFORD'S PETS

NOV. 12 — RKO — PALACE, CHICAGO
NOV. 25 — RKO — PALACE, CLEVELAND
DEC. 25 — RKO — KEITH'S, BOSTON

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"DIAMOND REVUE"
— 6TH EDITION —
Everything Different
Featuring the Famous Rhinestone Chorus on the ROLLING GLOBES

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— A Smart New Show —
Featuring the Parisian Novelty "BALLET OF THE HANDS"

FOR FAIRS

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AVERY PRODUCTIONS, A NEW DEPARTMENT IN THE

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TAP DANCING UPON RHINESTONE GLOBES

THE LITTLEJOHNS

A \$50,000 DISPLAY USING MORE THAN A MILLION GENUINE RHINESTONES

OF Rhinestone Fame, Take Pleasure in Announcing That We Will Be With GERTRUDE AVERY'S DIAMOND REVUE Fair Season of 1938, in addition to doing our Rhinestone Juggling Act upon Jeweled Globes (now touring with Anton Scibilia's "Waikiki Nights"). We will Produce the Phil Lopaz Comedy Act, Hang Our World Famous Jeweled Curtains and Have the Ballet Girls on Rhinestone Globes, the Number Led by MELBA LITTLEJOHN.

P. S.—Just a Reminder. We Have for Sale Many Thousands of Genuine Australian Rhinestones (Not Cheap European Imitations). Our Stones are Guaranteed a Lifetime. Our Stones are Mined Only in Ruby Red and White and We Sell Them by The Thousand. Prices, Half-Carat Size, \$5.00 per 1,000; Carat and Half Size, \$10.00 per 1,000. Prices Include Settings and Tool to Set Them With. Send Deposit on All Orders.
THE LITTLEJOHNS, care BILLBOARD, WOODS BLDG., CHICAGO.

Necessity of Professional Bands

PICTURE a State or county fair operating an entire week without a band! Imagine a routine of grand-stand attractions performing to the rap of canned music. The writer, having piloted a professional fair band down the East Coast for the past 10 years, can recall some pitiful instances and could tell about sad spectacles now existent at some Southern fairs, notably thru the Carolinas and further north. Some Southern fairs charge for admission to grand-stand shows, some present a nice routine of spectacular and mediocre acts and supply canned music to cue the shows.

No doubt there are fair managers who will not agree with me that a real band of all artist musicians is one of the most important features before any grand stand. Music, as we all should know, is one of the most important things to consider when booking a grand-stand show. It requires a group of capable musicians to "cut" a program, keeping on their toes, so to speak, with rhythm and tempo.

Many fair managements that I have known have given from \$1,000 to \$3,000 for acts in front of the grand stand and then proceeded to kill the entire show with an amateur band, in most cases a local or high school or a pickup band from adjoining towns, when outlay of a few dollars more would have permitted the booking of a professional or

For Grand-Stand Shows

By Hiram Wright

nationally known band. If a fair board is to pay from \$300 to \$400 for a high school, local or fraternity band it would, in my estimation, be more profitable for the fair, financially and artistically, to add again as many dollars for an experienced fair band to put the program over with a bang.

Where Best Was Cheapest

What is a professional band? What is the difference? Why should I bring out-of-town musicians to the fair when there are local, school and fraternity bands? These are questions which a fair manager might ask. This may give the answers: If one has had occasion to visit some good Southern fairs like those in Shelby, Hickory, Salisbury, Greensboro and Orangeburg in the Carolinas and Keller, Galax, Staunton, Petersburg and Richmond in Virginia he has witnessed elaborate grand-stand programs costing hundreds of dollars, and these fairs insist upon the best bands possible to put the shows over.

A professional fair band has hundreds of dollars tied up in special music library, uniforms and transportation equipment which enables it to handle a show along professional lines, supplying the proper music for each act as well as the proper tempo. Some acts carry their own music scores, and inexperienced bands, which lots of fairs are playing, find it difficult to time the band with the acts.

There comes to mind a sad commentary on this in which a large fair in the Carolinas last year booked a wonderful array of vaudeville and circus acts and a fine revue of about 18 people. The show must have cost at least \$2,700. And after being all set with one of the largest grand-stand shows it ever had presented the board stepped out and picked up in an adjoining town a band that had never played for an act. Outcome was, after the band had opened with a nice concert it proceeded to "blow up" the minute the free-act program was under way. Hence the entire show went haywire and the next day a piano was hauled to the grounds and the leader of music with the musical revue cued the acts for the remainder of the week. If the figures are correct as to the amount received by this band, an experienced fair band could have been secured for \$50 less and the show put over in proper style.

Revue Work Is Exacting

There are, I must admit, a few bands playing fairs in the South each year that do a very good job of cueing acts, mostly circus acts, but that will blow up sky-high on a revue. There are several spots where that happened this season. A fair manager must realize that he gets exactly what he pays for. He must not expect to get an A-1 band for little or nothing, a band with hundreds of dollars invested in equipment. A manager who has devoted his life to study cannot take dates for measly sums and pay his men, for transportation, wardrobe, keep the library up with the times and take care of dozens of other items that run into dollars.

There is one person in particular who must be saluted for having tried to put the professional musicians into the fairs—and he is none other than the nation's largest fair booker, George A. Hamid. He must be given credit for the interest he has taken in fairs along music lines and is responsible for the reputations of some of the greatest outdoor bands, such as those of Cervone, Basile, Ventry, Smith and others. There are lots of fair managers who realize the importance of an experienced fair band in making the show successful.

More fairs are annually changing the type of entertainment in front of the grand stand, most of the larger fairs now playing some kind of revue interspersed with vaudeville and circus acts. It is almost impossible to put this type of program over with just any sort of a band. In fact, some of the best circus bands would now have a hard task in going thru a revue program. A fair band for the present must be composed of high-class musicians who have been thoroughly trained in the theater pit and with usual circus experience. Some revues are thrown together from a theater to a fairgrounds on short notice. A circus band would have a time jumping in on a program of manuscripts of this type.

Public Taste Needs Studying
The young musician should be en-

couraged and local and high school bands and the organizations sponsoring them should be supported. It is well to have such bands at fairs and to let them demonstrate their ability and improvement. Band contests are swell and some fairs should donate a few dollars for such encouragement. On the other hand, a fair manager must protect his show, inasmuch as he is charging an admission fee for the entertainment and the greater number of fair patrons positively do not care for local talent, as that can be heard and seen at other times during the year. At a fair, usually held only one week in the year, the public rightly expects to hear something different.

Recently we had the pleasure of supplying music for a dog act at a Virginia fair. The act ran about eight minutes and because it was necessary to put the act over to catch every cue along with music ranging from the opening march to polka, rumba, waltz, etc., it was interesting to learn that during the week before this act with four others had played at a fair with 40 cents admission and that these acts had worked to a sound system. A fair board with nerve enough to run a show along such lines should go into the red up to their necks.

A real band in front of the grand stand certainly is appreciated by patrons. There are fairs where patrons do not care for operatic music, where they like modern music and fairs that do not feature music so far as concerts are concerned. A band leader should feel out the public on opening day by a varied program and during the remainder of the week give them music to their taste. The concert is only a drop in the bucket. The main point is to put that program over without a hitch, and if a band with a reputation is employed, one that has covered several States at different types of fairs and carrying musicians that are paid livable salaries and that are trained and not picked up two weeks before the opening date, a fair can be put over 100 per cent from a musical standpoint.

Headlining Coming Events!

OKLAHOMA'S "GOLDEN SAGA"

In 1939—Marking the 50th Year of
White Settlement Since "The Run"

Sponsored by and Part of the

OKLAHOMA STATE FAIR
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GREETINGS TO OUR FRIENDS

OF THE

OUTDOOR SHOW WORLD

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AUGUST 15 TO 20, 1938

FRED A. CHAPMAN, Secretary, Ionia, Mich,

DODGE COUNTY FAIR
BEAVER DAM, WIS.

Sends Greetings to the Booking Agents, Carnivals, Attractions, Horsemen, Concessions and
The Billboard that have made it a Fair that pays its bills, rain or shine.

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**THE STRATOSPHERE
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WORLD'S HIGHEST
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SEE INSIDE FRONT COVER
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NOW BOOKING DATES
FOR 1938

FAIRS — PARKS
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PERMANENT ADDRESS
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Jacksonville, Ill.

Gate Is Up In Savannah

Legion fair is extended because of damper of Armistice Day bad weather

SAVANNAH, Ga., Nov. 20.—Estimated record attendance of about 60,000 marked Georgia-Carolina Agricultural Fair here on November 8-14, said Fair Manager Charles Schweitzer, representing the sponsor, Savannah Post, American Legion. Altho cold, rainy weather on Armistice Day hit gate and midway and caused postponement of grand-stand performances, the fair was considered one of the most successful here in a number of years.

Because of adverse weather on what was expected to be the biggest day, officials extended the fair thru Sunday. Final day had an estimated crowd of 17,000, an attendance somewhat above that of opening day. Altho official figures have not been completed, they are expected to exceed those of 1936. Admission was 25 cents and tickets for grand-stand were 25 and 50 cents.

The large buildings were filled with exhibits of surrounding communities and local organizations, including 4-H Clubs from six counties, Georgia Agricultural Extension Service, State department of entomology, and auxiliary of Post 135, American Legion.

Auto races scheduled for Sunday were postponed, due to wet track. Grand-stand attractions were Flash Williams and his stunt drivers; Wilno, human cannon ball; Capt. Jimmy Jamison, high diver, and Doc Carver's High-Diving Horse, drawing at times an estimated grand-stand attendance of 4,000. Mighty Sheesley Midway reported unsatisfactory spending by crowds, but was helped by extension of the fair an extra day.

A special hour's broadcast over WTQC.



CARL F. MANTHEY, re-elected secretary of Tuscola County Fair Association, Caro, Mich., for the fourth consecutive year. The fair has shown marked improvement in the past three years. A new grand stand seating 3,500 was erected last year in 30 days, supplanting one destroyed by fire five weeks before the fair. The 1937 fair had profit of about \$2,500.

Savannah, swelled the gate on Tuesday, when a number of fair and show people, including Flash Williams and Wilno, were interviewed. Many show people stopped while en route to Miami after the closing of their organizations.

Barnes Is Building Some New Musicals

CHICAGO, Nov. 20.—Before leaving Chicago for a hurried trip thru the East, M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, said that his company has already started the heaviest musical show production schedule in its history.

He added that the indirect lighting effects introduced for the first time on an outdoor stage in his show, *Parade of the Stars*, will be further improved next season. A section of the company's large warehouse and studio on the North Side here has been converted into a testing laboratory for further experiments with direct and indirect lighting. In this laboratory many new sound equipment improvements will be tested for refinement of reception and a more perfect blending of sound with light and color.

In addition to its musical show activities, Barnes-Carruthers is completing a six months' search of Europe and South America for new attractions. Company's European representative met with Mr. Barnes in New York to make final arrangements for new importations.

ETHEL ROBINSON and CAMILLE LA VILLA

are now permanently affiliated with

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For Any Occasion

30 YEARS AT
MANHATTAN BEACH

Programs Submitted Upon Application

PAIN'S FIREWORKS DISPLAY CO.
22 PARK PLACE., NEW YORK CITY

Want Acts for 1938 Fairs

Sensational Acts, Troupes, Animal Groups. Can be acts of all descriptions for coming season. Year to too gave some of our Acts 20 weeks' work this past season. Write WILLIAMS AND LEE, 464 Jolly Ave., St. Paul, Minn.

The Western Canada Association of Exhibitions ANNUAL CONVENTION

Place: Royal Alexandra Hotel, Winnipeg, Man.

Time: January 17 and 18, 1938.

E. L. RICHARDSON, President,
Calgary, Alta.

SID W. JOHNS, Secretary,
Saskatoon, Sask.

TOBY WELLS.

Telephone: Delaware 2755-0291.

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PERFORMERS CONSOLIDATED ATTRACTIONS

Performers Club of America Bldg., 643-649 North Clark Street, Chicago, Ill.
PRESENTING NEW, SENSATIONAL AND NOVELTY ATTRACTIONS NEW TO MIDDLE AND WESTERN TERRITORY.

We extend our thanks to Fair Secretaries, Park Managers, Indoor Circus Auspices, and Celebration Committees for a most successful 1937 season and we prepared to render the same careful and sincere service in 1938.

CAN USE A FEW MORE OUTSTANDING SENSATIONAL ATTRACTIONS.

GOVERNOR HENRY HORNER

invites you to exhibit at and visit the

ILLINOIS STATE FAIR

at

Springfield

August 13-21, 1938

J. H. LLOYD

Director of Agriculture

E. E. IRWIN

General Manager, Illinois State Fair

Greatest Showmen's Event of the Year!

Silver Anniversary Banquet and Ball

SHOWMEN'S LEAGUE OF AMERICA

Wednesday Night, December 1

In Grand Ballroom, Hotel Sherman, Chicago
Tickets \$5.00 per plate

For reservations write or call Banquet Committee
SHOWMEN'S LEAGUE OF AMERICA, 165 W. Madison St., Chicago.

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FLORESQUE

The Earth's Number One Aerialist
Positively the Highest Rigging Traveling the Road Today.
MANAGERS — AGENTS — FAIR SECRETARIES
Here's Your Chance
BARNES-CARRUTHERS Do Not Represent This Act Any Longer
Address General Delivery, Cleveland, Ohio.
SEASON'S GREETINGS

SEASON'S GREETINGS
From The
ALABAMA STATE FAIR
DIXIE'S GREATEST EXPOSITION
SEPT. 26 to OCT. 1, 1938

P. T. STRIEDER GENERAL MANAGER	BIRMINGHAM, ALABAMA	W. C. MARTIN CONCESSIONS
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COME ON DOWN IN THE SUNSHINE

this Winter and see America's Greatest Mid-Winter Show. We'll be glad to have you visit with us, and you'll meet plenty of folks you know.

FLORIDA STATE FAIR
& Gasparilla Carnival
JAN. 25 TO FEB. 5, 1938 **TAMPA**
P. T. STRIEDER, Gen. Mgr. **FLORIDA**

WISCONSIN STATE FAIR

AUGUST 20-28, 1938

Attendance This Year 602,586

Ralph E. Ammon, Secretary, Milwaukee

GREETINGS . . .

"WE'LL BE SEEING YOU"
FIFTIETH ANNIVERSARY

FREE STREET FAIR
Loudonville, Ohio
BIGGEST AND BEST EVER
One Solid WEEK, 6 Days and 6 Nights, October 3-4-5-6-7 and 8, 1938. We Want the Best Shows, Concessions, Attractions, and Everything.
H. G. ARNHOLT, Pres. O. K. ANDRESS, Secy.

AVAILABLE FOR FAIRS

Two box-office sockos—"Sexations of 1938" and "High Lights Revue." Now Booking for 1938 Season. Beautiful Costumes and Scenic Effects. Entertainment galore.
Also booking Free Attractions of all descriptions. Let us know your wants.
FAIR SECRETARIES AND PARK MANAGERS—We invite you to make our office your headquarters when in Chicago.

Thomas Sacco Creations
162 NO. STATE ST. CHICAGO

WANT MORE REVENUE
for
YOUR ORGANIZATION?

Read
"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

Fund in Tenn.
Over \$16,000

Russwurm re-elected secretary in Nashville—Travis again assumes duties

NASHVILLE, Tenn., Nov. 20.—All bills have been paid and there is a treasury balance of more than \$16,000, it was reported at the annual meeting of directors of Tennessee State Fair here.
Secretary J. W. Russwurm was re-elected to the post, but because of his continued illness Phil C. Travis was made manager in charge of grounds, will continue handling concessions, publicity and amusements and take over duties of the secretary.
With fair directors he will attend for the first time the annual convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on November 30-December 1.

Robinson, LaVilla Join Ernie Young Productions

CHICAGO, Nov. 20.—Ethel Robinson and Camille LaVilla, well known in fair-booking business, have become associated with the Young Productions and Management Company here.
Miss Robinson was associated with Barnes-Carruthers for the past six years and has been in the fair-booking business 15 years. Miss LaVilla has been with her for the past 10 years.

MILLERSBURG, O.—Chamber of Commerce has expressed unanimous opinion that immediate action should be taken to select a new and larger site for annual Holmes County Fair. It is agreed that a new site should be of sufficient size to provide a race track and other features of fair plants in near-by counties.

Fair Elections

MINERAL POINT, Wis.—Southwest Wisconsin Fair Association re-elected Roy Parkinson, president; Will Grange, vice-president; Roy Winn, secretary, and Gordon Shepard, treasurer.

BURLINGTON, Vt.—Harris K. Drury was named general manager of Champlain Valley Exposition for the third successive year. Under his direction the exposition has gone out of the red and in 1937 exceeded its record season of 10 years ago. Paul D. Raine was re-elected president; R. H. Spear, vice-president, and others named were J. S. Grow, treasurer, and Dan M. Johnson Jr., clerk.

YOUNGSTOWN, O.—J. G. Shepherd was elected to succeed L. B. McKelvey as Youngstown's representative on directorate of Mahoning County Agricultural Society, sponsor of annual Canfield Fair. Mr. McKelvey, for years in charge of (See FAIR ELECTIONS on page 107)

Fair Meetings

International Association of Fairs and Expositions, November 30-December 1, Hotel Sherman, Chicago. Ralph T. Hemphill, secretary, Oklahoma City, Okla.
Fair Managers' Association of Iowa, December 6 and 7, Savery Hotel. E. W. Williams, secretary, Manchester.
Iowa State Fair Board, December 8, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.
Western Fairs Association, December 16-18, Whitcomb Hotel, San Francisco. Tevis Faine, secretary, Sacramento.
Wisconsin Association of Fairs, January 5-7, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.
State Association of Kansas Fairs, January 11 and 12, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.
Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.
Western Canada Association of Exhibitions, January 17 and 18, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.
Michigan Association of Fairs, January 18 and 19, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.
Massachusetts Agricultural Fairs' Association, January 20 and 21, Boston. A. W. Lombard, secretary, 136 State House, Boston.
Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Raiston, secretary, Staunton.
Nebraska Association of Fair Managers, January 24-26, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.
Texas Association of Fairs, January 28 and 29, Adolphus Hotel, Dallas. J. C. Watson, secretary, Graham.
SECRETARIES of associations should send in their dates, as inquiries are being made.

Fair Grounds

OSHKOSH, Wis.—Taylor G. Brown, secretary of Winnebago County Fair, in a preliminary report to the county board, said auditor's report probably will show about \$1,000 profit for 1937. Midway receipts of \$2,017.48 were about \$1,000 more than last year, while ticket sales at gates on the four days totaled \$15,475.85.

FREMONT, O.—Judge W. C. Wierman, Port Clinton, O., and John Fangbner were given special recognition at the 1937 85th annual Sandusky County Fair here for their attendance records. Wierman attended 79 consecutive fairs and Fangbner 71.

COLUMBUS, O.—State Architect John P. Schooley said plans for State Fair (See FAIR GROUNDS on page 116)

Thousands on Voyage of Discovery To View Island Site of G. G. Expo

SAN FRANCISCO, Nov. 20.—Thousands will make an 8-minute "voyage of discovery" tomorrow when the public will be given its first opportunity to visit Treasure Island, site of the 1939 Golden Gate International Exposition.

As part of the program that will commemorate dedication of the island, the American flag will be raised from the roof of the \$1,000,000 administration building, signaling acquisition of 400 acres of new territory by California.

Governor Frank Merriam will be welcomed by a salute of 19 guns and guests will include mayors of the Bay cities, consular corps and army and navy officials. Visitors will be conducted over the island's road network as the scene is interpreted thru a public address system.

Plans for erection of a \$100,000 Hall of Religion are being discussed by expo officials. Participation of San Francisco churches include presentation of a

pageant or a motion picture of religious significance. Formation of a huge choir is another project.

F. Robinson Winkley

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America's Fastest, Most Sensational, Original, Versatile and Extensive THRILL SHOW.

THE SUICIDE CLUB

Write or Wire
5800 Wooddale Ave., Minneapolis, Minn., or See Me at the Convention.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

OPENING Clearwater Beach (Fla.) Roller-drome on November 6, Milo D. Towne reports having closed his rink in Carroll Park, Herkimer, N. Y., on October 31. He took with him Frank Lambert as floor manager and intends to enlarge his staff as he anticipates a good winter season. He reports 8,000 feet of floor space available in the Clearwater spot, that he has made extensive additions to his equipment and has a novel lighting system. Rink is on a golf beach with nearby cottages and a large trailer camp.

THREE BEES, Betty, Buddy and Bob, sensational roller skating act, played Phillipsburg (N. J.) Palm Gardens on November 6 and 7.

IN NORWOOD Rink, Cincinnati, Mildred McKinley Hunter's figure-skating class continues to grow, reports Secretary A. A. Flaig. Skate step contests are bringing out good skaters. Women are competing for a sterling bracelet with miniature gold skates attached, and men are striving for a sterling silver belt buckle with gold skates. Winners will skate in finals during the holidays, when wrist watches will be awarded. Several hundred children from two Cincinnati orphanages were guests of Manager Edward J. Von Hagen on November 1. Bobby Fisher joined the Chicago Transcontinental Roller Derby, teamed with Margie Richards. Toni Ball, another Norwood skater, was partnered with Jay Levy.

HAROLD CORSE, manager of Coliseum Rink, Dayton, O., inaugurated a fancy and skate dance contest on November 2, winners of which will receive a loving cup and other awards.

STEVE MULROY, old-time figure skater, has returned to the roller skating field as a rink manager in Parkersburg, W. Va., reports Armand J. Schaub.

"HAVING pleasant engagements on the West Coast," writes Fred (Bright Star) Murree. "My first week was spent at Oaks Rink, Portland, Ore., for Manager Bob Bollinger. He and his wife are planning on taking an Eastern trip. My work was well received there and se-

cured bookings for several weeks from out-of-town rink men. One night I skated before 2,600. I met many clever skaters, among them Ed Moleter, who I think would give W. H. Carpenter a chance to extend himself if they ever met in a contest. I would not give big odds on Billy. It would be an interesting match to watch. They are both fine fellows and good trick skaters. I hope the public at some time will have a chance to witness these two perform. I left the Oaks on November 9 to show for Manager Betts, Redondo (Wash.) Rink and will then go to Salem and Eugene, Ore., then south to Los Angeles."

FRANK RUTZER'S Eastwood Park Rink, Detroit, featuring Sigmund Ross, singing organist, opened on September 24, with 1,000 attending. Rink is scheduled to remain open until May. Halloween party was attended by 850, 20 prizes being awarded for costumes, and refreshments were served. Staff includes Maynard White, floor manager; Budd Gerhart, Walter Lamer, Jimmy Hoffstater, Johnny Farr, Leo Kutzin, assistant; Miss Aleo, teacher; Joe Hoffman, skate room; Bill Hendricks, assistant; Normie Zusse, Red Rapp, Harry McWilliam, Curly Homer, skate boys; Joe Bechette, Jim Kotourtz, check room; M. Clementin, tickets; Charlie Thomas, door; Misses Mitchell and Rochello, candy stand.

"Now that there is so much controversy over skate dancing and because most all rinks are featuring the waltz number, why not have a championship waltz contest?" asks E. M. Moar, floor manager of Sefferino's Roller-drome, Cincinnati. "This, in my opinion, would stimulate interest in skate racing and perhaps create the same in other numbers. Let each rink that makes a feature of the waltz number hold preliminary contests, set aside part of the receipts each contest night to defray expense of sending the winning team to a championship meet. It strikes me that skating clubs could stage special events and use the revenue to send a club couple. As a suggestion, I think the Roller-drome in Cincinnati would be an ideal spot for such a contest. It has a large and beautiful floor and I know of no other rink that has any better music or facilities for handling such an event. Cincinnati is centrally located and can be reached at slight cost. Manager William Sefferino, of the Roller-drome, was one of the first to feature the waltz step and long before others took it up. I think he would be interested in such a contest and no doubt glad to co-operate to a large extent to make it a success. I hope for further comment on the idea and as to spots where such a contest could be held. It was inadvertently stated in last week's issue that Vivian Bell won the race with Nancy Flack at Fred Martin's Detroit meet. The winner was Miss Flack."

JACK HARKINS, manager of White Rose Arena Rink, York, Pa., is promoting an interstate waltz contest for skaters of Maryland, Delaware, Pennsylvania and New Jersey.

RENDEZVOUS Rink, Chester Pa., staged a mask carnival on October 23 and, despite a heavy rain, over 300 skaters enjoyed a pleasant evening. Cider and doughnuts were served after the grand march, which was led by E. M. Moar, Cincinnati.

OVER 700 skaters participated in the mask carnival in Circus Gardens Rink, Philadelphia, on October 29. Cash prizes were awarded for winning costumes.

STOUGHTON, Wis., adopted an ordinance which reduces license for operation of a roller rink from \$50 to \$25 per year.

WINTER opening of Redondo Beach Roller Rink, Seattle, Wash., followed enlargement and remodeling. Under management of W. J. Betts, it is open nightly and Sunday afternoons. Betty Shilton is featured at the electric organ. A large floor show started off the season.

CECIL LOWE JR., 10-year-old skating marvel, is being featured in Loew's Rink, Birmingham, Ala., where Cecil was recent guest of a group of junior newspaper carriers. His father is owner and manager of the rink, probably the largest portable in the country.

COLISEUM RINK, oldest in Canton, O., remodeled and redecorated, has been reopened under name of Dalton Roller Rink, new manager being Jack Dalton,

Cleveland, former exhibition skater and coach. It will operate nightly except Mondays and Tuesdays, with matinees on Saturdays and Sundays. Instruction in waltz, figure skating and fancy exhibitions is announced. New skates have been provided and all appointments are new, said Manager Dalton.

"SENDING a few lines from the Northwest," writes W. M. Haskell, from Sedro Woolley, Wash. "The last time I kicked in, I think, was from Atlanta, Ga., but after wandering around the U. S. A. for about 12 years, I am finally back in my home State. I find Tommie King still in the business in Bellingham, Wash., and Schoutz in Olympia and Jeffries in Portland, Ore., but there are a lot of new faces and rinks since I left. I have opened a rink in Tillamook, Ore., and I am planning on opening a permanent rink on Main street in Vancouver, Wash. Two boys here are about the smallest and fastest skaters that I have ever had perform in any of my rinks."

AT THE 50th annual convention of the Amateur Skating Association of Canada in the Queen's Hotel, Montreal, President W. E. Roughton and Secretary and Treasurer Champlain Prevencher were re-elected. New Brunswick Amateur Skating Association, admitted to membership in 1926, was granted permission to change its name to Maritimes Provinces Amateur Skating Association, given control for registration purposes over New Brunswick, Nova Scotia and Prince Edward Island, with headquarters at Saint John, N. B. Saranac Lake, N. Y., was granted, with permission of the Amateur Skating Union of the United States, a sanction for holding the 1938 North American outdoor speed skating championships for men and women. It was the turn of the Canadian organization to hold these events next year.

THREE WHIRLWINDS, skating act, appeared in the floor show of a cabaret night in Findlay, O., under the Elks, first of a series of cabaret nights under sponsorship of lodges in Ohio, booked by Henry H. Lueders, United Booking Association.

BUSINESS is reported good in White City Park Rink, Boise, Ida., under Park Manager R. L. Hull, nephew of the late G. W. Hull, founder of the park and general manager a number of years. Rink opened on September 10 with sessions five nights a week and Sunday matinee. Tuesday and Thursday nights having been heavily booked for private parties. School parties from 4:50 to 6 p.m. are popular.

SKATING clubs are drawing much interest in Detroit, with plans for sponsorship by industrial organizations under way. T. B. Rayl Company, which had a club last year, is expected to sponsor one again, as is Universal Cooler Corporation. The 100 Figure Skating Club, now a year old, will be active again and has joined the Roller Skating Rink Operators' Association of the United States

as a club member. Chrysler Corporation is a new sponsor attracting much interest. Movement in the organization is being actively organized by Martin Nagel and Belvidere and Justin Kinnamin and Cecil Dye, who is a member of Arena Skating Club. The club has informal approval of Jimmy Walsh, director of athletics at Dodge main plant of the Chrysler organization.

HOOSIER Trio, roller skating act, that played Marion (Ind.) Rink on November 14, comprises two men and a girl and is managed by Ralph Layman, who left the act of Lehmbek and Layman last month after an outdoor season.

JACK WYTHE reports from Syracuse, N. Y., that his Alhambra Rink is doing good business, he having opened in September after closing his summer rink at Boysen's Bay on Oneida Lake, where summer business was good. A Halloween Masquerade party and parties from schools and Eastwood Hi Y drew large crowds, indicating that skating is on the come-back, as school sororities are taking it up. A new skating club received emblems and made its first trip to Rochester (N. Y.) Rink on October 23 by motor, chaperoned by Nellie Mensing. "I made many tours last summer," he writes, "visiting Chicago, and was much pleased to see the skate company's factory and was well received by Mr. Hamilton and other employees of the factory. I also visited New York Skateland, meeting Prof. Anthony Pitucola, and it also was something to see my old friend, Art Eggleston. Also drove over to Mineola (L. I.) Rink, visited with Mr. and Mrs. Earl Van Horn and was much pleased with the place. Among recent visitors here have been Mr. and Mrs. Ben Morey, of Bridgeport Rink, on their return from Chicago; Mr. and Mrs. Brown, of Stroudsburg (Pa.) Rink, and Jack (Skates) Hyland, long distance skater, on his way west."

European Titles

By CYRIL BEASTALL

DERBY, Eng.—First European championships for roller pair and figure-skating were decided in the Stadthalle, Stuttgart, Germany, before a crowd of more than 6,000 on October 24. Organization was in the hands of the Federation Internationale de Patinage a Roulettes.

Pair skating event was decided on all free skating with no compulsory dances. Figure-skating included loops as compulsory and there was four minutes of free skating in these events.

Bearing in mind that pair skating in England always has consisted mainly of recognized dances, whereas dances are not featured on the Continental program and that loops have never been skated in England previous to these championships, while the Continentals have been doing them many years, it will be understood that British representatives

(See RINKS on page 107)



RICHARDSON BALL BEARING SKATE CO.

Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

ROLLER RINK PRIZES
Metal Novelties With Winged Skate Emblems,
Individually Carded and Cellophanned.
Prices Quoted are in Dozen Lots.

- BOOKMARK, Bronze, Each \$.25
- BELT BUCKLE, Silver, Each 1.20
- COIN POCKET PIECE, Bronze, Each17
- COIN KEY CHAIN, Bronze, Each20
- PENCIL CLIP, Gold, Silver, Bronze, Each50
- BRACELET, Gold, Silver, Bronze, Each50
- WINGED ROLLER SKATE CLASP PINS,
with Assorted Rhine Stones—
Silver, Each, 20¢; Gold, Each, 25¢.
25% Deposit with Order, Balance C. O. D.

RESKREM SILVER MFG. CO.
872 Broadway (Cor. 18th St.), New York City.

Professional "ROLLER SKATING MATS"

(MAPLE—HARDWOOD)
Portable—Roll-Up—Low Priced—Excellent
Quality—Custom Made. We are MANUFACTURERS. Write us your special Size Requirements.

THE G. L. MORRIS CORP.
1740 East 12th Street, Cleveland, O.

Building Portable Skating Rink Floors

over 25 years. Get in the money with our Self-Locking Sectional Floor. It's a Sensation. Send 10 cents for information.
TRAMILL PORTABLE SKATING RINK CO.,
3900 East 16th St., Kansas City, Mo.

"Happiness and Health"

are on the way to your Rink.

NEW 1938 CALENDAR

If you don't get yours write us at once. Additional Calendars may be had at cost.

NEW WINDOW CARDS

(No. 97-38) with room for your imprint at bottom of card.

NOW READY

Chicago Roller Skate Co.

4427 W. LAKE ST., CHICAGO



SKATERS WILL BUY

the new Roll-O-way Challengers. They have everything: quality—construction—durability—safety—speed—and low price appeal. Rink owners cash in on the skaters' desire to own their own.

Write for free sample of descriptive literature.

THE ROLL-AWAY SKATE CO.

12435 Euclid Ave.

Cleveland, Ohio



Fleming Joins Jones' Staff

Elected vice-president of the Jones Corporation and will assist Phillips

ALEXANDRIA, Va., Nov. 20.—At a special meeting of the New Johnny J. Jones Exposition, Inc., held in this city November 11, in the office of Judge Kennedy, resident agent for the Jones Corporation, William Carleton Fleming, of Buffalo, N. Y., was elected vice-president of the corporation.

It is understood that Fleming will relieve E. Lawrence Phillips, the present general director of the corporation, of many of his duties in connection with the operation of the Jones organization. This move will thereby give Phillips more time to devote to his other business interests, which are large and varied.

Fleming immediately took up his duties incident to his position and will attend the fair meetings and the Showmen's League of America, which convenes Saturday, November 27. Other staff members of the Jones Exposition who will go to the Windy City events are E. Lawrence Phillips, Walter A. White, James C. Simpson and J. G. Thomas, as well others of the exposition.

W. C. Fleming, familiarly known as (See FLEMING JOINS on page 87).

Fairly & Little To Enlarge Show

ST. LOUIS, Nov. 20.—Noble C. Fairly, during a visit to the local office of *The Billboard*, gave out the information that he and his new partner, Phil Little, plan to enlarge the show for 1938. Improvements will be made before the show takes to the road. New trucks have been ordered from Charles T. Goss.

After the Chicago and several other fair meetings, work will be started on the building of light towers, which will be one of the features of the show. In addition several new fronts will be built and plans call for one front to be 162 feet in length. These new fronts will be built with an indirect lighting system, which made a hit on those shows that had them the past season.

Among those booked for next season are Carey Jones, snake show and fuh house; Johnny J. Bejano, side show; C. D. Scott, illusion show. Dan McGugin has been engaged as secretary for the show.

Dodson Legion Post Elects New Officers

LAKE CHARLES, La., Nov. 20.—Final business meeting of season and election of officers for ensuing year was held here November 14 by Arthur E. Dodson American Legion Post No. 784. It also marked the closing day of season for Dodson's Shows. An enthused gathering of 43 members met in recreation tent adjoining the Legion "Dug-Out" during early part of afternoon. After much chatter, merriment and jostling Commander Charles A. Clark took the chair and rapped long for order.

Attendance at this meeting was swelled by the presence of 14 members (See DODSON LEGION on page 82)

Landes Honored at A Farewell Party

ST. LOUIS, Nov. 20.—A tribute was paid to Louis J. Landes, owner of the J. L. Landes Shows, at the closing stand Tuesday night, October 19. The entire personnel of the show assembled for a farewell dinner and dance in the ballroom of the Allen Cafe, Howard, Kan.

The party was the result of a mutual benefit fund, which not only took care of medical attention for all members of the organization thruout the season but also served as an insurance against the (See LANDES HONORED on page 87)

American Carnivals Assn., Inc. 4th Annual Meeting—Complete Program

All sessions of the annual meeting will be held at Room 118, Hotel Sherman, Chicago, commencing Monday evening, November 29, at 11 p. m. and continuing nightly at the same time and place until the business of the meeting is completed.

Opening of meeting.
Roll call of member shows.
Proof of notice of meeting.
Reading of minutes of 1936 Chicago meeting and approval thereof.
Annual report of general counsel and associate counsel and approval thereof.
Reports of committees, reports of 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 1938.
Election 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 1938.
Open forum.
Adjournment.

Beckmann & Gerety Shows May Be Locale for National Broadcasts

ATLANTA, Ga., Nov. 20.—Beckmann & Gerety carnival broadcasts will be sponsored by one of America's leading national advertisers if present plans meet talent requirements next spring.

The prospectus calls for nine 15-minute broadcasts at each stand the show will play during the 1938 season, from three to five electrical transcriptions to be used before the show arrives at each place of exhibition. Executives of an advertising company auditioned electrical transcriptions made on the show the season just ended by talent taken from almost all of the midway attractions.

The transcriptions proved that the carnival entertainers were not only different from the average run of the mill, but possessed real talent and radio personalities. The company heads were very favorably impressed and have arranged for their Eastern advertising representatives to consummate the deal in the spring at San Antonio, where Beckmann & Gerety open the 1938 season at the annual "Battle of Flowers" celebration.

It is obvious that this unique tie-up will not only prove an exceptional advertising medium for the company interested (See BECKMANN & GERETY page 87)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Horseshoe Valley, Fla.
Week ended November 13, 1937.

Dear Red Onion:
Florida, the long touted and looked forward to land, at last! To the old trouter it means fish and oranges, to the beginner a Paradise of swimming and playing, and to the Ballyhoo Brothers it means a few more weeks out of the barn. Pete Ballyhoo announced to an audience of some 500 people in the cookhouse, "If we can book enough 'cash on the line' or give no locations to concessioners we will stay out a few more weeks." Jake Ballyhoo said "When you see our ad in *The Billboard* reading, 'BOYS COME ON FOR THE BIG ONE! A MAIDEN SPOT! NO EXCLUSIVES! MONEY PLENTIFUL! CAN PLACE CONCESSIONS OF ALL KINDS! EVERYTHING WORKS!' that will be the closing spot and last big touch." Consequently the Ballyhoo Brothers will place only those who had a good season.

Horseshoe Valley is populated with retired circus and carnival trouters. Showmen and women that closed early found it a winter haven. Boys and girls of the tented world drifted in "on the thumb route," knowing that a warm welcome awaited them there. Some 5,000 natives that operated stores, trailer camps, rented rooms and cabins made up the remainder of the valley's citizenship. No city whatsoever. Just strung along the valley highway for miles. The latter living off of the yearly show people and tourist rush. The women of this burg take in washing and the men look on.

Our auspices was first known as the "Past, Present and Future Showmen's Relief Fund." This fitted in with the name of the spot. The Past were the least of the bosses' and committees' wor-

ries, but the Present insisted on being taken care of with free privileges, small percentages and credit. As for the Future Showmen, the bosses and auspices heads decided not to book that far in advance. After arguing pro and con, mostly con, it was decided to change the auspices to "Take Care of Our Own Week." This made everyone with it and for it a committee man or woman. Orders were then issued for the cookhouse to take all brass regardless of whose title appeared on it. Almost every carnival and many circuses were represented. This was later used to pay off our committee, thus keeping it in circulation.

Even with the publicity of the Ballyhoo Brothers legalizing brass, the expected crowds failed to appear on the World's Largest Bell Metal Midway. When our Un-Born show operator reported two specimens were stolen during the night, the bosses then decided to herald their midway to the world. That night, before a crowd of some 3,000 showmen, natives, story writers, cameramen and legal lights, Dr. Robinson Pitchbook became the legal father, by adoption, of some 40-odd bottle babies. This changed the charge from theft to kidnapping, in case of another nightly raid.

Armistice Day gave the midway several drum and bugle corps. This livened up the lot but didn't loosen up anyone. Friday over 100 different contingents of house trailers, hitchhikers and trucks arrived, making our committee membership larger than the drawing power of the show. The bosses then posted a notice reading "Due to the show being out of winter funds, it will stay out all winter to get spring funds." Bean Patches! Here we come! MAJOR PRIVILEGE.

Marks Shows Make Profit

Manager John H. Marks going to Europe—will feature animal show in '38

GREENWOOD, S. C., Nov. 20.—After a 31-week tour which took the Marks Shows over 6,500 miles on the Atlantic Seaboard the season was brought to a close here last Saturday night. Business was only fair, due to cold weather and rain, but Children's Day, Saturday, brought a smile to most of the folk on the midway when thousands of kiddies and grown folk packed the grounds.

The season as a whole was profitable to the Marks organization. The still dates were all above the ordinary, resulting in the best first-of-the-season business ever enjoyed by this show. The fairs in the South which were representative dates failed to produce, with the grosses falling from 20 to 30 per cent below former years. It was not a shortage of patrons that held the business down, but rather a lack of money. The show was considerably larger than in former years and plans are to make it better in 1938. Several of this season's fronts were purchased by Brownie Smith, of (See MARKS SHOWS on page 82)

State Fair Shows Winter in El Paso

EL PASO, Tex., Nov. 20.—Members of the State Fair Shows, which closed here last week, are leaving for various points, altho many of them will remain or return here.

Mr. and Mrs. Mel H. Vaught, owners of the show, will winter in El Paso, as will Charles White, concession manager; J. C. Tarkington and Buddy Thornton, concessioners.

Ralph Forsythe, owner of several rides, went to Colorado on business, but will (See STATE FAIR on page 87)

Bullock Successful Despite "Jinx 13"

BAMBERG, S. C., Nov. 20.—The Bullock Amusement Enterprises, under the management of Johnnie Bullock, closed their season of 35 weeks here November 13 and moved into winter quarters at Sumter, S. C.

Thirteen figured in the tour which opened here March 13 and closed on the 13th, and despite the alleged "jinx" of the number 13 the show never had a losing week. However, the last four weeks were not up to standard, due to weather and low price of cotton. (See BULLOCK SUCCESSFUL page 82)

Beasts of the Forest Escape; Then Killed

MOBILE, Ala., Nov. 20.—Three lions, property of the Royal Palm Shows, that escaped from a trailer near Stapleton, Ala., 20 miles north of here, Sunday, were ordered killed by Berney Smuckler, manager of the show. Leo Johnson, driver of the car to which the trailer was attached, was arrested for driving while intoxicated and was arraigned this week at Bay Minette, county seat of Baldwin County.

The lions, getting their freedom, wandered near the wrecked trailer, but escaped to the woods when an attempt was made to capture them. Sheriff (See BEASTS OF THE FOREST page 82)

Silver State Shows Call Clovis Home Town

CLOVIS, N. M., Nov. 20.—Silver State Shows, owned and managed by Paul Towe, are in winter quarters here.

Show closed a 27-week season at Sudan, Tex., last week, covering towns in Texas, New Mexico, Colorado, Wyoming, Montana, and Nebraska during the tour. Most show members have gone to their homes in various sections of the country, Towe said.

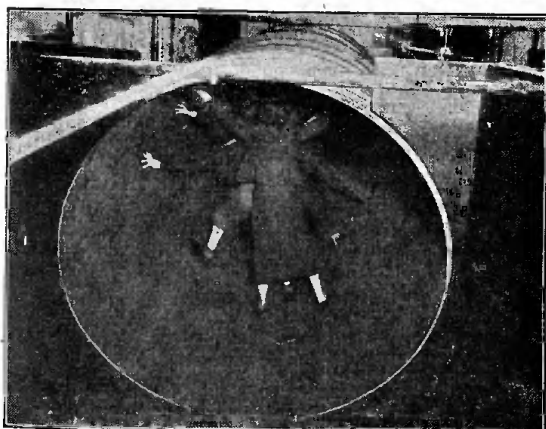
HI-DE-HO

A NEW RIDE AND FUNHOUSE COMBINED!

Actual Operation Proves Spillman's Latest Development a Winner!

Three major features in HI-DE-HO not only serve to bring the patrons out in spasms of laughter, but cause them to return for repeat trips. The revolving barrel—the first ever to appear on a carnival midway; the high speed blower which takes effect most unexpectedly and efficiently; and the magic chamber in which they are seated only to find themselves suddenly rolled onto a traveling conveyor belt as pictured.

HI-DE-HO adapts itself to any type of amusement organization—parks, wagon shows, and especially to motorized and gilly units. Although massive in appearance when erected and containing mechanical features never before found in an inexpensive device, HI-DE-HO will load complete on a twenty-four foot trailer—and will go up in five hours with four men and is, of course, fitted with adjustable jacks for uneven ground.



REPEAT BUSINESS BIG

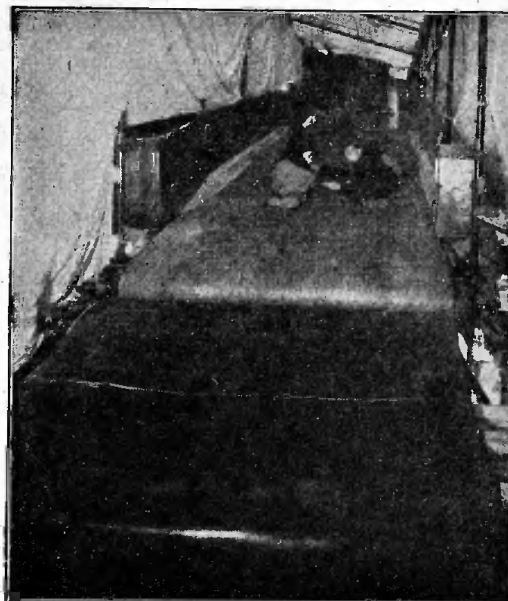
During the five weeks in which HI-DE-HO was operated this fall, literally hundreds of people came back five and six times. One couple returned eleven times and another twelve times. Actual paid admission records are positive proof HI-DE-HO will remain popular with the public and profitable to the operator.

Although during the five weeks of experimental operation much inclement weather was encountered and the Southern people were suffering from deplorably low cotton prices, HI-DE-HO recorded a single day's business of \$605.25 and a weekly gross of \$1,331.70. The average weekly receipts for the five weeks was \$801.75. The capacity of HI-DE-HO was never taxed—\$2,000 daily is easily possible from a mechanical capacity standpoint.

Note the unusual front with its many appeals. Hidden behind the cornice panels across the top are flood lights so ample in size as to illuminate the entire front in quite a "stand out" fashion. Behind the letters forming the HI-DE-HO name are Lumiline lights which cause the letters to be seen an enormous distance.

Another new and novel idea on the front is the two revolving curtains which add animation and stop the people.

**DON'T
WAIT
AND BE
DISAPPOINTED
FOR EARLY
DELIVERY
GET COMPLETE
LITERATURE
AND DETAILS
NOW!**



SPILLMAN ENGINEERING CORP., NORTH TONAWANDA, NEW YORK

World's Largest Manufacturer of Amusement Rides

Closed ~
THE 1937
SEASON OF
SUCCESSES

Now ~



BECKMANN ^a ⁿ ^d GERETY

will be pleased to consider

MERITORIOUS ATTRACTIONS

For their 1938 tour, opening April 18 on the
PLAZAS OF SAN ANTONIO, TEXAS,
with the "BATTLE OF FLOWERS" CELEBRATION

SHOWMEN WITH INITIATIVE AND IDEAS COMMUNICATE:

WE APPRECIATE

The whole-hearted and animated co-operation extended us by the executive heads of our 1937 Fairs. . . . Thanks again.

Beckmann & Gerety.

THE BECKMANN & GERETY

WORLD'S LARGEST
CARNIVAL ATTRACTIONS

WINTER QUARTERS
EXPOSITION PARK
SAN ANTONIO, TEXAS.



THE MIDWAY FLASH
Baker Lockwood
 Throws out his Chest
 and
 Steps out to Say!

DO YOU KNOW

Why the SHOWMAN'S LEAGUE OF AMERICA is doing things and going places and why they are all right in behind President McCaffery (more power to him).

THAT'S EASY

Because they're proud of their membership in the League, and what it is doing in show business today --- and what it'll be doing under the new leadership the next twelve months.

DO YOU KNOW

Why Baker - Lockwood are so proud of their regular customers (and, gentlemen, we thank you for your continued business), and of those who have switched to Baker this season.

THAT'S EASY

They are the showmen who are going places and doing things.

And if you're not one of the Baker fans, why not?

Write-Wire-Phone

BAKER-LOCKWOOD

17th and CENTRAL,

KANSAS CITY, MO.

America's Big Tent House

Eastern Representative — A. E. CAMPFIELD
 200 West 54th Street New York City, N. Y.

RUBIN & CHERRY EXPOSITION, INC.

SEASON 1938

SEASON 1938

FORTY ALL-STEEL RAILROAD CARS

Filled to the Brim with Brand-New Amusement for the Coming Season



RUBIN GRUBERG, President

STUPENDOUS!!!

COLOSSAL!!!

GIGANTIC!!!

Hackneyed phrases indeed, yet even they fail to convey the creative ideas in Modern Building, Modern Lighting, and best of all the new presentations which will be found on the Rubin & Cherry Exposition Midway for the Nineteen Thirty-Eight Season.

ALWAYS A BEAUTIFUL SHOW, TRULY THE ARISTOCRAT, THE RUBIN & CHERRY EXPOSITION WILL OUTDO ALL PAST EFFORTS AND PRESENT TO THE GREAT AMERICAN PUBLIC A GLITTERING, GLAMOUROUS AMUSEMENT WORLD ON PARADE.

Mindful of the fact that the time is near when to again say

"PEACE ON EARTH, GOOD WILL TO MEN"

we especially extend our thanks and greetings to those of our friends, members of committees, Fair Managers and all with whom it has been our pleasure to work in the past.

To our brother members of the most noble Organization in the World

"THE SHOWMEN'S LEAGUE OF AMERICA"

we wish happiness and health.

WE ARE READY NOW TO BOOK ATTRACTIONS AND PEOPLE IN ALL LINES FOR THE 1938 SEASON. WE WILL BE PLEASED TO CO-OPERATE WITH SHOWMEN AND PRODUCERS WHO CAN PRESENT AN ATTRACTION OF MERIT. WE WANT ONLY THE BEST.

Our representatives will be at the Showmen's Convention in Chicago and extend an invitation to all Secretaries and Managers to visit our rooms at the Hotel Sherman.

Offices: Suite 1410-11,
Robert Fulton Hotel,
Atlanta, Georgia.

Winterquarters:
Southeastern Fair Grounds,
Lakewood Park, Atlanta, Ga.

RUBIN & CHERRY EXPOSITION, INC.

RUBIN GRUBERG, President

P. O. Box 2156

ATLANTA, GA.

HOLIDAY GREETINGS!!

FAIR AND CELEBRATION SECRETARIES, ATTENTION!

OPERATORS OF 46 CLEAN MODERN RIDING DEVICES

Protecting You With Public Liability Insurance

NOW BOOKING FOR SEASON 1938

**DEPENDABLE
SERVICE**

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**COURTEOUS
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OPERATING IN MIDDLE WEST FOR THE PAST 26 YEARS

MILLER AMUSEMENT ENTERPRISES

530 W. 59th STREET

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CHICAGO, ILLINOIS

TEL., ENGLEWOOD 5860-1-7

Herman Bantly Will Do Some Building

REYNOLDSVILLE, Pa., Nov. 20.—All equipment of Bantly's All-American Shows has been stored, a very difficult job due to the fact that the show has been greatly enlarged since last winter. Space had to be saved for construction work, which will start after Herman Bantly returns from the convention in Chicago.

Bantly has opened his winter offices here at the hotel owned by Mr. and Mrs. Harry Copping, former carnival owners and the parents of Mrs. Bantly.

The Bantleys returned from a visit to Pittsburgh. Both will attend the NAAP convention and the Showmen's League banquet and ball.

Recent visitors at quarters were Harry Bantly, who is attending Allegheny College at Meadville, Pa.; John H. Wendler,

of the Allan Herschell Company; Johnny Ray from Indiana, Pa., who had been with the Happyland Shows the past season; Thad Work, son of Bob Work, stopped on his way to Brookville, Pa., to attend to some business, and James McMann, chairman of the DuBois, Pa., firemen's association committee. Reported by William S. Whitmore.

Loos To Close His Season About Dec. 1

LAREDO, Tex., Nov. 20.—The Greater United Shows, under the management of J. George Loos, will close a most successful season of 40 weeks in this State before December 1, and will pull into its quarters here immediately.

The Loos organization will winter and open the season here as has been the custom for the past 15 years. The date for 1938 has been set for the annual George Washington celebration starting February 12, and will mark the first of a three-year contract held by the shows for appearances here annually. Competition for this date has been keen in the past, but Loos has been successful in holding his prestige in his "home town" in providing attractions to the liking of the committee and people of the locality, which includes many from across the Rio Grande in Mexico.

Following a vacation in Mexico City, Loos will return here and start his rebuilding program for season of 1938.

THE PAL THE WORLD'S LEADING GASOLINE PROPELLED "DRIVE-YOURSELF" CAR

DON'T EXPERIMENT

Own the Ride Used by All the Leading Shows.

Get in and STAY in the Money with the Only Miniature Car That Can Really Take It.

Manufactured and Sold by

THE MEILI-BLUMBERG CO., Inc.

LOCK BOX D

NEW HOLSTEIN, WIS.



Christmas Greetings to All Our Friends

BANTLY'S ALL AMERICAN SHOWS

Now Booking for 1938 in the Cream of Pennsylvania Territory

Always in market for novel attractions, new and unique ideas and capable showmen with or without own outfits. We want new ideas.

Will be glad to talk business with you at Showmen's League Anniversary, December 1st, or hear from you by wire or mail at the Imperial Hotel, Reynoldsville, Pa., any time this winter. HERMAN BANTLY, Manager.

BALL THROWING OUTFITS

Hoods, Dolls, Cats and Bottles. Order now. Get ready for your spring opening. Write for catalogue.

TAYLOR GAME SHOP,
Columbia City, Ind.

SUB. MEN SALESMEN

\$3 to \$8.00 per sub. No turn in—No call back—Entire new set-up—Meets approval of all. (No Racketeers.) Wire or write JACK GARDNER, Sales Manager, Income Audit Service, Carry Bldg., Washington, D. C.

Canada Wanted For 1938 Season In Canada Gray's Greater Canadian Shows

Now booking Side-Show Attractions or any Show of merit with own outfits or without. Will build and furnish complete outfits for any Showmen who are earnest, ambitious and capable of operating same. Boozers and chasers save stamps. CONCESSIONS OPEN—Penny Pitch, Photos, Hoop-La, Clothes Pins, Bowling Alley, Darts, Palmist, Plishpound, Ball Games, Short Range Lead Gallery, Potato Chips, Frozen Custard, Peanuts, Scales, Tipups, Swingers, Blowers.

HAVE FOR SALE—Dual Loop-a-Plane, or will deal on Rides-O or Speedway. Will buy and book either one of these Rides with a reliable show company that will guarantee winter's work. Also would like to hear from Ride Foremen, preferably Canadians. Also would like to buy two large second-hand Light Plants. Must be in first-class condition. Owner and Manager.

SAMUEL JAMES GRAY

LONDON, ONTARIO, CANADA.

534 Dundas Street,

RIDE OPERATORS ATTENTION

I WANT FOR THE 1938 SEASON THE CLASS OF THE RIDE OPERATORS OF THE COUNTRY, AND I WILL PAY TOP SALARIES TO OBTAIN THEM.

I want 2 Tilt-A-Whirl, 2 Ferris Wheel and 2 Swing Foremen. We work in Chicago all season, opening the middle of April, closing in October. All employees work under contract. Apply by letter only.

M. J. DOOLAN

342 W. 69TH STREET,

CHICAGO, ILL.

FRISK GREATER SHOWS

3718 EMERSON AVENUE, N., MINNEAPOLIS, MINN.

NOW BOOKING DATES FOR SEASON OF 1938.

FEATURING a grand set of New Rides, Clean Shows and Concessions, and NO RACKET. The finest fleet of new Trucks and Semi-Trailers in the show business in the Northwest. Fair and Celebration Secretaries write. All Concessions open except Bingo and Photos. Top-notch Ride Foremen for new Tilt, new 3-Abreast Swing Wheel, for 1938 season. Six Rides. Six Shows.

WANT TO BUY GOOD NO. 5 ELI WHEEL.



STRATES SHOWS CORPORATION

Our Best Asset is our Reputation for Providing Clean Amusements and your Protection is our Past Performance of our Agreements.

OUR WISH TO ALL
OUR FRIENDS — FAIR SECRETARIES AND SHOWMEN

Featuring
ONLY THE BEST SHOWS and RIDING DEVICES
James E. Strates
MANAGER

**The Happiest
Xmas
You Ever Had**

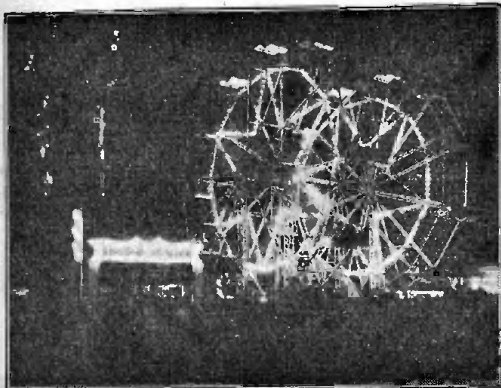


**The Most Prosperous
New Year
You Ever Had**

NOW BOOKING
CLEAN - MERITORIOUS ATTRAC-
TIONS FOR 1938 THAT CAN
CONFORM TO OUR STANDARDS.

CORRESPONDENCE INVITED
FROM RECOGNIZED SHOWMEN
WITH NEW IDEAS.

TRAVELING ON OUR OWN ALL STEEL TRAIN OF 20 DOUBLE LENGTH CARS



OUR 1938 STAFF
JAMES E. STRATES, Gen. Mgr.
C. W. CRACRAFT, Gen. Agt.
BEN H. VOORHEIS,
Contracting Agent
HAROLD G. INGLISH, Secy.
**OUR STAFF WILL BE
AT THE
CHICAGO MEETING**

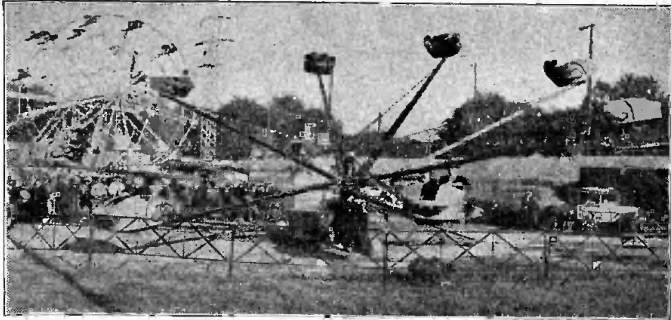


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STRATES SHOWS CORP., Winter Quarters, Weldon, N. C.

EYERLY AIRCRAFT CORPORATION

Leads all time sales with "OCTOPUS"



Unequaled
in
Amusement History
THE WINNER OF 1937
THE LEADER FOR 1938

TOP MONEY ON MOST MIDWAYS . .
ALWAYS IN THE NET PROFIT CLASS

FOLLOWING ARE SOME OF THE WEEKLY RECEIPTS AND COMMENTS OF OPERATORS:

BECKMANN & GERETY SHOWS.....\$4,596.55	WORLD OF MIRTH.....\$2,083.75	WILLIAM PINK.....\$1,175.40
CROWLEY'S UNITED SHOWS.....2,746.75	AMERICAN UNITED SHOWS.....1,355.15	FAIRLY-MARTONE SHOWS.....1,168.20
DOUGLAS GREATER SHOWS.....2,353.00	MIGHTY SHEESLEY MIDWAY.....1,341.40	DODSON WORLD'S FAIR.....1,113.85

APRIL 7—We have had the ride in operation and it is sure some thrill—KENT HOSMER, Beckmann-Gerety Shows.
MARCH 23—Ride is running fine, TOP MONEY on entire show.—D. C. CROSS.
JUNE 28—"Our OCTOPUS is doing very well, and I consider it a very good investment.—N. S. ALEXANDER, Woodside Park, Philadelphia.
OCTOBER 11—THIS RIDE has been our TOP RIDE every week practically all season, except here in the South, where the TWIN WHEELS top the Midway.—BANTLY'S ALL AMERICAN SHOWS.
SEPTEMBER 25—"I am happy to be able to say that the OCTOPUS has proven itself a FINE INVESTMENT, and has TOPPED EVERY RIDE EVERY DAY of the Carnival and Fair Season on Coleman Bros.' Shows.—NEAL CREAMER.

JUNE 3—"THE RIDE CLICKED—and if we base our future expectations on the receipts taken in over the week-end holidays, we should anticipate a profitable season here at the GREAT LAKES EXPOSITION.—GEORGE YOUNG, President, Miles Amusement Company.
NOVEMBER 26, 1936—"After seeing the OCTOPUS in operation at Shreveport, La., at the State Fair, we were so satisfied with the earning capacity of the ride, and as you know we placed our order for delivery to be made to us December 4, 1936, to Tampa, Fla.—E. C. VELARE, Royal American Shows.
JULY 10—"We are so glad our OCTOPUS is doing big business at Ocean Park Pier, California.—MRS. HARRY TAKEI.
MARCH 25—"The OCTOPUS is very easily erected and requires only ONE TRUCK for transportation and I can sincerely recommend it to any show owner as being the OUTSTANDING RIDE for 1937.—O. N. CRAFTS, Owner.

Meet Us at the N. A. A. P. and Showmen's Conventions, Hotel Sherman, Chicago, Ill., Booths 114-115

ADDRESS ALL COMMUNICATIONS TO

EYERLY AIRCRAFT CORPORATION, Salem, Oregon

ABNER K. KLINE, Representative

LUSSE BROS., Ltd. (European Suppliers) BLACKPOOL, ENGLAND

Wallace Bros. in Mobile Quarters

Season profitable — Manager Farrow will enlarge show for '38

SUMMIT, Miss., Nov. 20.—After completing a season of 34 weeks and one day at the Cotton Carnival here, Wallace Bros. Shows closed Saturday, November 13, and shipped the paraphernalia to Mobile, Ala., where winter quarters have been established at the fairgrounds. Show opened at Dyersburg, Tenn., in March and went north thru Tennessee and Kentucky. Nearly 3,000 miles were traveled in Tennessee, Kentucky, Indiana, Illinois, Michigan and Mississippi. One Sunday date was played, at Crawfordsville, Ind., and the Ohio River was crossed twice during the season, as were the Cumberland and Tennessee. Much rain and bad weather was encountered during the early part of the season and the late fall dates in the cotton country

were not up to standard. Best two weeks of the season were at Paducah, Ky., and Kosciusko, Miss., while, undoubtedly, the poorest were at Crawfordsville and Sullivan, Ind.

The organization met with more opposition, some of it questionable, than it has encountered in many years. There were several blow-downs, truck accidents and one cyclone during the season, but no serious accidents or injuries. There were no deaths and one marriage. Harry Cohen was taken seriously ill with malaria at Hattiesburg, Miss., and left for his home in Miami. All others who opened with the show closed with it here with the exceptions of Robert Fox, special agent, who was replaced early in the season by M. F. Tillotson, and A. E. Wadley, who resigned late in July.

Show had fair season, considering the many obstacles encountered, and it is the intention of Manager Ernest E. Farrow to enlarge and rebuild after the holiday layoff. Business, during the last two weeks of the season, at both Meadville and Summit, Miss., was profitable, and warm, sunny weather was enjoyed during both engagements.

Where They Will Winter

Only a partial list of destinations could be secured owing to the attendant hustle and bustle of closing and last-minute decisions of many of the personnel. Executive staff: Manager and Mrs. E. E. Farrow to winter quarters, Margaret and Shep Miller to Mobile; Jack L. Oliver to Jacksonville, Fla.; Mr. and Mrs. M. F. Tillotson to New Orleans and Mobile. Ross Crawford to winter quarters and the writer to the Chicago meetings.

Concession department: Mr. and Mrs. Harry Cohen to Miami; Mr. and Mrs. Frank Sparks and Dorothy Tillotson to Salisbury, Mo.; Abe and Edna Frank to winter quarters and then to Clarksdale, Miss.; Mr. and Mrs. Gus Litts, undecided but possibly Mobile; Eddie and Norma O'Brien to Helena, Ark.; Mr. and Mrs. Eugene Bass to Kosciusko, Miss.; Slim Collins to Mobile and then to Jacksonville, Fla.; Eddie Welsh to winter quarters.

Shows and rides: Adam Erbe to Mobile and then to Pensacola, Fla.; Leona-Lee and James L. Reed and wife to winter quarters. Reported by Walter B. Fox.

Bullock's Amusement Enterprise, Inc.

EXTENDS

Season's Greetings

TO ALL

WINTER QUARTERS: P. O. BOX 607
SUMTER, S. C.

J. S. BULLOCK Gen. Mgr.

J. L. LANDES SHOWS

WANT FOR SEASON OF 1938

HIGH-CLASS SHOWS WITH OR WITHOUT YOUR OWN OUTFITS.

Will Finance Any Worth-While Attractions.

CAN ALSO PLACE LEGITIMATE STOCK CONCESSIONS.

Long Season With Real String-of Fairs.

Address, Care Coates House, Kansas City, Mo.

BARKER SHOWS NOW BOOKING SEASON 1938

THE SHOW BEAUTIFUL. OUR OWN MOTORIZED EQUIPMENT. TRUTHFULLY ADVERTISED. HONORABLY CONDUCTED.

Want to hear from Fair Secretaries and Celebration Committees in Illinois, Indiana and Missouri. Cook House for sale. Will book same on show. WANT Corr Game, Diggers, Mitt Camp, Concessions of all kinds, Shows, Side Show, Athletic, Hawaiian, Monkey Speedway, Motordrome, Grid Shows. Address BOX 224, Charleston, Mo.

"MAC" McNALLY

Formerly Allentown, Pa.
Now with CHUCK SAUTER, Selling CHEVROLETS.

SOUTHLAND MOTORS, Inc.
Miami, Florida.

NEW USED
TENTS

FOR SALE OR RENT
WRITE FOR FREE CATALOG.

VANDERHERCHEN, INC.
2846 Emerald St., Philadelphia, Pa.

TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW
Write

CHARLIE T. GOSS
with STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

Max Gruberg, General Mgr.



Max Gruberg

Edward P. Rahn, General Agt.

GRUBERG'S WORLD'S EXPOSITION SHOWS

Booking NOW . . . for Season 1938

We Are Offering One of the Largest Carnival Organizations on the Road with a Clean Record of Repeated Successes

FAIR SECRETARIES AND COMMITTEES

If you are looking for the LARGEST and the BEST get in touch with us!
THESE ARE OUR REFERENCES (Excerpts from letters and telegrams)

"We must recommend Mr. Gruberg for the cleanness of his shows and the high standard of the people with whom he has surrounded himself. He has one of the finest and largest shows Montgomery has had in years—the most beautiful midway we have ever seen—gorgeously colored and brilliantly lighted. The engagement here was a big success from every standpoint and all credit is due Mr. Gruberg." MORT L. BIXLER, Sec., Central Alabama State Fair, Montgomery, Alabama.

"Max Gruberg's business dealings all right. Large shows—good merits. Show approved. Young Republican Club." MORRIS J. KELLER, Chief of Police, Harkimer, N. Y.

"Show okay. The Doud Post is going to have the same show again next year." DANIEL CORNELL, Com., Doud Post American Legion, Rochester, N. Y.

"Gruberg's W. E. S. played our fair for three years. Very satisfactory business relations with them. Not returns this year largest in several years." DR. ALBERT L. BROWN, Director New York State Fair, Syracuse, N. Y.

"Gruberg's W. E. Shows played here two weeks for us and repeated a week later for local Elks lodge. Dealings honest, size very large, merit excellent. Can recommend them for your sponsoring." MANN & MANN, Attorneys, Schenectady, N. Y.

"The W. E. S. played in the city of Schenectady under the auspices of the Jewish War Veterans of America: The shows were originally booked for one week, but due to popular demand the permit was renewed and extended for an additional week. During their stay here they played to capacity audiences and left a very favorable impression. The shows are

always welcome in the city of Schenectady." SIMON ETHIN, City Clerk, Schenectady, N. Y.

"I am sending you a clipping from one of our local papers, 'The Grenada County Weekly.' I consider this a great compliment to your show and also a credit to the Grenada County American Legion Post. The week engagement here was highly pleasing. Your shows are high class and entertaining, as well as educational. Your employees are a fine, clean company of people. It gives us great pleasure to recommend your carnival." H. C. WILSON, Com., The Grenada County Post of American Legion No. 35, Grenada, Miss.

"Max Gruberg man of integrity. Show largest and finest of its kind. 15% of gross receipts merited us for week \$860. Recommend highly." W. R. EGER, Exalted Ruler, B. P. O. Elks, Schenectady, N. Y.

Reliable Showmen:-

from show managers to take charge of beautifully framed shows—Garden of Eden, Fun House, Wax Show, Darkest Africa. Will book Snake Show providing you have some Big Snakes.

If you have something new, attractive and outstanding for the carnival midway get in touch with us. We will finance same. Would like to hear

HAVE FOR SALE

Beautiful 60-Ft. Girl Show Front with Bally Platforms and Ticket Boxes complete. Price \$250.00; cost \$1,500.00.

Complete, beautifully framed new Plantation Show—60 Ft. Front, new 40x100 Top with Sidewall, Stage, Proscenium, beautiful Scenery and Stage Settings.

This Show cost \$5,000.00. Sell for \$2,000.00.

New 50-Ft. Snake Show Front covered with Bamboo, good as new. Price \$150.00

30 x 90 Top and Sidewall, Price \$150.00

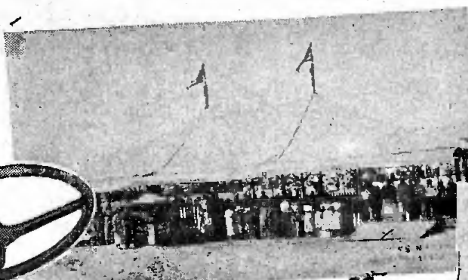
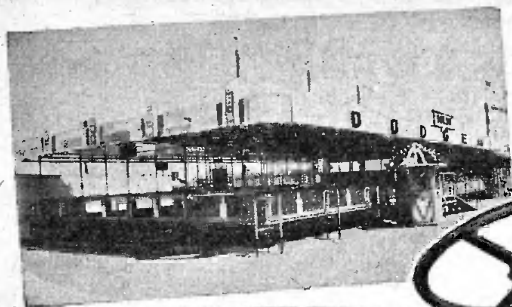
20 x 40 Top and Sidewall, Price \$ 75.00

All the Tops are in good condition.

HAVE FOR SALE

ADDRESS

MAX GRUBERG General Manager **P. O. Box 101** Philadelphia Pennsylvania



DODGEM RIDES are easily transported and quickly erected. Made of steel or wood—both available. Steel building shown on left erected in a few hours without the use of tools. In center: A popular type of wooden building. Below: An entire 15-car unit may be carried in one van.



The New 1938

DODGEM

Wherever you play — Whenever you play — DODGEM RIDES are "tops" in gross receipts for both still dates and fairs . . . The new 1938 CAR is a beauty—the last word in modern treatment—brilliantly styled to get the business —scientifically constructed to create new thrills with absolute safety — easy to handle — economical to operate. See it on display at the NAAPP&B Show, HOTEL SHERMAN, CHICAGO, Nov. 29 to Dec. 2, inclusive.

Send for New Year Book

DODGEM CORP. 706 BAY STATE BLDG.

LAWRENCE, MASSACHUSETTS

Coleman
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APPLIANCES

STOVES
BURNERS
LANTERNS

Whenever you need powerful, brilliant light in any wind or weather, whenever you want quick, dependable heat—there's a Coleman Pressure Lantern, Stove or Burner to give you just the lighting, heating or cooking service you want. Make and burn their own gas. Light instantly. Perfect for carnival and show concessions, restaurants, lunch stands, trailers—favorites of show people everywhere. WRITE NOW for illustrated literature and prices.

THE COLEMAN LAMP AND STOVE CO.
Dept. BB23 Wichita, Kans.; Chicago, Ill.; Philadelphia, Pa.; Los Angeles, Calif.; Toronto, Canada (723)

Macon Has Become A Carnival Center

MACON, Ga., Nov. 20.—This city has again become a center of much carnival activity, being winter quarters for three organizations.

W. R. Harris' Model Shows came in from closing stand, Wrightsville, Ga., and moved into the building adjacent the old foundry carnival lot.

C. E. Barfield's Cosmopolitan Shows, playing on a lot for the Disabled American Veterans this week, will also winter here.

Alamo Shows, operated by J. L. Johns, owns permanent quarters in Bellevue, suburb, have been open continuously for nearly two years, playing Macon lots frequently and never leaving the State. This show has been playing lots here for last three weeks to fair business.

About 100 carnival officials, and employees and their families are living here for the winter.

Ellman Shows Making Progress in Quarters

MILWAUKEE, Nov. 20.—In Ellman Shows' winter quarters now booking and buying is the routine. Charles Ellman has already booked a few dates for '38. He and Frances Ellman will attend fair meetings in four States. Two Diamond tractors and semi-trailers have been purchased. New canvas has been ordered and a new monkey circus will be built in January. A main entrance is being built. All new lighting effects will be installed, and a larger and longer transformer truck will be purchased by Charles Ellman, also new ground cable.

Those of the show wintering here are Charles and Frances Ellman, June Peoples, Mickey and Mary Stark, Jimmy and Florence Franklin and Ralph Johnstone. Ray Swanner is spending the winter at his home in St. Louis. Frances Ellman returned recently from a tour of the South and reports business very profitable. The writer will again be electrician, and Florence Franklin will be *The Billboard* agent.—Reported by Jimmy Franklin.

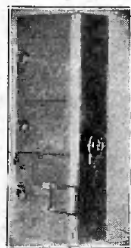
NEW MARFUL 3x4 CAMERA

With Special F. 3. 5 Lens and Shutter - \$105

NOW . . . a direct, positive Camera—which makes three-quarter or full view pictures and takes a 3" x 250-ft. roll of direct positive paper! Completely assembled mechanism in prestwood case, ready to install. This is the most reliable Strip Photo Machine on the market. Order one now!

FREE! Send for big, FREE Catalog of Money-Makers, including Direct Positive Machines, Cameras, Paper, Folders, Frames, Pocket Mirrors and Jewelry.

MARKS & FULLER, INC.
Dept. B-19 Rochester, N. Y., U. S. A.



Shooting Gallery Operators Attention!

Is your business slack? You're the one to judge it. Do you need more jacks? Square Deal Targets will balance the budget. Information and samples 25 cents. No red to cause disputes.

Square Deal Target Co.
East Williamson, N. Y.
Infringements Will Be Prosecuted.

FOR LIFE OR UNBORN SHOWS, MUSEUMS OF ANATOMY AND OTHERS. PICTURES IN NATURAL COLORS. Pertaining to Social diseases of men and women, and hereditary diseases of children. Good foot notes. Strong enough for individual attraction. 25, 12x18 inch pictures \$20.00; 25, 11x14 inch: \$10.00; 25, 8x11 inch, \$5.00. PATRICK MURPHY, 1508A S. 7th St., St. Louis, Mo.

INSURANCE
Convention Headquarters, Suite 035
Sherman Hotel, Chicago
Showman's Insurance Man
CHARLES A. LENZ

1938 Season's Greetings 1938
C. H. Tothill Attractions
Now booking Rides, Shows, Concessions, Free Act, Fair Secretaries and Committees wanting clean Attractions write 167 Washburn St., Lockport, N. Y.
It Helps You, the Paper and Advertisers to Mention The Billboard.

W. G. WADE SHOWS

Now Contracting for 1938

Can place High Class Shows of all kinds, including Fun House, Walk-Through Shows and others. Exceptional opportunity for large Animal Show to feature. We have ample room in our winter quarters to take care of you, with facilities for building and painting. Can also place High and Sensational Free Act and Legitimate Concessions of all kinds.

Address
W. G. WADE SHOWS
289 Elmhurst Ave., Detroit, Mich.
Telephone, Townsend 8-1506.

Barfield's Cosmopolitan Shows

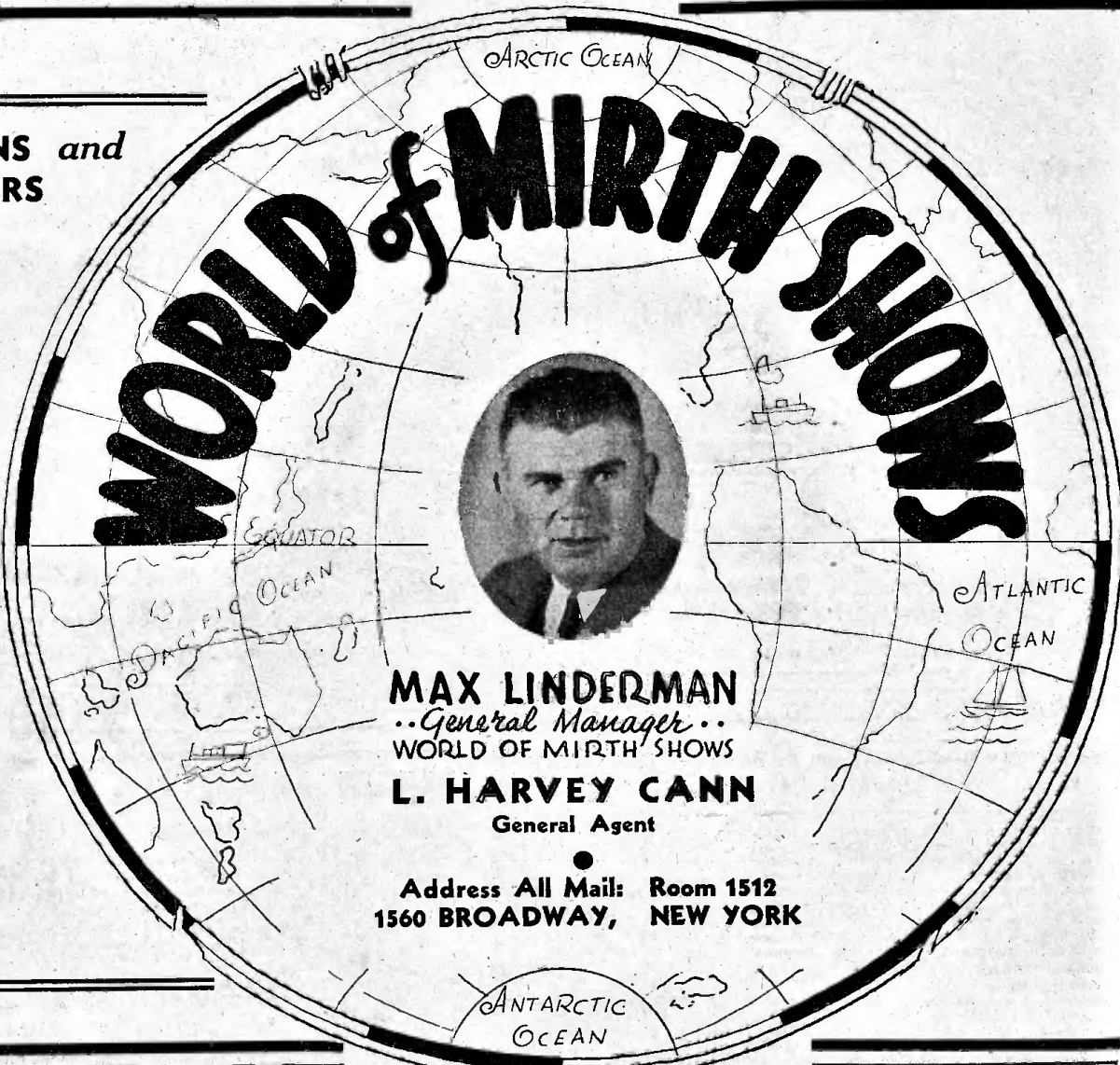
NOW BOOKING ATTRACTIONS FOR 1938

Want to hear from Showmen, Ride Owners and Concessionaires who desire booking where only legitimate Attractions and Concessions are carried. We solicit communications from discriminating Committees and Fair Secretaries. Following a very successful season, we have established winterquarters at Macon, Ga. Address all communications to C. E. BARFIELD, Mgr., Cosmopolitan Shows, P. O. Box 121, Macon, Ga.

We Thank You **FAIR MANAGERS**
From Ontario to South Carolina
For The Greatest Year In Our History

ATTRACTIONS and MANAGERS

- MOTORDROME SENSATIONS
Earl Purtle
- COTTON CLUB REVUE
R. F. Judy
- GAY NINETIES
Dot and Flo Carlson
- ODDITORIUM
T. W. Kelly
- FLYING FLEA
Edward Cenname
- LIFE
Maybelle Kidder
- HI-DE-HO
C. W. Starkweather
- PENNY ARCADE
C. A. Turnquist
- SEMINOLE INDIAN VILLAGE
Edythe Sterling
- SWINGTIME REVUE
Art Gordon
- TWO-HEADED BABY
Wm. Hegeman
- TEMPLE OF MYSTERY
Maybelle Kidder
- JUNGLE MONSTERS
Carl Porter
- BOLERO
MISS AMERICA
Jack Ward, Mgr.
- BUGHOUSE FOLLIES
Jessie Rhodes
- MIDGET REVIEW
HEY-DEY
Wm. Brown
- OCTOPUS
Jerry Greenlea
- WALTZER
Hans Mertens
- CATERPILLAR
Geo. Yamataka
- FERRIS WHEELS
Chas. Holiday
- KIDDIE RIDES
Jack Linderman
- MERRY-GO-ROUND
Frank Anderson
- LOOP-THE-LOOP
Hans Mertens
- LOOP-O-PLANE
Earl Purtle
- ROCKET
Vern Lucas
- SKOOTER
Wm. Rushmer
- PONY RIDE
Harry B. Julius
- RIDEE-O
Peter Clate



Thank You,
Max Linderman
for the Banner Season of Our Careers

**JACK GREENSPOON
PHIL ISSER**

and
EDDIE BRAMSON

Managers

WORLD OF MIRTH CONCESSION DEPT.

It was a gratifying season
thanks to Max Linderman
JACK WARD, Manager, Miss America

Again a
Roaring Success
EARL PURTLE'S
Lion Motordrome
Sensations

Thank You, Max, for a Fine Route

TOMMY RIGGINS, Mgr.
WORLD OF MIRTH COOKHOUSE

We have enjoyed a pleasant, profitable year, thanks to

**MAX LINDERMAN
JACK AND LOTTIE GILBERT**
Four De Luxe Concession Stores

HARRY B. JULIUS
Pony Ride

Thanks, Miss
America
K. C. MCGARY

Thanks From
**BILL AND MARIE
HEGEMAN**
Two-Headed Baby

Thank You, Max Linderman
ART AND MARGE GORDON
Swingtime Revue

Thanks Hi-De-Ho and Spillman
Engineering Corp., No. Tonawanda,
New York.

Thanks, Max Linderman, for a
Fine Season

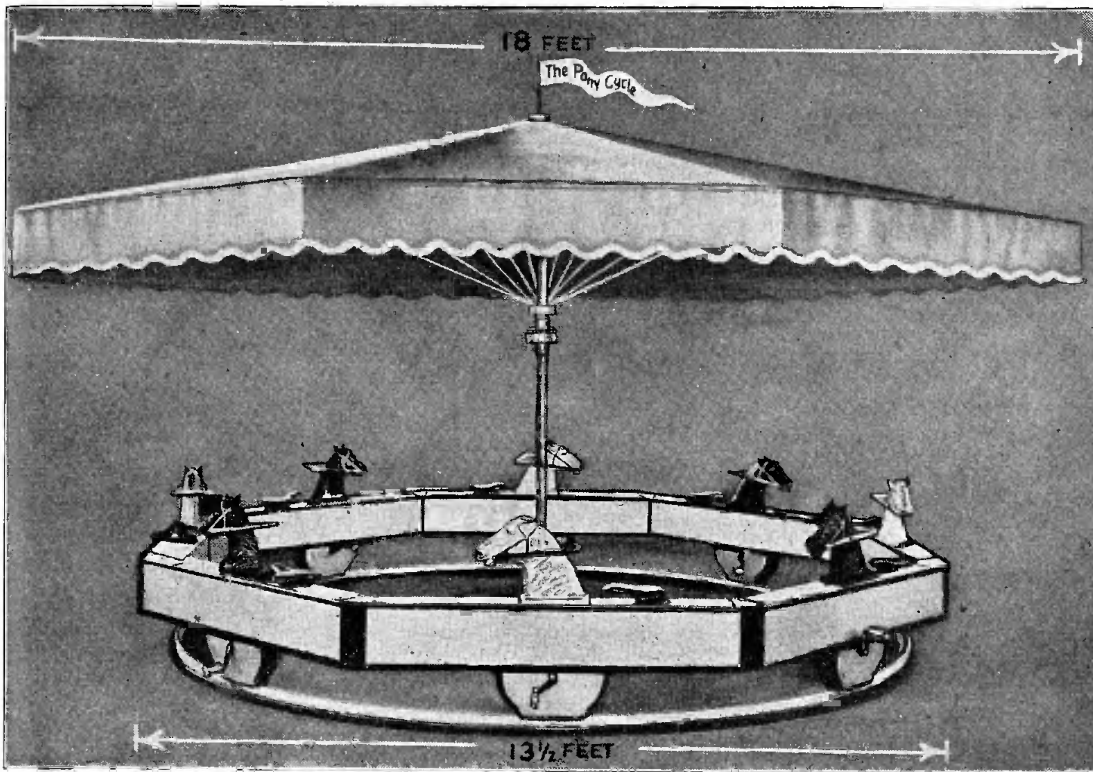
J. E. EDWARDS
PAUL VILEKO
RONALD DRIVER

Thank You, Max Linderman, for a
Profitable Season
**MR. AND MRS. WALLACE
A. COBB**
(Trainmaster)

Sure to Attract the Children THE PONY CYCLE

Every Kiddie in sight will want to ride this new PONY CYCLE. A money maker at carnivals and fairs. Permanent equipment for parks, at beaches and resorts. Sure to have appeal. Will stand hard usage.

(MERRY-GO-ROUND AND EXERCISER)



New patented amusement device that attracts children by the hundreds.

Type "A" (with motor)

All steel construction with maximum protection against severe weather. Equipped with booster motor concealed within panels of one section. All wheels are of the coaster type, permitting free wheeling while pedals are held motionless. Machine can be operated by the kiddies or run by the motor. Standard capacity 8 with auxiliary seats for 8 more. Only \$685 including top and side curtains, F. O. B. factory.

Type "B" (no motor)

Same as "A" without motor. Pony Cycle is operated by the children. It runs easily. One child can propel it. Only \$375, without top, F. O. B. factory. Well made and strongly supported top, protecting under all weather conditions, can be furnished. Price upon request.

See us at the
NAAPP&B Convention
Booths 24, 25, 48, 49

SPECIFICATIONS: THE PONY CYCLE is 13 1/2 ft. dia., 42 1/2 ft. cir. Umbrella is 18 ft. dia., in two colors, alternating and with drop and side curtains. Finish—All-weather paint—Brilliant Aluminum Panels—Black Trim with Red Base, upon which is mounted Pony heads and seats.

Approx. weights—Frame Complete 750 lbs.; Track, 110 lbs.; Top, Side Curtains and Frame, 445 lbs.; Motor, 50 lbs. Total, 1355 lbs.

Manufactured By
HARRY C. RITTER,
INCORPORATED
Health Equipment & Amusements Division.
WILLIAMSPORT, PA.

Skeptics Were Wrong Again

A Story of Max Goodman's First Venture as a Major Railroad Carnival Owner

The carnival season of 1937 stands out as the best since 1929 for many outdoor shows and for that reason is notable. Perhaps next to this as an outstanding feature was the entree into the realm of showdom of a new star. It soon took its place as a stellar constellation in the firmament of big ones; and it left in its wake an enviable reputation best voiced in the words "come again, and welcome."

The new planet is that created by Max Goodman, erstwhile known favorably thruout the land as a concessioner. When he made the announcement he was to enter the show field observers stood aside to watch his speed. Some said he would take out his show and in the next breath asked, "Who will bring it back?"

The answer is: "He took it out and brought it back."



MAX GOODMAN, general manager Goodman Wonder Show.

Like every other craft launched upon the sea of speculation, the Goodman Wonder Show was never out of sight of showmen and those aligned with the field. Max Goodman braved defiance, steered his own ship by the star of hope and landed safely, with all on board, in the port of "Success." He also wrote memorable pages in history. He set a pace that many others may rightly follow.

A man of his own ideals, with courage of his convictions, he weathered the course thru hurricanes of criticisms, tornadoes of unseen forces and directions, cyclones of difficulties too numerous to mention. Yet each and every one subsided to let him rest upon laurels achieved and a very bright outlook for the coming year.

His critics were many—and all wrong. His ability to sidestep pitfalls, to shelve worthless advice and wend his own way brought his season to a triumphant close. He winters in the town where he closed; he has the map of the country before him; everywhere he went the latching was hanging on the outside; and whither he may go the coming year is a problem, the answer to which he alone knows.

Building a show from rails to roof, routing it from the tidewater of North Carolina to the intermountain section near the Canadian line and returning it safe and sound to the Gulf section of the country demonstrated he is master of his own designs and successful as a carnival operator and manager. His foresight was an enigma to many, his success a fact and not a fable.

Max Goodman personally is a remarkable man. His example may well be placed before others. His integrity is beyond question and no other gets more pleasure looking backward than he. But he has no time to look back. His

theory and his practice is: Today is the tomorrow you worried about yesterday, and tomorrow never comes.

He is a graduate of the college of experience. He remembers its lessons well. He is never satisfied with making good; he wants to do better. That being the goal, he no doubt will make other high scores.

At the age of 9 he was a newsboy, from the "newsy" rank he became a circulator. Before there were paved roads and highway maps for the asking he followed a pencil sketch of paths leading from New York to Atlantic City in a frantic and successful struggle to put his paper on sale in seaside resort before a train could bring in opposition publications.

Therefore it is not a cause for wonder that today he can pilot his show wherever he wishes to go.

Finding a circulator's job too slow, Max branched out as a concession man. He adopted a platform of fairness with all and still stands adamant on that platform. Profiting by the mistakes he made in 1937, he is now rebuilding the weak points of his show and adding many new features. The value of these time shall prove. He knows how to pick up a live feature and how to let go of a losing one. Possession of this knowledge is an invaluable asset in showdom. Many who never possessed it have seen the fine go to the intermediate and the good to failure.

With these factors at his command he is not yet out of the limelight as a visualizer, a builder and a winner. The coming year he no doubt will go after bigger and better things, his dynamic nature bidding him defy the lightning of opposition, and his ambition calculated to add another crown of laurels to those won in the year so recently closed.

Resolution To Bar Carnivals Prior to Fair Filed, Green Bay

GREEN BAY, Wis., Nov. 20.—Brown County board of supervisors has sent a resolution to the Green Bay and De Pere city councils requesting them to bar carnivals, circuses and other entertainment from showing in the county at least three weeks before the annual fair.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6.75; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 8 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, neat class, \$12.50. Lapboards, white cards, 8 1/2 x 14, Per C., \$1.50. Stamping Bingo Cards on same, extra Per C., .50. Bingo Card Markers, in strips, 25,000 for 1.50. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS

More and more people are buying our Candy Floss Machines—ONLY the Original Guaranteed Machines. We also have the Double Heads. Get service plus satisfaction. Write Today. **ELECTRIC CANDY FLOSS MACHINE CO.** 202 Twelfth Ave., So., Nashville, Tenn.

50 Personal Xmas Cards \$1

Beautiful styled Folders in colors. Your name FREE on each in glassy type. Special, 25 for 60c or 50 for \$1.00 postpaid. Worth much more. Order now.

VOQUE ENGRAVERS, 5434 Cologne Ave., St. Louis, Mo.

Second-Hand Show Property For Sale

\$15.00 Mail Bag Escape, Complete.
\$75.00 Lord's Prayer Machine on Penny.
\$50.00 Acme Portable Projector, 35 mm. Trunk.
\$1.75 Men's White P'kskin Skate Shoes, all sizes.
Sound-Proof Screen for Theatre. Sell Cheap.
WE BUY BUNK SKATES and 8 or 10mm. FILM.
WELL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

35TH CONSECUTIVE YEAR

J. GEORGE LOOS

GREATER UNITED SHOWS

WANT FOR SEASON OF 1938
SHOWS—RIDES AND CONCESSIONS
OPENING DATE FEBRUARY 12 TO 27

LAREDO, TEX. WASHINGTON'S BIRTHDAY
3-SATURDAYS
AND SUNDAYS
CELEBRATION

RIDES Can place Octopus, Ridee-O, Small Whip or Dodgem, Caterpillar, Double Loop-o-Planes, Pony Ride. Will also book or buy Ferris Wheel.

SHOWS Will furnish tent and front for Illusion Show, Girl Revue or any other Show operated by capable showmen. Want Fun House and Mechanical Shows, also Platform Attractions.

WANT CIRCUS SIDE SHOW MILO ANTHONY
WRITE
CAN PLACE RIDE HELP — COLORED PERFORMERS
WANT BILLPOSTER WITH CAR

Free Acts For Laredo

Preferably Bounding Net Comedy Bar Act, High Wire, Trick House, Other Acts, Write.

HAVE CONTRACTED FOR ENTIRE SEASON

THE HUMAN BULLET
SHOOTING A MAN FROM CANNON

FAIRS Have already contracted 12 Fairs and Celebrations for season, with 8 or 10 more to follow. Long season of 40 weeks. Have again contracted Laredo for next four years.

ALWAYS ROOM FOR LEGITIMATE CONCESSIONS
FAIR COMMITTEES IN OKLAHOMA, KANSAS, COLORADO AND TEXAS. LOOK US OVER.

Write or Wire

J. GEORGE LOOS—GREATER UNITED SHOWS

WEEK NOV. 22, ALICE, TEX.; WEEK NOV. 29, BENAVIDES, TEX. THEN WINTER QUARTERS, LAREDO, TEX.

Showmen's League
of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, Nov. 20.—Everyone is busy and anxiously awaiting the Chicago meeting. Past President Sam J. Levy is back from Hot Springs, Ark., and is taking an active interest in making the Silver Anniversary Banquet and Ball a success. Past President Patty Conklin is expected for the Thursday meeting, with the remainder of the Hot Springs party staying there another week.

Al Rossman, chairman of the program committee, has sent out a number of letters advising that this year's program will carry no ads. There will, however, be a page known as the sponsors' page which will carry names of anyone who cares to be represented in the program.

George Fowler of the Big Show is under a doctor's care here. Brother Bob Miller is still confined to his home and may have to undergo a spinal operation. Brother Harry Coddington is reported to be resting as well as can be expected. He is anxious to read cards from friends. Brother Col. Owens' condition is about the same. He would also like to receive cards.

Fitzie Brown is getting nearer that Gold Life Membership card. Frank Conklin is still recuperating in Monrovia, but the mail is bringing in applications that are putting him within striking distance.

Berney Mendelson is busy on the President's Party and promises a real event. Frank Shean is getting everything set for the Memorial Service.

Applications were received from Harry G. Templeton, Irving Sherman, H. William Pollack, Arthur Campfield, James C. Ward Jr., Harold Holliday, Arthur F. Gordon, William E. Hegeman and Fred E. Jule. They were credited to Fitzie Brown and Frank Conklin.

Moneys were received in the Cemetery Fund Drive from Earl Burke, Prof. Arthur L. Morrell, Phillip Shapiro and William Hettlich.

George Atkinson, George A. Golden, Irving Zolum, Phillip Shapiro and W. E. Hammer, sent dues during the week.

Harry Hancock has returned from a business trip to Cleveland, while Brothers Richard and Charles Miller card that they are having a pleasant tour of Europe.

Better get your bag packed and come into Chicago for the big doings.

Ladies' Auxiliary

The regular Thanksgiving meeting probably will be held November 28. Members are preparing for the disposal of the many beautiful gifts they have made.

Alice Schadell attended the meeting after a successful season. Alice Hill was also present for the first time since her accident last spring.

Chairlady Frances Keller has appointed Cleora Miller Helmer to officiate at the installation ceremonies December 2. President Keller is planning a trip to California after the first of the year.

After the meeting members were treated to sandwiches and cake supplied by the president, Mrs. Robert Miller, and Clara Hollie Harker.

St. Louis

ST. LOUIS, Nov. 20.—The Dodson Shows' train pulled into East St. Louis, Ill. Wednesday, after a good run from Lake Charles, La. Mr. and Mrs. C. Guy Dodson left Friday for Hot Springs, Ark., where they will spend the week prior to going to the Chicago meetings. Mel G. Dodson will leave here latter part of next week for Chicago.

William D. Pink, who stored his rides in East St. Louis for the winter, left with Mrs. Pink, Tuesday, for Los Angeles, where they will spend the winter with relatives.

Carl Byers and Don Trueblood, of the Byers & Beach Shows, were among The Billboard office visitors, Tuesday. Both plan on going to the Chicago meetings. Harry Beach, partner of Byers in the show, left for Little Rock, Ark., where he will remain until after New Year's.

L. S. Hogan, general agent of the Beckmann & Gerety Shows, was in the city on Monday and Tuesday. He departed

Tuesday afternoon and plans on arriving in Chicago Thanksgiving Day.

S. T. Jessup, president of the United States Tent & Awning Company, Chicago, was in the city Monday and Tuesday when he was here on a case of the National Tent and Awning Manufacturers Association, of which he was recently elected president. He advised that the case had been settled in the Clayton, Mo., courts in favor of the association.

Charles Oliver, of Oliver Amusement Company, and Sam Fiedler, partner with Oliver in the operation of the Keystone Amusement Company, arrived Tuesday, after closing their two units in Arkansas last Saturday. They put their rides in their permanent quarters in this city.

Oscar Bloom and L. S. Rohter, owner and general agent, respectively, of the Gold Medal Shows, are in Hot Springs, Ark., prior to going to Chicago latter part of next week. They report a host of show people at present in Hot Springs. Mr. and Mrs. Sam Solomon are among other show folk there.

Mr. and Mrs. Noble C. Fairly, of Fairly & Little Shows, spent several days in the city this week and were among The Billboard office visitors Monday. While here they were the guests of Mr. and Mrs. Charles T. Goss.

Jack Edwards, agent of the Greater United Shows, cards that after Kingsville, Tex., where the show closes the season Saturday, he will go to Laredo for the winter.

Among The Billboard office visitors Monday were John Francis, Greater Exposition Shows; Bob LeBurno, in from a month's sojourn in Arkansas; John Sweeney and Euby R. Cobb, of the Dee Lang Shows; Elmer Brown, general agent of the same show; Billy Finkle, "Charlie Chaplin" clown, just completed a route of fairs south; Earl Shipley, former producing clown on large circuses, now in a commercial business; Robert Howe, concessioner; Harry Allen, general agent, who advised that Mrs. Allen, while still in the hospital, is improving; Rex Hamod, magician, and Charles T. Goss.

Missouri Show
Women's Club

AMERICAN HOTEL

ST. LOUIS, Nov. 20.—The club's regular meeting was held at the American Hotel November 11, with Gertrude Lang presiding in the absence of President Norma Lang, who was with her husband, Dee Lang, in New York on business. Mrs. Harry Allen is seriously ill in the Jewish Hospital. Several members visited her.

Business was quickly dispensed with, as a special Armistice Day program was in order the rest of the evening. Bridge and rummy were played, Mary Francis and Clea Jacobson taking the first and second prizes in bridge, respectively, and Millicent Navarro taking the rummy prize. After the games a Dutch lunch, with Grace Goss as hostess, was served.

In addition to those already mentioned, the following were present: Viola Fairly, Ruby Francis, Helen Richter, Peggy Smith, Florence Parker, Irene Burke and Kathleen Riebe.

NEW YORK, Nov. 20.—W. J. O'Brien, promoter of novel indoor events under auspices, was here this week in the interest of his various activities.

FRANK BURKE SHOWS

NOW BOOKING FOR THEIR 1938 SEASON. Want real Pit Showmen that has something to put into first class top. **NO SUITCASE SHOWMEN WANTED.** Milo Anthony write. Also want first-class GIRL SHOW MANAGER, and any other Show of merit. Will furnish tops for same. Want A-1 Show Mechanic, sober and reliable and able to keep up equipment and move show per schedule; V-8 FORDS are used. Harvey, mechanic formerly with Tidwell Shows, write. **FREE ACTS OF MERIT WRITE. PLAYING FIRST-CLASS ROUTE.**

Address: FRANK BURKE SHOWS, Winter Quarters, Mesa, Arizona.

E. LAWRENCE PHILLIPS, Presents

JOHNNY J. JONES
EXPOSITION

SEASON'S GREETINGS
TO ALL!

"The Show
Beautiful"

Winter Quarters
Augusta, Ga.

WATCH FOR OUR SPECIAL ANNOUNCEMENT
IN NEXT WEEK'S ISSUE OF THE BILLBOARD!

AL. G. HODGE SHOWS, Inc.

Now Booking Attractions For 1938 Season

We offer an attractive route, still dates and fairs. Invite correspondence from Showmen. WILL BOOK Independent Attractions of merit. WILL BOOK Octopus. WANT General Agent, Cook House, Corn Game and Concessions of all kind. Ride Foremen, single men preferred. Must be sober and reliable. State all first letter, including past experience. Must drive tractor. Compliments of the season. Address W. M. TUCKER, Manager, P. O. Box 32, Gary, Ind.

FRANK GRIMES WANTS

OPENING EARLY IN APRIL
Free Acts—Rides—Concessions—Shows—Cookhouse
WILL GUARANTEE TICKETS

Address FRANK GRIMES
2345 Broadway, New York

CANGLER CIRCUS,
AERIAL LEONES,
FLYING CARLTONS,
LET ME HEAR FROM YOU

★ ★ ★ XMAS GREETINGS ★ ★ ★

THERE ARE "SCORES" of REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of
America



165 W. Madison St., Chicago

It is the oldest organization of outdoor showmen in America, conducted by showmen for showmen in the outdoor show world.

15 Years Ago

(From The Billboard Dated November 25, 1922)

Stiegrist & Silbon Shows were safely tucked away in their winter quarters in Kansas City, Mo., and ready for their grooming the coming spring. Officers of the Ladies' Auxiliary of the Heart of America Showmen's Club were busily preparing for their Thanksgiving Bazaar in the Coates House. . . . Snapp Bros.' Shows were playing Los Angeles territory preparatory to winding up the season and going into quarters at San Diego, Calif. . . . M. J. Riley Shows blew into quarters at Trenton, N. J., after closing the season at Bishopville, S. C. . . . World of Mirth Shows had just engaged the services of Fred Lewis, well known to outdoor showmen as a builder of show fronts, wagons, etc. Eddie Owens, lot superintendent for T. A. Wolfe's Superior Shows, accompanied by his wife, returned to his home in Cincinnati, where he planned to winter. . . . James H. (Doc) Barry, for many years a talker with various shows, arrived in Chicago after closing with the Paramount Corporation. . . . The West Shows wound up the season at Clinton, N. C., and immediately headed for quarters in Tarboro, N. C. . . . Jack (Blackie) Arthur was suffering from a broken leg in Phillipsburg, N. J., sustained in a fall from a wagon on which he was working. . . . Empire Greater Shows were all set up and awaiting opening day of the fair in Roxboro, N. C. . . . Williston (Fla.) Fair proved a lucrative one for the Just Right Shows. Mr. and Mrs. A. L. Hall were still working their Right-O concession in Los Angeles. . . . Shadow, the human cigaret fiend with John Metz on the

World at Home Shows, was confined in his home in Johnstown, Pa., with both hips broken. . . . George (Blackie) LaRue stored his concessions at Beloit, Wis., after closing with Young Bros.' Shows at Washington, Kan. . . . W. L. (Slim) Griffin returned to his old winter stand-by, the sheet, after closing with Billie Clark's Blue Ribbon Shows. . . . Ralph Bliss closed with the Matthew J. Riley Shows and located in Fostoria, O. . . . Twentieth Century Shows were wintering in Gloversville, N. Y.

Showfolk Best Customers

EAST LANSING, Mich., Nov. 20.—With a big percentage of its sales being made to showfolk, Sellhorn Sales and Service reports a very successful year. On December 1 the firm will wind up its 1937 season with a trailer auction.

Because trouper are constantly moving about, Sellhorn has experienced some reluctance in arranging financing but it has overcome this difficulty and, probably due to this interest in them, the firm has found show people to be its best customers.

After January 1 Sellhorn will have a full line of 1938 trailers. Harry Coffin, formerly with Rubbin & Cherry and other major shows, is active in this organization.

Shipment of Animals Arrives in New York

NEW YORK, Nov. 20.—Another consignment of wild animals arrived here this week for the Henry Trefflich animal dealing office. Cargo, under the care of Philip Carroll, included approximately 500 specimens of simians, snakes and fowl.

Trefflich revealed that greater part of shipment has already been consigned to traveling shows and zoos, and that specimens as a whole arrived in first-class condition.

Get Fair Bookings Right; Shows Are Essential to Fair's Success

By WILLIAM JUDKINS HEWITT

It is no longer hearsay, speculation or whimsey regarding the midway as being essential to the success of exhibitions, fairs and similar events held annually over the North American continent. Past performances on the part of carnival midway managements have long since silenced all opposition, which has repeatedly claimed that exhibitions, fairs and celebrations can draw crowds and entertain them as they should be without a midway of shows, riding devices and legitimate concessions. The exhibition manager, fair secretary and celebration committee is now faced with solid cold facts in record crowds and constantly mounting midway grosses, the recognition given the midways by the press, radio and public in recent seasons stands as concrete evidence that midways are essential to the full and complete success of outdoor events of the kind in question.



HEWITT

However, there are a few fairs that still hold to the old opinion that midways are not essential. In Canada there is no such opinion, as all exhibitions in that country have midways and book leading attractions for them annually. As to the few fairs in the United States that do not have midways, it is noted that their attendance records are nominally small as compared to those that give recognition to the midway attractions. It also stands out that they break no records in gross takings or net earnings. There is a reason, and that reason lies in their failure to present creditable show, ride and concession midways. The public knows

the lack of true fairground attractions and in consequence hire themselves and spending money to the fairs that do have midways.

In view of the prestige now enjoyed by the carnival midway, there looms greater obligations on the part of carnival owners. These obligations are, first, to continue to improve their offerings, and, second, to book them as a unit at exhibitions and fairs at a percentage nearer to the live-and-let-live basis than has heretofore pertained. In other words, percentages to be paid exhibitions and fairs have got to be lowered if the present high standard of the carnival as a whole is to be maintained. So heed the caption of this article, "Get Fair Bookings Right; Shows are Essential to Fair's Success."

It is apparent that the leading carnival managers who met recently in Jackson, Miss., know their obligations to the public and themselves and have a mutual understanding that they are paying too much for the privilege to build up a great number of exhibitions and fairs. Percentages must come down if they are to continue in business, a business that is so essential to the success of exhibitions and fairs, and that is furnishing high-class midway attractions.

In view of the above, for the information of all exhibition managers and fair secretaries it might be well to note that the trend is for big city booking, and that looms as opposition to exhibitions and fairs in the main.

If carnival owners wish to hold that which they have and to provide better amusements, let them heed "Get Fair Bookings Right; Shows Are Essential to Fair's Success!"

The carnival traffic has all it can bear in giving up percentages that are entirely too exorbitant as of recent years, and they must get bookings that will help them maintain standards in size and quality of their present offerings. The limit has been reached, the next tilt in percentages may be the breaking point, at which point they would go out of business, and if so exhibitions and fairs would suffer accordingly.

"Get Fair Bookings Right; Shows Are Essential to Fair's Success!"

Next Year... MORE THAN EVER... IT WILL BE BRIGHT METAL that DRAWS THE CROWDS



READ WHAT HENNIES BROS. SHOWS Have To Say About 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-Bord backing for easy application. Write for samples, prices and illustrated literature.

AMERICAN NICKELOID COMPANY
16 SECOND ST., PERU, ILL.

" . . . Chromium creates a sensation at night . . . We find that the use of your product saves us much in electrical energy, as we have been able to cut electrical consumption by easily 100 kilowatts per hour . . . and that is a huge saving . . . "

H. W. HENNIES.

STATE FAIR SHOWS

NOW BOOKING FOR SEASON OF 1938
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 — WATCH THIS SHOW

Winter Quarters — El Paso, Texas.

Address—MEL H. VAUGHT, Mgr., P. O. Box 1108, El Paso, Texas.

SEASON'S GREETINGS TO ALL
From
THE E. J. CASEY "ALL CANADIAN" SHOWS
MOTORIZED

E. J. CASEY
Owner and Manager.
Playing Manitoba, Saskatchewan, Alberta and Western Ontario. Now Booking Clean, Worthwhile Shows and Concessions for 1938. Address: 58 Fifth Ave., St. Vital, Manitoba.

F. L. PRESBOTT
General Representative.

Incomparable in its wealth of exclusive features Truly a Modern Midway.

1938 Season Opens Feb. 12th
40 - Weeks in California - 40
No Rain — No Blowdowns
No Muddy Lots

SHOWS OF MERIT
Write us San Bernardino, Calif.

MR. & MRS. KARL MILLER
Announce for Season 1938
AVON GAYLES—"IT REVUE"
MILLERS—MONKEY CIRCUS
EUROPEAN—MIDGET CIRCUS
Closed a Season of Success With
CRAFTS 20 BIG SHOWS

WATCH US IN 1938
CRAFTS 20 BIG SHOWS
HIGH CLASS ATTRACTIONS
WORLD'S LARGEST MOTORIZED CONEY ISLAND
— All New this Year —

A MOST SUCCESSFUL SEASON
(Red) CRAWFORD and PAULINE
Featured Performers and Operators
WALL OF DEATH — Watch Us Go To Town in '38

SEASON'S GREETING FROM
CRAFTS CIRCUS SIDE SHOW
Featuring the One and Only
FRANK LENTINI — World's Famous 3 Legged Man

Astounding In Its Immensity. Even admitted by competitors to be the "Tops" on the Coast.

1938 Season Opens Feb. 12th
40 - Weeks in California - 40
Playing Choice Fairs and Celebrations

Legitimate Concessions
Write us—San Bernardino, Calif.

RAGLAND & KORTE
MERCHANDISE WHEELS
Another Season of Success
Lew Korte Tapestry and Rugs
John (Spot) Ragland Shawls and Blankets
Ruth Korte Ham and Bacon
Claude Hickman Imported Groceries

SEASON GREETINGS FROM THE STAFF
CRAFTS 20 BIG SHOWS

ROY E. LUDINGTON, General Manager
"The Broad Shouldered Boy"

ELMER HANSCOM, Legal Adjuster
"Year after Year"

HAROLD PERRY, Special Agent
"Hanging Plenty of Paper"

ROGER WARREN, Supt. of Utilities
"Greetings and Salutations"



O. N. CRAFTS, Sole Owner
CRAFTS 20 BIG SHOWS
GOLDEN STATE SHOWS
WORLD'S FAIR SHOWS

Season Greetings From the Staff
CRAFTS 20 BIG SHOWS

PHIL H. WILLIAMS, Gen. Agent
"Still Showing the Way"

T. J. (Tommy) MYERS, Secy.-Treas.
"Still in the Counting Wagon"

"wee" **MACK DOMAN, Supt. Traffic**
"Getting It Thru Without Delay"

ORVAL (Happy) HATFIELD,
MASTER MECHANIC
"Original Mr. Fixit"

HOWDY "POP"
FROM THE FERRIS WHEEL
and MERRY-GO-ROUND
Joe Duran — J. B. Vansickle —
Pat Murphy — R. Heathman

HI "POP"
Still First Up and Down
OCTOPUS and Kiddie Rides
Jake Boyd Wm. Harris
C. L. Turner H. Taylor

Greetings "Pop" Crafts
AUTO SKOOTER GANG
W. Cooper J. Parker
A. P. Dushane

Hi "POP" What's the Call
Hey Dey & Loop-O-Plane
Roy Meyers Andrew Spaeth
Wm. Wright H. L. Vansickle
SAMMY (SHEIK) CALDWELL

A very good season with
CRAFTS 20 BIG SHOWS
PROFESSOR ED. KANTHE
— Ringside —
ATHLETIC STADIUM

A SEASON OF RED ONES
JAMES LYNCH
Cook House — Candy Floss
Juice and Grab — Pop Corn

A VERY ENJOYABLE and SUCCESSFUL SEASON
CONCESSIONAIRES With Crafts 20 Big Shows
ED. BLISS C. C. C. F. D. PHILLIPS
PHIL STOPECK CRAFTS CERTIFIED LUDGER ST. JEAN
MARIE KLENCK CONCESSIONS BILLIE TURNER
MARY LUDINGTON MAKE STELLA HANSCOM
FRANK PLATTEN SATISFIED MARIE BURNETTE
CHAS. JOHNSON CUSTOMERS HARRY RODGERS

1937 — A Season of Success
MIDWAY CAFE
"Where the Gang Meets and Eats"
James Lynch, Manager
Charlotte Duran, Secretary
Art Larue John Mansfield
Bill LaRoque Louis Pettinari

Greetings From Pennyland
GEO. BRYANT, Manager

NOW - BOOKING ATTRACTIONS - SEASON 1938

Greetings From the Staff
WILL WRIGHT, Gen. Mgr.
"They all say WRIGHT is alright"

JOHN HOBDAJ, Auditor
"Dealing in Figures"

To Golden State Shows, Crafts' Shows and Friends
SEASON'S GREETINGS
From Circus Side Show. Had a very good season.—WM. HOBDAJ, Mgr.

GOLDEN STATE SHOWS
A New and Modern Midway
California's Greatest Carnival Attractions
A CRAFTS INSTITUTION THRU-OUT
Winter Quarters — San Bernardino, Calif.

GOLDEN STATE SHOWS CONCESSIONAIRES
BABE & PHIL HEAVING EDW. PARADIS
RALPH HANSON STOCK Mr.-Mrs. W. MAHON
MABEL WRIGHT BRINGS LARRY DUNLAP
CHARLEY KING RESULTS GENE LUCERO
MR. and MRS. JACK ETHEL McDONALD
LINDSEY MR. and Mrs. LY-
LEROY BELYEA A Very MAN PAGE
Profitable Season

Greetings From the Staff
JOE DE MOCHELLE, Agent
"Just Follow Me"

HOMER REESE, Supt.
"Getting It Off and On"

A Season of Success
with the
WALL OF DEATH
JAMES LEE, Manager
"With It and For It—
and doing alright."
MR. and MRS. DICK KANTHE
ATHLETIC STADIUM

MERITORIOUS ATTRACTIONS WANTED FOR 1938

Staff Members' Greetings
MAX H. BERNARD, Gen. Mgr.
"From Little Acorns Mighty Oaks Can Grow."

RALPH WARREN, Publicity
"Telling Them All About It"

A. ALBERT
43 PINE ST., SAN FRANCISCO
Concessionaires' Supplies
"You never get hurt—when you trade with Albert"

WORLD'S FAIR SHOWS
"Biggest Little Show In All the World"
Another Crafts Unit and the
BOAST and TOAST of the COAST
Winter Quarters — San Bernardino, Calif.

WORLD'S FAIR SHOWS CONCESSIONAIRES
Announce a Season of Success
SPOT FOWLER CONCESSIONS ROSE BERNARD
FRENCHY LAMAR of C. G. KING
H. BERNARD CHARACTER JOE FOSEA
LOUIS DRESCHER and HARRISON RHODES
DISTINCTION

Staff Members' Greetings
H. MOOK, Secy.-Treas.
Seasons Greetings

ALF MALER, Lot Supt.
"The Hustling Swede"

Greetings From
S. C. McDONALD, Merry-Go-Round
FRANK KEMPF, Merry Mix-Up
JESSE CLEMENT, Ferris Wheel
Loop-O-Plane and Kiddie Ride Boys

President Will Wright Invites You

to attend the

16th Annual Charity Banquet and Ball of

THE PACIFIC COAST SHOWMEN'S ASSN.

in the

Roosevelt Salon, Biltmore Hotel, Los Angeles, Calif.,
Wednesday Evening, December 15, 1937

THE SHOW OF ALL SHOWS

BANQUET DE LUXE A SUPER FLOOR SHOW
California's Finest Dance Orchestra
The Most Outstanding Event on the West Coast

Tickets \$5.00

Address All Communications to
TED LEFORS, Chairman
730 S. Grand Ave., Los Angeles, Calif.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Nov. 20. — Monday night's meeting saw the largest number of members in attendance thus far. There were 177 present when President Will Wright called for order. Other executives present were Dr. Ralph E. Smith, first vice-president; Ross R. Davis, treasurer, and Frank J. Downie, acting secretary.

Communications: C. F. Zeiger, of Zeiger's United Shows, sent a check for the largest amount that has yet been received since the show within a show idea was originated by J. Douglas Morgan. The show received a tremendous hand for the excellent showing. Mel Vaught came thru with a letter and a much-appreciated check. From the West Coast Amusement Company came a check which topped all previous ones for the sale of books for the Cemetery Fund Drive. Both announcements were greeted with rounds of applause.

New members: William McMahon, Walter R. Whaley, Harry Crimmins.

POP BAKER

WHEELS, SKILLOS, SPINDLES
COUPON ROLLDOWNS, BINGO FLASHERS
5161 Trumbull, Detroit.

FOR SALE

One 10-Car Hevday Top, mildew proof, used six weeks. A real Khaki Top and a bargain.

JAMES PATTERSON

Paola, Kan.

WANTED

Wild West Show; Incubator; Unborn; World War Exhibit or Any Other Donation Exhibit Show. Work on Percentage Basis.
CRYSTAL HALL, 122 E. 14th St., New York.

End your correspondence to advertisers by mentioning The Billboard.

Oscar W. Rife, Floyd Dee Bartley, Sterling Davis, Louis H. Korte, Hugh Toomer, credited to William Hobday. Jack B. Mills, credited to Frank W. Babcock and Ben Dobbert. Val Vino, credited to Philip Stoeck and Jack Russell. Manny Stillman, credited to Fred Stewart and E. W. Coe. Lester R. Schoettlin, credited to Harry L. Gordon and Clyde Gooding. Sam Katex, credited to William Hobday and Charles Walpert.

President Wright announced the club had received a check for \$100, donated by a well-known showman who modestly asks that his name be withheld, for the winner of first prize in the membership drive contest. He also stated that next Monday night will be Past President's night. A floor show and lunch and refreshments will be donated by Wright for the occasion.

The matter of the disinterment of the remains of the late Al G. Barnes, who is buried at Indio, Calif., for reinterment in Showmen's Rest again came up for discussion. After listening to reports from two committees which had just returned from a visit to the grave the members voted that further discussion should be held in abeyance for the present.

Reading of the financial statement brought out the fact that the club's general fund has the greatest sum ever recorded at this time of the year. Emergency sick and relief funds have also hit a new high, while receipts for the week have swelled the Cemetery Drive Fund to such proportions that award winners in that contest will be assured substantial cash prizes. When the matter of obtaining a new radio came up again for discussion Herb Ushers offered to donate one and the offer was accepted. It was installed last Tuesday.

In an effort to stimulate added interest in the 16th Annual Charity Banquet and Ball, which will be held December 15, Ted LeFors outlined plans for the event and urged all to get their reservations as soon as possible. A late announcement indicated that the membership drive is being hotly contested. Final winners will be announced December 13 and prizes awarded at that time. Weekly award went to William McMahon. Refreshments and lunch were served after adjournment.

★ DELUXE SHOWS of AMERICA ★

The Outstanding Amusement Enterprise of the Show World
Extends to Its Many Friends
A Merry Christmas and a Happy New Year

NOW BOOKING FOR SEASON 1938

SHOWS, RIDES, CONCESSIONS AND FREE ACTS. We are interested in clean, meritorious Shows, sensational Rides and good, honest Concessions. What have you? Let us know immediately.

ATTENTION! COMMITTEES AND FAIR SECRETARIES

We have 10 Major Rides, 9 Shows, 3 Free Acts and 3 KIDDIE RIDES. If you are interested in clean Shows, a clean Midway and up-to-date Rides, communicate with us direct.

S. E. PRELL, Gen. Mgr., 36 Green St., Newark, N. J.
Winter Headquarters at Lancaster, S. C.

SIGMUND BROS. WANT

Winter Orders for Show Canvas. Send specifications now for discount prices.

TENTS, FLIES, COVERS, BALLIES.

Keokuk, Ia.

4 FOR 10c OPERATORS

WRITE FOR OUR NEW CUT PRICE CATALOG ON PHOTO JEWELRY, ENLARGERS, VISUALIZERS

EASTMAN DIRECT POSITIVE PAPER, 1 1/2" by 250 ft., \$4.75 per Roll.

HANLEY'S PHOTO COMPANY

205 East 12th Street

Kansas City, Mo.

Sedlmayr Writes an Open Letter

MY DEAR Friend Al Hartmann: Some weeks ago you asked me to write a story for *The Billboard* on any subject of a constructive and helpful nature I might select. I've neglected to do this because story writing seems to be a field different from what I belong to. I do appreciate the opportunity you have given me, however, to place facts before you that you may find interesting. If you care to publish them you are at liberty to do so.

In the first place, Al, the tented show business is on the upgrade. Conditions are better today than at any time my years of interest in the business bring to mind. There's a better type of people, better salary conditions, a general tendency to reinvest in the business much of what it produces in profit and many natural elements working in its favor.

There are many problems, of course, and new ones are coming up daily. These things must be expected, however, because most of them, such as taxes and the division of incomes along these lines, are more or less common with all branches of commercial business.

Quality, Not Quantity

Of our own business there is one general opinion that I would like to straighten out. Many mutual friends of yours and mine, Al, are of the impression that Royal American Shows are striving to be bigger. The show has expanded tremendously. I admit (too large when Elmer and I are trying to lay out a small lot), but our ambition really is in another direction. What we want is quality—not quantity!

The fact is that we are constantly weeding out in an effort to avoid excessive growth. This applies not only to shows and rides but personnel.

Our one ambition—and I go to such detail about it here because it represents something of the general tendency thruout tented show business—is to provide attractions that in every way exceed the public's expectations. A satisfied public is the finest selling force we can muster—not only for our own benefit but for the benefit of the fair we are playing.

I believe this thought has spread thruout the midway world, yet I am hardly in a position to state emphatically that it has because I have little time or opportunity to witness the trend of the "other fellows'" changes.

In our own case, however, we want our equipment to be dependable, sturdy, well built, attractive, brilliant and mechanically right. We want our shows to meet the standards of movies, stage and radio. It is these factors of entertainment commonly patronized by the public which have elevated public demand.

We must do this thing in a way that is personal and intimate. The public has a warmer relationship with midways than with any other type of amusements. People must touch this and that . . . they must ride Eli Wheels and Merry-Go-Rounds . . . they must brush shoulders with our people if they are to be satisfied when they visit a midway such as ours.

The public never will be contented to see movies of people in some far-away place doing these things. These are things they must experience themselves. That is why our relationship with the public is so intimate.

We have felt the same way about it for several years. For four consecutive seasons we have tried it and proved not only to ourselves but to fair managements that our earning capacity is limited only by population and weather.

Much of our success (and I flatter myself to believe we have been successful) is due to this striving of ours—for quality!

Where the absorption limit will come I don't have the slightest idea. In the meantime we build for merit—not size!

Carl J. Sedlmayr is a native Nebraskan, born at Falls City in 1886. At his father's death in 1897 Sedlmayr and his mother moved to Kansas City, Mo. His rise to the top of show business began in his early 20s when he became superintendent of tickets for Campbell Bros.' Circus. He served in that capacity for five years. The following two years he served the old Cole Bros.' Circus in the same capacity. In 1918 he had a side show with Coop & Lent, which was one of the first large motorized circuses.



Starting his carnival career, Sedlmayr put a side show on the Great Patterson Shows in 1919. This he operated two years. In 1921 he joined Siegrist & Silbon Shows. The same fall he purchased the equipment, which in 1922 he operated under its original name. In 1928 he changed the name to Royal American Shows. Two years later Sedlmayr sold a half interest to Elmer C. and Curtis J. Velare, who still are his partners.

Business Comparison

A few nights ago Elmer and Curtis Velare and I were looking over some pictures of the Royal American Shows about 10 years back. Those scenes didn't amaze us because we lived thru those days. That was back in the early years of our merged activity. But for the fun of it we looked over our financial records of those years and we were dumbfounded when comparing business with that of today. You would hardly believe it, but we grossed as much on two engagements this year as we did in the entire 1926 season. It is surprising to know what satisfied us (and the fairs we then played) in those days. These 10 years have been a long cry apart in every angle of the business and I am wondering now what the next decade will bring to outdoor show business!

I knew other shows better in those days than I do now because I had more time to get around. But even with my greatly reduced "visiting" I am convinced that the tented show business as a whole is following rather definitely along the line of development we are following—for quality, not quantity!

This attitude has made money for us. When we make money we spend money. It seems we are never finished—always we are increasing the capacity of this or that show, adding new units to our illumination system or improving the style of decorations and fronts and lighting. Even our season has become so long that there's hardly time between the summer and winter periods of operation to make the improvements we've decided upon during the current year.

This year we began in April. It was mid-November when the week-in-and-week-out campaign of the summer season ended. Early in January we go into our midwinter engagements in Florida, leaving us only five weeks to prepare again for the spring reopening. This long season enables us to select our

talent and employees with greater care, which, too, has decided advantages.

It has become a policy to replace nearly every top during the season. This, too, enabled us to meet demands for growing capacity requirements of attractions that prove themselves to possess exceptional pulling power.

Sound Amplification

Five years ago we did considerable experimenting with sound amplification. Today every attraction on the midway is equipped with high-quality products both inside and out. The importance I place on this may seem remote to you, Al, but sound amplification has become one of the greatest factors of the tented show business. For our fronts we are able to employ soft-voiced, well-educated talkers who select their words carefully. Who give their sales talks convincingly. Men who use language that is more commensurate with public knowledge, because "talking" has been greatly developed by radio broadcasting and we, too, must meet its conditions.

This is a long cry from the old method when "barkers" depended largely upon their own enthusiasm, loud voices and gestures to carry out their missions. Today every visitor on our midway within sound range of an attraction is so overwhelmed with the urgent appeal of electrically stepped-up sales talks that it is difficult indeed for a visitor to be only a curious onlooker on our midway.

If memory serves me correctly, our Ten-in-One was the first show to use loud-speaker equipment. When it was installed in that interesting era of the business first one talker and then another tried it out. It's humorous now how they fought against it. But today even grand-stand shows have found they can use operatic singers because of sound amplification where a few years ago such would have been impossible.

Microphones on Stages

We have applied this same theory and practice on our stages. Amplification has made it possible for us to present a far higher type of vocal performer than would have been possible in the old days. We began by using small outfits with single microphones. In some of our sit-down shows now we have three or four microphones mixed thru panels of high sound quality with enough speaker volume to fill our tent theaters. There is quite an acoustics problem in connection with tent theaters. But for two years this has been developing to a far higher standard than most of us expected in the beginning of sound amplification.

Another problem we have along this line is the tendency on the part of front talkers to push the volume beyond the means of the equipment—or necessity. This results in quality of sound below the capability of the equipment. This condition is receiving our attention now more than anything else along that line.

We realize that the vast majority of the public have radios in their homes. They appreciate good tone quality more than some of us give them credit for. Our desire is to take advantage of this familiarity with transmitted sound to make salesmen of them when they have patronized our attractions.

Finer equipment, larger crowds' elevated demand, is doing more than anything else to improve the tented show business. The old idea of a lot of bally and nothing much inside is gone—or going! Undoubtedly we have led the way to this new era in the midway business. And it has been profitable for us. Profitable, in fact, not only to us but to the many big fairs and exhibitions where Royal American Shows appear.

Shops Going Constantly

It has been some time since you, Al, took a day off and visited Royal American Shows. I wish you would do so, because I doubt if even you, who are so keenly related to the midway world, can conceive of how Royal American has developed—not only in size but quality. You will find our midway always fresh and clean and our carpenter, blacksmith, electric, designing, decorating and construction shops, which we carry on the road, constantly in production.

You will find our people uniformed, courteous, well schooled in the fact "the customer always is right!"

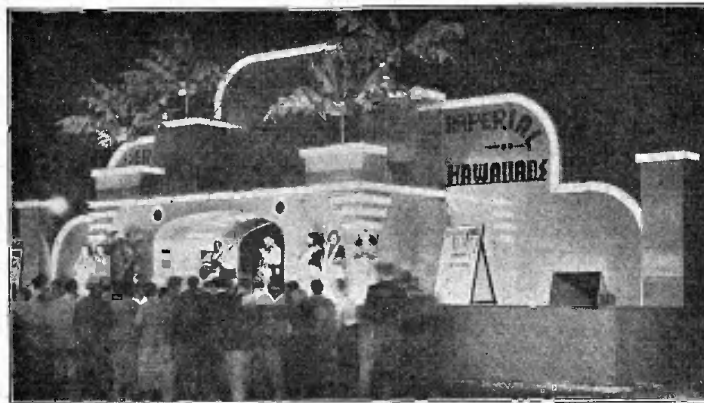
You will find our illumination entirely from overhead and our decorative lighting entirely of neon. Our light plants provide a million candlepower of illumination. We had 80,000 feet of neon this year. This is something else on which we spent a young fortune experimenting with before learning how to handle and transport it with minimum breakage.

You will find enough meritorious sit-down shows at which you can spend an entire evening, enough grind shows to round out the spirit of the business and ride devices adequate in number for the largest celebrations in the country; all of them in first-class mechanical condition. Good equipment means to the portable amusement world prompt setup, prompt teardown, prompt moves. These things are vitally important because they enable us to utilize every hour of the engagement week.

It is my frank opinion, Al, that development in this business will be very definitely along these lines in the next few years.

Not Intended as Bally

I hope this letter has not appeared as a lot of bally for Royal American Shows. It has not been intended that way in the least. The fact is I have tried to express my viewpoints about this business but have been forced to use the midway with which I am the most familiar to draw the line of development we have experienced and pursued. But I do want to impress upon you,



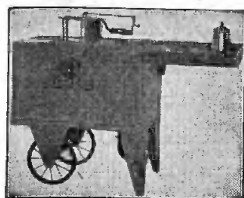
THIS NIGHT SCENE gives one an idea of the unusual neon decorative system used by Royal American Shows on many of their attractions. There were 60,000 feet of neon tubing on the 1937 midway, made possible by adoption of overhead lighting.

for the CONCESSIONAIRE

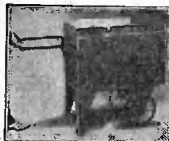
Headquarters for

For STORES

POPCORN MAKERS



Model A
PEERLESS
in operation
and in
transit.



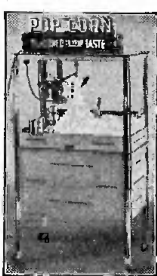
Model C
PEERLESS
with Traveling
Case.

To the MABEY line of electric popcorn makers . . . standard for over 25 years . . . we have recently added the old, reliable PEERLESS Portable Corn Poppers.

Small, compact, easily transported . . . gas or gasoline heated . . . the PEERLESS is the most efficient, lowest priced non-electric Popper on the market. 360 sack-per-hour capacity. Weighs only 100 lbs. Instantly moved to "follow the crowds" on rubber-tired wheels. Glass display cabinet optional.

WRITE TODAY

For catalog showing complete line and LOW PRICES. Some territories still open for Salesmen.



Model S Electric with Neon Sign.
Model T Electric Portable.



MABEY ELECTRIC & MFG. CO., Peoria, Illinois

Gooding Greater Shows and American Exposition Shows

Now Booking For Season of 1938

Legitimate Concessions, Sensational Free Attractions and Shows. Assure yourself of Prosperity in 1938 by joining an organization that plays select carnival routes and best Fair Dates in Central U. S. A real opportunity for reliable and honest amusement operators. We furnished carnivals and independent rides at 60 bona-fide Fairs this year—and still growing.

More than 50% of our equipment already booked for 1938 but still have some open dates for our carnivals and will be pleased to hear from Fairs and Committees. We also have an abundance of independent rides available for Fairs, Church Bazaars, Special Events and Celebrations.

For Sale or Trade—Lindy Loop and complete Auto Skooter. Both rides in fine condition. Skooter equipped with 16 Lusse Cars—Portable Building—All new Spring of 1936. Used two seasons at Great Lakes Exposition, Cleveland. Address inquiries

THE F. E. GOODING AMUSEMENT CO. OPERATORS

SHERMAN HOTEL, CHICAGO, ILL., NOVEMBER 29-DECEMBER 4; AFTER THAT, BOX 386, COLUMBUS, OHIO.

Member American Carnival Association.

No. 12 BIG ELI

The "Old Reliable" Model, 46 feet high, carrying 12 seats (20 to 48 passengers per trip.) For either Park or Portable use the extra height means added profit. You don't wear out BIG ELI Products in a few years. They are built for permanence. Write for more information.



ELI BRIDGE COMPANY

Builders of Dependable Products, 800 Case Avenue, Jacksonville, Ill.

All that the general notion we are trying to build a gigantic midway to eclipse everything in history is wrong. We have only one aim, that is to provide such meritorious attractions that the public is anxious to spend its money with us! In that manner we can continue to produce grosses that shatter every known record, making us wanted by fairs we desire to play, and in turn each of us benefits.

Now that this is the holiday season, I want to offer the best of wishes of my partners, Velare brothers, and myself to each of you at *The Billboard*, whom we have numbered among our kindest friends for so many years.

Sincerely,
CARL J. SEDLMAYR,
General Manager,
Royal American Shows.

Jacksonville

JACKSONVILLE, Fla., Nov. 20.—Outdoor showmen are arriving in the "Key to Florida" city daily. The Duvall Hotel again seems to be the popular rooming as well as gathering place for many that have already arrived. By the end of the coming week the great unofficial meeting of show people will be in its height.

Mr. and Mrs. Cash Wiltse arrived some weeks ago and Cash, as usual, is sponsoring many indoor and outdoor events. The first of his many promotions for the winter months is Dr. R. Garfield and his Hall of Science. This attraction opened on Main street November 18, in the same location used last season by a freak museum. Promoter Wiltse reported a better opening than last season and from all indications the show will be a winner. Those on the show include Doc Garfield, billed as the man without a skull; Doc B. Crosby, Doc and Mrs. Bill Wilson, and Mary Morris in the annex. Over 40 different specimens are on display and exhibited with a worth while lecture.

Out on the fairgrounds Pop Daley and Wilbur Woods are building a new cookhouse for Wiltse. The new eating emporium is to be booked with Leo M. Bistany's Orange State Shows, which are billed to make a seven-week run on different lots around the city. Many concessioners and showmen have arrived and are waiting for the opening.

F. Percy Morency, secretary and treasurer of the Art Lewis Shows, spent a day in the city recently. Joe Decker, cookhouse operator, passed thru. Harry Elliott, veteran showman and concessioner, is hibernating here. Herb Brown, concessioner, is here again, as usual. Harry Mazye is wintering here after closing in Cleveland. One-Eyed Connolly has been here for some time.—Reported by Starr De Belle.

Merry Xmas Greetings Happy New Year

WESTERN STATES SHOWS

NOW ARRANGING ROUTE AND BOOKING FOR SEASON 1938.

WANT SHOWS THAT DO NOT CONFLICT.

THE SEASON JUST CLOSED WAS THE BEST IN OUR HISTORY

ATTENTION, FAIRS AND CELEBRATION COMMITTEES:

*Write or Contact Us: Lamar Hotel, San Antonio, Texas.
JACK RUBACK, Gen. Mgr. JIM SCHNECK, Gen. Agt.

WE WISH EVERYONE A MERRY CHRISTMAS

and A PLEASANT AND PROSPEROUS NEW YEAR

EYERLY AIRCRAFT CORP.

ABNER K. KLINE, Rep., SALEM, OREGON.

Wanted Season 1938 O. J. BACH SHOWS Wanted Season 1938

Rides, Shows and Concessions write what have you. Will Buy or Book Motordrome, Fun House, Platform Show, Complete Set-Down Show Outfit. Circus Performers, Sound Truck and Free Acts please write. Address P. O. Box 292, Ormond, Fla.

PHOTO AND CAMERAMEN! Increase Your Profits



With "Moderne" Glass Photo Frames, 90% of those whose pictures you take will buy one of these beautiful frames. Made in all sizes. Our new design as illustrated fits all stamp photos, comes in assorted and two-tone colors. Has died-out back, making it easy to insert picture. Back is held firmly to glass with non-tarnishable Chrome plated clips. Designs are in Pure Silver Mirror Inlay. Edges of all frames are smoothly beveled. For \$1.00 plus postage you may receive a sample set of Six Frames from stamp to 5x7 enlargement size, and full information as to sizes and prices. We manufacture a complete line of fine Photo Frames. Also Mirror Purse Frames.

Mid-Way Products Co.

3037 Main St. Kansas City, Mo.

P. J. SPERONI SHOWS

Now Booking 1938 Season Not Larger—But Better

To make room for new equipment purchased here for sale Eight Car Whip, Smith & Smith Champagne, in A-1 condition; six Erie Diggers, Housecar, several Concessions. Above can be seen at winter quarters, Rock Falls, Ill.

FOR SALE

Two Ball Game Hoods and Frames, style similar No. 4. One Pull-Up Ball Rack. One Six-Cat Rack, complete. One Big Tom and Bench. All new stock.

TAYLOR GAME SHOP, Columbia City, Ind.

NORTHWESTERN SHOWS

NOW BOOKING FOR SEASON 1938 CONCESSIONS, EMPLOYEES AND SHOWS. Address F. L. FLACK, Sole Manager, 36 E. Woodbridge St., Detroit, Mich.

Season's Greetings FROM MOLLY'S SHOWS

Now Booking Shows and Rides for Season 1938. All Concessions open. Ball Games \$15.00 a week. Cook House. Address 37 Lancaster Street, Portland, Me.

MUMMIFIED CURIOSITIES

Animal and Human, ready to ship. Price list for 3-cent stamp.

NELSON SUPPLY HOUSE 514 E. 4th St., South Boston, Mass.

Season's Greetings TO ALL OUR FRIENDS—AND

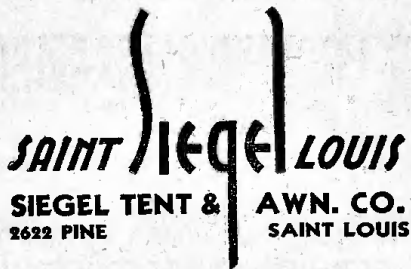
THANKS!

FOR THE "SWEET" PIECE OF BUSINESS YOU HAVE GIVEN US THIS YEAR!

NOW, FOR NEXT YEAR. WE'VE GOT A HUNDINGER—

SILCO-GREEN

—THE BEST TENT MATERIAL YET!
SEVEN COLORS! TRIED—TESTED—
PROVEN! EXCLUSIVE WITH



FOR SALE

72 FT. STEEL FLATS, STOCKS AND BAGGAGE CARS (All New)

NOW IS THE TIME TO PLACE YOUR ORDER FOR 1938 DELIVERIES.

YOU KNOW OUR CARS AND SO DO WE.

SEE YOU AT CHICAGO.

WARREN TANK CAR CO.
WARREN, PENNA.

WANTED--MOTORDROME RIDERS!

FOR SEASON IN BUENOS AIRES

MIXED OR MALE TEAM WHO RIDE BIKE AND AUTO.

Good proposition for capable riders. Write, giving qualifications, salary and other information to

Box JW46, The Billboard, 54 W. Randolph St., Chicago, Ill.

I WISH TO THANK EVERY SHOWMAN

for their co-operation that made my 1937 season a very successful one, and wish you all a Merry Christmas and a Prosperous 1938 Season. We are now booking Shows and Concessions for the coming season, which will open in Owensboro, Ky., the first week in May. Would like to book, buy or lease small Merry-Go-Round without transportation. Want to book Shows with or without equipment. Have plenty of new canvas for real showman.

LOUIS T. RILEY, Sole Owner and General Manager.

DIXIE BELLE ATTRACTIONS
OWENSBORO, KY

NOTICE TO RIFLE RANGES

A NEW HOLIDAY TARGET



Shoot at 8-ft. range that will make you plenty. No need to shoot out. No walking behind the guns to get target. No arguments or dissatisfaction. The customer can plainly see from the counter whether he wins or loses. \$5.00 Cash or a Turkey to winner. Order your supply now, while it is hot. Only a limited amount will be sold this year. 25% deposit.

500 Targets. \$12.50
1000 Targets. 20.00
5000 Targets. 95.00

Each Target brings in 500 at 3 shots for 10c.

SAMPLES 25c COIN

FRED ALLEN 734 E. HIAWATHA BLVD. SYRACUSE, N. Y.

Gray's Canadian Shows In Barn at Owen Sound

LONDON, Ont., Can., Nov. 20.—Gray's Greater Canadian Shows ended its most successful season in years at the fair, Owen Sound, Ont., early in October.

The success, or rather the jubilation over the success, was somewhat marred by the sad death of Mrs. Ida Gray, wife of Samuel Gray the owner. While traveling in her car from Brampton, Ont., fair to Owen Sound, September 30, together with Mrs. MacIntosh, wife of Scotty of the cookhouse, the car crashed into a bridge. Mrs. Gray met with instant death. Mrs. MacIntosh escaped with a very bad shaking up and bruises all over. According to an X-ray taken, no serious injuries. Mrs. Gray was buried at London, Ont., November 4, the cortege being smothered in flowers from showfolk all over Canada, as well as from Gray's Show staff, ride boys, the side shows and concessioners.

The show has winter quarters at Owen Sound. Samuel Gray, owner, intends to enlarge next season, adding a couple of more rides. Concessions in the majority are controlled by the office. The writer will again be general agent. Reported by Alfred Darby.

MARKS SHOWS

(Continued from page 64)

Smith's Atlantic Shows, and Jack Roberts, fair promoter.

Marks Going to Europe

John H. Marks after a few days in winter quarters will take a much-needed rest in Europe. Joe Payne, business manager, left for his home in Philadelphia to look after his interest in his drink emporium. Jimmy Rafferty is making a long auto trip in his new Buick and Quaker house trailer. Roy B. Jones went to his usual position with Lauther's Museum. Mr. and Mrs. Paul Layne, with Bucket Setzer and family, went to Miami. Mr. and Mrs. Max Glynn home to New York for a short visit. Jimmy and Hazel Zabaski to Philadelphia. Slim Brett, chief electrician, to winter quarters at Richmond. Jimmy Hurd and his entourage to Lynn, Mass.

Animal Show To Be Feature

Work will start in quarters around the first of December, with Lawrence Hestor, circus builder and painter, in charge. Wagon fronts will be constructed along modernistic lines and the old banner lines will be completely discarded. Two new rides were purchased this year and one more will be added.

It is Marks' idea to present something new and novel on his midway for the 1938 season and will look over the European field for novelty attractions and free acts, as well as making a visit to his parents in Greece. Negotiations are under way to present a regular trained wild animal show such as carried by all the larger carnivals in bygone days. Capt. James Dementros, of Sparta, Greece, is already on the high seas bound for Richmond with 17 wild animals. It is also planned to feature this animal show in quarters as a publicity angle for the show and gate receipts to go to the Community Chest. Reported by Roy B. Jones.

DODSON LEGION

(Continued from page 64)

of W. G. Williamson American Legion Post No. 1, under whose sponsorship show exhibited. Howard Percy, adjutant, read the minutes of previous meeting, following which Commander Clark delivered an interesting talk outlining history of post since its incipency three years ago at East St. Louis, Ill. A grand welcome was extended local legionnaires who enjoyed the novelty of a legion meeting held on show lot under canvas. Report on membership drive conducted during season bore fruit. Many ex-service men of show world

SELL MORE POPCORN NUCOL Golden Yellow



Added to seasoning, so that when popcorn is kettle-popped, 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 OUNCE TRIAL BOTTLE will be mailed on receipt of 10c cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St. St. Louis, Mo.

responded to call and now carry cards in this transient post.

It is planned to form a ladies' auxiliary next season when show is on tour. Past Commander Melvin G. Dodson is in receipt of an honorary card presented to him by State of Illinois American Legion in appreciation for rapid growth and favorable publicity post has enjoyed since it was organized in 1934.

The post treasury is in a healthy condition in spite of many requests for aid during past 12 months. Each and every member holds a full paid up membership card. A new and much larger wagon to be used as a clubroom on wheels will be constructed this winter.

Outgoing Commander Charles A. Clark, in appreciation of excellent manner he performed the many duties of his office, was presented with a year's membership in Showmen's League of America.

New officers elected for 1938: Commander, Ray Balzer; vice-commander, John N. Hoffman Jr.; vice-commander, Johnnie King; finance officer, Vernon Korhn; adjutant, Eddy Taylor; historian, J. H. Champion Jr.; service officer, Jules Bagarry; athletic officer, Fred Ballweg; chaplain, Melvin G. Dodson; sergeant at arms, Joe C. Phelps.—Reported by Dave Carroll.

BULLOCK SUCCESSFUL

(Continued from page 64)

but taken as a whole, the tour was most satisfactory from a financial standpoint.

The personnel of the show was about the same as at the season's opening. Mr. and Mrs. Jimmie Anderson will visit friends in Charlotte, N. C., before going to Florida; Mr. and Mrs. Joe Thie will spend the winter at their home, Lima, O. Manager J. S. and Mrs. Bullock left for a combined business and pleasure trip which will include the conventions at Chicago.

All workmen were given a nice bonus and left with cheerful hearts and signified their intentions to return at the opening in the spring.—Reported by Clarence Poplin.

BEASTS OF THE FOREST

(Continued from page 64)

M. H. Wilkins and Deputy Ned Davis, who arrived on the scene, were charged by the lions. The officers killed two of the lions. Bill McKellar, a Mobile boy, borrowed a rifle and killed the third lion when he was charged. Smutckler said that he ordered the animals killed for fear someone might have been hurt.

The show continued on to Mobile, where it opened a week's stand at Dixie Park, Monday, jointly with Gentry's Dog and Pony Show.

E. D. Albright, publicity agent for Gentry Bros. Shows, who was near the scene, said that many residents of the near-by town were upset, but that the members of the posse who set out to kill the lions had a great time in the unusual hunt. Possessed of "lion fever" they tramped the Baldwin County fields undauntedly and did not return before all three kings of the jungle were dead.

**WHAT
DO
YOU
EXPECT
OF
THEARLE-DUFFIELD
IN 1938
?**



THEARLE-DUFFIELD FIREWORKS IN THE TROPICS

DO YOU EXPECT NEW AND NOVEL EFFECTS IN YOUR NEXT YEAR DISPLAYS?

We are prepared to deliver.

DO YOU EXPECT COMPLETE LIABILITY PROTECTION ON ALL DISPLAYS?

We are prepared to deliver.

DO YOU EXPECT YOUR EXPERT OPERATORS TO BE THOROUGHLY EXPERIENCED SHOWMEN?

We are prepared to deliver.

DO YOU EXPECT COMPLETE ADVERTISING AND PUBLICITY SERVICE?

We are prepared to deliver.

DO YOU EXPECT US TO DESIGN PROGRAMS APPROPRIATE FOR SPECIAL REQUIREMENTS?

We are prepared to deliver.

**DO YOU EXPECT THE HIGHEST QUALITY DISPLAYS SCIENTIFICALLY PRESENTED AT
HONESTLY LOW PRICES?**

We are prepared to deliver.

DO YOU EXPECT US TO OFFER THE LAST WORD IN MODERN TYPE SPECTACLES?

We are prepared to deliver.

DO YOU EXPECT US TO CONTINUE THE DEVELOPMENT OF "THE FESTIVAL OF LIGHT"?

We are prepared to deliver.

Our method of dramatizing fireworks displays and presenting gorgeous scenic spectacles continues to win the approval of our patrons from New York to California and from Canada to Mexico. Millions upon millions of people were attracted to and royally entertained by our exhibitions in 1937. Thus is our leadership maintained. Thus does our responsibility as leaders continue.

Therefore, the amusement world may rely on us to continue the development of worth-while innovations in fireworks displays and may look forward to the most advanced scenic spectacles ever offered as outdoor entertainment.

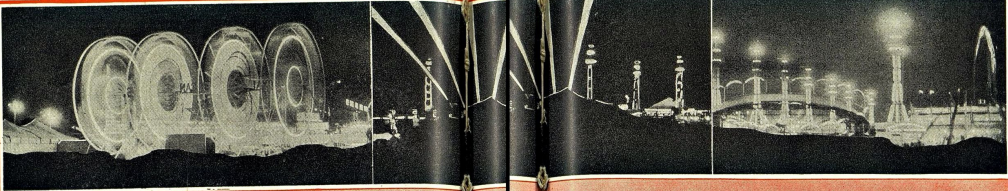
We continue our March of Progress!

THEARLE-DUFFIELD FIREWORKS, INC.
CHICAGO

Largest Producers of Fireworks Displays and Spectacles in the World

(Displays From \$200.00 to \$50,000.00)

THE RECOGNIZED LEADER OF THE NORTH AMERICAN SHOW WORLD



The Proof is in the Preference!

THIS FACT has carried itself to such satisfying results that every showman identified with Royal American appreciates the real strength of its meaning. Our tour this season is the fourth over virtually the same circuit and more millions of patrons visited the truly world's largest midway than ever before! These visitors were liberal in their spending. We have had another marvelous year.

Couple such conditions with the merit of Royal American Shows attractions . . . the variety of tent theaters . . . our enlarged capacity . . . the greater number of compelling features . . . the stability of careful organization . . . the dependability of well-built equipment . . . the brilliance of our own illumination . . . efficient inside and outside sound amplification . . . the advanced manner in which our publicity and advertising augmented established fairs . . . the high type of people associated with us because of these things and our almost year-around season . . . and you, too, will appreciate that the Proof is in the Preference!

It is such things that enables the largest and finest fairs on the North American continent to capitalize upon the earning ability of the truly world's largest midway. Due to this knowledge many of them tendered their 1938 contracts to Royal American Shows while we were playing their 1937 engagement! The Proof is in the Preference!

Included in this galaxy of great 1937 events were the Florida Mid-Winter Fairs and Festivals at Tampa, Orlando, Largo and Winter Haven; the Jacksonville (Fla.) Spring Fair, Atlanta (Ga.) Press Festival, Memphis (Tenn.) Cotton Carnival, Peoria (Ill.) Merchants' Jubilee, Davenport (Iowa) Shrine Festival, Cedar Rapids (Iowa) Shrine

Jubilee, Western Canadian Class "A" Exhibitions at Brandon, Calgary, Edmonton, Saskatoon and Regina; the Winnipeg (Man., Can.) Summer Fair; Canadian Lakehead Exhibition at Ft. William, Pt. Arthur, Ont., Can.; Tri-State Fair at Superior, Wis.; Gogebic Iron-Range Fair, Ironwood, Mich.; Minnesota State Fair, Minneapolis-St. Paul; West Tennessee District Fair, Jackson; Tennessee State Fair at Nashville; Alabama State Fair at Birmingham; Pensacola (Fla.) Gulf Coast Interstate Fair, Mississippi State Fair at Jackson, Louisiana State Fair at Shreveport and the South Texas State Fair at Beaumont.

Virtually all were Royal American Shows engagements in 1936 as well as 1937 because the Proof is in the Preference. Associated with Royal American are such nationally famous stars of the midway world as Marjorie and Walter Kemp, Raynell, Harry Illions, the Imperial Hawaiians, Freda and Cliff Wilson, Leon Claxton, Baby Ruth, Larry Banthin, Ginger Ray, Harry Klina, Joyce Reynolds, Cortes Lorow and others. Never before in history have so many great stars of the portable amusement world been identified with the same midway. Again the Proof is in the Preference.

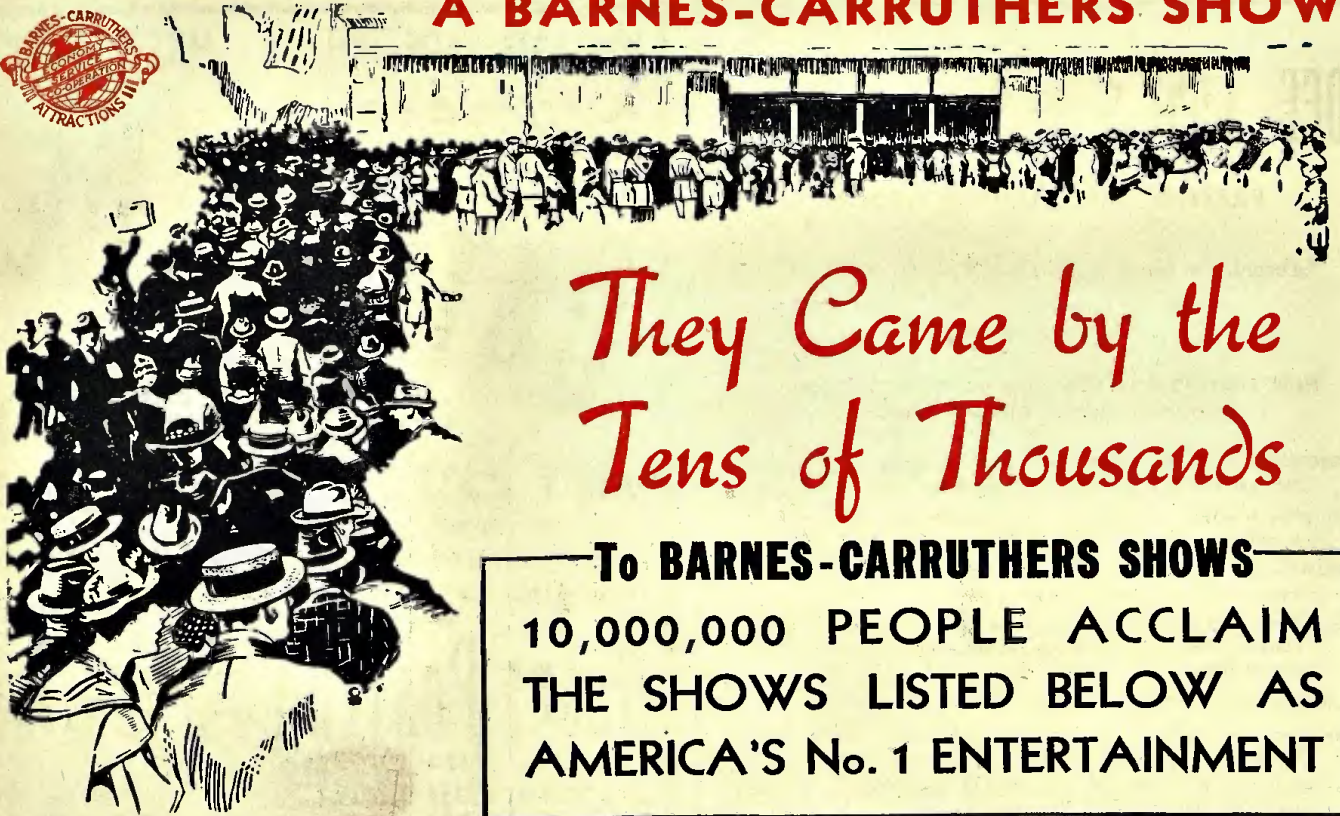
Royal American Shows in 1937 occupied 60 double-length railroad cars, presented 20 tent-theaters, 22 ride devices and transported a personnel of 1,200 performers, artists and workmen. It is truly the world's largest and finest midway. Too large for small celebrations, perhaps, but for large fairs, seeking the ultimate, in crowd entertaining ability . . . satisfied customers . . . meritorious shows . . . efficiently operated attractions . . . and earning capacity . . . Royal American Shows IS the Preference!



Sedlmayr & Vela are Brothers
EXECUTIVE DIRECTORS
ROYAL AMERICAN SHOWS
TRULY THE WORLD'S LARGEST MIDWAY



A BARNES-CARRUTHERS SHOW



*They Came by the
Tens of Thousands*

To BARNES-CARRUTHERS SHOWS
10,000,000 PEOPLE ACCLAIM
THE SHOWS LISTED BELOW AS
AMERICA'S No. 1 ENTERTAINMENT

BOX OFFICE MASTERPIECE CREATIONS

"THE WORLD ON PARADE"

"THE SHOW ^{OF} THE CENTURY"

"SOARING HIGH"

"RISE AND CHEER"

"STATE FAIR REVUE"

"CONTINENTAL REVUE"

"PARADE OF STARS"

THANKS TO FAIR OFFICIALS EVERYWHERE —
YOUR SUPPORT OF BARNES-CARRUTHERS ACT
PROGRAMS, REVUES AND MUSICAL EXTRA-
GANZAS HAS MADE OUR SUCCESS POSSIBLE.

NEW AND GREATER PRODUCTIONS IN 1938

**BANDS
REVUES**

WATCH FOR SENSATIONAL NEW ACTS FROM
BOTH EUROPE AND AMERICA

**RODEOS
RADIO STARS**

BARNES-CARRUTHERS

FAIR BOOKING ASSOCIATION

121 North Clark Street

CHICAGO

DEE LANG'S FAMOUS SHOWS

PRESENT FOR THE 1938 SEASON

"America's Most Beautiful Motorized Show"

NOW BOOKING ANY NEW AND NOVEL ATTRACTIONS
WITHIN KEEPING OF OUR STANDARDS.

CONCESSIONS—Legitimate Concessions of all kinds not operating for over 10c. No racket or grift wanted.

Can place Manager for our Cook-House or will sell same and book it with the Show. (Danny LaRouech write.)

SHOWS—Will furnish outfits for High-Class Shows, including new canvas and new panel fronts.

Can place for Hawaiian Show: Dancers and Electric Steel Guitar Players. This show operated out of office and salaries paid out of office.

Can place several Talkers and Grinders. (Frank Zorado write.)

Can place for Colored Minstrel Show: Musicians, Chorus Girls, Comedians and Novelty Acts.

Can place Ride Men who can drive Big Eli Semi-Trailers and who are sober and reliable.

All Address: DEE LANG, Gen. Mgr., Sherman Hotel, Chicago, Ill., Nov. 26 to Dec. 3; then permanent address: 3820 McDonald Ave., St. Louis, Mo.

De Land New Home of Art Lewis Shows

NEW YORK, Nov. 20.—Art Lewis, head of the show bearing his name, is back in this city "after the most successful season of our career." His show, which closed November 13 in Moultrie, Ga., is now in winter quarters at De Land Fla., preparing for a January 3 opening in Eastis, Fla., at the fair.

Lewis advised that majority of his personnel would remain in De Land until the winter season opens. Usual overhauling and renovation is already under way. He leaves next week for Chicago and the meetings, thence to Florida for a month's rest.

In answer to remarks made hereabouts of difficulties he is in line to experience at Florida spots this winter, Lewis shows a letter from R. A. Gray, Secretary of the State of Florida, which says: "We found the Art Lewis shows (it played Tallahassee) one of the best that has ever exhibited in this city. We found Lewis and his staff to be upright business men with whom it was a pleasure to do business."

BECKMANN & GERETY—

(Continued from page 64)
ested but will add prestige to the midway. Since the deal is virtually consummated, the company will in all probability use pictures of midway personalities in its national campaigns in the magazines and newspapers.

Hale Sold the Idea

Walter Hale, press agent and radio programmer for the shows, was materially aided in selling the idea by laudatory letters of recommendation from 11 radio stations, used during 1937 on a daily program basis. It was discovered by an accurate check that the programs were of a great sustaining value and were second only to the newspapers in creating interest in the midway.

With one program built into the next, it was found that only a day or two was required to gain a great listening audience which was sold a variety of carnival entertainment.

The programs were no more nor less than a ballyhoo to thousands, yet the

check-up proved that the radio brought people back to the midway for the second and third times. These broadcasts also coaxed people from long distances who would not have known otherwise that the carnival was playing in their community.

A novel radio tieup at Racine, Wis., last spring, for instance, drew people to the midway from a 50-mile radius.

LANDES HONORED—

(Continued from page 64)

necessity of soliciting funds to aid anyone on the show when in distress. The money left in the fund was spent at the end of the season in this one gala social gathering.

At the party Earl Knauff acted as emcee and each member of the Landes show contributed their bits to the entertainment. Landes expressed his appreciation of the co-operation and loyalty of each member of his troupe in making the season successful. Mrs. L. J. Landes and Mrs. Earl Knauff prepared favors, and everyone present was the recipient of a beautiful handkerchief with the words "Landes Shows 1937" embroidered on it.

The Aerial Bauers, who were doing their high tower act on the midway that week, were guests of honor. Most of those present expressed the desire and pledged that they would be back on the show next year. The event, in fact, was so successful that all present voted that such a farewell party be held annually in the future.

FLEMING JOINS—

(Continued from page 64)

"Bill," has had many long years' experience in the outdoor amusement field and has piloted a number of the larger carnivals, including the Jones Exposition when operated by the late Johnny J. Jones. With the latter he was general agent for a number of years and routed and contracted it over the North American continent at practically all of its outstanding exhibitions and fairs. His acquaintance within the general outdoor field and with railroad officials has

MR. FAIR SECRETARY MR. SHOWMAN
OUR 1938

CATALOGUE

DON'T WAIT. WRITE TODAY

FOR THE MOST COMPLETE CATALOGUE EVER PUBLISHED COVERING YOUR EVERY NEED IN OUTDOOR ADVERTISING.

GLOBE POSTER CORPORATION

Two Mammoth Plants

633 PLYMOUTH COURT
CHICAGO

115 S. 8th ST.
ST. LOUIS

VISIT OUR DISPLAY ROOMS AT THE CONVENTION
HOTEL SHERMAN, CHICAGO, NOVEMBER 27 -- DECEMBER 2

MILLER BROS. SHOWS 28th SEASON

SEASON 1938 OPENS EARLY IN APRIL

CAN USE several Riding Devices. Place Octopus and other Rides. Shows with or without outfits. Will furnish complete outfits for reliable show. Managers that are capable of taking charge of shows.

CONCESSIONS ALL OPEN—Will sell exclusive on Bingo, Cookhouse and other Concessions. Want Concession Agents capable working stores.

FAIR SECRETARIES—Get in touch with us. Will furnish you with twelve rides, twelve shows, three sensational free acts, including shooting a woman out of a cannon.

Merry Xmas to All of Our Friends

All address MORRIS MILLER, Gen. Mgr.; BILLY GEAR, Gen. Agent, 320 E. Douglass St., Wichita, Kan.

in the past stood him well, and he does not enter upon his new duties as a stranger to the amusement business.

In speaking of the election of Fleming to the office of vice-president of the Jones Corporation Phillips said, "I feel confident I have made a good business move and have also added in Fleming a most desirable addition to an already distinguished and well conducted staff as there is in the outdoor show world today."

STATE FAIR—

(Continued from page 64)

return for a short stand at Fabens, 30 miles from El Paso, then back here for the winter.

Mr. and Mrs. George Shaw, Melvin Little and Floyd Shenkle will join Phil Little in Dallas.

J. D. Summers left for Abilene, Tex., for a visit, will then fish at Corpus Christi. His wife, Ann Summers, left for Buffalo, N. Y.

Bill Johnson, manager of the Ten-in-One show, is touring Colorado, and Slim Rider returned to Kansas City.

State Fair show equipment will be overhauled and repainted at its quarters here.

FOR THE KIDDIES

A No. 6 BABY ELI Wheel returns a neat profit in Park or on the Midway. Built for a lifetime of Money-Making service. Always a Popular Ride with little folks and costs little to operate. Ask for more information.



ELI BRIDGE COMPANY

Builders of Dependable Products, 800 Case Avenue, Jacksonville, Ill.

TOPS THAT LAST

CANVAS FITTINGS FOR THE CARNIVAL WORLD FOR OVER FIFTY YEARS.

OLIVER LAWSON

NORTH TONAWANDA, N. Y. New York Office—300 Madison Avenue. VANDERBILT 3-6246.

WHEELS
Park Special



80 in. in diameter. Beautifully painted. We carry in stock 12-14, 20-24 and 30 numbers. Special Price,
\$12.75

BINGO GAME
75-Player, complete, \$5.25. Including Tax.

Send for our new 1937 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Barons, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 287. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.

SLACK MFG. CO.
124-128 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
Analysis, 8-p., with Blue Cover, Each08
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Samples of the 4 Readings, Four for 25c.
No. 1, 84-Page, Gold and Silver Covers, Each .30
Wall Charts, Heavy Paper, Size 23x34, Each 1.00
Gazing Crystals, Outline Boards, Planchettes, Etc.

NEW DREAM BOOK
180 Pages, 2 Sets Numbers, Clearing and Polity, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample .30-15

HOW TO WIN AT ANY KIND OF SPECULATION: 24-Page Booklet, Beautifully Bound. Samples, 25c.

PACK OF 70 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.

ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO.
Instant delivery. Send for Wholesale Prices.

POP CORN

Our New Plant will open in about three weeks! Users of Quality Pop Corn will be glad to know that we have Guaranteed Bulk Pop Corn ready for them winter and summer. Also beautiful, new, grease-proof Glassine Bags, Cones, Seasoning, Boxes, Cups and Salt.

ROASTED OR RAW PEANUTS
NEW AND USED POP CORN MACHINES
INDIANA POP CORN COMPANY
MUNCIE, IND.
Wire — Write — Phone

BALL GAMES AND ACCESSORIES

Hardwood Milk Bottles, Pints, 45c Each; Quarts, 75c Each. Hardwood Tompkins, \$7.50 per Set of 10. Cats, for Cat Rack or for 4-Cat Game, 3 1/2 x 8 in. bottom, 14 in. high, \$1.00 Each. Kit or Miss Dolls, 3 in. bottom, 12 in. high, 55c Each. Arkansas Kids, 2 1/2 x 3 1/2 in. bottom, 13 in. high, wool trimmed Heads, 75c Each. Eskimo Kids, 2 1/2 x 3 1/2 in. bottom, 14 in. high, wool trimmed all around, 95c Each. All Cats, Dolls and Kids are made of 10-oz. Ball Duck, stuffed with wood-wool, have inserted wood bottoms, are painted fancy contrasting colors both sides. 25% with C. O. D. Orders. For detailed description and terms on early delivery of Complete Ball Game Outfits, write

LAWANCE,
782 Marlon Avenue, S. E., Atlanta, Ga.

BUDDHA PAPERS - SUPPLIES

FULL 1938 ASTRO DAILY, HOURLY FORECASTS

Buddha Papers, 1-4-7 and 85-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Cams, Books, Graphology Charts.

New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES

198 S. Third Street, Columbus, O.

GASOLINE BURNERS

Tanks, Lanterns, Stoves. We can supply all parts, including Generators, Wire, Etc. State Your Wants. "Speedomatic Service."

HOFFMAN BOILER CO., INC.
59 East 8th Street, New York City.

POPCORN NEW CROP

Finest Quality Large Yellow S. A. and PURE WHITE JAP HULLLESS. Best popcorn in many years, grown from selected seeds.

GUARANTEED \$5.00 PER SACK
30 to 1 and as high as 35 to 1 F.O.B. Cleveland. Cheaper grades if desired.

DIRECT POPCORN CO.,
1197 E. 105th, Cleveland, O.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Midway Confab

By THE MIXER

MY PRESS AGENT!
WHO IS your general agent?
JUST GOT in from Miami and I am all burnt up, by the sun!
F. L. FLACK—What about the Northwestern Shows?
M. A. SRADER, of Anderson-Srader Shows, is wintering in Concordia, Kans.
JOHN DALE of Indianapolis—What about your carnival for season 1938?

JAMES YORE put Molly's Greater Shows, to sleep for the winter in Portland, Me.

SWISS BELL RINGERS would make a good novelty musical act for a ballyhoo.

ART LEWIS SHOWS is booked to play the Indian River Fruit Festival, Vero Beach, Fla.



HARRY A. ILLIONS, of the Maynes & Illions firm of riding device operators with the Royal American Shows and at expositions. Photo was taken by Dean Teves, of The Beaumont (Tex.) Enterprise, on Children's Day at the Southeast Texas State Fair, November 9. Reason for the exceptional smile on Harry's part is due to the fact that some of the children stood in lines a block long waiting to ride Bozo, Rapids and the Magic Carpet.

LOOKS LIKE everybody in outdoor show business is going to the Chicago meetings. What is the matter with you?

GEO. F. DORMAN is in Florida following the close of Corey Greater Shows, of which he was business manager.

TOMMY CARSON cards from Watertown, N. Y.: "After a few weeks here will leave for Miami. Was with Modernistic Shows past season."

GEORGE MORGAN reports from Reedy, Calif., that Walton de Pellaton is not with Hilderbrand's United Shows any more.

RAY ANDERSON cards from Mankato, Minn., that he is back home after a successful season with the Byers & Beach Shows.

MATTHEW J. RILEY of the Endy Bros. enterprises has been elected president of the Sports and Pastime Club, Miami. He attended a meeting recently in shorts.

WALTER HALE, the press agent of Beckmann & Gerety Shows, was in Columbus, Ga., last week, having jumped from Corpus Christi, Tex., to Atlanta on business for the shows.

OFFENTIMES people who try to get the best of others finally get themselves trimmed.—Wadley Tif.

CHARLES B. KIDDER, the master mechanic, is an asset to any carnival he happens to be on and he has been

with nearly all the big ones and helped them build up.

RALPH H. BLISS cards from Hattiesburg, Miss.: "With Dixie Exposition Shows. Met Richard Barnsdale, formerly with Seils-Sterling Circus, here where he was presenting his high pole act."

BOBBY KORK letters from Charleston, S. C., that he enjoyed the work as The Billboard agent on Kaus Shows No. 2, and that he has now taken up work with Thorne's Museum for the winter.

BILLY GEAR, general agent Miller Bros. Shows, cards from Lawton, Okla., that he is making great plans for season 1938 and has moved to Wichita, Kan., for the winter.

BERTHA NOMACK, Stella Gorski and Mr. and Mrs. Jim Gross letter from Tampa, Fla., that they will spend the winter there after a very successful season with the Cumberland Valley Shows.

IF YOU CANNOT buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

ART ALEXANDER, of Gibson's Blue Ribbon Shows, letters from Columbus, Ga.: "Wish to thank The Billboard for all the co-operation given these shows during the season just ended."



F. E. GOODING, general manager F. E. Gooding Amusement Company, operators, states that 1937 was the most successful season in the history of this organization which sponsors Gooding Greater Shows, American Exposition Shows and four additional riding device units. All the equipment is now in storage on the fairgrounds at Columbus, O. During the past season this company operated 40-odd rides and 25 shows and played 60 fairs, 20 celebrations in addition to several rides at the Great Lakes Exposition, Cleveland. Gooding recently announced that plans are now under way to enlarge for 1938.

PULLED IN! Joe Teska cards from Poplar Bluff, Mo., that he pulled his Model Farm exhibit into that city for the winter and he will pull it out of that city for the spring.

P. VAN AULT letters from Muskogee, Okla.: "More than sorry to learn of W. H. (Bill) Davis' death. Was with him many years. Last time I saw him was in St. Louis and he was then in bad shape."

ROY D. DAILEY, swing foreman, cards from Paragould, Ark.: "Closed season with Reynolds & Wells Shows. Here for the winter. Have a nine-pound boy at my house, will probably make a swing foreman of him."

SEEMS LIKE a lot of people are looking for favors but are never willing to give any.—Tillie Few Clothes.

GEORGE R. VANZANT letters from Anniston, Ala., that he thinks his acce-

"Hall of Fame" Exhibit In Wax Reproductions

CRIME SHOWS! If Crime Shows are out of date, which some say are, what is the matter with producing a "Hall of Fame," duplicating in wax the notables immortalized by the Hall of Fame at Columbia University, New York? This is an idea for Carl J. Sedlmayr, Fred Beckmann and Barney S. Gerety, Harry W. and Orville W. Hennies, Rubin Gruberg, E. Lawrence Phillips, Max Linderman. Max Goodman and Lew Dufour and Joe Rogers. If this idea is used let it be hoped that it will be done properly and as befitting the prestige it will give to the carnival business as presenting historical and educational features.—William Judkins Hewitt.

tors missed the Mayflower because they fought over the booze that was being put on board at the time it sailed from England for Plymouth Rock., Mass.

LADY TALKERS! Grace DeArmond cards from Knoxville, Tenn.: "As to the lady talkers' contest, I place my vote for Elsie Calvert of the Rubin & Cherry Exposition this season. She is my favorite woman talker."

ANNABEL STARKEY cards from Clayton, Ala.: "Wish to thank The Billboard for its prompt delivery of copies weekly during the season. Season closed here and we head for Cleveland, where I go to school and father will work for the Yellow Cab Company."

MR. AND MRS. J. O. BYERS card from Lenox, Ia.: "Will winter here. We have a 6 1/2-pound daughter born October 25 and her name is Sandra Jean. Father is J. O. Big Eli Wheel operator for Byers Greater Shows. A word to Jewell Gouse."

DISCOVERED! Dick Collins and Carleton Collins must have been celebrating Pumpkin Pie Week.—Soapy Glee.

MRS. BERTHA (GYE) McDANIEL, of the Arcade and Rocky Road to Dublin, with Johnny J. Jones Exposition, is in Cincinnati, visiting Mrs. Jane Ellis, wife of Claude E. Ellis, associate editor of The Billboard. Mrs. Ellis is recuperating after a major operation.

HARRY WILSON, agent and promoter, passed thru Cincinnati en route from Hattiesburg, Miss., to Reynoldsville, Pa. In a visit to The Billboard office he stated that he would join Bantley's Shows but did not know in what capacity at this time.

MR. AND MRS. C. W. CRACRAFT visited The Billboard offices last week from their home in Covington, Ky. C. W. had been to visit a dentist and was en route to the springs at Martinsville, Ind., for a short rest prior to going to the convention in Chicago.

DOC WADDELL letters from Lawton, Okla.: E. R. Zimmerman and P. T. Henry, of Columbus, O., have what they call a Vauda-Circus organized for indoor dates. Henry is doing the advance booking and reports some good engagements ahead.

MRS. IDA SMITH letters from Jacksonville, Fla.: "Whitney Reid visited on his stopover here en route to Key West. He was formerly with Rubin & Cherry, Kaus and Krause Greater Shows. Was off the road the past season but will go out again in 1938."

MRS. H. DURISKO cards from Farrell, Pa.: "The many friends of Johnny Horn-

BIG ELI TRAILERS



Build to take the "hard knocks" of the Portable Ride Business. Buy BIG ELI Equipment for Permanence.

ELI BRIDGE COMPANY
Builders of Dependable Products,
Wolcott & Case, Jacksonville, Ill.



MRS. RAY SNYDER, well known in carnival circles and formerly with the Johnny J. Jones Exposition when it wintered down Orlando, Fla., way, on which show she spent 15 years. "Maw Shep," as she is generally known, has many friends in the business and always gives them a welcome when they visit her home on the shores of Lake San Susan.

Yak, formerly with Cetlin & Wilson Shows, will be sorry to learn that he is confined in the Southside Hospital, Youngstown, O., with a dislocated shoulder. He was injured while working in a local plant."

FRANK J. KUBA letters from Delphos, O.: "Myers' Concessions booked frozen out at the *Circus of the World* to be held at the Coliseum, Chicago, this month. Opened a sandwich shop here which provides some work for the concession help. Maurice Myers and myself are in charge of this shop."

ALIBI NO. 111 "We could have had that fair, but the midway ground space is not large enough for the size show we have."

LEO LIPPA, president, and A. H. MacQueen, secretary—Why so silent regarding the Michigan Showmen's Association? During the season Leo Lippa visited Beckmann & Gerety, Northwestern, Ziegler-Margolis, Happyland, Goodman

LIGHTING PLANT BARGAINS
Manufactured by
UNIVERSAL MOTORS CO.

4-5 K W.
110V. D.C.

Small 4-
Cpl. Sets,
Capable
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Bargains in
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**FLOOD
LIGHTS**
250-500-1000 Watts,
Used, but in Perfect
Condition.

EDW. SAMARA, Inc.,
37 South St.,
New York City.

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
**WHOLESALE MERCHANDISE
Department**
THIS WEEK and EVERY WEEK

Wonder, G. W. Wade and Earl Wilson shows in the interest of the association.

W. R. HARRIS, general manager of the Model Shows, promised to write a special article for *The Billboard* but he has not done it yet. He should be able to turn out something good as he has had experience in nearly every department of the carnival business from working-man up. He is not afraid to work either.

ALOA (Alligator Boy) ill! Wm. Bradley Smith cards from New York: "Am in Welfare Island Hospital, Ward 5, Male Division, ill with pneumonia. Would appreciate word from my friends in outdoor show business, as I will have to remain in bed a few weeks longer."

MRS. PEGGIE MAYES letters from Versailles, Ind.: "Jumped from Jacksonville, Fla., to Indianapolis and entered the Robert Long Hospital for amputation on left foot. Been laid up since September with blood poison. Was formerly with Royal American, Sam Lawrence and J. T. McClellan shows.

GOT ANY Scrip east, west, north or south, as I plan going in all directions when I leave Chicago.—Soapy Glue.

JOHN R. WARD letters from Jacksonville, Fla.: "Kiki Hart, the English boy who recently received international publicity because of the operation which changed his sex will sail from England in December, to join L. B. (Barney) Lamb's side show. The act will make its debut on the Art Lewis Shows on their route of Florida fairs."

**May Have Amazed Accountants
But Not W. L. Wellington.**

WATERTOWN, N. Y.—Read in Midway Confab in recent issue of *The Billboard* where a man named Vernon Korhn, secretary and treasurer for Dodson's Shows, has amazed bankers, expert accountants and bookkeepers with his system for keeping accounts. Wondered also if the amazed Guy and Mel Dodson, who have had some very competent men working for them during their career in show business.

Dave Carroll should not hand out a story like this, as Carroll is a real press agent and does not profess to know anything about auditing and accounting. Did Carroll or Korhn ever hear of Ralph W. Smith, F. Percy Morency, Charles H. Pounds, James F. Murphy and some others? Well, these men are first-class auditors and accountants, and I do not think any man would amaze them. Korhn, it seems, has a simplified system, so does every other show secretary and treasurer. The simplest system in two words is a bookkeeping system of Receipts and Disbursements. I do not think there is any simpler system than this.

Korhn need not bother about getting his system copyrighted, as most of us know the gaff; in fact, I have known it since I was 16, and now readers have found out, as I have just put them hep. Going to the Pacific Coast.

W. L. WELLINGTON.

ROY B. JONES, past season contracting agent Marks Shows, letters from Greenwood, S. C.: "John H. Marks has plans completed for season 1938. He is not going to have the largest show in the business but is going to surely have some outstanding entertainment features."

JOHNNY WILLIAMS cards from Newark, N. J. "Am now okeh after an awful sick spell. Frank West proved himself a real friend by paying my hospital bill of \$155.75, and on the last day of the season gave me \$50 to go home with so I could be near my doctor. Next year I will have an all-new show from front to back."

THIS IS no time to explain the economic situation. It has been explained too often and by too many people already—that is what is the matter with it.—Unkle Jerk.

COW BELLS! Wonder whatever became of the old-fashioned cow bell board ball bouncers. The kind that Ike (Tramp) Friedman made famous in the days when K. G. Barkood had the big railroad carnival? He built one on nearly every carnival he went on in his young days, then would sell out and move on.

SAILOR HARRIS cards from Akers, La.: "Closed the season at Columbus, Miss. It was a very pleasant one. Had my side show with Zimdars' Greater Shows. Thanks to good friend Harry Zimdars, I will be with it again. Now on vacation on the lakes in Louisiana and then back to Jackson, Tenn. Seems like summer here. Will have charge of the show's winter quarters.

BITING FISH! Mr. and Mrs. Roy Gray and Louis Bright card from Rockport, Tex.: "If one really wants to catch some fish they should come down here. Trout and Red's are biting in these parts. We came to stay a week but as long as fish keep biting there is no use to be in a hurry, as the show is in the barn."

LIFE MAY BE what a man makes it, but the trouble seems to be that some men start at the wrong time of life to make it.—Soapy Glue.

BILLIE WINGERT cards from Eatonton, Ga.: "Jimmie Keating, original Jean-Jeanette and myself, Karlene, have teamed up for the winter and will play night club dates in Florida. Jimmie will have the annex with Chalkias brothers side show next season and I plan a show new to carnivals and will be on the same show."

ALLEN BRYANT cards from Toledo, O.: "Wonder how many of the boys are eating their meals in bed in some steam heated hotel and cutting up jackpots with the clerk at the desk, as to what they made the past season? My advice to those who did not get it this season is for them to try again as 'next season' is just around those big snow banks."

DAVE CARROLL, press agent for Dodson's Shows and the Arthur E. Dodson American Legion Post No. 784, letters



LOOK! GUY WOODS, the intrepid photographer from the national picture publication *Look*, snapped this photo of Walter Hale, press agent, and George Crowder, special agent, for the Beckmann & Gerety Shows in Des Moines during the Iowa State Fair festivities this year. The sound car in the background has been dubbed the "Golden Zephyr" by Crowder. Hale made his debut this season in the big time press agent class and, according to latest reports, has fully qualified in this position. Larry Hogan, general agent for the shows, was also included in this setup but the photo got creased in the mail and his likeness fell off.

**PARK MEN
FAIR SECRETARIES
CONCESSIONAIRES!**

Visit us during the Chicago Conventions! We want to meet you and say "Hello". And we want to show you some sensationally new ideas in amusement equipment designed to make 1938 your top year in profits!

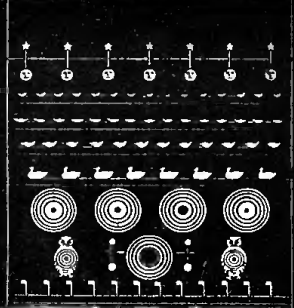
STOP IN AT BOTH PLACES.

Exhibit BOOTH 128, SHERMAN HOTEL.
PLANT—1522-28 W. Adams St., (2 Miles West of Loop.)

EVANS

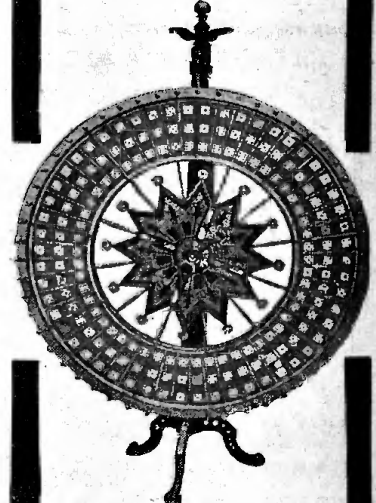
MONEY MAKERS

Rely on Evans 45 Years' Experience for Latest and Best Amusement Equipment.



SHOOTING GALLERIES

IMMEDIATE DELIVERY.
Complete Line of Shooting Galleries,
Supplies for All Makes.



EVANS DICE WHEEL

One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up of All Kinds

FREE CATALOG

H. C. EVANS & CO.

1522-28 W. Adams St., Chicago, Ill.

The Frozen Custard Machine You Will Eventually Buy

ELECTRO-FREEZE

AIR COOLED COMPRESSOR

NO ICE—NO SALT—NO WATER

(Saves the Cost of the Machine in One Season.)
Cleaned and Sterilized in 5 Minutes.
Capacity 30 Gallons per Hour—60 to 80% Overrun.

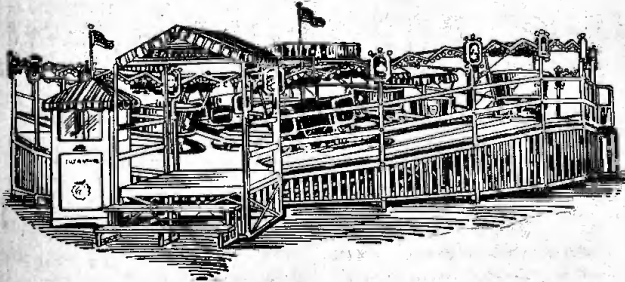
This machine was a positive sensation the past season—75 machines now in operation. Place your order now for early delivery.

PORT MORRIS MACHINE & TOOL WORKS
712 East 135th Street,
NEW YORK CITY.

DOES THIS PROVE ANYTHING?

Ride Owners Buy a TILT-A-WHIRL
Later They Buy Another TILT-A-WHIRL
Then They Buy a Third TILT-A-WHIRL
And One Bought a Fourth and a Fifth

YES — IT PAYS TO OWN A TILT-A-WHIRL



- Quick Portability
- Dazzling Beauty
- Economical Operation
- Lasting Value
- Thrills That Make It a Repeater
- Real Money-Getting Power

That's why successful Ride Men Buy Tilt-a-Whirls and more Tilt-a-Whirls Year after Year

For Particulars Address

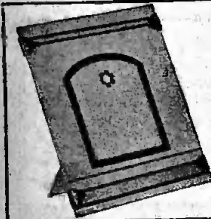
SELLNER MFG. CO., Faribault, Minn.

Visit Us at Booths 26 and 47 at the Convention

**WE WANT TO THANK
OUR HUNDREDS OF
FRIENDS AND CUSTOMERS
FOR THEIR
GENEROUS PATRONAGE
DURING THE PAST SEASON
AND HOPE
TO MEET YOU
AT THE CONVENTION IN THE SHERMAN
HOTEL, CHICAGO, NOV. 29 TO DEC. 2.**

--- U. S. ---

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SHOW PRINTERS
KANSAS CITY, MO. NEAL WALTERS, Mgr.

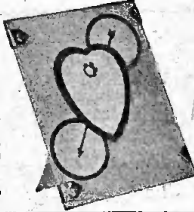


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The latest hit in Modernistic Glass and Photo Frames with mirrored designs. Made in all sizes from 1x1, 1 1/2 x 2 to 8x10. We have enzel backs and mirror paste frames to fit all size direct positive and miniature photos.

Send for illustrated catalog and price list, or send \$1.00 for sample assortment. Special discount in Quantity Lots. Get samples of our new Designs and Novelty Xmas Frames.

Central Products Mfg. Co., Inc.
504 1/2 East 18th St., Kansas City, Mo.



1938 - HIGH - STRIKERS - SINGLE - DOUBLE and TRIPLE

For the latest 1938 Model ELECTRIC REFLECTOR LIGHTED HI-STRIKER. STEEL PARTS USED in ALL sizes from 17 ft. to 40 ft. high. Outfits weigh 225 to 300 lbs. We supply 2, 3 and 4 Masts; very largest Chime Gongs in colors and nickel; prices lower, \$45.00 and up, depends on the size. FINEST DOUBLE STRIKERS, \$65 up; TRIPLE or 3-in-1 Machines, \$100 up. We build many new ideas in Games. NOW is the time to get ready EARLY. 1938 Prices will be higher. ORDER NOW. Save 10 to 20%. Send for Special Winter Cut Prices, good for 30 days. Established over 25 years. Factory at 77 Turbill Ave. Address LA-PEER HI-STRIKER WORKS, LaPeer, Mich.

1938 WILL
**BE THE
BIG MONEY
YEAR**

KAUS UNITED SHOWS, INC.

Now Contracting Shows and Rides that don't conflict. Will furnish outfits to capable Showmen and legitimate Concessions only. Fair Secretaries and Auspices Committees desiring a large, clean Amusement Carnival Company free of grift for your Fair or Events, get in touch with us. Home Address: New Bern, N. C.

Sol's Liberty Shows, Inc.

**BEST EQUIPPED SHOW
OF ITS KIND IN THE
U. S. A.**

Now Booking For Season

1938

**Winter Quarters Address:
P. O. BOX 223
CARUTHERSVILLE, MO.**

from Lake Charles, La.: "Shows closed the season here Sunday, November 14, and the train left Monday over the Missouri Pacific Railway headed for its winter quarters in East St. Louis, Ill. Better than fair business was had at this stand, the final for 1937."

A DEPRESSION is caused by a man who needs only one bicycle but let's a bicycle salesman talk him into buying two.—Leon Hewitt.

**F. H. Bee Jr. Lauds
A Big Carnival
Laudaciously**

NASHVILLE, Tenn.—Had the pleasure of visiting the Royal American Shows one night at the Mississippi State Fair, Jackson. It is truly a grand show and was so magnificent and beautiful that I had to go back in the daytime to see how it looked and again I was surprised. I never imagined that a carnival could be so large and attractive and could sell so many tickets at the prices they charged, and they were selling them, too.

This midway is a sight that every person in show business should see. I will try and look it over again this winter at the Florida fairs.—F. H. BEE JR.

EARL HENNING letters from Tampa: "George Redinger and myself closed a very good season at Cullman, Ala., October 30. Opened the season with Corey Greater Shows, then went to Kaus No. 2 for a few weeks. Was also with Sam Lawrence Shows and closed season with Royal Palm Shows. Redinger left for his home at Indiana, Pa., for a month's visit. I will stay in Tampa for the winter."

WALTER D. NEALAND letters from Shreveport, La.: "Wish to offer my appreciation to The Billboard for its fine co-operation given me the past season, both with the Rubin & Cherry Exposition and Hennies Bros. Shows. Came here expecting to frame a museum but the deal did not pan out as planned. However, have a couple of offers, one of

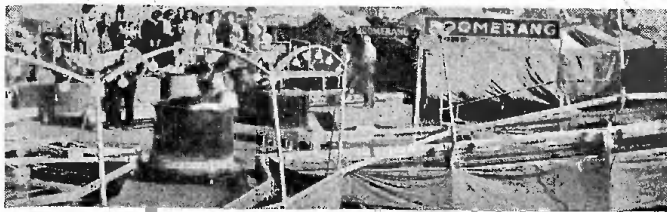
which is a big thing. Will know about it later. Enjoyed being with Harry W. and Orville W. Hennies."

STANLEY J. GROSS cards from Waco, Tex.: "Want to thank The Billboard for the excellent co-operation it gave me while special and press agent for Crowley's United Shows the past season. I took over the side show at Yankton, S. D., and started at the bottom with one act and built it up to 11 and transported 18 people and property on four trucks and three passenger cars. Own all my equipment, bills all paid and my route can be found in The Billboard. We fed nine carnivals recently from show owners to ride boys in our cook-



CHARLES SEIP as he looked two weeks before his 79th birthday this year in August at Taylorville, Ill. He is in good health and ever ready to lend a helping hand to those in distress. For several seasons he has been on Zimdars Greater Shows as The Billboard agent and mail man as well as making himself a general utility man around the show. Next to Dad Dunbar he is probably the oldest man in the carnival business.

A SENSATIONAL TOP MONEY GETTER! A REPEATER!
BOOMERANG



Ask Showmen Who Have Seen it in Operation. Now Demonstrating at Funland Park, Miami, Fla.
HARRY WITT, Sales Manager, will be at Hotel Sherman, Chicago, Ill., during Convention, Nov. 29th to Dec. 4th.
 All others address:
BOOMERANG MFG. CORP.
 140 13TH STREET, BROOKLYN, N. Y.

Gillies in Two Semi-Trailers
 Gross Weight 16 Tons

Earning Capacity Unlimited
 Safety - Speed and Action

POP PENNIES INTO DOLLARS
- MAKE WINTER MONTHS -
- PROFITABLE WITH AN -
ADVANCE POPCORN MACHINE

These Fine New Machines Get New Profits From The Quick Nickels and Dimes ! !

Make no mistake about it—ADVANCE Popcorn Machines have the lights, color, motion and eye appeal. They really do the business! Yes, they boost sales and increase profits. Reports from customers tell of doubled earnings starting with the installation of their new ADVANCE Machine.

AND WHAT HANDSOME PROFITS!

THE EFFICIENCY OF THE ADVANCE MACHINE HELPS SWELL YOUR PROFIT - MARGIN
 The popcorn business is one of the safest and surest of businesses—good the year round. And profits are even better with an ADVANCE Machine on the job.

70c
ON EVERY
DOLLAR

The "WORLD'S FAIR SPECIAL"

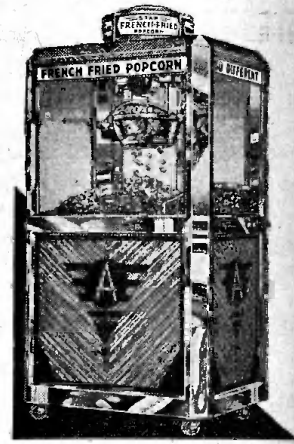
Original and Genuine "World's Fair Model" with Automatic Eye and Automatic Popping Temperature Control. Truly a modern big-capacity machine! Latest improvements. Head and shoulders above all other models! It gets the business. Automatic Popping Control assures you of maximum volume and bigger profits.

SPECIFICATIONS

75" high, 36 1/2" long, 26 1/2" wide. All-electric. CAPACITY \$15.00 TO \$20.00 PER HOUR. Modern indirect lighting, big porcelain enameled cabinet.

OTHER MODELS FOR EVERY LOCATION !

If you now operate a Machine, get an up-to-date ADVANCE Model and watch your profits grow. If you do not operate a Machine, by all means investigate the profit possibilities. Low down payments. Easy terms.



ADVANCE MANUFACTURING CO.
 6322 ST. LOUIS AVE. ST. LOUIS, MO.

CONCESSION - TENTS - SHOW
"ANCHORDRY" KHAKI **"ANCHORDRY" NEW EMERALD-GREEN**

Your Equipment by "ANCHOR" Carries a Reputation That Is Outstanding.
"ANCHOR" Tents Are Standard for the Outdoor Showman.

For Those Who Demand Only the Best "ANCHOR" Brand is Specified.
 Say "ANCHOR" for the Best Built Tents of All Kinds.

We thank you one and all and extend our Best Wishes for a Merry Xmas and Happy New Year.
LET US HEAR FROM YOU EARLY AND OFTEN.
ANCHOR SUPPLY CO., Inc. EVANSVILLE, IND.



FLYING SCOOTERS

SURE MONEY - SAFE - SELF-CONTROLLED FLYING RIDE.
 Carried on one semi-trailer. Can now be seen operating at Funland Amusement Park, Miami, Fla.
SEE YOU AT THE SHOW!
BISCH ROCCO AMUSEMENT COMPANY
 3900 South Parkway, Chicago, Ill.

ANDERSON-SRADER SHOWS, INC.

Now booking for season 1938.
 Fair Secretaries write M. A. Srader, Concordia, Kansas. Have 30 weeks season including our Fairs and Celebrations. Show opens Wichita, Kansas, April 15th; winter quarters Wichita. Have a complete new Pit Show, want manager that can produce. Want any Grind Shows that do not conflict. Will book neat, medium sized Cook House.
 Address all mail Concordia, Kansas.

house. Plan to keep my Cavalcade of Wonders Museum out all winter."

PUTTING UP PAPER! Unkle jerk says he is the best little waiter for opportunity to come his way that ever came down a pike—Red Onion.

JOHN T. HUTCHENS, museum manager, letters from Crowley, La.: "Eunice, La., fair was the second best stand of the season. This will be the longest season in many years for our enterprise. Rice and sugar cane crops are very good and money plentiful. End of season is not yet in sight and it may run to around the first of the new year. Crowley date was not up to expectations as the weather was bad."

FITZIE BROWN, of the West Shows, says it's not so hard to sign 100 new members to the Showmen's League. The cookhouse, digger and concession operator is among the comparative few to rate that number this year, nevertheless, and is the recipient of one of the few beautiful gold membership cards.

Fitzie, together with Joe, no relation, Brown, is spending several days in New York prior to attending the Chicago meeting. Both will be back with Frank West next season.

G. C. HERRING letters from Warren, Ark.: "Am regular reader of *The Billboard* and know of no medium as useful or that furnishes more intelligent information concerning concessions than it does. Am considering the idea of investing some money in the concession business. For eight years have been on



G. R. (JERRY) THORNE, for three seasons show and concession operator with Kaus United Shows, is seen here reading a recent issue of *The Billboard*, which publication he compliments on the services rendered to its readers and advertisers. Following close of the carnival season he took up the duties as advance agent for his World's Fair Oddities, a traveling museum, he organized in Charleston, S. C.

the road as traveling salesman for a nationally known food products organization."

Walter B. Kemp, of Motordrome Fame, Also Honored by Shrine

BEAUMONT, Tex. — In reference to story in recent issue of *The Billboard* regarding Shrine honors, I wish to state that while I am not an executive of the Royal American Shows, I was also honored along with the executives of this show at Davenport, Ia. They gave me a life membership in the El Kaaba Temple Shrine of that city. I have a membership at Tampa, Fla., for which I pay, but I am so elated over El Kaaba Temple accepting me as an honorary member that I would like my friends to know of my good fortune. Naturally, I have already told some of my friends in the show world about it, but will appreciate having it mentioned in *The Billboard*.

Not being mentioned in the writeup referred to above is something I cannot quite understand as I was the first one to give out the story when it took place. Cannot believe that my name was deliberately left out.

WALTER B. KEMP.

EDDIE L. POUPIN cards from Charleston, S. C.: "S. C. Reed, for some years Big Eli Wheel foreman with Krause Greater Shows and this year with Corey Greater Shows, spent three weeks on Kaus Shows No. 2 unit, en route to Key West, Fla., for the winter. I will spend part of the winter in New Bern, N. C. Had the crime show for Mrs. Victor Lee while she was on the Art Lewis Shows. Season for this crime show was not so hot. Missed Mr. and Mrs. George F. Dorman while visiting Kaus No. 1 show in Chase City, Va.

FRANK JACOBIN letters from Woodville, Tex.: "This is the first time I have written *The Billboard* altho I have bought and read the paper for over 10 years. Been showing in the Northwest for past two years. Played the Puyallup, Wash., fair this season and then joined the Blue Bonnett Shows in Texas. Played the Jasper and Silabee county fairs and will play Livingston, Tex. Bought a new canopy top from Fulton Bag and Cotton Mills, Dallas, and they did me a first class job in every way. Have Major John Show."

CALIFORNIA, here we come! It is hard to understand just why so many of the carnival fraternity returning east from the Pacific Coast have complaints to make as to the way some in the business are treated out that way. The principal squawk seems to be that they are contracted east and when they get out on the West Coast the managers of some carnivals want to cut the salaries or raise the percentages as the case may be. If this is so it should not be so.—Red Onion.

JOHN T. REA letters from Indiana, Pa.: "Closed a very successful season at the Loudenville, O., street fair October 7. My show was out 26 weeks and encountered much rain but business was always good when weather permitted. Have a nice place to winter and will do

TENTH ANNIVERSARY YEAR
DUMAS AND REID
Present the

"Happyland"

(INCORPORATED)
... SHOWS ...
"THE BEST IN OUTDOOR AMUSEMENTS"

Detroit, Michigan.
November 15, 1937.

Permanent Address:
3633 Seyburn St.
DETROIT, MICH.

The Billboard Publishing Co.,
25 Opera Place,
Cincinnati, Ohio.

Gentlemen:

As 1938 will be our Tenth Anniversary Year, we believe it fitting to address this letter to end through, "The Billboard," to all it may concern.

In the Fall of 1928, we acquired the equipment of "Happyland Shows," and inserted our first advertisement for attractions in "The Billboard." That advertisement, pledging honesty and common sense business methods, started us on our way to the termination of nine successful years. In this, the opening advertisement of our Tenth Anniversary Year, we wish to augment that pledge with the motto, "Never get too big, but always better."

At this time we wish to express our sincere thanks to "The Billboard" and our friends among the manufacturers of amusement equipment for their many benefits. To all our committees and Fair Secretaries, whose good will we cherish to the Shomons, Concessionaires and Employees, whose loyalty through the years has turned all our obstacles into happy memories. We need your continued friendship and confidence.

Our Tenth Anniversary Season will open in the vicinity of Detroit, Michigan, April 30th, 1938.

We want to hear from Shomons, Concessionaires and people in all departments of Carnival business. All letters are answered. To be connected with this show is your assurance of a profitable year in 1938.

With every good wish, we remain

Sincerely yours,
Happyland Shows, Inc.
John E. Dumas
Vice President.
William A. Dumas

COMPARE! USE NATIONALLY KNOWN HIGH QUALITY CANDIES. COMPARE!

Dolly Varden Chocolates

Standard or Oversize Boxes—Conventional or Flashy Labels—Clear or Colored Cellophane Wraps. Specials in 10-15-20-25-30-40 and 50c sizes, and in-between sizes at in-between prices. Samples by parcel post at wholesale prices plus postage.

IMPORTANT—When writing please state your requirements.

WM. C. JOHNSON CANDY CO., Cincinnati, O. (Since 1912.)

THE ORIGINAL CANDY PULLER

← DISPLAY PULLERS
Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles.

REBUILT MACHINES AVAILABLE
Guaranteed Rebuilt Machines at substantial savings. All replacement parts in stock for immediate delivery.

WRITE OR WIRE FOR DESCRIPTION AND PRICES.

HILDRETH PULLING MACHINE CO.

153 CROSBY ST. NEW YORK CITY

MODEL SHOWS, INC.

Wishes All Our Friends A Merry Xmas and A Happy New Year

W. R. HARRIS, Pres. and Gen. Mgr.
E. B. BRADEN, Bus. Mgr., with it and for it another season.
SAM SERLIN, Corn Game, for it another season.
GEO. PARROTT, Supt. Transportation, always for it.
E. B. KAW, Gen. Agent, glad to pilot a Good Show.

This is a Railroad Show, Flat Cars and Wagons. Will Book Real HIGH-CLASS SHOWS, TWO REAL FREE ACTS, LEGITIMATE CONCESSIONS, LARGE COOKHOUSE, HIGH-CLASS SIDE SHOW.

Winter Quarters—P. O. Box 469—MACON, GA.

BYERS & BEACH SHOWS

NOW BOOKING FOR 1938 SEASON

Will buy or book Motordrome, with or without transportation, or any Shows of Merit which do not conflict with what we have.

Can place reliable Concession Agents who can and will work strictly for Stock. Want capable man to take charge of Cook House.

Ride Help and Capable Foremen Wanted for Rides.

R. L. (Bob) Mays and Johnnie Cannon, let us hear from you.

All address: BYERS & BEACH SHOWS, 1304 Walnut St., East St. Louis, Ill.

PORTABLE NEW 5¢ SALES SENSATION
SETS ANYWHERE ON COUNTER
NO PLUMBING CONNECTION

FROSTEE MALTED MILK

\$45.00



"The Drink that You Eat with a Spoon"

Instantly served—a delicious, chilled Frosted Malted Milk. Simply press a button and there's your Frosted—a big Malted for 5c—and a handsome profit maker for you. Quickly pays for itself. Price \$45.00. Frostee Malted are sweeping the country. Write or wire now.

FROSTED PRODS. EQUIP. CO., Inc. FROSTEE MALTED MILK MACHINE.
30 EAST 20th STREET NEW YORK CITY

DICK'S PARAMOUNT SHOWS, Inc.

Extends Yuletide Greetings To All

1938 — Now Booking for Season — 1938

WANTED—RIDES—Octopus and Ride-O.
SHOWS—Fun House, Motor Drome. Have complete Ter-in-One Equipment for capable Manager. Good proposition to right party.
CONCESSIONS—All Legitimate Concessions.
HELP—Want Help in all departments.
ACTS—Sensational High Act. Will guarantee twenty-two weeks' work.

Write R. E. GILSDORF, Gen. Mgr., 84 S. Main St., Concord, N. H.

some building, repainting and painting. In fact have already started work. Two new trailers are about completed. Will change the shows I now have and add others. Recent visitors were Mr. and Mrs. Eddie LaSalle and Mr. and Mrs. L. S. Johnson."

Mr. and Mrs. Ben Weiss Now on Honeymoon; Will Be in Chicago

MIAMI BEACH, Fla.—Am now enjoying that outstanding thrill that comes into nearly every man's life. Just got married and stopping at the Shoreham Hotel here. The young lady was Martha Brazeal, of Montgomery, Ala. She worked for the firm and was at Allentown, Pa., and other fairs this past season.

Following a cruise to the Bahama Islands we will head for the big meetings in Chicago.

Speaking of business, my five Bingo units had a very successful season. Have one booked in Funland Park, Miami, and it opened November 20.—BEN WEISS.

MORRIS MILLER lettered from Ada, Okla.: "Believe it or not. Since Doc Waddell has been press agent for Miller Bros. Shows he has filled three scrap books with newspaper clippings. He was a week in advance here and a week back with the show and turned in 40 clippings, but with all the good press work show could not buck the cold weather for three weeks which made business the worst we have had in years, grossing about \$700 during that time."

WILLIAM REYD letters from Potts Camp, Miss.: "Dyers Greater Shows, formerly 'Lotta Hoocy Shows,' recently purchased in Peoria, Ill., a combination office and living trailer from Harry S. Short, the showmen's friend. It is an Imperial Club car. Among the other showfolk who purchased motor vehicles in Peoria were Mr. and Mrs. Ellsworth McAtee, Mr. and Mrs. Joe Smith and Mr. and Mrs. Wayne Barnett. Altho season has been far from good it looks like that by hard work on the part of their people they have done fairly good."

THAT BUNCH in New Orleans who drink so often to the health of Uncle Jerk are going to be disappointed in him when they meet, as he has now become a buttermilk boy.—Soapy Clue.

ROY E. LUDINGTON letters from Santa Ana, Calif.: "Crafts Shows closed here on Sunday following a successful season. All three of Crafts units will winter on the National Orange Show

grounds. No. 1 unit will open a month in advance of the orange show date, to be exact, February 12, in Calexico, Calif., playing its regular mid-winter tour in the Imperial Valley and from the Valley Fair to the Orange Show in March, 1938. I will be back from the trip to Honolulu, H. T., in time for the PCSA banquet and ball, Los Angeles."

BRUCE KEMPF letters A. C. Hartmann from Kansas City, Mo.: "All members of my family, including myself, wish to thank The Billboard for publishing our father's death notice. Our Model City is playing a department store here. There has been a strike, which is still in progress, but it is expected to be settled soon, but business is off as a result. We were at Lakeside Park, Denver, Colo., until the season closed. It was a still date, so to speak, but satisfactory. It is a beauty spot and well managed. We will continue our department store bookings for a while at least. Best wishes to The Billboard."

OUT OF THE RUT! It will take more than a season to pull some of the carnival folk out of the rut they are in. Probably they want to remain mentally and physically in that well-known ditch.—Thillie Few Clothes.

REHA B. PONTIS cards from North Little Rock, Ark.: "McClellan Shows closed the season in Monticello, Ark., and



J. J. KELLY and Esau, the trained chimpanzee, in front of the Kellys' new living trailer. Photo taken recently by Mrs. Mae Kelly at their home town, Thornstown, Ind. J. J. operates a carnival show in which he features his jungle companion who sits placidly on his knee.

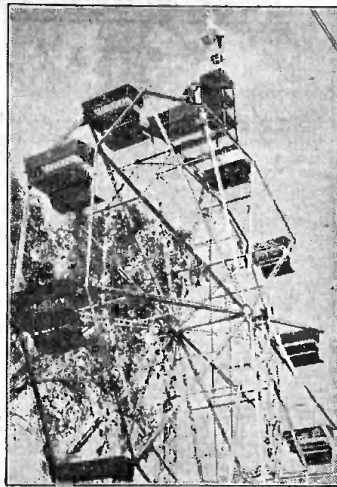
are in winter quarters here. Rides and concessions had a good season. All equipment will be repaired under the direction of Robert Thompson. Martha McClellan went to Dallas, Mr. and Mrs. Roy Goldstone to their home in Hot Springs, Ark. Quite a number of others from the show are now in Hot Springs, including Mr. and Mrs. L. Opsal, Mr. and Mrs. Whitney Danley, Mr. and Mrs. T. Neals, Mr. and Mrs. White Pratt and Mr. and Mrs. John Grenshaw."

ME AND MY SHADOW! Saw a colored minstrel comedian leading a riding mule from a pony track across a lot in Georgia and at the same time he was singing "Me and My Shadow."—Soapy Glue.

LOUIS ROSENBERG, recently advance advertising man for Bantly's All-American Shows, visited *The Billboard* office last week. He says this past season was his first in the carnival business and that he is now working on a promotion in the Cincinnati district. He will attend the Showmen's League banquet in Chicago. Louis says his son David did some building for the Cetlin & Wilson Shows, but as for himself he is not decided for next season, but has some new ideas he would like to try out in the carnival line then. He reports that Bantly's Shows made the season very pleasant for him and he wishes to thank the management for courtesies extended.

ALIBI NO. 13! "We are going to let the finance company take back a few of the trucks we used this season for the reason that our show was entirely too large the past season."

WILSON BOOSTS SOLOMON! JACK (DOC) WILSON letters from Caruthersville, Mo.: "After Sol's Liberty Shows was put in the barn Sam Solomon, Lew Hoffman, formerly of the old Crystal City Shows, and myself went to Hot Springs, Ark. Then Mrs. Wilson and myself went down in Texas near the Gulf of Mexico and did a little fishing. We will be in Chicago at the big meetings. Am sending *The Mizer* the most remarkable un-



HERE IS A MAN doing a free act at the top of a Big EH Wheel and you never saw a photo like it before. This scene was "shot" during the engagement of the Anderson-Strader Shows at the West Wichita (Kan.) Community Celebration recently. The man doing a handstand pushup on the chairs on a pedestal is Dare-Devil Dalt, who presented the free attraction with the shows.

solicited piece of newspaper work I ever read. These Missouri folk sure do swear by Sam Solomon. He is really the biggest little man I know and has a heart of gold and is a smart showman."

S. L. A. BUTTONS! Who's got the button? If members have buttons they should wear them at the Chicago convention. If members have no buttons they should get buttons.—Wadley Tif.

FRANK WEST, general manager West's World's Wonder Shows, letters from Norfolk, Va.: "We have started work here in winter quarters. Fizzle Brown is remodeling the cook house to make it larger and will use stainless steel fittings all around it and in addition will have 12 big mirrors. The entire working staff and personnel of the show have re-signed for season 1938 except Nell Berk, general agent and banner man. Louie (Pickles) Weiss went to Johns Hopkins Hospital, Baltimore, for rest treatments following a very strenuous season. We wasted no time here getting our work started; as soon after the train rolled in and was unloaded the crew went to it. Going to build an entirely new show from front to back. Fizzle Brown, business manager; Louie Weiss, entire staff and myself will attend the Showmen's League banquet and ball in Chicago."

Kindly Send for Your Mail, Your Address on a Postcard!

As the outdoor season is practically over, *The Billboard's* Mail Department is being flooded with letters, packages, postcards and such. Kindly send for your mail. Postcard at once your address to *The Billboard*, Mail Department, Cincinnati, O. Give your permanent address as well as present forwarding address. Do it now. Thank you!

BARRY LEWISTON letters from Monroe, Mich.: "Had a successful season with Conklin Shows in Canada. Had side show and reptiles. My shows' personnel laid off two weeks for a rest after a six months' hard grind. Opened my Modern Museum in Monroe, Mich., October 23, and it turned out as a profitable stand. Present lineup of attractions is Carlson Sisters, fat girls; Kongee, torture man; Leona Thomas, fire eater; Stella, tattooed girl; Clinco, African Bushman; Prof. Disco, magician and inside lecturer; Jerry Buttkhart, snakes; Melvin Burkhardt, anatomical wonder; Rogan, sword box and illusions; Madame Zindra and Madame Yohana, mentalist. Leo and posing girls in annex. Cliff Roberts and Dave Morris, tickets; Percy Barnett, doorman. Outstanding feature is two Pythons. Merrick Ralph Nutting, who has been in advance of the Conklin

FAIRLY & LITTLE SHOWS

"America's Most Beautiful Motorized Show"

NOW BOOKING FOR SEASON 1938

Want to hear from Capable Showmen. Will finance any new or novel ideas. Must be within keeping of the high standard of our other attractions. Want to hear from legitimate Concessions. Earl Chamber's Dog and Pony Show, get in touch with us.

FAIR SECRETARIES

DESIRING THE LARGEST AND MOST BEAUTIFUL MOTORIZED SHOW IN AMERICA. SEE US AT THE SHERMAN HOTEL, CHICAGO, DURING THE CONVENTION.

NOBLE C. FAIRLY

PHIL LITTLE

ALL ADDRESS: FAIRLY & LITTLE SHOWS,

P. O. BOX 123, SPRINGFIELD, MO.

NOT STOCK POSTERS
NO TWO ALIKE

Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks

We will submit designs, created exclusively for your show.

H.W.M. POLLACK POSTER PRINT SHOW PRINT DIVISION
BUFFALO, N.Y. PHONE GRANT 8205

THE NEW CHAIRPLANE

The Chairplane has done its full part in assisting its owner to complete a successful financial year. Cheapest adult ride on the market, also most economical to operate and transport. Why not prove this to yourself by adding one to your Carnival or Park equipment?
SMITH & SMITH, Springfield, Erie Co., N. Y.

Gandy Floss Machines
Saratoga Kettle Poppers
Rosecake Outfits
Candy Kettles

Fishpond Fish
Pop-Corn
Cheese Chills
Formulas

A. T. DIETZ CO.
2144B Madison Ave., Toledo, O.

MERRY CHRISTMAS — HAPPY NEW YEAR

ROGERS GREATER SHOWS

NOW BOOKING ATTRACTIONS FOR 1938

Want New and Novel Rides, Octopus, Kid Rides, Rideco, Etc. Want Shows of Merit — Furnish Outfits. All Concessions open. Exclusives will be sold to responsible concessionaires. Write or wire.

H. V. ROGERS, Mgr., 814 Clark Place, Nashville, Tenn.

FRED W. SIMS Presents

SIMS GREATER EXPOSITION SHOWS

Canada's Outstanding Midway

Now Booking for the Season of 1938 — 9th Annual Tour.

Correspondence invited from all worthwhile and meritorious attractions in keeping with our standards.

FRED W. SIMS

Permanent Address: Box 85, Toronto, Ontario, Can.

Shows for past few years, is with the museum in a like capacity. Went from Monroe, Mich., to Toledo, O."

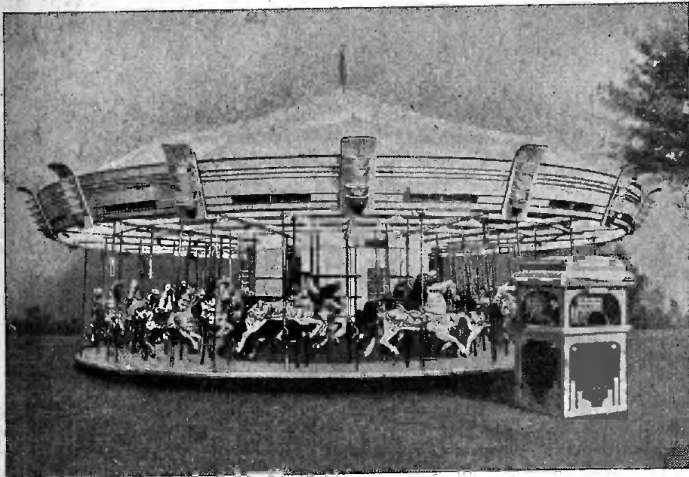
J. GEORGE LOOS letters from Beeville, Tex.: "Carnivals, like any other line of business, are most times precisely what we in our particular line choose to make it. We do not have the biggest show in the world, nor the smallest, but just right for the dates we play. I will spend a few weeks in Mexico City after the close of the season, so do not suppose I shall be in Chicago. However, I would like to see some of the oldtimers, as I enjoyed renewing acquaintances last year to the fullest extent.

I believe that K. G. Barkoot and myself are the oldest carnival owners in point of continuous operation in America. Saw the Beckmann & Gerety Shows

at Corpus Christi, Tex. It is a great show and while the carnival business is a grand business, it would be better still if there were more "Beckmann & Gerety's" in the business. Good luck to *The Billboard* and its entire staff and wish to thank them for all past favors."

NOT LOYAL, OR LAZY, OR INCOMPETENT! Some press agents finish the season but fail to finish their work in connection with the closing of the season. Sad to say, some of them leave their press quarters a mess and hurry away. There is a lot they could do but do not that would further the future interests of the show they are with. They do not seem to think they are coming back another season—and even tho they are not, they might think of the fellow who is to follow them. Shame on them.—Wadley Tif.

Another Big Improvement STREAMLINED CARROUSEL



The Old Reliable **ALLAN HERSCHELL CARROUSEL** Brought Up-To-Date
STEP OUT AHEAD—Increase your earning power with this new Streamlined Carrousel, and improve the flash at the front of your midway. Available in all sizes, 32-foot Little Beauty, 36-foot Two and Three Abreast Ideals, 40-foot, and 45-foot Three and Four Abreast.

STAINLESS STEEL
MOULDINGS

INDIRECT
LIGHTING

MODERNISTIC
DESIGN

Write for Complete Information and Prices

ALLAN HERSCHELL CO., Inc.
NORTH TONAWANDA, N. Y., U. S. A.

"Out of Past Comes the Greatest Achievement of Modern Ingenuity"

BARLOW'S BIG CITY SHOWS

1938 OUR 25TH ANNIVERSARY TOUR, 10-CAR SPECIAL TRAIN, 200 PEOPLE, 10 RIDES, 12 SHOWS, CALLIOPE, SOUND TRUCK, 25 LEGITIMATE CONCESSIONS.
Real Publicity—Plenty of Advertising.

OPENING CITY OF ST. LOUIS, MO., SATURDAY, MARCH 26. PLAYING FOUR CHOICE LOCATIONS, THEN INDUSTRIAL MANUFACTURING TERRITORY, WITH 20 STREET CELEBRATIONS, HOME-COMINGS AND FAIRS STARTING WEEK OF JUNE 27.

WILL SELL EXCLUSIVE ON FOLLOWING CONCESSIONS: Cook House and Juice, Corn Game, Photo Gallery, Palmistry, Custard, Pop-Corn, Candy Floss, Penny Pitch, Penny Arcade, Diggers, Novelties, Rotary, High Striker, Long Range, Short Range, Scales, Turtles or Mouse Race, Bowling Alley for Glass, Cigarette Gallery and Country Store. Positively no grift.

Will furnish Outfits for Athletic, Snake, Illusion, Side Show, Turn-Over Crazy House, Hawaiian, Single Pir, Half and Half, Hillbilly, Small Minstrel with Band, String Shows.

Wanted experienced Help on Merry-Go-Round Mixup and Butterfly. (All center poles are mounted on wagons.) Eli Ferris Wheel, Chairplane, Baby Ride, Builder, General Repair and Maintenance Man, Trainmaster who can Repair Wagons, Poles, Electrician, Scenic Artist, Advance Agent who can Lithograph and use Brush, Press Agent capable of Writing and putting on Special Promotions; Family Troupe for Free Act, must do Combination of Acts; Small Band, Organ and Air Calliope Repairman. All of the above state lowest salary.

Following persons write: Frank "Sunnyboy" Allen, Whitle Murray, Bob Mays, Richard Bland, Courney Wade, Leon Miltons, Charles White, Happy Preston, Old Tommie, Jimmie Bidwell, J. W. Roberts, Harry Kackley, Motordrome Smith.

CAN OFFER SEASON BOOKING FOR OCTOPUS, LOOP-O-PLANE, 8-CAR WHIP, CATERPILLAR, TILT-A-WHIRL, BABY AUTO, PONY RIDE, LINDY LOOP and DODGEM.
Address: HAROLD BARLOW, Mgr., American Hotel, 7th & Market Sts., St. Louis, Mo.

PEARSON SHOWS

NOW BOOKING FOR 1938 SEASON

Greetings to Our Friends Everywhere

Winter Quarters Address: Ramsey, Ill.

Philadelphia

PHILADELPHIA, Nov. 20.—South Street Museum this week has Gilbert Tracey, sword swallower; Chief Redwood, novelty musical act; Ponce de Leon, magician; Johnnie Woodards, accordionist; Mme. Orva, mentalist, and Billy Cornell's colored revue. Business, fair.
Eighth Street Museum is having fair

THE ROADMAN'S GUIDE OR MONEY-MAKERS MANUAL

A valuable book of instructions and information for Show, Privilege, Concession People. \$4.00 a copy. Order today. Information Free. THE ROADMAN'S GUIDE, 27 Miller Bldg., Toledo, Ohio.

Send your correspondence to advertisers by mentioning The Billboard.

business with the following: Thornton, magician; Jack Garrison, glass blowing; Ted Burgess, impalement and rope spinning; Leo, illusionist, and Poses Plastique. Dancing girls in annex.

John W. Wilson, of Cetlin & Wilson Shows, passed thru the city on his way to New York and Chicago.

Jeanne Sher, for the past 12 years accountant for Horrow Brothers, was married October 23 to Jack Rogow in New York. The couple will live in Hartford, Conn., where Rogow is in business. Sher was well known to concession people dealing with the Horrow firm.

Bobby Hasson returned here this week. He was on the front of the Ringling-Barnum side show this season.

Nate Miller was a visitor this week, coming in from Long Beach, Calif., by (See PHILADELPHIA on page 96)

ZIMDARS GREATER SHOWS NOW BOOKING 1938 SEASON

SHOWS—Can place Motordrome, Girl Review, Big Snake, Model City or Farm, Midget, Fat People Show or any worth-while Shows that will get money. We will furnish new tops and fronts for same.

CONCESSIONS—Will sell X on Diggers, Frozen Custard, Snow Cone, Photos. Also Wheels that will put out stock. Can place Concessions of all kinds.

RIDES—Can't book any, as we have twelve of our own and still buying more.

WILL FINANCE—Any new worth-while idea for Shows or Rides.

WILL BUY — Ride-o, Dodgem, Pony Track and two more 50-K. W. Transformers.

HAVE FOR SALE—One 40-foot Parker Merry-Go-Round in good condition.

HELP—Can place Truck Mechanic at once that knows Int. Trucks and can and will keep them in good condition, also repair Semi-Trailers. Can place Ride Help that Drive Trucks.

FAIR SECRETARIES-CELEBRATION COMMITTEES wanting to Book a Show of our size, get in touch with us at once.

Address ZIMDARS GREATER SHOWS, P. O.
Box 1605 (Winter Quarters, Fair Grounds),
Jackson, Tenn.

Crafts Stops At Santa Ana

Forty-two-week tour ends
successfully—personnel to
go in all directions

LOS ANGELES, Nov. 20.—Crafts Shows closed November 13 at Santa Ana, Calif., a season of 42 weeks and all stands within the State of California. Owner Orville N. Crafts and Manager Roy E. Ludington stated that the tour was tops for this show, with exceptional weather breaks, very little illness and no major accidents. Nearly all the people with the show closed with it.

Crafts and Ludington did a lot of entertaining on November 11 to specially invited party of executives of the National Orange Show and the Los Angeles County Fair, and other invited friends. The 190-pound buck shot by Crafts in Northern Oregon supplied the piece de resistance of a most delectable menu. The dinner was served in the cookhouse and was prepared by Jimmie Lynch and assistants. Guests from the National Orange Show were Joe H. Wilson, treasurer; William Starkey, general manager; J. Dale Gentry, John Anderson, Ben Holmes, Dick Roberts, B. Dade Davis, Dr. W. B. Hayes, W. Peachey and Arthur Brown, board of directors.

From the Los Angeles County Fair were C. B. Aftersbaugh, secretary-manager; E. C. Middleton, vice-president; Fred Rowland, mayor; F. W. Howard, chief of police; R. S. Elliot, captain of police, and Flummer Bruns, police commissioner, Santa Ana. Other guests were Mr. and Mrs. Will Wright, of Golden State Shows; Mr. and Mrs. J. Ed Brown, Harry Graves, Edith Bullock, Steve Henry, The Billboard; Mr. and Mrs. Ross E. Davis, Bill Naylor and Gertrude Galbraith, of San Bernardino; Frank Domecus; C. A. Cobb, retired trouper of Santa Ana; Frank J. Downie, Nick Wagner, Harry Sussman and Joe Glacey.

Entertainment features were orchestra from Gayle Avalon Follies; Joe Wilson, veteran retired showman, reminiscing; Roy Ludington, dialect stories; Orville N. Crafts narrated the high spots of his recent hunting trip in Oregon. Crafts Shows' personnel was served a dinner later.

Those who had definite plans after closing were Mr. and Mrs. O. N. Crafts and Mr. and Mrs. Roy E. Ludington to Honolulu; Mr. and Mrs. Tommy Myers to San Bernardino quarters, and after handing details go to Oakland, Calif., for the holidays; Elmer Hanscom, legal adjuster, with Mrs. Hanscom, now much improved in health, four weeks' trip to Cuba and Panama, then to Seattle until after January 1.

Mr. and Mrs. Carl Miller, Gayle Avalon, to New York, Eastern points then back to San Bernardino; Frank Lentini, a sojourn in Mexico until after January (See CRAFTS STOPS on page 96)

Los Angeles

LOS ANGELES, Nov. 20.—Warm weather in Southern California has kept several carnival companies out longer than they had anticipated. However, Crafts 20 Big Shows closed at Santa Ana, Calif., November 13 and Golden State Shows closed the same day at Maywood, Calif. Equipment of both organizations was sent to quarters in San Bernardino, Calif.

The 20th Century Shows' rides have been set up here for the winter after a successful week's engagement at Blythe, Calif.

Martin's United Shows enjoyed a good week's business at Fullerton, Calif., and will make a few more stands before folding for the season.

Frank J. Kennedy Shows opened in San Gabriel, Calif., last Monday for a week's stand.

Clarke Greater Shows have obtained winter quarters on South Hopper avenue here, while agents for Hildebrand United Shows are reported to be shopping around for a suitable location.

Many carnival folks have been sighted in town. Doc Hall blew in last week, but left immediately for Southern California, and reported that he was undecided as (See LOS ANGELES on page 96)

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

Kaus United Shows No. 2

St. George, S. C. Week ended November 6. Dorchester County Colored Fair. Weather, cool. Business, only fair.

Truck move from Columbia. Spot advertised heavily as a fair, but in reality was nothing but a still date on a new lot outside city limits. Fifteen-cent gate and no free acts. Days warm but winter weather set in at nights; too cold for heavy patronage. Week was not entirely lost, as small crowds came out and made a few trips around midway but left early. Midway did some business but not enough to cover the expenses for the week. Days were spent in much gaiety and entertainment, visits and parties were held by near-by shows. Sheesley in Charleston and Crystal Exposition in Waltersboro, S. C. Lady Dorothea, mentalist, joined Thorne's Side Show and will remain for his museum and vaudeville dates. Other arrivals are Chickering L. Townsend, lecturer; Mimi Garneau, sword swallower; Jolly Cora, fat girl; Fred Garneau, tattoo artist, and George Jolly, human pin cushion. **BOBBY KORK.**

Zimdars Greater Shows

Columbus, Miss. Week ended November 6. Knights of Pythias Community Fair. Weather, very cold. Business, total blank.

Worst week of season. Bad weather and low price of cotton made it so, despite hard work of committee. Harry H. Zimdars entertained newsboys. Thursday show had Billroy's Comedians for opposition. Mr. and Mrs. Billroy and several others visited midway. Heavy Watson, Dutch Sampson and wife, "Million-Dollar Show" and monkeydrome joined Dyer Greater Shows. Louis Cutler left to play still spots; Bill Salo, to Minneapolis; Professor Spigel, Winona, Minn.; Arthur Weike, Litchfield, Minn.;

Mr. and Mrs. Davis, Detroit; F. B. Brouard, Port Arthur, Tex.; Gale Fulton, Yazoo City, Miss. Pearl and Sailor Harris and Betty Belle Muse went to Kentwood, La., for two weeks of hunting, then will return to winter quarters. **CHARLES SEIP.**

Heth Bros.' Shows

Attalla, Ala. Week ended October 30. Location, Depot lot. Auspices, American Legion. Weather, rain and cold. Business, none.

Commander Logsdown and his committee did all in their power to make the engagement a success, but were unable to overcome the elements. General Agent A. H. Murphy closed here and joined Royal Palm Shows at Center, Ala. Many visits were exchanged with that show.

Union Springs, Ala. Week ended November 6. Location, Slim's lot. Auspices, American Legion. Weather and business, fair.

Only merchandise concessions and the rides were operated. The first part of the week was lost because of cold weather, but Friday and Saturday were okeh. The committee, with Commander Matthews, Vice-Commander Redd and Adjutant Parker, was excellent. Joe J. Fontana visited. A coupon for \$10 worth of groceries continues to go with each 5-cent gate ticket. General Agent T. L. Dedrick is getting good spots and downtown locations.

Enterprise, Ala. Week ended November 13. Location, Huey lot. Auspices, Knights of Pythias. Weather, warm and fair. Business, good.

Smiles were evident here for the first time since the Oneonta, Ala., fair four weeks ago. Cecil C. Rice is doing well with his two stock concessions. Mrs. Albert and L. E. Heth have five stock stores. The writer's Fun House is holding its own with the rides; no other show is being carried for the rest of the season. Mrs. Andre Heth is visiting in Miami. T. L. Dedrick is preparing for the meeting in Chicago and the fair meetings north. Show will again winter in Alabama. **FLOYD R. HETH.**

Blue Ribbon Shows

Dawson, Ga., November 1-6. Dawson Peanut Festival. Weather, days warm, nights cool. Business, fair.

This spot marked the closing week for the show after a very spotty, but successful season. Show opened Monday night with a light crowd but attendance increased thereafter. Members of the show presented Mr. and Mrs. L. E. Roth with a gift to express their feelings and to show they were well satisfied with their efforts to make the season a successful one. Jack Gulluppo, who was the cook, treated all to refreshments Saturday night to show his appreciation for their patronage during the season. **ART ALEXANDER.**

Kaus United Shows

Suffolk, Va. Week ended November 6. Auspices, Four County Fair Association. Weather, good. Business, none.

Due to the failure of the promoter this fair turned out to be just another week. Merry-Go-Round and U-Drive-It cars were the only rides worked and then only in very meager returns. **LESTER KERN.**

Show Agents' Contest

The winner of *The Billboard* Show Agents' Contest will be decided at the Showmen's League testimonial party to President J. C. McCaffery in Chicago, Saturday night, November 27.

Names of the 13 prize-winning agents who sold the most subscriptions at the close of the season will also be announced.

See the December 4 issue for names of the agents who lead the scoring in the subscription contest. The two winners of the sweepstake contest will also be given in next week's issue.

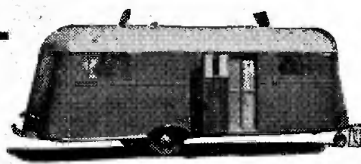
Show agents are requested to file their permanent winter addresses with B. A. Bruns, Circulation Manager, *The Billboard*, Cincinnati, O.

"LET YOURSELF GO"

IN A

KOZY Coach

TRADE NAME REG. U. S. PAT. OFF.



In these high tension days it's a great satisfaction to have your home follow you wherever you go—the same comfortable bed night after night—clothes arranged neatly in a full length wardrobe—clean wholesome food as you like it, and when you like it!

There's plenty of room to stretch out and "let yourself go" after a day of strenuous activity.

Send for brochure—"You're Ahead with a Kozy Coach Behind" and see all the new features that enable you to be at home all year around and really live in grand style.

KOZY COACH CO. 409 E. MICHIGAN AVE., Kalamazoo, Mich.



THE ROYAL COACH

A Coach for all Troupers. Show people financed on convenient terms. Trade in Your Present Outfit for a Royal.

Write to

Royal-Wilhelm Furniture Co., Sturgis, Mich.

Or Any Distributor

TRAILER COACHES, INC.
2707 Delaware, Cor. Villa
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ORR & ORR
4654 W. Washington Blvd.
Chicago, Illinois

THINKER MOTOR COMPANY
1819 E. Kenilworth Place
Milwaukee, Wisconsin

NATIONAL TRAILER SALES
1101-1107 S. Hope Street
Los Angeles, California

TRAILER SALES COMPANY
335 S. Broadway
Wichita, Kansas

BEEZLEY ROYAL TRAILER SALES
4200 "O" Street
Lincoln, Nebraska

LORENZ BROTHERS, INC.
Kalamazoo, at River Street
Lansing, Michigan

MID-WEST TRAILER SALES
2925-27 Locust Street
St. Louis, Missouri

AUCTION SELLHORN

Sale will be held at **EAST LANSING, MICHIGAN** **DECEMBER 1**

Entire 1937 Factory Stocks of Alma Silver Moon and Covered Wagon Trailers. Some custom jobs and large selection of used Trailers. **YOU SET THE PRICES!** 6% CIT Financing available. Bring credentials.

THE '38 MODELS ARE IN These new models are the last word in traveling comfort and luxury.

- * COVERED WAGON features Shermanite-Steel and Electric Brakes.
- * ALMA SILVERMOONS feature Permanent Bed, Spun Glass Insulation and Electric Brakes.

RENT TRADE TERMS
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All E. J. C. Showfolk Have Work for Winter

ST. VITAL, Man., Can., Nov. 20.—Following disastrous effects of hail and a tornado suffered by E. J. C. Shows at Dryden, Ont., in September, entire organization moved into winter quarters and made plans for rehabilitation. Rolling stock suffered only superficial damage. An airplane, however, which was affiliated with the shows as an attraction, was grounded for good. Rides have been stored and will be overhauled and painted. Big Eli Wheel will appear in recovered seats and a new coat of aluminum.

Most of the personnel have taken up labor other than show work for the winter. Casey, Walker and Prescott will handle affairs pertaining to 1938 season activities. Snake Show Manager Mahoney joined a unit in Texas. Professor and Mrs. ValJean are managing a hotel. Bull Moose Kerslake is engaged in keep-

ing wheat rolling to Canadian National Railways at Rainy River. Stan Rothway, secretary, has a bakeshop in this community. Sid Whitechurch, astride a caterpillar, is snaking logs out in the north country of Ontario. Joe Carter, hoop-la concessioner, went into the auction business with his brother, Captain Carter. The various truck drivers have secured contracts hauling wood. E. J. Casey went into the wood business. As usual, Mike Vigoray, truck driver, is piloting largest fleet of haulers. Ted Casey, *The Billboard* agent and mailman, has enrolled in St. Paul's College, Winnipeg. Scarlet Brother Bailey shows no signs of abating his interest in athletics or romance. Madeline Casey, cashier, continues busy as ever. Jim Mager, foreman of Eli Wheel, is occupied with his wood workshop, utilizing several ride helpers. Meetings are held twice a month during the winter season at the home office, Casey's residence. Canadian Shows are unique in that they have no alternative but to hibernate for the winter. Reported by Fred L. Prescott.

Temple Bit \$7,000 At Houston Circus

HOUSTON, Tex., Nov. 20.—Before leaving for his winter home in Miami, Director Bob Morton, Hamid-Morton Circus Company, said final figures showed that Arabia Temple Shrine Circus in the new Coliseum here on November 3-6 played to 82,000 with two shows a day and grossed \$28,000, the temple getting 25 per cent, or \$7,000.

Director Morton considers this a good showing, inasmuch as the Shrine Circus followed Ringling-Barnum and Cole Bros. within four weeks. He said the circus company had unusually large expense because of extra rental, seats and other items and that its net was small compared to that of the temple.

The hall was not furnished in time for the opening but with extra seats and standing room for 5,000, the overflow was taken care of.

Acts, Games in Findlay, O.

FINDLAY, O., Nov. 20.—A profit was shown by Moose Lodge, sponsor of the Community Indoor Night Fair here on November 10-13, said H. L. Weiland, who furnished equipment. John Hummel and Roxie Harris were on the committee. Featured were a mouse circus, turtle races, merchants', farm and home products exhibits, prize drawings, merchandise wheels, ball toss, cane rack, penny pitch, fish pond, Hazard's rat game, Brinkman's Bingo, Karst's Penny Arcade and a number of acts.

OVER 20,000 attended Mineola (Tex.) American Legion Armistice Celebration on November 10 and 11, said Roy O'Brien. Free acts, parade and concessions, which did big business, were featured.

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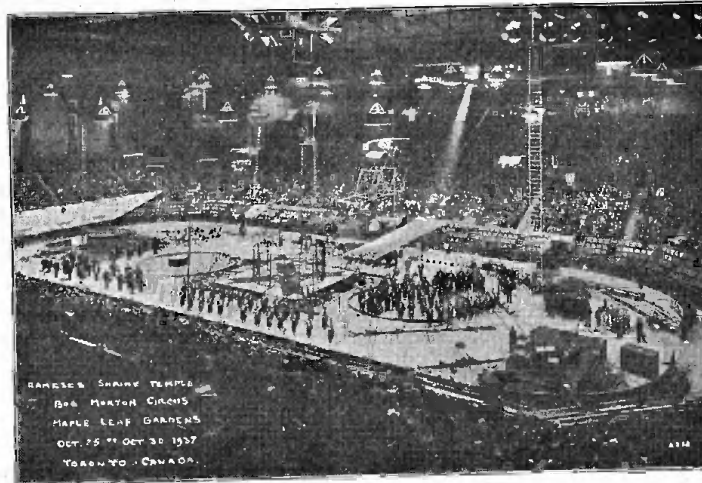
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HAMID-MORTON CIRCUS under Rameses Shrine Temple for charity, transformed gigantic Maple Leaf Gardens in Toronto during the annual performances on October 25-30 when a new indoor circus box-office mark of 132,650 was attained. Gross receipts ran almost 100 per cent higher than in 1936. Director Bob Morton produced the show and efficient advance work was in charge of Omer J. Kenyon.

More Rides, Shows Booked for Sun Fete

EL PASO, Tex., Nov. 20.—Sun Carnival midway for 1937 will be located in Cleveland Square, where it drew exceptionally well last year, said Verne Newcombe, concessions and amusements manager. Rides from Midwest Shows, owned by Mr. and Mrs. Ed Lundgren, have been added to others already contracted.

Milo Anthony's circus side show will also be on the midway, Newcombe said. Attractions in the Anthony unit include: Mechano, human wax man; Mlle. Zeldia, mentalist, and Chandu, magician.

Roy E. Stein, formerly press agent for the T. J. Tidwell Shows, has been added to Newcombe's staff as director of publicity. Mrs. Manny Gunn has been added to the advertising crew.

Clyde Davis, with Western States Shows last season, will bring two girl shows. Mr. and Mrs. Jack Kenyon will have exclusive concession on eating stands at Sun Carnival midway and Sun Bowl football game, where 20,000 are expected to see champions of the Border Conference meet an outstanding team.

PHILADELPHIA

(Continued from page 94)

way of the southern route, and visited several carnivals on the way. Reports a very good season with the Skooter, at the beach, which is still operating to nice business.

Herman Jacobson, who had the circus side show with the De Luxe Shows past season, returned to the city. Says season was just fair. Will remain here for the winter.

LOS ANGELES

(Continued from page 94)

to when he will suspend operations. Harry Gordon, who has been general agenting the 20th Century Shows since closing with the West Coast Amusement Company, reports that he has the organization booked until Thanksgiving week.

Harry Horwitz has joined the winter show colony here, while Ed Smithson is in and out of town on business pertaining to the Pacific Coast Showmen's Banquet and Ball program.

Joe Horwitz is playing clubs and special events.

Fred Slevert blew in from Blythe, Calif., to play independent dates.

Joe Steinberg is planning to take a

Indoor Date Is Repeated By Stiles in Kelowna, B. C.

KELOWNA, B. C., Nov. 20.—Carnival and Mirthquake for Kelowna Basketball Association, staged by Vernon C. Stiles on November 8-13, was his second engagement here in less than 30 days, previous successful event being under the Elks. Acts were used at the Mirthquake, with 10-cent door.

Indoor Carnival produced by Stiles for Kamloops (B. C.) Exhibition Association on November 4-6 was reported financially successful, there being a turnaway on closing night.

Promoter Stiles reported the Elks' Indoor Carnival in Penticton, B. C., on October 28-30 resulted in a loss to him and sponsors, partially because of insufficient lodge membership.

trip into the desert.

Milt Runkle is busy getting United Amusement Company's equipment in shape.

Mr. and Mrs. A. B. Miller, owners of American United Shows, visited here last week while en route to Palm Sping, Calif., from Seattle for a vacation.

Ben Dobbert returned from a trip north, where he visited several carnivals at their quarters.

Frank Curran is visiting in San Francisco.

George Silver handled the novelty concession at the U. S. Army Air Corp's Reller Show which closed a week's engagement at Riverside, Calif., last Sunday. Walter Gosco, Baldy Miller, Dan Pearlstein and Dave Stump, local concessioners, also worked the event.

George G. Keenan of Siebrand's Piccadilly Circus, will winter in Los Angeles.

Arthur Greenhalge, of Greenhalge & Jackson Amusements Enterprises, writes from Sydney, Australia, that he will arrive in the United States about December 28. He reports that Princess Pontus, Amazonian; Toto, pigmy man; Dollita, miniature Mae West; Marjorie Van Camp and her trained pigs; E. H. Jackson's Whirl of Death; George Donovan and the Perry Bros.' Shows are going over in a big way there.

Frank Neill has Concolino, wire wizard, playing New Zealand.

Eddie Deck, former well-known trouper, is now residing in Huntington Park, Calif.

Harry Fink, Harry Sussman and Joe Glacey are preparing for a big promotion. Sam Boswitz has joined the colony at Redondo Beach, Calif., for the winter.

Acts Draw Record At Charlotte Show

CHARLOTTE, N. C., Nov. 20.—Roscoe Ates was featured at the 1937 Charlotte Exposition and Food Show in the Armory-Auditorium on November 15-17, accompanied in his act by Barbara Ray. Five Cabin Kids were headlined on the stage program on Friday and Saturday. Exposition was on November 10-20.

Others appearing on stage programs were the Arlays, acrobats and aerialists, who daily worked from high foot trapeze in front of the Armory; Laddie Lamont, ladder act, and Marie's Marvel Circus, trained animals.

Exposition drew record attendance and was highlighted by many giveaways. James B. Vogler directed the show.

CRAFTS STOPS

(Continued from page 94)

1; Red and Pauline Crawford, Motor-drome, new house-car trip to Texas, then back to quarters; Val Vino, visit to beaches, then to Bartlesville, Okla., then back to quarters; Ed. and Bertha Kanthe and daughter Edna, of the Athletic Arena, Covered Wagon trailer trip to Detroit and Midwest, then back to quarters; Ed Lee to Pocatello, Idaho; Young Ketchell, visit home to Philadelphia, then to St. Louis; Young Lewis to Dallas, Tex., assistant athletic director in club there; Joe Sherbe, to The Dalles, Ore., and back to Pomona, Calif.; Mr. and Mrs. John Gilliland, to Birmingham, Ala., and return to quarters; Eddie Bliss and Patrick, to San Francisco, and back to quarters; Phil Stapeck, trip to home town, Cleveland, to New York, and back to Los Angeles; Bill Larroque, to New Orleans, and back to Venice, Calif.; Art LaRue, store show in Oxnard, and back to San Bernardino; Louis Pettinari, to New York and Stamford, Conn.; George Black to Pittsfield, Mass., and back to Portland, Ore.; Oklahoma Jack Shell, to Tahlequah, Okla., working novelties in Oklahoma City and Tulsa; Jimmie Lynch, to Mexico City and hunt in Chihuahua, Mexico; Charlotte Duran, to Minneapolis, Chicago, then back for opening of show.

Charley Johnson, to Tacoma, Wash., working indoor spots; Roland Richards, to Tampa, Fla.; Francis Gallant, to New Bedford, Mass., and Boston; Homer Davis and wife, to Rededa, Calif.; Mr. and Mrs. Clarence Turner, to Denver, then back to San Fernando, Calif.; Sammy Caldwell, to Omaha and Falls City, Neb.; J. B. Van Sickle, to Dallas and Fort Worth, Tex.; Red Goodman, to Spokane, Wash., and back to West Los Angeles; Mr. and Mrs. John G. Ragland, trip to Oxford, N. C., and back to Ocean Park, Calif.; Louis Korte, to the Mohave Desert; Florence Hatfield, to Asheville, N. C.; Ken Dengler, to Philadelphia and Easton, Pa.; Marle Burnett, to Walla Walla, Wash., and back to Redondo Beach, Calif.; Claude and Bobby Hardy, Chicago, Kansas City; Mrs. Walter Klinek, to New York, and back to Glendale, Calif.; L. J. St. Jean, to Pembroke, Canada; Ray Silver, to Sterling, Colo.; Jack Bugsell, to Rainbow Pier, Long Beach, Calif.; Prince Yogi, to Honolulu, and back to Fresno, Calif.

Fritz Le Cardo, to Philadelphia store show; Bill McCormick, to Kokomo, Ind., and back to San Bernardino. W. E. Cooper, to San Francisco, and back to Venice; Al Duchesne, to Cleveland, O., and Omaha, Neb.; James Parker, to Johnstown, Pa.; Nick Spaeth, electrician, to St. Louis, for course in electrical engineering; Lee Cole, to Hillsboro, Wis.; Carl Brooks, to Massillon, O., and Pittsburgh; Frank Phillips, to Denver, and Cheyenne, Wyo.; E. C. Breckenridge, chief designer, to Los Angeles stores, and back to quarters; H. Van Norman, to Portland, Ore.; Mr. and Mrs. George Williams, to Fort Worth, Tex.; William C. Mock, Garnaville, Iowa, and Des Moines; Mrs. Lucille Zimmerman, to Vinita, Okla., and back to Venice; Rita Vorhels, to Vancouver, Wash., and Sacramento, Calif.; Dorothy Renner, vaudeville dates, and back to Los Angeles; Elinor Maddux, to Albuquerque, N. M., and Tucson, Ariz.; Letta Miller, to Cuyahoga Falls, O.; Ted Brown, to Columbus, O., and Wheeling, W. Va.; Mr. and Mrs. Bernard G. Luitweiler, to New York; Jack Murphy, to San Jose, Calif.; Harold Perry, to San Francisco; Phil Williams, to the desert, and back to San Bernardino; Eddie Gantvoort, to Boston, and Fall River, Mass.; Jack Durling, to Chicago, and back to San Diego, Calif.

Indoor Exposition Circuits--A Symposium

FORMATION of indoor exposition circuits is feasible and practical, say a number of organizers and promoters of special events. But intelligent business principles and intimate knowledge of the work must prevail and numerous dangers inherent in the promotion field must be avoided. These ideas were brought out following publication of an article, *Why Not Indoor Exposition Circuits?*, in the Fall Special Number of *The Billboard* of August 28.

That a fertile field for outdoor show-indoor exposition promoters awaits them in indoor exposition circuits is declared. Provision of employment for thousands of concessioners, performers, musicians, executives, billposters and others is seen. "The idea could be worked out and properties made adjustable to fit into the picture attractively, appealingly and possibly profitably," said J. A. Darnaby, widely known organizer of outdoor and indoor special events and fairs. "Bookings naturally would have to be made many weeks ahead to take advantage of open time in auditoriums, thus eliminating bad features heretofore admitted as extremely risky. For the sake of those performers and concessioners who might find employment during a most discouraging layoff season, I'd like to see the idea developed.

No Real Attempts Before

"The question of exposition circuits has been under consideration in former efforts to book attractions of varied types, including circus and carnival, eliminating long, costly hauls and discouraging open dates, but has not, to my knowledge, been intelligently and wisely attempted. The combination of indoor circus and carnival may have at some time been effectively and profitably made but I have no record of such an event. I have witnessed one or two efforts in this direction, not worthy of comment. In the forming of an exposition circuit the 'exposition,' properly framed and financed, would be most important. Necessary equipment for proper assimilation of circus and carnival features would have seriously to do with the circuit idea.

"Several years ago I was asked, in behalf of a worthy cause and appealing idea, to make a tour of Middle Western States with a view to booking consecutively a safety-first exposition. The ideas embodied in the big show, original and novel, were the result of well-planned and thought-out ideas by men and women long experienced in safety-first work. There was a liberal underwriting fund. My tour covered many large cities and smaller towns where large auditoriums were available. Wherever I went the idea caught on like a prairie blaze. After three weeks of investigation, upon my recommendations, the tour was abandoned.

Proper Layout Is Imperative

"It happens that I have a sprinkling of knowledge and experience in three essential units of such a proposed setup, circus, carnival and exposition. Without having had practical knowledge of the workings of such a combination, one man's guess and especially mine might be unworthy of serious consideration. My experiences in attempting formation of such a tour may not parallel an exposition circuit, as it includes circus, carnival and exposition, but has something in common. Exhibits planned for the safety show were not unlike the setup of a pit show. Others were to be inclosed sections with proper lighting effects in demonstrations and were similar to small-show setups on a carnival.

"Feature attraction, a spectacle, was to be a big musical revue dealing with safety and included a number of acts and ballet. We found many auditoriums with tremendous seating capacities but without the flat floor space that would be necessary for carnival features or

rides. Where there was sufficient flat surface, the auditoriums were often not otherwise suitable. Only in very large cities was the effect at all possible. Basement showrooms often were obstructed so as to make placement of many features impossible. Most serious interference with our plans was the impossibility of securing consecutive bookings. Long hauls, we found, would be necessary. One of the problems we were most anxious to eliminate, expensive layoffs, seemed always present. Cincinnati, Louisville, Springfield, Detroit, Chicago, Milwaukee, St. Paul and Kansas City halls were available and most of them fairly well laid out for our set-up, but anything like consecutive weekly bookings, essential to profitable operation, was out."

Thinks Possibilities Overlooked

"There are hundreds of cities of from 50,000 to 250,000 population which could be listed on indoor exposition circuits," declared Verne Newcombe, Southwest showman of wide experience in nearly all branches of indoor and outdoor show business and promotions. "Most of these cities do not have indoor shows, largely because reliable promoters have overlooked a good possibility. Many cities have no auto shows, industrial exhibits or merchandise displays and are naturals for indoor shows. There are thousands of outdoor showmen for whom winter means a long layoff and who are not content with 20 to 30 weeks when they could get 40 to 50 weeks a year. Towns want such shows; showmen want to give them. Keeping them apart probably is laxity of reliable promoters in not booking them. Requirements for organization of indoor circuits are rigid but could be met by the proper men. I consider chambers of commerce as first choice as desirable sponsors.

"The promoter should be sure his sponsor has something to sell. A haphazard committee, lodge or organization, without a purpose, would be a handicap. It is better if the sponsoring group has had experience in other promotions, with some knowledge of the outdoor field and of promotions. The promoter must show that the proposed exposition will bring in out-of-town people and trade, since organizations usually feel they have local business well in hand. It is a good policy to obtain approval of any local better business bureau which may exist so as to obviate any feeling that the venture may be a 'fly-by-night' promotion. Avoid 'rushing' the sponsor with threats of taking the show to another town, and a solid foundation will result.

"Organization of the circuit is a vital spot in the setup. A competent manager to head the entire organization is necessary. He must depend on at least three advance crews who keep moving ahead. Handpicked crews are imperative, as too many 'rocking-chair' agents rely on committee chairmen to do a promoter's work.

Indoor Trend Is Evident

"Possibilities of indoor exposition circuits are almost limitless. Over the nation varied themes are possible. Cattle shows, industrial exhibits, merchandise shows, agricultural displays, auto shows and mining industry exhibitions are a few around which indoor shows may be built. Outstanding indoor and outdoor acts could be used. The more spectacular the unit the more successful the show will be. Routine of side shows on carnivals and circuses would fit nicely and could include girl revues, athletic shows, animal shows and others. Free acts would be a necessity and could include fire dives, slides-for-life, radio, hillbilly units and others. Promotion methods are also unlimited. Contests of all kinds are called for. Billposters, and only those who know how to put up paper, newspapers, radio plugs and *The Billboard* are essential.

"Circuits should be compact. Promoters

who attempt long jumps will find themselves 'jumped out of money' in this field. Sticking to sectional circuits is essential because of jumps, and attempting to make too many towns would be fatal. A 15-week season is about the limit for indoor expositions. Similar circuits are potentially possible in every section. Chief danger might be that jealousy of agents may lead them to believe that they can start their own circuits. The field would then become over-expanded and no one would make money. The indoor circus field went thru a mushroom expansion but has been ironed out until a few reliable troupes are in the field alone and a compact, successful situation has resulted. Promoters in indoor exposition circuits would need to guard against acts that guarantee everything, with little talent to back up their offers. Such acts will 'burn out' towns.

"A trend toward indoor exposition circuits is evident. Winter shows of all kinds are increasing. It would give me much satisfaction to see the indoor exposition circuit idea taken up by such showmen as J. Allan Darnaby, Irving Polack, Nat D. Rodgers, Roy Ludington, John Alexander Pollitt, R. S. Quaintance, Bob Morton, L. Clifton Kelley and W. H. (Bill) Rice. There are more than enough concessioners willing to take the opportunity to book an indoor exposition circuit under men of such ability."

Sees Further Flesh Outlet

"Any indoor exposition circuit, to be successful, must depend largely upon good entertainment," is the opinion of Merle A. Beam, successful operator in Pennsylvania and other States. "Readers of *The Billboard* can not help but be impressed by the strides made by the indoor circus promoter during the past decade. Growth of this form of promotion is due for the most part to the popularity that has been built up as a result of exceptional management and the ever-unchanging desire of seeing performers in the flesh. People are always willing to patronize any worth-while event properly handled and effectively publicized. In many communities since the vaudeville slump, little or no opportunity has been afforded the amusement-loving public to witness stage shows of any kind, especially during winter months. The unusual acceptance of the public of presentations before grand stands at fairs this season is significant.

"Interested indoor promoters will find that many communities now have public auditoriums as a result of generous gratuities of the Federal Government in the relief program. Such communities would likely prove virgin territory for any kind of indoor promotion. The indoor exposition circuit would offer a new field to the trail blazers in promotion. The possibilities are at hand to those who are willing to make the necessary steps in organization. Many talented performers are often without steady work because of limited opportunities for engagements. Many outstanding acts are limited to a summer season because of lack of indoor bookings. High-class entertainers are available and would welcome organization of an indoor exposition circuit.

Many Economies in Circuit

"Many concessioners would welcome an opportunity for winter work if assured of sufficient bookings. Indoor bookings would in most cases hold less hazards for concessioners than the outdoor season, as weather conditions would not be so great a factor. A properly conducted exposition is a boon to commercial exhibitors, as it has proved one sure way of bringing the public face to face with their products. Business men, once convinced of sound management on the part of the exposition manager, will be a staunch supporter of the movement. Indoor expositions with better features of carnival, circus and fair, with com-

mercial tieups that are possible, should make sponsorship easy to secure.

"Overhead for a single exposition is so great that only those in large population centers have been able to consistently show financial gain. A circuit, however, would reduce overhead within reasonable figures, as decorations, booths, etc., would be used many times. Volume buying of advertising and supplies at lower prices would be possible.

"The promoter who can command public confidence and put a punch into his shows will have no trouble drawing crowds. Current trends are toward a further shortening of the work day. An indoor exposition circuit will meet one of the needs of a changing social order."

Believes Organization Necessary

"There is no reason why indoor exposition circuits can not become a reality," said Harry E. Wilson, veteran promoter of contests at indoor doings, with outdoor shows and for fairs. "It would first be necessary, as I see it, for men in the promotion field to organize. By organization they would be in closer contact with one another and would always know what dates and territory are being played. They could thus set dates whereby a certain circus unit, show or acts could be given numerous weeks or several months of consecutive work. This would be advantageous to performers and would mean more satisfactory act prices for promoters.

"But, to work out successfully, there must be honor among promoters. Meaning, for example, that if John Smith is putting on a show in Junkville for the Bulls that I or some other promoter won't come in and put one on a week ahead for the Mules. Indoor exposition circuits should work as a guarantee of good acts or shows, for it is known that when a unit has played together several weeks the performers become more accustomed to routines and work much better than in a show that is just thrown together. This does not apply, of course, to the few men who carry organized troupes but should be considered by promoters who have been conducting one or two events a winter. I am firmly of the belief that indoor exposition circuits should be formed. By them the cost of shows will be reduced, promoters and committees will realize more profits and performers, concessioners and others will have more work."

Profit Reported for Lions' Club Doings in Hattiesburg

HATTIESBURG, Miss., Nov. 20.—Despite three days' rain, the Lions' Club Armistice Celebration and Exposition in the heart of town on November 8-13 showed a profit of \$750, said Assistant Director Harry E. Wilson, who also handled advance ticket sale. F. Maurice Wood was managing director.

Dixie Exposition Shows, with seven rides, eight shows and 50 concessions on the midway, did satisfactory business. Free act was Harry Froboes, swaying pole. Featured were baby show, popularity contest, giveaway and parades. C. R. (Red) Bradley was chairman of the program committee. Event was advertised thru newspapers, posters and announcements over WFOR.

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CONVENTIONS

ARIZONA Prescott—State Cattle Growers' Assn. Feb. 8-9. Mrs. J. M. Keth, 140 S. Central, Phoenix.

ARKANSAS Little Rock—Soc. Sons of Amer. Revolution. Feb. 22. M. E. Mitchell, 536 Center st., Conway, Ark. Little Rock—State Outdoor Adv. Assn. March 1-7. J. Baird.

CALIFORNIA Los Angeles—Pacific Coast Showmen's Assn. Dec. 15-16. State Henry. San Francisco—Western Fairs' Assn. Dec. 16-18. Tevis Paine, Sacramento, Calif. San Jose—Asso. Farmers of Calif. Dec. 6. H. C. Morgan.

COLORADO Colorado Springs—Amer. Rabbit & Cavy Breeders' Assn. Jan. 9-15. A. Weygandt, 7408 Normal ave., Chicago, Ill. Denver—P. of H. State Grange. Jan. 18-20. Rudolph Johnson, Boulder, Colo.

CONNECTICUT Hartford—P. & A. Masons. Feb. 2. W. Buck. Hartford—P. of H. State Grange. Jan. 11-13. Ard Welton, Box 135, Plymouth, Conn.

DELAWARE Camden—State Hort. Middle of Dec. T. P. Manns, Univ. of Del., Newark, Del.

DISTRICT OF COLUMBIA Washington—Order of Odd Fellows. Jan. 26-27. H. L. Andresen, 419 7th st. N. W. Washington—Order of Red Men. Feb. 14. W. M. Alexander, 4106 5th st.

FLORIDA Coral Gables—State Soc. of Teachers of Dancing. Dec. 28-29. Miss H. Ebsen, 9 S. Hyer st., Orlando. Sarasota—Tin Can Tourists of World. Feb. 7-20.

GEORGIA Atlanta—Assn. of Southern Agril. Workers. Feb. 8-10. David Long, Mortgage Guarantees Bldg.

ILLINOIS Chicago—Internat'l Assn. Fairs & Expos. Nov. 30-Dec. 2. Ralph T. Hemphill, Oklahoma City, Okla.

Chicago—National Assn. Amusement Parks. Nov. 29-Dec. 2. A. R. Hodge, Hotel Sherman.

Chicago—Showmen's League of Amer. Nov. 28-Dec. 2. Joe Strelchik, 165 W. Madison st.

Chicago—Amer. Farm Bureau Fed. Dec. 13-15. W. R. Ogg, 58 E. Washington st.

Chicago—Natl. Assn. Coin-Operated Machine Mfrs. Jan. 17-20. Clinton S. Darling, 120 S. LaSalle st.

Chicago—State Nurserymen's Assn. Jan. 11-12. M. Bryant, Princeton.

Chicago—American Carnivals Assn. Nov. 29. Max Cohen, Rochester, N. Y.

Paris—State Farmers' Inst. Feb. 16-17. H. Allison, Springfield.

Peoria—State Farmers' Grain Dealers' Assn. Feb. 1-12. L. Farlow, 230 Unity Bldg., Bloomington.

Springfield—State Agril. Assn. Jan. 27-28. F. E. Mathias, 608 S. Dearborn st., Chicago.

Sycamore—P. of H. State Grange. Dec. 14-16. C. W. Kleckner, 521 Summer st., Rockford.

INDIANA Indianapolis—State Assn. Co. & District Fairs. Jan. 7-12. F. J. Claypool, Room 8, Anthony Block, Muncie.

Indianapolis—R. I. Red Club of Amer. Dec. 8-12. J. B. Harness, RFD 3, Yakima, Wash.

Indianapolis—State's Assn. Assn. Assn. Jan. 1-12. F. K. Sale, 600 Board of Trade Bldg.

La Fayette—State Live-Stock Breeders' Assn. Jan. 12. C. Harper.

La Fayette—State Hort. Soc. Jan. 11-13. Harriet Rost.

IOWA Des Moines—State Farm Bureau Fed. Jan. 1-7. W. Hamilton.

Des Moines—Fair Managers' Assn. of Ia. Dec. 6-7. E. W. Williams, Manchester, Ia.

KANSAS Ottawa—P. of H. State Grange. Dec. 14-16. R. M. Ferris, Osage City, Kan.

Pittsburg—State Hort. Soc. Dec. 9. G. Kin-kade, Topeka, Kan.

Topeka—State Poultry Breeders' Assn. Jan. 10-15. J. R. Cowdry, 325 W. 17th st.

Topeka—State Assn. of Kansas Fairs. Jan. 11-12. George Harman, 400 Broadway, Valley Falls, Kan.

Topeka—State Board of Agriculture. Jan. 12-14. J. C. Mohler, State House.

Topeka—A. P. & A. Masons. Feb. 16-17. E. F. Strain, 320 W. 8th st.

KENTUCKY Louisville—American Legion. Dec. 11-12. Tom Hayden, Memorial Auditorium.

LOUISIANA New Orleans—F. & A. Masons. Feb. 7-9. D. P. Laguens Jr., Masonic Temple.

New Orleans—F. & A. Masons. Feb. 8-9. O. Brown, Masonic Temple.

New Orleans—Order of Odd Fellows. March 8. Claude Ford, 227 Third st., Baton Rouge, La.

MAINE Lewiston—P. of H. State Grange. Dec. 7-9. Mrs. N. L. Hascas, Auburn, Me.

MARYLAND Baltimore—R. A. Masons. Dec. 7. G. A. Eitel.

Baltimore—State Farm Bureau. Jan. 11-14. C. E. Wise Jr., 2 E. North ave.

Westminster—P. of H. State Grange. Dec. 7-8. E. F. Holter, Middletown, Md.

MASSACHUSETTS Boston—State Agril. Fairs' Assn. Jan. 20-21. A. W. Lombard, 136 State House, Boston.

Boston—Amer. Carnation Soc. Jan. 26-27. F. A. Baur, R. 1, Box 380, New Augusta, Ind.

Boston—Order of Odd Fellows. March 3. H. A. Holland, Springfield.

Worcester—State Farm Bureau Fed. Dec. 11. H. Russell, Waltham.

Worcester—P. of H. State Grange. Dec. 14-16. E. H. Gilbert, North Easton, Mass.

Worcester—State Dept. Agril. Organizations. Jan. 5-7. A. W. Lombard, State House, Boston.

MICHIGAN Detroit—State Assn. of Fairs. Jan. 18-19. C. M. Howell, Chesaning, Mich.

E. Lansing—State Gladiolus Soc. Dec. 4. W. J. Dittman, 18721 Kentfield ave., Detroit.

Grand Rapids—State Hort. Soc. Nov. 30-Dec. 2. H. D. Eooton, E. Lansing.

Lansing—State Farm Equipment Assn. Nov. 30-Dec. 1. S. E. Larsen, Grand Rapids.

MINNESOTA St. Paul—State Agril. Assn. Jan. 12-14. R. E. Lee, State Fair Grounds.

St. Paul—State Farm Bureau Fed. Jan. 17-20. J. S. Jones, Shubert Bldg.

St. Paul—State Fed. of County Fairs. Jan. 11-14. L. A. Jacobs, Anoka, Minn.

MISSOURI Kansas City—Western Assn. of Nurserymen. Jan. 4-6. G. W. Holsinger, Rosedale Sta., Kansas City, Kan.

NEBRASKA Lincoln—State Assn. Fair Mgrs. Jan. 24-26. C. G. Marshall, Box 86, Lincoln, Neb.

Lincoln—Organized Agriculture. Dec. 6-8. W. Brokaw.

Omaha—Masonic Bodies. Dec. 7-8. L. E. Smith, 401 Masonic Temple.

Omaha—State Farmers' Educational & Co-Op. Union. Feb. 8-9. E. L. Shoemaker, 38th & Leavenworth sts.

NEVADA Reno—State Farm Bureau Fed. Jan. 1-4. F. R. Bovett.

NEW HAMPSHIRE Concord—State Farm Bureau Fed. Probably Feb. 9-11. F. E. Robinson, 3 N. State st.

Rochester—P. of H. State Grange. Dec. 14-15. J. A. Hammond, Laconia, N. H.

NEW JERSEY Atlantic City—State Hort. Soc. Dec. 1-3. A. J. Farley, Agril. Expo. Station, New Brunswick.

Atlantic City—P. of H. State Grange. Dec. 7-9. J. E. Kirby, Mullica Hill, N. J.

Trenton—Agril. Workers' Fair Show. Jan. 1-4. W. C. Lynn, Dept. of Agriculture.

NEW YORK Albany—State Assn. Co. Agril. Soc. Feb. 15. J. W. Harrison, 121 N. 2nd ave.

Ithaca—Farmers' Week. Feb. 14-19. R. Wheeler.

New York—Order of Foresters. Feb. 12. S. A. Gilbert, 551 5th ave.

Rochester—Agril. Soc. Jan. 11-14. R. E. McPherson, R. D. 2, Le Roy, N. Y.

Syracuse—State Farm Equipment Dealers' Assn. Dec. 7-8. M. A. Johnson, Nanuet, N. Y.

Syracuse—Soc. of Amer. Foresters. Dec. 18-19. H. E. Clepper, 825 Mills Bldg., Washington, D. C.

NORTH CAROLINA Charlotte—Shrine Directors' Assn. of N. A. March 23-25. L. C. Fischer, Box 635, Charleston, S. C.

Durham—Dancing Masters of N. C. Dec. 27-29.

NORTH DAKOTA Fargo—R. A. & S. Masons. Jan. 25-27. W. L. Stockwell, Box 1269.

Fargo—State Farmers' Grain Dealers. Feb. 1-3. C. H. Conway, Box 1059, Jamestown, N. D.

OHIO Cincinnati—P. of H. State Grange. Dec. 14-16. John Cunningham, Rt. 1, Mt. Vernon, O.

Cincinnati—Ohio & W. Va. Tent & Awning Mfrs.' Assn. Dec. 9-11. A. B. Closs, care R. J. Patton Co.

Columbus—State Bro. of Magicians. Jan. 28-29. S. W. Reilly, 1933 Bryden road.

Columbus—Ohio Fair Mfrs.' Assn. Jan. 12-13. Mrs. Don A. Detrick, Holland Theater Bldg., Bellefontaine, O.

Columbus—State Hort. Soc. Jan. 1-4. Beach, State Univ., Columbus.

Dayton—American Redciding Fraternity. Feb. 25-26. Norman Witte.

Toledo—Farmers' Grain Dealers' Assn. Feb. 22-23. C. S. Latchaw, Box 128, Fostoria, O.

OKLAHOMA Blackwell—P. of H. State Grange. Dec. 7-9. Myrtle Newland, 320 N. 8th st., Ponca City.

McAlester—A. P. & A. Masons. Feb. 4-10. C. Sturgeon, Masonic Temple, Guthrie, Okla.

Oklahoma City—Soc. Sons of Amer. Revolution. Feb. 22. W. J. Crowe, 907 Tradesmen's Bldg.

Oklahoma City—Theater Owners of Okla. Dec. 1-4. C. F. Zeats.

OREGON Medford—State Hort. Soc. Dec. 2-3. O. T. McWhorter, Room 136, Agril. Hall, Corvallis, Ore.

Portland—Scottish Rite Masons. Dec. 1-4.

Portland—Sons of Amer. Revolution. Feb. 22. G. Dryer.

PENNSYLVANIA Erie—R. & S. Masons. Jan. 18. S. C. Wolfe, 318 First Natl. Bk. Bldg., Williamsport.

Pittsburgh—Pittsburgh Poultry Industry Conv. Dec. 13-18. J. J. Bedel, 58 Park st., Millvale, Pa.

TENNESSEE Nashville—P. of H. State Grange. Dec. 10-12. R. D. Malone, Nicola, Tenn.

Nashville—F. & A. Masons. Jan. 26. T. E. Doss.

TEXAS Dallas—Assn. Teachers of Dancing. Dec. 27-28. F. Blecker, Ft. Worth.

Dallas—State Assn. of Fairs. Jan. 28-29. J. C. Watson, Graham, Tex.

Houston—Order of Odd Fellows. March 21-23. S. M. Williams, 516 Lind Bldg., Dallas.

San Antonio—State Texas and S. Western Cattle Raisers' Assn. March 8-10. Henry Bell, Coliseum, Ft. Worth.

Waco—A. F. & A. Masons. Dec. 1-3. W. B. Pearson, Box 446.

UTAH Logan—Rodeo Assn. of Amer. Jan. 7-8. Fred S. McCarg, Salt Lake City.

Salt Lake City—Veteran Odd Fellows' Assn. Feb. 22. W. Gundry.

VIRGINIA Alexandria—State Dairymen's Assn. Jan. 20-21. R. G. Connelly, Blacksburg, Va.

Charlottesville—State Hort. Soc. Dec. 7. W. S. Campfield, Staunton, Va.

Richmond—State Assn. of Fairs. Jan. 24-25. C. B. Ralston, Box 482, Staunton, Va.

Richmond—A. P. & A. Masons. Feb. 8-10. J. M. Clift, Masonic Temple.

WISCONSIN Eau Claire—American Legion. Jan. 22-23. Janesville—P. of H. State Grange. Dec. 7-9. R. M. Marston, Rt. 3, Beloit, Wis.

Madison—Farm & Home Week. Jan. 31-Feb. 4. W. W. Clark, College of Agriculture.

Milwaukee—State Assn. of Fairs. Jan. 5-7. J. P. Malone, Beaver Dam, Wis.

WYOMING Casper—State Poultry Assn. Dec. 6-7. Edwin Moyle.

Cheyenne—Amer. Natl. Live-Stock Assn. Jan. 13-15. F. E. Mollin, 515 Cooper Bldg., Denver, Colo.

CANADA Calgary, Alta.—Knights of Pythias. March 9-10. A. E. Hartley, 560 Second st., Medicine Hat.

Edmonton, Alta.—Order of Odd Fellows. March 10-11. A. B. Ballentine, Calgary.

Edmonton, Alta.—Veteran Odd Fellows' Assn. March 10. G. Henderson, Calgary.

Montreal, Que.—F. & A. Masons. Feb. 9. W. Williams.

Montreal, Que.—Knights of Pythias. Feb. 18. W. G. Edward, 286 Ave. de l'Espee.

Toronto, Ont.—Soc. of American Florists. March 24-31.

Winnipeg, Man.—Western Can. Assn. of Exhibits. Jan. 17-18. S. W. Johns, Saskatoon, Sask.

Winter Fairs

IMPERIAL—Imperial Co. Fair. March 5-13. D. V. Stewart.

March 17-27. William Starke.

South San Francisco—Interstate Jr. Live-Stock & Baby Beef Show. Apr. 10-14. E. W. Stephans.

CUBA Havana—Government Fair, Rancho Boyeros. Jan. 20-Feb. 20.

FLORIDA Bowling Green—Hardee Co. Strawberry Festival. Jan. 10-15. J. A. Albritton, mgr., E. S. Holman, sec'y.

Brooksville—Hernando Chapter, Future Farmers of Amer., County Fair. Dec. 2-4. C. D. Newburn.

De Land—Volusia Co. Agril. Fair Assn. Jan. 31-Feb. 5. W. M. Alexander.

Fort Myers—Lee Co. Fair. Feb. 8-12.

Large—Pinellas Co. Fair. Jan. 11-15.

Melbourne—Indian River Co. Fruit Festival & Fair Assn. Feb. 28-March 5. C. R. McNulty.

Orlando—Central Florida Expo. Feb. 14-19. Crawford T. Bickford.

Plant City—Fla. Strawberry Festival. First week in March. H. H. Huff.

Sarasota—Sarasota Co. Fair Assn. Probable dates, Feb. 21-26. W. T. Simpson.

Tampa—Florida State Fair. Jan. 25-Feb. 5. P. T. Strieder.

Vero Beach—Indian River Co. Fruit Festival. Jan. 31-Feb. 5. E. H. Phillips.

Winter Haven—Florida Grange Festival. Jan. 17-22. W. W. Jamison.

ILLINOIS Chicago—Internat'l Live-Stock Expo. Nov. 27-Dec. 4. B. H. Heide, Union Stock Yards, Chicago.

LOUISIANA Lafayette—S. W. La. Mid-Winter Fair. Jan. 21-23. Sidney J. Bowles.

OHIO Columbus Grove—Putnam-Allen Fair. Dec. 28-31. T. M. Teagardin.

SOUTH CAROLINA Bowman—Bowman Fair Assn. Nov. 22-27. B. C. Friddy.

Brunson—Hampton Co. Fair Assn. Week of Nov. 22. W. F. Hogarth.

FT. PASKO—Southwestern Live Stock & Agril. Assn. Feb. 18-23. W. S. Foster.

Pt. Worth—Southwestern Expo. & Fat Stock Show. March 11-20. John B. Davis.

Hartinger—Lower Rio Grande Valley Mid-Winter Fair. Nov. 23-28. Sidney Kring.

San Angelo—San Angelo Fat Stock Show & Rodeo. March 4-8. J. C. Deal.

UTAH Ogden—Ogden Live-Stock Show. Jan. 7-13. E. J. Pleisted.

CANADA Guelph, Ont.—Winter Fair. Nov. 30-Dec. 2.

Coming Events

These dates are for a five-week period.

CALIFORNIA Huntington Beach—Outdoor Xmas Frolic & Pageant. Dec. 20-25. Wm. Gallienne.

Oakland—Pacific National Exhibition. Nov. 24-28. A. Sychr, 928 Easton, Hayward.

San Francisco—Natl. Live-Stock Expo. Nov. 27-Dec. 5. C. H. Sooy, Mills Bldg.

ENGLAND London—Bertram Mills Circus at Olympic. Dec. 23-Jan. 22.

GEORGIA Columbus—Police Indoor Circus. Nov. 22-27. Mason—Shrine Circus. Dec. 6-11. D. C. Ferguson.

Waycross—Slash Pine Forest Festival. Nov. 23-27. J. S. Elkins.

ILLINOIS Chicago—Milk Fund Circus (Roy LaPearl's) at Coliseum. Nov. 27-Dec. 5.

Peoria—Auto Show. Dec. 1-4. C. W. Coons.

EVANSVILLE—Shrine Indoor Circus. Nov. 22-27. D. V. Blackburn.

Newcastle—Community Circus. Nov. 29-Dec. 4. F. J. Morrison.

KENTUCKY Maysville—Tobacco Festival & Expo. Nov. 22-27. Ellwood Dillin.

MASSACHUSETTS Boston—Natl. Winter Sports Expo., Boston Garden. Dec. 1-5. Walter A. Brown.

MICHIGAN Detroit—Detroit Jr. Live-Stock Show. Dec. 8-11. W. J. Chambers, Stockyards.

Grand Rapids—Fat Stock Show. Dec. 6-8.

MISSOURI Kansas City—Auto Show. Nov. 27-Dec. 4. C. M. Woodard, 214 E. Armour, Bellevue Hotel.

Macon—Centennial Celebration. Nov. 26-29. G. M. Barnhart.

Springfield—Shrine Circus. Nov. 28-Dec. 4.

CARISBAD—Elks' Bazaar. Dec. 13-18. Chairman, 112 W. Merford st.

NEW YORK New York—N. A. Winter Sports Expo. & Int'l Ski Meet, Madison Sq. Garden. Dec. 7-11. L. Conover.

New York—Natl. Bar, Grill & Tavern Equipment Expo., Park Central Hotel. Dec. 7-10. R. W. Rossburg.

Watertown—Indoor Circus & Merchants' Expo. Dec. 6-11. United Theatrical Agency.

OKLAHOMA Okmulgee—Shrine Circus. Nov. 29-Dec. 4.

OREGON Portland—Corn Show. Nov. 29-Dec. 4. C. E. Grele, Chamber of Commerce.

TEXAS El Paso—Southwestern Sun Carnival. Dec. 24-Jan. 2. C. M. Hendricks, Hotel Cortez.

CANADA Montreal, Que.—Auto Show. Nov. 20-27. Adelman Levesque, Mount Royal Hotel.

DOG SHOWS

These Dates Are for a Five-Week Period

CALIFORNIA Palm Springs—Dec. 12. Jack Bradshaw, 1614 S. Grand ave., Los Angeles.

Santa Barbara—Dec. 4-5. Mrs. D. A. Yule, Box 870.

INDIANA Gary—Nov. 27-28. Mrs. M. Comeford.

MASSACHUSETTS Boston—Dec. 4. Mrs. H. E. Prescott, 84 Abbotford rd., Boston.

NEW YORK Bronx, New York—Dec. 5. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

Brooklyn—Nov. 28. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

OREGON Salem—Dec. 4-5. Glenn Gregg, 1624 N. 20th st.

PENNSYLVANIA Philadelphia—Nov. 27. Foley, Inc., 2009 Chestnut st., Philadelphia.

POULTRY SHOWS

These dates are for a five-week period.

CALIFORNIA Hayward—Nov. 24-28. A. C. Sychr.

Los Angeles—Dec. 13-18. P. J. Feitler, Gardens, Calif.

CONNECTICUT New Haven—Dec. 4-6. Earle R. Texido, 831 Chapel st.

Norwich—Dec. 1-3. Robert F. Jones, 445 Main st.

Willimantic—Dec. 15-18. D. D. Cavanaugh, North Windham, Conn.

ILLINOIS Chicago—Nov. 27-30. O. C. Lightner, 2810 S. Michigan av.

IOWA Des Moines—Dec. 10-14. F. Harris.

KANSAS Minneapolis—Dec. 8-11. Charles E. Weidler, Newton—Nov. 24-26. G. C. Sharits.

MAINE Portland—Dec. 15-17. Chester

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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 BIG PHONOGRAPH RECORD CLOSEOUT! 500,000 Victor, Brunswick, Master, Decca, Bluebird, Melotone, Vocalion Records. Some are brand new and late releases, some slightly used. Only \$3.00 per hundred. Assorted Records. No two alike, packed 100 to box. Full price must accompany order. F. O. B. Greenville. Order quick. MCGORMICK MACHINE COMPANY, 121 West Fourth Street, Greenville, N. C.

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ATTENTION! BARAINS—HUNTER'S, SNAX, 2 in 1, Advance, Northwestern Vendors, Gum Machine, \$3.00 up. Supplies, Charms, 75c gr. EASTERN, 350 Mulberry, Newark, N. J.

AUTOSALES—CANDY BAR MACHINE, PERFECT. \$4.00; Master Peanuts, 1c and 5c; Hershey Chocolate Bar, \$3.50. BOSTON EXCHANGE, 1326 Washington St., Boston, Mass.

BARGAINS — 5 STONER AROUND THE Worlds, \$22.50 each; 5 Stoner 1937 Ball Fans, \$10.00 each; 1 Stoner Latoria, \$50.00. Write for complete list of used games. ROB-BINS CO., 1141-B DeKalb Ave., Brooklyn, N. Y.

BOWLETTE, \$39.50; TURF CHAMPS, \$59.50; Carom, \$49.50; Classics, \$69.50; Golden Wheel, \$79.50; Derby Day Clocks, \$59.50; Slot Machines, \$10.00; Blue Fronts, \$45.00; Advance Cigarette Vendors, 120 packs, \$19.50; new, \$45.00; Jumbo, \$45.00; Turn of Fortune, \$35.00; Mercury, \$35.00; Penny Packs, \$7.50; Reel Dice, Reel 21, each \$7.50; Zephyrs, \$9.50; Nugget, \$6.50; Home Stretch, \$45.00; Bumper, \$15.00; Pok-o-Lite Bumper, \$29.50; Daval Derby, \$17.50; Trio-Pak, \$12.50; Boo Hoo, \$32.50; Daval Bumper, Bowling and World Series, Latoria, \$74.50. Write: LEHIGH SPECIALTY CO., 2d and Green Sts.; Philadelphia, Pa.

DIGGERS—9 MUTOSCOPES FOR CARNIVAL, \$275.00; 1 Roll Merchantman, used 3 months, \$55.00; 1 Flip Merchantman, \$45.00; 1 Latest Mutoscope, used 2 months, \$75.00; 1 Penny Moving Picture Machines for \$25.00. Can use good Slots. D. J. BILLIARD, North Wales, Pa.

ELEVEN JUNGLE DODGERS, PERFECT CONDITION, \$15.00 each; Twelve Wurlitzer Skee Balls, perfect condition, \$50.00 each; Five Wurlitzer Phonographs P-10, perfect condition, \$105.00 each; Twenty Wurlitzer Phonographs P-12, perfect condition, \$115.00 each; Seventy-Five Wurlitzer Phonographs, 312 or 412, perfect condition, \$145.00 each. One-third deposit with order, balance C. O. D. JUBERT G. MALOUF CO., 121 73d Street, Niagara Falls, N. Y.

ERIE DIGGERS, IRON CLAWS, CHEAP; 700 Peanut Gum Vendors, \$3.00 up; Candy Bar 5c Vendors, \$4.50 up. NATIONAL, 4292 Market, Philadelphia, Pa.

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FOR QUICK SALE—LATE MODELS RAYS Tracks, Check Separators, \$125.00; Paces Races, \$125.00; Classics, \$65.00; Rosemonts, \$85.00; Gottlieb Hl Cards, \$40.00. Send for list. CHARLES PITTLE, New Bedford, Mass.

FOR SALE—WURLITZER P-12s, \$100.00 EACH; Seeburg Models B & C, \$90.00 each; Wurlitzer P-30s, \$85.00 each. SOUTHERN VENDING CO., 8 Third St., N. W., Atlanta, Ga.

FOR SALE—10 SEEBURG SYMPHONOLAS. Standard A, red, green or walnut cabinets, \$110.00; 5 Rockola Rhythmic Kings or Wurlitzer 412 or 412 models, all like new, \$145.00; 2 Seeburg Melody Kings, \$175.00. CARL KING, Elwood, Ind.

FOR SALE—FOUR 1936 MODEL ROCKOLA Regular Phonographs, like new in appearance, had very little play, \$110.00 each. Three Mills DeLuxe Dance Master Phonographs, in good condition and clean, \$90.00 each. References, Dun & Bradstreet or Savannah Bank & Trust Company. Terms, one-third deposit. C. O. D. balance, F. O. B. Savannah. MUL-LINIX AMUSEMENT COMPANY, 41 Habersham Street, Savannah, Ga.

FOR SALE AT \$28.50 EACH—TWO PAMCO Flying Ducks. JOHN A. THURBER, 56 Lee Ave., Patchogue, N. Y.

FOR SALE—2 QUARTER, 3 DIME, 4 NICKEL Gold Award; 1 Nickel Blue Front; Bells, \$65.00 each. All Hidden Light and Side Cabinets. Serials up to 411,000. 2 Cherry Bells, 400,000, \$75.00 each; 2 Skyscrapers, 1 Lion Head, \$45.00 each; 1 War Eagle Escalator, \$55.00; 2 Front Vender Escalators, \$45.00 each. All above nickel play. All except a few of the late Blue Fronts completely rebuilt by Mills and present a new machine appearance. 4 Double and 1 Single Saucer. Chicago Metal Company, like new, \$20.00 each; 5 Mills Safe Stands, \$6.00 each. Sell lot for \$1,500.00. All machines bought new by me and recently rebuilt by Mills. 1/3 deposit. 1 Schooldays Radio Rifle, like new, \$75.00. C. R. THOMPSON, 932 Lake Michigan Drive, Grand Rapids, Mich.

FOR QUICK SALE TO SETTLE ESTATE—4 Rays Tracks, A-1 condition, \$75.00 each. One-third cash with order, balance C. O. D. MRS. M. A. SCHOENIAN, 4108 Wood St., Wheeling, W. Va. Phone, Wheeling 1581.

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FOR SALE—ARCADE MACHINES. STRENGTH Testers, Fortune Tellers, Electric Shockers. Exhibit Postcard Machines. Drop Picture Machines. Erie Diggers, Gum Guns, Scales. Mills Punching Bag. Good condition and priced right. S. W. LAKE, 3936 Milwaukee Ave., Chicago, Ill.

GOODBODY'S BARGAIN LIST IS WAITING FOR YOU. We buy, sell or exchange. GOODBODY, 1824 East Main St., Rochester, N. Y.

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MILLS WAR EAGLE BELLS, \$36.50; GOLDEN Bells, \$34.50; Futurities, \$47.50; Cherry Bells, \$69.50; Caille jackpot Bells, \$95.00. COLEMAN, Rockford, Ill.

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PENNY SCALES—TWO RIDGEWAYS, \$18.50; one Royal, \$22.50; 4 Jennings Jr., \$37.50; Norris Masters, \$47.50. L. R. PORTER, Alexandria, Ind.

PHONOGRAPH CLOSEOUT BARGAINS—WURLITZER 25 P-12, \$100.00 each; 5 P-400, \$120.00 each; 50 312 and 412, \$139.00 each; 10 Deluxe 400, \$159.00 each. Seeburg Symphonolas, 8 Model A, \$90.00 each; Rockola 1936 Model 3, \$80.00 each. All these phonographs in first-class condition, now on location \$5.00 discount per phonograph in lots of 10 or more. One-third certified deposit. K. L. DOBSON, 119 North Duck, Stillwater, Okla.

SACRIFICE—CAROM TICKET, \$50.00; LOTS Jumbo Ticket, \$60.00; 3 Electric Eyes, \$70.00; 3 Automatics, \$45.00; 3 Klondikes, \$40.00; 4 Dials, \$60.00; 2 Giants, \$30.00; 1 Daily Races Mystery, \$25.00; 1 Black Magic, \$10.00; 1 Daily Races Mystery, \$25.00; 1 Seeburg Steeple Chase, \$15.00; 1 Rays Track, \$85.00; Merchantmen Flaps, \$30.00; Rollchutes, \$40.00; Buckley Treasure Island, \$30.00. All perfect. Deposit now 1/3 down. E. & R. SALES, 1010 Hall, Grand Rapids, Mich.

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WURLITZER PHONOGRAPHS, EXCELLENT condition, used very little. Five 616, \$195.00 each; Four 4-12, \$150.00 each; Four P-12, \$100.00 each; Four P-10, \$75.00 each; Two 35 or Jumbos, like new, \$200.00 each; Two Seeburg Symphonolas, \$75.00. One-third deposit, balance C. O. D. WHITEHEAD, Box 212, Wilmington, N. C.

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FOR SALE—SECOND-HAND GOODS

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CORN POPPERS—GASOLINE, ALL ELECTRICS, Rotary, heavy aluminum 12-quart Popping Kettles. Caramel Corn equipment. **NORTH-SIDE CO.**, 1528 19th, Des Moines, Ia. jalx

LORD'S PRAYER ON PENNY BLUE DOT—Excellent condition. Will buy High Striker and Chair. Scales. **GERSBACH**, 149 Butler, Madison, Wis.

12-FOOT MANGEL'S MECHANICAL SHOOTING Gallery. Long Range. Sell reasonable. **CHAS. MARION**, 1700 Market St., Philadelphia, Pa.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS—COMPLETE STORE
Shows sacrificed. Crime Exhibits, European Ant Circus, Giant Octopus, Snake Museum, Two-Headed Baby, Chinese Mouse Circus, Wax Figures; Doll House Illusion, Midget Museum; Unborn Show, Chevrolet House Car, Petrified Outlaw, Blood Pressure Machine, Curiosities, Tents, Banners, Sidewalk. Thousand other bargains. List, stamp. **UNIVERSAL**, 3238 So. State, Chicago.

COTTON CANDY MACHINE, ALL ELECTRIC, little used, fine condition. Price, \$50.00 for quick sale. **SMITH BROOKS**, Swanton, Vt.

DIRECT POSITIVE STRIP PHOTO BOOTH outfit, fitted with F.2.9 Lens. Like new. **ANTHONY'S PHOTO SERVICE**, 73 East Broad St., Bethlehem, Pa.

FOR SALE—SIXTEEN SEAT ADULTS' CHAIR
Plane, complete; Kiddie Aero Plane Swing, twenty-four capacity. **CALVIN GRUNER**, Pinksneyville, Ill. de11

FOR SALE—NEW SINGLE LOOP-O-PLANE.
Half down, balance one year. If unable to sell want location in park. **FRANK PATTERSON**, Hawesville, Ky.

FOR SALE—TWO-ABREAST PARKER SWING, \$400.00. **LEE PARKER**, Parker Shows, Binger, Okla. x

FOR SALE—50 MERRY-GO-ROUND HORSES, One Kiddie Rocket Ride, One Flying Jenny, One Pony Ride, Two 21-ft. Semis, Power Truck and wiring for small show. **JAMES BARBER**, 1102 85th, W., Seattle, Wash.

NEW 12x10 ANCHOR GREEN CONCESSION
Tent, pin hinge frame, used 3 weeks, \$35. **PHIELD**, 29 W. Ohio St., Indianapolis, Ind.

PACKARD LIMOUSINE SOUND TRUCK, equipped with Kohler Model "D" 110 volt, 1,500 watts D. C., 100 R. P. M. Lighting Plant, Radio, Loud Speaker and Gramophone. Turn Tables. A-1 condition. A complete Side Show or Small Show Equipment, \$550.00. \$300.00 cash, balance one year to responsible party. **MILES AMUSEMENT COMPANY**, 404 Ninth Chester Bldg., Cleveland, O.

PORTABLE 9-CAR TILT-A-WHIRL, 50-FT.
Park Merry-Go-Round. Both in perfect condition. **A. KARST**, Forest Park, Hanover, Pa.

REGULAR \$275.00 STRIP PHOTO OUTFIT—Perfect condition, complete ready to work, \$100.00 for quick sale. **HASSAN**, Box 971, Parkersburg, W. Va. no27

THE GIRL IN THE GOLDFISH BOWL. We have this attractive illusion used, new, sale, rent. **CUMISKEY**, 52 George St., Tenafly, N. J.

WILL SELL CONDERMAN FERRIS WHEEL, Kid Ride, or trade for good Mechanical Show or Fun House. **RAY YARHAM**, Newton, Ia.

15x24 STRIPED RAIN OR SHINE TOP with Poles, 7-ft. Side Walls, 16-ft. Banner Front. New this season. \$45.00. 8x16 Khaki Front Tent and Frame, \$25.00. **SKINNER**, 445 E. 87th Place, Chicago, Ill.

Show Family Album



THIS picture of members of the Tick-Tock Revue was taken season of 1915 while on tour with the Jarvis & Seaman Shows. Joe Callis, manager of the revue, is at the right in front of a ticket booth. In front of the box office at the left is William Judkins Hewitt, who since that time has served with a number of carnivals in various capacities. He is now carnival editor of The Billboard.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

14x22 CORN GAME—GOOD FRAME, NEW
Top, Wiring, etc. Complete, \$250.00. **SIGMUND BROS.**, Keokuk, Ia.

92 PAIR CHICAGO SKATES, FIBRE ROLL-
ers; Signs, Bell, Paris. Good condition, All, \$110.00. Also Vendors. **LEISE**, 1765 Franklin, Denver, Colo.

HELP WANTED

LINE GIRLS DOING SPECIALTIES, TAP AND
Ballet. Steady work good salary. Wardrobe furnished. **BETTY BRYDEN**, 309 Fox Theater Bldg., Detroit, Mich. no27

MEDICINE PERFORMERS—HALL SHOW.
Singles, Teams, all write. No wires. State all, lowest weekly salary. **A. DOC HOUCK SHOW**, Herndon, Pa.

WANTED—MIDGETS, LADY AND GENTLE-
man, a week's engagement for hardware store. **SOUTHWICK HARDWARE**, 1913 State Street, Granite City, Ill. x

WANTED IMMEDIATELY—PIANO, TENOR
Sax for Night Club location. Small band. Must fake plenty. **GORDON ANDERSON**, 575 N. 88th, E. St. Louis, Ill.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL
Magic. Spirit Effects, Horoscopes, Buddha and 1938 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue, 30c. Since 1921. **NELSON ENTERPRISES**, 199 South Third, Columbus, O. (Deal with known dealers.) de4

FLOATING LADY—GIRL WITHOUT MIDDLE.
Magic. Books, Aluminum Tables, bargains. List for stamp. **NELSON**, 30 Mechanic Street, Bradford, Pa.

ILLUSIONS BUILT FOR ALL PURPOSES.
Write your needs to **JOHN J. HAUFF**, 1661 Augusta Blvd., Chicago, Ill.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. de4x

MAGIC, MENTALISM, SPIRITISM, KINDRED
Phenomena. Charts, handwriting, palmistry. Buddha papers, Readers' Supplies. Catalogue 10c. **S. W. REILLY CO.**, Columbus, O.

MAGIC INDICATOR—POSSESSES REMARK-
able power indicating names, answers and lucky numbers. Interesting entertainment for both young and old. Indicator and chart complete. Sample, 50 cents; gross, \$14.00. **F. STRAIT**, 198 E. Mound St., Columbus, O.

MAGIC—FULL LINE OF TRICKS AND JOKES.
Send 15c for our new large illustrated Catalog. Dealers! Four Ace Trick, \$1.75 per 100; Ring Illusion, \$3.50 gross; Four Magic Paddles, \$3.00 gross sets; Snap Back, \$1.75 gross. Above Four Samples, 25c. **KRINOC**, 536 Sixth Ave., New York.

PINXY PUPPETS—VENTRILOQUIAL FIGURES.
Punch & Judy and Marionettes. **PINXY**, 1313 North Wells St., Chicago, Ill. Illustrated Folder Free.

SENSATIONAL SPIRIT TABLE CLOTH—WHILE
surrounded by spectators Mysterious Spirit Hands, Knives, Forks, Spoons and Plates Suddenly Appear On It. Then Disappear. Price, complete, \$1.25 cash. **THE GREAT WILBUR**, 1219 North LaSalle, Chicago, Ill.

VENTRILOQUIST—PUNCH FIGURES, CARVED
to order; Acts. (1 play theaters, clubs, etc., 7 changes.) **KENNETH SPENCER**, 3240 Columbus Ave., Minneapolis, Minn.

VENTRILOQUIST FIGURES—24-PAGE ILLU-
trated catalog 10c. **FRANK MARSHALL**, 837 N. State St., Chicago, Ill. Note new address. de4

VENTRILOQUISM—ONE WEEK IN CHICAGO
will make you A-1 ventriloquist. **M. G. MacDONALD**, 3905 Madison, Chicago, Ill.

WANTED—BOOKS, MANUSCRIPTS, COURSES
on Mental Magic, Second Sight and Mind Reading. **PHENIX PUBLISHING COMPANY**, Grand River Station, Box 103, Detroit, Mich.

40 BEST POCKET TRICKS—NO SKILL, NEW,
including Newspaper Trick, Egg and Fan Mystery, etc. \$1.00. **LONERGAN**, 55-E Wacker, Chicago.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT
prices. Our new Photostrip Outfit, 1 1/2x2 or 2 1/2x3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. de4

ARMADILLO BASKETS, LAMPS, ETC.—THEY
are different and distinctive. Write for our low interesting quotations. **APLET ARMADILLO FARM**, Comfort, Tex. no27

BIG PAPIER MACHE FOOT—WINDOW DIS-
play, demonstrating, advertising, sign. For chiropodist, foot remedy workers, etc. **WM. DUKE**, Three Rivers, Mich.

CALLING ALL 4 FOR 10-CENT PHOTO OPER-
ators. Save money, buy from Hanley. We have the live lines of Glass Frames, Folders and Jewelry Items. Eastman Direct Positive Paper, 250 Ft. x 1 1/2 In., \$4.75 Roll. Write for catalog. **HANLEY'S PHOTO CO.**, 205 East 12th St., Kansas City, Mo. de4

CHICAGO SKATE PARTS AT HALF PRICE.
New Cushions, Bearings, Cones, Wheels, Screws, Tools, etc. **BOX 87**, Longacre, W. Va.

DIES-L-GAS FUEL OIL CONVERSIONS FOR all auto, other gas engines. Save 65% operating costs. Guaranteed trial offer low as \$5. One-third more miles at two-thirds less cost. Beneficial to motor. **DIES-L-GAS**, 3009 Foothill Blvd., Oakland, Calif.

FREE NEW CATALOG OF MONEY-MAKERS
for 4-For-Dime Operators: Photo-Strip Junior, complete with lens, \$140; Rolls, 1 1/2x 250, \$4.75. Sample assortment Mounts, Mirrors, Frames, etc. \$1.00. Send for free catalog. **MARKS & FULLER, INC.**, Dept. B, 11, Rochester, N. Y. no27x

I HAVE IT—DO YOU WANT IT? YOU GOT
it; I need it. Let's exchange them. **JAMES BENNETT**, P. O. Box 448, Cincinnati, O. x

KNIFE RACK WITH HIGH PANEL BACK, finished in beautiful mahogany, trimmed with red and gold. 7 feet long when set up. 10 Pegs, 30 Daggers, 100 Rings, 800 Assorted Knives for \$120.00. 12-Foot Rack, same as above, with 15 Pegs, 50 Daggers, 100 Rings, 1,000 Assorted Knives, for \$170.00. **A. W. DOWNS**, Marshall, Mich.

LONG-RANGE MECHANICAL SHOOTING
Galleries—Moving targets. Well built of high carbon steel plate. 8x8, 8x10. **H. B. SHERBAHN**, Wayne, Neb.

LOTS NEAR LAKE OF THE OZARKS AND RE-
sorts, \$75; \$3 down, \$3 monthly. Free list and literature. **HUBBARD**, 240 Grossman Bldg., Kansas City, Kan. janlx

MARVELOUS NEW POCKET CASH BOX—SIX
compartments. Neat, durable, practical; for all showmen, everybody. 75c prepaid. **UNIQUE PRODUCTS**, Waynesfield, O. x

MEXICAN PAPER MONEY—OLD, DISCON-
tinued Issues, the original, not a counterfeit, green backs, all denominations. Liberal quantity samples and price list, \$1.00 P. O. money order. **JOS. B. MANA**, P. O. Box 231, Phoenix, Ariz. no27

NEW NOVELTIES WITH WHOLESALE PRICES.
Fast sellers. Include 10c for 12 assorted samples. **NOVELTIES**, 1525 Grove St., La Fayette, Ind.

ROLLS DEVELOPED—TWO PRINTS EACH AND
Two Free Enlargement Coupons, 25c. Prints, 2c each; 100 or more 1c. **SUMMERS' STUDIO**, Unionville, Mo. de4x

SHOOTING GALLERY OPERATORS—PAPER
Targets, \$3.00 per 1,000 prepaid. Write for quantity prices. **CAROLINA SPECIALTY CO.**, High Point, N. C.

WIRE JEWELRY—NAME AND INITIAL PINS.
Send fifty cents for samples and prices. **F. M. JONES**, 3124 E. 6th Ave., Columbus, O.

WRITE FOR FREE SAMPLE COPY POPCORN
Trade Journal. Also free Popcorn Candy Recipes. Only publication serving industry. **POPCORN PUBLISHING COMPANY**, Bad Axe, Mich. x

20% CASH DISCOUNT TO SHOW PEOPLE
ON New 1937 Alma Silvermoons and Covered Wagon Trailers. **SELLHORN TRAILER HEAD-QUARTERS**, East Lansing, Mich. de18x

M. P. ACCESSORIES & FILMS

ACME PORTABLE, 1,000 WATTS, SOUND-ON-
Film Projector, with constant speed motor, guaranteed, \$95. **JORDAN**, Box 524, Opelika, Ala.

ALICE IN WONDERLAND, 6 REELS, SOUND, like new, lots of paper, \$50; Cartoon Comedies, \$10 each; Parts for Powers and Simplex Projectors, 40% discount. **INDEPENDENT FILM EXCHANGE**, 352 E. Commerce, San Antonio, Tex.

AMAZING 16MM., 8MM. PROJECTORS.
Cameras, Films. Listings free. Art Films, sample lists 10c. **CINE FILM PRODUCTS**, 151 Broadway, Paterson, N. J.

BARGAINS, BARGAINS—34 TALKIE FEAT-
ure laboratory samples which cannot be sold as new. Do not wait, act quickly in order not to lose out. These are the pick of the independent market, which should be appreciated by those who have been disgusted with worn-out junk. For self-addressed airmail envelope. No shipments can be made before December 1st. Will ship C. O. D., allowing any kind examination desired. Junk buyers, don't waste stamps and time. Regular value, \$150.00 to \$175.00; our price, \$33.00 per feature. Standard specification 35mm. prints; no 16mm. **OAK STORAGE CO.**, Armington and Western Aves., Chicago, Ill. x

BIRTH OF A NATION—35MM. SOUND.
Must be O. K. and stand inspection. Will pay cash. **J. P. HOWLEY**, Circuit, Spruce Pine, N. C.

"CHINESE JUSTICE," TALKIE SHORT. NEW
prints with accessories sold outright. Actually shows Chinese executing prisoners. Write for details. **SEN-ART PICTURES**, 220 1/2 South Spring Street, Los Angeles.

CHRISTMAS TALKIE SPECIAL—HAPPY NEW
Year and Holy Night, featuring Roy and Jesse Crawford, 16m., 35mm. self-addressed rates, \$25. Other Religious Specials. **CHURCH FILMS**, Box 524, Cincinnati.

DISCOUNTS—LIMITED TIME. WESTERNS, Comedies and full length 35mm. Sound and Silent Equipment. Write for our new list today. **ZENITH**, 308 W. 44th, New York.

DRAMAS, ACTIONS, WESTERNS, COMEDIES, Cartoons bought and sold. Large list. Price right. Satisfaction guaranteed. **ECCO PICTURES CO.**, Haddam, Kan. x

EVERYTHING FOR THE THEATRE—SAVE 20
to 50%. Projectors, Sound Equipment, Public Address, Screens, Chairs, Accessories, Supplies. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York. de11

EXHIBITORS' COMPLETE NEW 500-WATT Stereopticons, having Color Wheel, Spot-light Attachment, \$25.00. Catalog free. **GRONBERG STEREOPTICON WORKS**, Sycamore, Ill.

FILMS—SILENTS, \$1.00; SOUND, \$2.00 REEL; bargains. Portable Projector, \$17.50; Sound Heads, Amplifiers, Speakers. **FRANCIS KEY**, 2519 Jackson, Anderson, Ind.

FOR SALE—USED FILMS AND PROJECTORS. 35mm. and 16mm. Sound Features, Shorts, Cartoons. No list. What do you want? **LEVEK**, 219 Nepperhan Ave., Yonkers, N. Y.

FOR SALE—100 REELS FILM, 35MM., GOOD condition, cheap. Mostly Comedy, Western Features. One Acme Projector. **A. SOLLER**, Narravsburg, N. Y.

FOR SALE—35MM. SILENT WESTERNS, Comedies, Features, Machines, all my show. **R. G. KITTEL**, Jeweler (permanent), Wheatland, Mo.

GUARANTEED MCGULL'S 100' FRESH 16MM. Film for Camera, \$2.39, including processing; Tripod of Screen Carrying Case, 98c; 100% Safety Cement, 25c; Humidifier, 25c; RCA Victor Soundfilm 16MM., complete outfit, \$149.50; Keystone motor-driven 400' capacity Projector, \$11.89; Ampco 400-Watt Projector, \$61.50; Eastman 8 or 16MM. Projectors, \$18.00; Eastman 16mm. Movie Camera, \$14.75; Projector Floor Stand, \$7.49; 1,600-ft. Reel, \$1.45. 35mm. Silver Jubilee Bargains: Silent, Shorts, Features, complete with title, ending, \$1.00 per 1,000'; DeVry Portable Silent Projector, 500' watts, motor driven (suitcase), \$29.50; DeVry 1,000' capacity 1,000-watt Sound-on-Film Projector, amplifier, speaker, tubes, complete, ready for show, \$198.50, fully guaranteed; 16mm. Silent, Sound Shorts, Features for sale; 8-16mm. Library; Leica F.3.5 Camera, \$45.00; Zeiss high-power Binoculars, \$29.00. House of Satisfaction, **MCGULL'S**, 1944-B Boston road, New York.

HOLMES EDUCATOR TALKING PICTURE Outfit—Complete, lots extras. Want Tame Bear, Wild Animals, Popcorn Machines. **J. E. BENNETT**, Jackson, Miss.

LATEST WESTERN PROGRAMS FOR SALE OR rental at \$7.50 two nights, \$15.00 week. Tom Mix and Tarzan serials available. Talkie Comedies (sell), \$10.00 reel; Talkie DeVry, \$125.00; Silent DeVry, \$25.00; new Holmes Machine, \$475.00; Silent Features, \$6.00; Comedies, \$1.50. **SIMPSON'S FILMS**, 1275 South Broadway, Dayton, O.

LEARN THE MODERN THEATRE BUSINESS— Home-study training in Theatre Management, Advertising, Projection. Ten years of successful training methods have aided hundreds to enter the theatre business and theatre employees to advance. Free catalog. **THEATRE INSTITUTE**, 305 Washington Street, Elmira, N. Y.

MOVIE ROADSHOW BARGAINS—35 MM. AND 16 MM. Portable Sound Projectors, complete with Amplifiers and Speakers. Popular makes. Fully guaranteed. Savings up to 50%. **SOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York.

POWERS SIX B SEMI-PORTABLE, 2,000-FOOT magazine, with late-type sound head, new amplifier and speakers. Guaranteed perfect, ready to operate. A bargain at \$150.00; third cash, balance C. O. D., subject examination. **WESTERN SOUND SERVICE**, Juntura, Ore.

ROAD SHOW SOUND SPECIALS—WESTERNS. Actions, Features, \$15.00 up. Wire **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. no27x

ROADMEN—CIRCUIT OPERATORS, ATTEN- tion—Are you sick of being film-flamed? Then write us first for Talkie Specials, Equipment, etc. Sound Shorts, \$5.00 up; Talkie Features, \$15.00 up; Features for adults only, \$35.00 up. 20% discount off list price on any make brand-new projector. Marvelous values in programs rented anywhere. Silent and Talkie, all sizes. Equipment close-out sale starts today. Act now. **REMINOTON BARGAIN COUNTER**, Box 524, Cincinnati.

SOUND FILM SPECIALS, \$45.00 EACH; SIX and seven reels. Prints guaranteed like new. Third cash, balance C. O. D.; subject rewind examination. Ken Maynard, "Lone Defender"; Jack Perrin, "Overland Express"; Hoot Gibson, "Local Outlaw"; Zasu Pitts, comedy, drama, musical comedy, "Carnival Lady." **WESTERN SOUND SERVICE**, Juntura, Ore.

SPECIAL LOW-PRICE SALE—35 MM. TALK- ing Features, Special Prints. Short free with Features. **FEER FILMS**, 2937 College, Ft. Worth, Tex.

TWO POWERS PROJECTORS, COMPLETE with Sound Equipment, Amplifiers, Speakers. Lamps, good condition, bargain, \$150.00 cash. **CLENDENIN EXHIBITING CO.**, Ossian, Ind.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago.

"VEILED ARISTOCRATS," 6-REEL TALKIE, all-Negro cast, \$20; "Uncle Tom's Cabin," \$10; other bargains. **WEBB**, 1011 Pennock, Nashville, Tenn.

WANTED TO BUY OUTRIGHT, CHEAP— Prints and Advertising on "Primrose Path," talking picture. **ALBERT DEZEL ROADSHOWS**, 831 S. Wabash Ave., Chicago.

WESTERNS, SPECIALS, SERIALS, SILENTS, Talkies for sale or rent. Buy Silents. Projectors for sale. **LONE STAR FILM CORPORATION**, Dallas, Tex.

WAR IN CHINA IN 2 REELS—AUTHENTIC war scenes of the Chinese Army at the front. New laboratory prints. 16mm., \$40; 35mm., \$75. Odd reels, 16mm. Sound, 100 feet, \$1.50; 400, \$5.00. **QUALITY PICTURES**, Box 268, Church Street Annex, New York City.

WHY PAY MORE? GET MY PRICES BEFORE buying. Write or wire, stating requirements. Lists. **TOM AUSTIN**, 470-B 8th Ave., New York.

16MM. FILMS FOR SALE, RENT AND EX- change—American Legion Parade, War in China, Hindenburg Disaster, Dionne Quintuplets, Football Games. Free illustrated catalogue (with sample Art Film), 10c. **GARDEN CAMERA**, 317 West 50th, New York.

PARTNERS WANTED

PARTNER WITH SOME CAPITAL FOR SMALL Tent Show. Versatile Dramatic Teams, Singles preferred. We have equipment. **ADRI WILLIAMS & BERNICE**, Billboard, Cincinnati.

PERSONALS

ATTRACTIVE CHRISTMAS FOLDERS IM- printed with your name. 50 for \$1.00; 25 for 60c; 15 for 40c. Send for illustrated circular. **MENTEN**, Dept. B, 9313 Glenwood Road, Brooklyn, N. Y.

QUICK—EASY—SIMPLE. SEND ONE DOLLAR for copy of Arkansas New Divorce Law. **D. D. BABB**, Lawyer, N. Little Rock, Ark.

WOMEN—KEEP YOUNG AND BEAUTIFUL. Save 90% on all costly beauty preparations, treatments, etc. Information and gift coupon worth several dollars, 10c. **SUPERIOR SERVICE**, Box 57-N, Superior, Wis.

WHEREABOUTS WANTED OF JIMMY MOR- gan. Please advise **H. BULOWA**, 470 West End Ave., New York City.

SALESMEN WANTED

CAN YOU PUT OVER SALES ON SUNBURST Herb Ointment? General utility use in your territory. **HERBAL DRUG CO.**, Utica, N. Y.

CREW MANAGERS—SMASHING PRICES. Extract Concentrates, Specialties, Polish, Medicines, Cosmetics, Flavorings. Bargain catalog free. **LaPURA LABORATORIES**, 711 Summit, Toledo, O.

SALESMEN—SELL BUSINESS STATIONERY. Book Matches, Calendars, Xmas Cards, Advertising Pencils, Shelf Moulding, Labels, Salesbooks, Pricing Sets. Business Cards, \$150 thousand. 35% commission daily. Free deals. Sales portfolio free. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. WN, Chicago.

SELL UNION LABEL ADVERTISING BOOK Matches. Big commissions. Everyone a prospect. Free sales outfit and samples. **SUPERIOR MATCH CO.**, 60 W. Superior, Chicago, Ill.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago.

AA-1 HEADQUARTERS FOR BANNERS—POS- itive crowd stoppers (new, used). Professional artists, finest materials, prompt service, lowest prices. **UNIVERSAL**, 3238 So. State, Chicago.

BANNERS, DIAGRAMS, SCENERY, ARTISTIC Work. Low prices; save money; order now. Send dimensions for lowest estimate. **ENKELBOLL STUDIOS**, Omaha, Neb.

BEST CARNIVAL AND SIDE SHOW BANNERS on earth. Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill.

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. **SCHELL SCENIC STUDIO**, Columbus, O.

TATTOOING SUPPLIES

RETIRING AFTER 30 YEARS' TATTOOING, accumulation of material. Sell cheap. **MILLER**, 433 Main, Norfolk, Va.

TATTOOING OUTFITS, SUPPLIES—JUST bought out New York's oldest tattoo shop. Fine assortment Stencils, Designs. Bargain list free. "WATERS," C-965 Putnam, Detroit.

TENTS—SECOND-HAND

A-1 BARGAINS—HEADQUARTERS FOR TENTS (all sizes). Sidewalk, \$15.75 hundred running feet. Bally Cloth. Tarpaulins sacrificed. **UNIVERSAL**, 3238 South State, Chicago.

50X70 ROUND END, RED TRIM, STREAM- line built, waterproofed, A-1 shape, \$375.00 complete, 40x80, A-1 shape, top only, \$75.00. 20x30, top only, A-1 shape, \$25.00. 30x50, top only, good shape, \$50.00. Tell us what you need. **SMITH TENTS**, Auburn, N. Y.

LAM-A-FAB FABRIC CEMENT WILL SEW the seams and repair your tents, etc., permanently. Always pliable. Write **S. J. RUSSELL CO.**, P. O. Box 187, Peoria, Ill. no27x

THEATRICAL PRINTING

COUPON WORKERS—WRITE FOR SAMPLES of Whitestone and Cosmetic Coupons. Priced right; guaranteed to please. **HARRIS PRINTING CO.**, Lawrenceburg, Tenn.

ORCHESTRAS—FIVE FLASHY NEW DANCE Posters, 11x22 and 14x22, \$3.00 and \$3.50 hundred. Samples on request. **TRIBUNE PRESS**, Fowler, Ind.

SPECIAL—125 8 1/2x11 LETTERHEADS, 100 Envelopes, both \$1.25; 250 of each, \$2.00 prepaid. **EVANS PRINT**, 44B North Tenth, Reading, Pa.

STILL THE TOPS—OUR GLASSY TWO-COLOR Letterheads and Envelopes, \$2.95 500; \$4.95 1,000. Other printing low priced. **BEARD PRINTING CO.**, 5493 Lake Park Ave., Chicago.

THEATRICAL CUTS—2x3, \$1.25; 3x4, \$1.75; 4x5, \$2.25; 4x6, \$2.50; 5x7, \$3.00; 6x8, \$3.50; 8x10, \$5.00, postpaid. **WILLIAMS ENGRAVING CO.**, High Point, N. C.

THEATRICAL PEOPLE KNOW VALUE OF good "front." Quality postage-saving Letterheads, \$10.00 thousand postpaid. **ELECTRON PRINTS**, New Orleans, La.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 1000, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Pa.

50 BEAUTIFUL CHRISTMAS GREETING Folders with your name, \$1.00; 25 flashy Holiday Letterheads, \$1.00. Other printing specials. Samples free. **RIGGS PRESS**, Vevay, Ind.

100 LETTERHEADS AND 100 ENVELOPES, \$1.00; 250 Cards, 75c; 500 6x9 Handbills, \$1.25 prepaid. **CROWN PRINT**, Adelphi, O. (Tax in Ohio.)

200 (14x22) 6-PLY ONE-COLOR WINDOW Cards, \$6.00; two Color, \$8.00. Date changes, 25c each. **"DOC" ANGEL**, ex-Troupier, Leavittsburg, O.

At Liberty Advertisements
50 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type). 10 WORD, CASH (Small Type). (No Ad Less Than 25c).
Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

AGENT WITH CAR—LARGE OR SMALL units. Shoestring managers, lay off. Must guarantee gas to joint. Just been stung. Post card for salary. Wire or write **TOMMY TOMPKINS**, Gleckler's Hotel, Punxsutawney, Pa.

ADVANCE AGENT—22 years' experience. Can route and book any attraction anywhere in the United States or Canada. Close contractor, salary, reliable. **BOX 385**, Hillboard, Chicago.

AGENT—To Represent Free Acts. Minnesota Federation of County Fairs Convention, January 12-15, for 1938 bookings. Write at once. **BOX CHI-44**, Billboard, Chicago, Ill. ja8

ASTUTE ABLE AMERICAN, thirty-two, seeks real connection with high-type enterprise. College, legally educated man with intensive training in the major fields of Radio, Press Agency, Contracting, Legal Adjusting, Outdoor Showmanship. Skilled radio and public speaker of good appearance, excellent voice, easy personality. Has widely increased audiences, capable of meeting all competitors in speaking, announcing fields. Writes well, diversified experience, means shrewd handling people; legal experience signifies close contracting ability in saving attorneys' fees. Known ticket sale, promotion methods. Highly referenced, sober, reliable. Has car. Here's an outstanding buy for organization appreciating easily proven ability. **BOX C-381**, Billboard, Cincinnati.

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Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

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Tierney, James A.
Tilley, Warren
Tinsley, Johnny T.
Todd, Keith
Tolliver, Carl
Tomchison, James
Towe, Paul
Town, Boston
Townsend, Carol
Townsend, W.
Townsend, C. L.
Townsend, Boots &
Townsend, Paul
Trainer, H. S.
Travers, Show
Travis, Doc A.
Travis, W. I.
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Trenner, Leonard
Trinamus, William
Tripp, Melohia
Treadle, S. F. Dock
Turner, Ernest H.
Turner, Frank Leo
Turner, Joe, Show
Turner, Louie
Tutthill, Donald L.
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Tyler, Otis
Tyler, Tom
Tyree, J. M.
Tyus, Sam C.
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Underwood, Dana
Urquhart, Ben S.
Valentine, J.
Van Acel, Peter
Van Wert, R.
Vandiver, Bob
Vardells, The
Vard, Dan
Vaughan, Charlie
Vaughn, Russell
Vaughn, S.
Veeck, Vano
Vermillion, W. L.
Vernick, Joseph A.
Vernon, G.
Vernon, Wally
Vlessman, Orvil
Viro, W. L.
Vino, Howard
Vogt, John C.
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Voris, Elmer
Wade, Billy
Wades, Charplane
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Wagron, George
Wahl, Joe
Wald, Joe
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Waldo, Jack
Walker, Dancing
Walker, Willie Evans
Walker, Edw. B.
Walker, Frank
Walker, George
Walker, Skating
Wallace, Al
Wallace, Blackie
Wallace, Danny
Wallack, Roy
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Walsh, Jack
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Warner, Guy
Warner, Roy E.
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Warren, Frank
Warren, Willard
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Washington, Jim
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Watson, P. W.
Wayne, Monty
Weaver, F. L. (Red)
Weaver, Gerald
Weasley, Bill
Webb, Boston
Webb, H. D.
Webb, Kiyi
Webber, Earl
Webber, Arthur R.
Weber, E. C.
Weber, Harry S.
Weber, M.
Webster, George H.
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Weir, Roy
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Wells, S. E.
Wells, George
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West, W. E.
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Weyman & Mack
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White, Robt. S.
Whitehorn, Wilton
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Whitney, Charite
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Wicko, Rob
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Williams, A. D.
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Williams, O. J.
Williams, Chick
Williams, Davy
Williams, Fred X.
Williams, Hugh
Williams, John A.
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Williams, Jack
Williams, Lucky
Williams, Mack
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Williams, Rusty
Williams, Rusty
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Wilson, Raleigh
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Winkle, O. H.
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Winn, Bros. S.
Winters, Harry
Winters, Harry
Winters, Harry
Winters, Sid
Wintorwold, John
Wisner, James
Wise, D. A.
Wiscarver, George
Wiser, Bill
Wither, Cardine
Witham, J. E.
Withers, Harry N.

Withrow, Frank R.
Wolfe, Bennie
Wolfe, Dr. Alfred E.
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Wolf, W. C.
Wolf, Jim, Chinese
Wood, F. B.
Wood, H. G.
Wood, Julius L.
Wood, W. E.
Wooden, Charley
Woodruff, Harry
Woods, Harry
Woods, Harry
Woods, Ivron
Woods, D. H.
Woods' Fair
Worman, Nat
Worth, Lon
Wright, Arthur W.
Wright, Fred W.
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Wright, W. L.
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Yong, James
Young, Harry
Young, James
Young, James (Bamboola)
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Young, M.
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Zandoli, Mario
Zano, Richard
Zano, Ernest E.
Zeno, Frank
Zimmer, Joe
Zorda, Frank

Stevens, Bob
Stevens, G. W.
Stinson, James
Stitts, Tiny
Styall, Bill
Tripp, Geo. B.
Van, Fred Fred
Van Sickle, Roy E.
Viado, Richard
Vosburgh, Kenneth
Walsh, Earl E.
Ward, J. William
Waters, H. or W.
Watts, Jack
Wells & Powell
Whitaker, Casey
White, H. J.
Whitton, Wallace
Williams, Bunny
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Young, James M.
Zipsa, Stanley

Degraw, Steve
Dick, Billy
Donaldson, Richard
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Embre, George H.
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Glasscock, H. G.
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Goodlett, Howard
Gray, Eddie
Green, Tony
Guinot, Clarence
Hailey, T. B.
Handling, Steve F.
Hansen, Al C.
Harris, George
Hartz, Ben A.
Havestock, Harry
Hodgini, Joe & Ed
Hoxie, Jack
Howard, Bert
Hudson, Harry A.
Hunter, Lew
Hutchinson, Lester
Jefferies, Slim
Johnson, John
Jorgenson, James J.
Kaplan, Lewis
Kingston, Oia
Knox, Harry
Lamb, Capt. E. L.
Loehr Jr., Charles
Lucas, Don
Lynch, Eddy
Marrion, Sidney
McCarte, R. C.
McAtee, K. C.
McDermott, Chas.
McKinzie, Bert
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Meyers, J. E.
Miller, Bertram E.
Moore, Ben E.
Moran, J. Doug
Morlock, R. W.
Moss, Lee
Mull, Jimmy
Neil, D'Nat
Nelson, John (Ace)
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Ogle, Douglas
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Phillips, Ernest
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Reynolds, Harry
Reynolds & Wells
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Rogers, Al R.
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Sells, Virgil
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Smart, Frank
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Sontag, Joe
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Stanley, Paul
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Campbell, Mrs. M. (Such and Campbell)
Gatlier, Mrs. H.
Darling, Phyllis
Dennis, Mrs. Jack
Emerson, Patsy
Fontaine, Mrs. Bob
Gardner, Mrs. Bessie
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Hedberg, La Rosa
June

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Ambrose, Carl or Charles Buck
Anderson, Dale
Bardick, George
Arnold, Floyd
Averill, Bill
Barker, Raymond
Bible, Mr. and Mrs. O. R.
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Borella, Arthur
Bowlegs, Chib
Burdick, Clarence
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Cardwell, Jack
Chico, Ohio
Clegg, George
Constock, E. A.
Cooper, W. N.
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Cramer, M. J.
Cress, Harry
Decker, Al
Decker, Al
Dequessa, Eben
Devin, John
Dillon, John E.
Elliston, H. G.
Emmon, Mr. and Mrs. H. H.
Fisher, Steve (Bill)
Fletcher, James
Gardos, Prof. G. Georgian Family
Goldstein, Al
Graves, George
Gregory, Wm.
Hulsead, James
Hamer, Joe
Healy and Mack
Heath, Red
Heath, Ross
Helwig, Al
Herley, John
Hosnaul, Harry
Howitt, James (Blackie)
Ingleheim, Louis
Howell, Wm. E.
Johnson, Emmett
Karr, Dr. Frederick
Keves, George
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Haren, Mrs. Richard
Henderson, Mrs. Desma
Henderson, Mrs. F. F.
Hester, Mrs. Mae
Manners, Betty
Jean
McCalla, Miss Frances M.

Men

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Andrews, Chas. or Carl
Ames, Jack
Atwell, James
Bailey, D. M.
Balderson, George
Barton, Paul
Brown, Joe
Bryer, Bill
Fryer, Ollie
Buck, Lawrence
Burke, Stanley
Campit, Walter
Carter, Wray
Carmos, Truman
Cole, Clyde
Clove, R. E.
Coffitt, W. H.
Cory, H. G.
Cradit, George L.
Craig, Chas. F. O.
Craig, George
Culver, W. C.
Daly, Thomas A.
Darling, George R.
Dennis, Buddy
Dennis, Jack

MORE NEW EXHIBS (Continued from page 50)

Chambers Company, Beaver Falls, Pa.; Chicago Roller Skate Company, Chicago; Coin Machine Journal, Chicago; C. Creators & Company, Chicago; Custer Specialty Company, Inc., Dayton, O.; Dodge-elm Corporation, Exeter, N. H.; Durability Steel Locker Company, Aurora, Ill.; El Bridge Company, Jacksonville, Ill.; El. Hott Ticket Company, New York; H. C. Evans & Company, Chicago; Eyerly Aircraft Corporation, Salem, Ore.; Fred Fansher, New York; Frederick Bros. Music Corporation, Cleveland; General Electric Company, Cleveland; General Equipment Company, Indianapolis; General Register Corporation, Chicago; Greater Show World, New York; George A. Hamid, Inc., New York; Hanna Amusement Devices, Inc., New York; International Microscope Reel Company, New York; Johnson Fare Box Company, Chicago; Lash, Inc., Clifton, N. J.; Lauerman Bros., Inc., Chicago; Luss & Bros., Inc., Philadelphia; W. F. Mangels Company, Coney Island, N. Y.; Master Mechanics Company, Cleveland; Mitch & Louie, Lake Company, Buffalo; Mitch & Louie, Lake Charles, La.; Music Corporation of America, Chicago; National Amusement Device Company, Dayton, O.; Orange Crush Company, Chicago; Orr & Orr, Chicago; Park and Beach Supply Company, New York; Percy Manufacturing Company, New York; Philadelphia Toboggan Company, Philadelphia; Piesen Manufacturing Company, Coney Island, N. Y.; Pittsburgh Reflector Company, Pittsburgh; Recreation Equipment Company, Anderson, Ind.; Ackley, Bradley & Day, Pittsburgh; Perkins Laboratories, Omaha; Nicolai-Neppach Company, Portland, Ore.; Richardson Ball Bearing Skate Company, Chicago; Harry C. Ritter Company, Williamsport, Pa.; Sellner Manufacturing Company, Fairbault, Minn.; Shyers Manufacturing Company, Chicago; Silent Sales Company, Minneapolis; Spillman Engineering Corporation, North Tonawanda, N. Y.; U-T-Te Corporation, Sioux City, Ia.; R. S. Uzzell Corporation, New York; Webster Company, Chicago; D. A. Woodward, Ltd.; Middlesex, England.

Program committee has completed its work aside from actual presentation of the program at the convention. All other committees are putting in last weeks preparatory to big pow-wow. Board of directors will hold a special meeting on November 29 to put the last touches on arrangements. Entertainment committee, under guidance of Harry A. Ackley, will be especially busy this year seeing that the social side of convention activities goes over 100 per cent. From all indications the forthcoming meeting will be the biggest and best in history of NAAFPB, which has always been famous for its bang-up conventions, it is declared. "All manufacturers are urged to attend the banquet of the American Recreational Equipment Association, the manufacturing and sales division of NAAFPB, at 7 p.m. Sunday, November 28, in the Central Room, Hotel Sherman,



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to be followed by a program and executive meeting," said Mr. Hodge. "On to the Big Convention!" is the byword among all members of the industry.

SAILING from Southampton, Eng., on the Bremen on November 8, Bunny and Grady Nix, of the Looping Nixes, returned from a tour abroad, during which they were in many large cities, including London and Paris for the exposition. They will again be under the Hamid banner at parks, fairs and indoor dates in the East.

RINKS

(Continued from page 63)

competed under conditions amounting to a real handicap.

Five judges officiated for each event, Ronald D. Gilbey, women's figures; L. A. Partridge, pairs, and H. L. White, men's figures, being the British judges. Results:

Pair skating, first, Bruno Walter-Lisa Roth, Germany; second, Willy Pfister-Jennie Mosler, Germany; third, James T. and Joan Lidstone, Great Britain; fourth, H. Castellari-F. Bergamaski, Italy; fifth, Frank Burrows-Mary May, Great Britain; sixth, H. Bulaers-F. Goverts, Belgium; seventh, M. Herimans-F. Cluytmans, Belgium.

Figures, men: First, Herr Hendel, Germany; third, James T. Lidstone, Great Britain.

Figures, women: First, Lydia Wahal, Germany; second, Jennie Mosler, Germany; third, Cola Crumm, Germany; fourth, Rita Lancaster, Great Britain; fifth, Joan Lidstone, Great Britain; sixth, Jean Lidstone, Great Britain.

The surprise to British skaters in general was the final placing in the figure event of Rita and Jean Lancaster, but evidently these girls derived real benefit from a six weeks' vacation in Nurnberg, Germany, where they were under tuition of Willy Pfister and other outstanding skaters of the Fatherland. Pfister and Jennie Mosler are now in Coventry, England, on vacation. Willy is also an international roller hockey player like his younger brother, Karl.

Perry B. Rawson, New York, is in London on vacation, studying advanced roller dances. We have just arranged a meeting and I am sure that making contact with skaters of Mr. Rawson's intellectual caliber will result in an exchange of views to mutual advantage.

FAIR ELECTIONS

(Continued from page 62)

racing at the fair, said his withdrawal was due to pressure of other duties. Other directors re-elected are R. W. Collins, Grover Foshacht and James S. Harding. Fay C. Heintzelman will continue as president; Fred Moherman, vice-president; James S. Harding, treasurer; E. R. Zelger, secretary.

LONDON, O.—Madison County Fair directors re-elected: President, Martin H. Watkins; vice-president, Stewart Anderson; secretary-treasurer, Fred M. Guy; new directors, Paul Sanford and Clarence Garen.

URBANA, O.—Bert Procter was elected president of Champaign County Fair, being elevated from the vice-presidency to succeed Herbert Everhart, candidate for re-election. Paul W. Kite was elected vice-president; Mariona Apple re-elected treasurer, and John W. Yoder renamed secretary.

GREENUP, Ill.—Greenup-Cumberland County Fair directors re-elected P. J. Bowman, president; Fred Wylde, vice-president; J. A. Campbell, treasurer, and Pres Jenuine, secretary.

ACTON, Mass.—Carl Johanson was re-elected president and Albert P. Durka secretary of Acton Agriculture Association. The 1937 fair had profit of over \$300, first time in several years that it has been in the black.

MARSHFIELD, Mass.—Former Representative Ernest H. Sparrell was re-elected president of Marshfield Agricultural and Horticultural Society and Secretary Horace C. Keene and other officers and directors renamed.

TOPSFIELD, Mass.—Edward Wigglesworth was re-elected president of the Essex Agricultural Society, sponsor of Topsfield Fair; Ralph H. Gaskill, secretary; Robert P. Trask, general manager. Profit of \$3,385 was reported on the recent 1937 116th annual fair.

MIDDLEFIELD, Mass.—Howard Stanton was elected president of the Highland Agricultural Society after Howard Johnson refused re-election because of other interests. Willard A. Pease was elected secretary. The 1937 fair showed profit.

Complete NAAPPB Program in Chicago

(Continued from page 50)

Program Committee—J. E. Lambie Jr., chairman; Euclid Beach Park, Cleveland.

Entertainment and Banquet Committee—Harry A. Ackley, chairman, Ackley, Bradley & Day, Pittsburgh.

Reception and Social Committee—A. W. Ketchum, chairman; Forest Park Highlands, St. Louis.

Report of Progress and Conditions—Maurice W. Jencks, President, International Association of Fairs and Expositions.

Highlights of the Carnival Season—J. W. Conklin, Conklin Shows.

Report on the Showmen's League of America by its president, J. C. McCaffery. *The Present as It Really Is and What the Future Holds*—A wide-range analysis and forecast of business conditions by W. L. Stensgaard, of W. L. Stensgaard and Associates, nationally known advertising counselors.

The American Museum of Public Recreation and What It Means to Our Industry, R. S. Uzzell, New York.

The Operator's Liability in Operation of Parks and Pools, the legal liability of owners, operators and concessioners.

Public Liability Insurance - The Association's Outstanding Contribution in 1937, Norman S. Alexander, lessee, Woodside Park, Philadelphia, chairman NAAPPB insurance committee; J. L. Campbell, of J. L. Campbell & Company; C. W. Fellows, president, Associated Indemnity Corporation; discussion.

Announcement of winners by Jury of Awards.

Executive Session of NAAPPB.

Reports of Committees.

Announcements by president.

5 p.m. to 7 p.m.—Cocktail hour in Penthouse.

10 p.m. to 2 a.m.—Refreshments and entertainment in Penthouse.

EXHIBITION HALL OPEN, 9 a.m. to 12:30 p.m.; 3:30 p.m. to 11 p.m.

Wednesday, December 1

9 a.m. to 12:30 p.m.; 5:30 to 11 p.m.—**EXHIBITION HALL OPEN TO VISITORS**.

11 a.m.—Meeting of trustees American Museum of Public Recreation, Penthouse.

12:30 p.m.—Buffet lunch in Grand Ballroom.

1:30 p.m.—Program Session of NAAPPB, Grand Ballroom; Lively topics and lively discussion which no one can afford to miss.

President Harry C. Baker calls meeting to order and after reports and other matters to be brought before the meeting are completed, the meeting will be turned over to Chairman of Program Committee J. E. Lambie Jr.

Safety in Design, Construction, Inspection and Operation—A vital necessity in all amusement devices and attractions; 20 minutes.

Introduction by George P. Smith Jr., former chairman of the safety code committee, summarizing the points of view and the responsibilities of manufacturer, operator and insurance inspector.

Discussion—Chairman, Harry A. Ackley, of Ackley, Bradley & Day, Pittsburgh. *State Admission and Sales Taxes*—A nation-wide check-up of the tax situation.

Rejuvenation—Roofing, wood preservatives, walks.

Modern Lighting Devices With Demonstrations—Francis M. Falge, specialist in amusement lighting, Neia Park, Cleveland.

Modern Architectural Design for Amusements—Nathaniel A. Owings, of Skidmore & Owings, architects, Chicago, consultant at Chicago World's Fair.

Outstanding Examples of Rejuvenation, illustrated with colored movies, pictures and lantern slides.

The New Coney Island, Cincinnati, Edward L. Schott, president, Coney Island, Inc.

Rebuilding Capitol Beach, Lincoln, Neb., Robert L. Ferguson, managing director.

Landscape Design at Elitch's Gardens, Denver, Arnold B. Gurtler, president.

Making New Attractions Out of Old Ones, William B. Schmidt, Riverview Park, Chicago.

Merchandising, general discussion of promotional activities, price policy, special attractions, etc., chairman, Herbert F. O'Malley, director, Playland, Rye, N. Y.

What's New?, exchange of opinion on the significant experiences and trends of 1937.

Your Problems, a chance to ask questions while the experts are assembled.

Suggested Topics—Competing With the Picnic Basket, Auto Parking, Bottled Vs. Dispensed Drinks.

Best Promotions of 1937—\$25 cash prize; chairman, Harry J. Batt, managing director, Pontchartrain Beach, New Orleans.

5:30 p.m.—Directors' meeting, NAAPPB, Penthouse.

5 p.m. to 7 p.m.—Cocktail Hour, Penthouse.

10 p.m. to 2 a.m.—Refreshments and entertainment, Penthouse.

Thursday, December 2

9 a.m. to 12:30 p.m.; 5:30 p.m. to 7:30 p.m.—**EXHIBITION HALL OPEN**. Exhibition Hall closes for good at 7:30 p.m.

12:30 p.m.—Buffet lunch in Grand Ballroom.

1:30 p.m.—Program session of NAAPPB, opened by president.

POOL AND BEACH PROGRAM—Chairman, Paul H. Huedepohl, manager, Jantzen Swimming Association, Portland, Ore.

1.—*Swimming Pool Legislation and Its Compliance by Pool Operators*, C. W. Klasson, chief engineer, department of public health, State of Illinois, Springfield.

2.—*Correcting Public Opinion Concerning Infantile Paralysis and Its Relation to Swimming Pools and Beaches*, R. N. Perkins, Perkins Laboratories, Omaha.

3.—*Modern Trend in Construction and Design of Swimming Pools*, Harry A. Ackley.

4.—*Last-Minute News on the Ammonia Chlorine Water Treatment*, W. & T. or Pardee Engineering Company, Chicago representative.

5.—*Do Municipal Pools Really Compete With Commercial Pools?*, James Month, University City, Mo.

6.—*Necessity of Greater Co-Operation Among Swimming Pool Operators*, Erl K. Collins, editor, *Beach and Pool*.

7.—*Latest Developments in Control of Algae Growths and Their Resultant Tastes and Odors*, R. N. Perkins, discussion leader.

8.—*What's New in Swimming Pool Operation?*, C. A. Hyatt, swimming pool sanitarian, Illinois State department of health.

9.—*Answering Your Troublesome Problems*, Harry A. Ackley, discussion leader.

10.—*Outstanding Pool Promotion for 1937*; open to all for \$25 cash prize.

11.—*1936 Olympic Games Aquatic Events in Films*, Harry O'Hare, Chicago park board.

Air Conditioning, an outside expert.

Discussion—

Your Personal Problems and the Shorter Work Week; chairman, Norman S. Alexander, Woodside Park, Philadelphia.

FAIRS AND EXPOSITIONS

1.—*A Summary History of Recent Fairs*, Dudley H. Scott, Euclid Beach Park, Cleveland.

2.—*The Concessioner's Viewpoint*, William de l'Horbe, treasurer, Midway Association, Great Lakes Exposition, Cleveland.

3.—Colored movies of the Paris Exposition.

4.—*Adventures at the Paris Exposition and a Rest Cure in Russia*, Harry G. Traver.

5.—*New York World's Fair of 1939*, Maurice Merme, acting director of Exhibits and concessions.

6.—*San Francisco World's Fair*, James T. Colbert.

Meeting Adjourned.

5 p.m. to 7 p.m.—Cocktail hour in Penthouse.

8 p.m.—Banquet and Dinner Dance, Bal Tabarin. Following banquet there will be entertainment and refreshments served in the Penthouse.

KEY WEST PARK
OPENS JANUARY 5, 1938
 "PLAYLAND OF AMERICA"

Wants New and Novel Rides and Attractions for permanent park — Ride-o-o, Octopus, Tilt-a-Whirl, Merry-Go-Round, Chairplane, Double Loop-o-Plane and Kiddie Auto and Aeroplane. 10-in-1, must be first class with outfit and real attraction. Large Snake and Monkey Circus. Maybelle Mack and Nancy Miller, write. Legitimate Concessions know what this is. Write or wire at once, as we will book only one of a kind. Dining Room and Custard Stand open. All winter's work without moving. New Overseas Highway will attract thousands to Key West. Write or wire

KEY WEST PARK, Key West, Florida

Miniature Railroads
CAGNEY BROS. Est. 1892 **Leonardo, N. J.**
 The originator of Miniature Railroads, furnishing over 1,300 Steam, Gasoline, Gas, Electric, Compressed Air and Battery-Operated Trains to the foremost Amusement Resorts and Short Line Transportation Systems throughout the world.

SEASIDE HEIGHTS POOL & CASINO
 CAN USE three or four Rides. Percentage basis. Boardwalk location. Also legitimate Concessions and Attractions. Big crowds every day. Over four million people to draw from. Largest and finest Pool on Jersey Coast opened last season with wonderful results. Write or wire
 C. M. HEFELEINGER, Manager, Seaside Heights, N. J.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

Santa Claus Rides Again

All plan for heavy-dough yuletide—new-item shortage a bumpy spot on road

NEW YORK, Nov. 20.—Operators in all lines are readying to cash in on what promises to be the spendiest Christmas season since the depress. Ambitious promotions are scheduled to start immediately, according to reports from all parts of the country.

One black spot on the profit horizon seems to be a shortage of new items, altho the reason for this is easily understandable. Many manufacturers, kicked in the pants by the depression, have not yet recovered to the extent where they will crawl out of their holes and invest any kind of mazuma in new and untried numbers.

Following is a summary, broken down into operating groups, of types of Christmas plans and promotions being readied:

Salesboard Ops

Boys working deals are jumping on every conceivable gift item and setting 'em up on boards. Among hot numbers for the Santa season are layouts featuring the Strip Tease Highball Glasses, Moviematic 3-in-1 camera, various electric shaver deals, Dunhill Silent Flame Lighter, Canary-Klock, Timepacts, Pendulum Clocks, Phantom Clocks, Snap Pen Desk Sets, Stirrup Clocks, Boudoir Pillows, Boxed Candy, Fur Coats, Eggs, Toastmasters, Mixmasters, Silex Coffee Makers, other electrical products and practically all items with a gift or holiday appeal.

Bingo Ops

Despite squawks from the pessimistic element of the trade about attendance at Bingos falling off just before and during the holidays, many ops are looking forward to a number of the biggest weeks of the year. Special stunts are being worked up to bolster attendance, such as offering 15-pound turkeys as door prizes. With the prevalent high price of meat, this feature should draw many a housewife who is figuring on getting her Christmas dinner on the cuff.

Other smart operators are hyping their games by installing new and different merchandise prizes. A report reaches us of an operator in Allentown, Pa., who has featured fur coats, such as a Premium Northern Bonded Seal Coat, as a special prize. Other ops are using such variations on the prize setup as rugs, aeroplane clocks, etc.

Dems and Pitchmen

With the toy manufacturers of America spending some \$230,000,000 in the production of playthings this year, dems and pitchmen are looking forward to doing a big business, with items of this kind. Mechanical toys, which have for years been popular favorites, offer many opportunities to the boys in these categories, and the ingenuity displayed by several of the manufacturers in producing unique and different items will gladden many a dem and pitchman's heart.

On the other hand, the boys are not overlooking the ever-present demand for merchandise with a practical value. Ties, handkerchiefs, scarfs, sweaters, pig-grain jackets and many items of this kind will also get a big play this season.

A number of men feel that the recently touted business recession will scare many prospective customers into purchasing items of this kind exclusively. Slant is that it's okeh to gift friends and relatives at Christmastime. But while you're at it you might as well

(See SANTA CLAUS on page 113)

Reason for Rejoicing A Bingo Editorial

"Merry Christmas, Sam" we said.

The blankness went out of Sam's face and expression came into it. It wasn't an improvement, tho. The expression was one of bitterness and disgust.

"Nuts," Sam said, "to Merry Christmas and to you."

That was last year. We didn't know it when we extended the season's greetings, but Sam had just lost his job. He's an assembler in a lamp manufacturing plant and he'd worked a few weeks during the pre-Christmas rush, then been laid off again. There wasn't anything merry about last Christmas for Sam. He had three kids and a wife at home and there weren't going to be any Christmas presents, nor any new clothes, nor any big turkey or chicken dinner.



JOE CSIDA

From where Sam sat it looked like he'd be lucky if there were any dinner at all. Sam didn't feel like Merry Christmasing. He didn't have much reason for rejoicing.

This year it's going to be different. Sam's been working pretty steadily. His boss, it seems, got lined up with a couple of jobbers who are selling to the bingo trade and they've been yelling for lamps and more lamps. At these bingo parties they give away a lot of lamps as merchandise prizes. This Christmas, when we extend our greetings to Sam, we know he's going to say, "The same to you," as heartily as only a man who's been drawing a steady week's pay can say it. Sam has some reason for rejoicing this year.

What we're getting at, tho, is that there are thousands of Sams all over the country who have been working steadily in the plants of manufacturers supplying all types of merchandise used as bingo prizes. There are other thousands working for the jobbers and distributors who sell this merchandise. And still others employed by the operating groups who conduct the bingo parties in co-operation with fraternal organizations, lodges, clubs and churches everywhere. All these Sams and their wives and kiddies will have—thanks to bingo—a reason for rejoicing this Christmas.

And even among those less fortunate there will be more holiday happiness because of bingo. Did you ever walk into a home in the slums a few days before Christmas? The squalor, the drabness, the bewildered, beaten looks on the faces of the grownups; the pitiful, hungry stares of the kiddies are there as they are at any other time of the year. But with holiday gayety prevalent everywhere else the plight of these unfortunate folk stands out in sheer heart-breaking contrast. To them Christmas is hardly a season for rejoicing.

But this Christmas fraternal orders, lodges, clubs and churches will spend hundreds of thousands of dollars, raised for charitable purposes thru bingo parties, to buy toys for these kiddies who were seriously beginning to doubt the existence of this guy Santa Claus. They will bring into the impoverished huts of these needy food and clothing bought with the proceeds from bingo parties. They will bring into their hearts joy and the strength of spirit needed to keep up the fight until better times come. They will, with the funds created by bingo, give an answer to the many who at the Christmas season cry out for a reason for rejoicing.

BINGO BUSINESS

By JOHN CARY

For the holiday season, many Eastern Bingo operators are awarding turkeys (not less than 15 pounds in weight) as special door prizes. A swell idea, say we . . . timely, different and one that should help the players coming right up to the holidays.

Certain cry-baby ops have been lamenting that the three or four weeks before Christmas always see their attendance drop away to almost nothing. Players, they say, are too busy shopping and making holiday preparations to bother about Bingo. Now about using the head for thinking for a change . . . and working up some clever advertising ideas based on the theme: "Come to Our Bingo Parties and win the Christmas Gifts You Were Planning To Buy." Get something along these lines out to your mailing list and see if the crowds don't keep coming.

Be sure to read *Bingo Business* — Past, Present and Future, in this issue. Joe Walsh knows his Bingo. The article is one of the most instructive as well as the most entertaining we have ever had the pleasure of reading. And after you've read it, drop us a line and let us know what you think of it.

Speaking of line-droppers, Frank W. Bird, manager of the Bingo Supply Company, Toronto, writes:

"I am considered the originator of Bingo games for merchandise, having played Arlington Beach Park in Virginia in 1921; with the Levitt, Brown & Higgins shows in 1920; Leo Bistany shows in 1918, and Conklin's All-Canadian shows for seven years.

"I am now connected with the Queen City Shows, of Toronto, and am manager for the Bingo Supply Company.

"We are much interested in your Bingo column and believe you are on the right track when you state that sooner or later the cash prizes are going to kill the business for everyone."

Thanks, Mr. Bird, and let us hear from you and your friends in the Bingo business often. We appreciate your letter.

A mystery pops up to keep us awake nights. Bill Hamilton, co-founder of the Hamilton Producing Company, whispers of "a new device for calling the numbers for Bingo games that will be indispensable to operators of such games." No details about the device, but if Bill says it's good, you can count on it. The gentleman knows whereof he speaks. One ray of light is that Bill promises to announce the new device in the columns of *The Billboard* soon. We're waiting and watching. Bill. Don't keep us in suspense too long. FLASH . . . A last-minute report tips us off to the name of the new device. It's going to be called the Automatic Bingo Mixer.

Steve Henry, of Los Angeles, writes: "A number of persons interested in Bingo out this way noted the picture of the Knights of Columbus Bingo party which you had in the November 6 issue.

"Out here it is necessary to operate differently. We have what we call merchandise stores.

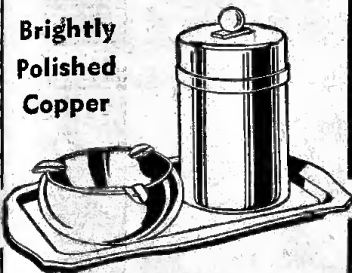
"You have a keen department that attracts a lot of readers." Them's kind words, suh, and we are grateful. Drop us a line about your merchandise stores. We're interested in them and would like to know just how they operate.

Here's a thought for those operators (See BINGO BUSINESS on page 115)

Smoker's Sets

build Holiday Profits

Brightly Polished Copper



Ideal for Merchandise Games and Boards

The latest in modern smoking accessories—strong in appeal during the holidays when useful gift items are in demand.

Polished copper — beautiful and brilliant for display. The set illustrated consists of cigar humidor, ash tray and tray. Many other sets are available.

Write to your jobber for details on our complete line of new gift ware prizes also aluminum utensils. If he cannot supply you—write us direct for bulletins!

WEST BEND Aluminum Company,

Dept. 63A, West Bend, Wisconsin

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

"If purchaser is not satisfied with merchandise received his purchase price will be refunded." This statement at the bottom of the card used in conjunction with the 10-item legit deal put out by American Novelty Company makes the deal 100 per cent legal, the firm claims. Because of this there are no closed territories and the deal can be worked everywhere. Card is small, only 20 holes, and merchandise is given for every punch. Introduced some time ago, the deal is clicking and reports indicate the purchaser clause does not hinder sales. Seller of card receives valuable gift or cash, whichever he prefers.

Do you know that executives of large companies are fine prospects for a card. Of course, good quality merchandise must be offered. The best approach is a straight solicitation on the item itself without mentioning the card. In many cases a sale will be made on the spot and the item paid for, which is okeh. If the executive, he may be the president of the company, or the office manager or the sales manager, is interested but not willing to buy, then an opening is presented for the salesboard spiel. If worked right that man will get rid of a card faster than anyone else. And he will have a lot of fun doing it.

We hear that the Marvel Electric Dry Shaver is still a popular item on the deal being offered by the Master Sales Company. Card has 81 holes, numbers 1 to 10 free; 11 to 25 pay 25 cents and all over 25 pay 25 cents. Name under seal receives major prize, other lucky number receives pen and pencil combo set and last sale on card also receives pen and pencil combo set.

There seems to be a trend among operators to work cards with 25 cents the maximum punch. It helps beat down resistance.

With the carnival season coming to a close the Marvel Candy Company, well known in the candy concession field, is giving its attention to the salesboard market. It has devised three special deals on its novel candy packages which are timely for Christmas promotion.

J. B. Aronson, of Banthrico, Inc., spent a few days in New York last week.

Al Lockyer, Murray Potrouch and Harry Jacobs, of Master Distributors Corporation, are really going to town. They have taken over the New Improved 3-in-1 Moviematic Camera for national distribution thru salesboard channels and expect to dispose of 85,000 cameras in the next 12 months. Quite a task they have set for themselves, for the retail value of the lot runs close to \$1,500,000. However, Al, Murray and Harry are full of pep and enthusiasm and have worked out a Moviematic salescard deal which looks good. In addition to the Moviematic deal, Master Distributors have deals on the Canary-Klock, Strip Tease Highball Glasses, Timepace and Electric Shavers.

Glo-Lite Electric Altar and Candle-light and Glo-Lite trees are especially timely for Christmas salesboard promotion. Both work on a novel principle. By means of patented construction the light from a regular 30-watt electric bulb passes thru solid glass rods, giving the effect of miniature electrically lighted lamps and candles. Altar is an unusual ecclesiastical item and the Christmas tree should find favor everywhere. When altar and tree are lit they give a beautiful effect—and there is no problem of burned-out candles or bulbs.

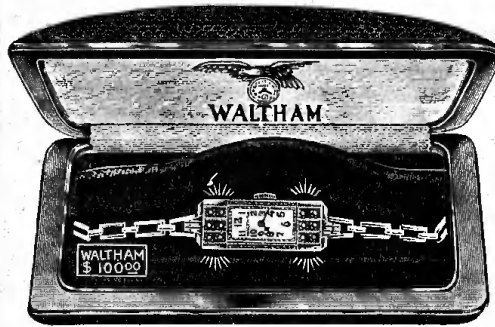
SVENGALI MAGIC DECKS

Here is the finest Svengali Deck ever manufactured. Made of new cards, bridge size, all die cut. Dozen, \$3.25; Gross, \$38.50. Sample, Postpaid, 35 Cents. Catalog of 300 Magic, Joke Novelties, Party Goods Free.

S. S. ADAMS CO., Asbury Park, N. J.

Is There a Santa Claus? POSITIVELY!

When You Eye These AMAZING VALUES— There's NO QUESTION About It!



\$29.95 Each

Set With 12 Fine White Brilliant Genuine Diamonds (As Illustrated)

No. BB984 Ladies' WALTHAM Diamond Baguette Bracelet Watch, 4 1/2 Links, 15 Jewels, Rectangular 10K White or Yellow Rolled Gold Plate Case set with 12 fine white brilliant genuine Diamonds. Gold filled bracelet to match. In Gift Case. It's a Beauty and a wonderful value. Each \$29.95

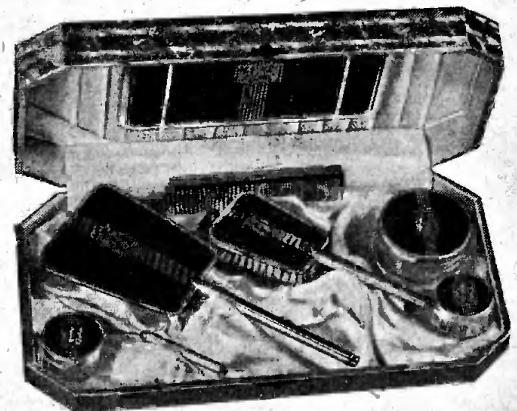
No. BB984 1/2 Same as above, 17 Jewels. Each \$32.55
No. BB884 Ladies' WALTHAM Diamond Baguette Watch, 4 1/2 L. 10 Jewels, 10K White or Yellow R. G. Plate Case, set with 4 fine white brilliant diamonds. G. R. Link bracelet to match. In Gift Case. Each \$25.50
No. BB884 1/2 Same as above, 17 Jewels. Each 25.90
No. BB027 Ladies' WALTHAM Baguette Watch, 4 1/2 L. 15 Jewels, in rectangular 10K R. G. Plate Case in Yellow Gold only. Link bracelet. In Gift Case. Each \$19.95
No. BB027 1/2 Same as above, 17 Jewels. Each 23.30

Another Amazing Value!

\$3.30 Per Set

FIVE SETS For \$15.50

No. BB922. A beautiful, modern 8-piece Dresser Set that immediately creates a desire for possession when your customers see it. Enamel finish, in assorted colors, Black, Green, etc. Chromium handles and trim, all-wood decorated mirror. Includes Tray, Comb, Mirror, Puff Jar, File, Hair Receiver and Utility Jar. Every Live-Wire Dealer will order at least five sets at our amazingly low price. Each in Gift Case. Per Set, \$3.30



Dealers Only: Write for New COUNTER Catalog—It's FREE!

ROHDE-SPENCER CO., 223-225 W. Madison St., CHICAGO, ILL.

BLUE STEEL Double Edge BLADES 25c Per 100
Finest Quality Cell-o, 5 in Pack.

GILBERT BLADES WILL BRING REPEAT BUSINESS. Double Edge 50c Per 100 Single Edge 65c Per 100 GILBERT AUTO STROP Per 100... 80c

SINGLE EDGE BLADES Per 100, 44c

AUTO STROP Type Per 100, 45c

SHAVING DEAL 10c Per Deal
15 Blades—Giant Shaving Cream—Styptic Pencil. All Cell-o. Wrapped

"FIRST AID" DEALS 1.60 Per Doz Deals
Large Box Absorbent Cotton, 6 Pieces Ready-Made Bandages, 10 Yards Gauze, 5 Yards Adhesive Tape, 15c Bottle Mercuriochrome, All Cell-o. Wrapped

Send for Free Samples and Price List.
YOUNG NOVELTY CO., Inc.
100 Hanover St. Boston, Mass.
50% Deposit — \$1.00 Minimum.

MEN'S ZIPPER MONEY POCKET BELT
With Eclipse Buckle. Attractively Boxed. XMAS GIFTSELLER. Send Dollar for Sample.
Wolverine Belt Co. Detroit, Mich.

ELGIN-WALTHAM RAILROAD MODEL 16—SIZE 7 JEWEL \$2.85 15 JEWEL 3.65 17 JEWEL 4.00
DEPOSIT REQUIRED—BALANCE C.O.D. SAMPLE WATCHES EXTRA-QUANTITY BUYERS WRITE
BERKOWITZ 165-745-5100

RAPID-FIRE SALES! SENSATIONAL PROFITS!

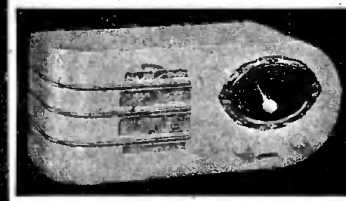
A new, sure-shot sales-getter that pays out with amazing speed and repeats like magic NOT A GAME OF CHANCE. CAN BE SOLD EVERYWHERE. Has 100 pulls, 100 10c Packages of 5 Double-Edge Gillette Type Razor Blades and 12 beautiful Tailor-Made Ties. Every buyer of Package of Blades gets a Free Tie Pull. Takes in \$10. Get started now. Be first in your territory and clean up with this new smash hit that pays out like lightning and repeats quickly. Sample Deal, Complete, Only \$4.00; Five or More, \$3.75 Each. Full information on request. Write today.
S & K SALES, Inc., 102 N. Broadway, St. Louis, Mo.

NEW! IVORY ZEPHYR RADIO

\$10.75 LOTS OF 6

SAMPLE \$11.30

Fully Guaranteed



Another "scoop" for ZEPHYR is this marvelously beautiful new radio with beautiful chromium bands and illuminated red and green dial. 5-tube A.C.-D.C. short-wave switch, full 6-inch electro-dynamic speaker, self-contained aerial, size 15"x7 1/2"x5 3/4". R.O.A. Licensed.

INSPECT IT FREE!

Rush \$3.00 deposit for sample. Pay balance C. O. D. If not completely satisfied return radio within 10 days for full prompt refund.

\$14.45 Clear Profit

On salescard plan giving away radios free. Send 10c for sample salescard and plan.

J. M. Bregstone & Co. Manufacturers—Wholesalers, 530 S. Clark St. Chicago, Ill.

1938 CATALOG FREE! Showing 48 Models. Automatic Tuning. Console, Farm and Car Radios. Write for yours NOW.

Moto Scoot

NEW LOW PRICE

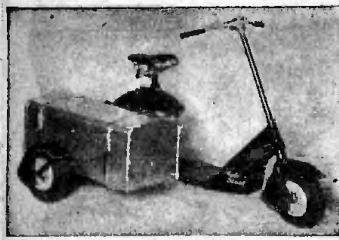
30 MILES PER HOUR
120 MILES PER GALLON ONLY



"THE WORLD'S GREATEST ECONOMY IN TRANSPORTATION"

Here's the opportunity to buy the original MOTO-SCOOT at a new low figure of only \$80.00 F. O. B. Factory. Many new features and models now available including MOTO-CLUTCH & MOTO-FLEX, practically no vibration. Greater horsepower for deliveries and cross-country running. Deliveries available immediately from the factory or see your closest dealer.

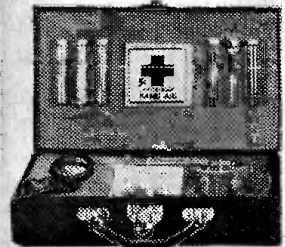
LOW PRICED DELIVERY NOW AVAILABLE



The ideal vehicle for delivery purposes, messengers, collections, service calls and over 100 other uses. Heavy duty motor. Good-year tires, powerful headlights, automotive brakes. DEALERS! There are profits to be made selling MOTO-SCOOT. Many territories are still open.

MOTO-SCOOT MFG. CO.,
213 S. Western Ave., Chicago, Ill.

BIG FLASHY VALUE



Doctor Case For Boys And Girls To Play Doctor

CASE CONTAINS Toy Stethoscope, Thermometer, Wrist Watch, Pencil, Prescription Blanks, Candy Pills, Six Unbreakable Vials, Tongue Depressor and Band-aid. All contained in a Leatherette Case, 12"x7 1/2"x3 1/2" as illustrated.

ALL FOR \$1.00 Plus 20c Parcel Post. Send Direct To Us. A. REIF & CO., 1540 N. Franklin St., Phila.

1937 WINNERS MECHANICAL TOYS AND NOVELTIES

OH-U-DOGS

- | | | |
|--|--------------|----------------|
| (Original) | DOZEN \$1.75 | \$21.50 |
| BUCKING DONKEY (Sim-ilar action as dog) | Doz. Gross | \$1.90 \$21.60 |
| LOOP THE LOOP AERO PLANE | | 2.00 22.80 |
| LARGE COLORED CRAWLING BABY | | 2.00 22.80 |
| LARGE DANCING SAILOR WITH HIS LADY | | 1.80 21.00 |
| HEAVY AMERICAN PARADE GAMES | | 1.50 16.50 |
| SILVERFOIL ICICLES—Attractive Box. Gross Boxes | | \$2.75 |
| XMAS WREATH—10" Beautiful Assortment. Doz., 75c; Gross | | \$8.40 |
- 25% Deposit, Balance C.O.D.

COHEN BROS.
108 PARK ROW, NEW YORK, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

New 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.

Electric Clock Ensemble

A unique electric clock ensemble from Hershey Metal Products, Inc., consists of an electric movement clock in a colorful Catalin ring, mounted on a matching Catalin base, with chrome-plated knobs at the sides of the clock. Dog figures are used as ornaments with these combinations, black base with pointers, red with Scotty, blue with setter, green with terrier, onyx with spaniel. The ensembles come individually boxed and at a low enough price to the trade to be suitable for bingo or award purposes of a similar nature.

Peek-a-Boos—With, Without

A new item reported making a hit with the boys is being manufactured by H. Fishlove & Company. It is appropriately named Peek-a-Boos, for it consists of a quality 10-ounce glass upon which appears an attractively dressed girl in natural colors. Turn the glass around and lo! . . . the costume falls away, leaving her in Nature's own. You then peek thru the liquid and another sight meets your eyes. Peek-a-Boos seem to have what it takes to sell as premiums, souvenirs, gifts and especially to night clubs and taverns. They put life into any party. And no host should want to be without some for his home bar. Six different subjects are packed in a beautiful box and are being featured by many leading jobbers.

Bobbie Smoker's Stuff

House of Bobbie, Inc., has placed on the market for gift, prize and premium users, a line of English Bobble humidors, pipe racks and leather creations. In addition to the pipe racks and humidors, such leather pieces as tobacco pouches in pig skin and silk, letter cases, folding billfolds, pig-skin cigaret cases and flat non-molding billfolds are offered to the trade at sizable discounts.

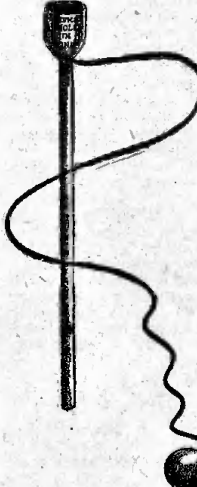
Rotating Garment Hanger

A new type revolving garment hanger, equipped with hooks and rotating on a swivel, making garments instantly available, has just been placed on the direct-

selling market by Rotor Sales Company. Hanger comes beautifully finished in choice of eight colors—ivory, maple, red, green, pink, mahogany, black and walnut—to harmonize with any color scheme. Wall bracket of bronze is easily installed. It is a good seller.

Hole in One Revival

Heralded by its manufacturers and distributors as the logical successor to that phenomenal sales hit, Hi-Li, is the Hole in One, toy gadget which from latest reports is catching on in many sections of the country. Hole in One is a foot-long stick with a wooden cup at its head. From the bottom of the cup runs a string with a little ball at its end. Idea of gadget is to swing the ball on the string into the air and catch it in the wooden cup (if you can). Game has really caught on in the Southern territory, and on the Coast the kiddies in many sectors are playing it the way they used to play Hi-Li. Grownpups too have found a good deal of fascination in Hole in One. Promotion which has helped along the sales of this number is tieups with motion picture theaters in which special Hole in One contests have been run. Reports from theaters indicate that the stunt is a good one for boosting kiddie matinee trade. Another tieup in which Hole in One will be boosted is that in which British-Gaumont, picture producer, is re-leasing a feature set to open at the Globe Theater, New York, shortly. Players in this picture handle Hole in One



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PREMIUM BUYERS

Look me over—I am regarded as the most gorgeous Doll on the market. One look and you'll go for me in a big way.

Beautiful Dolls attract business. This Doll is exceptionally large and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. All Dolls are individually packed in window boxes. 25% with Order. No Catalog.

77B—Miss Movie Star
\$24.00 DOZEN

STANDARD DOLL Co.
36 East 22nd St., New York, N.Y.

E. S. Lowe Co., Inc.

WISHES ALL THEIR BINGO FRIENDS

A Merry Xmas And A Happy New Year!

GOOD BINGO NEWS

TO ALL BINGO OPERATORS AND JOBBERS!

Just arrived! The largest and most diversified line of Bingo Merchandise ever assembled under one roof is now on display at our most modern and spacious showrooms. Our constant growth as leaders and manufacturers in Bingo Equipment and Merchandise has forced us to add 15,500 additional sq. ft. to our present three floors.

Inspect our Showrooms; actually a World's Fair of Ideal Bingo Items at Sensationally Low Prices!

FREE: Send for 12-page Booklet "HOW TO CONDUCT BINGO SUCCESSFULLY."

E. S. Lowe Co., Inc. 698 SIXTH AVE. CORNER 22nd ST., N. Y. C.

"America's Foremost Bingo Supply House"

FREE!—FREE!!—\$7.05 SALES CARD!

With Each Electric MAYFLOWER SHIP LAMP

Single Sample with Sales Card \$1.75

Orders for 6 Ships with 6 Sales Cards \$9.00

6 CARDS TAKE IN \$42.30

Size of Mayflower, 20 in. high, 19 in. long, 7 1/2 in. wide. Carved of wood, canvas sails; electric wired, complete with bulb. Each ship packed in separate carton. Buy from your jobber or write

ATTENTION, OPERATORS! Last Christmas we sold thousands of ships to large firms for Christmas gifts for their employees and customers. It is an ideal present—it is lasting and beautiful. **TRY THIS IDEA.**

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FUR COATS



Latest style. Genuine pieced seal. Scarf-fitted, puff sleeves. Johanna collar, etc. All sizes from 10 to 42. **\$11.50**

FREE 1-8 deposit of Complete Fur Coat Line. Write for our latest price list of Complete Fur Coat Line. All types of skins, all sizes, all prices. Also beautiful half-tone illustration of typical Seidel coat value. **FREE**

M. SEIDEL & SON

243 West 30 Street, NEW YORK, N. Y.

to such an extent that the gadget would seem to rate billing with the rest of the cast. Swartz & Knoepfer Brothers, distributors for the item, invite inquiries and will send complete information about Hole in One on request.

Religious, Scenic Shell Lamps

Recently introduced to the market by Goldfarb Novelty Company is a complete line of religious and scenic shell lamps, which, according to reports, are being pushed aggressively by many premium and sales-board operators.



Lamps are original designs and made in the firm's factory. Many and varied subjects are featured on the lamps and they are all artistically hand-painted. Lamps come complete with wire, plug and bulb. The pre-holiday season has always seen this type of product move and firm feels that the low price and quality of its line will offer good profit possibilities for any users. A catalog featuring the outstanding numbers and the highlights of this line has just come off the press and will be sent free upon request to anyone interested.

Needle Book

World's Fair Souvenir Needle Book introduced by Mills Sales Company comes in a good deal ahead of the expected flood of souvenirs which are being prepared by manufacturers for the New York Fair in 1939. Book is beautifully lithographed and features on its face colorful picture of the Perisphere and the Trylon, central themes of the fair. It contains as complete and varied an assortment of needles as the most demanding tourist would want.

Liquor Cabinet

A smartly modern liquor cabinet is available in antique or blond wood finish to those seeking a new, different and appealing kind of quality premium or award. Cabinet is trimmed in copper and is equipped with 12 each of highball, old fashion, cocktail and whisky glasses, together with a chromium cocktail shaker, chromium ice bucket, with strainer and tongs. Closed, the cabinet is 24 inches wide, 15 1/2 inches deep, 36 1/2 inches high. Open, it is 47 inches wide. Rubber casters make it easily movable.

Ski-Glider Skates

What looks like a winner for Christmas holidays and the winter are the

new Glider Ski-Skates introduced by the Glider-Skate Company. Skate combines all the thrills of skating, skiing, sliding and gliding and eliminates the danger of turned ankles or injured hands from nasty spills. Skates have double rust-proof runners and strong web fastening straps. Runners may be adjusted from 13 inches to 18 inches in length. The bright finish, too, will appeal to the juvenile eye. Salesmen, dems and other workers should be able to do things with this number.

Black Goatskin Rug

Rich-looking, lustrous and eminently practical are the new black, genuine goat-skin rugs recently introduced by the H. M. J. Fur Company. Rugs are made from skins measuring about two and one-half by four feet and look for all the world like black bear. They are durable and because of their coloring do not show dirt easily. Bingo operators looking for new merchandise prizes to offer will find the item of interest and it offers possibilities as a salesboard number as well as a great Christmas bet for salesmen and agents.

Wind-Proof Lighter

Helios Lighter Company has placed on the market an attractive lightweight lighter that is claimed to be wind-proof. The case of the new lighter is in plastic in any one of 15 different colors, and has been styled by a prominent designer. Ample fluid capacity and an everlasting wick to give unfailing service are other features claimed for it. Lots of flash, plus low price, qualify it for many award and prize purposes.

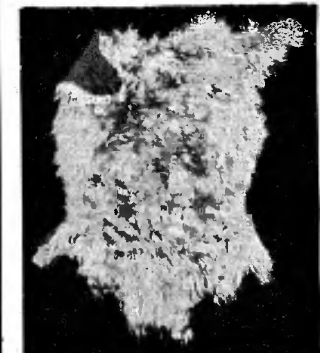
Scrappy

Columbia Pictures' famous Scrappy is now a doll, being offered to the premium and salesboard trade by Silver Manufacturing Company. Capable of standing by itself, the doll is 13 inches high, has an unbreakable composition head that can be turned to any position. Cheeks are glowingly rose-colored and the nose is red-tipped. Mouth, too, is healthy looking red. Jet black hair (with curl) makes appealing contrast.



Hands are made of unbreakable composition and the wired arms permit raising to any position. Dressed smartly in a genuine white rayon shirt and real plush velvet pants with red striped socks and unbreakable orange colored composition shoes, Scrappy makes a lively looking feller with great appeal. Weight is two pounds.

NEW SALESBOARD ITEMS



\$2.95 and up. Wonderful Salesboard Item for Holiday Season. Everybody will want one as soon as they see it. Attracts universal attention. Beautiful white Persian Goat-skin Rugs all the rage. Individually packed in cellophane envelope, ready to hang up for display. **SEND FOR ONE TODAY.**



\$2.95 Each. Most realistic Scottie ever produced. Appeals to everyone that sees it. Big item for Holiday Season. 18 in. high, 20 in. long, voice in body. Special Harness with each dog. Send orders white available. 25% deposit, balance C. O. D.

PANDA BEAR

Sensation of the season. Salesboard Operators and Distributors make big money using this new one.

\$2.50 Each Height 27 in. Long 14" PILLOW 14" PILLOW \$8.00 Doz 18" PILLOW (Illustrated) 18" PILLOW \$12.00 Doz Distinctive Styles Oval and Heart Shape. Packed individually in GOLD COLORED GIFT BOX with a \$12.00 Ribbon Ty-Bow. Minimum Shipment 1/2 Dozen.

PERSIA MFG. COMPANY, 416 N. Sangamon, Chicago.

OH-U-DOG

Genuine **OH-U-DOGS**
Dozen, **\$1.75**
Gross, **\$21.00**
Mechanical Donkey Works Like Dog, Dozen, **\$2.00**
Gross, **\$22.50**

Mechanical Tumbling Peter Rabbit, Gro., **\$21.00**
Mechanical Crawling Baby, Gro., **\$8.00**
Large Size Dog and Shoe, Gro., **21.00**
Full Selection Charms, Gro., **.75**
Fur Jumping Dogs, Gro., **7.50**
Large Serpentine Balloons, Gro., **3.00**
Giant Workers, Each, **30c.**

Marx Tricky Taxi, Gro., **21.00**
Boy on Scooter, Gro., **7.20**
Large Colored Hopping Bird, Gro., **3.00**
Black Running Mice, Gro., **3.00**
Wire Band Wrist Watch, Gro., **4.00**
Shell Water Flowers, Gro., **75c**
Giant Size Boy on Rubber-Tired Bicycle, Regularly 50c value, Gro., **15.00**
Large Size R-W B Tin Horns, Gro., **10.00**
New Tik-Tok Donald Duck, Gro., **9.00**
New Sparkling Aeroplane, Gro., **9.00**
Best Mulla Mulla Dancers, Gro., **21.00**
Large Crawling Baby, Gro., **21.00**
New Louing Aeroplane, Gro., **21.00**
6-in. Xmas Wreaths, Gro., **3.90**
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Xmas and New Year Signs, Gro., **7.20**
Best Quality Roping, 60 yds. to bundle, **25c**
Large Box Icicles, Gro., **2.75**

Send \$2.00 for Samples of Best Street Items. Catalog on Request.

HARRY KELNER & SON, INC., 50 Bowery, New York City. "KNOWN FOR OUR LOW PRICES."

Men's Beautiful 15-J SWISS WRIST WATCHES

Yellow top cases, new style fancy dials, Rebuilt movements, 7-J... **\$9.25**

LADIES' 15-J SWISS WRIST WATCHES

Round, Yellow-Top Cases, Fancy Dials, Rebuilt Movements, **\$4.00**

JEWELRY NOVELTIES

Values \$1 to \$7.50 **\$4.50 Gr.**
Doz., 28 for **\$1.00.**
10% with Order, Bal. C. O. D. **SEND FOR CATALOG**

Tucker-Lowenthal, Inc.
WHOLESALE JEWELERS
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UNUSUAL XMAS SUGGESTIONS

Gorgeous Hand-Made FEATHER PICTURES of Birds in their brilliant natural colors. Actual feathers are pasted together by hand to make these gorgeous bird illustrations. Set of 12 different, size 2 1/2" x 3 1/2", \$2.00. Postpaid. (Retail at \$1.00 each) in U. S. and Canada.)

BEAUTIFUL MEXICAN HAND-EMBROIDERED TABLE CLOTHS.

Strange Birds and other Symbols are embroidered on for decoration. Unusual! Different! Every American home needs at least one! Prices postpaid are: \$4.95, with 4 Napkins, \$1.00. (Retail \$2.50) \$4.95, with 6 Napkins, \$1.60. (Retail \$4.00) \$2.65, with 8 Napkins, \$3.00. (Retail \$7.50)

Free Literature on These and Other Handicrafts.

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LAP CARDS SERIES MARKERS ALL NECESSARY EQUIPMENT TO CONDUCT GROUP BINGO PARTIES

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J. C. HARLACKER

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FAST SELLING MECHANICAL TOYS

FOR STREET WORKERS, DEMONSTRATORS AND NOVELTY MEN

Let Our Line of Clever Wind-Up Mechanical Action Toys Make Big Money For You This Season. Everything That's New at Prices That Defy Competition. Be a Live Wire and Clean Up! Write for Our Big 1937 General Catalog Today!

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18" Betty Lee SILK-SATIN PETAL BOUDOIR PILLOW

CELLOPHANE WRAPPED 4-ROW PETAL PILLOW CASE - - - **\$2.00** Dozen

11" PILLOW \$8.25 Doz.
14" PILLOW \$8.00 Doz.
18" PILLOW (Illustrated) 18" PILLOW \$12.00 Doz. Distinctive Styles Oval and Heart Shape. Packed individually in GOLD COLORED GIFT BOX with a \$12.00 Ribbon Ty-Bow. Minimum Shipment 1/2 Dozen.

25% Deposit, Bal. C. O. D.

BETTY LEE ADLER NOV. CO. INC.
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401 LAFAYETTE ST. N. Y. C.

WILL YOU WEAR THIS SUIT and Make up to \$12 in a Day!

Let me send you this fine all-wool union tailored suit **FREE OF COST!** Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary.

SEND FOR SAMPLES—FREE OF COST. Write today for FREE details. ACTUAL SAMPLES and "sure-fire" money-getting plans. Send no money. **H. J. COLLIN, PROGRESS TAILORING CO., Dept. Z-117, 500 S. Throop St., Chicago, Ill.**

Bingo Business---Past, Present, Future

By Joseph E. Walsh

IS BINGO popular? The operation of 2,000 or more games every week right here in the New York metropolitan district should answer that question. Now add to that New England with as many more, upper New York State, Pennsylvania, Ohio and the other States and cities where the game is played and you have a merchandise game field that means something. And for each of those games consider an average attendance of 300, which is not a large estimate, and a little mental arithmetic will reveal some pretty startling figures as to the number of bingo patrons to be catered to every week.

Bingo, beano, tango, rinko, lucky, screeno, or call it any of the other dozen names by which it is known, is no doubt a very old game and has been played in one form or another for hundreds of years in nearly every country in the world. The oldest modern version of which we know anything is Mexican lotto. Next appeared house-house, brought here from England shortly after the World War. From this much-maligned and joked about 'ousie-'ousie our present bingo developed.

During the last four years, or since bingo has become really popular with committees as a fund-raising medium, there has been much controversy as to who deserves credit for its adaptation as such a medium and its widespread popularity with committees. Reports or stories to the contrary notwithstanding, that honor belongs to E. L. McMahon. It was he and he alone who had the vision and foresight and the willingness to back his opinion with capital and try the game out before a large crowd.

Four thousand people were on hand that first night in New England and after the first few games the success of the idea was assured. True, there were many "bugs" in that first attempt

Well known and well liked by the legion of friends he has made in the outdoor show business and among the committees of numerous organizations, J. C. Harlacker's Joseph E. Walsh (Joe to you) has had years of practical experience in the operation of bingo parties. Starting with the Greater Sheesley Shows as special agent, Joe spent several years building contacts and making friendships for this carnival organization. He next joined Allied Enterprises, engaged in working with committees of fraternal and other organizations on fund-raising campaigns. After two years with Allied Joe joined J. C. Harlacker, whose company has been one of the pioneers of group bingo games in the East. Joe speaks in *Bingo Business—Past, Present and Future* from personal experience and a close relationship with the game since its inception.

which had to be eliminated. Serious ones, too. So many, in fact, that Mr. McMahon discontinued the games with committees for more than a year. In the meantime, however, other fund raisers, ourselves among the first, seized on the idea and by the system of trial and error finally got the game in working order.

Of course, different games are played in different ways and for rewards of varied values, but it has been found that the most satisfactory prize lists are those of merchandise. Also, since 90 per cent of bingo patrons are women, those merchandise prizes with a feminine appeal are most popular. These include household items of furniture, dishes, silver, rugs, nappy and so on, but sufficient awards of novelty and decorative items should be included to vary the monotony.

With the development of the game and with so many varied demands from committees for information as how to operate, the professional operators and promoters have drifted into certain well-defined classes. First, there is the big operator who books and operates the

games and who also maintains a store or warehouse from which merchandise is shipped to his bingo parties. This fellow has the toughest row to hoe. His overhead is high, he must be able to buy suitable merchandise at the right price and in large quantities, thus tying up large sums of money, and he must be able to meet competition from the smaller operator. Big games are his only salvation.

Secondly, there is the man who just merchandises. His job is to contact the independent operator or churches or committees and sell them their weekly prize list. His main struggle is merely to outsell his competitor on a price and quality basis, but once this is done he has no worries about the actual operation of the games. He loses no sleep about weather, poor attendance or how the game around the corner is going.

Then there is a third class of operator. He is usually just a booker or agent who sells the idea to a committee and then steps into the open market and buys the merchandise for prizes. In many cases this type of operator also runs the games but usually under the supervision of the committee.

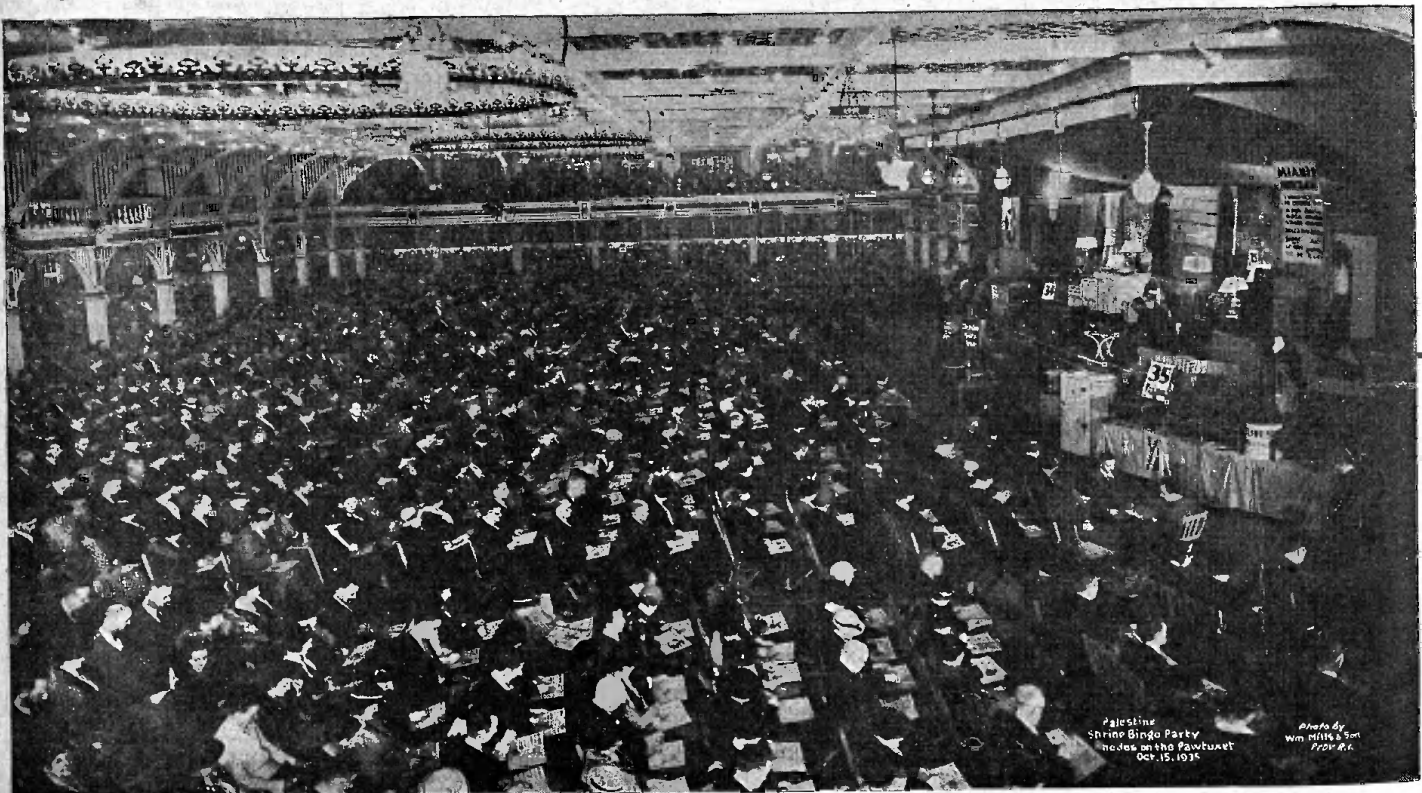
Despite the walls of the pessimists there are still quite a number of really big games in operation. New England has three where the average weekly attendance is 1,800 or more. Philadelphia has one which plays to 2,500 patrons and several other "over-1,000" games. And there are any number of games in other territories where 1,000 or more gather. The largest game of which any record exists, as far as can be determined, is one which was held last year in New Jersey, which was attended by over 12,000 people. That is an all-time record.

The significant thing about practically all the large successful games is that **THEY ARE RUN BY PROFESSIONAL OPERATORS.** This, of course, indicates that where a game has a tremendous potential draw a professional operator who devotes all his time to the operation of bingo parties can do a better job than an organization committee, the members of which have to attend to their own businesses first and give the bingo games secondary consideration.

Perfect illustration of this is the game which an operator ran for a large group in Brooklyn. After a 65-week period of play the operator turned over \$51,000 to the organization and retained \$51,000 as his split. Certain committee members felt that if they had run the games themselves they might have cleaned up \$102,000 for their organization. So at the expiration of the contract with the operator they decided to run the games themselves.

They have been doing this for some time now and the attendance at the games has dropped from 2,100 people to a meager 500. Instead of making money the organization is having to reach into its own pocket to make up a deficit.

At smaller games, however, it is often



Palestine Shrine Bingo Party
held at the Pawtuxet
Oct. 12, 1937

Photo by
Wm. H. H. & Son
Providence, R.I.

EVERY BINGO OPERATOR'S DREAM—3,500 fans pack the lower floor and the gallery at the Bingo Party conducted by the Palestine Shrine at Cranston, R. I. Admission was 40 cents and 35 prizes were awarded. Special games featured such prizes as electric refrigerator, two trips to Miami and a three-piece living-room suite. Committee was headed by Earl Wedon, chairman, and James Rogers, recorder and treasurer. J. C. Harlacker co-operated with the committee in promoting the party and supplied the photograph.

MORE MONEY for Sales Board and Bingo Ops, Agents and Salesmen with these FLASH, SUPER-VALUE XMAS WINNERS. QUALITY-STYLED

FUR COATS

Genuine plaid seal, dyed Bear. Also comes in Coney, Glossy, big flash. Latest styles. Finest lining. Best quality. All sizes, 16 to 42. EACH COAT \$17.75



SEND FOR FREE PRICE LIST OF COMPLETE FUR COAT LINE.

BLACK GOAT SKIN RUGS

Looks like REAL Black Bear. Also comes in smart natural grey. Deep, rich, luxurious fur. A sure-fire holiday number. long wear guaranteed. Size: App. 2 1/2 x 3 1/2 feet. 1/3 dep. Bal. C.O.D. \$3.00

FUR FOX TAILS

Still a big money-maker. Large, bushy, genuine fox tails with red, white and blue streamers. Stock up now 1/3 dep. bal. C.O.D. \$5.00 per large, \$45.00 per 1000

Order Today! Immediate Deliveries! H. M. J. FUR CO. 150 West 28 St., New York, N. Y.

advisable for a committee to handle the parties themselves. The profit from the games is not big enough to allow a split with an operator in the first place and the game is not so great that it will tax the committeemen handling it.

There are going to be some changes in bingo this coming winter. With competition in percentages, merchandise, admission prices and special prizes what it is at present, change is inevitable. Even now two or three of the larger operators have their heads together working out a solution. They seem to feel that the game must be put on a different basis. Larger prizes, bigger inducements, more comfortable surroundings are but a few of the points under discussion. The smaller games will continue to run, of course, but there will be a well-defined line of demarcation between the smaller and larger games and their methods of operation.

The extreme West is perhaps right now the most lucrative field for the exploitation of the game. Numbers of games are being operated there in many sections, but they for the most part are "grind" bingos. Few if any are operated on the scale that these are in the East.

What with protective legislation as we have in some States and control by city ordinance in others, the conscientious operator has nothing to fear for the future. And on the whole the outlook is very bright for the coming winter season.

SANTA CLAUS

(Continued from page 108) make the gifts practical and useful and steer clear of the fluffy and frilly doodads as much as possible. Much is to be said for both sides of this debate. There are always those more optimistic who feel that a gift should be a luxury item which the recipient would not buy under ordinary circumstances.

Agents and Salesmen

Boys on the direct-selling front are featuring every one of the items mentioned above and many more. Early indications are that these merchandise movers, too, will do one of the biggest businesses in recent years. Policy of most of boys is to get an early start so that they can use this argument: "Lady, if you'll buy a couple of items from me you'll save yourself a lot of Christmas shopping headaches later on." One user of this story reports that if the headaches mentioned are painted lucidly enough the madam will buy quickly. Christmas shopping kills many a fem's joy for the season, what with bunions and corns caused by the average fem's tight shoes and last-minute crowds in stores everywhere. There are, of course, a great many other arguments which a direct-seller uses in pushing his product around the Christmas season. Main one, as the experienced seller knows, is the product itself. It should have definite Christmas-season sales points.

All in all; tho, the boys of all the aforementioned groups are figuring on cleaning up with Mr. Claus this season. Despite the shortage of really new and different items, feeling is that with the few new ones and the old stand-bys there is enough material available to wind up the Christmas selling season with everybody in the mood for yelling "Merry Christmas."

XMAS SPECIALS For Premium Users and Sales Board Operators

- 5 Pcs. CHROME DRESSER SET, Doz. Lots 95c
8 Pcs. CHROME & GOLD COMBO DRESSER SET, Display Box, Per Set, Ea. \$1.95
7 Pcs. GEN. LEATHER MEN'S TOURIST SET (Value \$1.25), Per Set, Ea. 85c
3 Pcs. DRESSER SET, each article stamped 22-K Gold Plated, Doz. Lots, Per Set, Ea. \$1.50
3 Pcs. MILITARY SETS, Chrome and Enamel, Display Box, Per Set, Ea. 75c
4 Pcs. Military Set, Chrome and Black Shaded, (Value \$2.50), Per Set, Ea. \$1.50
3 Pcs. Mahogany Finish MILITARY SET, Display Box, Per Set, Ea. 35c
10 Pcs. LEATHER WALLET & KEY CASE SET, Per Set, Ea. 25c
2 Pcs. MANICURE SET, Wooden Display Box (Val. \$1.50), Per Set, EnAMELED LIGHTER & OASE COMBINATION (Value \$3.00), Per Set, Ea. 85c

25c extra for single samples. Send for illustrated Folder of Dresser and Manicure Sets. Remit 25% deposit with all orders.

J. C. MARGOLIS 312-320 Broadway Cor. 21st St. N.Y. City

EXCEPTIONAL VALUES FOR XMAS

- WHILE THEY LAST! WALTHAM & ELGIN 18 Size Railroad Pocket Watches, Chrome Case.
7-Jewel, Each \$2.25
15-Jewel, Each 2.75
17-Jewel, Each 3.25
ELGIN & WALTHAM 7 1/2, 12K8 Octagon Shape, in Doz. \$2.75
Lots, Each \$3.00
15J, in Dozen Lots, Ea. \$3.50
ELGIN-WALTHAM MEN'S WRIST WATCHES—O Size, 7-Jewel, Each \$3.50
ELGIN & WALTHAM—12 3/4 Size. Knife Edge. Thin Model Case, Black Enamel. \$4.00
17 Jewel, Each \$6.00. Chain to match 50c Ea.
SPECIAL PRICES FOR QUANTITY USERS
Sample 50c Extra. Balance C. O. D. Send for Catalog.
N. SEIDMAN 178 Canal Street, NEW YORK, N. Y.

HOOPS FOR DARNING OUTFITS EACH

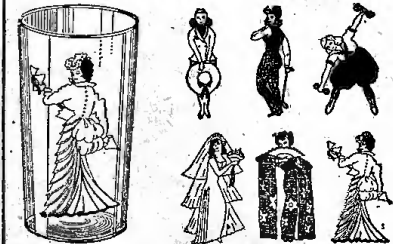
BRIGHT SILVERY METAL THREE INCHES IN DIAMETER WITH SMOOTH ROLLED EDGES. MADE ESPECIALLY FOR MACHINE DARNING KITS. 1 EACH WHEN PURCHASED IN QUANTITIES WRITE FOR FREE SAMPLE THE GIBBS MANUFACTURING CO. CANTON, OHIO

Life O-Phone cigar lighter. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today. M. W. M. Co. Dept. 28 Aurora, Missouri

ELECTRIC BULBS Buy Direct From Manufacturer and Save Money. Write for Price List. SUPREME LAMP CO. 13 Hudson St., New York, N. Y.

SOX! SOX! SOX! Men's Sox—Falls Silk Plated and Cotton seconds 55c. Boys' Sox—Price list sent on request. FALLS CITY MERC. CO. Box 305, New Albany, Ind.

HAGN'S XMAS SPECIALS



NUDIES GLASSES SALES SENSATION

A lovely lady in a colorful costume on the outside. Turn the glass around and... ah!... gone is the costume. Fill up the glass and see what happens! Everybody wants a set. Sells over \$100. Gift, Novelty and Bar Supply Counters. Size 10 ea. Retail 25c Each. Packed 6 glasses with assorted figures to the Carton. Order No. B47. Per Dozen, \$1.85. Per Gross \$21. Sample Box of 6, \$1.25.

ELECTRIC SHAVERS No. B10K37—Majestic Electric Dry Shaver, New Type guarded Head, black Bakelite Case. For 110-V. A. C. or D. C. Each. \$5.00. No. B10K6—Packard Lektroschaver, Each \$10.00. No. B10K4—Manley Gilshave, Each \$6.67

LIGHTER Combinations The most popular of all smokers' items today! \$1 n a p p y, streamlined model with gorgeous designs in rich enamels, beautifully finished inside and out. Unfailing automatic type lighter. Case holds 14 cigarettes. Sells on sight. Looks \$10.00 value. Ideal for Pitching, Salesboards, Rotarys, Concessionaires and others. Order a dozen No. B32J31 to-day. Dozen \$9.00. Sample, Postpaid, \$1.00.

KIMONOS B51T2—These satiny Rayon Kimonos, hand embroidered in pure silk, packed 1 doz., ass't. popular colors to the box. Well tailored and a nice gift item. Dozen \$8.50

TINY ROUND WATCHES FOR WOMEN AND GIRLS B13W13—Smart chrome cases with matching b.a.n.d.s, guaranteed jeweled movements. Our own importation. Each \$2.45. Lots of 12, Each 2.25

Watch 'em go for "SCRAPPY" THE NEW SENSATION \$2.25 LOTS OF 6 SAMPLE \$2.50 25% Deposit Required, Bal. C.O.D. 400 Hole 1-Shot Salsboard \$5.00 50 Hole 1 to 150 Pushcard \$1.00 Rush Your Order Now! SILVER MFG. CO., 2968-ELSTON AVE., Dept. 104, CHICAGO, ILL.

How The RADIO SENSATION PEE WEE POCKET RADIO USES NO ELECTRICITY. NO BATTERIES. NO TUBES. NO UPKEEP COSTS. Beautiful clear tone DIRECT FROM POCKET RADIO. All one unit—just like the big sets. No electric socket connections required. COSTS NOTHING TO OPERATE. Brings in stations with fine tone quality. Tuning broadcast band. Shocks last for years. Music comes direct from built-in speaker phone. Easy instructions for using anywhere. Rigidly made, accurately tested. The Pee Wee is guaranteed. (Worth many times its low price.) For use in HOME, OFFICE, CAMP, boat, car, etc. Can be used by anyone. An ideal gift. Don't wait, order now. Concessionaires, Pitch and Salesboard Men—Your price \$21.60 per Dozen, plus postage, or send \$21.60 cash or money order and we pay postage. 25% deposit on C. O. D. Orders. Above includes beautiful 3-Color Show Card. Samples, \$2.99 Each. PEE WEE RADIO MFG. CO., 206 W. 3rd St., Dept. 10-F, Los Angeles, Calif.

CHRISTMAS FOLDERS With Envelopes, packed in Attractive Boxes—Outstanding Designs. ASS'T No. 1—10 in Box. Doz. Boxes. \$1.05 ASS'T No. 2—21 in Box. Doz. Boxes. \$2.10 ASS'T No. 2-18 in Box. Doz. Boxes. 1.75 All 3 Assortments—Sample Box of Nos. 1, 2, & 3, Prepaid, Only .65c TURKEY PUSH-CARDS, 60-70-80-100-Hole. Per Dozen, \$1.00. BOXED CHOCOLATE SALESBOARD DEALS & DECORATED XMAS WEATHRS, doz., 40c NOTIONS, BLADES, TOILETRIES, CARDED GOODS, GIFTS, PREMIUMS, Write! Free Catalog and Sample Offer! (25% Deposit on C.O.D.—incl. postage). CHAMPION SPECIALTY CO., 814-S Central St., KANSAS CITY, MO

SELLING LIKE WILD FIRE

- DEAL No. 1—Dental Cream, Giant Tube, Tooth Brush, Colgate, Complete Deal **10c**
- DEAL No. 2—Shaving Cream, Giant Tube, Shaving Hono, Styptic Pencil, 10 Blue Steel Blades, Complete Deal **12c**
- DEAL No. 3—Shaving Cream, Lathor, Giant Tube, Shaving Brush, Styptic Pencil, 10 Blue Steel Blades, Complete Deal **17c**
- DEAL No. 4—5 Blue Steel Blades, Shaving Cream, Double-Edge Razor, Styptic Pencil, Complete Deal **11 1/2c**
- DEAL No. 5—Shaving Soap, in Box, 5 Blue Steel Blades, Styptic Pencil, Pair 27-inch Shoe Laces, Complete Deal **4 1/2c**
- SALESBOARD SPECIAL—1,000-HOLE Cigarettes, Gasoline, Novelty or Plain Heading Boards, Big Variety, Your Choice, Each **70c**

ALKALINE SELTZER TABLETS each tablet in cellophane sealed envelopes on display card.
 20 count (25 card lots), Card \$12 1/2
 30 count (25 card lots), Card .18
 25 count (25 card lots), Card .12

Order any amount of deals you want, from one to a thousand. . . . Just state quantity and deal number, sending 25% Deposit, Balance C. O. D.

SPECIAL FOR HOLIDAY SELLING

- CHRISTMAS FOLDERS, Etchings, Prints, Embroideries, Beautiful Colors, Box of 10 Folders with Envelopes, Box **7c**
- CHRISTMAS FOLDERS, Great Value in Boxes Assortments, Each Folder with Envelope, 21 Sets to a Box, Box **15c**
- CHRISTMAS CABINETS, Big Variety of New Designs (Retail Value to 10c Each), 100 Sets, Folders and Envelopes **75c**
- CHRISTMAS CABINETS, Big Value Assortment, All French Folders with Envelopes, Neatly Designed and Highly Colored, 50 Complete Sets in Cabinet, Special As always we guarantee NEVER to be UNDERBOLD. **\$2.25**

72-Page Salesboard Catalog and 199-Page Novelty Catalog FREE with All Orders.

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 901 BROADWAY, New York, N. Y.
 We SHIP from COAST TO COAST for LESS

HERCULEAN BUILT TIES

TIE and HANDKERCHIEF COMBINATION \$3.00 Doz.
 First Quality, Assorted Designs and Colors. In latest "Flash" Display Box. Great for Xmas. 2 Sample Sets \$1.00 (Prepaid) **\$1.75**

8 NEW FEATURES PERFECT THE TIE

Hercules Ties are manufactured by a new scientific method which makes machine made tie look like hand made. We use Flexible tape, assuring durability.

Greatest Value in Neckwear History

All Satins, Moires, Celanese, Woven Jacquards, Satin Stripes and Gros Grain Satin Stripes. The BEST looking ties in the Neckwear market.

\$18.00 Gross Also Combination Assortment. Above ties and others.
\$16.50 Gross Sample Doz. \$1.75 (Prepaid)

HAND-MADE TIES

Fine materials. 100% Wool Lined. \$4.00 Doz. Value for **\$2.75 PER DOZEN**

GUARANTEE

We guarantee to take back or exchange any ties we sell if they are not worth more than what you pay.

25¢ with Order. Bal. C.O.D., P.O.B., N. Y. Catalog and Sample Swatches FREE on Request.

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Printed on seven different colors of stock, size 3 1/2 x 5. Can be played without mizers, punched and then discarded. Every card numbered and extra serial numbers for check-up. Stocked in seven attractive colors.

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 for all leading Wheels

Send your correspondence to advertisers by mentioning The Billboard.

From Me To You

By L. J. Fiske

EVER since Eve took a chance at the apple her sons and daughters have the "bite," and down to the present day both Jim and Jane are taking chances. The desire in Eve to take a gamble on something unknown was no stronger than the same desire possessed by her modern descendants. Eve was tempted by the rosy colored, tuscious appearance of the fruit, and being an "innocent country maid" she just had to have that nip. But her daughters today (and her sons, too!) have come a long way since then. The spirit is there, but "who can be tempted with an apple?" The people of today will still take chances, but not on something unknown. It is a case of "I am from Missouri and I won't be fooled."

The prize today must be attractive. It must be different. It must (as in the case of Eve) be ordinarily out of reach. The reward for "taking a chance" must be so attractive that it will counterbalance the inborn thrift on the part of the player to withhold the money involved. It must possess in a modern sense the "rosy hue and green freshness" of Eve's forbidden fruit. The attractiveness should appeal not only to the eye but to our newer senses which will determine its practicability and desirability.

It must be different in the sense that the player immediately realizes that to possess it is to accomplish something never before achieved by her fellows. Man is fascinated by the whirl of the roulette wheel, by the spin of the machine or by the "flash" of the card. That is the color of today and that part of the "chance" impelling game comes comparatively easy.

But for the next two requirements we have a great problem. The farmer no longer plows with an ox nor does he light his home with kerosene. The horse car has given way to the motor bus and until a few months ago we drank beer from bottles. The beer is the same today as yesterday, but not the consumer.

The machine manufacturers have done a swell job. They have more than kept abreast of the times and are reaping the benefit of their efforts. The board operator must follow suit if he wishes to be as successful. An old car looks a little shinier with new paint but it still does not look like a new car. No matter what one does to a Model T it will not render the service of a 1938 V-8.

The salesboard field is a fertile one with limitless possibilities, but to reap a harvest you must modernize your implements! Deals that were good in 1929 won't go today any more than today's deals will be bought by our grandchildren. Cards must be constantly dressed up and here too the manufacturers have done their part.

From an ugly black and white tab pull we have progressed to multicolored pieces of literature that in themselves outline Nature's blend on the apple. It is necessary now that the operator follow suit in the choice of merchandise. Remember the "chance" player is no longer attracted by an item which he or she can purchase in the corner chain store. The large operators have learned the truth of these facts and are exhibiting their wisdom. Important, too, is the question of hidden value.

The writer has had occasion to contact operators from the smallest to the largest and from Coast to Coast. From a manufacturer's standpoint it is gratifying to see with what thoroughness the large operator selects the merchandise for his salesboard. The trend for higher price and more modern items is definitely on the way. Mere surface flash or size will no longer do the trick. Witness the success of the electric razor, the camera, the modernistic clock, etc.

When the question of awards for "Man Behind Successful Merchandise Promotions" comes up, Decasters' Leo J. Fiske must be given serious consideration. As sales manager for the American Electric Company in Chicago Fiske conceived the idea of converting the "Realphone" from a toy into an inter-office communications system. Conversion and some real aggressive sales effort resulted in the sale of 83,000 "Realphones" in six months. Next in Fiske's career came a session of pioneering with the Match King lighter. This item ran up the phenomenal sales score of 5,500,000 lighters in 11 months. Following the Match King triumph, Fiske sales-managed for Lektro-Lite, the first non-flint lighter. From here he went to American Elgin and introduced this item to the salesboard field. After moving countless Elgins thru the "deal" medium Fiske joined Decasters, Inc., where he is at present sales manager.

The merchandise must be ordinarily out of reach. In other words, the chance player will not be inspired today by an ordinary item of which he probably has three or four at home. Let the player, however, have a chance to get that "extraordinary item" and the deal is "hot."

Merchandise manufacturers have seen this demand and today there is available to operators the output of America's finest factories. Manufacturers who years ago stood askance at the thought of their items being put to use with a board are now beating down doors to have their items listed. A number of manufacturers have placed on the market items of hidden value restricting them to salesboard use. In most instances prices are no higher on this merchandise than for the old-time "slum." On a few occasions the unit price may be greater, but it has been proved that returns are in a greater proportion. The genius of foremost designers is available to the board operator if he will but encourage it.

You have then all of the necessary components for a successful and long-lived business. It is up to you to put them together. Mr. Operator, we live in a streamlined age. Keep in step by using higher grade merchandise. If you do so you will supply Adam and Eve with their "apples" for a long time.

OH BOY!
Toys That Get The Money

Spooky Spider (Crawling)	Per Doz.	Per Gro.
Running Turtle	80c	\$9.00
Swim Dells	40c	4.50
Hawaiian Dancers	80c	9.00
Packing Birds	85c	9.50
Running Mice	75c	8.50
Fur Dogs	30c	3.50
Fur Jumping Monkey	85c	7.50
	75c	8.50

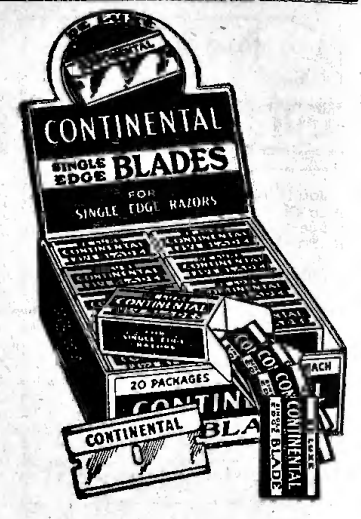
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WRITE FOR XMAS CATALOG—New Toys—Jewelry, Watches Listed. Write for Copy.

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YOUR LIGHTED CIGARETTE, SIR!

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A Remarkable Gift Item
 The latest safety and comfort device for drivers who smoke. SERVA-LITE serves a lighted cigarette at the press of the button. Combines cigarette box, automatic lighter and ash tray. Attached to any auto dash in a jiffy. Two models.
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 A Complete Line for Export Purposes
 The only house of its kind in Mexico supplying the American trade
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JEWELLED LADIES BAQUETTE WATCH

No. 114—With 35 Sparkling Facsimile Diamonds. Jeweled Movement. Lots of 3. Each **\$4.75**

Only 500 left—**MEN'S WRIST WATCH**, Confiscated Smuggled Goods. Bargain! 3-Jewel, Bored, Complete with \$17.50 Price Tag. Fine Chromium Case. All Watches Guaranteed Perfect! In Lots of 50. **\$1.65**

Each Sample \$1.00 Extra. Send for Latest Catalog. 25% Deposit with Order, Balance C. O. D.

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NOTHING TO BUYER for Me TO SELL! I furnish the MONEY

Steady work—Big Pay—Daily Run
 this highly profitable business with my money. Operate from your home, office or spare room—spare or full time. No experience. Full instructions furnished. Write for money-making details today. **FRUIT**
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New fall tie silk-lined fast 50c sellers. Send for Sample Dozen, \$2.50 postpaid. Money refunded if not satisfied.
 Free Catalogue
GILT-EDGE MFG. CO.
 Original. Patented, 13 N. 19th St., Phila., Pa.

VEST POCKET CARTOON BOOKS, GAGS, etc.

Send \$1.00 for 25 Samples of Red Hot Snappy items that everyone will want. We will include our Catalogue of 2000 big sellers. Catalogue only and 10 Samples 50c.
T. R. PAYNE, 25 Cardinal Pl., N. Y.

NOTES from SUPPLY HOUSES

John Emerick, lately of Corning, O., is in Detroit as representative of the Advanced Specialty Company, succeeding Al K. Frank, who is now in Columbus, O. H. O. Walters, another veteran Detroit supply man, left Sunday for Bradenton, Fla., with Herb Stimpkins, concessioner. Walters plans to return about the end of March leaving Mrs. Walters to manage affairs in Detroit.

New York employees of Universal Merchandise Company, organized under the title of Gotham Benefit Association, will hold a dinner and dance Thanksgiving eve, November 24, at Irving Plaza, New York. Universal officials hope to make the event an annual one, and

everyone in the organization is looking forward to a gala evening.

Amadeo Simi, of the Industrial Art Supply Company, with his wife and daughter, left Detroit recently for an extended trip thru Italy and other points. They will return about April 1. Simi expects to bring back with him many new ideas in the art line.

A new kind of premium is receiving a ready acceptance from pitchmen, agents and salesmen, according to Tucker & Lowenthal, Inc. Firm specializes in rebuilt watches of any design, including the well-known trade names Bulova, Elgin, Illinois and Waltham. All watches are guaranteed to keep correct time.

If you see Magnotrix's Jack Davis walking around with buttons popping off his vest these days it's because of a terrific buildup accorded him in the photo section of the November 7 issue of *The Boston Sunday Globe*. Baiting Jack as the "Dean of the Practical Joke Inventors," the sheet ran three half-tone shots of some of the practical jokes, materials for which are supplied by Jack's firm.

Dave Rubin, after a long stay in Chicago, has returned to his native Boston with Mrs. Rubin. They will open the American Novelty and Glassware Company, and if they have the success with their new line that they had with their Halloween stock the venture will be a good one.

J. C. Margolis, premium jobbing house, is distributing a beautiful eight-page folder describing dresser and manure sets. Folder is printed in pastel shades and is one of the most beautiful efforts in this line that this reporter has seen. Firm will be glad to furnish copies upon request.

Cohen Brothers, Benjamin and Frank, well known to pitchmen and streetmen as the promoters of Oh-U-Dog, have been established for the past year in the novelty business on Park Row, New York. Cohen Brothers are handling a complete line of novelties, but will put most of their time and energies in the marketing of Oh-U-Dog.

Midwest Merchandise's C. I. Levin recently visited the boys in the Philadelphia and New York territory. According to Levin, they all seem to be doing rather well. Word comes, too, that the new Midwest catalog is off the press and will be sent to anyone interested.

With greatly increased floor space, Harry Kerner & Son, well-known jobbers and importers, are now showing a more extensive line of novelties than ever before in the history of the concern. A special section is devoted to mechanical toys and other items for the Christmas trade. In addition to its regular line of merchandise for streetmen, pitchmen, canvassers, etc., firm carries a complete stock of party favors, souvenir goods, novelty glassware and other items for the resort and novelty store trade.

Modern is the word for the new selling idea developed by Rohde-Spencer Company and offered to dealers absolutely free. Idea is a new 302-page counter catalog in which dealers can show and sell their customers direct from the catalog, which illustrates and describes the latest advanced 1938 styles of merchandise that most dealers do not or cannot stock. This eliminates for the dealer the necessity of stocking merchandise, thus cutting down on his overhead and allowing him greater profit possibilities. Catalog is over 100 pages, richly illustrated in colors and is offered free to dealers only.

BINGO BUSINESS

(Continued from page 108)

who may be on the fence regarding the merits of cash awards as against merchandise prizes. Aside from the dissatisfaction nearly always generated when the lure of a sizable cash bait finds the average player digging far deeper into his jeans than he should, only to go home empty-handed, there is this in favor of the merchandise item from the op's standpoint: A merchandise prize that is recognized as having a \$1 retail value is without doubt equal or superior in player appeal to the measly \$1 cash prize. Likewise, the item that retails at \$2 has as much or more player appeal than the \$2 bill. And so on up the scale. The fact that bingo ops can now buy just such merchandise awards

Guaranteed TIES and SCARVES

WE GUARANTEE EVERYTHING WE SELL, and all shipments are made subject to your approval upon receipt of goods. At anytime, if you do not sell out completely, we will be glad to have you return any goods you have left in stock. We will exchange them or refund your money at your request.

TIE-SCARF and HANDKERCHIEF COMB.

No. 102—The Big 3 for Big Profits. Attractive good quality Tie with latest Woolie Scarf and large Men's Silk Handkerchief. Each set Color Harmonized. Packed set to individual gift box. Great for Christmas.

No.	Cost-Doz.	Gross	Retails
No. 100—FRENCH SHAPED TIES	\$.90	\$10.00	15c
No. 800—HAND-MADE TIES	3.75	42.00	65c
No. 400—MAGADOR TIE ENDS	1.40	16.50	25c
No. 600—FAMOUS MARGIN TIES	1.40	16.50	25c
No. 107—KNIT MONOGRAM MUFFLER	3.75	42.00	75c
No. 213—MEN'S ALL-WOOL MUFFLER	4.75	54.00	\$1.00
No. 200—NEW RAYON KNIT MUFFLER (White Only)	2.25	24.00	35c
No. 500—MEN'S TUCK STITCH MUFFLER	3.75	42.00	75c
No. 101—TIE-TIE HOLDER and COLLAR PIN SETS (In Individual Cellophane Gift Box)	2.00	22.00	35c
No. 104—WOOL MUFFLER with SILK TIE TO MATCH	7.75	84.00	\$1.50

INDIVIDUAL PACKING All tie numbers listed in catalog can be had individually packed. FANCY BOXES 35c Doz.

25% With Order, Bal. C.O.D. (Plus Postage) Positively No Orders Shipped Without Deposit

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NOW READY

OVER 700 BARGAINS

XMAS TREE LIGHTING OUTFIT—17c
8 Sockets, 8 Lights, 100' Cord

XMAS TREE BULBS—Packed 100—65c
Assorted to Box, 100

No. 476—CHRISTMAS CARDS, 8 Assorted to Box, 100—6c
No. 72E—CHRISTMAS CARDS, Packed 12 Cards to a Box, Each Box 10c

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OUR PRICES WILL SAVE YOU 25%.

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878 BROADWAY, NEW YORK, N. Y.

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LADIES' & MEN'S, Brand New! Latest Style Yellow Gold, Top and Chrome Back, 14K Gold Cases, Complete With Bracelets to match, in Gift Box, with \$18.00 Retail Tag, Assortment of 8—3 Ladies', 3 Men's.

\$2.49 EA.

Sample 50c Extra.

WALTHAM
MEN'S WRIST WATCH—O Size, 7 Jewels, rebuilt new in fancy chrome case, with leather strap. In gift box. In lots of 5. Ea. \$3.95

Samples, 50c Extra. Send for Extra Money Making Watch and Diamond Catalog.

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198 Canal St., New York City.

Trindl ELECTRIC ARC WELDER

Works Off Any Storage Battery or Ordinary Light Socket... This New Electric Arc Welder is made possible by the invention of a low voltage carbon. Auto batteries may be used without removing from car. Uses about same current as four headlight bulbs. Can be used on 110 Volt electric light socket or 32 Volt electric light plant by using a Trindl Converter in place of battery. Broken parts are SIMPLY REWELDED TO ORDER by the White HOT electric arc, in just a few seconds. Produces about 7,000 degrees heat.

HOTTEST FLAME KNOWN

Melts iron and steel instantly. Welds ferrous, radiators, holes in bodies and milk cans, tanks and brazes broken castings.

WORKS ON ANYTHING—iron, steel, copper, brass, tin or galvanized metal. Permanent repairs made for almost nothing. Used by factories in many operations. Positive money back guarantee.

AGENTS—Men with cars to sell mechanical, repairmen and farmers, factory foremen and battery shop men. Write today for list of agents. Do not miss this! Write TODAY!

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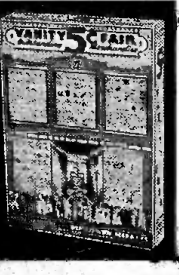
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VANITY FAIR, the wonder sales display, is a large, flashy, attractive sales cabinet printed in multi-colors. Shipping in back of cabinet holds 150 individual sales. Each set will net you a boxed article. **NO BLANKS.** Sells to dealer for \$5.00 per display. Dealer takes in \$7.50. Regular quantity price to jobber \$3.75. But we will close out limited quantity for \$2.50 per cabinet. E. O. B. Kansas City, Mo. Each display in individual shipping container. THIS IS A REAL BUY and your big opportunity for quick profits. This price far below production cost. They won't last long. **SEND YOUR ORDER AND DEPOSIT TODAY.** Give shipping instructions. **IMMEDIATE SHIPMENTS.** Shipping weight, 15 pounds per cabinet. Price above in lots of 10 or more.

GORDON-HOWARD COMPANY
8th and Baltimore Streets, KANSAS CITY, MO.

at discounts ranging from 20 to 50 per cent and more below retail therefore means quite a saving on prizes over an evening of 25 games, without having sacrificed a thing in drawing appeal. Thus, over a schedule of games, the op sticking to merchandise prizes has a far better chance of getting consistent repeat patronage, and in the end finishing much further ahead of the game than the greenback dangle who must depend on a less satisfied, and more transient patronage and one that is daily showing signs of growing weaker.

Business." . . . why not write us? Whether you think we're good, fair or just plain lousey, we'd like to hear from you.

Jar and Card Deal

A new jar and card deal has been introduced to the trade by the Go Getter Jar Company. Called the No Bull Deal, it is reported to be a masterpiece in art. It comes in four colors, red, brown, gold and silver, and the payouts are large enough to interest all players. Literature will be sent free upon request.

And any of you other readers who have any comments to make about "Bingo

**THE NEWEST
GAME SENSATION**
LEVICH'S
HOLE IN ONE



**BIGGER
THAN
HI-LI**

**SWEEPING
THE
COUNTRY
LIKE
WILDFIRE**

**MEN, WOMEN
and KIDDIES
PLAYING
EVERY-
WHERE**

**GET THE BALL
IN THE HOLE
(If You Can)**

1,500 sold in one night at Coney Island, New York. Thousands of kiddies and grown-ups playing Hole in One everywhere. Motion picture theaters running Hole in One contests. Actually taking the country by storm.

This is the first time Hole in One has ever been offered to the demonstrator and pitchmen trade and it is a real chance to clean up some big money. Sure seller with quick, interesting, easy demonstration in stores, on streets, exhibitions and all other locations.

Send 10c for postpaid sample, wholesale prices and complete information about this NEW GAME SENSATION today.

SWARTZ & KNOEPFLER BROS.
20 West 17th Street, New York City

**Bingo Soars
In Met Area**

Leading operators and supply houses report business fine and still improving

NEW YORK, Nov. 20.—Interviews with E. S. Lowe, president of E. S. Lowe Company, Inc., and Sam Broudy, president of Jersey Trading Company, indicate that Bingo has been doing a socko business in the East this season and that the future is brighter than it has ever been before.

Lowe stated: "1937 has given birth to some howling new highs in Bingo equipment and merchandise sales, some of which have far exceeded expectations. With all the labor tumult raging thru-out the country one would think that Bingo would suffer, but on the contrary, our sales never looked healthier. It only goes to prove that Bingo is today's challenge to threatening times."

"We now employ over 200 people and still continue to operate 24 hours daily. And remember, we make Bingo equipment exclusively."

On the Jersey front, Sam Broudy reports:

"We have increased our Bingo department until it has become the largest department of our business. We are featuring complete Bingo sets, accessories and prizes and have arranged for complete Bingo setups for those men entering into the business at this time."

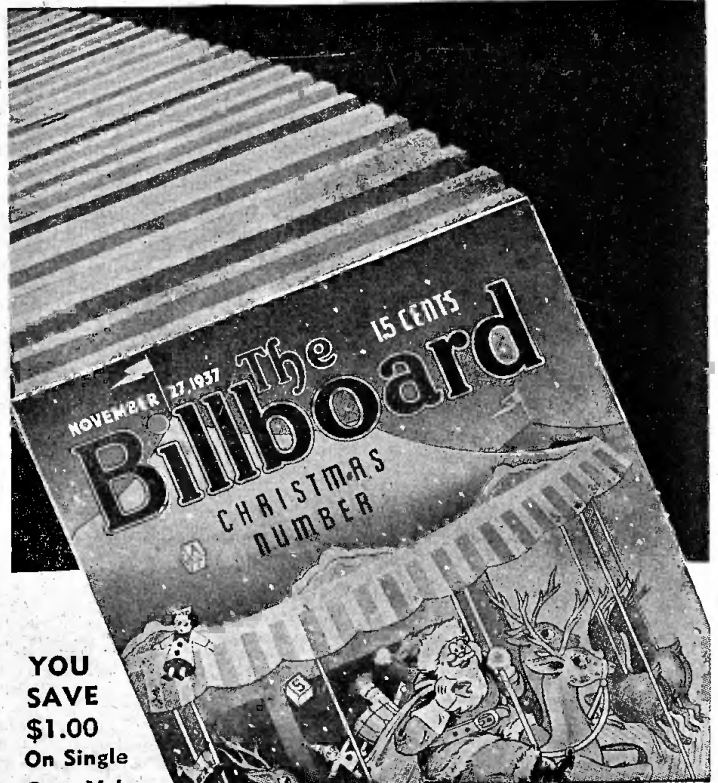
"Our years of experience in this field is helping some of the men to get started in the correct manner. All of our men are well trained in Bingo and know the field thoroly. We believe that the growth of Bingo can be attributed to the public demand for this type of entertainment which is both economical, enjoyable and has its rewards for the players. Bingo, in our opinion, will continue to grow and will be one of the outstanding amusements this winter."

Reports from other supply houses and operators such as Bill Block's Hamilton Producing Company and the J. C. Har-lacker Company agree in sentiment with the statements issued above. Bingo is still a popular favorite and will continue as such indefinitely. More churches, more clubs and lodges are sponsoring the games than ever before. More players are flocking to the games and everybody's happy.

**Christmas Special
Offer**

20 WEEKS \$2.00

ONLY TEN CENTS A COPY



**YOU
SAVE
\$1.00
On Single
Copy Value**

NOW YOU CAN GET FOR A LIMITED TIME ONLY . . .

5 ALMOST MONTHS \$2.00

COST ABOUT A PENNY A DAY



THIS OFFER EXPIRES DECEMBER 15, 1937

MAIL THIS COUPON NOW

THE BILLBOARD PUBLISHING CO.,
25 Opera Place, Cincinnati, O.

Please enter my subscription for the next 20 weeks, for which I inclose, not the \$3 I would pay at the regular single copy price, but **ONLY \$2.**

NEW Name

RENEWAL Address

Occupation City State

Subscribers may take advantage of this offer to extend their subscriptions. This \$2 rate applies only in United States and Canada. Foreign rate, \$3. Regular rates: One Year, \$5; Single Copy, 15c in U. S. A. and Canada.

**OFFERING
BARGAIN
BUYS**

to Billboard readers has become a habit with us. . . . Twenty-one years of price leadership determined our policy. We Are Never Undersold or Will Sell for Less. Get our 198-page catalog free. Exceptional values in . . . Razor Blades, Toiletries, Notions, Novelties, Gifts, Salesboards and Deals.

MILLS SALES CO.
Our Only Mailing Address
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

FAIR GROUNDS

(Continued from page 62)

grounds construction, for which United States Senator Bulkeley announced approval by the President of a \$108,999 WPA grant, included replacement of three obsolete exhibit buildings and additions to stock barns. Work will begin soon after January 1 and will be completed for opening of the 1938 fair.

Christmas Cards

50 Beautiful Folders, Printed with Names With Envelopes—All for \$1.
PERSONAL STATIONERY—FOR A GIFT OR FOR YOU.
200 sheets, 100 envelopes, printed—only \$1
THE HUDSON RIVER PRESS, DEPT. T
24 West 20th Street New York, N. Y.
Writers—Request Free Booklet, "Hints for Writers."

PREMIUMS
For Church Bazaars, Groceries, Drug Stores, Keno Clubs, Carnivals, and other Premium Users
Retail Selling Price \$1.69—
Your Wholesale Price Only 84c

B. J. MARSHALL, Inc.
Opposite Orchestra Hall
3726-32 Woodward Av. DETROIT, MICH.

Glassware - Trays - China - Fur Animals - Plate Ware - Dresser Sets - Military Sets - Aluminum Ware - Lamps - Radios - Imported Novelties - Electrical Appliances - Dishes - and Hundreds of Other Items on Display
Ask for Our Catalogue

REMINGTON
PENS • PENCILS • COMBOS



ZIP! ONE PULL—IT'S FULL!
JOHN F. SULLIVAN
488 Broadway, NEW YORK CITY.

RINGS
Cameo and Whitestone, Highest Grade Rhodium and Gold Finish. Send \$2 for 20 samples of popular styles.
OLYMPIA BEAD CO., 307 5th Ave., New York City. Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for Line No. 24 of Pendants, Crosses, Bracelets and Items for Engraving.



UNDERWOOD



PLUNGERS SPECIAL \$21.00 PER GROSS.
FREE: One Gross Boxes With Every Gross Order. 15% With Order, E. C. O. D. Send 25c for Sample.
GRODIN PEN CO., 398 Broadway, New York City.

PLUNGER \$21.00 PER GROSS
Entirely new line of plunger pens and pencils. Quality merchandise. Quick sellers. Lifetime guarantee.



Immediate delivery of Xmas Merchandise. Real low prices. 3 different samples: 50c Postpaid. Write for lowest jobber prices.
NATIONAL PEN CO., 210 W. 8th St., Kansas City, Mo.

Christmas Card Agents
Large profits easily earned selling new 21 Folder Assortment. Sells on sight for \$1.00. Other Holiday Assortments. Write for particulars.
DOROTHEA ANTEL, 226 W. 72nd St., New York, N. Y.

BANKER PENS
The only Pen just like a Banker, is another Banker. The Pen with the interchangeable "Silverlike" Pen Point. Lifetime Guarantee. Dependable Service. New Xmas Price List. Free Samples.
PLUNGERS-COMBINATIONS-SETS
JAS KELLEY, The Fountain Pen King, 487 B'way, N. Y.; CHICAGO, 180 W. Adams St.; 784 Mission St., San Francisco, Calif.

ELGIN & WALTHAM
WRIST WATCHES \$3.95
In New Cases, Send for Circular, showing the Biggest Bargains in Reputable Watches and Unredeemed Diamonds in the country.
H. SPARBER & CO., 108 North 7th Street, St. Louis, Mo.

CHRISTMAS PENS. \$20.00 PER GROSS.
Don't Buy Your Christmas Pens Until You See Our Samples.
No. 4—MOTTLED PLUNGER \$20.00
No. 5—PEARL PLUNGER 23.50
No. 6—MARBLE COR. PLUNGER 24.50
No. 8—PEARL PLUNGER 26.00
All 4 Samples, Prepaid, 75c.
BENSON PEN CO., 347 Plymouth Bldg., Minneapolis, Minn.

SPICY COMIC XMAS CARDS
Hot, peppery, laughable designs in flashy colors. Each card with envelope. fast 10c sellers. Eye-opening profits. Start filling your pockets-book for Xmas. No charge for being broke. 100, \$2.50; 500, \$10.00; 1000, \$18.00. Real sellers. No junk. Envelopes with each card. 12 samples 50c. None Free.
COMIC SHOP, 2488-F Kensington Ave., Philadelphia, Pa.

RAZOR-RITE STROPPER
STEWART'S STROPS ARE TOPS. Lowest Prices on Stroppers and Sets. Send \$1.00 for samples of Barber Strop, Automatic Stropper, 2 Styles Stropper Sets and Blades.
STEWART MFG. CO., Ft. Wayne, Ind.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE
Write us your needs.
ARGO PEN-PENCIL CO., Inc. 220 Broadway, NEW YORK CITY.

PIPES

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

J. H. McCASKEY is back in the fast-stepping sub getter, is back in the hills of West Virginia after working to some fair takes in Southern territory for several weeks. He plans to take a try at the coal regions until Christmas and then check into the Veterans' Hospital, Bluefield, W. Va., and get straightened out for winter. J. H. is still suffering from injuries sustained in a wreck last January. An operation may be necessary.

TOMMY ADKINS that the lots are closed, but novelties may be worked in doorways. "Am leaving here soon for Jacksonville, Fla.," says Tommy. Things are picking up around the South. Pipe in, Johnny Jones."

THERE IS NO place in modern business for the boy who goes about with that "To 'ell with you, I'm all right" attitude.

ROVING AL BURDICK shoots from Wells, Tex., that he is finding East Texas much to his liking. Al says that Alto and Wells both turned out to be red ones and that the towns are good for any line as long as a fellow works clean. "Madisonville," adds Al, "is okeh for a clean worker. Plan to work all the mill towns before Christmas."

"HAVE BEEN ILL for the last four weeks at my home here," boasts Burdick Simms from Clyde, O., under date of November 12. "Would like to hear from my friends. What has become of Doc and Thelma Jacobs and Doc Kent? Come on, you folks, send in some funny pipes. I feel as tho I could use a good laugh. It would do me good. What has become of John Kringle and who knows where Joe Swartz and Andy Watson might be? Those fellows could always pull a good laugh; also Jakie Simms and Charles Berkell."

HAS IT HAPPENED TO YOU? We know of a fellow who got too long ago was fanning himself to keep the greenbacks out of his eyes. Now he isn't even able to sit on a thin dime.

LEW YESNER tells from Philadelphia that he is anxious to read pipes from Mike Shipman.

LELAND JOHNSON letters from Milwaukee under date of November 17: "Have been working med in a local chain store here for the last six weeks and still going strong. Stores here can be booked thru the manufacturers, but they want from 35 to 40 per cent for the privilege. You must have a \$10 reader to work outdoors, and then



A FAIR TRADE? Al Heller, of hum-a-tone fame, and Ted Lewis, "high-hatted tragedian of jazz," photographed in Los Angeles recently as they swapped their well-known instruments to go into a bit of a jam session.

only on private property. I worked a few spots in Pennsylvania during October. Pittsburgh at that time was closed, but it was possible to fix to work the North Side. Brownsville, Pa., was open on street corners to a \$2 per day reader and it was possible to work all the mines around Pittsburgh, which were good."

WHAT BRINGS forth more volumes of silence than a guilty conscience?

H. D. ROBINSTON of corn punk fame, pipes from Winston-Salem, N. C., in answer to the squib which appeared in a recent issue reading: "You may work this or any corner which best suits your purpose. No, there's no reader charge here." "Believe it or not," says H. D., "Winston-Salem is that spot. You can work any corner you choose to no reader, but you won't get any scratch, either. So, fellows, I'd suggest that you stay away. Several of the boys who did come thru here worked about an hour and then blew."

KEN AND GRETA REYNOLDS gold wire artists, blew into Cincinnati last week from Cedar Point, O., and visited Louis E. Sweeney, fast stepping sheet writer, at the trailer camp in the Queen City. Before leaving for Florida, the genial Ken visited the pipes desk and infoed that he has just completed a successful season which saw him and the wife make 10 falls with American Exposition Shows, and various Ohio spots, including Van Wert Peony Festival, Edgewater Park, Celina and Cedar Point. The Reynoldses plan to visit Madam Sue Snyder, of the former Rose & Lewis vaudeville comedy team at her home in Gibsonton, Fla.

THOUGHTLESS PEOPLE are disposed to criticize the pitchman without reason.

DOC GEORGE M. REED and Walt Byer are reported to have joined forces and opened a store at 138 South Fourth street, Columbus, O.

MANION SACHS veteran whitestone worker, is reported to have opened a dry-cleaning and pressing establishment in Louisville.

CHIC DENTON pipes from Shreveport, La., under date of November 18: "Here's some dope on the spots I have made recently. Worked Ogden, Utah, for three weeks. Grand Junction and Leadville, Colo., were good spots, altho the latter had four feet of snow when I worked there. Topeka, Kan., and Duncan, Okla., were fair, while things in Longview and Marshall, Tex., and in this town are plenty slow. Tom Sachs, brother of Manion Sachs, is working here. Low prices of cotton in Oklahoma, Texas and Mississippi have made it difficult to get any money."

CONSIDERED FROM a technical viewpoint the pitchman is a public benefactor. Doesn't he bring new goods and cheaper prices to the multitudes?

MR. AND MRS. JERRY VAUGHN and son, Gaylord, are located in Ocean Lake, Ore., where, they say, they can look right out over the Pacific Ocean to China, but have no desire to go there at present. They have opened a music and dancing studio there and report that business thus far has been good, despite the prevalent labor troubles in the city. The Vaughns are anxious to read pipes from Ed Meyers and Ray Snecker.

"CAME IN HERE yesterday from New Orleans, where I had planned to winter," scribes Willard Griffin from Atlanta. "I decided, however, that I could not pay the \$100-per-day reader to work med, so I've headed my one-man circus for the stick towns in the mountains of North Carolina."

EARLE B. WILSON blew into Cincinnati last week from Columbus, O. During a short visit to the pipes desk he infoed that he has been contracted to work all winter at (See PIPES on page 119)


OAK HYTEX BALLOONS



Colorful Christmas Prints & Novelties
Cash in during the Holiday season with Oak's outstanding line. Leading jobbers can supply you. If you have no regular jobber, write us for information and names of jobbers in your locality.

The OAK RUBBER CO. RAVENNA OHIO

XMAS SPECIALS!
STRIKING SETS VAC. PEARL PLUNGERS



BIG PROFITS
WRITE FOR LOW PRICES

SAMPLES
2 SETS & PLUNGER PEN \$1.00 PREPAID
JACKWIN PEN, 50 West 28th St., New York, N. Y.

MAKE MORE SALES WITH THIS BIG TOOL



Needles are going strong! Sample 25c Wood Frames for the Needles, Sample 25c
E. P. FITZPATRICK, 501 N. Van Buren St., Wilmington, Del.

ONE MINUTE CAMERA MEN
Best Cameras for Indoor and Outdoor Work. Improved Black Back Cards and Latest Designed Folders, Mounts and Buttons assure your success.
4-FOR-10c PHOTO OPERATORS A fast money maker with our New Novelty Frames, Folders, Mirrors, Buttons, Glass Frames and New 4 Leaf Leatherette Folders. Cost from 1 1/2c to 6c. Sells at sight easily from 15c to 25c each. All orders shipped promptly.
BENSON CAMERA CO., 166 Bowery, New York, N. Y.

NEW XMAS WREATH HANGER
Sells on sight to every Florist, Hardware and Store-Owner. Adjustable to any part of window. Has powerful suction grip. Samples 15c—two for 25c—\$1.00 per doz. \$9.50 per gross F. O. B. Brockton. Particulars sent on request.
BLAIDELL MFG. CO., Dept. B-692, Brockton, Mass.

MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, 137 E. Spring Street, Columbus, O.

PLUNGER PENS AND PENCILS
Fine Line—Latest Colors.
Send 50c for Samples. Prompt Deliveries.
BERK BROS. NOV. CO., 28 East 17th St., New York City.

STREETMEN TOY SPECIALS

For Xmas Season
Every Item a Fast Seller
and Specially Priced

1. MECHANICAL O U DOG—The Original 0165 Make, Dozen, \$1.80; Gross, \$21.00
 2. MECHANICAL O U DOG—Not the Original—But, Good Quality, Dozen \$1.70; Gross, \$19.50
 3. MECHANICAL HANGING COUPLE, 4" Size, Doz. \$1.00; Gross, \$10.80
 - 5" Size, Doz., \$1.10; Gross, \$11.80
 - 6" Size, Doz., \$2.00; Gross, \$22.50
 4. ORWING DOGS, Large Size, Doz. \$2.00; Gross, \$22.50
 - Small Size, Doz., \$1.50; Gross, \$15.75
 5. TUMBLING PETER, Large Size, Doz., \$1.80; Gross, \$21.00
 6. DOG W/ SHOE, Large Size, Doz., \$1.80; Gross, \$21.00
 - Small Size, Doz., \$1.50; Gross, \$15.75
 7. MECHANICAL DONKEY, Large Size, Doz., \$2.00; Gross, \$22.50
 8. MECHANICAL COW, Large Size, Doz., \$2.00; Gross, \$22.50
 9. PAPER DANCING SANTA CLAUS, Imported, Gross, \$3.00
 10. PAPER DANCING SANTA CLAUS, American made, Gross, \$3.75
 11. GIANT SIZE SANTA CLAUS WORKERS, Each, \$1.00 (Sold Only with Orders for No. 9 or No. 10)
 12. JUMPING FUR DOGS, With tube and bulb—all fresh stock, Doz., \$5.00; Gross, \$7.20
 13. SILVERFOIL ICICLES, Large Box, Gross, \$2.75
- Send \$1.00 for complete set of Samples. Remit 25% Deposit with Orders, Balance C. O. D.

EPSTEIN NOVELTY CO.
115 PARK ROW NEW YORK CITY

NEW MAGIC FRENCH FLUID

Mends invisibly dresses, suits, shoes, anything of cotton, wool, leather, dry fabric, in a few minutes. Can't be pulled apart. Withstands washing, rough treatment. More solid than when done with needle. The perfect demonstration article. Show it, demonstrate it and watch profits come in as quickly as you can collect them. Not a glue.

MAKES MONEY—Something entirely new, of great profit. Forget what you have heard about mending fluid. No complaints with this one. Beats everything. Does not smell. Not inflammable. A real winner.

FOR PITCHMEN
150 for sample, or order Dozen, \$3.25. Special Quantity Deals, 25% with order, Balance, C. O. D. FREE mended samples help demonstration.
PIERRE-MARGUERITE NOV. CO.,
254 West 41st St., Dept. B-5, New York City.

NEW PERFECTED "QUICK-ACTION" AUTOMATIC GAS LIGHTER

No Flint or Friction. Light Gas Instantly. Packed on Individual Cards.
500% PROFIT
Retail 25c. Costs You \$1 a Doz. or \$5 for 12 Doz. Postpaid. Sample Free.
NEW METHOD MFG. CO.
Box BB-29, Bradford, Pa.

GOLDFARB LEADS

Once again—with the new hot items of the season
Featuring "Guaranteed" Mechanical Toys for Quality and Sales
No. 3800 — MECHANICAL CLOCK SANTA CLAUS.
Bright Red Heavy Celluloid with Metal Base. Windup in base. Height 7 1/2".
Doz. 85c, Gross 9.50
Send for Free Illustrated Circular Showing 15 New Numbers in Mechanical and Streetmen Specials
Same Day Shipments. 50% Deposit
GOLDFARB NOVELTY CO. 20 W. 23rd St. New York, N.Y.

Genuine -- HURST GYROSCOPES -- Genuine

The Leader for Demonstrations for Nearly Thirty Years.
BUY FROM YOUR JOBBER
Direct Shipments Only for All Cash With Order, No C. O. D. Shipments.
L. J. HURST MFG. CO.
708 E. 16th Street, Indianapolis, Ind. I. H. CHANDLER, Owner.

The H--- It Can't Happen

By Ross Dyer

IT CAN'T happen to me. Why? Because I belong to different secret lodges and unions. I was in the army. I have a free license. I am too well known. I sell my own goods and pay all licenses. I obey all laws. They can't arrest me or put me in jail for that, as it is not the law. I have heard these remarks by pitchmen, big and little, in different parts of the country for the past 40 years. It all depends on who is handling the law and what pressure is behind it.

I gives me a good laugh to hear some pitchman make the above remarks. I have had plenty of experience in the past 40 years in different branches of the business in many States in the Union, in big and little towns. I just experienced another one recently which I believe is worth writing about.

Our company's medicine line is for sale in every wholesale drug store from Des Moines, Ia., to New York City, and from the Great Lakes to Jacksonville, Fla. Nearly every retail drug store in the Middle West has it in stock. Our company has always retained the same price to all dealers and made the highest standard products. It has also spent many hundreds of thousands of dollars in newspapers and paid all bills as soon as they were due. It has been credited by hundreds of thousands of people with having the best, biggest and cleanest free platform medicine show on the road today. The medicines are all made in a modern up-to-date sanitary laboratory under supervision of good chemists.

10 Years in Pennsylvania

I have operated my show in nearly every part of Pennsylvania for the past 10 years. Last July I played three weeks in Franklin, Pa., and paid a \$150 license. I then moved to Oil City, eight miles away, and paid all licenses there for three weeks. I also showed in Warren, Pa., for three weeks and paid the license there. Our next stand was Titusville, Pa., for three weeks. These towns are not far apart, so we had people on our lots every night from the various towns in which we played. All druggists in Titusville had been selling our medicines for some time. I showed the mayor a book of writeups from divers towns we had played. I also displayed our trademarks and the lists of jobbers and retailers who were handling our goods, and informed him we sold our own medicines only. After parading before his eyes hundreds of licenses which I had paid in other towns and my various lodge receipts and plenty of legal papers, he informed me that I would have to pay \$60 a day license to give a free show, same as a circus. I refused and was arrested. I posted a \$300 bond, hired a local attorney and next day paid the regular license of \$60 for a whole year. I told the officials I would stay three

weeks only. A few days after opening the city solicitor and a local doctor came to the tent and had a talk with our doctor, who is licensed to practice in Pennsylvania. He is over 81 years old and has practiced medicine and lived within 50 miles of Titusville for 60 years. The solicitor informed our doctor and myself that his license was all right.

Laboratory Backing Important

On the last day we were to show, however, an old man died suddenly in Titusville. He was over 85 years old and had been ailing for several years. He had purchased our regular medicines from our registered doctor a few days before. The deputy coroner is a doctor and it is alleged that he has no police power to issue a warrant. Nevertheless he did issue one against me and our doctor. He charged us with being suspicious characters and ordered us held for 48 hours for a coroner's inquest. I have not seen the inquest up to the present time. At the end of 48 hours they placed a charge against me of manslaughter. I posted a \$1,000 bond and went right on showing. Of course the townspeople were all with us. Every day my attorneys kept demanding a report on what was in the medicine which caused the man's death. We were told that the dead man's relatives would not believe that our medicines had anything to do with his demise.

All of our medicines are marked manufactured for our firm. One reason for this was that several years ago a friend of mine was running a medicine show in a well-known town and assembling his own medicine. A woman who had his medicine in her home died suddenly and the law claimed that poison was found in her stomach and in the bottle. He engaged good attorneys, but the case cost him \$5,000 and six months in jail. The court informed him that in the future he should let a laboratory make his medicines, as it would be responsible. My experience in my own case proves this was right, as Mr. Ferguson, of the company which manufactures our medicine, heard about the trouble and came over and engaged an attorney who demanded a report at once. The following day the county coroner handed in a report that there was nothing wrong with the medicine and the man had succumbed to a stroke of apoplexy. The case of manslaughter was nolle prossed and bond released.

If I had not had a laboratory backing me I might have been in jail today or under bond to be tried for manslaughter and probably many other charges, tho innocent.

I heard that a short time later, when I was in another town, a charge was placed against me for practicing medicine without a physician's license, which I did not do. I suppose that if the season had not been over many other charges would have been placed against me.

Now, boys, don't get me wrong. I am not squealing or criticizing the law, as law and order is the basis of our wonderful government. I am merely telling you fellows in the business how it is handled in some places and tipping you off, as well as advising you to play safe. Don't lean on pull of any kind to get by and if you are putting up your own medicine don't do it any more. The little you think you save won't pay for one shake when old Lady Luck deserts you and sooner or later she will, as she is a fickle old girl.

The above is just a recitation of facts, fellows, and I am writing this so you will all know them as they exist.

Med Business Okeh
The medicine business from a dollars and cents standpoint is better today

than ever before in the country's history. If we have not been getting our share of it, it is no fault of the business. We have been too sure of ourselves and thought because our system once got big money it would always do it. Times have changed since the horse and buggy days, but many of us have not; so if you are not getting yours, try to find out why, because it can be had.

I am frank to tell you all that I am changing my system of working and going to try to get in step with this fast-money age and am going to stay in the medicine business.

WE WISH EVERYBODY
A Merry Xmas and a Happy New Year
MISS ARLENE SIDENBERG
5 Years Old, January 31, 1938

New Hot Mechanical Toys
MEN! GET BUSY NOW! LOOK!

Running Turtle, boxed	\$4.50
Swiss Dancers, complete	5.00
Fur Jumping Dogs	7.50
Boy on Bicycle, small size	9.00
Hula Doll, good workers	9.00
Seal, mechanical performer	9.00
Santa Claus, nodding head	9.00
Tumbling Clown, small size	9.60
Crawling Baby, small size	9.60
Tumbling Clown, large size	21.00
Circus Toy, new flashy number	21.00
Large Clown, walks on hands	21.00

MANY OTHER NEW HOT QUARTER ITEMS.
ADVANCE SPECIALTY CO.
307 W. Poplar Ave., Columbus, Ohio.
611 S. State St., Chicago, Ill.
1410 Abbott St., Detroit, Mich.

REX HONES 3c Each
Now Less Than \$4.25 a Gross
Send \$1.00, Post. O. D., Plus Postage.
Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. ACT QUICK. REX HONE MFRS., 1500 Wab. Madison, BR-11, Chicago, Ill.

ROYAL PENS
SELL FAST
BEST QUALITY—LOWEST PRICES
"Lifetime Guarantee." Complete Line—Write
ADLER PEN and PENCIL CO.
395 Broadway, New York

EZ WAY STROPPER. Sample 35c
SEE OUR NEW ITEMS
RADIO STROPPER CO. SANDWICH, ILL.

MEDICINE MEN, AGENTS, STREETMEN
"ALL SET AND SATISFIED!"
If not, get our prices on Merchandise of Quality. Tonics, Liquids or Herbs. OIL, PAIN-FINISH Ointment, Corn Remover, Soap. Anything, everything you need to start you on the road to greater success. Ask any Medicine Man About Our Service.
Cel-Ton-Sa Medicine Co.
Cel-Ton-Sa Building, CINCINNATI, O.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

We've Got Something Here!

The Most Sensational Coupon Deal Since '29 — Entirely Different

This is the coupon that gets 'em in the store



The new idea that is revolutionizing the perfume industry—an individual odor specially blended to suit the personality of the buyer. And how a woman loves the thought of a perfume which interprets herself alone!

This deal includes five different alluring perfumes, one for each type personality—blonde, brunette, etc., blended from imported floral odors of rare quality; each odor beautifully packaged.

FREE—With each bottle of Personal Charm Perfume goes a liberal package of Personal Charm blended-to-type Face Powder of the correct shade and odor to complement each odor of perfume.

FREE—With the perfume and the powder goes a Make-Up-Chart compiled from the combined knowledge of five nationally recognized authorities to whom make-up has been a life study.

No woman can resist this unusual value. Tests already made in stores by experienced coupon operators proved conclusively that "WE REALLY HAVE GOT SOMETHING!" in this deal. It's the natural you have been waiting for to fatten the old bank roll for Christmas.

The deal is right . . . The price is right . . . The profit for you is, right! Act now . . . Wire your order.

—and here's the deal that cinches the sale

The Complete Deal Costs You--- 13c each

- PERFUME IN BEAUTIFUL MODERNISTIC CARTON
- SPECIAL BLEND FACE POWDER
- HOLLYWOOD MAKE-UP CHART

COUPONS \$1.00 per 1000

UNIVERSAL LABORATORIES,

DALLAS, TEXAS



Sample prepaid, 30c
Order stock direct from this advertisement.
Save time. You risk nothing. We guarantee this deal to sell or money refunded.



Every \$1.00 Gets you \$5.00

Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Homes are made by the Goodrich Co., Est. 1884, they buy with confidence. Pitchmen Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.

GOODRICH,
1500 West Madison,
Dept. BG-11, Chicago.



Big Profits!

Own your own business, stamping K & Y Checks, Social Security Tags, Name Plates. Sample with name and address. 25 cents.

HART MFG. CO.,
217 Deegan Street,
Brooklyn, New York

CHEWING GUM 22¢ BOX

RETAILS FOR \$1.00.
Each box holds 20 Full Size 6c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.

WATCH SPECIAL!
Flashy 6-Jewel Watch (Rebuilt), in Chrome Case, complete with Pignin Band and Box. Guaranteed perfect timepiece.

IN DOZEN Each \$2.60

SAMPLE WATCH, \$2.75.
We Ship on Money-Back Guaranty.
O. O. D. Only.
J. M. GREENBERG & CO
82 BOWERY, NEW YORK, N. Y.

Wonder MICE

White or Natural Gray Color with Rubber Tails. Attractive package that sells on sight. Order Early. Send 1/2 deposit balance C.O.D. (5 Gross \$11.00) All workers, no larvae. Sample 10c.
EDWARD TURNER
4462 Germantown Ave., Phila.
GROSS P.P. Extra \$2.50

PIPES

(Continued from page 117)
the Checker Tire Company, in the Queen City. Earle says this will mark his sixth consecutive year at that spot. He and his wife have taken an apartment in Cincy and he advises the boys that the latch string is always out.

IT REMAINS with you boys and gals to make your profession immune to adverse criticism.

EVERY PERSON . . . has his faults. The greatest fault of all is to make no attempt to rectify them.

COMES A THOUGHT . . . Think these over during the winter: Do you go out in the summer for pasture or profit? Are you traveling as a sort of visitor or on business? Have you a wife and children and do you think of their reputations?

WHO WAS IT . . . that made the crack: "The man who said there is always room at the top never tried to live in an upper berth?"

WINTER'S COMING, FELLOWS . . . so, let's play fair with each other and get more news into our pipes.

HOW ABOUT IT, BOYS? Let's let short pipes dominate the column. Let Bill know what you are handling. It doesn't take much time to scribble a few lines.

WHO CONTRIBUTES any more to human happiness than the pitchman? He should not be without his reward.

WHY NOT . . . be your own Santa Claus this year? The opportunity is there; make the most of it.

IT MATTERS NOT . . . whether you are a come-early or come-lately. Each of you has the same opportunity to make good—right now.

BENNY PRICE . . . and the Robertsons have been working novelties in Ft. Smith, Ark., the past month. According to Benny, the novelty business was fair thru Kentucky and

NEW BEST SELLERS—Write for Catalog No. 21



- Featuring big values in
- Wriststone Rings
- Garter Rings
- Engraving Merchandise
- Photo Jewelry

HARRY PAKULA & CO.
5 No. Wabash Ave.,
CHICAGO, ILL.

LET THE "BIG FOUR" NORWALK GOLD BLADES

MAKE MONEY FOR YOU

- Newest and Best on the Market
- 1—Double Edge, per 100 . . . 1.00
 - 2—Single Edge, per 100 . . . 1.00
 - 3—Durham Style Blades, per 100 . . . 2.00
 - 4—Auto Stop Style, per 100 . . . 1.00

SPECIAL OFFER—Norwalk Gold Razor with 5 gold blades in box—\$1.50 per dozen.

NORWALK SALES CO.
654 Broadway, New York City.

BIG PROFITS! AMAZING NEW BUSINESS

Sell Stores Nationally Advertised Goods. Get into a business of your own without capital. Large profits possible right away. Show merchants plan that increases sales, profits. Handle Nationally Advertised Line 5c-10c goods. Put up on self-help Counter Displays. 200 daily necessities. Included is Laymon's Aspirin—approved by Good Housekeeping Bureau—and famous Twenty Grand Blades. Get free book which tells how you can build big-pay store route.

Free Book
Chance to DRIVE SERVICE CAR Like this

World's Products Co., Dept. 1188-A, Spencer, Ind.

Brand New Joint Tie Writers-Pitchmen

SELL MORE NECKTIES
Beautiful Colored Xmas Tiebands makes selling a cinch. Makes store booking easy. Makes cheap ties look like a million.
Cost less than 1¢ each in 1,000 Lots. The biggest break in years for tie workers. Fits all neckties—Xmas Design.

SEND 10c
For 3 Samples and Price List.
CLEVELAND MONOGRAM CO.
5713 Euclid Ave., Cleveland, O.
Headquarters for Gold and Hot Pencils.

VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover. Pruner of Constitution. Everybody must have one. Will Rogers' Latest Gossip, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flasher, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar Hot Season, 5c. Samples, 10c. VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.

Handi-Nife Peeler Workers

"A New All-Purpose Vegetable Knife." Peels, Slices, Cores, Scrapes, Shreds and Makes French Fries. Particulars Free. Sample 10c.
NOVELTY MFG. CO., 54 W. 7th St., St. Paul, Minn.

MEDICINE MEN

Write for Price List on Soaps, Tonics, Liniments, Nerve Tonic, Tablets and Salves. Under your own label if you wish.
Also Fastest Selling Herb Package on the Market, formula attached. Prices right. Plenty Margin for You.

BECKER CHEMICAL CO.
(Established 1890)
235 Main Street, Cincinnati, O.

DO YOU KNOW YOU

Can make an anti-freeze solution for 5c a gallon, full strength, noninflammable. Used by gasoline companies? Money-Back Guaranteed Formula, \$1.00.
UNISCO, Box A94, Peoria, Ill.

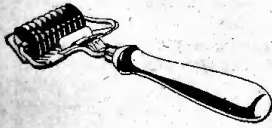
PEELER WORKERS CASH IN ON THE CHRISTMAS SPIRIT

GARNISHING SETS, MINCERS and GRATERS MAKE AN INEXPENSIVE and WELCOME GIFT TO ANY HOUSEWIFE
PUT UP IN ATTRACTIVE HOLIDAY BOXES

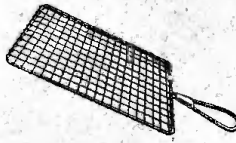
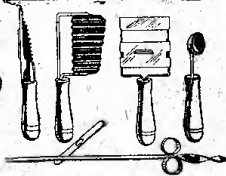
Other Items in Our Line include: **ORANGE JUICERS, SPIRAL SLICERS, ROSETTE CUTTERS, KITCHEN TONGS, CAN OPENERS, SHARPENING STONES, GAS STOVE LIGHTERS, and Many Others.**



These and the other items listed in this announcement have an appeal for every housewife. Demonstrators have been making big money with them consistently.



ACME METAL GOODS MFG. CO.



2-24 Orange Street Newark, N. J.

Streetmen!
GET THESE FAST SELLING MECHANICAL TOYS
SEND FOR BIG CATALOG LISTINGS HUNDREDS OF HOT SPECIALTY ITEMS

CONTINENTAL Premium Mart 822 N. 3RD ST MILWAUKEE, WIS.

ONLY 49c Retail

ADJUSTABLE MAGNIFIER

A Fast Seller for Pitchmen!
A practical, easy-operating and attractive magnifier with 1 1/2" dia. lens and two fully adjustable ball joints. Finished in chrome plate and crinkled enamel. An ideal instrument for home, office and shop. This is the fast seller you have been looking for. Per Doz., \$3.52. 25% with Order. Balance C. O. D. Sample, postpaid, 35c. Sells easily at 49c.

THE MAG-NI-LINE PRODUCTS
Dept. 10, 3456 E. Jefferson, DETROIT, MICH.

ENGRAVERS

Thanks a lot for our best season and may all of our customers and friends enjoy a top Xmas Season and an even better New Year. As usual, new Xmas items, Swing Bracelets, Kiddie's Locket and Bracelet Sets, Tie Chains, New Crosses, Gun Fobs, etc., in addition to the most complete line of Signet Jewelry, made especially for the demonstrating engraver. Complete Electrical Engraving Equipment, Steel and Diamond Point Machines. Catalogue. Florida workers, attention! Complete line of new Florida items now ready.

ALWAYS SOMETHING NEW AT
Edw. H. Morse & Company
ATTLEBORO, MASS.
WE LEAD, OTHERS FOLLOW

! FREE !

AGENTS MAKE MORE PROFITS

Sell our attractive, hand-loomed, basket-weave FELT RUGS. Every home a prospect. Special for a limited time: One 18x35 FELT RUG FREE.

Size 24x48...\$6.50 Doz.
27x54... 8.50 Doz.
36x70... 13.00 Doz.

F. O. B. Factory.

Send your order with a 25% deposit at once.

NEWARK FELT NOVELTY CO.
416 Morris Ave., Newark, N. J.

5000 REBUILT OPEN FACE AND HUNTING WALTHAM, ELGIN RAILROAD WATCHES

New Chromium Loco Open-Face Cases.

7-Jewel, 12 Size...\$4.75
17-Jewel, 16 Size... 6.25

Send 3c stamp for our free Catalogue—New Plan.

THE NEW YORK JOBBERS,
74 Bowery, Dept. B, New York, N. Y.

ACE BLADES

FACTORY PRICES. FREE DELIVERY. Details FREE. (Samples 10c).

NATIONAL BLADE CO.
37 South Avenue, Dept. 1-R, Rochester, N. Y.

SNAPPY CHRISTMAS CARDS

Christmas, New Year, Lovers, Flappers, Petting, Dancers, 200 for \$1.00; 1,500 for \$4.50. Joke, Novelties, Booklets, Photos—20 Samples 10c. Complete Sample Assortment, over 100 Articles, \$1.00 prepaid. **ARTFORM CO.,** 1710 Underhill Ave., New York City.

Tennessee on the fair, but has fallen off in Arkansas. Nevertheless, the boys are taking delivery on a new car and contemplating making Texas this winter.

THE LAW OF AVERAGES will, nine times out of 10, take care of the fellow who is continually in there giving his best. He'll get his share of whatever is in circulation as long as he tends to his business.

A CAREFUL SELECTION of specialties should be occupying many a pitchman's attention these days. But is it?

HOW MANY of you have reached the point where you realize that smiles to the natives yield better results than trying to look so all-fire wise?

DO ANY OF YOU boys have any up-to-date information on open towns? There have been several inquiries on them lately.

DOC B. B. JOHNSTONE pencils from Chattanooga, Tenn., that he is suffering from lockjaw, sustained when he ran a nail thru his foot after jumping from a box on which he was making a pitch. Physicians report that he is on the verge of blood poisoning. Doc says he is anxious to hear from his friends in the profession.

J. D. VROONAN advises from Mishawaka, Ind., that he has been ill for the last four years and confined in three different hospitals in that time. "At this writing," says J. D., who conducted Van Vroo's comedy dogs with med shows for the last 30 years, "I'm bedridden in my home here and have only been able to work about eight times in the last two years. Still have my troupe of dogs with me and I'll never part with them as long as the grits hold out." J. D. would appreciate hearing from friends.

BABE KEATING tells from Charleston, S. C., under date of November 8: "Closed a successful season with Mighty Shesley Midway here last Saturday night, and immediately opened with med at the Charleston Colored Fair and it looks good. Will head for the Texas Panhandle. Jack Winthrop, of Coney Island fame, is with me."

MEMORIES: How many of you oldtimers remember that Calgary Stampede, when some fast worker sold the temporary grand stand, and afterwards the swell mulligan the boys had on the Island of Kamloops, B. C.?

CHIEF OWEN REDFEATHER comes thru with some dope on the towns he has worked recently. Writing from Zanesville, O., under date of November 13, he says: "Marietta, McConnellsville and Zanesville are Saturday towns and no good thru the week, except at the farm sales barns. At Marietta, it cost me \$1.50 for the privilege of working. No one is permitted to work inside the sales ring, but if you can talk you should do 'okeh in a couple of pitches. I got by at East Liverpool for two weeks without paying off, but several fellows worked door-to-door with rugs and they had to pay \$10 for the privilege. Last Saturday I worked West End and Central markets to a \$3.50 per day reader. This is okeh when you consider that you get plenty of people and can make good there. The Grand Theater, Zanesville, has been reopened, which means that the only open spot in town has been closed. While returning here from Cleveland recently I had an accident and wrecked my car, but I wasn't injured. I sold it for junk and have just made a down payment on a late model and I'm on my way again. Will head for Dayton, O., for the weekend. Would like to read pipes from the bunch making Maxwell street, Chicago."

RICTION of the sticks, pipes from Oliver, Ga., that his show is now in its 240th week of continuous operation under canvas. Writing from the Cracker State, he says: "Plan to remain out all winter. It'll be our fifth in this State. Have had much incement weather to date, but the crowds have been turning out. Everything considered, Oliver is an A No. 1 show town. Conditions on the whole in this territory don't seem so good, but we have been managing to get our share of the business everywhere we set up. Tags and drivers' licenses are high here."

YOU WILL FIND QUICK MONEY GETTERS HERE

NEW Big Selling Hit, Leather Blifold, hand-laced edges. Features a Social Security Card Holder. Looks like 50c value. Sample 25c prepaid. Dozen \$1.90; Gross \$20.00.

WINSEL XMAS SIGNS of all kinds of Sizes, 20 for \$1.00, per 100 \$4.50. **XMAS CARDS,** 21 folders and cards, doz. boxes, \$1.80. **XMAS C A R D S,** 21 French Folders, dozen boxes, \$2.40. **APEX KNIFE SHARPENER AND GLASS CUTTER,** gross \$7.00. Prices F.O.B. New York. Deposit required on C.O.D. orders.

CHARLES UFERT Dependable Prompt Estab. 1913
19 East 47th St., NEW YORK

WAXED FLOWERS

Best Quality Imported. All Colors.

No. 77—**ORIGINE**, \$27.50 per 1,000; \$3.00 per 100.
No. 80—**DAHLIA**, \$25.00 per 1,000; \$2.75 per 100.
No. 15—**ROSE**, \$22.50 per 1,000; \$2.50 per 100.
Sample Box of 100 Gearys, Dahlias and Roses sent postpaid for \$3.50.

No. 40—**POINSETTIAS**, Bright Xmas Red Shade, 6-inch diameter, Per 1,000 \$30.00; per 100 \$3.50. Sample box of 100 Poinsettias sent postpaid for \$4.00.

DECORATED RED ROPING XMAS WREATHS

No. 62—5 in. diameter, Doz. \$ 50. Gr. \$ 550
No. 64—8 in. diameter, Doz. .75. Gr. 8.50
No. 66—10 in. diameter, Doz., 1.00; Gr. 11.50
Sample dozen Xmas Wreaths sent postpaid for \$1.25

FRESH MOUNTAIN LAUREL
15c per Lb. Any Quantity. Prepared Follage for all Flowers, Large Bunch, \$1.

My Complete Sample Line of all Flowers Sent Postpaid for \$1.00. 25% deposit with all orders, balance C. O. D. Send for Free Price List.

FRANK GALLO
Importer and Manufacturer
1429 Locust Street, ST. LOUIS, MO.

COMBINATION KNIFE SHARPENERS

Many thanks for business and co-operation. We wish all a Merry Xmas and a prosperous New Year.

APEX NOVELTY COMPANY
1924 West Adams St., Chicago, Ill.

No. 1 OUTFIT-2 in. STROP, \$12.00 per Gr.

Sample 15c.

RADIO STROPPER CO.

SANDWICH, ILLINOIS

A Live Seller or Premium Scroll of **THE TEN COMMANDMENTS** Size 12x15 also a beautiful picture of Christ Card in four colors. Size 6 1/2 x 10, lettered in gold on purple background. "I Am the Way, the Truth and the Life," and "The Master in His House." Both ready to frame. House to house men and ex-service men sell it. Sheetwriters, a better one than Blue Back Speller. Samples one of each 50c, none free. 50c each; 25c, 4c each. Cash with order prepaid to you.

T. J. O'KEEFE,
322 E. Crockett St., San Antonio, Texas.

ATTENTION

MEDICINE MEN, STREET MEN, CANVASSERS, AGENTS AND ALL OTHERS HANDLING MEDICINE—We now offer an 8-oz. Bottle of Herb Tonic in flashy 3-Color Carton, at \$7.00 a Gross; \$9.00 a 1/2 Gross; \$3.00 a Dozen.

Clip this ad for future reference.

CEL-TON-8A MEDICINE CO., Cincinnati, O.

SHOE LACES and SHOE FINDINGS

We manufacture shoe laces and shoe findings, and guaranteeing lowest prices, perfect merchandise and prompt delivery.

Send 25c for sample assortment and prices.

CAPITOL SHOE LACE & FINDINGS CORP.,
817 BOWERY NEW YORK, N. Y.

BOXED CHRISTMAS TIES

MADE TO SELL at 80c, 85c and 75c EACH Complete with Silk Pocket Handkerchiefs and Greeting Cards, \$2.00 Dozen, \$3.00 Dozen, \$4.00 Dozen. Assorted Sample Carditions at \$3.00 per Dozen.

B. CRAWFORD & CO.,
1482 W. 9th St., CLEVELAND, OHIO.

COST 5c (in 100 Lots) SELL 25c Up to 400% Profit. **BILVITA'S**—Sparkling Brilliant, Size 8 1/2 x 3 1/2. Order today at the Amazingly low prices. 100 signs cost \$3.00. Postpaid signs \$3.00, 16 signs, \$1.00, none free.

In U. S. A. Send to C. O. only (no cash) or to Dept. No. 63—We thank you. No. 634—Pleasing You call again. Keeps Us in Business call again.

Send for Free Sign Catalog List Today
Silverite Signs, 417-M St., Dearborn St., Chicago, Ill.

BRIGHTLY ILLUSTRATED XMAS SIGNS
HAPPY NEW YEAR AGENTS and JOBBERS WANTED
 Buy Direct From Manufacturer. No Substitutes
 Tinsel Will Not Come Off.
 SIZE 11" x 14"—RETAILS 25c
4 1/4c EACH | LOTS OF 50
LOTS OF 100 | EACH 5 1/2c
 Sample Set of 12 Sent for \$1 Bill
 R22—Wishing You All A Merry Xmas.
 R23—Wishing You All A Happy and Prosperous New Year.
 R24—Wishing You All A Merry Xmas and a Happy New Year.
 R25—Do Your Xmas Shopping Early.
 R26—Let Us Help You Select Your Xmas Gifts.
 R27—Buy Your Xmas Gifts Here and Save.
 R28—Wines and Liquors—Ideal Xmas Gifts.
 R29—A Small Deposit Will Reserve Any Article at \$1.79 until Xmas.
 R30—Large Selection of Useful Xmas Gifts.
 R31—Large Selection of Xmas Toys at Lowest Prices.
NEW SIZE 7" x 12"—RETAILS 35c
 No. 46—(R24 Wording) Each 8c
 Lots of 100 Each 7c
SPECIAL 5c SELLER
 No. 45—(R24 Wording) Each 3c
 Lots of 100 Each 2c
SPECIAL XMAS BLADE DEALS
 Original NORWALK (S.S.R.) S. E. Per 100, 88c
 W.M. S. E. Per 100, 88c
 SPAN S. E. BLADES, Per Card 89c
FREE—\$1.75 Gilbert Alarm Clock with Every 100 Well-Known RIO (S. E. or D. E.) Blades at \$1.79 per 100.
 All Orders 50% deposit; Foreign full amount. Free Catalog on Signs, Gifts, Xmas Cards, Lights, etc.
LIBERTY SALES CO.
 Dept. B, 24 East 21st Street, New York.

Pitchdom Five Years Ago

Lee Ward was working razor paste and strop dressing in Fort Wayne, Ind., to fair business. . . Slim Reynolds was manager of a leading men's store on Ninth street, Washington. . . Charley Lorenze had just undergone an appendectomy in a St. Louis hospital. . . Ted Barnes was driving south from Wisconsin and looking for a place where the sun shines warmer. . . The Rictons started from Cincinnati on a four months' trip to New York, Chicago, St. Louis and Florida. . . Sam Berman was clicking to some real takes in Detroit. . . Gene Golin was making Minnesota spots to fair business. . . Tom Stigourney was back on the main street in Houston with his show, but there wasn't too much money to be had there. . . Chuck Bemis was working pens in Missouri after going strong with the item during the summer in Wisconsin. . . Harry Malers, veteran pitchman, was finding conditions okeh in New York. . . Old Bill Ellis was gathering in the lucre with the knife sharpeners in Fort Wayne, Ind., and near-by towns. . . Jerry Frantz wasn't putting barrels of money away, but he was eating and managing to pay salaries in Pennsylvania. . . Walter Byers was getting some money with razor hones and slide-box tricks on High street, Columbus, O. . . Alfredda, "Mistress of Mystery," blew into Dayton, O., for a much-needed rest after her annual Midwest trip. . . Professor Seward was working his Zodiac store at the Miami Hotel, Dayton, O. . . And now some New York City Notes: Peggy Litten, classy pen worker, was attracting huge tips with her upside-down writing in front of Ike and Mike's store on Sixth avenue. . . Master Rus-Syl, mentalist, and Professor King were playing theaters in Brooklyn. . . Greater New York had some high workers which it could be proud of. . . Professor Petivoles, daddy of pitch-store owners, opened another store on 28d street near Sixth avenue. . . That's all.

FAST SELLING XMAS SPECIALS

Peek-A-Boos. Novelty Drinking Glasses. Each glass bears an artistic reproduction of a Demure Girl in a colorful costume. Turn the glass around and the costume drops away, revealing her in nature's own.
 Packed 1 Dozen to Box—6 Distinctive Styles.

B1N105 — Per Gross \$21.00 Per Dozen \$1.85
 Packed 6 Glasses in Beautiful Gold, Black and Red Display Boxes
 Per Box of 6 \$1.20

B2N20—CHARLESTON DANCERS. Per Gross . . . \$4.50

FAST SELLING MECHANICAL TOYS

Per Gross

- B40N151—Tumbling Clown \$ 9.25
- B40N175—Pecking Bird 7.50
- B40N141—Rodeo Jim 8.00
- B40N139—Hula Dancer 9.60
- B40N150—Dog with Shoe 9.00
- B40N155—Dancing Couple 9.25
- B40N191—Clown Handstand 9.60
- B40N140—Waiter 9.25
- B40N194—Crawling Baby (large size) 22.50
- B40N176—Hula Dancer (large size) 21.00
- B40N144—Dog with Shoe (large size) 21.00
- B40N195—Duck with Frog 21.00
- B40N192—Walking Clown with Cane 21.00
- B40N158—Dancing Bear 21.00
- B40N157—Looping Plane 22.50
- B40N188—Cowboy on Horse 21.00

FUR COATS

Buy from well known New York Manufacturers. **PIECED SEAL D Y E D C O N E Y.**
FINE FINISH.
 Sizes: 14-42. **\$11.50**
 \$1.00 Deposit — Bal. C.O.D. Send for free price list of Popular Line of Fur Coats.
SNIPPER & SCHWARTZ
 Manufacturing Furriers
 153 West 27th St. NEW YORK CITY

Ingersoll Mite Wrist Watch

Just Look—only 1.50 each
 B1W78
INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.

ATTENTION LIVE WIRES

Whirl-Glo Revolving Xmas Tree (Light Shades); Box of 10 beautiful designs; Dozen Boxes \$4.00, 3 Doz. Boxes \$11.50; sells 50c a Box and up. Swirl-Gliss holds Xmas Tree Lights any position; 1 Gross Clips \$2.50; sells 8 for 20c doz. 30c. Merry Christmas Tissue Banner, 10 ft. long, 20 inches wide, doz. \$4.70; sells at \$1.00 each. Samples \$1.00. We pay all Shipping Charges. Price List Free.

NU-WAY SALES COMPANY
 HORNELL, NEW YORK

TRIPDOP PININGS: A good rule to remember when going into a town is that every town has its own clown.

SEVERAL PITCH STORES on Times Square, New York, are reported to be working soap to large tips.

N. SHURE CO. ADAMS and WELLS STS. CHICAGO, ILL.

CHRISTMAS CARDS

The greatest values ever offered. An assortment of 25 different Christmas Etchings, Prints and Engravings in beautiful colors. Made to sell for 5 cents each. 200 for \$1.00; 1,000 for \$4.00. 25 assorted samples, 25c. **RELIABLE SALES CO.**, 1147 Broadway, Dept. B, New York City.

HANG OUT AN EAR fellows, and listen to the following effusion from Harry Corry, ace jam man, who has just completed four successful weeks at the Pan American Exposition, Dallas. "Have formed a partnership with Harry Lavan and Nate Shufro. We went from Dallas to New Orleans, where we opened a store and then drove to New York where we are at this writing, combining business with pleasure. We have already purchased stock for our new store and will return shortly to New Orleans. As this is my wife's first visit to the Big Town, she is enjoying the trip immensely. The new Packard is running smoothly and I'm well pleased with it. Would like to read pipes from Ben Gross, Sam Jones, Johnny Hicks, Ray Crandall and Bill Sherrick."

CASH IN ON RECAMIER'S 4 PIECE DEAL

Successor to the Business Conducted by **HARRIET HUBBARD AYER** DURING YEARS 1866-1887

Perfume—Lip Stick
 Face Powder—Cold Cream

Per Deal, each 22c in gross lots

Individual Items Illustrated
 Each \$8.00 gross
 25% Deposit With Orders,
 Balance C. O. D.—Same Day Service
REGENT MFG. CO.
 134 W. 32nd St. New York City OR Le Center Minn.

SUBSCRIPTION MEN

SELL POULTRY TRIBUNE, America's leading poultry magazine. Every farmer a prospect. Also other magazines in a club; an A-1 deal for rural salesmen. Full time, or side line. State previous experience.
POULTRY TRIBUNE,
 Desk BB, Mount Morris, Illinois.

JACK (BOTTLES) STOVER and "Billy the Kid" Dietrich, leaf doctors, blast from Terra Alto, W. Va., that they have gone native in the hills there, wearing top boots, red flannel shirts and mackinaws. They report that they have been getting the bacon, too.

EXPERIENCED PAPER MEN

Texas is open to square shooters on the old reliable. Drops are best in years. You all know the production figure. Write
E. HUFF
 P. O. Box 221, Temple, Tex., for Credits.

PITCHMEN'S SAYINGS: "If I only had a gold-eyed herring."—Bill Danker.

DR. MAYNARD Buster Williams and Lewis Deen are working to fair returns in Oklahoma, according to reports drifting in from that sector.

ELGIN & WALTHAM WATCHES \$1.75

7 Jewel, 18 Size In Engraved Cases at
 Send for Price List, Money Back If Not Satisfied.
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D. J. (DUTCH) VAGA of coil fame, was a welcome visitor to the pipes desk last week. He infoed that he has been working coils to good business when weather permits. South Dakota territory, especially Yankton, was the best spot for him during the season, says Dutch. He asserted that when the remainder of the gang of workers he was with this summer went south, he decided to remain north of the Ohio River until after Christmas, at which time he plans to head for Florida and the fairs there. Since leaving Albert Lea, Minn., where he encountered three days of snow, Dutch worked coils to a good week's business

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INCREASE YOUR SALES
 Give Away a Silk Pocket Hankie with each Tie you sell. Assorted Colors and Patterns.
25c Per Dozen \$2.88 Per Gross
 Send Cash or Stamps with Order. NO FREE OFFER.
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Great Xmas Sellers **\$21.00**
 Outstanding values that sell on sight and triple your money. Prompt shipments. **A GROSS**
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 300 W. Adams St., Dept 1-J, Chicago, Ill.

Send correspondence to advertisers by mentioning The Billboard.

manufacturer in addition to his sales profits.

Notice to salesmen: Razor blade stoppers, hones and large packages of razor blades are selling well in office buildings. If you have not tried it, put in a small line and make the experiment. These articles have not been worked for a while, but they are coming back with a bang which makes me feel that the demand must be picking up.

Louis J. Lindner, New York, pushes a line of caps and gowns for graduation exercises. He calls on beauty schools all over the country. He says that black gowns are a bit passe. The girls prefer colors.

Which reminds me that privately conducted technical and trade schools make a good market for many articles with almost unlimited possibilities for re-sales if you have the right kind of stuff. Field is wide open because it has not yet been worked systematically. You can get a list of these schools from your local directory. Both men's and women's lines are acceptable and you may get demonstration privileges by contacting the management. Idea is to make a small reduction in view of the large sales that can be obtained by group solicitation.

Saleswomen with real demonstrating talent are wanted in the beauty industry for demonstration crews, covering exhibitions and private demonstrations. Many direct saleswomen have gone in this field during the last few years and there are good opportunities for crew managers.

M. H. Henderson, Jamestown, N. Y., is selling signs and goes about his work with an eye for big sales. Entering a town, his first job is to find out who is doing a volume of business. That's the fellow he contacts. By following this plan he gets large orders and he has plenty of time to look after the small fry, once he has settled the big ones.

Saleswomen, Salesmen, Manufacturers, Dealers! Send your news to Direct Sales Stuff.

Jack Horwitz, of Cleveland, writes us a letter which makes our head swell. He says he likes "Direct Sales Stuff" very much. Thanks a million, Jack. How about telling some of the boys about the column and asking them to send in personals about themselves? Jack is now handling a flashlight line, and tells us that he is always interested in hearing from manufacturers about any new items they may be producing. Any manufacturers wishing to contact Jack are requested to send their letters to "Direct Sales Stuff." We'll see that he gets them.

If you have a successful sales story to tell, or an interesting experience, want a new connection, information about any article, advice on any problem concerning your sales activities, write to this column. Address Direct Sales Stuff, The Billboard, New York.

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\$15.00 Doz.
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XMAS AND NEW YEAR FAVORS.
All fabric Doll.
Washable face.
Dressed in satin trimmed with
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Colors, 2 1/2" High.
Sample \$1.50
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Catalog Free.
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Send for our Free Catalogue, showing you the
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10 Cards, 7 1/2" x 5" Box. Sell for 20c. 25 Cards,
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Cakes—Notions. **SOAP DEALS.**
SOUTHERN OHIO PRODUCTS,
427 Elm Street, Cincinnati, O.

ROUTES

(Continued from page 33)
Rickett's Show: Clive, Ga., 22-24; Pineora 25-27; Bloomingdale 28-Dec. 1; Clyde 2-4; Roberts & Co., Magicians: Hazlehurst, Ga., 22-27.

REPERTOIRE

Baxter-Leonard Players: (Franklin) Lavonia, Ga., 22-27.
Billy's Comedians, Billy Wehle's: Quincy, Fla., 24; Tallahassee 25; Perry 26; Madison 27; season ends.
Brownie's Comedians: Pearson, Ga., 22-27.
Princess Stock Co.: Hampton, Ark., 22-27.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Burke, Harry: St. Martinsville, La.
Dixie Expo.: Mobile, Ala.
Evangeline: Plain Dealing, La.
Florida Expo.: Bakersburg, S. C.
Greater United: Alice, Tex.; Benavides 29-Dec. 3; season ends.
Green's, Doc, United: Ft. Motte, S. C.
Henry's United: Boswell, Okla.
Heth Bros.: Southern: Enterprise, Ala.
Hyde, Eric B.: Statesboro, Ga.
Isler United: Swifton, Ark.; Pangburn 29-Dec. 4.
Lawrence, Sam: Waycross, Ga.
Midwest: La Mesa, N. M.
Miller Amusements: Kaplan, La.; Lafayette 29-Dec. 4.
Nyde's Indoor: Hazlehurst, Ga.
Orange State: Jacksonville, Fla.
Rogers & Poole: Houston, Tex.
Siebrand's: Calipatria, Calif.
Smith Bros.: Okla.
Spencer, C. L.: Cary, Miss.

CIRCUS AND WILD WEST

Bible Bros.: Steubenville, O., 23; Marietta 24.
Great Eastern: (Coliseum) Mansfield, O., 22-28.
Klein's Indoor: Avalon, Pa., 23-24; Sharpsburg 29; Dennison, O., 30.
Polack Bros.: (Armory) McAlester, Okla., 22-24; (Auditorium) Wewoka 25-27; (Auditorium) Muskogee 29-Dec. 5.
United Indoor: Kalamazoo, Mich., 29-30; Battle Creek Dec. 1-2; Logansport, Ind., 3; Frankfort 4.
Vanderburg Bros.: Bodcaw, Ark., 26; Fouke 27.
WPA: (Main St. Armory) New Rochelle, N. Y., 25-27; (212th Coast Artillery Armory) New York City Dec. 1-4.

Additional Routes

(Received too late for classification)
Crowley Show: Sparks, Ga., 22-27.
Daniel, Magician: Jacksonville, Ill., 24-25; Springfield 26-27; Ekhart 29-30.
McNally Variety Show: Mullica Hill, N. J., 22-27.
Walker Family Show: Gardi, Ga., 22-27.

El Paso

EL PASO, Tex., Nov. 20.—This city is becoming a regular winter home for outdoor show people and no less than 200 are here now. Two shows are wintering here, Mel H. Vaught's State Fair Shows and Barney Bros. Circus, Jack G. Foss, manager.

Seen in town this week: Happy White-man, Morris Thirman, Mr. and Mrs. Ed Lundgren, of the Midwest Shows, and Paul Towe, of Silver State Shows.

Milo Anthony's side show will play Las Cruces, N. M., until his location in El Paso's downtown section is ready.

Charley White, concession manager of the State Fair Shows, has been ill at his winter home here with influenza but is improved.

Verne Newcombe, concessions and amusement manager of the Southwestern Sun Carnival, made a trip to Arizona to book additional attractions. He visited the Helldorado frontier celebration at Buckeye, Ariz., where C. F. Ziegler's Shows were playing.

Oklahoma City

OKLAHOMA CITY, Nov. 20.—Morris Miller's traveling museum opening week here profitable. Bill and Bezy, South African Pygmies, drawing card in display window. Carl Penzer, chief ticket seller; Carl Hodges, superintendent doors; Albert Rives, assistant. Platform features: The Halligans and Leona, mentalist; Captain Lewis, rubber man; Eddie and Oscar, ventriloquists; Pearl White, indestructible lady; Dorothy Dawson, sword box; Bob Wallace, Pop-Eye; Juan and Martina, Filipino midgets; Nelson-Lorraine, knife thrower; Carl-Carlotta, feature in annex, with Professor Louis Joseph, orator; Harry Alexander, ticket seller; Barton Hamilton, doorkeeper; Edward Kilgore and Robert Winschall, inside lecturers; Bennie Wells, painter-decorator; Pearl Norton, superintendent, dining room; Dick Tatman, driver official car; Edward Schuman, boss properties. Visi-

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LOOK! JUST OFF THE PRESS, OUR 1938 GENERAL CATALOG, 180 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business.
MIDWEST MERCHANDISE CO.
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MECHANICAL TOYS FOR XMAS
We are Headquarters with over 500 Gross Assorted to Offer

OH-U-DOG (Original—Blue Box) Doz. \$1.75; Gross, \$21.00
MECHANICAL DONKEY (Operates Same as Dog) Doz. \$2.00; Gross, \$22.50
MECHANICAL DANCING DOLL (Small Size. Packed 1 Doz. to Box) Gross, \$9.60
MECHANICAL BULL (Operates Same as Dog) Doz. \$1.75; Gross, \$21.00
MECHANICAL DOG, with Shoe. (Small Size). Packed 1 to Box. Gross. \$9.00
CRAWLING BABY (Large Size). Doz. \$2.00; Gross \$22.50
OTHER NUMBERS AT SIMILAR LOW PRICES.
1/3 Deposit Required on All C. O. D. Orders.
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MR. OPERATOR! WHY WAIT! Write us now for full details on this Altar, as well as our Candle Light Xmas Trees with lights that never burn out. The Ideal Salescard Number for school campaigns and church organizations.

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STATE YOUR LINE OR BUSINESS.
FOLLOW THE LEADERS
TIME MEANS MONEY
Write for Complete Listing on Mechanical Toys, Charms, Etc.
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1902 N. 3rd St., MILWAUKEE.

tors: Leo Blondin, custodian Oklahoma City Zoo; Frank Stauart, author *Sawdust and Spangles*; E. A. Harrington, operating Oklahoma City's Silver Moon, eating place, going to sell and take to road with Uncle Tom's Cabin company; Frederick (Toby) Wilson, in lunch-stand business, once with Joe Baird, en tour with Baird & Wilson Comedians. Reports Baird, leader of orchestra, in Los Angeles, Calif., theater. Doc Holland, once famous as booking agent at Fort Worth, Tex., registered under Visitors. Ditto, P. A. Wornald, on police department, in trouping days all-round showman, and recently buried his famous show dog, "Trouper," aged 19; Jess Hill, in fire department; Red Sickle, old school showman, has fire department band; Hon. Mike Peshek, when on road crack musician, now city clerk, and William Leroy, clown, will put in winter with Punch and Judy and Marionettes in Oklahoma City's big department stores. J. F. (Slim) Schimmpelting to his Minnesota home. . . . Ernie McColium, electrician, to Marion, Ind. . . . Del Dickey to St. Louis for winter. Reported by Doc Waddell.

WASHINGTON, D. C., Nov. 20.—E. Lawrence Phillips, of the New Johnny J. Jones Exposition, was here this week on business and will leave next week for Chicago.

BUFFALO, N. Y., Nov. 20.—W. C. Fleming, after transacting some business in Washington and New York, arrived here this week for a short stay at his home prior to leaving for the Chicago conventions.

Concessionaires . . . NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPECAHOE CITY, OHIO

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Convention Headquarters, Suite 935, Sherman Hotel, Chicago
Showman's Insurance Man,
CHARLES A. LENZ
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Get in Touch with Us.

Funland Has Gala Opening in Miami

MIAMI, Fla., Nov. 22.—Funland Park opened Saturday night in coldest weather ever experienced in the South. A beautiful midway of rides, shows and concessions, all newly painted, reflected credit on Andy Bros. and William J. Tucker, owners and managers of Funland.

Opening was a gala event in spite of cold and midway was packed with thousands of first-nighters. Outdoor showmen, city officials and a delegation of ministers looked Funland over and gave their approval. At the new ride, the Stratoship, long lines waited turns and it did capacity business long after gates were closed. New open-air ballroom had a nice play in spite of cold.

Over 188 telegrams arrived from all parts of the country, wishing Andy Bros. and Tucker success. Bob Morton, indoor circus promoter, highly praised Funland, which is due for a long and prosperous season, from all indications.

Oscar V. Babcock, as a free act, received an ovation as he looped the loop on a bicycle, and Wollandi on the high wire also was accorded a fine reception. Jean Belasco put over a nice publicity campaign for the opening, hitting all papers.

Tampa Fair Will Make Bow With Modern Exhibit Halls

TAMPA, Fla., Nov. 20.—Housed in modern concrete and steel exhibition halls, Florida State Fair will make its 1938 bow here. Razing of the last of the wooden structures that were here for a quarter of a century has been completed and in its place is rising a new fish and game building that will complete the year's building program. Additional improvements, including a new community exhibition building, 140 by 200 feet, are scheduled for 1938. Estimated cost is more than \$100,000.

Despite increased space in new exposition halls there will be no vacant locations, said General Manager P. T. Strieder, who reports space reservations far in excess of previous years. Florida

National Exhibits, sponsor of the State shows at A Century of Progress and Cleveland exposition, has reserved an entire building for diorama displays under personal direction of Earl Brown.

United States government exhibits will include a huge diorama from the Bureau of fisheries, being transferred from Texas Centennial. Extensive exhibits from the agricultural division, larger cattle show, additional activities of Future Farmers of America, citrus show and improved art exhibition are included in plans.

Many improvements have been made on grounds, including removal of race horse stables and beautification of the sector which borders the Hillsboro River. Royal American Shows, wintering here, will again be on the midway.



PROMINENTS IN OUTDOOR SHOW BUSINESS and all active in the affairs of the Showmen's League of America are shown here as photographed at Hot Springs, Ark., recently. They were taking the baths following a strenuous season, making plans for the future and doing a little thinking along general lines while resting. Back row, left to right: J. W. Conklyn, M. J. Doolan, J. C. McCaffery, Edward A. Hook, Oscar Bloom and Maz Goodman. Front: W. J. Gtroud, Sam J. Levy, Louis Leonard, Sam Friedman and Sam Solomon.

West Coast Back in Barn

Plays Porterville to good returns and goes home from Delano

PORTERVILLE, Calif., Nov. 20.—The West Coast Amusement Company closed engagement here Armistice Day to good business with fair weather. The Armistice and fair committee co-operated in every way possible with excellent work to its credit. For the 10th time this show wound up its major bookings for the season at this spot and for the period the gross was up above the other nine. Hazel and Frank Redmond came on from the Clark Shows with Penny Arcade and their other concessions. M. E. Arthur topped the midway with Ten-in-One, and Bull Martin with Athletic Arena had a fine engagement. Carl Holt did great with *Night in Paris*.

Sign Up for 1938

Signers of contracts for 1938 are Joe Zotter, riding devices; M. E. Arthur, side-show attractions; Carl Holt, minstrel and girl shows; Bull Martin, Athletic Arena; Harry Meyers, concessions; Lester Dobbs, ham and bacon concessions; Jack Christenson, candy apples, pop corn, peanuts and balloons; Charles Walpert, wheels; Mrs. Charles Walpert, bingo, and George Andrew Kokan, cafe and grab stands. Fred Shirley resigned as electrician and is in charge of winter quarters, Oakland, Calif. Ralph Deering booked ride mechanic and lot superintendent. Nioh Krekos will have charge of train.

Manager Krekos Going East

Manager Mike Krekos leaves for New York and East on a buying trip. Louie Leos left for his home, Los Banos, Calif. General Agent W. T. Jessup going to Murietta Springs, Calif., for a rest. Show was out for 40 weeks and the personnel was practically as at season's opening when it closed at Delano, Calif.

Owing to fact that the show closed at Porterville on Thursday it was decided by the management that Saturday and Sunday should be played at Delano, a cotton settlement, which was the closing stand. The Community Club was secured by General Agent Jessup as auspices and the show opened Saturday night to big business and increased Sunday. Show loaded Monday morning and entrained for its new home. After summing it all up and looking at Auditor Leo Leo's statements, 1938 was definitely the greatest season for this show in history. So thanking *The Billboard* for its co-operation for showman by showman, the writer will fold his West Coast Amusement Company's writeups for season 1937. Reported by W. T. Jessup.

Spillman's Hi-De-Ho New Name in World of Rides

NORTH TONAWANDA, N. Y., Nov. 20.—Spillman Engineering Corporation has a new and different ride and funhouse combined, called Hi-De-Ho, which proved popular in five cities where it was operated this fall. Hi-De-Ho, booked on the World of Mirth Shows near end of the 1937 season, played Winston-Salem, Raleigh, Columbia, Orangeburg and Anderson.

Altho the South was suffering from low cotton prices and business generally was far below par, Hi-De-Ho held its own with everything else on the midway and receipts about tripled those of other Funhouses at the same engagements. Hi-De-Ho turned in a one day's gross of \$605.25, a week's gross of \$1,331, and its capacity was never taxed.

It will load complete on a 24-foot trailer. Front is about 40 feet, extending about 18 feet high, being well flooded with lights behind top cornice panels. Revolving curtains in either side of front are an innovation which afford constant motion and cause people to stop and watch the "funnies" on the curtains. Hi-De-Ho is proven to be a big "repeater." It is built for any type of midway, park or carnival, and for every type of show, wagon, motorized or gilly.

Floyd Newell Arrives in Cincinnati To Sleep

CINCINNATI, Nov. 20.—Floyd Newell, general press agent Sheels Midway, arrived here today en route from Savannah, Ga., to Chicago, after a long and strenuous season.

He visited *The Billboard* and when asked what he was going to do in the Queen City he said: "Am going to sleep until some time during the coming week and then go to the conventions and Showmen's League banquet and ball. No one can slumber while the doings are going on in the Windy City." Later on he returned to *The Billboard* and said: "Just finished four hours in the arms of Morpheus and can add that to my sleep record, which I intend to try to break while in your beautiful city, now filled with snow."

Ladies' Auxiliary

Pacific Coast Showmen's Association.

LOS ANGELES, Nov. 20.—The regular meeting, Monday, November 15, was presided over by President Peggy Forstall and attended by 86 members. First was the salute to the flag.

Former secretary, Vera Downey, pinching for Secretary Ruby Kirkendall, read the minutes. The financial report was wildly applauded. Sister Betty Coe sent in seven new members; three more credited to Mario Lefors and three to Estelle Hanscom. Many shows are in from the road and President Peggy Forstall called on each of the returned members to say a word to the club. Among those who responded were Leone Barrie, Lucille King, Ethel Krug, Kelly Castle, Edith Bullock, Rose Clark, Peed Runkle, Hazel Redmond, Peggy Steinberg, Marie Jessup and Estelle Hanscom. All report good seasons but happy to be home.

Sister Florence Webber, just back, reported ill. Flowers and delicatious were sent her.

Sister Grace De Garro, of the entertainment committee, reports she has a fine show in rehearsal for the Tacky Party for November 24. All committees responded well and all plans are completed for a splendid "welcome home" party. The bank award was won by Edith Bullock.

All voted this an interesting meeting. A fine lunch was served by Mother Fisher and the club meeting adjourned.

INEZ WALSH.

Suicide Club in Big Season

MINNEAPOLIS, Nov. 20.—Frank R. Winkley reports that his Suicide Club thrill show, which closes its initial season at Valley Midwinter Fair, Harlingen, Tex., had a big season. More than 30 fairs and exhibitions were played and the troupe traveled 30,000 miles, playing in 13 States. Winkley presented such stunts as auto rollover, dynamite drive, auto leap thru burning wall, wreck-'em race and others. He said he is planning a more elaborate show for 1938.

TAMPA, Nov. 20.—Walter Lanford and his family band, following the close of the John B. Davis Southern Shows, arrived here and will take up holiday work. Will open his Florida fair bookings in January.

Hartmann's Broadcast

MAURICE W. JENCKS, president of the International Association of Fairs and Expositions and secretary of the Kansas Free Fair, Topeka, fully agrees with us in our arguments against the abuse of microphones on midway.



A. C. HARTMANN

And not only that, he predicts that if something is not done voluntarily to overcome the abuse, John Law will take a hand. "I was interested in your article in the November 13 issue of The Billboard in which you talk about the microphones being abused on the carnival lots," writes Jencks. "I agree with you 100 per cent, Al, and I will prophesy that unless the owners of carnivals organizations reduce the volume so they do not carry outside of fair lots, ordinances in cities will prohibit the use of microphones on fairgrounds."

"At our own Kansas Free Fair here in Topeka we had complaints coming from people living more than two miles away from the grounds and I was obliged to ask the carnival management to reduce the volume of the microphones or close them altogether. "Sound trucks were a splendid advertising medium, but it is now impossible to operate them in the average city because of the indiscreet way in which the sound was used."

Now, folks, you know how one of the most prominent men in the fair world feels about this subject.

DOES a clean midway at the fair pay? S. S. Lewis, president and general manager of the York Inter-State Fair, York, Pa., answers that question forcefully, and he backs up his statements with real evidence—photographs. Listen to what he says:

"I read with much interest your column 'Hartmann's Broadcast' in November 6 issue of The Billboard wherein, among other things, you refer to the adoption, adherence to and result of the 'Showman Censor Idea' in connection with the York Inter-State Fair. The management of the fair is not only well pleased with the result of the stand they took in the matter of show and concession censorship, but highly gratified that other fairs, like Bloomsburg, are falling in line with The Billboard's advocated policy of clean midways."

"I am sending you under separate cover tangible evidence, in the way of photographs, that the censorship policy inaugurated some years back, and now strictly adhered to, has not in any way affected either the attendance or receipts of the York Inter-State Fair. The air picture, as you will note, shows very clearly that every inch of space of the 120 acres was occupied. The photographs of the grand stand, by day and by night, leads one to believe that the amusement-minded fair fans were satisfied. The three separate and distinct shots of the midway at different points thereon clearly indicate that the running of a clean midway does not in any way detract from the attendance. We enjoyed a very substantial increase in the gate, concession and grand-stand cash receipts."

Two of the photos to which Lewis refers will be found in the fair department of this issue.

"COL. LINARD JONES' Colossal Circus G'Lux will surely be on

the road one of these days. It will be a real show and a clean one." These lines were taken from a letter from Col. Linard Jones, intimately called "The Little Colonel," in the spring of 1936.

But now or never will there be such a show with "The Little Colonel" as the guiding spirit, for Colonel Jones has passed on. Death took the 14-year-old boy after he had been bedridden for 11 years, a victim of tuberculosis of the spine.

Of course, Colonel Jones' circus was only imaginary, but it was something that aided no little in taking his mind off his dreaded disease. The imaginary circus was the result of the keen interest he took in circuses and circus people. No youngster ever admired or loved them more, and those circus people who were friends of "The Little Colonel" probably never had a better pal or booster in the outside world. Circus folks were pure gold to him and he enjoyed nothing better than a circus performance. The last show he saw was Downie Bros. Circus on October 8 at Leesburg, Fla., where he watched the performance from a stretcher-like affair called a Bradford frame.

No youth ever put up a gamer fight against disease than Col. Linard Jones. And the odd part about it was that he always considered the other patients, numbering more than 50, in the Harry-Anna Home, as being worse off physically than he. He was really the "life" of the home, and after he would receive letters, postcards, photos and other literature from his circus friends he would take great delight in passing them around to his fellow cripples so that they, too, could share in the enjoyment. And right here we want to say that if there was anything "The Little Colonel" was strongly opposed to, it was financial assistance, because he never was in want at the home.

Getting back to his imaginary circus, many people have probably wondered how Colonel Jones hit upon the "G'Lux" part of the title. It was to honor a man who had done so many nice things for him—George H. Lux, of the Erie Lithographing and Printing Company, "G'Lux" being used instead of "De Luxe." And the circus, the Colonel often said, would go out only under the condition that all cripples and orphans in every city played would be admitted free to the performance! Think of that!

William Dressman and wife, of the Cincinnati Zoo, suggest that something be done to perpetuate the memory of Colonel Jones in the form of a monument at his grave, bearing an inscription about his esteem for circus folk and circus folks' esteem for him. We would like to know how others feel about this. Address communications to 25-27 Opera place, Cincinnati, O.

JACKSON, Miss., has two leading department stores in the Emporium and the E. E. Kennington Company, located opposite one another. Each year for the past seven years at least the bosses and employees of these stores have made it a practice to attend the midway of the Mississippi State Fair in a body, taking in every show and ride. There have been times when there were more than 100 in a party, but never have they asked for a cut rate.

Other fair and carnival men who do not make a special effort to encourage patronage from department store bosses and employees might find it profitable to do so.

IN Folsom State Prison, Repress, Calif., is a circus trouper by the name of Mickey Doyle. For seven years, however, he has done no troup- ing. "Serving" has been his sole duty.

Altho Mickey has not done any troup- ing during that long period of years, he has not failed to get "that feeling" just the same. It's all told in an orchid to us from Mickey. Here's his own words:

"Now that the old gentleman with the scythe has whacked another flock

ZIMMY

WORLD'S CHAMPION

LEGLESS SWIMMER

NOW AVAILABLE FOR

PARKS -- FAIRS -- SWIMMING POOLS
EXPOSITIONS

Endurance Swims
Exhibition Diving
Swimming
Special Stunts

USE OWN GLASS TANK

Just completed success-
ful engagements at lead-
ing Fairs, Pools, Exposi-
tions and Theaters.

Readying for next big
swim — KEY WEST to
HAVANA, about
Dec. 24, 1937.



WRITE OR WIRE

This Sensational Box-Office Attraction

Address All Communications to

ZIMMY Permanent Address
The Billboard, 1564 Broadway, N.Y.

of summer months into oblivion, I want to thank you for the mighty pleasant outdoor season which I have enjoyed thru the columns of Old Billy-boy. It seems to me that your coverage and presentation of show-world events becomes broader and better with the passing years, indicating a progressive staff's determination to make The Billboard worthy of its designation as 'The Showman's Bible.' Speaking as one who has figuratively lived thru The Billboard for almost seven years, I congratulate you on a consistently swell job—very ably done."

NATIONAL AMUSEMENT

(Continued from page 3)

along these lines, with a large amount of money to be spent on renovation before the '38 season rolls around. A crew of 110 men is now employed in the park.

Modern Trend Demanded

The circuit system in park business, the brothers believe, will solve many of the problems of park management in the last decade. It is their belief that the time has come when commercial park amusement must be brought up to a standard equal to that found at the recent world's and regional exposition. Tremendous expense involved to accomplish this should be solved, however, by the circuit or chain idea. Plan also is to promote commercial or privately operated parks in the minds of the public thru extensive national advertising campaigns. All parks in the chain will bear the name Palisades with intention of synonymizing Palisades with up-to-date outdoor amusement.

Commenting on the project, Irving Rosenthal said: "Recent competition from civic-operated parks, together with entertainment being offered by motion pictures, radio and other fields, has done much to educate the public against entertainment usually found in our old-style parks. The time has arrived when we must utilize every modern trend, and the only way that's possible is thru wealthy organizations. Non-profit city, State and government beaches and pools and playgrounds have offered destructive competition to commercial parks in the last decade and it's time something

was done about it. The chain idea is the answer."

For Lavish Expenditures

Rosenthal is convinced that "big business" methods must be employed in the commercial park field—parks must be in a position to spend lavish amounts of money annually in development of new features. Theatrical talent and free attractions must be used on a large basis, sponsored entertainment must develop, and architecture, lighting and convenience facilities must keep pace with the times. Quality of food must rate favorably with downtown restaurants. Cooking and dining facilities must be the best.

Palisades Park in New Jersey will lead the way in these directions, the Rosenthals indicate, and are predicting a vastly improved playground in 1938. Large picnic facilities, athletic grounds with handball courts, tennis, etc., additional swimming pools and free parking—everything a public institution offers, will be at disposal of Palisades patrons next year for one gate admission.

Irving is currently laying out the winter's work at the Jersey grounds while Jack travels thru the South in the interests of the operating company. The former plans to leave next week for the Chicago meeting of the National Association of Amusement Parks, Pools and Beaches.

COLLINS, BOOTH—

(Continued from page 3)

and ball program, and in addition a number of stage and radio artists also will entertain. Music for the banquet and dancing will be furnished by Lew Diamond's Orchestra.

In order that the banquet may be started on time the committee requests that all of those having exhibition rooms at the Sherman to close the rooms at 5 o'clock on Wednesday, December 1. This will give everyone an opportunity to dress and report at the banquet hall on time.

Tickets for the event are having a heavy sale, and it is assured the banquet and ball will be a sellout.

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TRUCKS AUTOMOBILES — MOTORIZED YOUR SHOW Write CHARLIE T. GOSS With STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

WANTED Colored Performers, Strong Comedian to feature. Dress Around Brown answer. Sensational Dancer, Chorus Girls that can work. Can also place Piano Player. All winter's work. Want a good used '30n about 40x20, also Seats for same. Must be cheap for cash. All address GEORGE HARDING, care C. L. SPENCER SHOWS, Cary, Miss.



NEW YORK, Nov. 20.—Altho he claims he will not accept, it would be a shame if Irving Rosenthal did not appear before the park, beach and pool men assembled in Chicago week after next to explain his plans for development of a chain of Fallsades amusement parks. The versatile showman is bubbling over with ideas for the nation-wide circuit.



R. S. Littleford Jr.

Far too many to ever appear in one issue of The Billboard... Prepare yourself, Irving—it looks like you will have to explain a few details. There's talk of reopening the drive to form an Eastern division of the Showmen's League with headquarters in this city... It does seem logical that the org be represented here by a chapter and clubrooms—especially with the World's Fair less than two years away... Joe Hughes, of the Hamid office, and Art Lewis, carnival operator, are intensely interested and no doubt something will be heard about it in Chicago next week. We hope so.

Transatlantic passenger lists have had their share of showfolk names of late... G. L. Williams, British park and fair man, returned with his charming wife this week aboard the Queen Mary after purchasing park equipment hereabouts. At one time he traveled frank circuits in this country... Frank Braden, p. a. extraordinary, departed with friends Wednesday aboard the Hansa for six weeks of pleasure and rest on the other side... Frank has been planning the trip for years.

Stanley Dawson, sporting a Cole Bros. business card, and Charles L. Sasse, New York act booker, both on scouting missions for Messrs. Adkins and Terrell, will pass in mid-Atlantic this week-end, Sasse on a return voyage and Dawson bound for Britain aboard the Mary... Leo Grund, foreign scout and contact man for the George Hamid office, expected back from Germany and Austria about Thanksgiving... He's been gone for more than a couple of months.

LATEST along the street is that S. L. Cronin, head man of the Barnes-Sells-Floto show for past several seasons, will manage Tim McCoy's new outfit when it hits the road next spring... And that Ralph Clawson, of the Big One, will take over position vacated by Cronin... Pat Valdo is being considered for personnel director by several shows and other outdoor interests... John Powers, personal manager of McCoy, has been in the city contacting booking offices and agents in quest for McCoy attractions. He's lining up some brilliant stuff, they say.

Cole Bros.' agents in town to confer with Ringling execs on possible title for their No. 2 unit. It couldn't be the John Robinson moniker they are after—or could it?... At Hamilton, of the Frank Wirth indoor circus office, in to report that season so far has been one of the most successful he's seen in years... Henry Kyes, baton wielder of the Merle Evans trained musickers on the Hagenbeck-Wallace show, stopping at the Chesterfield, but will be off again ere long... Vernon Reaver here and gone again before we had time to say hello.

That was Max Linderman and Will Davis, Rutland (Vt.) Fair secretary, with their heads together in the Hotel Edison this week... Gaylord White, World of Mirth p. a., resting here until time to leave for Chicago... Art Lewis advises not to be surprised if you see him on, falls next season. Quit the kiddin', Art... Growing reports have been coming from Fulmland Park in Miami. New set-up, scheduled to open this week, is not big but neat, 'tis said, with Operators Dave and Ralph Endy and Will J.

Tucker applying all their midway technique to make it a winner. Phil Isser back from World of Mirth with rousing reports of the South... Bingo, the new game craze hereabouts, can use plenty of good carnival and side-show talkers, operators are saying. It's a tough existence but profitable—especially in New Jersey.

MANY RESERVATIONS— (Continued from page 3)

As a rule, there are few arrivals before Thanksgiving and this year is no exception, but many are coming in on the day following. Among those who have reservations for November 26 are C. W. Cracraft, Ida Cohen, G. A. Brown, N. S. Alexander, Mr. and Mrs. Dee Lang, A. L. Filogrosso, W. C. (Bill) Fleming, George Gantner, P. C. Flournoy, C. E. Houck, George W. Johnson, Paul H. Huedepohl, Prof. Shearer, James E. Strates, C. M. Vestal, Ben H. Voorheis, Elmer Brown.

Coming in November 27 are Max Cohen, H. F. DePue, A. R. Corey, L. L. Custer, Charles A. Curtis, John Conbrough, Francis Deane, Frank Fournier, Mr. and Mrs. Charles T. Goss, C. W. Hinck, Mr. and Mrs. A. W. Ketchum, G. E. (Jerry) Kohn, J. C. McCaffery, Harry C. Ritter, J. C. Simpson, E. Siegrist, E. W. Weaver.

November 28 reservations include L. Ray Anderson, Arthur Albertson, F. J. Claypool, Eddie Coe, H. A. Derenthal, Mr. and Mrs. H. L. Pitton, George A. Hamid, Earl E. Holden, L. L. Hall, W. L. Hartzer, R. E. Haney, Doris Humphrey, E. E. Irwin, Mrs. Johany J. Jones, Mrs. Mabel Killaly, Mr. and Mrs. Morris Lipsky, Mr. and Mrs. Ralph Lockett, J. F. Malone, Levi F. Moore, Mr. and Mrs. E. Lawrence Phillips, Fred Fansher, Maurice Piesen, Vaughn Richardson, Charles Belchert, Ben O. Roodhouse, W. J. Starkweather, Arthur Sellner, Mrs. H. W. Sellner, John Sloan, J. C. (Tommy) Thomas, Mr. and Mrs. Walter A. White, Ernie Young.

For November 29, Mr. and Mrs. P. W. Abbott, Jack Auslett, C. Ed Beaman, Tex Clark, Mat S. Cohen, Fred A. Chapman, Noble C. Fairly, Max Goodman, O. W. Hennies, George Howk, H. J. Humphrey, Art Lewis, R. D. (Duke) Molesworth, A. B. McSwigan, J. P. Mullen, Jule Miller, Charles F. Driver, Charles A. Somma, Mabel Stire, Aurel Vaszin, and for November 30, Andy Adams, William Senior L. J. Taber, Mr. and Mrs. Abner K. Kline will arrive November 23, and Mr. and Mrs. Noble C. Fairly November 25.

The foregoing have had their reservations in several weeks in advance. Hundreds of others will be received between this date and start of the conventions.

CIRCUS SCHOOL— (Continued from page 44)

"The ery of the school," Dankman says. "The students have their dormitories on the outskirts of Moscow, and the majority of them receive a monthly stipend from the government while attending school.

Three-Year Course

"To be admitted to the circus school it is necessary to submit a certificate of graduation from an elementary (seven-grade) school. The course of study is three years and students choose their major subject at the beginning of the second term. The school's curriculum includes classes in acrobatics, juggling, jousting, rope-walking, clowns' tricks and horseback riding. Such subjects as literature, history of the circus and theater, makeup, dancing, eurythmics, music and acting are also part of the program, and study of Russian, German, history of the USSR and political subjects is obligatory.

"The teaching staff is composed of prominent masters of circus art, of actors from the theater, masters of the ballet and of highly qualified pedagoges. The aim is to train people (with cultural background and political development) to be perfect artists in the particular field of circus art they have chosen.

"The school's courses of study are not limited to work in the classroom and riding academy. The students also visit the best theaters, attend outside lectures on politics and art and frequent the museums. The school library is constantly being replenished with new books.

"At the end of the school year announcements are made over the radio and in the press that registration is open for the coming year. From all corners of the Soviet Union—the Far North,

the shores of the Black Sea, from the Far Eastern frontiers—applications pour in from people who are eager to join the circus school. For 60 vacancies, 1,400 applications were received this year. The majority of the students are the youth of factories, shops and offices.

30 Girls Among Students

"Among the 120 students there are 30 girls. In 1936 students of different nationalities were drawn in to be trained for the circus in order to produce their own national numbers. The representatives of 12 nationalities of the Soviet Union work and live together in the dormitories of the school, among them being Kirghizians, Yakuts, Ukrainians and Russians, who with equal zeal master the technique of circus art.

"The school aims to train the artist and create such an excellent number that it can be shown in the circus arena without further training. Not only training-teachers take a hand in the creation of these numbers, but stage producers, scenic and costume designers and musicians are also attracted to circus productions. All the properties and costumes necessary for the various numbers are placed at the disposal of the graduate artists by the circus administration during the entire time of their work in circuses.

"Special attention is given to the clowns' dialog. The texts are worked out by the teachers and trainers and the producer, who themselves make a study of the art of the circus.

"The students' initiative is encouraged in every way, and they are helped to carry out experiments of their own for new numbers.

"During its existence the circus technique has produced many numbers in the circus arena. These include all genres, such as jugglers, tricks, eccentric acrobatics, jousting, acrobatic jumping, tight-rope walking, horseback riding, barrel jumping, clowns' tricks.

Circus Popularity Great

There has been world-wide appreciation of the great development of the theater and cinema art in the Soviet Union, but not many people are aware of the great popularity of the circus, Dankman points out.

"There are hundreds of circus troupes thruout the country, most of them traveling, but many of them remaining permanently in cities during the winter as well as, in much larger numbers, during the summer. All of them are state-owned. They are operated by a huge trust called Gometz (United State Music Hall, Vaudeville and Circus), which is controlled by the People's Commissariat of Education.

"The permanent circus troupes, many of which perform in amusement parks, change their programs at intervals. For two or three days after such changes there are circus parades advertising the new features. For traveling companies the parade is a regular part of each new engagement.

"Circus companies perform in 130 cities, and they also visit collective farms. Usually the arena is about 40 feet in diameter and the seating capacity anything from a few hundred to 4,000. A new circus theater to be built in Moscow will seat more than 5,000. During the week there is one evening performance, but on holidays and the weekly rest day performances are sometimes given morning, afternoon and evening. Circuses travel by automobile, rail, boat and even airplane. The season, depending on local conditions, lasts from two months to the whole year round."

Tent Shows in France

PARIS, Nov. 15.—Cirque Medrano canvas-topped "construction" arena is playing at Lyons with big bill headed by Grock, clown.

Jouviano's Menagerie, Durval's dog show, Gallon's animal show, Cohen's vaude show and Moro's revue are playing street fair in Rouen. Vignolle's Menagerie and Minet's crocodiles are at the fair in Le Mans; Berthier-Riga portable theater at Barle Duc.

The big Cirque Amar is playing long stand at Constantine in Northern Africa.

For 1938 Season

Will Book Real flash for your midway. Also indoors for this winter.

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Now Booking for 1938 Merchandise Concessions only, Rides and Shows. All winter's work. Etba, Ala., this week.

Notes From the Crossroads

By NAT GREEN

INDEPENDENT acts have from time immemorial put up the cry that they are discriminated against by fairs, parks and others using free attractions. Whether or not it is true we do not know, but a communication received a few days ago from an act that has played fairs for years puts the blame mainly upon the acts themselves.



NAT GREEN

Says our correspondent: "It may be rather interesting to know that the majority of fair secretaries booking independently are in a very skeptical mood as to whether the acts will appear when booking independently, and I presume it is the act's own fault. We felt the brunt of this skepticism this year when at one time in the early fall we had over \$1,000 outstanding in cash bonds issued to guarantee our appearance. You see, we are quite unlike other acts, in that we issue an equivalent sum of the contract price, in return for which the contract price is deposited in the local bank, and thus we are sure of our money. We played fairs in Pennsylvania, Illinois, Missouri, Nebraska and Wyoming this year and all fairs paid off 100 per cent except one, which failed to pay off, but in this instance our act was booked in by a carnival now defunct."

Possibly the solution of many of the troubles of both acts and fairs would be posting of bonds by the acts and posting of acts' salaries by the fairs. No doubt many acts would not be in a position to comply with such a rule, but on the other hand if fair secretaries have been disappointed by acts one can't blame them for taking steps to prevent a repetition, and the same goes for acts not paid off by fairs.

Emmett Kelly, noted tramp clown, is in Chi for a few days and will leave shortly for New York to sail December 9 for England to appear in the Bertram Mills Circus in London. . . . He will be back in January to play several Shrine circuses for Orrin Davenport. . . . Jack and Martha Joyce have left for the West Coast, where Jack will be busy breaking horses for next year's Al G. Barnes Circus. . . . Ted Todd, well-known newspaper man, who is now handling publicity and exploitation for Wilson & Company, packers, is putting on the 20th annual 4-H Club show for the company at Medina Temple. . . . Has on his program Cardini, sleight-of-hand expert; Lowe, Hite and Stanley, vaude act; a line of girls formerly at the Drake Hotel, and some of Frank Buck's animals, as well as many other acts. . . . Omer J. Kenyon has closed with Bob Morton and stopped off in Chi for a couple of days on his way to Des Moines, Iowa. . . . Ora Parks has hooked up with the Black Forest ice revue. . . . Dan DeBaugh, back from Miami and Sarasota, reports that he had a swell time. . . . Louise Griebel, of Elmira, N. Y., in Chi on business and visiting friends and relatives. . . . She was with the Strates shows the past season. . . . Ralph Williams, contracting press on Hagenbeck-Wallace Circus, stopped off for a day on his way home to Rochester, N. Y. . . . Our Western scout reports that Mabel Buck is readying a swell tiger act for next season. . . . Antoinette Concello, Miley King and Eileen Lally have been giving the State street stores the once over. . . . Oklahoma Legislature is expected to pass a bond issue of \$1,343,000 for the Oklahoma State Fair on December 7. . . . This will assure a \$2,000,000 plant for the fair, and Manager Ralph T. Hemphill is making elaborate plans to celebrate Oklahoma's Golden Saga in 1939.

Called at *The Billboard* offices, Cincinnati, last Friday.

DICK SCATTERDAY, who had the banners on the Downie show the past two seasons, handled program for the U. S. Navy Band concert at Macon, Ga., November 23, under auspices of the Police Relief Association.

A. Y. MILAM, attorney for Mrs. Emily Ringling, stated on November 10 that she had signed an order disclaiming any dower rights in the art museum at Sarasota, Fla., which the late John Ringling willed to the State of Florida.

ROY BARRETT finished his Eastern dates at Elizabeth, N. J., November 20 for Frank Wirth. Had six straight weeks. Barrett headed for Chicago and will open December 25 for Orrin Davenport, with other dates to follow.

LESTER RODGERS, concessioner with Cole Bros.' Circus, returned to Steubenville, O., for the off season. Until close of football season he plans to make several Eastern Ohio spots where major high-school grid games are being played.

HOWARD BRYANT has received contracts from RKO for four pictures to do lead comedy. Has one more picture to do with Tom Tyler. Bryant's wife received a new 17-foot trailer which she will use next spring to visit her mother and brother.

SAM W. GUMPERTZ has been congratulated for starting a fund to procure an iron lung for infantile paralysis victims by Augusta C. Russel, health nurse of Sarasota County, Fla. Miss Russel said it would be the only iron lung in that State and of great value to the medical and nursing profession.

HERMAN (WINDY) MILLER, in hand on Tom Mix Circus past season, called at *The Billboard* office while in Cincinnati last week. Was en route to Marianna, Fla., and from there will go to Jacksonville, Fla., and visit Carl Robinson.

J. C. ADMIRE writes from Brazil, Ind.: "Saw in *The Billboard* where C. R. Coleman succeeded me as general agent of Howe Bros.' Circus after I left. Have a letter from Coleman saying he left at Blackshear, Ga., November 11. He was still brigade agent."

JACK McFARLAND, 24-hour man and banner-representative of Seils-Sterling, assisted Dick Scatterday on program advertising for U. S. Navy Band at Municipal Auditorium, Macon, Ga., November 23. McFarland, who will be back with Seils next year, will leave for Florida.

ERNEST (HAPPY) SUMRALL, after closing with Blue Ribbon Shows at Dawson, Ga., and placing Loop-the-Loop in quarters at Columbus, Ga., went to Lewis Bros.' Circus quarters at Jackson, Mich., where he has started work on trucks. Will be with show next season. His wife also is there.

CHARLES AND PEGGY KLINE, known as Elmer and Elvira, worked Indianapolis Auto Show last week. Main attraction was Rubinoff and his Violin. Klines opened November 20 in Lansing, Mich., at big Toyland and will be there until Christmas, after which they will play a few more auto shows.

SLIVERS JOHNSON, while playing Shrine Circus, Toronto, was taken ill of ptomaine poisoning from eating chop suey and was unable to go to Houston. Says he will play all of Bob Morton's dates this winter, will go to Canadian National Exhibition and will be back at Shrine Circus, Toronto, next fall.

LARRY BENNER, cards from Manila, P. I., October 23, viz.: "Closed a very pleasant and successful season with Tait Shows October 8. Sailed from Soerabaya, Java, October 9. Made six stops in the Philippines, will stop one day at Hong Kong, then go direct to Los Angeles. Expect to arrive in L. A. about November 17."

NICK MACHEDON, horizontal bar gymnast, late of Dan Rice Circus, is spending a few weeks hunting at Bill Langer Farm, Gobles, Mich., following which he will return to Huntington, W. Va., where he will resume duties with Aerial Brocks. Mark Anthony, with the Brocks, is fishing for a few weeks at Hot Springs, Ark.

IN ASHTABULA County, O., the Walter L. Main name is conspicuous. A picture house, dining car, road, filling station, skating rink and night club are named after him. Crowell residence

and estate is being changed into a tourist hotel and will be named after the circus owner. A recent letter sent from Frankfurt, Germany, addressed Walter L. Main Circus, U. S. A., was received by Main at Geneva, O.

JIMMIE (WAXO) SALTER recently closed his third season as 24-hour man with Downie Bros. After a few weeks vacation at home in Milledgeville, Ga., he will again take to road with his "Waxo" mechanical man act, working drug and grocery store windows in the South for two concerns. Will also make food shows and fairs. Salter met Jonnie Lewis, who works under name of Radio the Mechanical Man, in Macon. Was en route to Savannah to do a mechanical street walking ad for a cigar manufacturer.

HAROLD L. ANDREWS, who with Harry Crabtree, Jim McLure and several others with Jack Hoxie Circus were injured when show truck was struck by another car and truck turned over on top of a steep hill several months ago, states that R. M. Harvey made a nice settlement with him. Andrews' left collar bone was broken and he suffered a badly wrenched back. He and the others received fine treatment from the show and hospital at Butler, Mo. Andrews, who is now at the S. S. Home, Quincy, Ill., adds that Kokomo Anders also treated him nicely.

AFTER HE had passed into the millionaire class, due to his habits of frugality, Ben Wallace, of Peru, Ind., practiced his firmly fixed rule of personal economy. A conference was to be held in Cincinnati regarding the forthcoming famous Hagenbeck title lawsuit. Several of staff of the Wallace Circus had already reached Cincinnati when a wire came from Wallace to meet him at the old Pennsylvania station the next morning. Charles Cory, a nephew of Uncle Ben, remarked, "Well, boys, we will take a taxi to the station, for it is a cinch we will return on a street car." Sure enough, Wallace's first words when he alighted from the train were, "Where do we get a street car?" in spite of fact he was facing several exhorters for taxi cabs.

JOE LEWIS, clown with Ringling-Barnum this season, on his way from Sarasota to Peru stopped off in Cincinnati last week and gave following notes: "Two-day engagement of R-B at Miami, closing stand, was big. Monday night house was S. R. O. George Hamid was on hand. Harold Voise and Eileen Sullivan, of Cole Bros., at close of season bought a new Buick, took a Florida vacation and caught up with R-B before it closed. Were guests of Art and

CROWLEY'S UNITED SHOWS

BOOKING SEASON 1938

Guaranteed long season both north and south. Concessionaires and show people book with a show that has proven that honesty pays. Can place Photos, Long Range, Frozen Custard, Candy Floss, Mitt, Scales, Novelties, or any concession that works for 10c. Can place big, high-class cook house that caters to show people; privilege in tickets. Can place any high-class single pit attraction, with or without own outfit. Good opening for Mechanical, Penny Arcade. Have outfits complete for Hula, Athletic, Fan, Illusion, Unborn, Snake or any money-getting worthwhile attractions. This show owns and operates twelve riding devices, ten shows. FAIR SECRETARIES OUR BEST REFERENCES ARE THE FAIRS WE HAVE PLAYED.

Show opens early in March. Winter quarters, Box 1052, Austin, Texas.



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Airplanes, Auto and Motorcycle Crashes, etc. The largest organization of its kind. Open for 1938 engagements.

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MISS BENCH BENTUM and HER DIVING SENSATIONS

Jerry O'Brien, High Fire Diver. Fred Beattie, High Clown Run Dive. Blanche Gran, Fancy Diving. Pauline Black, High Dive.

BENCH BENTUM, HIGH AND FANCY DIVES

WANT DOG & PONY TRAINER ALSO ASSISTANT

Lady to Present Bird Act. Novelty Acts for Indoor Circus. Write all to

GEO. E. ROBERTS, Manager Pamahasika's Studio,

515 W. Erie Ave., Philadelphia, Pa. Phone SACmore 5536.

GREAT OPPORTUNITY For RETIRING ACTOR or ACTRESS

Owner of a well-established Costume and Theatrical Department Store in a large Eastern City, will sell at a great sacrifice due to leaving for Europe. BOX D-108, Billboard, Cincinnati, O.

Antoinette Concello. Paint shop at Sarasota is already in action, and Franz Woska is getting ready to train wild animals. Chesty and writer went fishing at Sarasota. Writer while at Macon, Ga., met Manager Hall of Central City Hotel, Eddie Jackson, Jack Lewis, Harry Mack, Clint Shufford and Scatterday."

Pickups From Europe

BRUSSELS, Nov. 15.—Bouglione Brothers, of Paris, are presenting big circus revue spec, featuring water pantomime, Pearl of Bengal, at Cirque Royal in Brussels. Circus numbers on program are Miss Lucy, trapeze; Reinsch, jockeys; William Bouglione, lions, tigers and elephants; Mile. Marcellly, antipodist; Sampson Bouglione, Liberty horses; Mac-Jeffersons, trapeze; Babusios, musical clowns, and the Rasmoukls, Arab tumblers.

Kannan Bombayo, former Ringling feature, on bounding cable; Charles Wood, juggler on unicycle, and Darlo-Barios, clowns, are at the Varietes in Brussels, while Prieto's bucking mule; Rubio Sisters, equilibrists, and Mady and Cord, acro comics, are at the Empire.

Larry Kemble, comedy bike act, is at the Palace in Liege; Frida Convally, trapeze; Barbara La May, contortionist, and Miss Quintilla, wire walker, at National Scala, while Hartley Sisters, trapeze, and Ellen Octavio's animals are at the Valencia in Copenhagen.

Five Rastellis, bounding trampoline; Two Artusos, hand to hand; Satsuma and Ona, perch; Three Veronas, roller skaters, and Sobbot's pigs are with Circus Busch in Vienna. Konyot Troupe, teeterboard tumblers, are at Broadway Palace in Amsterdam; Four Macks, American roller skaters, at Hansa Theater in Hamburg.

UNDER THE MARQUEE

(Continued from page 47)

Barnes show, has returned home at Sparks, Ky., where he will remain for a while and then go to Hot Springs.

DODSON'S WORLD'S FAIR SHOWS

35 -- RAILROAD CARS -- 35

WILL PLACE FOR SEASON 1938, OPENING
ST. LOUIS, MO., MAY 1

WE CARRY 18-PIECE CONCERT BAND AND 3 OF THE WORLD'S OUTSTANDING FREE ATTRACTIONS, WHICH WILL ASSURE YOU OF PLENTY OF PEOPLE TO WORK TO, AT OUR STILL DATES.

WILL PLACE ANY FIRST-CLASS MONEY-GETTING SHOW, MANAGER FOR THE FINEST FRAMED PIT SHOW ON THE ROAD, ALSO MANAGER FOR GIRL SHOW. HAVE FRONT, TRACK, ETC., WHICH WE WILL FURNISH TO PARTY THAT CAN FRAME MONKEY SHOW AND GET MONEY WITH IT. HAVE COMPLETE CIRCUS OUTFIT. Will furnish to reliable manager that can frame first-class One-Ring Circus to be featured with above show. Must have one or more elephants. Wild Animal Act and capable of putting on a real one-ring circus. Will either book this attraction on a percentage basis or salary.

WILL ALSO PLACE FIRST-CLASS COOK HOUSE, OR ANY LEGITIMATE CONCESSIONS THAT WILL WORK FOR STOCK (except Corn Game). Will place several sober Ride Foremen.

WILL TALK BUSINESS WITH YOU AT THE SHERMAN HOTEL, CHICAGO, DURING CONVENTION, OF AFTER THE CONVENTION. ADDRESS:

DODSON'S WORLD'S FAIR SHOWS

General Delivery

Hot Springs, Ark.

Two Cleveland Expo Spots Stay for Year

CLEVELAND, Nov. 20.—Two spots of Great Lakes Exposition of 1937 will remain for at least another year. They are Billy Rose's Aquacade, where the big water-dramatic spectacle was produced, and Horticultural Gardens, with buildings and flower beds.

At a meeting of Cleveland common council Monday night it was arranged that the exposition could sell the Aquacade building to Cleveland Summer Music Company for \$5,000. An organization was formed last summer by Dudley Blossom, one of the prime movers of the expo; Maurice Salinger, in charge of the federal music project; Park Director Varga and others to maintain summer opera in connection with federal projects. Opera will be given at the Aquacade instead of, as in the past, in public parks.

Cleveland Garden Club has voted to maintain Horticultural Gardens and buildings, a portion of which is permanent as a federal relief project. Club intends to bring national flower shows and similar exhibitions to this city.

Madam Rose, reader for Paul Traxler at the expo last summer, is established in a tearoom on Euclid avenue. Art Temmesfeld, who handled Alt Heidelberg on Streets of the World, has taken over the Freiheit Club.

Ft. Worth Horse Show, Circus Draws 25,000

FORT WORTH, Tex., Nov. 20.—About 25,000 persons saw the seven performances of the Fall Horse Show and Community Circus at the Will Rogers Memorial Coliseum here, from November 9 to 14. Children were admitted free at almost every performance.

Altho the "circus appeal" was used to get attendance at the combined horse show and circus, only one performance, on November 14, was given over to the Community Circus, under direction of Glenn Wilcox, former circus performer. Proceeds of ticket sales for this performance go to purchase equipment for the

local circus. All other performances had only about 45 minutes of circus acts. All performers are local amateurs.

Besides circus acts and horse show, performances featured exhibitions of steer wrestling, calf roping and steer riding by local rodeo contestants, and Louis Tindalls' educated horse, "Lad."

D. G. Talbot, rodeo official of Southwestern Exposition and Fat Stock Show, was horse show manager. Sid Walters and Ray Hunter, who were on front gates at the Fort Worth Frontier Fiesta this summer, handled turnstiles for show. Edward Babcock, manager drink stand in Firefly Garden at the Fiesta, and Carl Pittman, with Turf Catering Company at Fiesta, were among the concessioners.

Plans are being made for spring Horse Show to be held in connection with Southwestern Exposition and Fat Stock Show and Rodeo to be held here next March.

EAST ST. LOUIS, Ill., Nov. 20.—Work in the winter quarters of the Dee Lang Shows is under way in charge of P. E. Vaughn. Fronts for minstrel, girl and snake shows are under way. John Sweeny is in New York on business. Loyd Statler and crew are building a Dodgem house. W. H. Baker is at quarters.

\$2,000,000 Okla. City Fair Plant Up to Voters; Golden Saga in 1939

OKLAHOMA CITY, Nov. 20.—Prospect of a \$2,000,000 plant in a new location for Oklahoma State Fair here is hanging on outcome of a bond election called for December 7. Funds asked for the fair total \$1,343,000 and are a part of a \$6,500,000 program backed by city officials and civic groups. Water supply and other facilities make up the rest.

As reported in *The Billboard* last spring, the Legislature appropriated \$320,000 toward a new fair plant providing the city of Oklahoma City joined the program since it owns the land and buildings now used by the fair. The new 160-acre site chosen, also owned by the city, is valued at \$100,000. Other ex-

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 20.—Inasmuch as this column will be the last one to appear prior to the fourth annual convention of the 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 its association to attend the sessions of the annual meeting to be held commencing Monday evening, November 29, at 11 o'clock, in Room 118, Hotel Sherman, and continuing nightly at the same time and place until the business of the meetings is completed.

Elsewhere in this issue will be found the complete program for the convention.

The meetings will be featured by a review of the association's activities for the past year and the formulation of a legislative program and program of other activities for 1938, as well as the discussion of matters pertaining to railroad and motorized transportation, insurance and others.

As in past years, the meetings of the association will be held in conjunction with the annual meetings of the Showmen's League of America, the International Association of Fairs and Expositions and the National Association of Amusement Parks, Pools and Beaches.

Park Men Invite Carnival Men

We desire to acknowledge receipt of an invitation from Secretary A. R. Hodge of NAAPPB extending the courtesies of his organization to ACA members and inviting them to visit the trade show which is held in connection with the annual meeting of that organization in hotel mezzanine floor from November 29 to December 2, inclusive.

Hodge informs us that upon application at the registration desk admission cards good for the entire duration of the exhibit will be issued to any and all of the ACA members.

Letters continue to arrive at the ACA office advising that many of the members will be in attendance at the meetings of the association and indicating that on every hand there is enthusiastic approval of the activities of the association and that we shall be favored with the largest attendance that the association has ever been privileged to have at its annual meetings.

We plan to arrive in Chicago Saturday, November 27, and shall be available henceforth, but would appreciate it very much if members desiring to discuss specific problems would contact us as early after arrival as convenient.

It is with pleasure that we look forward toward seeing all of the members at the coming fourth annual meeting in Chicago next week.

Carnival Has Good Week in La. City.

LAFAYETTE, La., Nov. 20.—Snapp's Carnival Shows completed a week's stay on a downtown lot here today under the auspices of American Legion Post. Warm and dry weather in the midst of the sugar cane grinding season gave the show and its sponsors fine break. Show will remain in Louisiana for the next fortnight before going into winter quarters.

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Blue Ribbon Shows Set in Columbus

COLUMBUS, Ga., Nov. 20.—Gibson's Blue Ribbon Shows, under the direction of Mr. and Mrs. L. E. Roth, closed the season successfully in Dawson, Ga., November 6. The equipment was pulled in at once and quarters were taken up at the fairgrounds. The personnel of the shows left for the following stated destinations:

Mr. and Mrs. J. P. Huddins, Robert A. Gordon and Ralph Murray, Miami, James H. Drew and brother, Harvey Drew, Augusta, Ga., until after the holidays, then Florida. Mr. and Mrs. Mike Rosen, Chicago, Venice Hubbard, New Orleans, H. Williams, Houston, Tex. Harry Edwards, Florida. Mr. and Mrs. Frank Geer, Los Angeles. Mom and Pop Wheeler, Columbus, Ga. Layman Allison, New Orleans. Mr. and Mrs. Paul Rial, Jackson, Tenn. Scottie Strom, Florida. Mr. and Mrs. John Galligan and Steve Lako, Columbus, O. Harry Rubin, New Orleans. Mr. and Mrs. Nell Massauro, South Carolina. June and Ed Rutledge home on their farm at Troy, Ala. Jack Gulluppo, New York. Mr. and Mrs. Oliver Eddy, Niles, Mich. Mr. and Mrs. L. W. Coe, Pensacola, Fla. Mr. and Mrs. Charles Owens, Florida. Scoop Henry, Cleveland. Frank Self, Louisville. J. Frank King, Miami. Mr. and Mrs. Maury Brod and Sam Stein, Florida. Mr. and Mrs. A. E. Stein, Demopolis, Ala. Mr. and Mrs. W. L. Clifton, Texas.

John Kelly, Tampa. James C. Pierce, Blackie Wilson and J. P. Lumley, Florida. Herb Hardesty, Louisville. Jesse Ferguson, Ashland, Ky. Evelyn Blackford, Evansville, Ind. Ethel Pate, Owensboro, Ky. James Howard, Indianapolis, Ind. Kenneth Waldrop, Brazil, Ind. Joe McDonnell, St. Louis. Clarence Smiley, Chicago. Daymon Bemis, Harlan, Ky. Mr. and Mrs. Happy Sumral, Jackson, Mich. R. C. McLane, undecided. Alvin Segrove, Huntsville, Ala. Jimmie Paden and O. E. Barkley, Florida. James Porter, Los Angeles. Charles Peters, undecided.

Mr. and Mrs. Cecil Gust, Bethel Springs, Tenn. Earl Putney, Batavia, N. Y. George Conley, Birmingham. Layman Morgan, Richmond. Otis Tyrone, New Orleans. Mr. and Mrs. Chester Perry, Columbus, Ga. Roy R. Moore, Indianapolis. Harry Seidler, Miami. Mr. and Mrs. Roy Woods, Florida, to fish and rest. Mr. and Mrs. Rudy Korns, Slouss City, Ia. Mr. and Mrs. Tex Estridge, Tampa. Rallessin's Mechanical City, Valdosta, Ga. Mr. and Mrs. Hi Hi Lamrock, Michigan. Mr. and Mrs. Bert Melville, Columbus, Ga. Gene Padgett and wife, Miami. Edna Ayers, Atlanta. Margaret Henry and Mary Jane Croch, Atlanta. Sharlene Forrester, Smyrna, Ga. Clarice Terry, Flint, Mich. Billie Allen, Opelika, Ala. Martha Wheeler, Indianapolis. Pearl Priest, Chicago. Charlie Malarnec, Miami. Jack Pike, Palm Beach, Fla. Amos McAfee, Tampa, Fla.

After a short vacation Mr. and Mrs. L. E. Roth, the writer and wife, Mary Ann, will go to Chicago for the meeting and then to Florida.—Reported by Art Alexander.

T. J. Tidwell Shows Has A Season of 35 Weeks

MIDLAND, Tex., Nov. 20.—T. J. Tidwell Shows closed a 35-week season here. Show played Texas, Oklahoma and Kansas during season. Winters in Sweetwater, Tex.

Staff: T. J. Tidwell, owner and manager; H. G. Buchanan, general agent; Harry Craig, superintendent of concessions; Harry Phelps, secretary-treasurer; Roy Estel, lot superintendent; Roy E. Stein, press agent; B. A. Childs, banners; Everet Morris, superintendent of rides, and Jimmie Luckens, chief electrician.

Many Carnivals Pick Texas And N. M. To Winter In

EL PASO, Tex., Nov. 20.—Several carnivals closed seasons in West Texas and New Mexico.

Western States Shows, Jack Ruback, manager, closed in San Antonio, Tex., and will winter in San Antonio. T. J. Tidwell Shows closed in Midland, Tex., to winter in Sweetwater, Tex. State Fair Shows, Mel H. Vaught, owner and manager, closed in El Paso and will winter there. Silver State Shows, Paul Tower, manager, closed in Sudan, Tex., and will winter in Clovis, N. M.



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Mo., Nov. 20.—President Jack Ruback being absent from the city, Vice-President W. H. Duncan called the meeting to order and handled the affairs of the club. Seated at the table with him were Treasurer Harry Altshuler and Secretary G. C. McGinnis.

Brother Art Brainerd reported for his committee on the monument fund. Most of the pledges have been paid and letters and checks are coming in. A check for \$250 was received from the Showmen's League of America and one for \$76 from the Hennies Bros. Shows. I. J. Eagle made a donation. The special assessment on past presidents also goes to the monument fund. Past presidents paying the assessments at this meeting were George Howk, J. L. Landes, Dave Lachman and N. B. Cresswell. The fund needs money and the goal is set. Members are driving hard to reach the goal before December 26, the date for unveiling the new monument.

The drive for new members has created a lot of interest and Harry Altshuler is leading by a small margin. Word has been received from Benny Hyman, who is a close second, that he has not quit and has more new members to turn in before the closing date, which is December 31. In third place is J. L. Landes. Charles Bruno and Sam Snider were the only new members present at the meeting.

After the regular business meeting Friday night the club will serve barbecue ribs and refreshments to the members and the ladies of the auxiliary, making a small charge, and entire receipts will go to the monument fund.

Brother Eddie Ligette is very sick and confined in Memorial Hospital.

Orville W. and Harry W. Hennies spent several days here visiting with their mother and friends on their way to Chicago for the conventions. Many of the members of the club will also go to Chicago.

Ladies' Auxiliary

As it was voted on at the first fall meeting of the auxiliary that every other Friday evening would be a social affair, the ladies enjoyed a pleasant evening of cards Friday, November 12, at the club-room. Hattie Howk, chairman of the entertainment committee, and her assistants provided new cards and there were 22 members present.

A variety of games were played, contract bridge, auction, pinocle and rummy. Table prizes of handkerchiefs were given each table. Home-made pumpkin pies and coffee were served on special table covers with large turkeys printed on them. While the ladies were eating a committee from the men's club announced that the ladies were invited to an entertainment for the next Friday evening and 50 cents was to be charged and the proceeds were to go to the cemetery fund. As all are working to raise money, so by the time that the Memorial Service is given most of the money will be paid in.

HELEN BRAINERD SMITH.

King Reed Attractions Close Initial Tour

DORSET, Vt., Nov. 20.—The King Reed Shows closed their first season on the right side of the ledger at the Manchester, Vt., Fair in October after a highly successful tour in New York and New England territory. Show opened in June with 3 rides and shows and 14 concessions and finished the season without a single change in the original lineup.

A rigid policy of legitimate concessions only made many friends and drew high official praise all along the line. Everybody on the show not only reads *The Billboard* but made *The Billboard* fans out of many of the sponsoring committees.

Show is now in winter quarters, where a new office wagon is being built. Work on the balance of the equipment will start January 15. Management plans an increase in the number of rides and shows for the 1938 season but definitely intends to remain a small show for small towns. *The Billboard* has been of great value to the show in its first year and its fine service and many courtesies have been greatly appreciated.

Paris Expo in '38 Okehed by Cabinet

PARIS, Nov. 16.—Cabinet ministers last week approved continuing Paris International Exposition next summer and plans for financing will be presented to parliament, which convenes today, for approval. Next will come efforts to secure participation of foreign nations having pavilions or exhibits this year. It is estimated that 700,000,000 francs (about \$23,333,333) will be required to refloat the expo.

Efforts are being made to promote a Charity Day at the exposition immediately after official closing date, November 25. Plan has been agreed upon in principle but no decision has been made as to date or details. Plan is to hold the expo open an additional day at reduced admission charge and turn receipts over to needy of Paris. Holders of amusement and other concessions will be asked to donate percentage of their receipts for the day.

Concessioners in the amusement park have a multitude of grievances regarding methods of operating that zone and have held several meetings at which plans were discussed and resolutions adopted for protection of their interests next summer. Cold weather caused a serious slump in attendance and on Fridays, when admission fee is doubled, so few people enter the amusement park that many ride and show operators do not open. Attendance on Saturdays and Sundays is still called satisfactory, but crowds thin out early at night.

Real Tests Tell Story Of Auto Speedway Ride

NORTH TONAWANDA, N. Y., Nov. 20.—It is interesting to watch development of a new amusement device, as to whether it meets success or falls by the wayside. Auto Speedway, which Spillman Engineering Corporation introduced in 1937, people can operate themselves, and an appeal is created which means work for ticket sellers.

A ride manufacturer's life is not a "bed of roses." Problems always arise when rides are placed in operation which best of engineers and factory tests fail to bring to light. The customer, be he park or carnival owner or concessioner, should check carefully before buying. Has the device been thoroughly tested by actual operation, can it be operated with a good chance of profits, can it be handled with a minimum of labor, can it be maintained without costly expenditures and will people ride it once and never return?

Spillman's Auto Speedway ride literally balties itself, say the manufacturers. "My Auto Speedway is the first ride to open. Five or six people on the midway will start the autos going profitably, and this ride nearly always runs an hour after everything else is closed," wrote Dick Jackson. Herbert F. O'Malley, director of Playland, Rye, N. Y., said: "The Speedway cars we purchased early this year have given excellent service. You now have our order for additional cars and we are working on a new track which will quadruple capacity of this ride. This is the best recommendation that can be given."

Midwest Shows To Stay Out Indefinitely

HATCH, N. M., Nov. 20.—Midwest Shows, owned and managed by Mr. and Mrs. Ed Lundgren, will continue on the road indefinitely, they said today. Show played Hot Springs last week and here this week.

Included in lineup are Frank and Sue Hazelwood, Dick and Sylvia Langford, A. Patterson, Roy Fletcher, Emil Alfare, Jean and Jackie Davis, Vance St. John, Jack Brady and Bill Williams.

Mr. and Mrs. Lundgren own four rides on the show, which started 1937 season from Albuquerque, N. M., April 1.

Twenty-Six Rides at Street Fair in Paris, France

PARIS, Nov. 15.—There are 26 rides and 20 important shows among the 130 attractions on the midway of the Foire Saint Romain running full month at Rouen. Among the big rides and shows are six auto rides of all types, Pretzel, Caterpillar, Whip, Ferris Wheel, Mont Blanc, Loop-the-Loop Swings, Jouviano's Menagerie, Benevol's magic theater, Gallon's animals, Cohen's excelsior vaudeville show, Moro's revue theater, Luna

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in the world. Generous appropriations from profits will continue for permanent improvements. Last year much of the improvement budget was devoted to grounds beautification. More than 3,500 feet of new fencing was added. Exhibit space reservations are twice as great as they were last year and W. C. Martin, superintendent of concessions, reports applications for contracts far in excess of previous years.

Park, motorcycle globe, Durval's dog show, trained fleas, girl, freak, wrestling and illusion shows.

Two weeks' street fair along the Boulevard Richard Lenoir, in Paris, has 150 attractions, including four Auto Skooters, Speedway, Caterpillar, Musée of Anatomy, motorcycle wall, freak shows and kiddie rides.

Tryouts for Zacchini Show

TAMPA, Fla., Nov. 20.—Tampa boys and girls who believe they would like to take a fling at circus life were invited to gather at home of Hugo Zacchini, the man who's shot from a cannon, last Tuesday afternoon for tryouts for a circus Zacchini plans to take out next summer. A call was issued for boys between ages of 18 and 22 and for girls between 16 and 20.

The new show is to be a co-operative affair, with performers working for stipulated salaries and any profits being put into a fund for a proposed cultural center to develop painters, musicians and other artists.

Zacchini recently completed the ninth season of his cannon act with Ringling-Barnum Circus.

Improvements From Profit To Continue in Birmingham

BIRMINGHAM, Ala., Nov. 20.—From a weed-strewn dumping plot with ramshackle buildings and tottering fences into one of America's finest exposition grounds in four years has been the evolution of Alabama State Fair plant here since it was revived in 1934 under management of P. T. Strieder. Today Alabama offers grounds with modern exhibition halls, landscaped gardens and thousands of colorful blooms as a model for American fairs.

Attendance records that place it high among six-day fairs, midway grosses unequaled for the same period and great agricultural displays were recorded in 1937 despite two days of rain, which failed to prevent increases in every department. Regarding the 1938 fair General Manager Strieder said the program will continue until the Birmingham plant is recognized as one of the finest

Another Visit to Baker-Lockwood Plant

By FRANK B. JOERLING

KANSAS CITY, Mo., Nov. 20.—Last spring the writer had the privilege of visiting the Baker-Lockwood plant right in the midst of the rush season. Last week we were in after the season closed and, naturally, expected to find everything in the "barn" for the winter. But there doesn't seem to be any winter quarters with the Baker bunch. They were building tents in November the same as in April—not quite so crowded, 'tis true, but a factory comfortably busy on new work.

And over in the warehouse they were "snowed under." Two or three big rental jobs were just over and the tents coming in. You see every time a tent comes in,



W. L. MELLOR, president.

either off a rental or a trade-in, it is gone over and carefully inspected for needed repairs before it goes into storage. They do quite a rental business with fairs and exhibitions.

And I found that these second-hand tents were going out on sales at this time of year—and orders on file for spring delivery as well, just as with the new work. I learned several of the larger contracts for new work for next year are already in, and W. L. Mellor, president, was getting his orders ready for the mills for the duck and rope the day I called on him.

New Tent Fabric

Last spring they brought out the Baker Bold fabric for carnival flash in tents and bally effects. They are now finishing up the details of a new tent fabric, especially adapted for larger tents where strength and protection are most essential. Tests over several years' use by customers, operating in several States under varied climatic conditions, showed more than satisfactory service.

Each season in show business there is a hunt for new ideas to catch the eye of the crowd. And the Baker folks are already working out new color effects and new arrangements for marquees and lobby entrances, stages for individual shows, banner and front effects for the whole midway. Some of these designs have already been accepted by the shows for which they were originated, while others are being worked out for showing at the conventions or for later orders.

Figures Given

I asked them if they had had a good season, so they gave me a few figures—approximate figures: 180 miles of rope, enough to reach from the Grand Central Station in New York City to Schenectady; 29 miles of 10-ounce double-filling khaki, the canvas most used in tops other than circus tops; 40 miles of 8-oz. khaki duck, most used in tent walls.

These added together would bring us up the line to Rome, N. Y. And then the thread of all kinds, again in round numbers, 14,700 miles—20 strands, from Rome to Chicago.

We quit there—I was afraid they would start in on the circus drill—because I wanted to take the train from Kansas City to St. Louis.

It surely looks as if Baker-Lockwood had a good season, and they are all set for a running start for 1938.

Macon

MACON, Ga., Nov. 20.—The following are domiciled at Central City Hotel: Cliff and Marion Shufford, Mickey and Georgia Lund, Carl Larkin, Joe and Isabel Gilligan; James M. Beach, general agent for Jimmie Heron; Abe Barnett, of Robbins Bros.; Eddie Jackson, of Ringling-Barnum advance; Mr. and Mrs. Dinty Moore, of Sheesley Shows; Bob Spear, of Wallace Bros.; George Eno, of Eno Family. Harry Mack is again with Mulberry Wine Shop for the winter.

Larkins Trio, Martha Principena and Roberts Trio have been engaged for the Columbus and Macon Shrine circuses. Charlie and Jules Poplin departed for Savannah after a week's stay at Central Hotel. Charlie's leg is again in a cast. However, it is only temporary and he expects to play vaude dates in near future. The wife of M. Mallman, who was confined in an Albany hospital at close of Downie season, has returned to Macon and taken an apartment in suburban Vineville.

Mayme Butters (wire act) left for Chicago and will again play vaude dates this winter. Soldier Lansdorf left for South Georgia to spend a few weeks with Tony Lamb Tent Show but will return in time for Macon Shrine Circus. Roy Leonhart has joined the Reuben Ray Company for winter season. Eno Troupe will soon leave for California, where they will open for RKO.

Jack Fitzgerald, of Ringling-Barnum cookhouse, stopped over a few days en route to New York. W. E. De Barre and wife left for Fort Wayne, Ind., where De Barre will organize a revue for the winter. Pearly Houser, superintendent of canvas, will winter at his home in Columbus, O.

William Morgan, in Downie ticket wagon, went home to Zanesville, O. Chester Mays, Social Security bookkeeper, has gone to Mt. Airy, N. C. Mrs. Harry Mack is expected to spend winter with husband in Macon. Charles Katz received word of the death of his niece in Pittsburgh.

James Belbo, of Hagenbeck-Wallace advance, is staying at the Central for winter. The four Romeos, Spear, Jackson, Beach and Mack, are to be seen almost daily at the Central. Col. Jack Hughes, of Pahokee, Fla., spent several days in Macon on business. Wife Ruby is now attending to drug store in Pahokee. Percy Kingman and wife are in Macon before going to Miami, Fla. Jerome Harriman is at his home in Ft. Kent, Me.

George Hale, M. C. Hutton and Buddy Willis were in town ahead of a whale unit that played here. Bert and Jeanette Wallace expect to go to Pensacola, Fla., and then to home in Southern Indiana.

REVIEWS

(Continued from page 37)
sock finish they do a double somersault from the teeterboard and land in a barrel atop a table.

Cogert and Mott give an excellent impersonation of the Duncan Sisters. The chorus (16) is well trained and does better than the average routines. Costuming is in good taste.

Earle's swing band does acceptably with the musical score and sends the patrons home toe tapping with its catchy renditions, contributing much to the fine finale.

Staging is satisfactory, talent is youth-

ful and presentation is without a flaw. Sock entertainment for the sticks and plenty good enough for the bigger town de Luxers.

Picture, *The Jones Family in Hot Water*, was amusing. *Rez McConnell.*

"INDECENT" FINE

(Continued from page 39)

who described himself as general secretary of the Connecticut Temperance Union, and Wayne Wakefield Wormer, of Wethersfield, also of the union, testified against the show. Both witnesses said that they had been "invited" to see the burlesque production. Prosecutor Frank Healey said that the Waterbury Ministers' Association had presented the complaint. Bachman and Wormer described in detail as "strip tease" the act to which they objected. Hurlig, thru his attorney, Herman Weisman, declared that they would appeal the case to the Common Pleas Court.

BURLESQUE REVIEWS

(Continued from page 39)

work and individual spotting. Fem acro work was easy and rhythmic for a good hand. The lad did a nifty solo tap, and the trio's *Poet and Peasant* tap wind-up shot them over for a big mitting.

A novel idea was tried out in the current show, a next-to-shut slapstick scene tagged *The New Chef*. The house howled as McNally splattered up the stage, smacking the show's principals from the tip of the toes to the top of the head with wishy-washy heaves.

Joyzelle was in for three production number dances. Sweet kid who's there on the choreography, as is Mae Brown.

Usual mob filled the house at opening. Biz on the uptrend. Giving the public something new, each week is heading this two-a-day house into good b-o. grosses. *Sidney J. Paine.*

Star, Brooklyn

(Reviewed Tuesday Evening, Nov. 16)

Paul Kane has produced a nice show for this week. Comedy is on the better side, women are okeh and prove good talkers and the peeling very nearly approaches the nudity of the old days. Audience contained quite a number of women, and while the humor was robust, it steered a fairly clear middle course. Sets and general stage arrangements had not the extreme garishness usually associated with burly.

Three comics on the bill, Joe De Rito, Al Farr and Murray Lewis. De Rito, tho' not doing so well here, is a good comic with a raft of punch for some audiences. Technique of Farr and Lewis is more of the usual sort, with Lewis scoring high on a tricky horse laugh and Farr cashing in on the droopy-draws angle. Straighters are Frank Scannel and Harry Allen. Their delivery is assured and is shot over with much aplomb.

Women principals do routines very similar to those of the old days. Feeling in by Jewel Sothern, Nazarre Hallo, Mildred Clark and Gypsy Nina, a brunet who also contributes several dances. In form and technique the girls display suitable variation, with Miss Sothern getting perhaps the greatest hand. Miss Clark, whose turn was evidently shortened owing to lack of time, is quite a looker, too. Women principals talk well and appear thruout.

Chorus numbers 10, with six showgirls. Hoofing is just fair, with the paraders a trifle short on pulchritude.

Murray Green sings the show nicely, and production by Paul Kane is on the tasteful side.

House during next-to-last show filled very well during the performance. Business is holding up sufficiently for the management to get by okeh.

Paul Ackerman.

Chi Wants That License

CHICAGO, Nov. 20.—Rialto Theater, shuttered for four weeks, will reopen early next month with a stock burly policy if a license can be secured. House will be operated by N. S. Barger again if and when.

Current plans are to open it December 3.

AFA BEGINS

(Continued from page 40)

Raymond, William Borgata, Patsy Barr and Harrie on the executive board. The branch has 264 members.

SAN FRANCISCO, Nov. 20.—Altho organized but a few weeks the AFA local branch has opened negotiations with

the cafe owners thru its attorney, C. H. Dreyfus.

Terms of an agreement have been submitted to the owners with the hope of an early adjustment. AFA demands recognition and contract covering wages, working conditions, etc.

Heads of the local have been unofficially confabbing all week to set the plans in line. First steps in the negotiations were begun with the arrival of Ralph Whitehead from Los Angeles. Whitehead addressed a mass meeting Thursday afternoon.

Dickering with the Cafe Owners' Association of San Francisco began immediately upon Whitehead's arrival. Co-operating are booking agents, who held a meeting and voted support, and officers of the miscellaneous theatrical employees' unions.

Al Smith, local AFA representative, has been seated as a delegate to the local Labor Council. Smith has been closeted with Whitehead since the latter's return from the South.

Progress in the negotiations between the federation and the cafe owners was reported by Whitehead.

BLACK FOREST

(Continued from page 40)

on stilts. Merkel and Marlene, girl skaters, as the curtain openers, came in for fine hand with a good demonstration of duo precision skating. Frenchy Herbert, Canadian star, is the comedian on the ropes with his antics. An outstanding comedy spot is a bull fight, which brought gales of laughter.

Bob Scott proves an electrifying attraction with a thrilling demonstration of figure skating. A dance routine by the team of Uksila and Veda also was well received.

Dorothy Lewis got a big hand with her stunt of tap dancing on skates. Finishes fast with a series of cartwheels amid a burst of applause. Charles Hadlett, internationally known skating champ, pleased with a demonstration of speed skating and barrel jumping. Genevieve Trogan is okeh in a figure skating and acrobatic routine. Herman Lamoza has an unusual tango number on skates.

Show also has a chorus of 16 girls who are presented in several ensemble numbers. Of these the best is the finale, which is labeled *Black Forest Waltz*. Other numbers are *Texatina* and *Blue Bonnet*. Show is divided into two parts, with a short intermission coming midway. First part is diversified, while the latter is done with a theme of old Mexico and Spain carried out in the numbers, costumes and routines.

Show does not seem completely set yet. Chorus is wobbly on its skates and, altho Thixton Sprenger, singing master of ceremonies, does his best, show does not run smoothly. There are still many ragged edges to be smoothed.

Show carries its own ice-making plant, lighting equipment and a portable rink besides scenery, which, incidentally, did not arrive here in time for the first show. Music is furnished by an electric organ played by Carlos Kent. W. Rowley is manager of the revue.

If the *Black Forest International Ice Revue* can be tightened up considerably it promises to be a great attraction for the road.

Show was scheduled to open here Friday night, but the ice-making machine developed trouble, with the result that the show started a half hour late with ice which was not frozen solid, causing many of the performers to tumble. At the halfway mark show was called off, with the audience being told to use their stubs to get back in on the other nights. *Herbert Kenney Jr.*

ICE BALLET LABOR

(Continued from page 40)

cal No. 103, Brotherhood of Electrical Workers' Union.

James J. O'Brien, Local No. 11 business agent, okeh'd the move, and Walter Brown, Garden general manager, paid the stand-by men at the union rate for three performances.

Rise came when O'Brien dubbed the ballet a theatrical enterprise and therefore all workers should be IATSE members.

Walkout occurred at Thursday's opening, with canned music used for the production. A feminine organist also went on strike. It is likely that *Gay Blades* will travel with an ork director, picking up its musickers en route, to avoid further jurisdictional controversies, which have been hounding it since the engagement at New Haven, Conn., where the local American Federation of Musicians used eight of its men with four of Sanford Gold's regular ork.

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The Final Curtain

ANDRESS—Hugh C., 58, Minneapolis theater manager, in Fairview Hospital, Minneapolis, November 13 following a heart attack. He was stricken while at work in the box office of the Lyceum Theater, the legit house in that city, which he had managed for the last 12 years. Prior to that time he had managed the Uptown Theater there. He was born in La Fayette, Ind. Survived by his widow, Adele B.; a daughter, Sally; three brothers, Oliver, Edgar and Arthur, and a sister, Marie Scott, Andress, of California. Services November 16 and burial in Lakewood Cemetery, Minneapolis.

BALDWIN—George A., 57, veteran circus and carnival showman, November 12 in Aiken Hospital, Aiken, S. C., of tuberculosis. He had been active until 10 days before his death. Born in New Orleans, Baldwin entered show business in 1895 and for a number of years toured with the larger circuses. In later years he had been connected with carnivals. Services at St. Benedict Church, Baltimore, November 16 and burial in Loudon Park, that city. Survived by his widow, Margaret Baldwin, of Baltimore, and a sister, Mrs. C. Davidson, of Camden, N. J.

BASTOW—Tommy, porter with Ringling Bros. and Barnum & Bailey Circus, recently in Miami.

BING—Otto, 67, composer and music critic for *The New Yorker Staats-Zeitung* and *Herold*, in New York November 13 of a heart attack.

BRIGHT—Thomas O., 55, former owner of El Torreon Ballroom, Kansas City, Mo., suddenly November 14 in a hotel in that city. Survived by his widow, Mrs. Helen M. Bright, of Kansas City; a daughter, Mrs. Virginia H. Woodward, of Baltimore; a son, Thomas M. Bright, of Des Moines, and five sisters. Services November 16 and burial in Kansas City.

BRINK—Walter, 37, vice-president of the Engineering Specialties Corporation, Detroit, organizer of the Duo-Phone Company and pioneer sound picture man, in that city recently of pneumonia after six weeks' illness. Survived by his widow and three children.

BRONETT—Bruno, well-known Scandinavian clown, in Malmo, Sweden, recently.

BUMSTEAD—Charles, 47, portable picture circuit operator thru Colorado and South Dakota, at his home in Denver recently.

CALDWELL—Gibson, 50, chairman of the Wheeling (W. Va.) Symphony Orchestra, at sea November 9 while on a cruise to the West Indies. Body was returned to Wheeling for services and burial.

CECIL—Mrs. Rose M., 79, mother of Harry E. Cecil, Detroit mystifier, who kills himself as "the world's worst magician," at her home in Hamilton, O., November 16, following a heart attack. She had been in failing health the last six years. Funeral services November 19, with interment in Greenwood Cemetery, Hamilton. She is survived by four other sons and one daughter.

CEDAR—Ivan, Hollywood stunt man, following an automobile accident near Tucson, Ariz.

CHURCH—Mrs. Jessie Booth, 79, actress, at her home in Rochester, N. Y., November 14. Mrs. Church had played in *East Lynne* and other vehicles. Her sister, Alice Booth, played Little Eva in early productions of *Uncle Tom's Cabin*, and another sister, Rachel, is a retired actress.

COOL—Leonard B., 62, for more than 25 years prominently identified with theater management and exploitation in Ohio and Sharon, Pa., November 13. He began his career as manager of the old McKinley Theater, Canton, O., and later was appointed director of the United States Copyright Bureau. Cool was the first to sponsor shows and concerts in Municipal Auditorium, Canton. Later he became identified with Feibel & Shea, New York theater operators, and was manager of the old Grand Opera House, Canton; the Grand, Colonial and Music Hall, Akron; the Park Theater, Youngstown; and a house in Ashtabula, O. He managed the Fulton Theater, Pittsburgh, until it was shuttered during the depression, later managing Warner Bros. Columbia and Liberty theaters in Sharon. During his career he gained much recognition for effective exploitation of pictures. Survived by his widow and daughter. Services at McConnell's Funeral Home, Sharon, November 15 and burial in that city.

COULTLITTLE—Louis, early film exhibitor, November 12 in St. Petersburg, Fla., survived by his widow and a son, Albert, staff member of the Florida Theater, St. Petersburg.

DOUGLASS—John, 87, former presi-

dent of Stanley (N. B.) Fair, which he served for 30 years, recently at his home in Stanley. Survived by his widow, eight daughters and one son.

ELDER—Ray, veteran circus employee, known as "Old Time Blackie," at Hulton Hospital, Sarasota, Fla., November 12 of injuries sustained when struck by an automobile two days prior.

FARBER—Mrs. Millie, 68, mother of Cliff Cochran, tabloid and burlesque comedian and now with the Cincinnati Federal Theater Project, in Good Samaritan Hospital, Cincinnati, November 13, following an operation after a year's illness. Funeral services November 17, with interment in Vine Street Hill Cemetery, Cincinnati. Survived by another son, Ralph; a daughter, Ruby, and her husband, Henry.

FERGUSON—William Henry, 81, former owner-manager of Capitol Beach Park, Lincoln, Npb., recently in that city. Spot has been in his hands for the last 16 years, altho actively supervised by his son, R. L. Ferguson. Deceased had been in poor health for some time. Survived by another son, Dick.

GOTTLIEB—Don, 11, son of Mannie Gottlieb, manager of the Detroit Universal Film Exchange, at his home in that city November 15 of acute lymphatic leukemia. Survived by his parents and one brother. Burial in Woodmere Cemetery, Detroit.

GRANT—Charles, 50, music arranger, in Hollywood recently of a cerebral hemorrhage. He had worked with the late Frank Sadler, who scored all the Kern and Gershwin shows. Of late Grant scored for Werner Janssen, who took him to the Coast six months ago. Body sent to Brooklyn for services and burial. Survived by his widow, two daughters and a brother.

HILLYER—Mrs. Merle H., wife of Merle H. Hillyer, manager of the Commonwealth's Strand Theater, Creston, Ia., November 8 in Creston. Services November 10 in that city.

HUBBELL—W. W., 93, former theater manager, recently in Trenton, Mo. He owned and managed the Hubbell Theater in that city for many years. He was a Civil War veteran and member of the Masonic Order. Survived by his son, Woolsey, now operator of the theater. Services October 29 under Masonic and American Legion auspices and burial in Masonic Cemetery, Trenton.

KUNKEL—George, 70, former light opera and silent film player, in Hollywood recently of heart trouble. At one time he starred with Vitagraph and later was seen in a number of Hollywood and Los Angeles musical productions.

LANDRY—Mrs. M. J., daughter of Sidney Harp, well-known Louisiana picture exhibitor, November 15 at her home in Donaldsonville, La., following a Caesarian operation.

LISS—Mrs. Minnie, 66, mother of Mrs. Peter Bouton, of the Blackstone Show, in Women's Hospital, Detroit, November 8 after a short illness. Peter Bouton is a brother of an assistant to Harry Blackstone, magician. Deceased is survived by her daughter, Mrs. Peter Bouton, and a sister, Mrs. F. A. Koppin, of Detroit. Services and burial in Detroit.

LOCKETT—A. C., 60, father of Ralph Lockett, secretary of the Johnny J. Jones Exposition, at his home near Ettrick, Va., October 22 after an illness of nine months. Interment in Blandford Cemetery, Petersburg, Va., October 24.

LOSEE—Frank, 81, actor, at his home in Yonkers, N. Y., November 14. On the stage for almost 50 years, Losee discovered his talent in college and played with Clara Morris during his early years. He met Marion Elmore, who became his wife in 1884 while he was leading man in *Chispa*. During his professional career Losee had played with John Drew, Frances Starr and William Faversham and appeared in *The Hawk*, *Rose of the Rancho* and *Richard Carvel*. Losee was one of the first legit actors to appear in films and played parts in several early pictures, including *The Eternal City*. Recently he had played with George Arliss in *Disraeli*. Losee had

been a member of The Players, the Friars and the Lambs. Surviving is his widow.

MANNING—H. H., 71, former secretary of Athens (O.) County Fair, in Sheltering Arms Hospital, Athens, after a long illness. He was former treasurer and financial officer of Ohio University, Athens, and interment was in that city.

MOORE—Winston C., 36, sound supervisor at RKO studios, Hollywood, recently of injuries received in an automobile accident. Survived by his mother, Phyllis Moore.

MORAN—Mrs. J. W., 63, former vaudeville actress known professionally as Mrs. Katherine Clements, at her home in Freeport, L. I., N. Y., November 17. She retired from the stage in 1906, prior to which she was a member of the team of Richmond and Clements. She is said to have originated a fire-rope dancing act and to have played the title role in the old melodrama, *Belle of the Bawery*. Since 1906 she conducted spiritualist services. Survived by her son, William C. Moran; a sister, Mrs. Catherine Sullivan, and three brothers, John Ruger, of Freeport, and George and Philip, both of Brooklyn.

RACKETT—Arthur H., 73, former musician with Sousa's Band, November 14 at Veterans' Home, Waupaca, Wis. A band instructor at the Great Lakes Naval Training Station during the World War, Rackett also played with the Iowa State Band and the Holton Instrument Company band, Elkhorn, Wis. Survived by his widow, a sister and two brothers.

REINHOLD—Adam, 43, for many years a piano teacher and orchestra leader, November 9 in Henry Ford Hospital, Detroit. Survived by his widow, two daughters, two sisters and two brothers. Burial in Holy Cross Cemetery, Detroit.

RIESNER—John, 81, father of Charles Riesner, screen director, in Oakland, Calif., recently. Survived by two other sons, George and Rudolph, also in the film business.

RIZZO—Mrs. Frank, daughter of the late Billy Hile and Anna Hile, of the Hile-Edmonds Trio, in September in Tampa, Fla., it has just been learned. Survived by her husband, a son and her mother, of Tampa.

SCHILLINGER—Earl Edwin (Tiny), 37, well-known endurance show contestant, November 14 in a Peoria, Ill., hotel of a heart attack. He had appeared with the walkathon which closed in Peoria on that date. Body was taken to Hayward's Mortuary, Peoria, pending efforts to locate relatives.

SCHWARTZ—Edward T., former well-known speed roller skater, recently at his home in Chicago. He had won many races both as an amateur and professional. In 1915 he was elected a member of the board of control and racing board of the Western Skating Association. Later Schwartz became closely associated with Walter E. Suthpen at Wayne Garden Rink, Detroit, Julian T. Fitzgerald, Chicago, former president of the Western Skating Association and vice-president of the International Skating Union of America, was among those serving as pallbearers. Survived by his widow and a brother, George.

SPICER—Floyd Orrin, 88, night manager of Station WNEW, at his home in Newark, N. J., November 19. Associated with radio for 15 years, Spicer joined WNEW in January, 1937, as engineer. He leaves his wife and daughter.

STEINBUCH—Charles, 5, son of Everett Steinbuch, manager of Loew's State Theater, Cleveland, and former manager of Loew houses in New York, recently in Cleveland.

SWITT—Charles P., 65, former official of the Victor Talking Machine Company, Camden, N. J., in Hahnemann Hospital, Philadelphia, November 12 after long illness.

SUZUKI—Toshio, former publicity manager in Japan for United Artists, killed in action in Shanghai recently. Survived by his widow and two children.

TAYLOR—Olton H. (Buddy) formerly with the Johnny J. Jones Shows and for the last 10 years connected with the Rubin & Cherry Exposition, in Nashville, Tenn., recently. Survived by a brother, Andrew, also identified with the latter carnival. Burial in Nashville.

TIMMONS—Carl Lee, of Columbus, O., November 12 when his car sideswiped a truck near Inverness, Fla.

WEBBER—Mrs. Virginia S., 57, wife of E. E. Webber, manager of the Mary Lue

and Colonial theaters, Kansas City, Mo., of a cerebral hemorrhage in Research Hospital, that city, November 4. Services at Stine & McClure's Chapel, Kansas City, and burial in Harrisonville, Mo., November 6. Survived by her husband and a son, E. E. Webber Jr., who assists his father in managing the Colonial Theater.

In Loving Memory of Our Dear Husband and Father
(Doc) E. J. WEBBER
 Died November 23, 1898.
 God Bless and Keep Him.
 CLEO & CHARLES WEBBER

WINSMORE—Robert S., 61, writer and secretary of The Players, at his home in New York recently of cardiac asthma. Burial in Laurel Hill Cemetery, Philadelphia. Survived by his widow and a brother, Dr. Harry Davis Winsmore, of Philadelphia.

Marriages

BARRY-WHEELER—Edward Barry and Rochelle Wheeler, both with Sol's Liberty Shows and the Crystal Exposition Shows the past season, in Caruthersville, Mo., October 10.

BURRUS-DUBEL—Charles Burrus, manager of the Nortown Theater, and Jerry Dubel, member of the Evans Ballet at the Chicago Theater, Chicago, in that city recently.

COOGAN-GRABLE—Jackie Coogan, orchestra leader and former juvenile star, and Betty Grable, film actress, in St. Brendan Church, Hollywood, November 20.

INCH-CROOKS—J. Merrill Inch, continuity director at Station KOH, Reno, formerly with Station WQMT, Manitowoc, Wis., and Patricia Crooks, orchestra pianist, in Reno recently.

KING-WADE—Floyd King, general agent and general press representative of Cole Bros. Circus, and Marjorie L. Wade, film actress, in Memphis November 15.

LOND-SHERRY—Sidney D. Lond, technical executive at Universal studios, and Clarice Sherry, Metro-Goldwyn-Mayer starlet, in Reno recently.

MONROE-RANKIN—Carlos Monroe, identified with the Miller "Believe It or Not" Museum, and Jane Rankin in Oklahoma City November 13.

NILES-SHIFFLETT—Charles Niles, who with his father, Clifford Niles, operates three theaters in Anamosa, Ia., and Mary Shifflett, of Anamosa, recently in that city.

WILLIS-MATHEWS—Macon E. (Buddie) Willis, general representative for Mammoth Marine Hippodrome, and Evelyn Mathews, Kansas City, Mo., in Columbus, Ga., recently.

Cas Franklin, radio baritone, emphatically denies that he was married this past summer to June Taylor, dancer. An item concerning the alleged marriage appeared in this section of the October 30, 1937, issue of *The Billboard*.

Coming Marriages

Joy Hodges, singer and actress of Des Moines, and Robert Wilcox, actor, in New York December 25.

James Blake Rogers, son of the late Will Rogers, and Astrea Marguerite Kemmer, daughter of Charles W. Kemmer, of New York, in the spring.

Al Angel, brother of Mountain Pete and his Mountaineers, heard over Station WXYZ, Detroit, and Billie Hudson, model, of Detroit, in May.

Lawrence (Red) Fillingier, member of the Bob Eugene Troupe, and Beth Calahan, member of the Whirlwinds, in Boston November 24.

Earl J. Tucker, associated with the Walt Disney Corporation in England, and Mimi Joel in London November 26.

Milton Gurian, connected with United Artists, Cincinnati, and Mildred London, of Cleveland, December 19.

Births

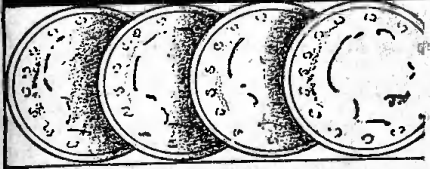
A 9½-pound boy to Mr. and Mrs. George Boles at St. Francis Hospital, San Francisco, November 9. Father is manager of the Golden Gate Theater in that city.

A son to Mr. and Mrs. H. R. Gross in Des Moines November 10. Father is news editor at Station WEO there.

A daughter to Mr. and Mrs. Reed Snyder in Des Moines November 5. Father is supervisor at Station WEO there.

A 7½-pound daughter to Mr. and Mrs. Sam Silverman November 8 in Kansas City, Mo. Father is manager of the Empress Theater, that city.

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NEWSPAPERS--II

The Stop Gambling Order

No year in Northern Kentucky, from a news standpoint, is complete without a periodic first-page splash regarding the gambling situation.

Readers look for such outbursts at intervals and they are never disappointed.

Every once in a while officials are attacked with a spasm of virtue and the order goes out to "stop gambling." The situation is invariably touched with a sense of humor because, like the cat, the gamblers invariably come back.

For several days prior to the order to "stop gambling" the local newspapers carried streamer heads proclaiming that the lid soon would be on.

Last Sabbath was utilized as a propitious occasion to get busy. It was moving day. Trucks hauled slot machines to places of safety as the word had gone out that the "stop gambling" order was on its way.

These slot machines, like the famed slogan "on again, off again," appear and then disappear. It is presumed the machine operators and the handbook brigade are merely marking time in their shell holes waiting for the barrage to cease—and out again they will come.

It never has been definitely determined whether a majority of the people of Northern Kentucky want the barriers put up against certain forms of gambling.

In a great many instances "stop gambling" orders come not from any uprising of the people but as political reprisals.

The Newport city officials have said the word, "gambling must stop," and if they succeed in this laudable effort they should be assigned to the job of damming the ocean or stopping the flow over Niagara Falls.

This is an editorial reprinted from the Kentucky Edition of The Cincinnati Times-Star November 16, 1937. It is an authoritative statement that prominent newspapers are beginning to recognize the desire for publicity that is back of most of the periodic "drives" against coin-operated machines. Purposes of political reprisal are also said to be the motive in some cases.

Marble Device Ballyhoo

A member of the city council has revived the discussion of marble machines, demanding an official probe to determine their legality. Councilman Edward R. Kealing is seeking the right answer to the question whether a marble machine is an innocent amusement feature or a gambling agency. Attention to the machines was called by raids, followed by mysterious removal of the devices. They are said to have returned recently when it seemed generally understood that the "war is over."

Perhaps it also is time to cease the perennial agitation over operation of these marble games. Some of them unquestionably are used for gambling small sums. The majority perhaps supply harmless diversion. There is no reason for wholesale condemnation of the machines, which can be made the medium for innocent entertainment or illegal uses as the proprietor or customers prefer. A marble machine need not necessarily be condemned per se any more than a deck of cards.

Some civic groups have complained that children spent their lunch money on marble machines. A number probably did. The situation in that respect, however, was scarcely alarming. If the youngster diverted the lunch budget to the marble game he probably would invest occasionally in candy, sodas or other articles.

The police should have no trouble discriminating between harmless diversions and organized gambling. But surely it is time to cease the hue and cry being raised against machines that in themselves offer little that is objectionable.

This is an editorial which appeared in The Indianapolis Star October 29, 1937. It raises objection to the "perennial agitation" against pinball games. It also suggests that the cry about children squandering their lunch money is not so alarming as it may seem.

1937 "All-American" Backfield in Coin Games

More operators purchased more Keeney Games last week than for any week in the history of this concern.



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3-dial, 7-play slot, console game with interchangeable tops. Being purchased by more operators today than ever since its introduction 8 months ago. **\$279⁵⁰**

2 - DARK HORSE

Improved model console game with 7-play, selective, 1-coin slot and Daily Double dial. The greatest of all console games for the money. **\$179⁵⁰**
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3 - SKILL TIME

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Operating in Detroit Depends On Future of City's Industry

DETROIT, Nov. 20.—In Detroit, where the success of coin-operated machines is so closely dependent upon general business in the city, industrial news then becomes coin machine news. The coin machine trade in Detroit is making a bid for national prominence in the manufacture of vending machines and the field has long been a profitable one for the operation of vending machines in factory locations. But even the operator of peanut vendors must depend a lot upon the industrial conditions of the city.

Accordingly, the opinions of outsiders as to industrial conditions in Detroit are of great interest. Within the past few days *The Milwaukee Journal* and *The New York Times*, among other newspapers, have published industrial surveys of Detroit and predictions as to the future of present industrial strife in the city.

"Impartial observers," said *The Milwaukee Journal*, "believe that the danger now that employers, reading the election returns, will misread the trend of the times and feel encouraged to adopt repressive measures which will goad the union into overt action in fields where exerted pressure more successful than in politics. Already there are rumors, circulated widely in Detroit, that some manufacturers are prepared to shut down their plants and keep them shut at the first sign of a repetition of the down strikes in the motor factories." If *The Journal's* predictions come true, the outlook is not so good for the country at large, so dependent upon the automobile industry, much less for the coin machine trade in Detroit. Serious industrial disturbances in Detroit will in all probability delay whatever contributions Detroit firms may be about to make to the vending machine manufacturing industry. The coin machine trade needs all the new creations and ideas possible in vending machines for the year 1938 and it has been anticipated that Detroit manufacturers would con-

tribute a large share of the newly successful machines.

The New York Times (November 14, 1937) gives a rather complete analysis of Detroit, its population and its industrial problems, calling Detroit "our laboratory of social change." Says *The Times*: "Because Detroit is one of the key cities of industrial America, because here post-depression unionism clashes most dramatically with the old individualism and because Detroit is one of the most class-conscious cities in the United States, it is one of the most interesting laboratories of social change. Here one feels the shape of things to come is taking form not only in the laboratories and the machine shops but in the minds of the men and women who make up its population."

"Detroit is a factory town grown haphazardly into greatness. The automobile made the city, and the motor car is too new and too insistent upon youthful workers for Detroit to have developed any appreciable family tradition such as may be found in the steel and the mining industry, where the sons of steel workers and miners follow naturally in their fathers' footsteps."

The amusement games industry will be interested in the following description of the desire of this Detroit population for amusement: "While they are here, tho, they live swift lives. Detroit and its people play hard. Motion picture houses are almost as thick as bars and cafes. Several of them stay open all night to accommodate the factory workers whose hours of toll would prevent them from seeing the screen's latest offerings in the usual theater-going hours. The newspapers give more space to the doings of Hollywood than they devote to foreign news."

"Next in interest are sports. Almost everyone, from the major executive to the common laborer, is a baseball fan who can tell you the first names and batting averages of all the first-rank

players. Boxing draws huge crowds. And golf is in universal favor. Golf links, public and private, cheap and expensive, are on every hand."

Satisfying part of this demand for amusement has been the operation of amusement games with varying success since the introduction of modern pinball games. As an official of the Skill Game Amusement Association recently said: "In spite of many difficulties we have been able to arrive at some plan of co-operation with officials and thus to keep skill games in continued operation." Most of the difficulties that have confronted the operators are known to have been due to differences of political opinion among officials. Impartial observers agree, however, that coin-operated amusement games belong in the diversified set-up to supply amusement and diversion for Detroit's citizens. As *The Times*' summary of Detroit's amusement world indicate, reform drives against such things as pinball games are not consistent with the general public attitude. Professional operators of amusement games, it should be added, have made more strenuous effort to comply with the exacting standards set up for pinball games than perhaps in any other large city in the country.

Production in High at Daval

CHICAGO, Nov. 20.—With adjustments in its new factory now fully completed, the Daval Manufacturing Company reported this week that a complete line of machines was in production and that deliveries would be made rapidly at an early date. The move of the Daval firm to a complete new plant was accomplished with a minimum let-up in production of machines, and with the big expansion in facilities it is expected that machines will be turned out in ever-increasing quantities.

Ben Kulick, sales manager, left on an extended trip to cover Eastern territory. He will visit Buffalo, Boston, New York City and other centers on his itinerary.

B 4 "B" SPECIALS B

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Make '21'	8.50	Wheels	5.50
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		with Order, Bal. C. O. D.	

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Kulick has been waiting anxiously for several days to get out into the field while the new factory plant was being whipped into shape. With the full confidence that a big factory gives him, as the production lines hum every day, he says that he will have a real message to carry to the trade. It will be about the U-Pop-It pop-con vander and other new machines which bear the stamp of Daval manufacture.

Daval also announced during the week that Lou Wolcher had been appointed distributor for their line of machines in the State of California. Wolcher is well known, not only on the West Coast but to the national trade as well. His organization will begin immediately to push the sale of Daval machines in California.

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P. S.—Get the holiday spirit in your locations.

MEN MACHINES



One of my most cherished reforms for the coin machine industry seems about to go to smash under the pressure of modern ideas of publicity. I have long felt it my duty to protect operators insofar as possible from the intrusion of girls' legs into their business. In this enervating age, with its legal and economic complications, I still think that common sense should be protected from current nudism in pictures. But this build-up for Dolly Flasher has made all of all my work for the coin machine industry a flash in the pan. Joe Huber has tried to console me with the idea that after all it is only a difference of words whether her limbs intrude into the coin machine business or whether her bosom protrudes into it. I am now convinced that Jimmy Mangan and Joe Huber are both connoisseurs of art and can look at pictures with a childish innocence which is beyond the average operator. I will still believe those pictures should have been kept out of the coin machine section until I have seen Dolly Flasher in the flesh.

Eddie Ginsburg, Miami office of Atlas Novelty, is reported to be preparing for a trip thruout the Southern territory. His mission will be to get better acquainted with operators and to get ideas for building up Atlas "personal service."

J. C. Wokaty, music field man for Markepp, Cleveland, is telling the story of selling 25 phonographs to a man out in rural Ohio, who says he will sell his farm if the phonographs really make money. The farmer replied to a Markepp ad, and you should hear Wokaty tell his experiences in trailing the inquiry down.

Right now the United States Government is busy arranging new trade treaties with Great Britain and Canada. It begins to look as if the United States might reach an agreement which will permit trade with all members of the British Empire on lower tariff terms. Which would be good news for the exporting of coin machines—maybe. Consideration for coin machines might be obtained if the trade were organized to seek better tariff rates.

Altho the amusement games industry was just beginning in 1931, it managed to make a real contribution to employment and to assisting small merchants to pay their rent during the big depression. Now, with immense factories and facilities for inventing new games, the industry has its greatest opportunity to aid small merchants during the present business slump which will continue for months. An appeal should be made to real estate men to help merchants get games into their stores to pay the rent. So says Ken Shyvers, of Chicago.

When Miss Amber Wilson (Huber Coin Machine Sales) declared her intention to lead the charge of the Brunet Brigade on the 1938 Coin Machine Show I immediately remembered how I came very near turning loose a brunet tornado once. A certain coinman called me to his hotel room early one morning to get a flash news story. He introduced me to a pretty blonde in pajamas as the missus. I hurried back to write the story and made appropriate comments about the missus. Then by some strange coincidence I got to thinking that she called him "dearie" and other little familiarities that were passing strange. I knew they could not be newlyweds, so I just eliminated all about the missus. Some months later I learned for a fact that the coinman's missus is a brunet. Of all the slips I have made in my reporting days I think that would have been the worst of all had my lucky star not saved me.

Harold Schaeff, Victor Vending Corporation, accuses one of the trade papers of sending him the following verse:

"The codfish lays a million eggs,
The huffed hen but one.
The codfish does not cackle
To show what she has done.
We scorn the modest codfish,
But the boastful hen we prize,
Which only goes to show—
It pays to advertise."

NOW IT CAN BE TOLD. It is reliably reported that Bally Manufacturing Company considered prosecuting alleged infringements on the Bumper game when that game was sweeping the trade. But it was decided that a better policy would be to concentrate on turning out the games and selling them. Bally officials now feel it was a paying proposition and that every other game which used the bumper principle was a big advertisement for their game.

By dramatizing your daily life you can make your life exciting—and bearable.—Fred B. Barton in "Let Yourself Go."

Guaranteed Bargains

RECONDITIONED PHONOGRAPHS

4 Wurlitzer 616s	\$213.50
15 Wurlitzer 312s	139.50
22 Wurlitzer 412s	142.50
1 Wurlitzer 210	69.50
5 Seeburg Selectophones 36s	67.50
3 Seeburg Symphonolas B's	124.50
1 Mills Dance Master	32.50
2 Mills Rebutl. Dance Masters	32.50
1 Capehart Orchestrope 36	87.50

NOVELTY GAMES

Bumpers	\$19.00	Stones 37	69.50
Roll Overs	10.00	Baseball	14.50
Gumbers	10.00	Three Stars	10.00
Auto Dorby	32.50	Track Meets	34.50
Hot Springs	24.50	Outboard	34.50
Home Stretch	32.50	Sensation	17.50
Track Stars	32.50	Madcap	6.00
Replay	17.50	Carnival	32.50
Home Run	17.50	Tackle	6.00
Long Beach	37.50	Beano	6.00
		Win d'World	32.50
		Win d'Kings	32.50

RECONDITIONED SLOTS

40 Mills War Eagles, 50, 100 & 250 Play	\$32.50
25 Mills Extraordinary, 250 Play	49.50
5 Mills Wolf Heads, 50 Play	29.50
1 Mills Futurity, 250 Play	49.50
5 Mills F. O. K. Silent, 50 & 250 Play	32.50
2 Pace Comets, 50 Play	32.50
1 Jennings Dishess, 50 Play	25.50
1 Jennings Duke, 10 Play	12.50
All Slots Factory Rebutl Like New	

AUTOMATIC PAYOUTS

Classio	\$49.50	Hialeah	\$22.50
Preview	29.50	S. S. Derby	12.50
All Stars	12.50	Credly	9.00
Palooka	37.50	Wings	47.50
Preskies	59.50	Bowie	10.00

COUNTER GAMES

Reel 21s	\$4.50	Daval Races	\$4.75
Hit Me 21s	4.50	Centa Packs	6.00
Tit Tat Toe	4.00	Sportsman	6.00
All Win	7.50	Skipper	2.50
Horse Shoes	4.75	Chicago Club	2.50
Heads or Tails	2.50	House	5.00
Reel Races	5.50	Ticketta	2.50

NOVELTY GAMES

Pace Races, New Motors	\$135.00
Ray's Tracks, Late Serials	127.50
Electric Eyes	22.50
Rotary Merchants	72.50
Thoro Brod, Race Horse	69.50

Immediate Delivery From Stock Wurlitzer Phonographs New 616-A Models. At Regular Factory Prices.

Terms 1/3 With Order, Bal. C.O.D.

AUTOMATIC AMUSEMENT CO.
1900 Pennsylvania St., Evansville, Ind.

25 HAN-BALL NOVELTY GAMES

Bumper Type, Original Credits, \$32.50 Each. Each \$79.50 Each. Bally Classics, Used, \$35.00 Each. D. & S. SALES CO., Rockford, Ill.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Universal Introduces New Jar Biz Builder

KANSAS CITY, Mo., Nov. 20.—Universal Manufacturing Company here announces that it has ready for immediate delivery a new type of jar game sales stimulator. With the new jar games Universal is also introducing a new baby-size ticket, less than half the size of the regular ticket now being used on jars. The new jar takes up only six inches of space and has been given the trade name of Baby Midgets.

The new games were originated and designed by Universal to promote the sale of staple merchandise, such as cigarets, beer, candy, food, gas and oil. Each deal consists of a set of 3,000 tickets, selling at 1 cent per sale, making a total take-in of \$30. Average payout is \$17.50, leaving a profit of \$12.50, plus the profit on the merchandise.

Joseph Berkowitz, of Universal, also announces a new selling plan, whereby the deals are sold only to jobbers, distributors and operators. Berkowitz is also allowing exclusive selling rights to only one jobber in every three counties.

Detroit

DETROIT, Nov. 20.—O. D. Griffin has decided to drop out of the jobbing business and to concentrate on the operation of pin games. He is closing his store on Virginia Park and will operate from 2464 West Euclid avenue. Griffin was ill for quite a long period of time and only recently returned to the business. During his absence local operators became well acquainted with Mrs. Griffin, who stepped into the breach, an absolute stranger to coin machines, and successfully carried on her husband's business.

The Great Western Novelty Company has moved headquarters from Washington to this city, where it has opened offices on the fifth floor of the Morgan Building. The company formerly operated an extensive route of digger machines in the East, but is closing out this business at present. P. Robert Squire, head of the company, returned from Washington and other Eastern cities this past week. He plans to spend a large part of his time out on the road. The new office here is in charge of Philip Kelster.

Frank Stein, local amusement machine op, placed a large order for the new Dux novelty game with General Amusement Devices Company, the new distributor for Chicago Coin Machine Company in this territory.

C. Schwartz, of the National Coin Machine Exchange, Chicago, is reported to have made a deal with Chereton during the past week whereby Gadco will supply a large number of novelty games to foreign markets. The majority of these machines will go to England and Africa. First shipment under this new tieup was made on November 15.

Richard Griffin, operating as the Midwest Amusement Company, has a high-class sideline now—selling Lincoln automobiles. He is making good at this sideline but is continuing to operate his machine routes, too. Griffin is concentrating his activities in the city at present but intends to reopen his up-State territory shortly.

Pan Confection Offers New Board

CHICAGO, Nov. 20.—Pan Confection Factory, with its long and favorable reputation in supplying small candies for the operators of bulk vending machines, announced a new board deal which promises to be attractive to operators. It is being offered as a special for the holiday season.

The deal will include 38 prizes, the grand prize being a maple chest that is filled with an assortment of candy. Then there are 28 boxes which hold one pound each of a candy mixture. The wrappings of the prize boxes are in holiday style to conform to the season. The board has 600 holes at 5 cents each.

Depreciation Notes

ST. LOUIS, Nov. 20.—In a recent test case here government officials attempted to establish an annual depreciation rate of 25 per cent on coin-operated machines. Duke Sterner, manager of the Ideal Novelty Company, appeared as a witness at this meeting and was able to convince officials that a yearly depreciation charge of from 80 to 90 per cent was not excessive.

NEW DATE BOOKS

FOR 1938 NOW ON SALE

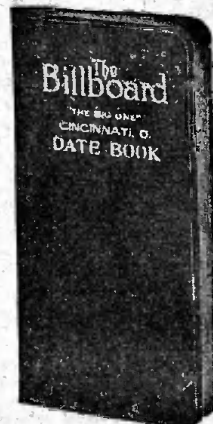
Arranged Especially for Your Needs Dated From January 1, 1938, to January 1, 1939.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World Maps; 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS

For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.

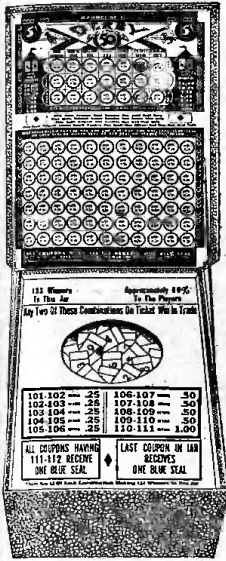
Cash With Order
ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE



Name in gold letters on covers, 15c extra for each line.

The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.

AWAY AHEAD OF ALL OTHERS



BARREL OF FUN DERBY

The jar game with fool-proof tickets. Stay with a winner. Always the first in the field. Newest ideas in jar games for operators. Beautiful payout cards in attractive colors.

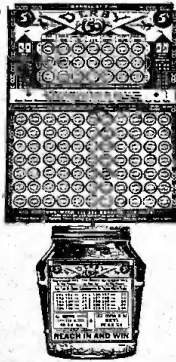
Operators, here is another Barrel of Fun jar game that will help you to get and hold locations.

This game can be furnished either in glass jars or boxes as illustrated.

2520 Coupons at 5c... \$126.00

Payout (average)..... 82.20

Profit (average)..... \$ 43.80



GAM SALES COMPANY

(Manufacturers Only)

1319-21 S. Adams St., Dept. D, Peoria, Illinois

OPERATORS, WRITE FOR FULL PARTICULARS

Nickel Merchandisers

By BILL GERSH

Director of Sales Promotion, Byrde, Richard & Pound, New York

No longer does the copper penny rule the world of automatic merchandisers. It has been dethroned by the nickel, for the present trend is toward the luxe merchandisers, featuring the nickel coin. For many years operators thought the penny venders were the best because the copper cent is more abundant than any other coin as far as the spending public is concerned. This theory, however, seems to have been knocked into a cocked hat; for the majority of the new de luxe merchandisers which have appeared on the market during the past few months feature a 5-cent coin chute.

The first of this new type of de luxe merchandising equipment was the popcorn vender. By now it is no longer new to the trade. Almost everyone knows that for the price of only a nickel a customer can actually watch his corn pop, receive it in his own bag already buttered, and salt it to his own taste. Another manufacturer has just introduced a gum and mint merchandiser that vends a package of nationally advertised gum or mints for 5 cents. According to reports, operators are buying this type of machine in much larger quantities than they are the penny machines. At least, sales reports from firms featuring both nickel and penny merchandisers indicate that this is the case.

Why this sudden trend away from penny toward nickel merchandisers? The logical answer seems to be that the nickel machine has been found to be more profitable to operate. Certain leading operators claim that they realize greater profits from 5-cent machines which feature merchandise that is somewhat perishable. Even if the machine vends but one-half the amount of merchandise of a penny vender, it will still be earning more money because the stock of merchandise can be kept down to a minimum and less serving and overhead are required.

Many New Machines on Way

This discovery on the part of some of the leading vending machine operators has injected new life into the vending-machine trade, and many new machines are rumored to be on the way. There is a candy merchandiser said to be ready for release that will vend nationally advertised brands for 5 cents. It is rumored that this machine is one of the most modern of its type. It is said to have tremendous stock capacity, to be fully selective, slugproof and with a change-making device that is almost human. A peanut package machine, which came out about a year ago, will soon appear in a de luxe form with a nickel coin chute. Practically all of the new merchandisers being introduced at this time have a nickel slot and are of the de luxe variety. Operators seem willing to pay the higher prices for de luxe jobs.

Of course, one of the attractive merchandising features of the new de luxe machines is the fact that distributors are making them available on a time-payment basis. This gives a willing, hard-working operator a chance to enter into a legitimate field and pay as he goes. By taking advantage of it the operator need not start out on too small a scale where profits would be doubtful. At the same time the machines do not eat too deeply into his capital so that he is unprepared for any unfortunate occurrences which may arise.

Whether the nickel psychology is correct is yet to be determined by large and varied operations of this type of equipment. Only by test can the truth be known. Tests that have already been put on the record books seem to prove that the nickel operations are best suited for modern merchandising conditions. More profits are seen. With modernism built into every line of their design, the new de luxe type merchandisers are bound to attract more attention on locations. A large attractive machine stocked with appealing merchandise is bound to pile up more nickels in the coin box than a small penny merchandiser. Some of the machines, in fact, are being built in such a manner that they will actually become fixtures on the location. Like the cigaret venders, they are expected to replace the candy baskets near the cash registers.

Nickel Venders Have Big Job

To me it appears that the nickel merchandisers were bound to arrive. Just like the cigaret machines, they have a great marketing job to do. To the store-

NEW SMASH HIT!



Hottest Item for SALESBOARDS PREMIUMS SOUVENIRS GIFTS, Etc.

Sweeping the Nation!



Each Set in a Beautiful Gold Red and Black Display Box.

Big Holiday Seller!

THEY'RE a hit! From every part of the country orders and reorders prove PEEK-A-BOOS to be the greatest, fastest-selling novelty in recent years! It remains for you to try them on salesboards... to sell them to taverns, stores, cabarets or any place where glasses are used and see how quickly people buy! PEEK-A-BOOS have what it takes. Six pretty, luscious girls in natural colors on the front. Turn the glass around and they strip-tease in the most amazing manner. Then peek through the liquid and... Hurry! Get the cream of the profits by being first with the latest. Rush your order by wire, letter or phone!

SIX DIFFERENT SUBJECTS



PRICES: No. D841—Peek-A-Boos Glasses, Set of 6 assorted to beautiful display box. SINGLE SETS, \$1.30; DOZEN LOTS, per Set, \$1.20; GROSS LOTS, per Set.....

Packed, if desired, in individual corrugated shipping boxes 5c extra per Set. Sample Set, \$1.35, by express collect. TERMS: F.O.B. Chicago. 1/3 Cash, Balance C.O.D. Cash in advance saves C.O.D. fees.

\$1.10 SET OF 6 GLASSES

At Your Jobber or Order Direct Wholesale! Premium Jobbers! Salesboard Jobbers Write for Confidential Quantity Prices

H. FISHLOVE & CO. 1430 N. ORLEANS ST., CHICAGO, ILL. Since 1915 Manufacturers of Novelties that Amuse



Tagged value \$7.50 Precision Built 30-Hour Movement. A Guaranteed Accurate, Fascinating Timepiece

FAST ACTION HIT AND TAKE SENSATION

KANARY KLOCK

The Clock With the Animated Canary Birdie Pecks Away Every Second of the Day

Deal No. 34—KANARY KLOCK—and a 400-Hole Special Split-Section Board—in dozen lots, \$2.75 ea.

APPROXIMATE TAKE	\$13.50	Sample Deal
COST COMPLETE	2.75	COMPLETE \$3.25
APPROXIMATE PROFIT	\$10.75	25% Deposit
		Balance C.O.D.

CASEY DISTRIBUTING COMPANY 1132 S. Wabash Ave., Chicago, Illinois

Bean-O Bag

Positively LEGAL— for Amusement only!!! PACIFIC MFG. CORPORATION 4223 Lake St., Chicago

TOP VALUES! LOWEST PRICES!

Mercury .. \$34.50 || Turf King \$42.50
Home .. 42.50 || Air Races .. 35.00
Stretch .. 42.50 || Freakness .. 49.50
1/3 Deposit with Order, Bal. C. O. D.
SEIDEN DISTRIBUTING CO.
1240 BROADWAY, ALBANY, NEW YORK

leaders in the industry maintain it will, namely, open the doors to a new era which the industry is so earnestly seeking. Perhaps not. At any rate, one thing is certain—the throne of King Penny has been usurped by Buffalo Nickel, who promises to reign supreme in the world of automatic merchandise venders.

Rock-Ola's Service Dept. Educates

CHICAGO, Nov. 20.—Why should the manufacturer maintain a service department for operators? W. E. Hall, head of Rock-Ola's service department, knows the answer. "It's our job to keep satisfied customers satisfied," he says. Mr. Hall adds: "For instance, have you ever ridden one of those crack streamline trains? You can't imagine anything jarring its smooth performance—and nothing does. Why? Because the service men are always on the job. That's exactly why we service engineers have organized to advise and assist our distributors and operators."

Mr. Hall, who saw the need for a highly specialized and technical division, has organized one of the most unique service departments in the industry. His unusual training and business experience particularly abetted him in the development of this efficient unit. Having handled national sales promotions in advertising programs of the radio field acquainting him with the problems of the "man in the field," he has also had considerable production experience in his own manufacturing business.

The service department at Rock-Ola is still a part of the sales division—as it literally should be. The service man rightly has "his ear to the ground" and can pass on many helpful suggestions to the sales department, for he is closest to the everyday problems of the operator. Rock-Ola's service department has three definite functions: the handling and sale of parts for all Rock-Ola equipment; an intensive educational program for the service men of distributors and operators who check the precision performance of any Rock-Ola product, and the servicing in a very few instances where the problem may be too complicated to be handled by the local service man. Particularly sympathetic is this department to the smaller operators who are not in a position to employ experienced service men. A repair subdivision also is established as an accommodation to Rock-Ola customers. It makes possible perhaps the most important service of all—thru co-operation with the engineering department it publishes educational material, such as service manuals, operating diagrams and trouble-shooting data.

"We figure in our work," states Mr. Hall, "that an ounce of prevention is worth a pound of cure." In carrying forward the work Mr. Hall has three assistants at the factory and a service engineer on the ground to advise local operators, as well as five traveling service engineers bringing the educational program to all parts of the country. Every man in this department is hand-picked, recommended by his broad technical and practical background, which enables him to cope with every problem. In the words of Mr. Hall: "We're the school-teachers in this game. If the customers will learn how to take care



MOST of the operators seem to be heeding the daily warnings in the newspapers to "do your Christmas shopping early" and are already selecting the discs they intend featuring during the holiday season. Favorites at this early season date at the Brunswick studios are *I Told Santa Claus To Bring Me You*, by Bernie Cummins on the Vocalion disc, and *I Want You for Christmas*, done by Russ Morgan under the Brunswick label. Decca buyers are going for Bing Crosby's renditions of *Silent Night* and *Adeste Fideles* and Harry Reser's *Jingle Bells* and *Santa Claus Is Coming To Town*. Victor expects the old swing master, Benny Goodman, to enjoy a third year of record sales on *Jingle Bells* and *Santa Claus Is Coming To Town*. From the way this number is moving at this early date they won't be disappointed.

In an oasis, where many of the local ops do their beering, a long and lengthy argument ensued the other night as to what discs hold the all-time sales record to music ops. Many staunchly upheld the *Music Goes Round and Round*, while others cast their votes for other old-time favorites. A call at the various companies here in Chi reveals that *Sugar Blues*, by Clyde McCoy, and *Hot Lips*, by Henry Busse, lead for Melotone. Russ Morgan's *Wabash Blues* heads the Brunswick brigade and Ted Lewis' *When My Baby Smiles at Me*, recorded by his original band for dear old Columbia, is still a favorite that garners plenty nickels. Bing Crosby's *Sweet Lettins* and *Blue Hawaii* ranks first for Decca, while the leaders for Victor are Shep Fields' *Merry-Go-Round Broke Down* and their recent, *Old Sou Song*, by Rudy Vallee.

"Many operators would make more money if they would consider each location as a problem in itself instead of regarding all their spots as a composite whole," pens P. P. D. from Kentucky. "I have kept an accurate check on what records have pulled best on each one of my locations. As a result I know what places go for swing, what ones prefer a wide variety of discs and what ones will pay to hear classical discs. No fooling," he concludes, "I have two spots where Goodman is a dead loss and another where symphonic discs always wind up on top."

In pointing out how the buying habits of operators have changed during the past few years, sales representative of one firm points out that many of the operators are now setting aside a definite percentage of their earnings each month for depreciation so that they can purchase new models when they appear on the market and thus keep their equipment up to date. Duke Ellington's star is reported to be rising fast in the automatic music world. Watch it, ops! Record companies all say ops are now buying name bands, where they formerly bought song titles and paid little attention to the band.

With all of the automatic phono manufacturers reporting the best business in their history for October—where is the pessimist who cried a few months back that the music biz was "saturated." Many go-getting ops report the biz is saturated—saturated with profits for them! MAYNARD REUTER.

of their equipment they won't have to stay in after school and watch their competitors stepping out ahead of them to richer rewards."

Small Restaurants Use More Phonos

DETROIT, Nov. 20.—"There has been a great pick-up in business in my music machine routes during the last three weeks," Edward Kiely said this week. "These are mostly on the east side, and this is largely an industrial territory, so that the recent industrial pick-up has helped them."

"We are putting phonographs in small restaurants where they never had them before and they are making money.

These places are open 24 hours a day and the total gross business for the day is often better than in beer gardens. Late night trade, breakfast and even noonday trade help to build up nice sales.

"We are even putting phonographs in little places like the hamburger stands, some so small that they almost look too small to hold the phonograph models. Some of these places get some excellent trade just after beer gardens close at 2 a.m."

Kiely entered the music field only a few months ago and is already enthused over his experience in it. He is an old-timer in the coin machine business, however, having five years of experience in pin games, of which he still-operates a few, and bowling-alley type of games which he formerly operated.

Oldtimer Sees Big Future for Phonos

DU BOIS, Pa., Nov. 20.—"I've been in the music business for 53 years and prospects are better today than ever before." That's the opinion of B. D. Schaffner, 71-year-old veteran music man and owner of Schaffner's Music House here. Schaffner is one of the oldest music operators in America, and was an honored guest at the first annual



B. D. SCHAFFNER

convention of the Wurlitzer Century Club of last August.

Schaffner started in the music business when he met a traveling Irish piano salesman at the age of 18. With the revenue he realized from his first sales for the wandering Irishman, he built up a substantial music business operating several stores and employing hundreds of salesmen. The late lamented depression closed every store and left him owning hundreds of unsalable items and owing thousands of unobtainable dollars.

"Then Providence stepped in," he reported, "in the guise of an old friend who was a Wurlitzer representative and convinced me that I should enter the operating field. I'm not sorry that I did, for today I'm free from debt and the future looks extremely bright."

In commenting on the progress which the music business has made since he first entered it, Schaffner stated, "In the old days, the location owner didn't pay the proper share of the income he took in on the mechanical piano, we were in danger of failure. Today every cent is collected. I'm thankful indeed that I became a Wurlitzer operator, for I could hardly hope to attain the financial success I now enjoy in any other way."

Seeburg Phonos in Restaurant Chain

The name, Howard Johnson, has grown in a few short years from a small news-stand and ice-cream parlor to a New England institution of 56 ice-cream shops and restaurants thruout Massachusetts, Rhode Island, Connecticut and New Hampshire.

Along the main highways and in metropolitan sections the familiar Howard Johnson signs stand out, synonymous with the highest quality home-made ice cream and food, fast, clean service and a refined atmosphere where people sit and enjoy the finest musical entertainment, made possible by Seeburg Symphonolas.

Not only does Mr. Johnson signify his high regard for Seeburg Symphonolas by their use in each of his 56 beautiful dining rooms, but particularly specifies that Seeburg Symphonolas are a part of the furnishings of every new Howard Johnson restaurant that is built. Mr. Johnson firmly believes that Seeburg Symphonolas are a fine piece of decorative furniture that adds to the pleasant atmosphere of his restaurants, as well as a real profitable asset to his business, for the beautiful cabinetry of Seeburg Symphonolas harmonizes wonderfully with the de luxe surroundings of his restaurants. Mr. Johnson goes even further in his whole-hearted approval of Seeburg Symphonolas by having space provided for them in the plans and construction of each of these new de luxe restaurants.

A surprising fact about the Howard Johnson chain is that no liquor is dispensed and there is no dancing in any one of the 56 delightful restaurants. Yet the Seeburg Symphonolas are tremendous profit-makers in each of these fine dining rooms. People drive for miles around just to sit over the delicious Howard Johnson food and ice cream and listen to the true-to-life musical reproduction of the Seeburg Symphonolas that are as much a part of a Howard Johnson restaurant as its rich ice cream.

Sheet-Music Leaders

(Week Ending November 20)

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

Position	Last Wk.	This Wk.
1	1.	Vieni, Vieni
2	2.	You Can't Stop Me From Dreaming
3	3.	Harbor Lights
4	4.	The One, Rose
5	5.	Once in a While
6	6.	Remember Me
7	7.	Blossoms on Broadway
8	8.	Roses in December
9	9.	My Cabin of Dreams
10	10.	If It's the Last Thing I Do
11	11.	Farewell, My Love
12	12.	Josephine
13	13.	That Old Feeling
14	14.	Moon Cot in My Eyes
15	15.	So Many Memories



A SALES CONFERENCE ON A BUSY DAY in a luxurious setting at Rock-Ola's great Chicago plant. Left to right: I. F. Webb, vice-president in charge of phonograph division; Jack Nelson, vice-president and general sales manager, and Representative W. C. Deaton.

THEY'VE GOT WHAT IT TAKES!

Mastery of an individual style, leadership in a popular trend, originality in presentation and consistent, above-par performance . . . it takes all this to get—and hold—constant public favor in a keenly competitive entertainment world!

Seeburg Illuminated Symphonolas, Royale and Rex, with the original Lumalite Grille and 20 Record Multi-Selector, provide that superior performance and attraction on location through which they have reached the heights of Leadership. Seeburg instruments have what it takes to get and hold the best locations . . . to earn greater daily profits

Makers of Fine Musical Instruments



Since 1902

J. P. SEEBURG CORPORATION
1500 DAYTON STREET
CHICAGO



The Royale



TOMMY DORSEY
and His Orchestra
Currently at the Commodore Hotel, New York
MANAGEMENT MUSIC CORPORATION OF AMERICA

PERMO POINT



The Only Long-Life Phono Needle with the Patented Elliptical Point. Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.

Endorsed By All Leading Manufacturers and Record Distributing Companies.

Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP.
Chicago, Ill.
6415 Ravenswood Ave.

Grenner and Collard Gabel Repts in East

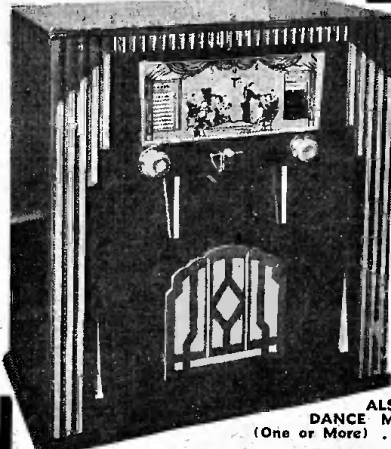
NEW YORK, Nov. 20.—H. R. Collard and Robert (Bob) Grenner, Eastern representatives for the John Gabel Manufacturing Company, have combined their territories and will now work in the entire East from Maine to South Carolina.

Both Brenner and Collard have been connected with the phonograph business since its infancy. The new combine offices will be located at 250 West 54th street, New York, and 2429 18th street, N. W., Washington. Elaborate showrooms have been installed at both centers.

Collard and Grenner expect to be in Chicago during the coin machine show and will put all their efforts into publicizing and selling the new "38" Gabel.

"SACRIFICE SALE"

30 Rowe Imperial Eight (color two-tone gray), complete with stand, money-changer, 1 or 35, \$65.00 each. Wurlitzers P-10, each \$49.50; 1 or a 100. Wurlitzers P-12, \$89.50. Wurlitzers P-400, \$149.50. Wurlitzers P-412, \$129.50; Wurlitzers P-30, \$89.50. Terms: 1/3 down, balance F.O.B. shipping point. HERBER PHONOGRAPH CO., 116 E. 5th St., AUSTIN, TEXAS.



24 RECORD SELECTIVE ENTERTAINERS
\$39.50
In Lots of 5 or More.
F. O. B.—N. Y. C.

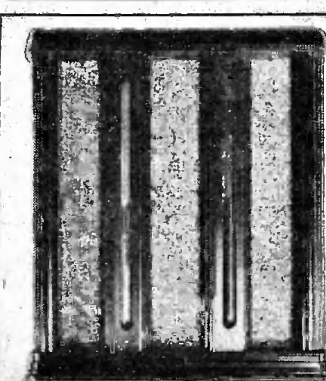
SINGLE \$42.50
Modernized Newly Refinished Cabinets. Latest Amplification. All External Hardware Chrome Plated. Changing 7-Colored Glass Panel, picturing a leading Broadway Orchestra and enticing Torch Singer.
GUARANTEED MECHANICALLY PERFECTLY RECONDITIONED.

ALSO—Limited number MILLS DANCE MASTERS, 5c-10c-25c Slots \$42.50 (One or More)

1/3 Deposit, Balance C. O. D.
AMERICAN MUSIC CO. 420 TENTH AVE. NEW YORK, N. Y.



A PORTION OF THE WURLITZER FLEET owned and operated by C. H. Potter, of the Fairmont Novelty Company, aggressive music operator at Fairmont, Minn.



Phonograph Operators
Now YOU can have the
NEW ELECTRIC GRILL

for all models and makes of phonographs. It is not necessary to purchase new machines to hold those better locations. INSTALL OUR NEW ELECTRIC GRILL IN FIVE MINUTES. IT ADDS BRILLIANCE AND PLAYERS' APPEAL. YOUR OLD MACHINE IS AS NEW AS TOMORROW'S.

ELECTRIC GRILL is the operator's salvation. ORDER YOUR SAMPLE TODAY.
SAMPLE \$19.50—6 OR MORE \$17.50.

MID-WEST NOVELTY SALES CO.
812 West Broadway—Muskogee, Oklahoma
415 East 3rd Street—Tulsa, Oklahoma
2527 Hillman Street—Youngstown, Ohio

Patent Applied For

PHONOGRAPHS

LOW PRICED BARGAINS - GUARANTEED PERFECT CONDITION
WURLITZERS

P-12's	\$90.00 Each	\$95.00 Each
	In Lots of 5	Single Orders
412's and 312's	\$124.50 Each	\$129.50 Each
	In Lots of 5	Single Orders
400's	\$140.00 Each	\$150.00 Each
	In Lots of 5	Single Orders

These Machines have been used less than six months, are perfect mechanically, and look as good as new.

SEEBURG SYMPHONICS (1935 Model)	\$ 95.00
MILLS DO-RE-MI'S (Like New)	125.00

SPECIAL CLOSE-OUT
50 SEEBURG AUDIPHONES.....\$25.00 EACH
(8 Record Selective)
ENTIRE LOT \$1,000.00 FOR QUICK SALE.

TERMS—1/3 Deposit, Balance C. O. D.

WE CARRY A WAREHOUSE STOCK OF
WURLITZER 616A PHONOGRAPHS and WURLITZER SKEE BALLS
Shipments Made Same Day Orders Are Received

DISTRIBUTORS FOR
NORTHWESTERN VENDERS



DE LUXE MERCHANDISER..	\$15.30
PENNY MERCHANDISER	
(Porcelain)	9.95
(Lacquer)	8.95
COMBINATION PENNY-	
NICKEL MERCHANDISER	
(Porcelain)	12.10
(Lacquer)	11.10
MODEL "33" (Porcelain)	6.90
(Lacquer)	6.15

Send for Complete Price List of
Northwestern Venders.



CENTRAL DISTRIBUTING COMPANY
105 W. LINWOOD BLVD., KANSAS CITY, MO.

Wurlitzer Op Still Talks of Convention

FAIRMONT, Minn., Nov. 20. — C. H. Potter, who operates the Fairmont Novelty Company here, is one of those enthusiastic members of the Wurlitzer Century Club who is still talking about the big time he had at the first annual convention of this club held in Buffalo last August.

"When I returned from that convention," stated Potter, "I certainly wished that I had been gifted with the ability to use the King's English in the way Homer Capehart used it to inspire us at Buffalo, for I wanted to inject all of my employees with the same enthusiasm for the business. Anyway, I told the boys what a wonderful time we had, and the big way in which Wurlitzer does things, and I am sure that they are more sold on their jobs now than ever before."

Detroit

DETROIT, Nov. 20.—Louis Berman, manager of the Champion Automatic Amusement Company, local music machine jobbers, reports that business is so good with his firm that additional telephones have been installed to handle the large amount of business coming in over the wires these days.

Charles P. Roberts has entered the automatic phono field after operating pin games in this city for three years. He has established his headquarters in Grosse Pointe Farms, extreme northeastern suburb of the city. Roberts reports that he is specializing in Wurlitzer phonos and likes the phono biz because business is good and the service problems are less, due to the superior construction of the phonographs.

Fort Worth

FORT WORTH, Tex., Nov. 20.—Jack Maloney took a look at his new service trucks and then a look at his handsome service men and decided they deserved to have their pictures taken, and "taken" they were. Hunt around and find your picture, boys!

Automatic Amusement Company has received a sample of Bally's new Saddle Club and the operators think it looks like a "natural." Helen Savage might think so, too—if she could get close enough to look it over. Move over, boys; give the lady a chance!

George Greene, of McCamey, Tex., blew into town last week with that new daughter of his. Everybody wanted to see her—but George picked the rainy time of the week and no one could get to the car to peek at her. We're looking forward to seeing the little lady soon.

Dapper Arthur Flake was over from Dallas advising all the boys that he's Wurlitzer-minded now and to "come over and see him some time."

Clayton Senter is sporting a "fringe" on his upper lip, and we know for a fact that he hates those "misplaced eyebrows." Is it true, Clayton, that you stood up when someone said shut up?

Now that cold weather is setting in

RECONDITIONED PHONOGRAPHS PRICED VERY LOW



SELECTOPHONE DE LUXE

\$75.00

Selective — 10 Records.

Ultra-Modern.

WURLITZER 412	\$145.00
ROCKOLA No. 2	130.00
WURLITZER P-12	125.00
MILLS DANCE MASTER, DeLuxo (Multi-Selector)	115.00
ROCKOLA NITE CLUE	120.00
SEEBURG MODEL "E"	40.00
SELECTOPHONE	40.00
SYMPHONOLA MODEL "A"	125.00
SYMPHONOLA MODEL "B"	135.00
SYMPHONOLA MODEL "D"	155.00

TERMS: 1/3 Deposit, Balance C. O. D.
Specify Method of Shipment Preferred.

All the above have had a thorough overhauling job, which includes complete checking of record changer, amplifier, speaker, lights, greasing, oiling, cabinet washed, polished, waxed, etc. All sold under Money-Back Guarantee. No questions asked.

W. B. NOVELTY CO., INC.
3800 N. GRAND BLVD., ST. LOUIS, MO.

PHONOGRAPHS

First-Class Condition

WURLITZERS

P-30	\$ 89.50
P-12	99.50
P-400	125.00
312 and 412	139.50
616 and 716	195.00
Skee-Balls	75.00

MILLS

Dance Masters	45.00
---------------	-------

Terms: 1/3 Deposit—Bal. C.O.D.

ORGAN SUPPLY CORPORATION
P. O. Box 999 - Erie, Pa.

Music Operators Attention!

We will repair your worn Phono. Needles for 10c. each or \$1.00 per doz. Up to 1,000 to 2,000 additional plays assured. Send one doz. used Needles with \$1.00 for trial.
OPERATOR'S SERVICE SUPPLY
802 S. Main St., P. O. Box 51,
SOUTH BEND, IND.

For good, those cowboy boots are really being sported by the operators. Johnnie Wilson, Eddie Vinson, Sam Frankrich and Clayton Senter are oldtimers with the boots. Wonder when Bob Martin will turn up with a pair.

IMPORTANT ANNOUNCEMENT

WE HAVE a sensational offer for each and every operator. We guarantee you have never heard its equal. Do not pass up this exceptionally fine opportunity to benefit yourself!

WRITE — WIRE — PHONE

for the most pleasant surprise of your lifetime!

H. R. COLLARD
AND
ROBERT GRENNER

EASTERN DISTRIBUTORS OF

GABEL AUTOMATIC PHONOGRAPHS

250 West 54th St. (Circle 7-1381), New York City.
2429 18th St., N. W. (Columbia 4999) Washington, D. C.



WURLITZERS 312s, 412s, P-400s \$139.50 EA. 716s - 616s - - - 195.00 EA.

EVERYONE FULLY GUARANTEED LIKE NEW!

1 1935 GABLE JUNIOR.....\$45.00	ATTENTION GEORGIA OPERATORS
2 MILLS DANCE MASTERS (Newly Repainted)..... 45.00 Ea.	YOU CAN NOW GET IMMEDIATE DELIVERY ON WURLITZER MODEL 616-A AT FACTORY PRICES.
4 1935 ROCK-OLAS No. 2..... 64.50 Ea.	

TERMS: 1/3 Deposit with Order, Balance C. O. D.

HANKIN MUSIC COMPANY, 258 Pryor St., S. W. ATLANTA, GA.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



THE WALTER OOMENS FAMILY grouped around son John and his new wife on his wedding day. Walter Oomens, Rock-Ola operator, is in the center. Sons Andy, Larry, Peter, Jack and the rest of the family report present.

SPECIAL

100 WURLITZER—MODEL 412 \$125.00 each
 100 WURLITZER—MODEL 616 200.00 "
 2 WURLITZER—MODEL P12 100.00 "
 All equipment in perfect condition, order direct from this ad, shipment made immediately. 1/3 certified deposit, balance shipped C. O. D.
J. L. JONES SALES CO.
 P. O. BOX 507. HICKORY, N. C.

Used Phono Sales Gain, Says Hankin

ATLANTA, Nov. 20.—Morris Hankin, of the Hankin Music Company, one of the best known music machine ops in the industry, reports that sales for used automatic phonos have been growing constantly. Hankin is reputed to have been one of the first comen to enter the used phono machine market when he placed some of his equipment on sale some time ago. So remarkable were the results that he since has arranged to turn over his machines at a faster pace. Hankin at the present time is considered to be one of the largest operators of Wurlitzer phonos in his territory.

New Orleans

NEW ORLEANS, Nov. 20.—Operators of New Orleans continue to mark time and hope that things will begin to hum in time to take advantage of the opening of the big winter sports season on Turkey Day. Business is in fine shape and the Crescent City is looking forward to the greatest influx of winter visitors in many years. All hotels of the city are already filled to capacity and it would be a very appropriate time to start the "ball a-rolling."

Jack Sheehan, manager of the Sports Center, is devoting most of his time to doping the football games these days. Jack, once famous on the American turf for "taking anything with the right odds," is still up to his old tricks. He has several large blackboards in the Center, with odds on practically every game in the country, and he takes them up on either team in each game.

Two of the Carondelet street operators did themselves proud this week with fine performances in the initial Group Theater play of the season, *Ethan Frome*. They are Hank Friedburg, already credited with fine performances in several plays in past seasons, and Gus Lamana, both of the Crescent Novelty Company.

Charlie Phillips, of the General Novelty Company, has opened two of the finest candy stands in New Orleans during the past fortnight. The latest stand in the lobby of the Liberty Theater is without a peer in the city. The other concession is in the Orpheum Theater. In addition to his candy and coin machine operations Phillips is connected with the Mort Singer theaters.

The Electro Ball Company announces the addition of a wholesale cigar, tobacco and candy distributing division thru the opening of a new head distributing office at 1201 Patton street, Dallas. The new department is under the management of W. J. Chaffin, for

many years district manager in Dallas for a national cigaret manufacturer.

New Orleans was honored this week by a visit from Abbeville, La., of Frank DeGraauw, factory representative and distributor for Paces Races and Paces Comets. De Graauw, also operator of a big theater and other businesses in Abbeville, reports much excitement in that section, as several new oil wells have been brought in.

George Rossi, popular young phonograph and pin game operator of Hammond, was a visitor here this week, calling on the Dixie Coin Machine Company for some new equipment. Also a visitor at the Dixie office was J. J. Tortorich, of Baton Rouge.

Harry Batt, the debonair owner of Pontchartrain Beach, has sold out his interest in B. & M. Sportland, Canal street, to his partner, Joe Meyer. The spot was New Orleans' first coin machine playland and is one of the most attractive places of its kind in the South.

Frank Murphy, of the Louisiana Amusement Company, has returned to his office after being confined to his home with a slight illness for about a week. The Louisiana office has on display several of the new U-Need-a-Pak cigaret machines for distribution in this section.

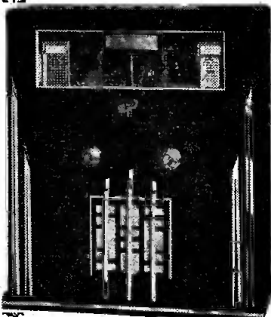
Louis Boasberg and Ray Bosworth, co-owners of the New Orleans Novelty Company, the former a member of Tulane University's great Rose Bowl eleven of several years ago, haven't missed a single Tulane game this year. Both say that they are planning to attend the Janu-



HERE'S RALPH E. RIGDON, veteran coinman, who has just been appointed district manager of the Eastern Missouri and Southern Illinois territory for Wurlitzer.

BUY 5 AT \$29.50 EA.

RECEIVE 1 ADDITIONAL FREE MACHINE
 As a Christmas Present
 24 RECORD
 FULLY SELECTIVE



GABEL ENTERTAINERS

THEY'LL PAY FOR THEMSELVES IN A FEW WEEKS

FROM THEN ON, IT'S ALL PROFITS
 SINGLE MACHINE, \$35.00

SPECIFICATIONS: Beautiful Streamline Cabinets (All Colors). Size 48" high, 37" wide, 19" deep. Operates 24 10" records. Automatic Selectivity. Webster Amplification—Magnavox Speakers. Perfectly reconditioned and guaranteed.
 TERMS: 1/3 Cash with Order, Balance C. O. D., F. O. B. New York.
 LOWEST PRICE EVER OFFERED! WIRE—WRITE—PHONE

ROBERT GRENNER CO., 250 W. 54th St., (CIRCLE N. Y. C. 7-1381)

any convention in Chi. Take this warning, you owners of popular night spots in the Windy City!

Exhibit Promises Many New Games

CHICAGO, Nov. 20.—While reporting no let-up in production on the current machines, Exhibit Supply Company officials also stated that some new numbers were being made ready in the experimental department and that they were far enough along to give a general idea of what is to come. It was emphasized, tho, that the present machines now well known to the trade are in full swing and that no cessation in the production of these machines is in sight. Officials swear they are too busy to even realize there is a slump in general business, even tho so many people insist on talking about it.

Part of the list of new machines now in development in the experimental department includes a new counter machine to be called Red Dog. Exhibit made a record for the large variety of counter machines placed on the market within recent years, and the new counter game will be an improved form of one of the most successful counter devices in all their list of popular machines.

Then a low-priced console will be announced soon which is to be called Shoot-the-Moon. With a console in the low-price field already in big demand, the new machine will offer other features that will enable operators to cater to players in greater variety of entertainment. Hare-N-Hound is also to be a new novelty table that will depict on the illuminated backboard a realistic hunting scene of a hound chasing the rabbit.

These offerings will be Exhibit's contribution to keeping the industry always going forward, officials stated.

More Nickels for AUTOMATIC PHONOGRAPH OPERATORS

With This Best Seller

BLUEBIRD B7228

"Snake Charmer" and "Dipsy Doodle" as played by

JERRY BLAINE

and his Streamline Rhythm Orchestra



SEE YOU AT THE
RCA Victor
 BOOTH
 COIN MACHINE SHOW!

Don't miss the RCA Victor Booth No. 98 at the Coin Machine Show, Hotel Sherman, Chicago, on January 18. There you'll get a load of next year's profit makers in the displays of Victor and Blue Bird Artists...the biggest money-making names in the music world...the names that keep nickels flowing into the coin machines. Warp-resistant Victor and Blue Bird Records bring in more nickels; let you keep more of every nickel they bring in.

Listen to the "Magic Key" every Sunday, 2 to 3 P. M., E. S. T. on the NBC Blue Network.

300 MILLION RCA Radio Tubes have been bought by radio users...in tubes, as in radio sets, it pays to go "RCA ALL THE WAY."

IT PAYS TO USE



VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J.
 A Service of Radio Corporation of America

End your correspondence to advertisers by mentioning The Billboard.

Five Best Record Sellers for Week Ending Nov. 22

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B7195—"Foggy Day in London" and "Nice Work If You Can Get It." Shep Fields Rippling Rhythm.	8003—"Vieni, Vieni" and "In a Mission by the Sea." Horace Heidt Alemito Brigadiers.	1483—"Basin Street Blues" and "Bob White." Bing Crosby and Connie Boswell.	25693—"Dipsy Doodle" and "Who?" Tommy Dorsey Orchestra.	3747—"Vieni, Vieni" and "Once in a While." Bert Block and his Bell Music.
2	B7159—"You Can't Stop Me From Dreaming" and "The Big Apple." Ozzie Nelson Orchestra.	8007—"Popcorn Man" and "Coin" Haywire." Hudson-DeLange Orchestra.	1450—"Vieni, Vieni" and "Cielito Lindo." Ted Fiorito Orchestra.	25702—"When the Organ Played "Oh, Promise Me" and "Ten Pretty Girls." Guy Lombardo Royal Canadians.	3746—"If You Were Someone Else" and "After You." Swing and Sway with Sammy Kaye.
3	B7228—"Snake Charmer" and "Dipsy Doodle." Jerry Blaine Stream Line Rhythm.	7985—"In the Still of the Night" and "Who Knows?" Leo Reisman Orchestra.	1487—"Getting Some Fun Out of Life" and "Roses in December." Dick Robertson Orchestra.	25689—"The Jolt Is Jumpin'" and "A Hopeless Love Affair." "Fats" Waller and Rhythm.	3758—"Right or Wrong" and "Loving You." Mildred Bayley Orchestra.
4	B7069—"Vieni, Vieni" and "Don't Play With Fire." Rudy Vallee Connecticut Yankees.	7988—"Bob White" and "Jamboree Jones." Johnny Mercer Orchestra.	1477—"Why Can't We Do It Again" and "With Love in My Heart." Andy Kirk and Clouds of Joy.	25697—"The Big Dipper" and "Midnight in the Madhouse." Larry Clinton Orchestra.	3760—"Trees" and "What's Your Story? (What's Your Life?)" Fletcher Henderson Orchestra.
5	B7226—"In the Mission by the Sea" and "When the Organ Played "Oh, Promise Me." Rudy Vallee Connecticut Yankees.	7981—"I'll Love You in My Dreams" and "Bugle Call Rag." Horace Heidt Alemito Brigadiers.	1451—"Remember Me" and "I Still Love To Kiss You Goodnight." Bing Crosby.	25686—"Just Once in a While" and "If It's the Last Thing I Do." Tommy Dorsey Orchestra.	3717—"Pop Corn Man" and "Doodle Doo Doo." The Kidoodlers.

A CHALLENGE!

WE WILL NOT BE UNDERSOLD ON COMPARABLE USED MACHINE VALUES

These Precision Tested Rebuilts Are UNCONDITIONALLY Guaranteed By A REPUTABLE FIRM--which makes a difference!

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| PACES RACES | WATLING TREASURIES | MANY GOOD 1-BALL |
| BANGTAILS | WATLING ROL-A-TOPS | AUTOMATICS |
| RAY'S TRACKS | JENNINGS CHIEFS | COMPLETE STOCK |
| TURF CHAMPS | MILLS BLUE FRONTS | NOVELTY PIN GAMES |
| TRACK TIMES | GALLOPING DOMINOES | COUNTER GAMES |

Write for RIGHT Prices
GEORGE PONSER CO. of PENNA., Inc.
 900 N. FRANKLIN (Phone: MARKET 2656) PHILADELPHIA, PA.

"THE HOUSE OF PROVEN WINNERS"

BARGAINS! Automatic Payouts Consoles BARGAINS!

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|--------------------------|-------------------------|-----------------------------|
| ARLINGTON \$75.00 | MULTIPLE \$20.00 | RAY'S TRACK \$125.00 |
| FAIRGROUNDS 95.00 | SKIPPER 23.00 | BALLY FAVORITE 95.00 |
| BREAKNESS 85.00 | MAZUMA 29.00 | BALLY BELLS 80.00 |
| PHOTO FINISH 85.00 | HIALEAH 20.00 | TRACK TIME 135.00 |
| ROYAL RACES 35.00 | BALLY DERBY 20.00 | COUNTER GAMES |
| CAROW 40.00 | ROUND UP 15.00 | GINGER (New) \$17.50 |
| CHALLENGER 19.00 | PALOOKA 15.00 | REEL SPOT (New) 19.00 |
| BLUE BIRD 20.00 | ALL STARS 15.00 | |

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|-----------------------------|------------------------|------------------------|
| NOVELTY GAMES | SPECIAL | NOVELTY GAMES |
| GROSSLINE \$18.00 | STEWART MCGUIRE'S | BOLO \$5.00 |
| HOME RUN 15.00 | 7-Column Cigarette Ma- | HI HAND 4.00 |
| EQUALITE 15.00 | chines, | FRISKY 4.00 |
| GROSSLINE (New) 27.50 | \$60.00 | GUSHER 5.00 |
| RODEO (Ticket) 7.00 | | FIFTY GRAND 6.00 |

And many other Games equally low priced. Send for list. Operators: Our new home was built by repeat orders from satisfied customers from Coast to Coast.

All Used Games Reconditioned, Ready for Location. Ask Your Fellow Operator.

J and J NOVELTY COMPANY, 4840 Mt. Elliott, Detroit, Mich. Phone—Plaza 1433.

McCALL'S SPECIAL SALE \$3.00

Your Choice of Any of the Following
 Guaranteed Reconditioned Machines for \$3

BOREAMO THRILL-IN-LINE SHOOT THE CHUTE COUNTRY CLUB GENCO BASE- BALL WAVE SHORT WAVE FRISKY MADCAP \$4.50	RUGBY CHAMPS GENCO KEYS MAGIC KEYS PAR GOLF MAJOR LEAGUE DOUBLE NUG- GET ROCKET BALL FAN REPLAY \$9.50	FIVE & TEN SIGNAL HOP SCOTCH CRISS CROSS SINK TUCK OR SWIM SCOREBOARD WINGLITE FAIR PLAY BOLO \$4.50	FLEET CUE MANHATTAN STARLITE TOTALITE BEAM LITE ACTION SURE SHOT TACKLE \$4.50
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Cable Address: "McCallco." Phone: Jefferson
 1/3 Deposit, Balance C. O. D. Latest Price List No. A-201.

3147 LOCUST ST. LOUIS, MO.

PREAKNESS \$59.50; TURF CHAMPS \$39.50; new REEL SPOTS, original cartons, \$20.00. Floor sample PACES RACES No. 5548, write for price. GALLOPING DOMINOES, works perfect, factory rebuilt, \$135.00. Trade-ins accepted on STONER RACES, MISS AMERICAS, DUX, etc. What have you to trade? Write for Jobber's Price on all the New Games, and our latest List of Good Used Automatic, Novelty and Counter Games and Slots of All Kinds. Tennessee's Largest Distributors for Leading Manufacturers.

AUTOMATIC SALES COMPANY
 227 SECOND AVE., NORTH, NASHVILLE, TENN.

FINAL SALE \$9.50 EACH!!

BUMPER	WIZARD	SKIPPER
BUTTONS	ELEC. SCOREBOARD	STOP 'EM
BOOSTER	3 STAR	SEQUENCE
FIRECRACKER	EQUALITE	ROLL OVER
HOME RUN	NIP & TUCK	SWINGTIRE
RICOCHET	BALL FAN	

ALL MACHINES GUARANTEED MECHANICALLY PERFECT CONDITION.
 1/3 Deposit Required With Order—Balance C. O. D.

ACE VENDING CO., 1125 BROAD ST., NEWARK, N. J.

ABT Expansion Into New Plant Recalls Long History of Chute

CHICAGO, Nov. 20.—The progress of the A. B. T. Manufacturing Company, as shown by its expansion into a four-story building recently, is a matter of pride for the industry. Along with other manufacturers that have also moved into new plants recently, it is an encouraging sign of the growing spirit of the industry.

friendship as well as business relationship between Tratsch and such well-known coinmen as Bill Gray, Lee S. Jones and Jack Bechtel. But if all that Tratsch knows about the industry ever gets into written history it will have to be caught while he is enjoying good beer. His tales of the old days would go

Walter A. Tratsch, head of the firm, when comfortably seated in the new offices, expressed the ideal that he would be happy the rest of his days in this place. Ed Johnson, whose unique line of vending machines are manufactured in the A. B. T. plant and who will put pep into the sales, declared: "Here is one of the biggest stories in the coin machine industry. This is a business built on pennies and it shows what can be done even in selling penny merchandise."



WALTER A. TRATSCH, president of A. B. T. Manufacturing Company, Chicago.

The A. B. T. story is a long story, running back into the days when a few pioneers were hopefully trying to develop a coin chute that would get rid of slugs. Most of the A. B. T. history is built around the A. B. T. coin chute and perhaps a skill target machine that in its improved form is still a popular game. But the A. B. T. coin chute is the principal device around which coin machine history has been built. It almost became an institution in the industry and the A. B. T. firm was saved thousands of dollars in advertising expense, because thru the years other manufacturers were inserting prominently in their advertising: "Built with A. B. T. Coin Chute." While Mr. Tratsch has contributed a lasting benefit to the industry in his coin chute, he is also deeply grateful to other manufacturers for telling the world that they were using his coin mechanisms. Perhaps there is no man in the industry who is more careful about his acts and words to see that he does not do anything to the detriment of the industry. Every decision he makes about his own business, it seems, is made with the welfare of the industry also in mind.

back to his experiences in the hills of Kentucky chasing oil and where he first learned about slot machines in this country.

In the new A. B. T. factory many of these old pioneer days will be lived over again. But for the future of the trade the factory is already humming with the production of a variety of machines that stir one's confidence in the future. The new Skill Target is growing in popularity. Mechanics in the plant will show you some of the target pieces from the old models, so battered by the impact of balls shot against it that it is evident that thousands of shots have been enjoyed by players.

The personality of Mr. Tratsch underlies much of the A. B. T. tradition. But the many anecdotes and his intimate acquaintance with many of the earlier pioneers, so rich in historic value and witticisms, must be reserved for another telling. The German characteristic for mechanical craftsmanship and perfection has been built into the coin chute and all other products turned out by the A. B. T. firm. In his plant today are skilled German workmen, a few of them, who have stayed with him thru the years and who grow more loyal as age creeps upon them. Even the younger workers show a definite loyalty. Tratsch himself says that the loyalty of his employees is the mainstay of the business, and it is plain that in his heart he takes great pride in what they think of him.

The new plant more than doubles the former floor space of the A. B. T. firm. Thus the facilities now available will enable the firm to turn out much larger quantities of machines. The experimental department will always be a prominent part in the firm and anyone who gets discouraged about the future of the trade should try to get a peep into this section. Then his spirit will be revived.

When Tratsch gets to reminiscing there is always a tender mention of Charlie Fey, who gave the bell machine to the world. He remembers many personal incidents in the associations of the two of them. Later there was a close

The variety of machines already in production includes some unusual types of vending machines and scales. The firm is advancing the cause of vending machines by introducing machines for handling other products than candy bars and cigarettes. For a time it seemed that the vending machine trade would reach a standstill on these two types of vendors. There is promise of variety in the machines being made in the A. B. T. plant, so that the vending machine trade can take courage for the future.

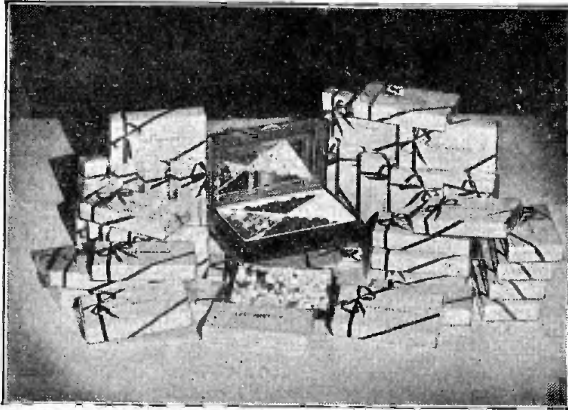


THE BEGINNING OF A. B. T. MANUFACTURING COMPANY in a Memphis shop. Walter Tratsch is at the right.

The Last "Word" in Your Letter to Advertisers, "Billboard".

OPERATORS! GET IN ON THIS
A FAST MOVING LIVE WIRE DEAL FOR THE HOLIDAYS

37
BIG
PRIZES



37
BIG
PRIZES

GRAND PRIZE

Beautiful cellophane wrapped two-tone finish curly maple Chest—tied with ribbon. Center panel light maple, balance of chest walnut finish; red striping-separating finishes. Lid holds full size mirror. Attractive red lining. Size: 12"x8"x3 1/4". Filled with Chocolate Candy, Jellies and Best Mix.

ALSO

36 1-Pound Boxes of "Best Mixture." Cellophane wrapped and tied with ribbon. Makes an ideal gift for the holidays.

DEAL INCLUDES

37 BIG PRIZES, on 600-Hole Board, @ 5c per Punch, Brings in.....\$30.00
Cost of Complete Deal.....13.50

Profit.....\$16.50

WRITE OR WIRE YOUR ORDER TODAY.

1/3 Deposit With Order, Balance C. O. D., F. O. B. Chicago.

PAN CONFECTION FACTORY

(National Candy Company, Inc.)

345 W. ERIE ST.,

CHICAGO

**WE CAN USE ANY
AMOUNT OF**

ARLINGTONS } At \$39.50
PREAKNESS } EACH

- USED FAIRGROUNDS
- USED FLEETWOODS
- USED STABLES
- USED TRACK TIMES

SAVOY VENDING CO.

406-8 W. FRANKLIN ST.
BALTIMORE, MD.

FOR BIG LEGAL PROFITS

It's the
Imperial
BILLIARD TABLE
WRITE FOR CIRCULAR
TODAY!

BIRMINGHAM VENDING CO.
177 THIRD AVE. NORTH BIRMINGHAM, ALA.

SLOT MACHINES

- 40 MILLS WAR EAGLE BELLS. Ea. \$39.50
- 75 MILLS EXTRAORDINARY BELLS. Each 42.50
- 75 MILLS BLUE FRONT BELLS. Each 45.00
- 8 MILLS O. T. BELLS. Each 27.50
- 60 MILLS SAFE STANDS. Each 5.00
- SHORT-RANGE SHOOTING GALLERIES, Complete, \$125 Each.
- All Machines Late Models and Like New.
- 1/3 Deposit, Balance C. O. D.
- L. H. HOOKER NOVELTY COMPANY**
Arnolds Park, Iowa.

Some of the most modern types of scales are also being made, and amusement machines are also in prospect.

Whatever the firm may contribute in the way of new machines, Mr. Tratsch says that the coin chute will always be an important part of his business. While the new machines being manufactured are strictly legal, Tratsch insists that he has no intention of saying anything against amusement games or even games of chance. His own friendship and connection with the pioneers in the bell machine field are still close to his heart, and he will never try to reform the industry.

**Tally Card Mfrs.
Appoint McCaughey**

MUNCIE, Ind., Nov. 20.—National Association of Tally Card Manufacturers, which numbers among its members the principal jar deal, baseball tally and tip-book manufacturers, announced the appointment of Lloyd S. McCaughey as business and field representative during the past week. McCaughey will maintain permanent offices at Huntington, Ind. In the future he will handle all business of the association and other matters pertaining to the manufacturers as a group.

According to Guy E. Noel, who is secretary and treasurer of the association, "the growth of the tally-card industry has been far beyond the expectations of the pioneers, due to introducing the jar deal to the American public. By applying the liberal payout principle used on tip and tally cards we have gained the patronage of the public. Jar deals are built with an average payout of 75 to 85 per cent to the player, which guarantees quick action and a steady repeat business on these games.

Officers of the association are: President, Fred Werts, Werts Novelty Company; vice-president, A. Stout, Commercial Printing Company; secretary-treasurer, Guy E. Noel, Gay Games, Inc. This group also comprises the executive committee of the organization.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

PHONOGRAPHS

PRICES SLASHED — WHILE THEY LAST
RECONDITIONED — READY TO OPERATE

- | | |
|--------------------------|--------------------------|
| Wurlitzer P-412 \$109.50 | Mills Troubadour \$12.50 |
| Wurlitzer P-12 89.50 | Natural Wood |
| Wurlitzer P-10 62.50 | Dancemaster... 42.50 |
| Wurlitzer P-30 99.50 | Mills Dancemaster 37.50 |
| Rhythm Master | Seeburg Audiphone 12.50 |
| (floor samples) 142.50 | Seeburg |
| Rhythm King... 135.00 | Selectophone... 39.50 |
| Rock-Ola No. 2 99.50 | Symphonola |
| Mills Model '875' 15.00 | Model "A"... 99.50 |

ALL PRICES QUOTED ABOVE — CASH ONLY

Terms: 1/3 Deposit, Balance C. O. D.

**SENSATIONAL BARGAINS IN GUARANTEED
RECONDITIONED GAMES**

- | | | |
|------------------------|-------------------------|-------------------------------|
| AUTOMATIC. | Winner.....\$ 25.00 | Sky High.....\$ 9.50 |
| Westlake..... 17.50 | Racing Form..... 59.50 | (Ticket)..... 9.50 |
| bred (Tkt.) \$105.00 | Red Salls..... 15.00 | NOVELTY GAMES. |
| Golden Wheels... 49.50 | Velvet..... 15.00 | Around the |
| Garom..... 37.50 | Daily Double... 15.00 | World..... \$15.00 |
| Jockey..... 52.50 | DeLuxe "46"..... 7.50 | Double Action... 9.00 |
| (Console)..... 52.50 | Royal Races..... 19.50 | Homb Run..... 11.00 |
| Chucklette..... 52.50 | Challenger..... 12.50 | Wizard..... 17.50 |
| (Console)..... 52.50 | Daily Limit..... 9.00 | Three Stars..... 9.00 |
| Dominos..... 109.50 | Face's Races..... 79.50 | Ball Fan 1937... 10.00 |
| Latonia (Tkt.) 42.50 | (Serial 671)..... 79.50 | Equalite..... 19.50 |
| Heavyweight..... 19.50 | Ray's Track... 117.50 | MISCELLANEOUS. |
| Derby Day..... 25.00 | King Fish..... 7.00 | Bally Roll..... \$49.50 |
| Classico..... 39.50 | Double Header... 12.00 | Rotary (Escalator)..... 67.50 |
| Bonus..... 10.00 | Sky High..... 9.00 | Popmaster |
| Bonus (Tkt.) 12.50 | (Cash)..... 6.50 | (Popcorn)..... 39.50 |
| Preview..... 17.50 | | |

TERMS: 1/3 Deposit with Orders. State Method of Shipment Preferred. Foreign Distributors: Get in Touch With us. Cable Address, "Idealco," St. Louis, U. S. A.

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

OFFER WANTED

On All Or Part of the Following
Good As New Machines

- | | |
|--|--|
| 35 WURLITZER SKEEBALLS | 3 EVANS' BANG TAILS |
| 15 P10 WURLITZER SIMPLEXS | 2 DAVAL'S AFRICAN GOLF |
| 35 P12 WURLITZER SIMPLEXS | 3 EXHIBIT'S RACES |
| 18 412 WURLITZER SIMPLEXS | 4 PACES RACES |
| 10 MILLS DANCE MASTERS | 5 KELLEY'S 7-COLUMN CIGARETTE MACHINES (Practically New) |
| 10 MILLS TROUBADOURS | 15 APT BILLIE BROWNIE NUT MACHINES (Practically New) |
| 10 CAPEHART NON-SELECTIVE ORCHES-TROPES. | |
| 12 NEUTRON'S 7-SLOT BORDERTOWNS | |

and a large number of Daval's BASEBALLS, BOO-HOOS, KEENOS, SKIPPERS, CROSSLINES, BOOSTERS, SPRINT, etc.

Also practically give away over 200 Games like BANKNITES, FLASHLIGHTS, SPIT FIRES, SCRIMMAGES, FRISKYS, SCREAMOS, BOLOS, 5 & 10, TYCOONS, CARIOCAS, JUMBOS, DAILY LIMITS, IVORY GOLF, etc.

Above machines are all good, clean merchandise, ready to operate. Terms: 1/3 Deposit with offer—Balance C.O.D. Write or wire your offer and order. No reasonable offer will be refused and the machines will be sold to the best offer received.

M. FORMAN

509 STATE STREET WATERTOWN, N. Y.

Reference—Watertown National Bank

EXCELLENT BUYS IN USED EQUIPMENT

- | | |
|--|--|
| (50) Daval Reel 21—Black Jacks, like new \$8.00 | (3) Mills Dime Blue Fronts, two no G. A. |
| (10) Reel Dice, used less than 10 days... 7.00 | S. J. P., serials 380,485; D. J. P. |
| (10) Reel Races, used less than 10 days... 7.00 | G. A. 380,485, 392,702; all light |
| (25) Smoke-A-Tail (new) vend on cigarette for penny..... 8.00 | oak cabinets..... \$52.50 |
| (5) Bally Hi-Lalaha, one-ball automatic pay table, very clean..... 25.00 | (4) Mills Quarter, single and double J. P., no G. A. and some G. A.; light oak cabinets; like new..... 55.00 |
| (5) Bally Multiples, one-ball automatic pay table..... 20.00 | (1) Mills Grey Front Escalator, D. J. P., G. A. S. vender, 50-cent play..... 60.00 |
| (1) Walling Roll-Top, penny slot G. A. front vender..... 32.50 | (2) Mills Blue Fronts, S. J. P., no G. A.; like new; used two weeks; 50c-play; light oak cabinets..... 87.50 |
| (1) Walling Roll-Top, nickel slot G. A. front vender..... 33.50 | (5) Walling Nickel, twin J. P., S. V.; very clean..... 30.00 |
| (1) Walling Treasury, nickel play, like new..... 35.00 | (1) Jennings Tript J. P., skill control; very clean..... 28.50 |
| (1) Mills Bonus, nickel play, light cabinet, like new..... 47.50 | (2) Reliance Dice Machines, nickel play; like new..... 27.50 |
| (1) Mills Extraordinary Vender, G. A., S. V., very clean..... 44.50 | (1) Pace Comet Mystery S. V., 50-c play; very clean..... 45.00 |
| (1) Mills Blue Front, nickel play, D. J. P. and G. A., clean..... 40.00 | |

P. S.—(1) Bally Preakness, very clean... 55.00

THE ABOVE EQUIPMENT VERY CLEAN AND READY TO OPERATE. SEND 1/3 DEPOSIT, BALANCE C. O. D.

CONFECTION VENDING COMPANY CHARLOTTE, N. C.

321-323 SOUTH CHURCH ST.,

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

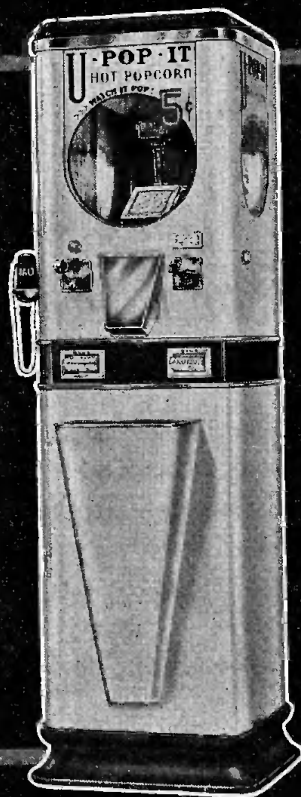
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YOU INVESTIGATED IT!
YOU ENDORSED IT!
YOU WAITED FOR IT!

U·POP·IT

Will Not Let You Down!

IT BUILDS PERMANENT, STEADILY INCREASING
INCOME IN A LEGITIMATE OPERATING BUSINESS!



PATENTS
PENDING

U·POP·IT IS . . .

a thoroughly perfected automatic corn-popping and vending machine.

PRECISION-BUILT . . .

to stand up and deliver years of profitable service in thousands of locations.

FULLY GUARANTEED

A product of DAVAL, backed by 29 years of successful manufacturing and business experience—plus fair dealing.

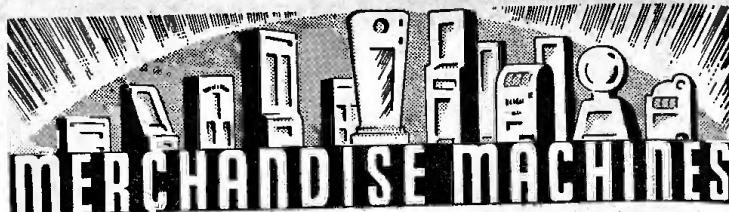
Write, Wire, or Phone Your Order

RANEL, INCORPORATED

315-325 N. Hoyne Ave.

Chicago, Ill.

Affiliated with **DAVAL MFG. CO.**
SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS



Big Peanut Crop Is Anticipated

WASHINGTON, Nov. 20.—Operators of peanut vending machines will be interested in the fact that another large crop of peanuts is looked for in 1938, according to the annual outlook of the United States Department of Agriculture Bureau of Agricultural Economics. Farmers are receiving relatively favorable prices and returns per acre for the large 1937 crop, but this, the bureau explained in its report, is largely because of the diversion program of the agricultural adjustment administration.

These favorable returns are likely to result in some increase in acreage in 1938, it was stated, and "unless yields are substantially below average, production will again be large in the coming year."

It was pointed out that the marketing situation in 1938-'39 will depend largely on the demand for peanuts for oil production, and reported that "the crushing outlet in the present season is unfavorable because of low prices for competing oils and fats."

Vending Machines Attract Business

DETROIT, Nov. 20.—The vending machine is bringing the attention of responsible business men to the coin machine industry, in the view of W. H. Cornell, general manager of Snax Automatic Stores, expressed in an interview this week. This company has as its own product a selective-type vender designed for development into a merchandising unit for a large number of items of higher prices and combination prices.

Not only candy, nuts, gum, etc., but all types of packaged products may be sold thru the vender of the future, Cornell believes.

"The customer is already sold on branded, nationally advertised goods in many instances," he said, "and can go in and select his own automatically from the machine. No further selling is required on the spot, and adequate display from the machine solves that problem of merchandising."

Cornell has for a number of years been an advocate of the idea that much merchandising of the future will be conducted thru the coin-controlled machine, visioning this as one of the trends of business in a large way.

Ice-Cream Vender Hit of Berlin Show

BERLIN, Nov. 20.—An ice-cream vender exhibited by Richard Hirschen at the recent Berlin exhibition for the hotel and restaurant trades was the hit of the show, according to an article in the October issue of *Der Automat*, the German coin machine monthly.

This was the first showing of this new machine, tho it was subjected to exhaustive location tests prior to being exhibited. During the 12 days of the show more than 10,000 ice-cream wafers are said to have been vended by this one machine, despite the fact that the weather was cool and the machine was placed between two stands which were both offering hot beef tea free.

The machine is said to be the most foolproof now on the market. Time elapsed from the moment the customer drops his nickel until he gets his ice cream is three seconds. What made the biggest hit with German coinmen, according to reports, was the fact that the mechanism of the machine is so simple that it can easily be filled and operated by one totally unacquainted with coin machines. What attracted the crowds was the fact that the vending action of the machine is visible and one

can view the entire mechanical process by means of which one gets his ice cream.

In closing, the writer of the article remarked: "We will see many of these machines in operation next summer, for there is a big demand for such a vender. The machine can be placed anywhere. In Germany alone there are 400,000 locations that can make use of these machines."

Rockwood Chocolates on Fair Trade Agreement

BROOKLYN, Nov. 20.—Rockwood & Company, manufacturers of chocolate candy bars used in vending machines, signed the first resale contract prices under the New York fair trade law with 11 candy jobbers this week. It was announced by Herbert Tenzer, counsel for the Confectionery and Tobacco Jobbers' Association, Inc. Under the contract the Rockwood company will furnish the jobbers with printed forms for entering into resale contracts with retailers, which will provide that the Rockwood product, Pecan Feast, will be sold at retail at a minimum of 5 cents each.

The 11 jobbers who signed the contracts are Breitbart Brothers, Inc.; Brooklyn Candy Company, Inc.; Consolidated Candy Corporation, Wellman Brothers; Three-Star Confectionery Jobbers, Inc.; Paramount Candy Company, Inc.; L. Heller & Company, Harry Lieberman, Goodman Brothers; L. & A. Candy Company, Inc., and Greenberg Candy Company, Inc. Wallace Jones, president of Rockwood, signed the contracts for his concern.

UNIVERSAL

AN INSTANTANEOUS
SUCCESS!!!



Acclaimed the Most Beautiful and Finest Toy-Bulk Merchandiser of Its Kind at the PRICES. Vends Everything. Capacity 5 lbs. Size 7"x7"x15". Rejects Tax Tokens.

SEE YOUR NEAREST JOBBER
OR WRITE US
VICTOR VENDING CORP.
4203 FULLERTON AVE. CHICAGO

Tobacco Stores File Protest.

NEW YORK, Nov. 20.—New York Retail Tobacco Council, Inc., representing retail tobacco stores, made strong protest recently to the Chief Magistrate of City Courts to eliminate peddlers who sell cigarets, but who do not pay taxes to the city.

The official plea of the Tobacco Council read, in part:

"This council, representing some 8,000 tobacco dealers in the metropolitan area, is confronted with a major problem that threatens, if not checked, to strangle each and every one of them.

"There has sprung up in this city an army of peddlers who have pounced upon cigarets as a lucrative source of income, with the result that they are taking the bread out of the mouths of this myriad of small business men, their families and dependents.

"Here is a large group of citizens, taxpayers and substantial bulwarks of the city's interest being subjected to the most unfair, unethical and dastardly cut-throat competition and we find that the greatest single protector of these insidious parasites are the city courts.

"Time after time we have bent our utmost efforts to have these evil pirates taken off the streets, and when the arrests are made, misguided magistrates with a so-called sympathetic nature, turn them loose with suspended sentences or \$1 fines. Now it is this gross miscarriage of justice that we vehemently protest against, and we are appealing to you to see that 30,000 dealers at large get the protection that they deserve.

"Sympathy meted out to these offenders is not sympathy at all. If anybody needs sympathy it is these dealers, who pay high rents, who have to pay the city sales tax, who have to pay unemployment insurance taxes, who have to pay Social Security taxes and who are the mainstay of real estate values in this city. And we find that instead of getting a fair deal 'sympathetic magistrates' turn loose these offenders of the statutes to prey upon the emaciated body of the tobacco dealers.

"The city demands that every dealer collect the sales tax, and if he doesn't he must pay it out of his own pocket. Such being the case, why do the courts permit these peddlers to vend cigarets without having a sales tax certificate? Lacking this certificate, the city is mulcted out of a large revenue. Must we stand for this kind of competition? The revenue that the city should get, and which we are forced to pay into the city's treasury, is used by these peddlers to undersell us and ruin the main item of our daily sales. We depend upon cigarets for the bulk of our business, and here, ironically, we are flogged with our own dutiful obligations."

Frank Hart a Leader In Vender Merchandise

NEWARK, N. J., Nov. 20.—Frank Hart, of Eastern Machine, Newark, claims that his firm is the leading concern in the East on selling merchandise for venders.

Foremost amongst the many vender items, including candy-coated peanuts, Boston baked beans, ball gum, etc., is the sale of miniature charms, he says. Hart claims he has sent charms all over the United States and contends the reason for his leadership in this field is the fact that he can sell the merchandise at a reasonable price.

The firm has been specializing in merchandising machines for the past few years and today has one of the most complete assortments for all type venders.

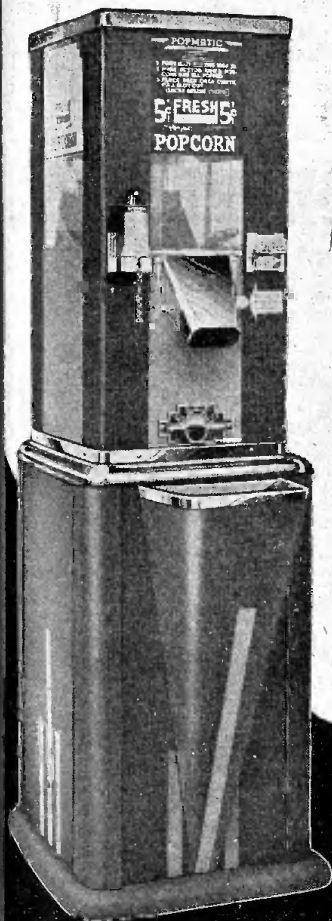
New Cigaret Operators

DETROIT, Nov. 20.—New operators in the vending machine field is the firm of J. Paris & Sons' Tobacco Company, composed of John, James, Andrew J. and George Paris. They have started out with a purchase from National Vendors of 10 of that company's latest model cigaret vending machines, which they have placed in restaurants and beer gardens. This company, thru Andrew J. Parish, manager, expressed satisfaction with results already obtained and are enthusiastic for the future of the vending machine business, and stated they are contemplating placing further orders shortly. Headquarters are at 849 Michigan avenue, Detroit.

**DON'T
WAIT!
ORDER**

POPMATIC

NOW!



**POPMATIC
Manufacturing Co.**

5147 NATURAL BRIDGE AVENUE
ST. LOUIS ++ MISSOURI

POPMATIC

TRADE MARK REG. U. S. PAT. OFF.

**IS READY FOR
DELIVERY...**

**HUNDREDS ALREADY ON
LOCATION!**

A very few days after you place your order — your POPMATIC machines are on location, ready for business THAT'S THE MOMENT YOUR INCOME BEGINS!

Don't wait! Don't hesitate! Be first in your territory to build a steady, profitable business with this new legitimate money-maker.

POPMATIC is the original automatic corn popper and vending machine — fully patented to insure simple, positive operation — tested on location for three years — a rapid-fire success wherever introduced

**"THE CORN THAT IS
ALWAYS FRESH...
THE CORN WITH THE
WONDERFUL FLAVOR!"**

ACT NOW!

You can't go wrong with POPMATIC! Write, wire or phone today for complete information and prices.

**POPMATIC
MANUFACTURING CO.**

5147 NATURAL BRIDGE AVE.
ST. LOUIS ++ MISSOURI

5/8" BALL GUM
ASSORTED—FACTORY FRESH

\$10.95 Per Case
10,000 Balls
TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

PEANUT & GUM VENDING MACHINES

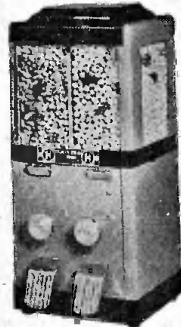
NEW, DIRECT FROM FACTORY
Only **\$2.40** and up
Over 60,000 Sold
Write for Full Information Today

ROY TORR

2047A-SO. 68th Street, Philadelphia, Pa.

DUO-VEND
THE OPERATORS' CHOICE

2-Compartments—Will vend all kinds of nuts and candies together with toy-mix. Removable merchandise compartment. Finished in a beautiful red with black trim.



1c Vender

Capacity 10 lbs.

Size—18" High—7" x 8"
Rejects Tax Tokens.
Shipping Weight 24 Lbs.
PRICE ON APPLICATION.

DUO-VEND SERVICE CORPORATION
35 East Wacker Drive, CHICAGO.



Write for Low Prices

ON PEANUT AND BALL GUM VENDERS.
Also Table Size Venders.

Self-Serv Mfg. Co.

8. Broad and Wileman Sts., PALMYRA, N. J.

BETTER THAN A PUNCH-BOARD.



O.K. 5-BALL GUM VENDOR

VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200.

Capacity: 1200 BALLS

TAKES IN \$60.00. PAYS OUT \$30.00 IN TRADE AWARDS.

A STEADY MONEY MAKER AND WONDERFUL TRADE STIMULATOR.

PRICE ONLY **\$15**

For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE

WRITE FOR QUANTITY PRICES

D. ROBBINS & Co.
1141 DE KALB AVE. B'KLYN, N.Y.

Cigaret Operators Should Seek Full Return on Machine Costs

(An address delivered before the Cigaret Merchandisers' Association of New Jersey by Henry N. Wertheimer, of the National Cigaret Vending Machine Manufacturing Company.)

Gentlemen—There are many of you whom I have had pleasant business relations with over a period of the last three years and also many whom I have never really had the pleasure of meeting until tonight. I would like to give you a brief outline of what National policy has been over a period of the last 13 years. As you know National was among the first to build a cigaret machine and it has been their policy throught the years to adhere strictly to what they consider the best workable system for the operators. There are three things that they have always kept in mind in building a cigaret machine:

1. That the machine is simple to operate both by the operator and service men and by the customer who purchases the cigarets.
2. To build a machine which will thwart the crook in his plans to slug your machines.
3. To build a machine that is beautiful, dependable and sturdy.

"National policy is that of maintaining throught the years established custom of not selling cigaret machines to locations. Your business of cigaret vending machines is essentially an operator's business. Those who have tried to make the cigaret machine business a location business have failed. A location does not want to become a serviceman, a mechanic, a purchaser of equipment and, above all, he does not want to make the investment in cigarets and stand his own chances thru loss by his employees.

National policy is to protect in every way that is humanly possible a National operator against having other National machines placed on his locations.

And last but not least, the National policy to co-operate as fully as is consistent with good business with your different associations throught the country.

Your Investment

Your Mr. Stein, who I consider has done a good job in his capacity as business manager, has asked me to discuss something which I believe will be of interest to you as a group; and I would like to say a few words in regard to how I consider a successful operator should work. So many in the operating business have gone into business thinking that all that is necessary is to make the investment of a few hundred or a few thousand dollars in cigaret machines and to put them in locations. Then, if they average two dollars per week per machine, they think they are set for the rest of their lives. They don't consider the interest on their investment. They don't consider the de-

preciation on their machines. They don't consider the locations' reaction to the same machine year in and year out. They think they have made an investment which should be good for at least 10 years, with nothing to do but to service their locations. Most of these operators who operate in this fashion usually take the money week in and week out and live on it, never giving thought to the future. With the end of a couple of years, here is what happens. They have lived right up to the income on the machines. They have spent the money their machines have earned and when competition forces them to get new machines, they cannot afford to buy them.

A successful operator, on the other hand, in this business considers his operation as a business, the same as any other, and he depreciates his business 20 per cent a year. He buys at least 20 per cent new equipment every year. I mention 20 per cent because the government allows the operator to depreciate his equipment to that extent. In this way the successful operator has five years in which to pay off his equipment. At the end of that time his investment has paid for itself. He has increased his business and he is in the enviable position of having equipment nearly as good as when he started in business. He has satisfied his locations, thereby creating more good will, and he has actually earned approximately 75 to 85 per cent profit on his original investment every single year.

Successful Operators

Now, it is not my business to tell you fellows how to run your affairs, but I think it practical for you to know how successful operators run theirs. Don't think for a moment you are putting one over on the manufacturers when you stop buying, because if you want to stay in the business and be successful, you have to have up-to-date equipment. Operators often tell me that all they do is to work for the manufacturers. This is an old cry in the vending-machine business. Nine times out of 10, the operators who make this statement are the very ones who have not given new equipment to at least 20 per cent of their locations every year. On the basis of what I have said, if you run your business on a real business-like basis. And of real importance to a successful operator is his duty to his locations. The day is fast going when a successful operator can disregard the appearance of his equipment and can clip and short-change the locations on their commissions. The locations are deserving of a square deal in their monthly commissions and deserve decent equipment in accordance with the amount of business they do. Statistics show that with the advent of modern cigaret machines, the sale of cigarets thru the vending machines has increased many times, and the successful operator recognizes the necessity of real service to the locations. The operator who can give the best service is the operator who will be able to get a good price for the good will he has established. A shining example of how a successful operation could be run is exemplified by one of your former operators.

Business Growing

Let me add this. This business is a growing one. More and more new-type locations are being discovered, and if the vending-machine operator will use the same business judgment that is exercised by other businesses, he will always have a better business in comparison than other businesses, because this business is the one business that is really depression proof. I do not know of a single instance where an operator in the cigaret-machine business has failed. And I also do not know of any other type of business where this is true. The government's chief source of revenue is from the sale of cigarets. The government collects in 365 days of the year over \$1,250,000,000, and when a depression comes along, there is a noticeable increase in the sale of cigarets. Men smoke to curb their appetites for food. If you have been familiar with the stock market over a period of the last eight years, you know that the tobacco stock suffered less in the crash than any other type. I assure you that, if other businesses were run with as little head to the fundamental principles of real business as is the case of cigaret-vending ma-

LUCKY BOY



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World's - Lowest Priced 5-Lb. 1c Vender. Vends Toys, Salted Nuts, Candies, Etc. Money Back Guarantee. 1/3 Deposit. Balance C. O. D.

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PROVEN Money Makers!



Experienced operators know the important thing is to get the Vender into the locations! Tom Thumb's not everything beat. Handsome, comfortable stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll match it against any other in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser. Vends candy, gum or peanuts. 1 1/2 and 3 1/2 sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today. **FIELDING MFG. CO.**, Dept. 51, Jackson, Mich.

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VENDING MACHINES
OF EVERY KIND—BOUGHT and SOLD
Write Now for Our Complete List of Real Vending Machine Bargains! Or Tell Us What You Have to Sell or Trade!!
WRITE FOR PRICE LIST
ON NUTS - CANDIES - TOYS - CHARMS - NOVELTIES - BALL GUM - ETC. - LOWEST PRICES - BEST QUALITY.
SUNFLOWER VENDING MACHINE CORP.
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SAY FOUR-IN-ONE OPERATORS
4-in-1
World's Finest Vender MOST HANDSOME AND COMPACT PENNY BULK MERCHANDISE VENDOR. DIE CAST PRECISION MACHINE. SLUG PROOF. EASY TO PLACE.
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The Ideal Machine for Locations where space is limited.
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Nut or Candy Penny Venders that have no equal for simplicity, attractiveness, results and cost.
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SMOOTHEST SHAVE YOU EVER HAD!

Double edges remove the toughest beard. Leave skin silky-smooth. Cutting, pulling, scraping almost impossible. No breaking in—every shave perfect from the first. Massage action soothes skin. Women prefer it because so much safer for removing superfluous hair. Uses standard 2-edge blade.

razor that you can use anywhere—at home, on trains, in all hotels, camping, even in an automobile! You wind it up like a clock, press the button, and get a perfect shave! Well made, sealed mechanism, guaranteed foolproof. Don't lose a minute! Make your holiday business zoom with this amazing winner. Rush your order immediately.

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A Winner For PREMIUMS-GIFTS-SALESBORDS

VIBRO SHAVER AUTOMATIC RAZOR

NO ELECTRICITY—NO WIRES

SENSATIONALLY LOW PRICED!
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DOZEN LOTS
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Here's the Shaver people want on sight! Absolutely the greatest Gift, Premium and Salescard hit in years! Priced to assure you a cleanup! Vibro is the ONLY automatic razor that you can use anywhere—at home, on trains, in all hotels, camping, even in an automobile! You wind it up like a clock, press the button, and get a perfect shave! Well made, sealed mechanism, guaranteed foolproof. Don't lose a minute! Make your holiday business zoom with this amazing winner. Rush your order immediately.

Ace Vending To Unveil New Machine

NEWARK, N. J., Nov. 20.—Jack Kay, of the Ace Vending Company, revealed that his firm soon will be ready to unveil a new surprise machine for which big things are in store. Kay claims that his firm will be distributor for this machine in all the New Jersey counties save Atlantic and Camden. Arrangements already have been made. Kay stated, whereby some of the largest ops in the State will operate this equipment as soon as it is received.

"Plans are now being prepared for the opening announcement to the trade," Kay stated. "This new machine is sure to be a complete surprise which will meet with the operators' favor, for it will open up a new-type operation for them in this State."

Goldberg Goes With Sunflower Vending

NEW YORK, Nov. 20.—Louis Goldberg, former director of the Amalgamated, has accepted the position of general sales manager of the Sunflower Vending Machine Corporation. The firm is headed by Harry Krain, one of the oldest operators in this territory. For the past 15 years the firm is reported to have been among the leaders in the operation and sale of vending machines.

"For many years," Krain reported, "we have been shipping used venders all over the country. With the addition of Goldberg to our staff we intend to go after this business stronger than ever before. We intend to specialize in merchandising equipment with bulk venders as our leader. We also will maintain a large stock of vending machine products as well as the machines themselves, both new and used."

Famous Inventor Held 500 Patents

NEWARK, N. J., Nov. 20.—Richard W. Uhlig, holder of more than 500 patents, chiefly for typewriter inventions, died recently at the age of 77. In 1925 he retired as vice-president of the Allen Typewriter Company, of Allentown, Pa.

At the age of 10 Mr. Uhlig produced his first invention, a weight-driven device to operate a fan over his bed. At 12 he made an engine, in which gunpowder, exploded by an electric spark, furnished the power for a reciprocating piston. Later he advertised in the newspapers, "Inventions made to order."

In 1890 he organized the Uhlig Cash Register Company to make his indicator and register. He also helped launch the Automatic Vending Machine Company, which manufactures many of the vending machines now in use. Later he devoted himself to typewriter improvements.

New England

BOSTON, Nov. 20.—Bill Brase, Wurlitzer service man, has taken a 10-day leave of absence to drive his wife, Marge, back to her parents' home at Fort Wayne, Ind. Bill is on his way back to the Hub now.

James Galanes, Brattleboro (Vt.) operator, was in town and admiring the new Mike Bond models.

Mike Bond, formerly of Trimount Coin Machine Company, has been ill with leg trouble.

Whenever Charles Holt, of the Eastern Coin Machine Company, Bar Harbor, Me., comes to town, and his stay is one of several days' duration, he always makes it a point to register at the Manger Hotel (plug) and demands a room closest to the North Station Railroad Terminal. Holt says he loves the racket of the choo choos and it's music to his ears for a good night's sleep.

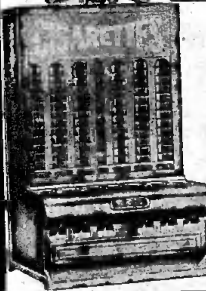
Ben Palastrant back in Beantown after a flight from the Wurlitzer factory at North Tonawanda, N. Y.

Claude Kirk, of Chicago, scheduled to visit Boston to demonstrate the new Horoscope Vending Scale he is putting on the market.

Barney and Louis Blatt, of the Atlas

X-L Annual Clearance Sale

Cigarette Machines of Every Description!



ROWE DELUXE

Reconditioned and Repainted
• 6 Columns.
• 10 Box Match
• Shows Last Coin.
• Capacity 150 Packs.

\$14.50
EACH
Metal Stands **\$2.50**

Like New! Original Finish! No. 930 National 9-col. complete with cabinet stand, \$82.50. Free Book Match.

Reconditioned and Repainted! No. 626 National 6-col. Free Book Match, \$22.50. Metal Stands, \$2.50 extra.

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50 Snacks, 10 Play. Only \$14.50

Like New! Original Finish! No. 630 National 9-col. complete with cabinet stand, \$55.00. Free Book Match.

Like New! Original Finish! 3-col. U-Need-A-Pak complete with cabinet stand, \$29.50. Free Book Match.

Du-Grenier Cigarette Machines. Pump Handle Type. Wall Model. Capacity 42 packs. Only \$12.50 Each.

Reconditioned Round U-Need-A-Pak. 9-col., \$14.50. Metal Stands, \$2.50 extra.

Send for Complete List of Reconditioned Cigarette Machines!

Write to X-L Coin Machine Co. Phone 1351 Washington St. Wire Boston, Mass.

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VENDS EVERYTHING
Size 7x7x14"
CAPACITY 5 LBS. MERCHANDISE

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Thousands of them now on location. A proven money maker with a Written Guarantee. Baked enamel finish. Porcelain finish \$1.00 extra. Write now for complete details.



NATIONAL VENDORS CO.
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Coin Machine Company, have landed in Boston after winging their way in from the Windy City. The brothers Blatt visited the J. P. Seeburg factory, the Mills Novelty Company and the APT Manufacturing Company. While in Chicago they negotiated arrangements to carry some new lines of merchandise for next year, evidenced by their outlook of a big season. Already they have taken on the distributorship of Mills cigarette machines.

Art Pearlstein, Boston Seeburg operator, has nicked a choice spot in installing a Seeburg Royale music machine in the Childs' Old France Restaurant, one of New England's de luxe restaurants in the Back Bay of Boston. Pearlstein has gone to town in the location with production ideas. The machine is on a large stage, with two colored spots shining down on it from angles. It's a pretty-looking scene.

I. F. Webb, vice-president in charge of phonographs of the Rock-Ola Manufacturing Company, Chicago, was in town and in deep conference with George Young, president of Westrock, Inc. A deal is under negotiation that will be of major interest to the coin machine sector in Boston and New England.

Nick Russo, dapper president of Superior Amusement Company, is an avid legitimate theatergoer and manager to catch all plays in addition to attending his coin machine affairs and edible market interests.

Bert Klapper, operator, very much taken up with a serious attitude of late.

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The Greatest Toy Vendor Made!

Designed Especially for TOYS, CHARMS!
Nuts, Hard Candies, TOYS!
Candy, Streamlined Beauty! Chinese Red Baked
Emeral Base, crystal clear globe, chromium fittings,
tamper-proof lock and practically slip-proof coin
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SEND FOR OUR NEW LARGE CATALOGUE FULL OF NEW 1-2-5c SALES BOARD ASSORTMENTS SEE THE LATEST AT THE LOWEST PRICES
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USED MERCHANDISE MACHINES
MASTERS—SNACKS—ADVANCE—COLUMBUS—2-IN-1—ETC.
NEW AND USED MERCHANDISE MACHINES, All Makes, at Low Prices. Send for List.
Nuts, Candies and Supplies Always on Hand.
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"TANFORAN"

the world's Biggest, Best and Lowest Priced Console.

Future Play "TANFORAN" opens territory everywhere. Also furnished with Skill Button—Mint Vender—Ticket or Check Payout, etc. Everything you need for successful operation.

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10—Reel Spots \$13.50 Ea.
5—O. T. Venders, Yellow Front, 35.00 Ea.
5—Groetchen Columbias, Convertible, 1c, 5c, 10c, 25c. . . . 37.50 Ea.
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Latoria Combination Ticket and Cash . . . 52.50
Post Time . . . 49.50
Wurlitzer 312 . . . 137.50
Largest Stock in Mid-West. Write for Complete List. Jobbers, let us quote you on all Equipment.
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FOR SALE
#12 WURLITZERS \$125.00 Each
MODEL A SEEBURGS 100.00
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MODEL A SEEBURGS (Slug-Proof 5c Slots) 105.00
BALLY MULTIPLE, Good Condition 20.00
COLUMBUS VENDERS, Factory Prices.
Above Late 1936 Machines All in Perfect Condition and of Good Appearance.
20% Cash With Order.
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WONDERFUL OPPORTUNITY FOR INVESTOR WITH \$15,000
New Product and Profit-Sharing Plan ready for market. Patents, Trade-Mark and Copyrights filed. Investment can be retired in 3-month period. Will pay \$1,000 bonus of every unit sold after investment is returned. National Distribution assured. Sale of 800 units will retire your investment. Orders assured now. This opportunity invites thorough investigation. **SOL BROWN,**
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Make first \$10 on a FREE sample sales card. This will prove to you how easy it is to make REAL BIG MONEY with our sales plan.

Thousands of our AGENTS—DISTRIBUTORS AND SALES CARD OPERATORS are earning up to \$200 a week, giving away nationally advertised PACKARD lifetime LEKTRO SHAVER.

Write for Sample Salescard and Full Particulars

MORRCO
107 W. 41st St., New York, N. Y.

Need for Simpler Type Game Seen

LONDON, Nov. 20.—In the November 6 issue of *World's Fair*, Edward Graves, coin machine editor throws some light on the English attitude toward the complicated modern electrical game. In an article entitled "The New Construction Technique," he states:

"When pin tables were pin tables pure and simple the correction of an 'out of order' did not as a general rule call for any particular outstanding mechanical skill. The working became more complicated but putting wrongs right remained within the scope of the average mechanic. Then came the introduction of electrical operation with dry batteries as the medium and an ordinary mechanical knowledge was no longer sufficient.

"This I know is not news to my readers, but it leads to something which I feel to be well worthy of mention. The development from dry batteries to all mains machines was a foregone conclusion, but how many operators foresaw such a rapid change—a change which it cannot be denied largely disturbed values of pin tables justifiably so called?"

Discussing the situation with me, H. J. Cullum, M. B. E., chairman of Vernon Lockwood Manufacturing Company, Ltd., spoke thus: "With such complicated devices sent over now from the States the slightest breakdown means a greater loss in turnover and greater leeway to make up for the operator. No longer can one take a pair of pliers, a good hammer and an oil can and put the play board right. One has to be in turn a skilled electrician and at times almost a magician to trace the circuit, trace the breakdown and renew or make good. Our American friends over at Chicago, altho conscious of a good and tested product having been made, sit at home free from any worry of servicing. I believe every operator would welcome a recognized type of game never overstepping in construction a bold plain technique easily followed and in consequence long wearing."

NEW MILLS MACHINES

Flasher \$184.45 Clocker \$189.50
Forward March \$74.50

We are distributors of Mills Products and carry a complete line of Mills Reconditioned Slots at lowest prices.

RECONDITIONED GUARANTEED GAMES

Around the World	\$25.00	Skooby	\$17.50
Ball Fan 1937	7.50	Tournament	32.50
Hand Ball	25.00	Daily Races (1 Ball)	10.00
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3020 Olive St., St. Louis, Mo.

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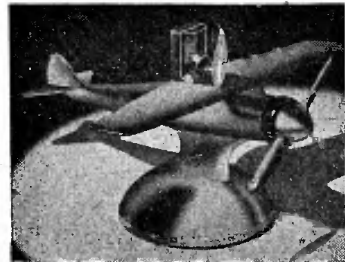
50 Jumbo Exhibit Streamline and Imperial Merchant Man and 1,000 Novelty Bumper Type Five-Ball Games.

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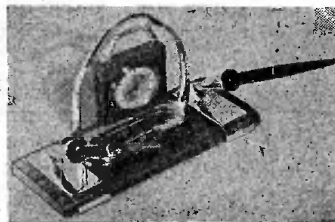
SALESBOARD - BINGO and COIN MACHINE Operators

HOP ON OUR AIRFLAME

No. 1500 — An old favorite in new dress and new price. Still going strong.



AND SOAR TOWARD PROFITS
PUT YOUR TOES IN OUR



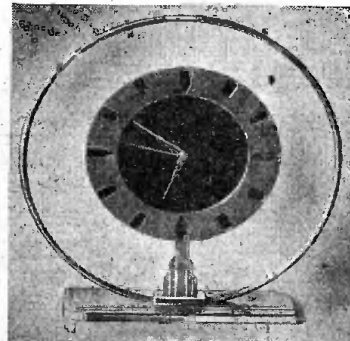
STIRRUP

No. 5400 — Tremendous value in one of the better items. Guaranteed clock and pens. 8 1/2" x 6" over all size. Perfect for Bingo.

AND RIDE TO SUCCESS
BY POPULAR REQUEST WE REPEAT

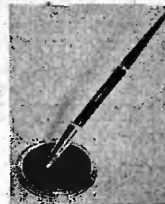
THE PHANTOM CLOCK

No. 5300—A beautiful FLASH. 10 1/2" x 11". Die cast non-tarnish Chrome with Black, Burgundy, Blue or Gold Dial Plate. Guaranteed New Haven or Lux Movement. Electric, or 30-Hour.



Snap Pen Set

No. 3100 — Thousands are being used by operators throughout the country. Assorted colors with matching Pen and Base. Very low price.



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George Feldman Co., Boston.
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DIECASTERS, INC.
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WE NEED FLOOR SPACE

THESE MACHINES ARE ALL RECONDITIONED AND READY TO OPERATE.

Bally Derby	\$22.50	Bally All Stars	\$20.00	Keeney Big Five	\$ 9.00
Bally Carom	25.00	Bally Roundup	12.50	Keeney Vpivets	17.50
Bally Multiple	12.50	Keeney Ten Strike	22.50	Western Winner	32.50
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Bally Belmont	22.50	Keeney Repetors	7.50	Jennings Flicker	15.00
Bally Challenger	15.00	Keeney Double Score	7.50	Rock-Ola One Better	22.50
Bally Jumbo	12.50				

Write for prices on Slots—Counter Games—Skill Games—Photographs.
BADGER BAY COMPANY
1013 Main Street, Green Bay, Wisconsin.
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Save FROM 25% TO 50% ON USED GAMES!
WRITE TODAY FOR COMPLETE PRICE LIST!
HERCULES MACHINE EXCHANGE, INC.
1175 BROAD ST., NEWARK, N. J. Cable Address: HERMEX

Electricity in Coin Machines

By Al Chouinard

The advent of the use of electrical power for the operation of coin-controlled machines was one of the largest forward steps the coin machine industry has ever taken. It immediately opened new fields of useful service to the consuming public, and, in addition, the consuming public liked it, for it received better results, 24-hour service and, best of all, dependability.

But there was another side to electricity's entrance into the coin-machine field. The coin-machine industry added to its already long list of employees and manufacturers those of the electrical industry and did it in the grand manner with its use of as varied a line of electrical parts as any industry can boast.

Every operator has opened his machine on location and heard someone exclaim: "Look at the stuff inside!" This exclamation explains to a nicety the amazement of the uninitiated to the fact that coin machines contain so much mechanism. It is true that the parts in their entirety and in their combined operation appear complicated. How-

ever, almost any group of combined devices presents complexities unless their individual operation is understood, and with the advent of electrical devices in coin machines the complexities of operation at first appeared almost insurmountable. The manufacturers themselves knew that they would have a production problem to solve, for the use of electricity presented new and complex problems, especially the re-training of their personnel to assemble electrical equipment. The employees themselves were dubious of the outcome, which was aptly expressed by them in the remark: "We won't build many games with electricity. It just won't work." This was the feeling when games consisted of nothing but switches on the panel and lights in the backboard.

The games of today are proof of how unfounded were their fears. Production

schedules of 400, 500 and 600 games a day are common practice. This is all the more remarkable when it is remembered that each electrical part must be tested singly, then in combination with its complementary devices, and finally as a completed unit.

As a typical example of the efficiency of modern production methods employed in the assembly of pin-ball games, the final testers in one factory rejected only six out of the first 3,000 games of a recent long-run hit. This would be a remarkable record in any business, but it is more so in the pin-ball game field, where time alone is the essence of the industry.

Current in Games

To simplify the complexities of a coin-controlled machine it is logical to reduce the entire assembly to its component parts. There must first be an understanding of how electrical current travels. In either the simplest or the most complex type of circuit the current

When current flows thru the coil of wire it produces magnetic lines of force in the iron core which attracts to the core some movable piece of iron. The movable piece is supported in such a way that its movement opens or closes switches mounted on the relay. The primary operation of a relay coil is no different than that performed by the old horseshoe magnet used as a toy to pick up nails and pieces of iron. The horseshoe magnet is known as a permanent magnet because it always attracts iron; the relay will only attract the iron armature when current flows thru it.

Two Actions in Game

The principle of a switch used to close or open a circuit and the principle of the relay coil attracting an iron armature and closing or opening switches are the two fundamental actions around which nearly every operating part in a game is constructed. Each part is ultimately different, but the final result is their use singly or in some combination of these two principles, with variations.

For example, an electrical motor could be considered as a group of relay coils mounted in a circle, each one called a pole of the motor. The central rotating armature is attracted to these poles (relay coils) and continues to rotate past them, generating mechanical power for a needed operation.

In one form of odds changer and selector the principle of a relay is used in a modified form. Here the coil pulls an operating arm forward, which moves a group of wiper blades over contact buttons. The operating arm oscillates, each time returning to pick up the operating arm and step the wiper blades forward. The wiper blades and contact buttons are another form of a switch, closing and opening a circuit as they pass over the contact buttons.

Other forms of selectors employ either a motor to drive the wiper blades over the contact buttons or a strong magnet to deliver one power stroke that spins the wiper blades over the contact buttons. All of these different types perform the same function, namely, that of

"The coin machine industry added to its already long list of employees, and manufacturers those of the electrical industry and did it in the grand manner with its use of as varied a line of electrical parts as any industry can boast. . . . For every electrical game or machine there must be a power source; there must also be relays, millions of feet of wire, switches and a variety of smaller parts too numerous to mention."

starts from the power source (battery or transformer), travels thru the relay, the switch, the coil or whatever is connected in series by the wiring and then returns to the power source. To repeat, the current travels from the power source thru the various kinds of electrical equipment and returns to the power source. Of course, each piece of equipment must be designed for the particular voltage impressed upon it by the power source and constructed to operate efficiently and unerringly.

To gain a fuller understanding of how each part operates it would be well to literally dissect a pin-ball game and discover a few of the fundamental principles underlying the operation of the component parts.

Initially the game must derive power from some power source, whether it be from batteries, power packs or transformers. Batteries deliver a steady, direct current, formed by the chemical action of the ingredients in the battery itself. In the case of power packs and transformers, their function is to convert the supply current obtained from the wall outlet to values suitable for the operation of the game. The power pack converts the alternating current into direct current usually of a lower voltage, while the transformer only changes the voltage, usually to a lower value also, but continues to deliver alternating current. From these power sources the current is directed to different parts of the game by means of switches and the associated wiring of the game. The prime purpose of a switch is to open or close a circuit during a definite cycle of operation of the game to perform a particular operation. The ball in its travel on the panel usually closes a switch by rolling over it or by resting on the switch. In most cases when a switch is operated it is usually the last operation required to allow current to flow or not to flow in a circuit.

Switches are also operated by relays, which consist of a coil of wire wound on an iron core and attracting a movable piece of iron that operates the switches.

"It has been discovered that within the space of a few years not only has the use of electrical devices in games increased, but the design of those parts has also been improved. This improvement has been accomplished by manufacturers of games and manufacturers of electrical parts working together. The industry has not only demanded that electrical firms improve their devices for use in games but has also aided in design. No one knows from day to day what new development may take place as the games manufacturers and the electrical industry combine their engineering talent in working out greater things for the coin machine industry."

allowing the wiper blades to rest on a contact button purely by chance.

Payout Units

The simple payout unit consists of a motor to drive a dispensing mechanism until the desired payout is completed. Here again a switch is employed, in this case to keep the circuit closed to the motor until the point is reached at which it is desired to stop the motor; then the switch is opened, the current flow is interrupted and the motor stops.

These devices form the greater part of those used in the pin-ball games. However, the coin-machine industry uses such a manifold variety of smaller parts that it is only possible here to list them.

Electrical connector plugs are used by the million, as are fuses, fuse blocks and wall-connector plugs. For every electrical machine there must be a power source, and the total of transformers and

WERTS NEW JAR-O-SMILES GUESS NUMBER



NO GUESSING ABOUT PROFITS WITH THIS NEW TICKET JAR DEAL

Werts New, "Guess Number" Jack Pot Jar Deal has everything it "takes" to make a real "cleaning". A fascinating, exciting new deal that attracts big attention on every location.

48 SEAL JACK POT CARD
Pays \$1 to \$10 and 2-\$10 Jack Pots
\$50 GUESS NUMBER PRIZE

In addition to the regular play there are 12 tickets receiving one guess each on the Guess No. Jack Pot. The player guessing the correct number under the seal receives the Guess Number Prize which we recommend at \$50.00. Guess numbers under seal from 000 to 999.

NEW EXCLUSIVE OPERATORS' PLAN!

Jar-O-Smiles GUESS NUMBER is manufactured exclusively for operators. On our new plan, it will be sold to only one operator in each county. Here's your opportunity to "clean-up"! Introduce this new deal now knowing you are fully protected on repeats. Get the details quick! While territory is open.

2280 TICKETS—109 WINNERS!
TAKE—PAYOUT—PROFIT

2280 Tickets at 5c takes in \$114.00
Total Payout (Average) 83.00
PROFIT per Deal (Average) \$ 31.00

WRITE TODAY for full details about GUESS NUMBER and other new WERTS Ticket Jar Deals on our new Exclusive Operator's Plan. Attractive big profit discounts. Send NOW!

Another Winner by the Originators of Ticket Jar Deals.

WERTS NOVELTY CO., Inc., Dept. BB-11B MUNCIE, IND.

Attention! Illinois Operators

We proudly announce the addition of Seeburg Phonographs to our already impressive line of coin operated machines. Complete stock of Seeburg Illuminated 20-Record Multi-Selector Symphonolas, Royale and Rex on hand at all times for immediate delivery. Be the first in your territory with Seeburg, the automatic phonograph which has definitely shown that it has what it takes to get and hold the best spots. Write, wire or phone today for particulars, and as always be sure of

A Square Deal To All

Fairground \$100.00	Carom \$ 25.00	Bump-A-Lite \$ 22.50
Classic 39.50	Post Time 20.00	Hi-De-Ho 17.50
Lite-A-Pair 20.00	Magic Lamp 20.00	Policy 12.50
Preview 15.00	Winner 32.50	Preakness 65.00
Multiple 15.00	Air Races 31.50	College Football .. 40.00
East & West 25.00	Score Board 10.00	Mercury 31.50

VEECH SCALE CO.
DECATUR, ILLINOIS

GOLD MINE

BEST BY TEST

STEP-UP CARD

Direct Big Profits for Small Investment. 133 Winners in all. (\$25.00 Top Payout.)

SAMPLE DEAL - \$5.00

DOZEN LOT PRICES COMPLETE (Card-Label-Jars-Tickets-Holders). Per Doz. \$42.00

REFILLS (Labels-Tickets-Cards). Per Doz. \$30.00

DEAL TAKES IN (2280 @ 5c) ... \$114.00
AVERAGE PAYOUT 70.00

AVERAGE PROFIT \$ 44.00
1/3 Deposit — Balance C. O. D.

WHAT ARE YOUR NEEDS—WE ARE MANUFACTURERS

STERLING GAMES CO.
1959 WILSON AVE., CHICAGO.

FLORIDA SPECIAL Ten Good Money Making Novelty Games

Homestretch, Electric Scoreboard, Bally Bumpers, Bally Booster, Wizard, Ricochet, Fireball, Hold 'Em, Madcap. All for .. **\$150.00**

1/3 Deposit
MARKEPP CO., Est. 1927, Cleveland, O.

REAL BARGAINS

1. MILLS OF SLOT	\$12.50
2. MILLS RAILROAD	17.50
3. MILLS TYCOONS	12.00
4. MILLS MCCOYS	12.00
5. HIE-HO—P. O.	12.00
6. PACIFIC PAMCO RACES—Like New.	35.00
7. TURF CHAMPS	35.00
8. STONER AIR RACES	25.00

Above Machines are Reconditioned.
1/3 Cash—Balance C. O. D.

M. A. AMUSEMENT COMPANY
JACKSON, Tenn.

EXCEPTIONAL PHONO BUYS!

WURLITZER 412 \$119.50
ROCK-OLA 1936 109.50

1/3 Deposit with Order, Bal. C. O. D.

SEIDEN DISTRIBUTING CO.
1240 Broadway, Albany, N. Y.

THEY'RE GOING FAST IN

VEMCO'S XMAS CLEARANCE

2000 BRAND NEW AND USED SLOTS, PHONOGRAPHS, 1-BALLS, PIN GAMES, COUNTER GAMES, PARTS, SUPPLIES, ETC., ETC.

Quick — Write for Complete Price List!

THE VENDING MACHINE CO., FAYETTEVILLE, N. C.

THE 70 PER CENTER

A Flashy Quick-Selling Board That Insures a Square Deal for the Players, and Should Repeat Many, Many Times, Because

70% Goes Back To The Players

1,000-Hole 5c Brings \$50.00. Pays Out \$35.00.

Suggested Resale Price \$2.50 Each

Lowest NET Quantity Price to Board Operators:
80c EACH Plus Federal Tax. (Sample \$1.00) F.O.B. St. Louis.
Terms: Remittance with Orders, or 1/3 Deposit on C.O.D.'s.

ARTHUR WOOD & COMPANY
219 Market Street, St. Louis, Mo.

power packs used must be close to 150,000. The relays must number close to half a million, while the total amount of electric motors is over 100,000. The total footage of wire used can't be less than 25,000,000 feet.

In some of the later designs of novelty games using a light beam for scoring or a contact on a metal panel vacuum tubes were the heart of the game. Together with those employed in phonographs, the total runs close to 50,000 vacuum tubes. In this same category should be included the photo-electric tubes commonly known as the electric eye. Including all the types used in the rifle games, the industry must have purchased close to 50,000 within the last year. Of course, vacuum-tube circuits require the use of a variety of condensers, resistors, choke coils and various types of transformers, amounting to thousands of parts.

Electrical Progress

In an industry such as the coin machine business rapid improvement and advancement in the art is of paramount importance. The design and production of games require a degree of skill that must combine a great number of factors. Considering the one that is of interest here, namely, the use and improvement of electrically operated coin machine parts, it is discovered that within the short space of a few years not only the use of electrical devices in games has increased, but the design of those parts, has been improved. As proof of this compare a game of a year ago and one of today. The improvement cannot help being apparent. The industry has forced manufacturers to improve their product, not only by request but by actually working out new designs for them. In turn the suppliers have assisted to the limit, for they realize the tremendous outlet for their products to the coin-machine industry. The industry in some cases does not allow itself to be limited by the standard required in the general purchase of electrical parts but sets up more stringent specifications and operating limits. Manufacturers have openly admitted that they have been taught details about their product they never knew before furnishing them to the industry.

In view of the tremendous advances that have been made in the industry in the last few years it would be foolhardy to hazard a prediction as to what new scientific development might be developed into a coin machine. A few years ago no one would have guessed that the coin-machine industry would be one of the principal outlets for photo-tubes outside of the motion-picture industry. No one could conceive that this industry would use such a quantity of electric motors. No one knows from day to day what new development may take place, for time and trade wait for no organization. And that's what keeps the lights burning late in the laboratory.

YOUR PROFITS ARE SAFE WITH AN ACE LOCK

ACE LOCKS provide Powerful, Positive protection, both on new machines and for replacement purposes. Order **ACE LOCKS** today! 1 Doz. **ACE LOCKS** No. 4032 (illustrated above), \$7.20 per Doz. (Price subject to change without notice). Can be all keyed alike or in various key changes.

We are the sole manufacturers of the **ACE LOCK**, the entire lock being completely constructed in our factory.

CHICAGO LOCK CO. 2024 N. RACINE - CHICAGO

ACTUAL SIZE

OPERATORS!

An Event You Have Been Waiting For

QUICK SELLOUTS — QUICK PROFITS

A Beautiful All Chromium Large **TREASURE CHEST**, size 14 1/2 x 10 x 6 inches. Lined with redwood—picture top, mirror inside—lock and key—THIS IS THE BIG PRIZE. Also 6 fancy colored enamel Chests filled with 1 lb. of finest grade Chocolates. Also 10 1-lb. attractively cellophanned paper boxes of same grade Chocolates.

17 BIG PRIZES! On 800-Hole Board at 5c per Punch Takes in \$40.00
Cost of Complete Deal 13.00

PROFIT \$27.00

Deposit of \$3.25 Will Bring You Sample Deal. Balance C. O. D.

WE HAVE 9 OTHER DEALS! DON'T WAIT! EVERY DAY BETWEEN NOW AND XMAS MEANS DOLLARS TO YOU.

We Are Exclusive Manufacturers.

STONE BROS., Inc. 800 S. ADA STREET, CHICAGO, ILL.

2 POWERFUL GAMES---THEY'RE TOPS

IMMEDIATE DELIVERY!

JENNINGS

POWER PLAY

IT'S DYNAMITE!
FAST — EXCITING — REPEAT PLAY

EXHIBIT'S

TOPS

It's Tops in Novelty Games! Feather-Touch Bumpers. High Score Appeal.

OPERATORS MAKING GOOD MONEY WITH BOTH GAMES.

EASTERN DISTRIBUTORS

BUDIN'S SPECIALTIES, INC. 174 S. Portland Ave., BROOKLYN, N. Y. Tel.: Nevins 8-7528.

SEND FOR LIST OF USED MACHINES—OUR PRICES ARE THE LOWEST.

SALESBOARD BUYERS!

NO RISK! NO GAMBLE! NO HEADACHES!

Operate Jay Rose Tested Deals

MIDGET CANDY DEAL No. B450 — Small Cost, Quick Sellout.
12-1-lb. Boxes of delicious hand-poured, hand-dipped Assorted Chocolates in attractive Christmas Bands. 9 Hit-and-Take winners, 3 winners for last sale in each three sections—150-hole board.

Takes In \$7.50 Costs Only \$3.75

Terms: 1/3 Dep. with Order, Bal. C.O.D. Full remittance with orders less than \$5.00.

ACT NOW! A Penny Post Card will bring you our new Christmas Catalog "chuck full" of "Money-Making Deals."

JAY ROSE, Inc., 2316 Locust St., St. Louis, Mo.

The Last "Word" in Your Letter to Advertisers, "Billboard".

UNIVERSAL "SCORES AGAIN"

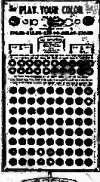
Presenting "NEW DEALS FOR A NEW DEAL AGE"
YOU'VE TRIED THE REST—NOW TRY THE BEST!
YOU'VE TRIED THE OLD—NOW TRY THE NEW!



Takes in 2280 at 5c. \$114.00
Pays out (average) . . . 71.40
Profit (average) . . . \$ 42.60
SAMPLE DEAL COMPLETE \$4.45



Takes in 2620 at 5c. \$128.00
Pays out (average) . . . 79.53
Profit (average) . . . \$ 48.47
SAMPLE DEAL COMPLETE \$5.45

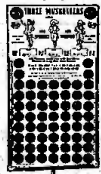


Takes in 2620 at 5c. \$128.00
Pays out (average) . . . \$1.23
Profit (average) . . . \$44.77
SAMPLE DEAL COMPLETE \$5.45

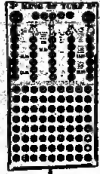
WE PREPAY EXPRESS AND FEDERAL TAX CHARGES



Takes in 2620 at 5c. \$128.00
Pays out (average) . . . \$2.00
Profit (average) . . . \$ 44.00
SAMPLE DEAL COMPLETE \$5.45



Takes in 2280 at 5c. \$114.00
Pays out (average) . . . 70.80
Profit (average) . . . \$ 43.20
SAMPLE DEAL COMPLETE \$4.45



Takes in 2620 at 5c. \$128.00
Pays out (average) . . . \$1.63
Profit (average) . . . \$ 44.37
SAMPLE DEAL COMPLETE \$5.45

RIDE THE WAVE OF PROFITABLE POPULARITY with "UNIVERSAL"

The experience gained in 20 years of manufacturing and printing enables Universal to offer now the latest and best in JAR GAMES. UNIVERSAL GAMES combine all the latest and best features such as protected Jackpot Winners! All tickets entitling player to seat on Jackpot. Cards are especially protected with a protection name printed on all seal winning tickets. A different name is used on every set. Universal seal cards are made with special "eye-catching" metallic seals and are sewed by the New Universal Process. All holders are special 24-gauge spot-welded and spray-printed in several attractive colors.

WRITE TODAY FOR FULL FACTORY DISCOUNTS.
JOBBERS — OPERATORS — DISTRIBUTORS
We do not limit exclusive selling rights to one deal or one county. Exclusive selling rights will be given in THREE counties and on all 12 of our famous New Jar Deals!



AGAIN UNIVERSAL "SCOOPS" THE INDUSTRY!!

PRESENTING—BABY MIDGETS! Again leading the field, Universal introduces Baby Midget Jar Deal Sales Stimulators—3000 baby-size tickets selling at 1c per sale. The greatest addition to the Jar Game Industry in years.

Takes in 3000 tickets at 1c. . . \$30.00
Pays out (in merchandise) . . . 17.50

Profit . . . \$12.50
Plus Profit on the Merchandise.
SAMPLE DEAL COMPLETE \$5.00

Packed 12 in a Case. Get an Assorted Case Today.
Write Today for Attractive Factory Discounts! We Prepay Express and Federal Tax Charges!

Uses Only Six Inches Counter Space. Each Jar Comes Cellulophane Wrapped. Will Outsell Anything on the Counter.

WATCH FOR NEW DEALS EVERY 30 DAYS

NEW EXCLUSIVE SELLING PLAN!
Baby Midgets Jar Games will positively be sold to one Jobber in every 3 Counties. Exclusive selling rights will be given to only one Jobber in every 3 Counties. This is not an empty promise. We positively guarantee exclusive sales rights. So hurry! Write now while territory is open. We will positively not sell to locations.

BABY MIDGETS ARE ORIGINATED, DESIGNED AND MANUFACTURED BY UNIVERSAL MANUFACTURING CO.—All others are imitations.
(On Orders of 50 Jars or More we will Print Labels to Your Own Specifications)

HURRY! HURRY! HURRY!

BE THE FIRST IN YOUR TERRITORY! WRITE NOW!

UNIVERSAL MANUFACTURING COMPANY, Dept. B-B-A

104 E. 8th Street (Manufacturers only) KANSAS CITY, MO.

1938 Show Out To Break Records

CHICAGO, Nov. 20.—If advance indications mean anything, if hard work by a committee of live-wires has any results, then the 1938 Coin Machine Show should put all previous shows in the shade, according to Joe Huber, convention manager. "We expect operators to start sending in their registrations in the next few days," Huber stated. "Those who register in advance will not only save the registration fee but will also avoid the confusion and bother of registering at the Convention. With the greatest advance of booths ever recorded at such an early date, a complete sellout of space is looked forward to long before show time."

The Coin Machine Show will be held this year at the Hotel Sherman, Chicago, Ill. The dates are January 17-18-19-20, 1938. According to the Show Committee, all the latest and finest of coin-operated machines will be exhibited at this show.

The slogan of "bigger and better than ever" was again adopted by the show committee. To fulfill this slogan the committee will have to go some, as the 1937 show was by far the greatest ever. N. Marshall Seeburg, who again is chairman of this year's show committee, said: "It's a cinch, as I have on my committee a group of men who understand what it's all about and we will give the operators just what they are looking for."

"Dick" Hood, he of the Streets of Paris fame, is in charge of the entertainment. Hood said: "Leave it to me and I'll give them a show that will knock their eyes out. Put it down for me that the floor show (Banquet Nite) will be positively tops."

In the past few weeks convention manager Huber has spent quite a lot of his time calling on the various manufacturers to get first-hand information on what will be new in the line of machines for the 1938 show, also to get the manufacturer's viewpoint of the future outlook for the coin-machine industry.

Huber reported that from what he has seen and heard the outlook is very bright, and he looks forward to one of the greatest years in coin-machine history. He said there is no operator who will have to suffer from lack of equipment, as there are plenty of machines which will meet requirements in every territory and ones which will make plenty of money.

The list of exhibitors who have already contracted for space are as follows:

- A. B. T. Mfg. Co., A-C Novelty Co., Acme Novelty & Mfg. Co., Advance Machine Co., American Child Co., American Pistachio Corp., Atlas Novelty Co., Automatic Age, Automatic World, Bally Mfg. Co., Billboard Publishing Co., Block Marble Co., J. M. Bregstone & Co., Brunswick Record Corp., Buckley Mfg. Co., The Capehart, Inc., Chicago Coin Machine Mfg. Co., Chicago Lock Co., Churchill Cabinet Co., Coan-Sletteland Co., Inc., Coin Machine Journal, Coin Machine Review, Columbus Vending Co., A. Dalkin Co., Daval Mfg. Co., Decora Distributing Corp., Dudley Lock Corp., Electrical Products Co., E. C. Evans Co., Exhibit Supply Co., Philip Florin, Inc., John Gabel Mfg. Co., Gay Games, Inc., Gem City Machines, Inc., Genco, Inc., General Electric Co., John N. Germack, D. Gottlieb & Co., Groetschen Tool Co., Guardian Electric Mfg. Co., Illinois Lock Co., Independent Lock Co., International Mutoscope Reel Co., Jasper Brokerage Co., O. D. Jennings & Co., Johnson Fare Box Co., Malkin-Illion Corp., Mason & Co., McCormick Machine Co., Mills Novelty Co., National Venders, Inc., The Northwestern Corp., Pan Confection Factory, Paris Bead and Novelty House, Bermo Products Corp., Popcorn Robot Corp., Popmatic Mfg. Co., RCA Mfg. Co., Inc., Ranel, Inc., Richards Mfg. Co., Ringold Mfg. Corp., Rock-Ola Mfg. Corp., Rowe Mfg. Co., J. P. Seeburg Corp., N. Shure Co., Simmons Coin Machine Co., Inc., Standard Transformer Corp., Stewart & McGuire, Inc., Stoner Corp., Superior Products, Inc., Trimount Coin Machine Co., U-Need-a-Pak Products Corp., Thos. A. Walsh Mfg. Co., Werts Novelty Co., Inc., Wheeling Novelty Co., W. W. Whoox Mfg. Co., The Rudolph Wurlitzer Co.

ROYAL DEPENDABLE GAMES!

RECONDITIONED PAYOUTS

Alamo . . . \$18.50	Put & Take \$4.95
All Star . . . 12.00	Rambler (10
Baffle Ball . . . 7.50	Ball) . . . 8.50
Bally Ace . . . 7.50	Red Sails . . . 16.50
Bally Derby 14.00	Redwood (5
Cocktail Hour (10 Ball) 9.00	Ball) . . . 11.00
Credit . . . 12.00	Sky High (5
Gold Award 7.50	Ball) . . . 9.00
Golden Harvest (10 Ball) 7.50	Stampede . . . 6.95
Jumbo . . . 11.50	Stop & Go 12.00
Multiple . . . 22.50	Sunshine . . . 13.00
Rambo Speed . . . 15.00	Trojan . . . 8.50
Paragon . . . 11.00	Tycoon (Pack)
Peerless . . . 14.00	Turt . . . 15.00
Pinch Hitter 15.00	Champ . . . 49.50

COUNTER GAMES

Darby (Auto-matic) Pay-out \$12.00	Bolo (Auto-matic) \$10.00
Daval Races 7.00	Home Run 21.00
Punchette 4.00	Scream 9.00
Real "24" 6.50	Top Hat . . . 10.00
Tickette . . . 5.00	Torpedo . . . 5.00

1/3 Deposit With Order, Bal. C. O. D. Write for free price list. Hundreds of games ready for delivery.

Royal COIN MACHINE CO
2212 N. Western Ave. CHICAGO, ILL.

KANARY KLOCK DEAL

The Hit of the Season.
Card takes in \$9.95
Clock and Card \$3.50
Each Deal. 6 Complete Deals \$20.00

TURKEY CARDS

80 Hole (1c to 25c) | Your Choice, \$1.00 per Dozen.
80 Hole (1c to 25c) | \$6.50 per 100.
100 Hole (1c to 25c) | Special Quantity Discounts.
TERMS: 1/3 Deposit, Balance C. O. D.
Schreiber Merchandise Co.
1102 Broadway, Kansas City, Mo.

6 Strip Tease Glass Deal

A Floor Show in Every Drink

Fastest selling 32-hole board. Low in price — BIG PROFITS! Strip tease peep glasses all the rage. B. natural seller in taverns, at stages or wherever crowds gather. Order at once!

THE SMARTEST THING OUT!

FINESSE SPECIALTY CO.
1009 Diversey Pkwy. Chicago, Ill.

YEAR'S BEST CONSOLE HITS!

Perfect Condition!

TRACK TIME — Ticket. Serials around 1800 . . . \$210.00
GALLOPING DOMINOES — Serials around 1200 . . . \$159.00
PAGES RACES — Serials around 3500 . . . \$140.00
1/3 Deposit with Order, Bal. C. O. D.
SEIDEN DISTRIBUTING CO.
1240 Broadway, Albany, N. Y.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

COIN MACHINES
Renewed Like NEW
Inside and Out
as only
"THE TRADING POST"
CAN DO!

GOLDEN WHEELS	\$54.50
CLASSICS	38.00
FOTO-FINISH	55.00
PADDOCKS	32.50
SPRINGTIMES	27.50
WINNERS	25.00
CAROMS	29.50
SPOT-LITES	27.50
SKIPPERS	15.00

10 DE LUXE MILLS
PHONOGRAPHS,
NATURAL-WOOD
CABINETS **\$99.50**
EACH

RAY GUNS

TOM MIX RADIO RIFLE	\$169.50
MARKSMAN	89.50
KEENEY'S TARGETTE	84.50

PACES RACES, Ser. 1854—\$105.00
DOMINOLE FLOOR SAMPLE— 97.50

TELL US WHAT YOU WANT!
WE HAVE EVERYTHING!

Terms—1/3 Deposit With Order, Balance C. O. D.

Get on Our Mailing List Today!
"THE TRADING POST"

AMUSEMENT
GAMES, INC

1679 University Ave., St. Paul, Minn.

WILL BUY
FOR CASH
EXHIBIT NOVELTY
CANDY VENDORS

FOR SALE—

- 5 PACES RACES—Black cabinets; 30-1 cash pay; serials all over 4200\$185.00
- 8 EXHIBIT MODEL F DIGGERS—Mercury switch, Veeder registers, new type chrome money shovels\$30.00
- 3 Jennings LITTLE DUCHESS SLOTS—Automatic payout; 5-cent play\$20.00
- 1 LITTLE BROWNIE—Automatic pay, color wheel, seven can play\$30.00
- 1 EXHIBIT CHUCKLETTE—Cost \$275\$75.00
- 6 MILLS BLUE FRONT 5c MYSTERY BELLS—Light cabinets, late serials\$55.00

MORRIS HANNUM
234 E. Union St., Bethlehem, Pa.

FINAL FINISH

On large stock of first-class Merchandise.

- 25 Mystery All-Star Penny Side Venders. Each...\$25.00
- 25 Mills Mystery Blue Front Venders, Milco Escalators and Milco Checks. Each\$50.00

All late serial numbers, one J. P. showing, not rebuilt or tampered with in any way. They are just as came from factory.

W. C. FAIRBANKS
SIOUX FALLS, S. D.

CLOSE OUT SALE

On SLOTS, SAFE STANDS and PAY TABLES. WRITE FOR PRICES.

THE STARK NOVELTY CO.
1510 W. Tuscarawas St., Canton, Ohio.

New Yorkers Talk
Credit Situation

NEW YORK, Nov. 20.—The credit situation which jobbers and distributors discussed with operators at a recent mass meeting is reported to have resulted in jobbers and distributors setting up more liberal credit standards so that practically all purchases now being made are on the time-payment plan. This condition is not only local but it has spread across the Hudson, too, where even the largest operators in New Jersey are reported to be taking advantage of the liberal credit terms being offered.

So far the credit situation has had little effect on sales. As long as operating conditions remain the way they are everything should go along smoothly, but if authorities should make any important changes in operating regulations many fear that leading distributors and jobbers will have to charge off to profit and loss many of the credit sales on their books.

Regardless of what the future may hold, no matter what type of new machines will appear, it seems definite that the sales end of the business will be conducted for the most part on a credit basis. Those jobbers and distributors who have sufficient collateral and who enjoy the confidence of their banks will have little difficulty carrying on under present credit conditions. For those who enter this field in the future, however, the credit problem is bound to be an obstacle hard to overcome.

Keeney Sales Set
New High Record

CHICAGO, Nov. 20.—"I suppose," said J. H. (Jack) Keeney, "that everybody will consider this statement just so much sales blarney, yet our sales last week were the largest for any like period in the history of this company. Now, mind you, these sales did not represent orders on new games we are bringing out, but for most part were made up of orders for games which have been out for some time.

"To me," continued Keeney, "this large business seems to substantiate our opinion that operators are far more conservative in their purchases than they used to be. That claim of operators being more conservative may sound contradictory in the face of a record week, but it isn't. It shows that operators evidently want proven-profitable games, and are less inclined to take chances in merely buying any game that comes along.

"Keeney's Track Time is now in its eighth month of production, and a release of parts orders for another large run was put thru last week. The improved Dark Horse model, with its seven-play selective slot, is being shipped in even larger numbers than was the original console game. Skill Time, the console game that can be operated in one-ball payout table territories, is also in large volume production. And Free Races, Keeney's new free game pin table, is just going on to the production lines."



H. SEENER, director of Coin Amusement Machine Supply Company, Ltd., London, poses with Dave Robbins, Brooklyn (right), on his recent visit to America.

THE LEADING BEAN 'IM GAME

PLUS:

- Extra Face.
 - Double Score Feature.
 - Slug Rejecting Slide.
 - Last Coin Show.
 - Legal Everywhere.
 - Simple Mechanism.
 - Colorful Cabinet.
 - Brilliant Indirect Lighting.
- Write or Wire Your Distributor Immediately.



Opens

new and closed territory

RISTAUCRAT MFG. CO.
KAUKAUNA, WISCONSIN

LADY LUCK

1200 Hole Form 4190

Takes In \$40.00
Pays Out 19.00
Price With Easel . . 1.46
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



The Thrilling New RACE-HORSE Game!

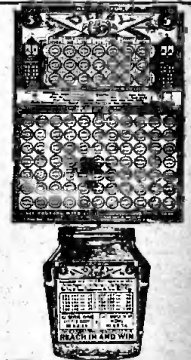
DERBY

As Exciting as Actually Playing the Ponies!
133 WINNERS!

The best Jar Game yet! Will get and keep locations for operators at low unit cost. A deal that has everything! Payout card has 77 special metallo seals on lower section. Card pays from \$1 to \$50.00.
BARREL USES 2520 FOOL-PROOF TICKETS @ 5c . . . \$126.00
PAYS OUT: On Card (Average) \$31.20
LABEL \$1.00

PROFIT (Average) \$ 49.80
SAMPLE DEAL \$6.75. Special Prices to Quantity Buyers.
WRITE FOR DETAILS.

SUPERIOR PRODUCTS CO., 502 Midland Bldg. St. Paul, Minn.



CANDY SALES CARD DEALS

SPECIAL FOR THE HOLIDAYS.

- DEAL No. 1—100-Hole Card. Deal consists of 99 Half-Pound Boxes of 2-Layer Assorted Chocolates. 2 2 1/2-Lb. Gold Chests. Brings in \$22.00. Cost of Deal Complete \$11.40
- DEAL No. 2—100-Hole Card. Deal consists of 2 Very Elaborate 5-Pound Boxes of Hand-Dipped, High-Grade Chocolates. A Real De Luxe Deal. Brings in \$5.25. Cost to You \$2.00
- DEAL No. 3—24-Hole Card. From 1 to 99. Every Player receives a 1-Lb. Box of Chocolates. Brings in \$8.25. Costs you . . . \$4.25

These are three Fast Deals—Sure fire money getters. Order Deal by numbers. 25% Deposit with Order, Balance C. O. D.
MARVEL CANDY CO., Inc., 101 WOOSTER ST., NEW YORK CITY

Thank You for Mentioning The Billboard.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

1-BALL AUTOMATICS

WHILE THEY LAST

22 Caroms	\$24.50	25 Golden Wheels	\$44.50
18 Classics	36.50	16 Preview	18.50
16 Racing Forms		\$49.50	

SLOTS

- MILLS BLUE FRONTS—**
Mystery 5c-10c-25c Play.
With or without Gold Awards. Late Serials....\$45.00
- MILLS BLUE FRONTS—**
Mystery. 50c Play. With or without Gold Awards. Late Serials
- MILLS BLUE FRONTS—**
Mystery 5c Play Venders. Without Gold Awards. Original Crates. NEVER USED. Serials from 395-533 to 404,969..... 70.00
- JENNINGS CHIEFS—5c-10c-25c Play.** Serials from 120,113 to 127,161... 40.00
- GROETCHEN'S COLUMBIAS.** Convertible, 5-10-25c Play

SLOTS

- WAR EAGLES (5c-10c) \$32.50**
- EXTRAORDINARY (5c) 30.00**
- WATLING (5c-10c).... 32.50**
- JENNINGS CONSOLES—**
10c-25c Play. Late Serials
- JENNINGS CHIEFS—50c**
Play. Serials from 126,776 to 126,789..... 50.00
- A.C. (CAILLE) MULTI (7) Slot.** Late Models, 5c Play
- CHERRY BELLS—5-10-25c.** Used 3 weeks.... 59.50

CONSOLES

- BALLY FAVORITE**\$ 99.50
- PACES RACES** 109.50
- EVANS ROULETTE** 129.50
- GALLOPING DOMINO** . 129.50
- CHUCKALETTE** 89.50
- ROULETTE** 59.50
- PACES RACES (25c Play, Brand New)** 265.00

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

W. C. Deaton Joins Rock-Ola Sales Force

CHICAGO, Nov. 20.—When a man with 14 years' experience in the coin machine field prefers Rock-Ola, and Rock-Ola chooses the man, that's news. W. C. Deaton has been named as a representative on special assignments traveling thru Iowa and Nebraska, because this territory is proving most fertile with prospective customers asking for Rock-Ola machines.

Mr. Deaton brings with him a most varied background of experience, fitting himself most admirably for his new position. Formerly with Capehart at Fort Wayne, he later organized and manufactured Cue-Golf, which sold in 27 States and three foreign countries. After traveling extensively in the Southwest he became first assistant to the president of a steel firm in Ohio. Mr. Deaton may be considered typical of the capable, experienced, human sort of men selected to become members of the Rock-Ola sales department. He brings an enthusiasm to his position based on a sound knowledge of the working problems and a conviction that his product is right. "I know all the angles in the coin machine field," he says. "I've seen companies come and go and I'm completely sold on Rock-Ola and its fine organization."

Canadians Enjoy Rock-Ola Games

CHICAGO, Nov. 20.—Canadians enjoy games just as much as their American cousins, according to W. G. Thom, of Sethco Sales Company, Montreal. Recently Sethco Sales took over the distribution of Rock-Ola games and already are reporting an enthusiastic reception. "Customers," Mr. Thom says, "have come from as far as Nova Scotia, 250 miles away, to see our display of games." Particularly appealing, he states, is Rock-Ola's World Series, the baseball game Dizzy Dean introduced at last year's convention, that is selling bigger today than ever.

Canadian locations, explains Mr. Thom, are especially varied. For example, in Quebec and Montreal many of the locations are at least 150 years old. The interiors are vastly intriguing. Then, of course, there are ultra-modern locations. "Rock-Ola equipment," concludes Mr. Thom, "is proving equally popular in all types of locations. As a matter of fact, Rock-Ola equipment looks mighty good in any interior."

Operator Adds Employees

BOSTON, Nov. 20.—Nicholas Russo, president of the Superior Amusement Company, of Dorchester, is undertaking first steps in expanding his coin machine operation business.

He has added two men to his roster, Pete Pompeo and Frank Courtney. Their assignment is route work.

Russo intends to change and increase his present automotive equipment to a new fleet of trucks, with uniformity thruout. At the turn of the year Russo will move his business and personnel to Arch street in Boston.

CATERING TO OPERATORS ONLY

E Z PICKIN' JAR DEALS

The best-known Jar Line in America. Write for our Factory Representative to call on you.

GAY GAMES, INC.
MUNCIE, INDIANA

Cuy E. Noel, President

Only 280 Bargains Left

- Money Back Guarantee
- JENNINGS LIBERTY BELLS.....\$89.00**
 - FACE RACES..... 79.00**
 - RAY'S TRACK..... 69.00**
 - JOCKEY CLUBS, CHUCKALETTES..... 59.00**
 - MILLS DEWEYS..... 49.00**
 - DERBY DAYS, CLASSICS..... 39.00**
 - TURF CHAMPS..... 35.00**
 - DAILY RACES..... 25.50**

Wire for Prices on New Buckley Track Odds and Buckley Seven Bells Consoles. Wire Third Deposit.

United Amusement Co.
510 S. ALAMO ST. SAN ANTONIO, TEX.

BARGAINS

1/3 Deposit With Order, Bal. C. O. D.

- | | |
|---------------------|-----------------------|
| Round Up...\$ 7.50 | Spot Lite...\$22.50 |
| Peerless... 10.50 | Bumpalite... 22.50 |
| Saratoga... 12.50 | Heavyweight... 24.50 |
| Wi-De-Ho... 12.50 | Classico... 47.50 |
| Pamco Tout... 12.50 | Golden Wheel... 57.50 |
| Maxima... 20.00 | |
| Preview... 21.50 | |

MILWAUKEE COIN MACHINE CO.

3725 W. Center St., Milwaukee, Wis.

NOTICE! WARNING!
M. RAY JAMES
Formerly Manager of the McCall Novelty Co., is no longer in our employ, and we take this method of publicly stating we will no longer be responsible for any debts or contracts made by him.
A. McCALL, President.
THE McCALL NOVELTY CO.

STANDOUT USED GAME VALUES!

SEND US YOUR ORDERS NOW!

- | | | |
|--|---|--|
| USED NON-PAYOUT GAMES
\$5.00
SCREAMO
CHEER LEADER
CROSS ROADS
FIFTY-FIFTY
FIVE & TEN
FINANCE
FLASH
SURE SHOT
BOLE
BOMBER / BROADWAY
RACK 'EM UP
RED & BLUE
RUN-A-ROUND
RUGBY
HOME RUN
SKOOKY
DAVAL BASEBALL
ELECTRIC SCOREBOARD
HIGHWAY | USED CONSOLES
\$65.00
EVANS ROULETTE
\$95.00
LATONIA, floor sample

\$100.00
THOROBRED
\$125.00 and up
PACES RACES
\$150.00
RAYS TRACK, No. 4200
TRACK TIMES
GALLOPING DOMINOS

USED PHONOGRAPHS
\$65.00
SEEBURG SELECTOPHONE
\$85.00
WURLITZER P 10
P 12—\$100.00
\$150.00
WURLITZER 412 | USED PAYOUT GAMES
\$10.00
AIR LANE
BALLY BONUS
BIG RICHARD JUMBO
RAMBLER TICKET
SKY HIGH CALIENTE
DOUBLE SCORE
GOLDEN HARVEST
TICKET STAMPEDE
WHIRLPOOL TICKET
\$15.00
DERBY
PAMCO CHASE
PAMCO PARLAY
DAILY LIMIT
DAILY RACES
FENCE BUSTER
SUNSHINE BASEBALL
WHEEL OF FORTUNE
\$20.00
HIALEAH FLICKER
TRIPLE REEL
WESTERN RACES
\$40.00
SPRINGTIME
\$45.00
HIT PARADE, "no clock |
|--|---|--|

WRITE FOR OUR COMPLETE LIST OF USED AND NEW SLOT MACHINES

AUTOMATIC COIN MACHINE CORP.
37-43 ESSEX ST., SPRINGFIELD, MASS. TEL. 4-1109

SELLING OUT

2 ROTARIES, 4800 Serials, with Escalators, Complete with Merchandise, ready to set up, \$70.00 EACH. Bargains in all types Payout Tables, Pin and Counter Games and Slots. Tell us your needs. E. D. THORP, 1715 N. GRAND AVE., ST. LOUIS, MO.



PANTHER NOVELTY COMPANY, Fort Worth, sometimes said to be largest operating company in that city, lines up for review. Jack Maloney, owner, was absent at the time.

ROSE BOWL

1000 HOLES 5c
A MONEY-MAKER FOR THE FOOTBALL SEASON

Takes In	\$50.00	PRICE \$2.20
Pays Out	\$40.00	
1	5.00	
7	2.50	
8	.25	
48	.10	
Total Payout	24.55	Plus 10% Govt. Tax.
TOTAL PROFITS.....	\$25.45	

Write for Our Catalog of Money Making Boards,
119-125 N. 4th St., Philadelphia, Pa.

AJAX MFG. CORP.,



TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

3 JAR DEALS COMPLETE FOR \$10.00

To acquaint you better with the outstanding Jar Deals we are manufacturing, we offer you an assortment of 3 Jar Deals complete—one as pictured and 2 others similar; all have 2280 Tickets and beautiful Jackpot Cards for Card Holders and Jars included.

One-Half Deposit—Balance C. O. D.

LOUISVILLE NOVELTY MFG. CO.
830 E. Breckenridge St., Louisville, Ky.

Universal Reports Boom in Jar Games

KANSAS CITY, Mo., Nov. 20.—The approaching Christmas season is reflecting a boom in the reception accorded jar games, according to Joseph Berkowitz and Richard Chandler, heads of the Universal Manufacturing Company.

Knee-deep in work, Berkowitz and Chandler report they are adding extra employees to their force as the demand for Universal jars increases with each week. "We have added several new-type jars to our line since we opened," Berkowitz said today, "and we are supplying the demands of operators throughout the United States for our products. The success of our venture so far can be traced directly to our policy, which I believe is somewhat unusual in the jar-game field.

"We incorporate the most popular and financially profitable features of other games with the new, original schemes of our own. As a result, we are selling jars just about as fast as we can make them up and crate them in our new factory," he concluded.

WANTED FOR SALE

Novelty Tables	Fairgrounds	\$100.00
Slots	Derby Day with clock	47.50
Pay Tables	Preakness	50.00
Cans, etc.	Arlington	75.00
Quote lowest prices and condition.	Golden Wheel	70.00

Write for Complete List.

General Amusement Devices Co.
3136 Cass Ave., Detroit, Mich.
Michigan's Progressive Distributors

Calcutt Features Used Phono Sale

PAYETTEVILLE, N. C., Nov. 20.—Joe Calcutt, president of the Vending Machine Company, reports that he is formulating plans for another of his unusual sales. This time used phonographs of all types will be featured. The firm is reported to have on hand a complete stock of all makes which will be offered to the trade at unusual savings. "These used machines will be placed on sale in conjunction with the regular stock of new machines, which we have on hand at all times," Calcutt stated.

"Our phonograph department is one of the largest in the country," he continued. "We feature every well-known type of machine and are always in the position to offer operators unusual buys. Of late we have been fortunate enough to accumulate a large stock of the better types and believe that ops everywhere will be interested in the many bargains which we are featuring in this sale."

LOU BERMAN OFFERS — GUARANTEED USED GAMES

Your money refunded on any game that is not 100% perfect upon arrival.

Cross Line	\$21.80	Round World	\$39.50
Honeststretch	35.00	Bumper	10.00
Long Beach	38.00	Booster	12.50
Daval Baseball	19.50	Firecracker	19.50
Wizard	12.00	Mercury	31.50
Scoreboard	17.50	Carnival	35.00
Mad Cap	7.50	Skipper	19.50

PHONOGRAPHS

5 Wurlitzer 412's	\$145.00
3 Wurlitzer 312's	145.00
8 Seeburg Selectophones '30 model	69.50
2 Wurlitzer 016's	225.00

Terms—1/3 Cash with order. Balance C.O.D.

BERMAN & CO.
123 N. W. 5th St., Evansville, Ind.

Bally's Latest Has Twin Coin Chutes

CHICAGO, Nov. 20.—"Double chute, double payout, double play, double profit," is the way Jim Buckley, general sales manager of Bally Manufacturing Company, sums up Bally's new Saddle Club console.

"Just think," Buckley elaborated, "of the tremendous play appeal and earning power that has kept Fairgrounds on location 11 solid months, then multiply that by two and you get some idea of what Saddle Club will do on location.

"Saddle Club has two coin chutes, both of which operate on 1, 2, 3 or 4 coins," he went on. "Thus the machine takes in up to eight nickels per game,

75 Wurlitzer 412 \$140 Lots of 5 \$150 Single

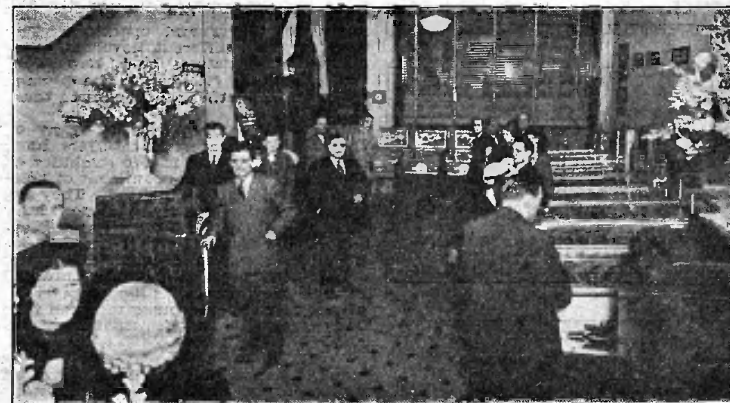
Guaranteed Perfect Condition.

25 Gabel Entertainers.
24 Record, Selective, \$25.00 Each.
Mills Escalators \$30.00
Watling Roi-A-Tops
National Coin Machine Exchange
2137 Tryon Lane Toledo, O.

FOR SALE

5 STREAMLINE DUGRENIER CIGARETTE VENDERS—\$37.50 each.
5 STEWART-McGUIRE FOUR-COL. CIGARETTE VENDERS—\$22.50 each.
6 ROWE ARISTOCRAT SIX-COLUMN CIGARETTE VENDERS—\$25.00 each.
10 SEEBURG EIGHT-RECORD SELECTIVE AUDIPHONES—\$42.50 each.

EMERY J. GOUSSET
272 SO. SCHUYLER AVE., KANKAKEE, ILLS.



SHOWROOM OF THE HY-GAMES COMPANY, Minneapolis, showing part of the crowd which attended the firm's recent fifth anniversary party. The company, headed by Henry H. Greenstein, began business five years ago, renting a small space, and today occupies three stories, handling machines from practically all of the leading manufacturers.

Tom Thumb Jar Games

Simple Jar, 50 Sale, 200 Winners, \$18.80 Profit.
Exp. 100% repaid. \$2.15. Low Prices on quantities. Write for details.
TOM THUMB, Dept. 77, Nauvoo, Ill.

Acme NOVELTY COMPANY
23-25 No. 12th ST. MINNEAPOLIS, MINN.
This is one of the many bargains we have to offer
WRITE FOR OUR NEW CIRCULAR

ANOTHER SENSATIONAL OFFER!

Pacific's

DOMINLOE NEW IN ORIGINAL CRATES OUR PRICE \$79.50

FACTORY PRICE \$159.50

This price is available only because we have purchased the remaining stock from the factory.

Northwest's Leading Distributors and Jobbers Representing Outstanding Manufacturers of Coin Controlled Machines

BAGS OF GOLD 5¢

STAKE YOUR CLAIM WITH "BAGS OF GOLD"

Jack Pot Card Pays \$5.00 to \$50.00

SAMPLE DEAL COMPLETE, \$4.00
Dozen lot prices, refills (with card) \$ 2.50
Complete deals 3.95
Deal takes in (2250 @ 5¢) 114.00
Average profit 44.00
The same deals can be had with 2,520 or 2,720 tickets.
Write for Quantity Prices.
1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO. DISTRIBUTORS
1731 BELMONT AVE. CHICAGO, ILL.

Vermonters Make Trips To See Parking Meters

BURLINGTON, Vt., Nov. 20.—Installation of parking meters has been advocated by the municipal authorities of both this city and Montpelier, Vt. Officials of both communities have made several inspection trips to communities now using the meters and have made favorable reports. Several merchants' groups have voiced opposition but are expected to reserve further efforts to defeat plan until after local test of meters.

ATLAS GAMES
MUST BE O.K.

WE HAVE IN STOCK EXACTLY WHAT WE ADVERTISE!

All Games As Represented!

BRAND NEW IN ORIGINAL CASES
PACIFIC DOMINOLE \$67.50

GUARANTEED!
RECONDITIONED NOVELTY GAMES

Home Stretch \$31.50	Round-the-World, high score game \$34.50
Ricoghet 14.50	Firecracker 9.50
Batter Up 14.50	Auto Derby 31.50
Skooky—high score game 17.50	

*Write for list of additional Novelty Games at Equally Low Prices!

RECONDITIONED GUARANTEED PAYOUTS

CAROMS \$31.50	COTTLIEB'S DAILY RACES, 1937 model \$24.50
COTTLIEB'S DERBY DAY 44.50	GRAND PRIZE, (like new) 34.50
PREVIEW 34.50	TEN STRIKE \$19.50

WRITE FOR LIST! HUNDREDS OF OTHER VALUES!

Rotary Merchandisers SERIALS OVER 2500—ESCALATOR MODEL. \$75
 All Prices F. O. B. Chicago. 1/3 Dep., Bal. C. O. D.

Florida Operators!

WE HAVE IN STOCK FOR IMMEDIATE DELIVERY ALL THE LATEST RELEASES IN NOVELTY GAMES.
 Write Chicago Office for List of Reconditioned Novelty Games.
 FLORIDA OFFICE: 1326 W. Flagler St., Miami.

ATLAS NOVELTY CO.

2200 N. Western, Chicago • 1901 5th Ave., Pittsburgh

Stone Bros. Offer New Deal to Trade

CHICAGO, Nov. 20.—Stone Brothers announced a new deal this week which they claim will be counted among the hits of the year. In pithy language an official of the firm described its merits and makeup as follows:

"It can be sold to grocers, taverns, beer parlors, barber shops, candy stores, clubs, cigar stores and restaurants. Main prize is a unique, beautiful, all chromium, large treasure chest; can be used for handkerchiefs, valuable trinkets and other small dresser novelties; comes equipped with individual lock and key; the outside is of chromium non-tarnishable metal; has large full size mirror inside of cover; top has a beautiful imported picture; the inside is made of smooth California redwood. Inside of the big prize are four small boxes, also equipped with individual lock and key and constructed the same as large prize. The smaller boxes are of crystal finish with fire-baked enamel. Wonderful item for cosmetics, handkerchiefs, gloves and other valuables. Candy in all the deals is the finest made, composed of chocolate creams, nougats, caramels, etc."

Arbitration

The Sphinx is sometimes called upon by an operator to use his influence to put another operator in line for offering destructive percentage to a location. It is our policy to have the operator making the complaint get in direct touch with the other operator, have a heart to heart talk on the matter.

They can convince one another that they cannot stay in business giving away their income. As a rule the operators get together and settle their differences in a satisfactory manner.

Sometimes they find when they talk it over the complaints were unfounded. Oftentimes when one operator accuses another operator unjustly, and after they have thrashed the matter out, they become the best of friends.—Bill (The Sphinx) Cohen, Silent Sales Company, Minneapolis.

James Opens Biz In Old Mexico

MONTERREY, Mexico, Nov. 20.—M. R. James, well known in St. Louis coin machine circles, has gone into business here under the name of the Agencia Distribuidora De Novedades, at Hidalgo 201 Ote. In his new business James reports that he is handling a complete line of Mexican novelties for export purposes to the United States as well as automatic phonos and other coin machines.

"I have received many letters of congratulations from well-wishers in St. Louis," James stated, "and I certainly want to thank all my friends and former customers in the old town for being so thoughtful as to wish me well in my new venture down here in this beautiful city."

Budin Distrib for Jennings in East

BROOKLYN, Nov. 20.—Budín Specialties, Brooklyn, this week became Eastern distributors for O. D. Jennings Company, Chicago.

The new Jennings novelty table, Power Play, made its appearance at Budín's office this week and operators who were present not only gave their approval of the game, but cleaned out the first delivery.

Power Play is a five-ball novelty machine featuring a football field. "The colored animated backboard and fast playing bumper field will keep the players active," claims Budín. "It's dynamite."

In addition to the new Jennings machine, Budín is having a good run on Exhibit's Tops.

Bert Lane Lauds Chicoín's New Dux

NEW YORK, Nov. 20.—Bert Lane, general sales manager of George Fousner Company, is wearing a slight frown on his face these days. This is how come:

"Chicago Coin's new game, Dux, has proved such an immediate hit," says Lane, "that we've been caught a bit short by the heavy demand. The factory can't get them off the production line fast enough for the operators. Why, the paint wasn't dry on some of the games we shipped, so great was the rush for Dux."

"Operators," says Lane, "clamoring for a game that will instill new life into lagging collections, have grabbed for Dux as tho it were a life preserver on a stormy sea."

"Unquestionably, Dux is the newest development in novelty games. By that I mean that it isn't merely a variation of a familiar theme, but an innovation that by its very novelty and the flash of a real three-dimensional backboard is a sure bet to attract the players and give a lift to collections and sales."

Lane added that in recommending Dux he believed that he was doing a favor to his friends in the industry.

Complaints Show Violation of Law

BALTIMORE, Nov. 20.—An increasing number of complaints are being lodged with the Maryland State's attorneys that various types of coin-operated machines are being operated in the State which do not conform to the recent statute for licensing pinball games.

Under the recent act of the Legislature it was provided for licensing pinball games with a degree of skill. The measure had been sought for many years by prominent coinmen in the State who wished to secure a liberal law and then conform to its requirements.

When the license plan went into effect it was freely predicted that so many abuses of the law would be reported that the license plan would not last six months. Reports are coming to officials already that machines which do not meet the requirements of the law are being placed in many locations.

Notice has already been served by some officials that such machines are illegal and the proprietors in whose establishments they are found will be subjected to the penalty of the law.

Peek-a-Boo Glasses Prove Novelty Hit

CHICAGO, Nov. 20.—The first announcement to the trade on Peek-a-Boos definitely established this new glass as one of the most successful novelties of the day, according to reports.

"You can tell whether or not your item is going over or not by the first day's returns," said Irving Fishlove, head of H. Fishlove & Company, manufacturers of Peek-a-Boos. "Evidently readers of *The Billboard* lost no time in responding to our first advertisement because we received three long-distance phone calls, from New Orleans, Kansas City and Pittsburgh, the very same day the magazine was scheduled to appear in those cities. The following day the flood of orders proved beyond a doubt that Peek-a-Boos quickly caught the fancy of jobbers and operators. The need for new, different novelties, especially for Christmas and New Year trade, is quite evident by the prompt action in which the readers ordered these glasses."

Besides, the large size of many of the orders indicates that buyers have confidence not only in the salability of the item, but they are confident of holiday business conditions ahead. They are buying heavily on items which lend themselves to gifts, souvenirs and sales-boards, and from all viewpoints Peek-a-Boos fill their requirements."

Peek-a-Boos are said to be unusual because they possess utility as beverage glasses as well as a source of much fun. They are made in six different styles and packed in handsome red, black and gold gift display boxes. Each glass bears a colorful illustration of a pretty girl in full costume. Turn the glass around and the costume falls away, lending a most startling and realistic effect. By filling the glass with water or beverage and peering thru, another change takes place.

\$5.00 RETAIL Value



OPERATORS DISTRIBUTORS
 Investigate Now!
TWO Genuine PIG GRAIN JACKETS

FREE on THIS

\$6.95 "Automatic Sales Card"

Yet Plenty Profit to You

Sales are just plain automatically sure. You give two of these \$5.00 Genuine Pig Grain Jackets FREE, on each card. Right now, in the height of the outdoor season, these Sports Jackets are in big demand. For Football games, hunting, hiking, fishing, thousands of prospects eager to get one. Your Big Season on Now! Pocket Big Cash Profits Fast.

Write for full details about this original plan NOW! Most amazing quick-profit-making business of 1937-'38.

GRUNDART & NOVELTY COMPANY, INC.
 420 E. WALNUT STREET, DES MOINES, IOWA

WHILE THEY LAST!

WURLITZER • P • \$109.50
 12

ROCK-OLA—Late 1936 Model. \$119.50 | KEENEY BOWLETTES. \$49.50
BABE KAUFMAN MUSIC, (CIRCLE INC. 6-1642) 250 W. 54th St., N. Y. C.

Slug Visible Slotted Coin Counter



It Tubes and Counts.

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.80 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.



Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Best Lot Prices. Accurate Coin Counter Co., Patton, Pennsylvania

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Retail Federation Elects Officers

PHILADELPHIA, Nov. 20.—American Retail Federation, probably the most influential trade organization in the location field, elected Dr. David R. Craig as its president at its annual meeting here recently. Dr. Craig had been appointed president by the executive committee a month ago to succeed Colonel Clarence O. Sherrill, who resigned to become the city manager of Cincinnati.

Louis E. Kirstein, vice-president of William Filene's Sons Company, Boston, was re-elected as chairman of the board of trustees, and L. F. Shuttleworth, of the Associated Retailers of Indiana, was chosen secretary. William H. Hager, of the Pennsylvania Retailers' Association, was elected treasurer.

The following were elected new subscribing trustees: John S. Burke, Bernard Gimbel, O. W. Knauth, Morton J. May, B. Earl Puckett, W. O. Riordan and Norman Wallace.

The following were re-elected members of the executive committee: C. W. Kress, A. H. Morrill, E. C. Sams, Percy S. Stratus, George M. Gates, Lessing J. Rosenwald, L. E. Kirsten, William H. Hager, Fred Lazarus Jr. and L. F. Shuttleworth.

Hercules Enjoying A Rapid Turnover

NEWARK, N. J., Nov. 20.—According to Irv Orenstein, who heads the Hercules Machine Exchange, Inc., their trade-in stock has never moved as fast as it is moving now. "Just as soon as we get a used machine built up," Orenstein declared, "they seem to disappear. The demand for used games is so great that we are able to make exchanges at a more rapid pace than ever before. We know that even though we pay the operators better prices for their used equipment and recondition the games, we still have a market waiting for them.

"The large number of foreign orders for used machines which we have received have been keeping us unusually busy," he continued. "One cable order from Australia alone during the past month kept up on the jump trying to get together the large number of machines requested. It took us almost three weeks to fill that one. At the same time," he concluded, "we are filling local orders just as fast as the games come in."

Winter Boosts Sale Of Billiard Tables

BIRMINGHAM, Ala., Nov. 20.—With wintry weather making its debut in all parts of the country, indoor games and sports are again coming into their own. As a result, Max and Harry Hurvich, of the Birmingham Vending Company, report that they are enjoying increased sales on their Imperial coin-operated billiard table.

"We believe that the billiard table is again taking hold everywhere in the country," the Hurvich brothers stated, "and operators are realizing more all the time that this game is one of the best in the country to operate. Many of the operators have gone out of their way to tell us that they are increasing their routes of Imperials because our billiard table

is recognized in all territories as absolutely legal. Many ops report that civic leaders and officials have complimented location owners on the machine. In fact, the Imperial is helping to clean up some of the present pool-hall situations in some spots by bringing this popular game into the open in hotel lobbies, drug stores, taverns and in many other open locations thruout the country.

"We have continued to feature the Imperial, for we realize the game is purely legal, will last for many years and guarantees good returns," they concluded. "As a result, we knew ops would come to us for this table sooner or later."

Genco's Ski-Hi Is Tops, Says Gensberg

CHICAGO, Nov. 20.—"Ski-Hi, Genco's newest five-ball machine, is fast becoming number one on our hit parade," reports Dave Gensberg, official. "The advent of the skiing season plus the unusual action and thrills of Ski-Hi has made its appeal even stronger than was hoped for. Operators are reporting huge profits with the game on their locations. They say that the unusual bumper and pin arrangement plus the novelty of seeing a jumper soar down the slide and off into space has made Ski-Hi one of the most fascinating of the newer games.

"The simplicity of the playing principle also increases its appeal," he continued. "A progressive score light-up chart registers 100 each time a ball contacts a multi-bump cushion bumper. For each 10th hit the total score light-up chart registers 1,000 and simultaneously the brilliantly colored backboard flashes into action as the ski jumper soars down the slide. Incorporated also in Ski-Hi are a bonus skill track and a double skill track with captive balls that are released as these tracks are contacted.

"The action, suspense and brilliant coloring of both the backboard and the playing field make Ski-Hi outstanding among the newer games," Gensberg concluded. "We are speeding up production as much as possible to keep pace with orders and to assure operators of speedy delivery."

Gerber Thanks All For Good Wishes

"To the Editor: May I kindly ask you to publish a story in your next issue of *The Billboard* whereby, in behalf of my partner Perlmutter and myself, you will thank everybody for the tremendous flood of good wishes tendered us on our opening day. Telegrams and flowers were innumerable, and I am afraid it would require a stenographer two days to reply to each and every one personally. I would not want her to get off my knees that long.

"Again, I wish to say that it was mighty nice of all of them, and we appreciate it immensely. Also let me thank you and your boy friend for your personal telegrams, you co-operation and your good wishes.

"My only wish is that both of you would be able to pay us a personal visit, because you know it doesn't take me long to make connections; and I am sure I shall not have any trouble in fixing up some black (Censored!) for you.—Paul Gerber, Liberty Paradise Park, Miami.

A CHRISTMAS SUGGESTION

Auto-Glide

100 Miles per Gal.
30 Miles per Hour!

GET IN ON THE FUN!

AMAZING LOW PRICE!

The newest ride thrill has come to town. Be sure to see it! Marvelous economy, comfort and convenience all combined in this machine! Wonderful for pleasure, school, deliveries and business. Saves walking... Saves time. Easy to ride... easy to park. Easy to buy.



FINEST PARTS
Genuine Cushman Husky Engine. 12" x 4 1/2" ballion air tires/Steel frame. Double steering head, Drum brake. Clutch, Hand throttle. Large cushioned seat. Beautifully finished.

DEALER'S AUTO GLIDE PRICE LIST PRICED F. O. B. RICHMOND, VA.

WE OFFER SUBJECT TO PRIOR SALE THE FOLLOWING NEW LATEST MODEL AUTO GLIDES. WE ARE QUOTING THE LIST PRICE, SAMPLE PRICE AND PRICES IN LOTS OF 3. YOU CAN ORDER ASSORTED MODELS IN LOTS OF 3 IF YOU CARE TO GET THE LOT PRICE.

Quantity	Name	Model	List Price	Each	In Lots of 3, Each
5	AUTO GLIDE "Pleasure Model," 1 1/2 HP Engine, 43-Tooth Sprocket	2	\$132.00	\$102.00	\$ 99.00
7	AUTO GLIDE "Pleasure Model" DeLuxe, 1 1/2 HP Engine, 43-Tooth Sprocket	6	140.00	107.00	104.00
1	AUTO GLIDE "Karl-Pac Model," 1 HP Engine, 47-Tooth Sprocket	3	132.50	103.50	100.00
8	AUTO GLIDE "Karl-Pac Model" DeLuxe, 1 1/2 HP, 47-Tooth Sprocket	8	147.50	112.50	109.50

Any of the above AUTO GLIDES will be given any customer who gives us an order for \$1,000.00 worth of new or used machines. This offer will apply only on the 16 above model Auto Glides. Inasmuch as 16 is all we have available on this deal, either cash or on the purchase of \$1,000.00 worth of new or used machines to be ordered at one time. As they are offered subject to prior sale, we suggest you send us your order at once. If, however, they are all sold when we receive your order, we will advise you accordingly. So suggest that if you are interested in placing your order, write us for our confirmation. All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order.

FLOOR SAMPLES AND SLIGHTLY USED MACHINES

3 PAGES RACES, Black Cabinet, 20 to 1 Cash Payout, 4100, 3842, 3826	\$110.00	1 ROCK-OLA RHYTHM KING, 12 Record Like New	\$130.00
2 PAGES RACES, Black Cabinet, 20 to 1 Cash Payout, Serials 1994, 1678	90.00	2 ROCK-OLA REGULAR MOD-EL, Perfect	80.00
1 PAGES RACES, Black Cabinet, 30 to 1 Cash Payout, Serial 3926	110.00	2 MILLS REGULAR DANCE MASTERS	30.00
4 PAGES RACES, 30 to 1, 5c Play, Check Separator, Mechanically Perfect, Appearance Like New, Serials 5422, 5287, 5329, 5382	280.00	2 MILLS DE LUXE DANCE MASTERS	60.00
These Machines Cannot Be Told From New—Only Been Used About Two Weeks.		1 MILLS DO RE MI	130.00
2 AIRWAY, Like New	Each \$42.50	1 GABEL JR., 12 record	55.00
1 PROSPECTOR, Like New	6.00	1 LIBERTY PIN TABLE, Cash Pay	Each \$6.00
4 POST TIMES	32.50	1 RIGHT OR ELSE, New	20.00
8 CLASSICS, Like New	37.50	2 TICKETTE With 1,000 Tickets	3.50
1 BALLY BOOSTER	15.00	1 PENNY PACO	6.00
5 SKIPPERS, Perfect	15.50	1 BALLY RAMBLER, Good Condition	7.00
3 BUMPERS	15.50	2 TYCOONS, Good Condition	6.50
1 PREAKNESS, Like New	50.00	1 PACIFIC'S STORMY	27.50
3 AIR RACES	82.50	1 ROCK-OLA LOBBY SCALES, F. S.	39.50
10 FLASHERS, With or Without Milco Check Attachments	100.00	10 MILLS Slot Stands, Used, Good condition	2.00
1 SKY HIGH, 5 Ball Cash Pay	8.00	6 Slot Metal Base Stands	3.50
1 ROTARY MERCHANDISER, Perfect	60.00	3 A. B. T. 1 Regular Model Targets	7.50
3 RAY'S TRACKS, Cash & Ticket, 4531, 4513, 4505	\$100.00	8 PREVIEWS	\$20.00
2 RAY'S TRACKS, Check Separator, 4395, 4464	100.00	8 AIR DERBYS	20.00
1 RAY'S TRACK, Check Separator, 4135	90.00	3 WINNERS AIR DERBYS and WINNERS are F. O. B. Baltimore, Md. Full Cash Must Accompany Order.	20.00

The above machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list.

We also have available for delivery brand new PACE'S MARATHON and PACE'S RACES with check separator, RAY'S TRACKS, GOTTLIEB'S CONSOLE DERBY, EXHIBIT'S TANAFORAN, MILLS FLASHER, EVANS SKILLO, GALLOPING DOMINOS and other new machines.

MOSELEY VENDING MACHINE EX. Inc., 60 BROAD ST.,
RICHMOND, VA.
DAY PHONE 3-4511. NIGHT PHONE 5-5328.



JIM BUCKLEY is all smiles as Bill Marmer (right), of Stoking Manufacturing Company, Inc., Cincinnati, arranges for shipments of Bally's new Saddle Club console.

Announcing ON OUR FIFTH ANNIVERSARY

The Most Outstanding List of Bargains Ever Offered to Coin Machine Operators

THESE PRICES WILL BE IN FORCE ONLY WHILE OUR SUPPLY LASTS

LATE CONSOLES, SOME NEW AND OTHERS SLIGHTLY USED

	List Price.	Anniversary Sale.
BALLY'S FAVORITE, Brand New	\$279.50	\$175.00
BALLY'S FAVORITE, Floor Sample	279.50	99.50
PACIFIC'S DOMINOLE, Brand New	159.50	100.00
EVANS ROLETTO, Jr., Slightly Used	335.00	175.00
EXHIBIT'S RACES, Seven Coin Head, Slightly Used	249.50	149.50
KEENEY'S TRACKTIME (Used)	279.50	149.50

BRAND NEW MACHINES IN THE ORIGINAL BOXES; NOTE THE PRICES

	List Price	Anniversary Sale Price
Pacific's Lady Luck	\$142.50	\$119.50
Bally's Racing Form	169.50	109.50
Bally's Classic	169.50	57.50
Western Pikes Peak	169.50	57.00
Pacific's Phantom	159.50	57.00
Chicago's Coin Paddock	149.50	57.00
Western's Winner	159.50	57.00
Pacific's Mazuma	149.50	55.00

USED NEW STYLE BUMPER TYPE

FOTO FINISH	\$55.00
CLASSIC	39.50
MAZUMA, Pacific	27.50
WINNER	27.50
PADDOCK	27.50
CAROM	27.50
SPRINGTIME	27.50
BUMPALITE	25.00

SOME OTHER PAY TABLES AT GIVE-AWAY PRICES.

SPOTLITE (Grilled)	\$27.50
DAILY RACES	22.50
QUEEN MARY	15.00
CHALLENGER	15.00
FLICKER	15.00
BROKER'S TIP (Multiple)	15.00
TEN STRIKE	12.50

We have available for immediate delivery all the new games that have been released by the respective manufacturers. Write or phone your orders at once. All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order.

BALLY BONUS	\$10.00
PAMCO PARLAY	10.00
COCKTAIL HOUR	10.00
SKY HIGH	5.00
Baffin Ball	5.00
DELUXE 46	5.00
COLD AWARD	5.00
STAMPEDE	5.00
PUT 'N' TAKE	5.00
GOLD RUSH	5.00
PROSPECTOR	5.00
MYSTERY THREE	5.00
BIG SHOT	5.00
REPEATER	5.00
RODEO	5.00

PHONOGRAPHS

SEEBURG SYMPHONOLA.

MODEL A	\$125.00
ELECTROPHONE	50.00

ROCKOLAS.

Late 1936	\$129.50
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WURLITZER'S.

P30s	\$100.00
P12s	115.00
P412s and P312s	147.50

MILLS.

DANCE MASTER	\$50.00
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EVERY PHONOGRAPH READY FOR YOUR LOCATION.

BELLS AND VENDERS—RECONDITIONED LIKE NEW—ONE MACHINE OR A HUNDRED

MILLS BLUE FRONT ('37) Light Cabinet, 5c Play	Original Price \$91.15	Anniversary Sale	\$47.50
MILLS BLUE FRONT ('37) Light Cabinet, 10c Play	Original Price \$94.45	Anniversary Sale	49.50
MILLS BLUE FRONT ('37) Light Cabinet, 25c Play	Original Price \$94.45	Anniversary Sale	49.50
PACE COMETS ('37) High Serial Number, 5c Play	Original Price \$72.50	Anniversary Sale	37.50
PACE COMETS ('37) High Serial Number, 10c Play	Original Price \$75.00	Anniversary Sale	39.50
WATLING ROLATOP ('37) 5c or 10c Play	Original Price \$89.50	Anniversary Sale	42.50
CAILLE CADET ('37) 5c Play	Original Price \$85.00	Anniversary Sale	39.50
JENNINGS CHIEF ('37) 5c Play	Original Price \$93.50	Anniversary Sale	42.50
JENNINGS CHIEF ('37) 10c Play	Original Price \$93.50	Anniversary Sale	45.00

THE FOLLOWING LIST OF USED SLOTS ARE READY FOR YOUR LOCATIONS. THEY ARE BEING SACRIFICED ON THIS SALE WHILE THE QUANTITY LASTS. IN ORDERING ADVISE SECOND CHOICE, AS THESE MACHINES WILL NOT LAST LONG

WATLING			
1-25c BLUE SEAL, Single Jackpot.	Over No. 43000		\$12.50
1-10c GOLD AWARD, Twin Jackpot, Bell or Vender.	Over No. 60700		39.50
1-5c ROLATOP, Twin Jackpot.	Over No. 61600		22.50
1-10c WATLING, Twin Jackpot.	Over No. 47700		35.00
1-5c ROLATOP, Twin Jackpot.	Over No. 53200		29.50
1-5c GOLD AWARD, Twin Jackpot, Bell or Vender.	Over No. 53200		22.50
1-1c BELL, Twin Jackpot, Front Vender.	Over No. 53200		22.50
MILLS			
1-25c MILLS, Single Jackpot, Over No. 96500			12.50
1-10c BULLSEYE, Single Jackpot, Over No. 236500			17.50
1-10c BULLSEYE, Single Jackpot and Reserve.	Over No. 154000		12.50
1-10c BULLSEYE, Single Jackpot and Reserve.	Over No. 331000		37.50
1-5c YELLOW FRONT, Escalator, Twin Jackpot.	Over No. 259200		29.50
1-5c NEW YORKER, Front Vender, Twin Jackpot.	Over No. 259200		12.50
1-5c BULLSEYE, Jackpot.	Over No. 70900		12.50
JENNINGS			
1-5c CENTURY, Escalator, Triple Jackpot, Front Vender.	Over No. 12000		\$39.50
1-1c DUCHESS, Front Vender.	Over No. 21000		19.50
1-1c DUCHESS, Front Vender.	Over No. 20000		17.50
PACE			
1-1c PACE BANTAM, Side Vender, Reserve Jackpot.	Over No. 20,000		\$22.50
1-1c PACE BANTAM, Front Vender, Twin Jackpot.	Over No. 19,800		22.50
1-1c PACE COMET, Twin Jackpot ('37), Front Vender.	Over No. 22000		32.50
1-5c PACE COMET, Twin Jackpot ('37), Front Vender.	Over 17000		29.50
1-5c PACE COMET, Twin Jackpote ('36), Front Vender.	Over 17000		22.50
1-1c PACE BANTAM, Twin Jackpot.	Over No. 178200		22.50

HY-G GAMES COMPANY, MINNEAPOLIS, MINNESOTA

1639-1641-1643 HENNEPIN AVENUE. Phone Atlantic 8587



Here's A Sizzling HOT **JAR DEAL**

Sample Price For COMPLETE DEAL \$1.25

NEWS! For Jobbers, Operators, Distributors

A giant company enters the Jar Deal field with a vast line of spectacular, colorful, original numbers that MOVE FAST, and pay big, quick profits. This 5c-play Put and Take Jar Deal is an example.

"Play-Ola Games are the fastest-moving, biggest-profit games on the market."—J. A. SCHWARTZ, of National Coin Machine Exchange, 1407 W. Diversy Parkway, Chicago.

OVER 50 BIG NUMBERS

The Play-Ola line comprises over 50 different, high-powered Jar Deals—including many with Jack-Pot Cards. All kinds of lures, colorful displays. Payouts and Tickets for every Demand. Write today for latest Catalog and Low Quantity Prices. Please use your letterhead.

PLAY-OLA MFG. CO.
1944 S. Troy St. Dept. A-2 Chicago, Ill.

Foreign Biz Keeps Ponsler Firm Busy

NEW YORK, Nov. 20.—The amount of coin machine equipment which the George Ponsler Company has been shipping to foreign shores during the past few months is sure to establish a new record for coin-machine exports among distributors, officials of the company believe.

"Conditions in foreign countries are better than ever for the sale of American coin-operated games," Leo Simon, export director of the firm, stated. "Many buyers from foreign countries have been visiting us regularly to make unusually large purchases. The orders which these men place, together with the many other orders we receive by mail and cable, have been keeping us plenty busy supplying our friends across the seas with the games they want."

Simon's sales record is reported to have moved him rapidly toward the top as one of the leading export men for coin machines in the industry. In the short time he has been with the George Ponsler Company as export director he has made and broken one sales record after another in his department, it is reported.

awards," Sax continued. "There are 13 advances from the board to the lower part of the payoff card which contains 24 seals. Of this number half read 'winner' and half 'loser.' All losers receive \$1, 'winners' get choice of one seal in classification pit. This pit contains 40 seals which pay from \$3 to \$25 depending upon the classification of the player when he lifts the deal."

Adelberg Making Eastern Journey

AURORA, Ill., Nov. 20.—Clarence Adelberg, genial sales manager for the Stoner Corporation here, left this week on an extensive trip to cover the States of Ohio, New York, Massachusetts, Vermont, New Hampshire and Maine. Adelberg will introduce Stoner's new football game, Stadium, and get better acquainted with the host of distributors in that territory.

Adelberg, considered one of the most popular coinmen in the business, has hung up an enviable sales-record during his association with the Stoner Corporation.

Adelberg said recently, "Good games are always in demand, and as long as that demand is supplied, the orders will come rolling in unsolicited. I am satisfied that Stoner's Stadium is even more than a good game."

New Superior Board Named Cock Fight

CHICAGO, Nov. 20.—According to George D. Sax, president of Superior Products, Inc., the new board of the firm, Cock-Fight, is the most colorful he has seen in his many years' experience in this field. "Cock-Fight follows closely other hit boards of our manufacture," he declared. "It is a 2,280 hole average payout board with a striking accompanying payoff card. Numerous large winners plus a multitude of consolation awards on Cock Fight, barrel board with tip style tickets, make this number the outstanding contribution to the industry. This board may be obtained in either thick or thin board in either 5 or 10-cent play.

"The board is different because of the way in which players receive capital

SALES BOARD MEN
ALSO PEOPLE WITH FOLLOWINGS AND ORGANIZATIONS
ASK FOR OUR NEW BOARD OF 15 ITEMS - OR CALL
Including Money Bears, Scottie Dogs, Dolls, Cats, Clocks and Candy Deals.
Orders only taken within 300 miles.
EMBASSY COMPANY
2043 CHESTNUT ST., PHILADELPHIA, PA.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	D. Gottlieb Co.	Daval Mfg. Co.
H. C. Evans & Co.	A. B. T. Co.	Western Equip. Co.
Groetchen Mfg. Co.		

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

SALESBOARD OPERATORS
Read "DEALS"
A column about new salesboard ideas, deals and personalities.
In the Wholesale Merchandise Department
THIS WEEK and EVERY WEEK

THE COIN CHUTE LEAGUE

AMUSEMENT • CONVENIENCE • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 600 Wood's Building, Chicago, Ill.

Christmas Baskets

"Please send more information about membership and organization of the Coin Chute League. Would you please advise as to working with Business Men's Clubs in the various towns in which we operate for the purpose of helping, at Christmas time, with Christmas baskets, etc.—Norval L. Auman, Ideal Sales Company, Illinois."

It is interesting to note that the majority of inquirers about membership in the Coin Chute League already have some definite plan of charitable work in mind.

The plan that Mr. Auman has of aiding in local Christmas Basket funds is a very timely one, and the mention of the idea here will probably remind many other columnists that they can contribute in some way to local Christmas Basket funds, or render personal service in delivering them.

In approaching such civic organizations as business men's clubs to volunteer aid and contributions, it is well to keep in mind that in some cases such organizations will not want to make public that they are receiving aid from the coin-operated machine trade. Coinmen in one large city contribute generously to a widely known charitable organization, but the organization requests that no publicity be given to the fact because of public misunderstanding as to "slot machines."

But coinmen who wish to aid in local Christmas Basket funds can always approach the committee of any organization that has such work in charge and offer help. Or some official may be approached privately with the idea. If it is thought best not to give any publicity to the fact, then coinmen should give their aid and refrain from publicity. In many cases, however, coinmen can offer money and service openly and rejoice in the good work that is being done.

Some coinmen make their contributions indirectly to churches and charity. One case is known in which the operator's wife knows the minister's wife of a near-by church and makes generous gifts to her. The good deed is done and members of the parish who might object or be critical never know anything about it.

The United States Conference of Mayors, meeting in Washington, D. C., during the week of November 15, has emphatically reported that unemployment relief is still the big problem in the cities. Mayor La Guardia of New York, president of the Conference, registered "an emphatic protest against those who take great joy and gloat in ballyhooing a return of this situation. I believe a great deal of fear and timidity has been created by those who are ballyhooing what they call another depression."

UNEMPLOYMENT: While the country awaited the results to be shown by the government census of the unemployed, November 15-20; Arthur Kroch, of *The New York Times*, presented what said were reliable indications of the seriousness of the present slump in business. "For the steel industry and its affiliates alone," he said, "there is the figure of 185,000 dismissals in 10 weeks." Figures from other key industries were similarly discouraging, he said.

The coin-operated machine industry also, due to attacks on games, was forced to add to the unemployment wave by laying off of employees in the factories.

The Chicago chapter of the American Association of Social Workers declared an "open letter to fellow citizens" that stray dogs are often fed better than children in families on relief. The

letter was a bitter denunciation of all those who make remarks reflecting on people who are in need of charity, families on relief, etc. It referred to the contrast between the shelters in cities for stray animals and the squalid homes in which families on relief must live.

It needs to be said to the credit of most social workers and their organizations that they do not waste time on petty reforms, but seek to get at the bottom of human misery and its causes. Many of these social agencies will gladly accept contributions and service from the coin machine trade without raising the question of moral scruples.

More than 100 of the nation's newspaper publishers and editors are reported to have joined the new Publishers' Council, an organization formed to support the Roosevelt fund for fighting infantile paralysis. The organization has headquarters at 50 East 42d street, New York City.

Probably the largest drive ever conducted for private charity in one community was opened recently in New York at the annual dinner of the Federation for the Support of Jewish Philanthropic Societies. More than 5,000 campaign workers are enlisted in soliciting funds.

Officials of the Church Pensions Conference, which is composed of 24 member denominations, reported an annual increase in total annual benefits to 38,137 individuals at the 23d annual meeting recently in New York. Total benefits of \$11,203,474 were distributed to beneficiaries, it was said.

One of the most serious facts in current problems of government relief is the number of persons who are unemployable for reasons of health, disability, injury or other reasons. A survey in New York City recently indicated that of the 349,350 adults on relief, a total of 210,350 are known to be unemployable and hence will always be in need of government aid or private charity. The same startling facts are being revealed in many other cities.

While government agencies will be called upon to increase relief, the call is also for private charities to take on a heavier load. Regardless of moral scruples, the country will of necessity have to come to depend upon such things as games of chance, lotteries, etc., to aid in charity.

While Milwaukee has frequently been disturbed by "crusades" against amusement games, at least *The Milwaukee Journal* is trying to create sympathy for the unemployed in its issue of November 14. Eventually such papers and agencies will see that conditions are too serious to waste time in drives against pinball games. If the time and money of all who have opposed pinball games in Milwaukee had been spent to bring comfort and cheer to the needy, there would be a lot of poor people in happier mood today.

Cargo Is Name of Genco's New One

CHICAGO, Nov. 20.—A thick air of mystery enshrouds the private offices of the Genco, Inc., plant these days. Ever since Dave Gensburg stated that Genco was bringing out a new game called Cargo the trade has been curious to learn the deep mystery of this new machine, it is reported.

Gensburg, bubbling over with enthusiasm, declined to reveal any details of Cargo. He did mention, however, that it would incorporate several new playing field and mechanical features.

"Cargo will be fascinatingly different," he stated. "It is punch-packed with appeal and will bring large profits to operators. The use of the finest materials in well-made games has been one of the main reasons for the enviable reputation that Genco enjoys," he concluded. "That's why the trade is all anxiety while awaiting the launching of Cargo, our newest machine, which we predict will top them all."

New-Diamond Bell



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 Bell and Rol-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 Bell, as herewith shown, and is also built in the Front Vender Model.

Write for circulars and prices
MADE ONLY BY

WATLING MANUFACTURING CO.

4640-4660 W. Fulton St., Chicago, Ill.
Est. 1889—Tel., Columbus 2770
Cable Address, "WATLINGITE", Chicago

The Standard Miniature Bowling Alleys

Make it a point to visit Booth 16, at the Sherman Hotel, Chicago, for the 1937 Trade Show, November 29, 30, and December 1 and 2, to see our Alleys.

THE BRASSAW NOVELTY CO.

MONTPELIER, VT.

(ASK AVON ABOUT)

AK-SAR-BEN

AVON NOVELTY SALES CO., INC.

5907 Euclid Ave.

Cleveland, Ohio

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IN THE WHOLESALE
MERCHANDISE SECTION

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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

FINAL CLOSE-OUT

NEW---
RECONDITIONED
USED---

Pin & Counter Games, Slots, Consoles, Etc!

LOOK AT THESE PRICES

Consoles		Used Novelty Pin Games		Reconditioned Counter Games		Reconditioned Slots	
6—Exhibit's Jockey Club, used, ea. \$39.50	1—Exhibit's Races, used. 59.50	1—Turf Champs, ticket or cash \$34.50	3—Preakness 45.00	5—Match Em, cig. mach. \$ 7.50	7—Old Age Pension. . . . 7.50	5—Jennings Triple Simplex Jack Pot, 25c play. . . \$ 6.00	4—Jennings Duchess, 1c play \$15.00
1—Exhibit Jockey Club drop in a multiple coin chute, NEW. . . . 69.50	7—Ray's Track, each. . . . 79.50	3—Outboard 25.00	1—East & West 25.00	4—Sum Fun 7.50	1—DaVal Derby 10.00	2—Watling Rol-A-Top Gold Award Vender, 25c play. . . . 29.50	2—Pace Bantam, 1c play \$15.00
1—Paces Races, 25c play black cabinet. . . . 79.50	6—Paces Races, 5c play, black cabinet. . . . 89.50	7—Track Meet 35.00	1—Daytona 39.50	8—Auto Punch, Daval, automatic pay 9.50	1—Black Magic, auto pay 12.50	4—Watling Rol-A-Top Gold Award Vender, 10c play. . . . 29.50	1—Callie Bell, 25c, late model 49.50
1—Paces Races, 5c play, brown cabinet, 30 to 1 odds 197.50	1—Gallop Dominos 107.50	1—Long Beach 50.00	2—Track Meet 42.50	2—Ship Ahoy \$ 5.00	1—Beat It 1.00	2—Jennings Chief, late model, 25c play. . . . 44.50	1—Callie Bell, 5c, late model 49.50
1—Bang Tail 112.50	*All used unless marked NEW.	4—Sprint \$45.00	1—Track Meet 50.00	1—Clearing House 1.00	1—Gypsy 1.00	2—Pace Bantam, 10c play. 10.00	1—Callie Bell, 5c, late model 19.50
Used Automatic Pay Pin Tables		Brand-New Counter Games		Reconditioned Slots		Slot Stands	
2—Alamo \$ 4.50	2—All Stars 4.50	1—Major Series 2.50	22—Double Deck 2.50	3—Rhythmic 2.50	1—Skill Draw 3.00	1—Mills Single Safe \$12.50	Mills Double Safe 15.00
2—Daily Limit 4.50	3—De Luxe "46" 4.50	5—Clearing House 2.50	1—Show Down 2.50	1—Tilt-Tat-Toe 2.50	8—Reel Dice 3.50	Folding Stands 4.50	Low Weighted Stands 15.00
1—Cold Award 4.50	1—Rainbow 4.50	2—Tilt-Tat-Toe 2.50	2—Coal Line 4.00	1—Prosit 4.00	1—Old Age Pension 4.00	Miscellaneous	
1—Hi-De-Ho 4.50	2—Big Shot 4.50	3—Reel Races 4.00	2—Punchette 4.00	2—Triple Reel 7.50	2—Cent-A-Smoke 4.00	1—Exhibit Novelty Candy Vender, "Rotary Type," used \$ 69.50	1—Seeburg Astrographs and several 100 Horoscopes \$25.00
2—Challenger 10.00	4—Bally Derby 12.50	12—Reel 21 4.00	1—Sportland 4.00	2—Challenger 10.00	5—Blue Bird 15.00	2—NEW Gold Rush Gun Club, De Luxe Model, sound - proof Shooting Gallery, complete \$195.00	2—NEW Gold Rush Gun Club, De Luxe Model, sound - proof Shooting Gallery, complete \$195.00
1—Skipper 19.50		1—Twins 4.00		1—Skill Katch \$5.00		Send 1/3 cash with orders of \$10 or more, bal. C.O.D. Send all cash with orders of \$10.00 or less.	

ELECTRO-BALL CO., Inc, 1200 Camp, DALLAS, TEXAS



HERE'S A NATURAL for SALESBOARD OPERATORS

TREASURE CHEST

Consists of two fine quality indestructible Pearl Necklaces, one Single Strand Necklace and one Three-Strand Necklace, both strung on crown shape rhinestone clasps set with 42 fine quality, brilliant rhinestones; in beautiful Treasure Chest to gather with 30-note SALESBOARD.

\$2.00

Takes in \$6.99—your Profit on Each Deal

\$4.99

Take advantage of this sensational Offer. Send \$2.25 for Sample Deal. Write for Quantity Prices and Territory.

25% Deposit, Balance C. O. D. 893 Broadway, New York City.

TRANS-PACIFIC IMPORT CO., — 893 Broadway, New York City.

Arkansas Ops Hit By Unfair Clause

LITTLE ROCK, Ark., Nov. 20.—How an impractical technical clause in a tax bill can work extreme hardship on operators of coin machines is being brought to light here. For operators are watching with unusual concern the proposed action by J. Hugh Wharton, revenue department attorney, following his announcement he will appeal to the State Supreme Court a Pulaski County chancery decree restraining the revenue commissioner from collecting a \$5 "per slot" tax on vending machines and music boxes.

Under the law Wharton has until the middle of February to file appeal. It is said operators are now paying \$5 on each machine, altho many machines have as many as four or five coin chutes on them. Restraining order was in the form of a petition filed by B. L. Williams, of Stuttgart, which was granted by Chancellor Frank H. Dodge.

It is the technical matter of a tax levied on the number of coin chutes of a single machine that seems to be causing all the trouble. Even some of the penny nut vendors have more than one coin chute, and phonographs often have multiple chutes to accommodate nickels, dimes and quarters. The operators contend that such use of multiple chutes is for the accommodation of the public and should not be used as the basis for a higher tax.

the Middle West territory this season. We feel that the help we have given operators is a strong factor in the increased business we are enjoying at present. Our personal service not only includes the finest in new and reconditioned equipment, but goes much farther than that. Our experience in the coin machine field has given us an ability to foresee the trends in popularity of the various types of games in different territories.

"At this time," he continued, "the trend is definitely to novelty games and because of our understanding of territorial requirements we prepared for the unusually heavy fall and winter business by stocking a complete line of the best new and used novelty games."

Pin-Ball Ops Pay \$3,600 In Licenses Since Sept.

SPOKANE, Wash., Nov. 20.—Pinball operators here have paid \$3,600 to the city in license fees since enforcement of an ancient ordinance began September 1. To date 273 machines have been licensed at \$13.95 each, but a good number are still unlicensed despite warning from the police chief, it is said.



Be First—Cash In Big Profits With TILL-O-WIN

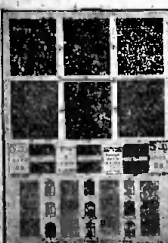
Stimulates trade and entertains customers. Legal everywhere. Sells outright to taverns, fountains, cigar stores, novelty shops and hundreds of other places. Four attractive colors, rugged construction, size 12" high, 10" wide, 2" deep. Instantly demonstrated—quickly installed, nothing to go wrong. Electrical in principle, automatic in operation. Based on cash register it is motivated by action of register. When number indicated by arrow matches amount of ringup, customer wins in trade. A watch-dog of the till and a robot stool pigeon. Test locations prove—

Sells for \$12.50. You Pay \$8.50, 1 or 100, F. O. B. Oakland, Calif. 25% Deposit with order.

- The Boss Wants It.
- The Customers Like It.
- Fast Action—Four Colors.
- Delivers Now—Act Fast.

L & H SPECIALTIES

301 Syndicate Bldg., 1440 Broadway, Oakland, California.



LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 1,200-tuple box with 31 genuine leather hand-leaced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75. Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY,

NASHVILLE, TENN.

Ops Rely Upon Atlas Service

CHICAGO, Nov. 20.—When Morrie and Eddie Ginsburg founded the Atlas Novelty Company, they agreed to run their business on two main principles, personal service and perfect equipment, according to Morrie Ginsburg, head of the Chicago office.

"The success of our firm is a direct result of adhering strictly to these two principles," he continued. "Atlas sales have skyrocketed to new heights through

4 FOR 10c
PHOTO OPERATORS

Our combination Photo Mirror increases your business 100%. Pictures are inserted instantly. This photo mirror is used extensively by Automatic Photo Machine Operators in the leading amusement parks, carnivals and arcades, summer throughout the country. We also manufacture Photo Frames for enlargements from 1 1/2 x 2 to 8x10. These frames are made with non-fadeable chrome plate with fine mirror inlay.

FRONT

Send 10c for sample of 1 1/2 x 2 Photo Mirror, or \$1.00, plus postage, for complete line up to 8x7. NO CATALOG.

Automatic Mirror Co.
96 Prince St. New York City

5¢ "NO BULL" 5¢



MR. OPERATOR:
 Our new "NO BULL" card is a masterpiece of art, finished in four attractive colors, red, brown, gold and silver. To believe it you must see it. It's another GO-GETTER. The pay-outs are large enough to interest all players. This is a brand-new idea in a pay-out card, with plenty of pep and profits. Jar takes in \$57.00, average pay-out \$28.00, average profit \$29.00. Go after this hot money-maker. Players go for it because they can get 25c, 50c, \$1.00, \$2.00, \$3.00, \$4.00, \$5.00, \$6.00 or a chance to hit the Little Bull, which pays \$5.00 or \$25.00. Sample deal complete \$4.00. Doz. lots complete \$36.00. Refills and cards \$24.00 per doz; in doz. lots only. Federal tax paid, express prepaid on refills and cards and sample deals. Write or wire for literature and any other information.



NEW! "NO BULL"

GO GETTER JAR CO.
 BOX 691 TYLER, TEXAS

Keeney Sales Mgr. Praises Distribrs

CHICAGO, Nov. 20.—"They kid me about being the distributors' press agent," remarked Ray (Keeney Sales Mgr.) Becker at a recent Celtic Bar gathering of coin "gamerchants," "and they wise crack about how much I must draw down from these various distributing concerns. But, seriously, I'm always ready to battle for the distributors' interests, because I believe the distributor is necessary and beneficial go-between from the factory to the operator.

"I must admit," said Becker with his Scotch, "that even as sales manager of a coin game firm, and familiar with every factor associated with our games, I cannot as intelligently advise operators what games are best suited to their particular territories as can the distributors. Since operators must have a source of counsel if they are to succeed in their operations, and since operators must be successful if we as a manufacturer are to succeed, I feel that the distributor is absolutely essential to the best interests of both the operators and ourselves.

"The distributors," he continued, "through financing of operators and serving as market exchanges for used games, have contributed more to the success and growth of this industry than any other factor. Their continuing as a part of

the coin game picture is necessary if this business is going to expand to the proportions it should.

"Take, for instance, our new seven-play console game, Dark Horse. Thanks to our distributing setup, that game is now available thru 49 different distributing concerns," he concluded. "If we attempted to go direct to operators, they would have to wait weeks before being able to see this game."

Publisher Offers Two Mangan Books

CHICAGO, Nov. 20.—The Black Cat Press, printer of distinctive books, has announced the recent publication of two new books by James T. Mangan, advertising manager of Mills Novelty Company. The books are being suggested for useful gifts at this season of the year.

One book bears the title of *Push* and is an exposition of what it takes to catapult yourself to a position of power and prestige in any line of endeavor. The book is typical of Mangan's inspirational writing, a field in which he ranks among the best writers in the country.

A second volume is called *Learn To Write*. It is a book calculated to stimulate those who want to write but feel too weak, clumsy or lazy to do their best work.

Youth Leader for Reasonable Rules

MILWAUKEE, Nov. 20.—Conditions in taverns have been very much in the limelight here since the ministerial association started a reform wave recently. In the midst of the various shades of opinion, Kenneth Goff, of the Wisconsin Youth Congress, suggested in a radio address that tavern keepers should draw up their own rules for the conduct of their business and also that their trade associations attempt to enforce these rules.

Mr. Goff also suggested that much of the criticism of taverns for corrupting youth might be alleviated if sufficient recreation places of a decent type were provided. His idea would call for social agencies to provide entertainment and play facilities for young people, while taverns would thus not be confronted so frequently with youthful customers.

Tavern keepers within the city limits asked that whatever rules may be drawn up they should also be made to apply to taverns throughout the country.



J. C. WOKATY, music representative of the Markepp Company, Cleveland.

DERBY

CONSOLE WITH MULTIPLE 9 COIN HEAD

The Miracle Game FOR EARNINGS AND CLASS ASK ANY OPERATOR!



Equipped With CYCLE ARRESTER

IMMEDIATE DELIVERY

See Your Distributor or Write.

D. GOTTLIEB & CO.
 2736-42 N. PAULINA ST., CHICAGO

POWER PAK (C.A.C.) Equipped. TICKET-MODEL EXTRA. CHECK SEPARATOR EXTRA.



FOOTBALL

600 HOLES—5c. THIN BOARD ONLY.
Takes in \$30.00
 Pay out:
 1 \$5.00
 1 2.50
 1 1.00
 2 50c
 2 25c
 43 10c
Total Pay Out 14.30
Total Profit \$15.70

A Money-Maker for the approaching Football Season. A 1,000-Hole Set-Up Board. Colorful—Attractive—Inviting.
GLOBE PRINTING CO., 1023 Race Street Philadelphia, Pa.

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL

50 WINNERS
 A 5c Salesboard

44 Boxes of High-Grade Candy—1 Lb., 1/2 Lb., 1/4 Lb. 6 Jars of Assorted Filled Candy.
 5 Lb. Box Assorted Chocolates for Last Punch.
 1 300-Hole Salesboard.
TAKES IN \$15.00

QUICK TURNOVER DEAL
 Every Punch Receives a One-Pound Box of Chocolates. Numbers Run From 1 to 39.

24 WINNERS
 COSTS YOU \$4.25

24 1-Lb. Boxes of Chocolates.
 1 24-Hole Salesboard.
TAKES IN \$8.00
 20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

CANDY SALESBOARD DEALS FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. Per Box **70c**
 5-Lb. Box of American Mixed Hard Candy. Per Box. **60c**
 All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK, N. Y.

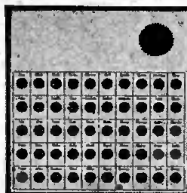
CLOSE OUT IN PUSHCARDS

50 Hole Size. Exact Reproduction—Die Cut Seal.

\$1.50 per 100 - \$10.00 per 1000

Federal Tax Paid, F. O. B. Birmingham Express Office. Several Other Sizes from 50c per 100 up.

ASSOCIATED SALES AGENCY
 108-No. 17 ST. BIRMINGHAM, ALA.



?????

**IT'S NEW!
IT'S GREAT!**
THE
**ANSWER TO THE
NOVELTY OPER-
ATOR'S DREAM**

**C
A
R
G
O**

**WE'RE SHIPPING
YOUR JOBBER**

**NOW!
\$74.50**

GENCO, Inc.

2621 N. ASHLAND AVE.
CHICAGO, ILLINOIS

Los Angeles Ops Aid Population

LOS ANGELES, Nov. 20.—Baby production on a large scale came into the limelight in California this week when Dr. W. M. Dickie, State Director of Public Health, said that births in the State are increasing at a rapid rate. While it is not known what part operators of coin machines played in boosting the birth rate, prominent coinmen said that if the facts could be known operators would certainly take a leading place among the propagators of the race. The fact that cities, where most of the operators are, registered the biggest gains in births indicates that operators gave a good account of themselves, they said.

That the need for future operators would be taken care of was also shown by the fact that there were 22,939 male births and only 21,374 females born.

For proof of his statement Dr. Dickie referred to statistics on births registered by his department in the first six months of this year, which show a total of 44,313 births in that period as compared with 40,081 in the same period of last year, an increase of 4,232.

Almost every county of the State participated in the increase, said Dr. Dickie. Only the mountain counties and some of the rural districts failed to register gains in the number of births recorded in the first half of this year.

Cities which are industrial reported the biggest gains. The little town of Bell in Los Angeles County recorded 333 births in the first six months of this year against 238 for the same period last year.

The larger centers of population as usual showed increases in birth registrations, notably Los Angeles, Oakland, San Francisco, San Diego, Sacramento and Long Beach.

Los Angeles County registered 16,775 births in 1937 and 15,139 in 1936.

Curiosity Grows On Evans Game

CHICAGO, Nov. 20.—The announcement two weeks ago that H. C. Evans & Company had developed a machine which was being ordered in large quantities for Florida continues to create excitement that is bringing inquiries from all parts of the country. Officials of the firm say they have been deluged with letters and telegrams, while long distance calls and personal visitors keep pouring in. Inquiries were received from big-time jobbers and operators as well as from small ones, even from foreign countries. Far-away Australia was also represented by a personal visitor who happened to be in America.

"The storm of inquiries following this announcement amazed us," said R. W. (Dick) Hood, president of H. C. Evans & Co. "This was the first inkling the industry had of what Evans is doing and the surprising result shows plainly the trend of the times. Many pleaded for delivery of some of these machines at once, but that is impossible. As stated in the item, we can accept no orders for delivery prior to January 15, regardless of pleadings. Our arrangements are to supply the Florida territory with these machines to our full capacity up to that date. After Janu-

ary 15 Florida orders will no longer take precedence, but all will be filled in the order received. However, many hundreds must be ready for Florida by New Year's Day, the date of official introduction, and many more right after that, to supply the number they need at the start. For that reason we are sold out to capacity for two more months to come."

Hood described the machine as, "so new and different in every way, there's absolutely nothing with which to compare it. Not a pin table, not a console, not a one-arm bandit, and not to be confused in any way with any kind of skill game. I can only call it a new type of amusement machine along entirely new avenues of amusement, hit upon earlier. For legality, it has been passed upon and approved by six prominent attorneys and given their unqualified okeh. In earning capacity it compares with Galloping Dominoes and that means tops. In mechanical simplicity the coin machine industry has never yet seen anything like it. Some idea of how phenomenal this new machine really is can be gleaned from the fact that in advance of actual production it was completely sold out for months to come, and that's something unheard of in the coin machine industry."

OK, 2-in-1 Sales Big, Says Robbins

BROOKLYN, Nov. 20.—Dave Robbins, of D. Robbins & Company, Brooklyn, claims the sale of the firm's OK Vender and 1938 model 2-in-1 Vender has been increasing steadily.

Robbins says that the improvements on the 2-in-1 Vender seem to meet the approval of merchandise machine operators. In addition to the many fine features of the machine the 1938 model has windows on each side, thus permitting the merchandise to be clearly displayed.

The OK Vender, which has been on the market for quite some time, is particularly liked by vending machine operators because of the numbered gum, Robbins claims.

Dave Robbins pays *The Billboard* a compliment when he says that he has built not only a national following for the two machines, but also an international business thru his advertising in *The Billboard*.

Importers Feted By Markepp Exec

CLEVELAND, Nov. 20.—Importers who attended the convention of the National Trade Association here last week were guests at a smoker given by E. M. Marley, sales manager of the Markepp Company. The convention is an annual affair for those in the export and import business and guests come from all over the world. Among those entertained by Marley were importers from South Africa, India, Holland, Belgium, England and a number of South American countries.

More and more interest is being taken abroad in amusement games, the importers told Marley, and they are looking forward to an increased business in used equipment that has outlived its popularity in this country.



ROCK-OLA'S SERVICE DEPARTMENT AT WORK. Seated from left to right facing the camera, W. E. Hall, department head; R. E. Lindgren; back to camera, E. J. Halvorsen and J. R. Leonard.

NATIONAL'S BARGAIN COLUMN

FOREIGN BUYERS
Receive Prompt and Efficient Attention
Through Our Export Department.
Cable Address: NATCOINCO.
FACTORY RECONDITIONED
SLOT MACHINES.

Exceptional Purchase from Florida Locations.
Blue Front, Gold Award, 5c, 10c, \$42.50
25c Play, 10c Gold Award, Single, \$42.50
Jack, Late Serial, 5c, 10c 25c Play 45.00
Jennings Chief, 5c, 10c, 25c Play, 39.50
Wasting's Rot-A-Top, 5c, 10c, 25c
Play, 39.00
Paces Comet, 5c, 10c Play, 39.00
Mills F. O. K. Escalators, 5c Play, 21.00

PAYOUTS.
Exhibit Races Console \$100.00
Rokery Merchandiser 70.00
Arlington 69.00
Preakness 67.00
Foto-Finish 65.00
Golden Wheel 59.00
Derby Day with clock (Gottlieb) 49.00
Speed King with clock 48.00
College Football with clock (Gottlieb) 49.00
Miss America with clock 48.00
Classic 45.00
Turf Champs 45.00
Hi-Gard, no clock 42.50

Bally Bonus Feeless Jumbo Round Up \$10.00 EACH
Sunshine Derby Flying High Fence Buster (Multiple)

NOVELTY GAMES.
Mercury \$32.50
Running Wild \$20.00
Batter Up 22.50
Cross Line 20.00
Booster 20.00
Top Hat 7.00

COUNTER GAMES.
Deval Races \$6.50
Reel Dice 8.50
Reel 21 5.00
Horseshoes 4.00

PHONOGRAPHS.
Rock-Ola Multi-Selector, 12 Records, 1938 Model \$115.00
Dance Master 50.00

TERMS: 1/3 Deposit, Balance C. O. D.
First With the Latest New Games.
Get Your Name On Our Mailing List.
National Coin Machine Exchange
1407 DIVERSEY BLVD., CHICAGO.

7 DAY FREE TRIAL ON SAMPLE NOT A WATER GAME NOT A TICKET DEAL PENNY SKILLO

Fastest Penny Counter Cigarette Game ever produced — something entirely new and different. 40% for location, 60% for you. OPERATORS NOTICE! Machine keeps accurate count of what merchant pays out in awards—cheat proof. Can play 1c, 5c, 10c. Nothing like it in coin history. Percentage regulator. Gets the money—big profits. Awards up to \$5 to 1. Coin rolls thru brass pins into payout pockets. Tested, proven on location, rest tremendous quick profit for you. Ball Gum can be used with each penny play if you wish. Lock keys. SAMPLE CASH \$6.50 Write for Quantity Prices.

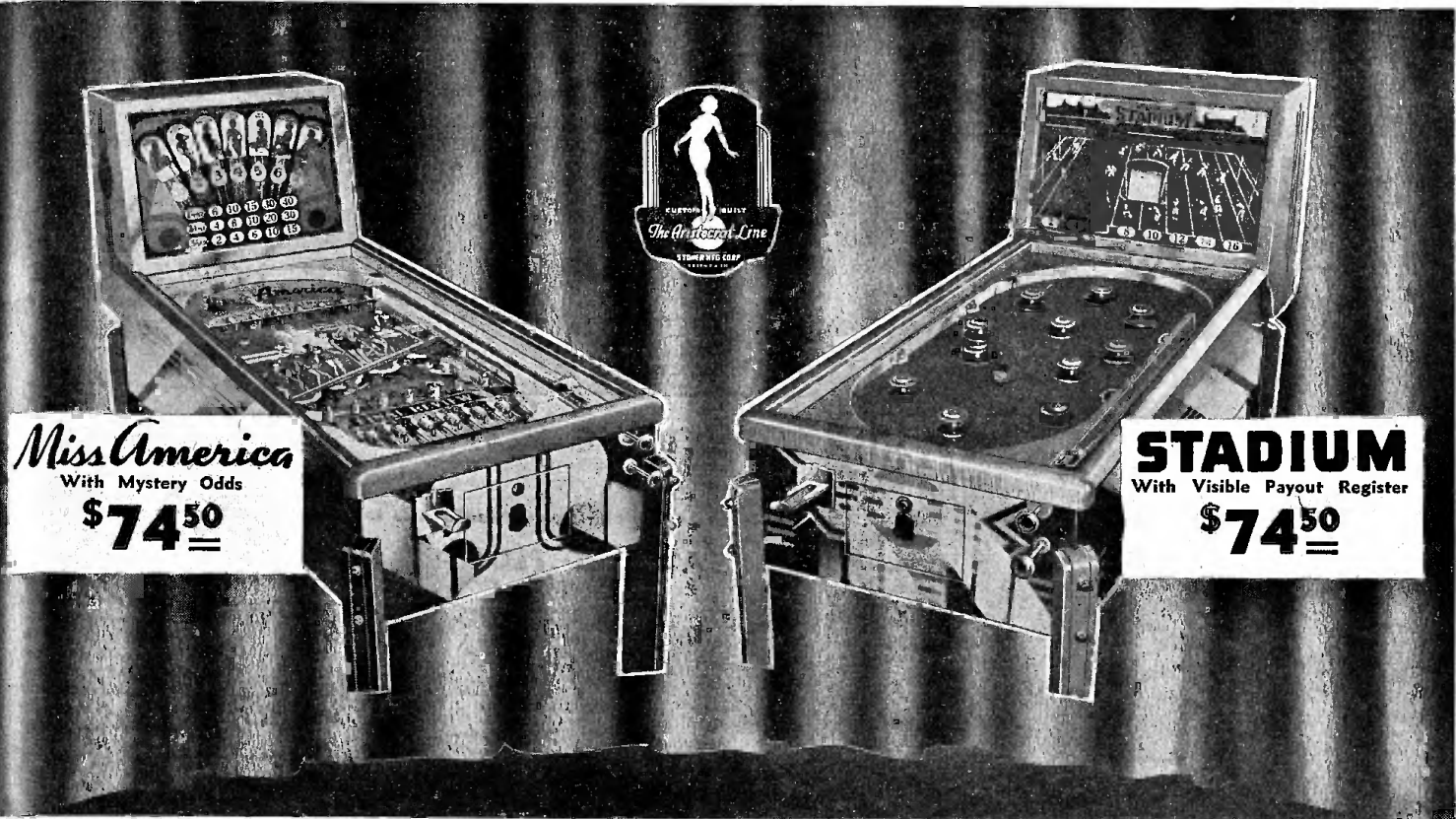
Patent Pending Size 7x7 1/2 DEPOSIT — No Personal Checks Please.
UNITED AMUSEMENT COMPANY
3410-18 Main St., Kansas City, Mo.

THE MAYS AMUSEMENT COMPANY LAMBERT, MISS.

Expresses greetings to the industry and thanks to manufacturers, distributors and jobbers for the generous favors extended us during our most profitable year. Special thanks and good wishes to Gene Ponsler, Rock-Ola, Seeburg, Mills, Jennings, Buckley, Chicago Coin, Electro Ball and last but not least, good old W. F. King with C. & N. Sales Co., of New Orleans. We'll Meet You at the Show.

CLOSING OUT
Wurlitzer 412 \$150.00
Mills Dance Master 50.00
Hialeah—1 ball 12.00
Galloping Plug—1 ball 12.00
Jungle Dodge 32.50
Mills 10c Futility 45.00
All in good condition—write now
PEERLESS DISTRIBUTING CO.
901 E. 24th St., Kansas City, Mo.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



Miss America
With Mystery Odds
\$74⁵⁰

STADIUM
With Visible Payout Register
\$74⁵⁰

STONER CORPORATION

Aurora, Illinois

POLICE PENCIL LIGHT DEAL
INTRODUCTORY OFFER

Ten \$1.00 Police Pencil Lights, Mounted Beautifully on 800-Hole Display Board. Takes in at 3c a Sale. . . . \$24.00
Pays out 40 Pkgs. Cig. . . . \$4.25
Your Cost \$4.25
Can be had at 5c a Sale with Pay Out of 60 Pkgs. Cig. . . . \$30.00
Takes in \$30.00

SHOT GUN DEAL
Two Springfield or Iver-Johnson Shot Guns and 19 Other Prizes.
Takes in at 5c a Sale. . . . \$120.00
Your Cost \$40.00

RIFLE DEAL
Two Marlin Rifles and 18 Other Prizes. Takes in at 5c a Sale. . . . \$100.00
Your Cost \$27.50
We Guarantee That Our Rifle and Shot Gun Deals Outsell Any on the Market, and May Be Returned for Refund Within 5 Days if Not Satisfied.

U. S. MDSE CO.
10222 Superior Ave., CLEVELAND, OHIO.

AUCTION BY MAIL

Absolutely Sold To Highest Bidder
23 Brand New Moto-Scouts (Original Crates)
19 New Rock-Ola Imperial 20's (Never Unpacked)
Rola-Scores
Elliot Blue Blazers (Floor Samples)
Bally Bonuses and Jumbos
Jungle Dodger (Only Slightly Used)
Pacific Royal Races
Model A Traffic (Ticket)
Single Jack Pot & Straight Front Slots
This is not junk—all Machines A-1. Get your bids in immediately. You have nothing to lose.

MARIETTA SERVICE COMPANY
Marietta, Ohio.

PUSH CARDS

OUR PRICES THE LOWEST
50-Hole PUSH CARD. Each. 2c
75-Hole PUSH CARD. Each. 3c
100-Hole PUSH CARD. Each. 4c
Send for Illustrated Catalog. More than 700 Xmas Specials and Holiday Goods.

BENGOR PRODUCTS CO.
8 Broadway, New York City.

Reliable Members
Discuss Article

DETROIT, Nov. 20.—"Michigan Reliable Operators' Association held a meeting this week to discuss the article published last week in the Detroit press, giving the views of State legislators on gambling," Harry Chereton said. "The majority of legislators stated that they would probably favor the licensing of coin-controlled machines under the State gambling laws if somebody would circulate petitions for that purpose.

"A State-wide meeting is to be called by the association to discuss the subject. This will be open to all operators whether members of the association or not. Date will be announced shortly. It may be possible to use the petitions we have already circulated, with over 60,000 signatures now on them, in conjunction with this move.

"Incidentally, all operators who now have such petitions in their possession with signatures on them are requested to send them down to our headquarters immediately."

Dan Cristie Seeks
More "Old-Timers"

NEW YORK, Nov. 20.—Somewhat disappointed with the response to his first call for "oldtimers" in the coin machine biz, Dan Cristie, arcade op and owner of "Little Old New York," which is one of the city's newer night spots, is sending out another call for ops who have been in the business for 10 years or more. It is Cristie's idea to run an "old-timer" party for these men at his new club which features old-time entertainment and music.

Cristie plans to serve those who attend this fete with a seven-course dinner and to entertain them with a show featuring Joe Howard, Furman & Lorraine, Mary Harris, Dorothy Wescott and others. He also plans to have on hand a display of old-time games which were "tops" as money makers in the years gone by.

RECONDITIONED NOVELTY GAMES

ONLY \$4.50 EA—	Bumper . . . \$10.00	Booster . . . \$12.00
Balance Line, Hold 'Em,	Chico Derby 27.50	Score Board . . 9.00
Fair Play, Mock 'n'	Around the	Ricochet . . . 12.00
Neck, 50-50, 5 & 10,	World . . . 22.50	Home Run. 10.00
888, Top Hat, Wm.	1937 Ball	Sprint . . . 22.50
Tell, Tri-a-Lite, Bank	Fan . . . 10.00	
Wife, Gold Medal, Hop	Lights Out. 7.50	
Scotch and Tackler.		

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor for Nuts, Candies, Ball Gum, Etc.

1c and 15c Cigarette Venders.

A KING PIN FOR PROFITS

A SENSATIONAL NEW HARLICH JACKPOT BOARD THAT'S BOWLING 'EM OVER

KING PIN
No. 16006 600 Holes

TAKES IN \$30.00
AVERAGE PAYOUT . . . 12.84
AVERAGE GROSS PROFIT \$17.16

HARLICH MFG. CO.,
1413 West Jackson Blvd., CHICAGO, ILL.

PRICE **\$1.98** EACH PLUS 10% TAX
Get in on This New Number. Now for a Real Profit Strike

RECONDITIONED Payout & Ticket Games	Counter Games RECONDITIONED	RECONDITIONED Non-Payoff Games
Alamo, 1 Ball . . . \$12.00	Hi-Stake \$8.00	Bank-Nite, 10 Ball . . . \$10.00
Big Jay, 1 Ball . . . 25.50	Half-Mile 9.50	Globe Trotter, 5 Ball . . . 12.00
Hi-De-Ho, 1 Ball . . . 25.00	Wills Tickete 9.00	Hold-Em, 8 Ball 10.00
Jumbo, 1 Ball 12.00	Daval Reel Races . . . 5.00	Ricochet, 5 Ball 18.50
Latonia, 5 Ball . . . 55.50	Reel 21 5.00	Short Sox, 5 Ball 8.00
Phantom, 1 Ball . . . 37.50	Spell-It 4.00	Sequence, 5 Ball 12.00
Royal Races, 1 Ball . . 32.50	Tavern 5.00	Trap Shot, 10 Ball . . . 18.00
Sportsman, 1 Ball . . . 85.50	Three Cadet 5.00	Torpedo, 10 Ball 8.00

WRITE FOR PRICES ON OTHER MACHINES.

H. & D. SALES CO., INC.
410 NORTH GAY ST., KNOXVILLE, TENN.



LOOK!

Harry Chereton, of General Amusement Devices Co. of Detroit, says: "DUX MAKING BIG MONEY FOR OUR OPERATORS WITHOUT ANY EXCEPTION." B. D. Lazar writes: "DUX A POSITIVE SENSATION." Omaha's Western Specialty says: "DUX BIGGEST HIT IN YEARS."

DUX

FIVE BALL NOVELTY GAME

\$7450
F. O. B. CHICAGO

SOMETHING NEW FOR YOUR PLAYERS!

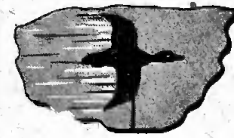
DUX is sweeping the country by storm—and there is a reason why! DUX is the only new type game in years! Interest compelling new play gets the players—new mechanical features sell the operators. CHICAGO COIN'S payout recorder and score-set permits operator to adjust awards to record on yepder counter at any of 5 high scores.

REPEATER ACTION SPRING



"Repeater Bumper Spring" lights up as long as duck is in view. If hit while lighted, a continuous number of hits are recorded until duck passes out of sight.

ROTATING DUCKS



Hits are recorded only when rotating duck is in view in the giant sized "depth" backboard. If ducks are out of sight; bumper springs are "dead."

CHICAGO COIN

MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD. CHICAGO ILL.

GEORGE PONSER distributor for
New York, New Jersey and Connecticut

SCOTT ADICKES CO. LTD. of London, England, has been appointed European distributor of all Chicago Coin games. All the newest Chicago games will be found in their showrooms.

A SURE PROFIT MAKER FOR YOU!

BEAMLITE \$7450

Match the colors and make a sufficient number of hits—A real clever 5-ball novelty.....

THE TOPS IN HORSE RACE GAMES!

CHICO DERBY \$7450

The balls actually race down the track—first one in is the race's winner. A real buy!.....

Come On In And See

DUX

THIS GAME HAS OUR OK.
'NUFF SAID

5-BALL NOVELTY GAME **\$7450**
F. O. B. CHICAGO

The Vending Machine Co.
205-15 Franklin St.
FAYETTEVILLE, N. C.

Come On In And See

DUX

ON DISPLAY AT ALL FOUR
OF OUR OFFICES

5-BALL NOVELTY GAME **\$7450**
F. O. B. CHICAGO

B. D. LAZAR COMPANY
1340 Forbes St., Pittsburgh, Pa.
136 Franklin Ave., Soranton, Pa.
620 Spring Garden St., Philadelphia, Pa.
119 Penn St., Reading, Pa.

Come On In And See

DUX

WE'VE SOLD OVER A CAR-
LOAD IN TEN DAYS

5-BALL NOVELTY GAME **\$7450**
F. O. B. CHICAGO

General Amusement Devices Co
3136 Cass, Detroit, Mich.
Exclusive Distributor for Michigan.

Come On In And See

DUX

GOING OVER BIG WITH ALL
OF OUR OPERATORS

5-BALL NOVELTY GAME **\$7450**
F. O. B. CHICAGO

Western Specialty Co.
1206 Farnum St., Omaha, Neb.

Fitzgibbons Plans Surprise for Ops

NEW YORK, Nov. 20.—A big surprise will be revealed to operators in the near future by John A. Fitzgibbons, Eastern representative for the Bally Manufacturing Company, according to reports. Fitz is said to have been hopping about the Eastern territory for the past month perfecting plans for this surprise, which is slated to be announced in trade media very soon.
All Fitz would reveal at this time is

that the announcement will include the new games which Bally is ready to re-release, together with many new surprises in distributing set-ups for which the trade has long been in need.

"We are arranging to cover the Eastern market more thoroughly than any other organization ever has covered it," Fitzgibbons stated. "Plans are going ahead at a rapid clip and we shall soon be ready with our first announcement. Word from Bally indicates that they are ready to release the best games in their history. These games are not only new in design but are calculated to revive play everywhere. What's more," he con-

cluded, "they will be merchandised differently than any factory has ever attempted to sell its machines in the past."

Chicoin Appoints London Distributor

CHICAGO, Nov. 20.—Sam Gensburg and Sam Wolberg announced during the past week the appointment of Scott, Adickes & Company, Ltd., of London, as European distributors for the Chicago Coin Machine Manufacturing Company.

This firm is well-known as one of leading distributors of coin-operated machines in Europe and maintains offices in the principal cities of Europe and Australia as well as in London.

Officials of Scott, Adickes & Company stated, "Because of the fine reputation of the Chicago Coin Machine Manufacturing Company, we are very much favor of this new arrangement." The firms are highly enthusiastic about their new business relationship and feel confident that this forward step will undoubtedly prove mutually advantageous, according to Chicago Coin officials.



**OPENS
CLOSED
TERRITORIES**

Skillo

GAME OF SCIENCE AND SKILL—LEGAL EVERYWHERE

Here's how you can get back into the money with a game that requires as much science and skill as Bowling, Billiards, Golf, Spooking, etc. Yet, it has all the winning power—all the fascination of the slot payouts or slots! Anybody can play SKILLO right off: simply make selections by inserting coins through proper chutes, then try to stop spinning Rotor-Lite at your selection. Takes a keen eye, steady nerve, judgment, muscular coordination, timing, split-second action! As 2-1 to ? (Mystery Jackpot) for

top skill! Models for merchandise certificates, trade checks or cash payouts! Evans' NEW patented Multiple 7-Coin Head is absolutely unbeatable and tamper proof. The last three coins for each selection are plainly visible at a distance . . . an added protective feature! Modernistic walnut console! Magnificent playing field, 9 dazzling colors, richly silver-etched illuminated Arrowhead Rotor-Lite! Mechanism refined to a a-b-c simplicity! Absolutely fool-proof! Evans' famous precision-engineering throughout! Perfect performance guaranteed! Order from your Jobber or Write, Wire or Phone Haymarket 7630.

Money-Back Guarantee
If you are dissatisfied, return any EVANS' Game within 10 days from delivery, and your money will be refunded.



EVANS' NEW 7-COIN HEAD!

Nothing like it! Routs the gyp artist! Saves price of machine in ending operating losses! Prevents grief of overlapping or thick coins, slugs, gum, string, metal strips, etc. Costs no more to operate than single slot, but what a difference in collections! EVANS' Patent—exclusively on ALL EVANS GAMES!

IMMEDIATE DELIVERY

L. C. EVANS & CO. 1522-28 W. Adams St. CHICAGO, ILLINOIS

SALE OF ALL LATEST Used Games
WRITE NOW
FITZGIBBONS DISTRIBUTORS, inc.
453 W. 47th St., New York
362 Mulberry St., Newark, N.J.

Exposition Shows Value of Hotels

NEW YORK, Nov. 20.—The opening of the 22d National Hotel Exposition here on November 15, under the auspices of the American Hotel Association, served once again to draw attention to the importance of hotels as locations for the more attractive types of coin-operated amusement and service machines. (See editorial, Hotels, *The Billboard*, April 3, 1937)
The exposition this year opened with displays by 350 exhibitors, an increase of 52 per cent over last year's show. An attendance of 70,000 was registered during the week and the cash value of the exhibits was estimated at \$400,000. Manufacturers of hotel and restaurant equipment, furniture, floor coverings, foods, liquors and a wide variety of dry goods and household equipment were among exhibitors. New machines for slicing meats, bread, butter, etc., were numerous, and there were improved models of dishwashers, cleaning apparatus and sanitary equipment.



\$18.75 Tax Each Paid

TWO MACHINES IN ONE ZEPHYR Cigarette Vender or Bell Fruit Vender
Buy the smartly streamlined ZEPHYR Cigarette Machine and receive free of charge extra "Fruit Reel" strips—thus getting the benefit of two machines for the price of one. Engineers designed an entirely new Mechanism for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken. Ball Gum Vender with visible display. Large Cigarette or Fruit symbols. 4 Reward Cards.
15c a Box (100 Pieces) | MINTS Case (1,000 Rolls), \$6.50

Since 1927... The Sign of GOOD USED GAMES

PAYOUTS
Bingo, \$115.00 Golden Wheel, \$60.00
Penny Boards, 27.50 Daily Day (Clock), 60.00
Cassidy, 35.00 High Card (Clock), 55.00
Residence, 85.00
No Finish, 60.00
Turf Champs (Comb. Ticket P.O.), \$45.00

NON-PAYOUTS
Domestretch, \$31.50 Ricochet, \$12.50
Penny Boards, 12.50 Crosslines, 22.50
Wagers, 41.50 Mercury, 29.50
Bowls, Madcaps, Holdems (Rebuilt), 9.50

WORLD SERIES (like new) \$145
25% Deposit

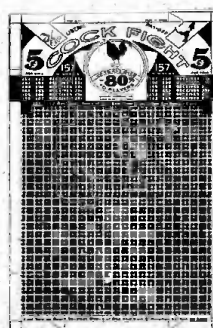
EXPORT DEPT. CABLE US YOUR NEEDS
OHIO'S LARGEST DISTRIBUTORS
MARKPEP CO. CLEVELAND OHIO

Your correspondence to advertisers by mentioning *The Billboard*.

Many Test Cases Now on Schedule

SEATTLE, Nov. 20.—Numerous coin machine test cases having a bearing on the future of the industry, which is quite successful in Seattle at present, are set for hearings in November. Recent decision of a Tacoma judge holding the Legislature exceeded its powers in the matter of allowing slot machines in clubs is in the public mind at present and the decisions of local Superior Court judges are anxiously awaited.
A matter of "constitutionality" of the new State law is to be determined shortly for the first time in Seattle by Superior Judge Malcolm Douglas on a demurrer filed by attorneys for the Washington State Educational Club, recently raided, whose club officers have been charged with possession of slot machines. This judgment is anxiously awaited and is promised shortly. It was to have been rendered November 13, but was postponed on this "test case."

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO



WORLD'S MOST BEAUTIFUL SALEBOARD
Superior's "Cock Fight", 2280-Hole, average Payout Board with accompanying Payout Card is ready for you! Lush colors make this one even greater than all the rest! New ways to win, NO STEP-UP! Made in both thin and thick. Both 5c and 10c—longer profits.
5c DEAL
Takes in 2280 @ 5c \$114.00
Pays Out (Average) 72.66
Profit (Average) \$ 41.34
10c DEAL
Takes in 2280 @ 10c \$228.00
Pays Out (Average) 155.19
Profit (Average) \$ 72.81
Thin or Thick Board with cases, cell-phone wrapped.
SUPERIOR PRODUCTS, INC.
"World's Fastest Growing Salesboard Factory."
14 No. Peoria St., Dept. C, Chicago, Ill.



Thank You for Mentioning The Billboard.

A Thanksgiving Message

FROM RAY MOLONEY



THE past year has been the biggest year in Bally's history . . . not only in sales volume . . . but also in good will gained . . . and, in spite of the fact that events in many sections of the country lend support to the gospel of gloom heard in the coin-machine industry today, I welcome the special opportunity which Thanksgiving Day affords me to express my thanks to the operators, jobbers and distributors of America for

their part in Bally's growth and success.

I am particularly thankful that financial success during 1937 has enabled us to carry on a costly development program *along lines which, regardless of restricted operating conditions, will enable operators to continue in the business they understand and enjoy . . . and to conduct that business on a more modest capital than is required today.*

We feel a definite obligation to the operators of America. They have staked their money, time and business ability on the proposition that Bally equipment insures their financial independence . . . and it is my intention that this proposition shall hold good *in the future as in the past.*

With this obligation in mind, we began last summer to plow profits back into development work on a greater scale than ever before. We recognize that our problem is now not merely to design new models . . . which, of course, we will continue to do . . . *but also to create an entirely new type of equipment, adapted to present-day operating conditions and priced for present-day operating capital.*

To get an idea of the job tackled by Bally, it is only necessary to consider the position of many operators during the past year. Their dilemma has been a choice between the type of equipment which provides comfortable security but comparatively small profits . . . and

equipment which piles up large profits but piles those profits on the shifting sands of local approval.

Bally's problem has been to find a middle road . . . to develop equipment which will assure security and stability to the operator . . . and yield revenues which, while perhaps not ranking with the often spectacular profits of the pin-game or the console, will certainly top the earnings of expensive merchandising, service and similar equipment.

Today the results of our new-trend development program are nearing completion . . . and will be ready for the Show, if not by the first of the year. Quite apart from our sound-on-film development, which is in itself a revolutionary departure from tradition, we will offer a complete and varied line of "middle-road" machines . . . *at prices which will enable operators whose capital has been depleted by adverse conditions to "get going" again with a minimum investment.*

Legal in the strictest sense of the word . . . with emphasis on amusement . . . and radically different in appeal and in appearance . . . Bally's "New Trend" Line will create a new spirit of confidence and courage . . . inspire a new friendly attitude on the part of public officials . . . attract new patronage . . . and provide operators with a new opportunity to earn substantial profits without fear of restrictions.

Along with our "New Trend" Line, Bally will, of course, continue to set the pace in machines of the type now manufactured . . . and, in fact, will introduce at the Show two sensationally different de luxe machines for operators not affected by territorial restrictions. *One of these two new machines, designed for larger denominations than has heretofore been customary, will actually be the highest-priced coin-machine ever placed on the market . . . and the earning power of both machines will so far surpass the highest standards of today that no comparison is possible.*

Watch for Bally's "New Trend" Line and other new machines . . . and, meanwhile, believe me, I am speaking for all of us at Bally when I express my thanks to operators, jobbers and distributors for the "vote of confidence" which they have given us by their purchases of Bally equipment in 1937.

Ray Moloney
PRESIDENT

THE BIG RACE

☆ The biggest automatic race ever offered to the amusement loving public! It has seven slots, odds changer entirely under the control of the skill of the player; Win, Place and Show fields, and suspense up to the very last wiggle of the ball. Select your horse by the number of the slot in which you place your coin. Shoot the big steel ball, timing its passage over the shut-off switch setting your odds. Then hope, pray, and use all the body english you have to make the ball go in the hole bearing your number. Ah, a payout!

Price singly

\$189⁵⁰

F.O.B. Chicago

Beautiful console type cabinet in black and white, brilliantly accented with the flashiest assortment of colors and designs ever seen on this type of machine.

Mills Novelty Company

4100 Fullerton Avenue... Chicago, Ill.

IMMEDIATE DELIVERY!



WE'RE TOSSING BOMBSHELLS INTO THE SALESBOARD MARKET!

MOVIE CAMERA DEAL

AN AMAZING NEW IMPROVED CAMERA

TAKES CANDID. SNAPSHOTS and 16MM MOVIES, TOO!

A MARVELOUS DEAL FOR XMAS AND ALL YEAR 'ROUND PROMOTIONS!

EVERYWHERE—people talking Movie Cameras—Candid Cameras. . . . Leading newspapers-magazines featuring COLUMNS on amateur photography!

EVERYONE—Man, woman and child—is interested in Candid Photography or Home Movies. . . . So much so —they'll "lean over backwards" to get a camera! YOUR SALES WILL SOAR!

By a simple turn of a knob this one camera is converted from taking Candid Snapshots to Movies! No focusing—just slip in a magazine—no film threading needed—AIM and SHOOT! It's automatically ready for the next picture!

THIS IS THE ONLY MAGAZINE LOADED SNAPSHOT CAMERA ON THE MARKET. GUARANTEED FOR LIFE

Equipped with a high speed lens and shutter speed of 1/32 of a second. FILMS DEVELOPED AND PRINTED FREE!

LIST PRICE
\$17⁵⁰



BOOTS MALLORY - ERIC LINDEN IN GRAND NATIONAL'S "HERE'S FLASH CASEY"

KANARY-KLOCK DEAL

The Clock with the Animated Canary.

Everyone will be captivated by the amusing antics of this busy little "bird in a gilded cage"! A dependable, guaranteed timepiece that gives a gay decorative touch to any room in home or office. List Price, Canary Klock

\$7.50



Movita
STAR OF MONOGRAM'S "PARADISE ISLE"

TIMEPACT DEAL

A beautiful formal ladies compact watch with guaranteed 7-jewel watch in powder-proof compartment.

An item with tremendous woman appeal. List Price, Timepact

\$16.50



STRIP TEASE HIGHBALL GLASS DEAL

New! Daring! Sensational! Girl modestly dressed on front of glass. See her strip-tease when glass is turned. Every smart host and hostess will want a set. Packed 6 assorted glasses in beautiful modern "Buffet Box" container. List Price, Set of 6 Glasses.

\$7.50



ELECTRIC SHAVER DEALS

Gigantic national advertising campaign have created tremendous consumer demand for electric shavers. We have several hot deals on these.



SENSATIONAL DEALS
GREAT ITEMS
SURE-FIRE MONEY MAKERS
UNUSUALLY LOW PRICED
UNUSUALLY LARGE PROFIT SPREAD
TREMENDOUS CONSUMER APPEAL

Attractive Sales Cards - All Sizes.
Beautifully Illustrated Circular Matter.

THESE DEALS OFFER YOU A GOLDEN OPPORTUNITY!
Write for Free Salescards and Details Today!

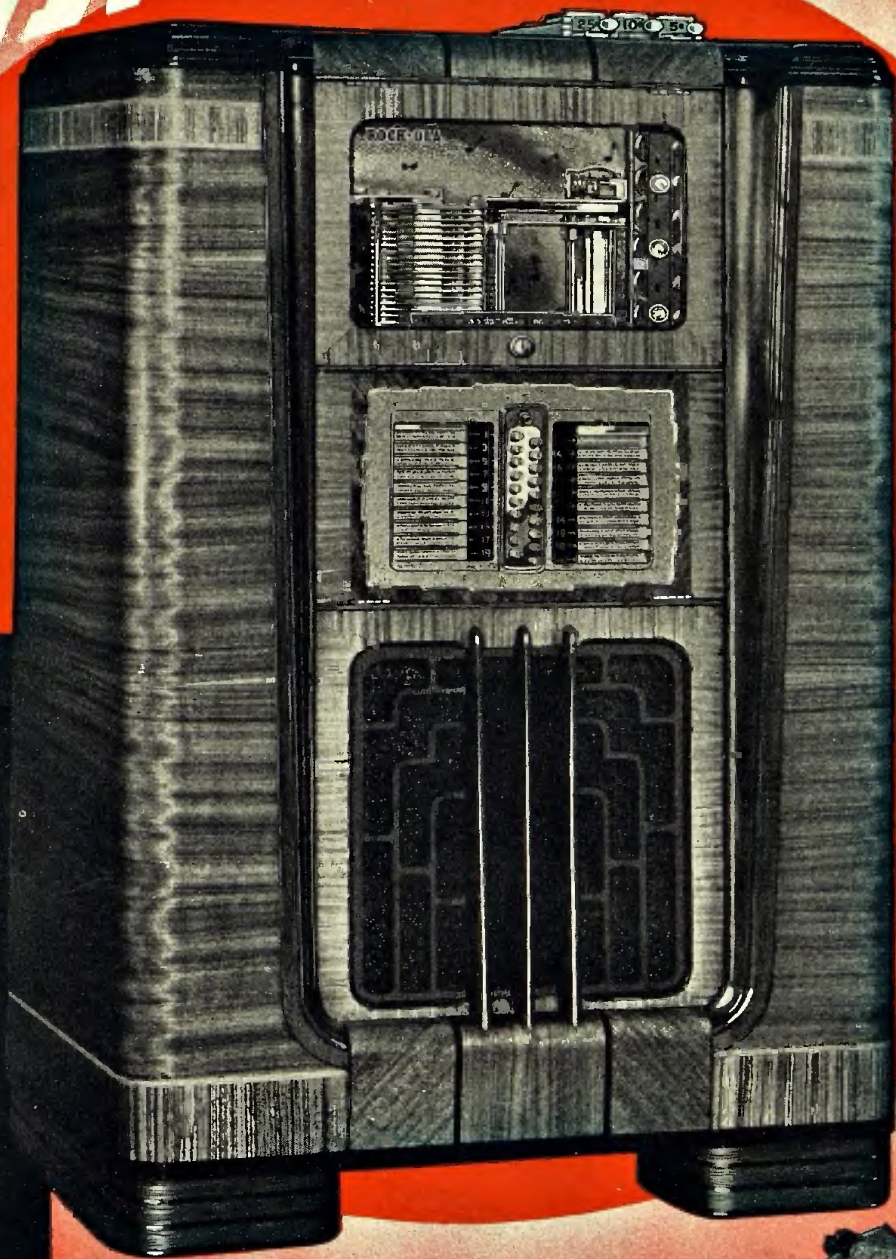
MASTER DISTRIBUTING CORPORATION

203 LEXINGTON AVE. DEPT B-4 NEW YORK CITY

BIG SELECTION means BIG COLLECTION

TWENTY RECORDS

ROCK-OLA'S *Imperial* 20



Check THESE FIFTEEN FEATURES

- ★ Visible coin escalator.
- ★ All-in-one program panel.
- ★ Twenty record multi-selector.
- ★ Exquisite deluxe cabinet.
- ★ Matchless tone quality.
- ★ Lightweight crystal pickup.
- ★ Scratchless reproduction.
- ★ Jensen speaker, 15-inch.
- ★ Full floating baffle.
- ★ Less parts in mechanism.
- ★ One positive cam movement.
- ★ Micro-sensitive switches.
- ★ Mechanically driven trays.
- ★ Chassis accessible from front.
- ★ Fascinating light-up effect.

★ Music lovers demand the best there is in music. Rock-Ola's "Imperial 20" is their choice. Has that unequalled Rock-Ola tone — that matchless cabinet beauty — that flawless mechanism — and TWENTY RECORD selection to satisfy the most exacting taste in music. You owe it to yourself and your locations to provide the world's best phonograph music.



ROCK-OLA Mfg. Corp. 800 N. KEDZIE AVE., CHICAGO, ILL. CANADIAN DISTRIBUTORS: P AND H COIN MACHINE CO., 287 VICTORIA ST., TORONTO, CANADA

LOOK TO ROCK-OLA FOR LEADERSHIP!

4000 FAST SELLERS TOP NOTCH PRIZES AND PREMIUMS FLASHY

WIND-POCKET LIGHTER

No. M32—A shielded flame at the press of a thumb. Perforated chimney, protects the flame from wind. Convenient to carry in pocket or purse. Just the thing for golfing, hunting, fishing or where a shielded flame is desired.

Sample 15c Dozen \$1.25 Gross \$14.65

FIVE-PIECE TIE SET

No. C131—A beautiful set consisting of three rayon ties in an attractive box, including a smart looking tie clip and collar holder. An expensive looking set.

Sample Set 29c Dozen \$3.98

No. C208—Fancy, four-in-hand ties in latest patterns and attractive designs. Look like 50c values.

Sample 8c Dozen 79c

TWO-PIECE RAYON PAJAMAS

No. C203—Smartly styled. Made of dull-like brocaded rayon material for durability. Loose style jacket without belt; assorted style neckline with contrasting color lining; side pocket trim; embroidered flower design. Trousers to match have strong elastic waist band; length about 39 inches. Colors: Red, black and blue.

Sample 85c Dozen \$9.85

LADIES' IMPORTED NEGLIGE

No. C201—Made of brocaded rayon with silk embroidered flower designs. Full cut. Made in one size only and will fit average figure. A smart, inexpensive garment.

Sample 75c Dozen \$8.40

QUICK SALES!

Amazing Profits WITH THIS NEW DEAL

Ladies 5-Piece Deal

No. D300—K.U. It is a startling value and should be the sensational money maker of the year. It is so irresistible—women cannot pass it up. Just think, it consists of the following: Wm. A. Woodbury face powder, cold cream, perfume, all standard size packages and 2 pair of ladies' hose. The standard size in 320-needle construction, season's most popular shades, sizes 8½ to 10½. Looks like a \$2 value. At 99c it should be a sell-out, yet you make about 100% profit. Try it.

Sample Deal 59c

Dozen 58c, Each Deal.

Gross 56c, Each Deal.

(Coupons for above deal, 85c per 1,000)

FACE POWDER

Sample Deal 59c

Dozen 58c, Each Deal.

Gross 56c, Each Deal.

(Coupons for above deal, 85c per 1,000)

PUMP FILLER PEN SETS

No. R302—With the latest features—they fill, empty and clean in one operation. Have visible ink supply, large ink reservoir. Pen is fitted with the latest type size 4, stainless durium point; mechanical pencil to match with rapid and impel movement. Guaranteed for life, certificate with each set. Comes in the popular pearl colors. Sell for 49c to 69c.

Sample Set 35c Dozen \$3.55 Gross \$41.50

No. R315—Pump filler pen set. Similar to above but larger. Fitted with size 6 point. Sell for 69c to \$1.25.

Sample Set 39c Dozen \$3.85 Gross \$44.80

No. R170—Vacuum filler pen set with visible ink and lead supply. An astonishing value. Special white stock lasts.

Sample Set 19c Dozen \$1.95 Gross \$22.90

We have pen sets as low as \$22.90 a gross and up. Dependable mechanical pencils with transparent barrel at \$10.90 a gross and up. Send \$1 for an assortment of the latest popular sellers.

IT'S EASY TO GET LOCATIONS WITH THIS DEAL

World's Champ

Sensational Winner

EVERY PRIZE KNOCCKOUT OF VALUE

NO BLANKS 10 WINNER EVERY MORE TIME

POSITIVELY NOT A GAMBLE EVERY ARTICLE A REAL VALUE!

PICK YOUR FAVORITE FIGHTER—SEE WHAT A KNOCKOUT PRICE HE WINS FOR YOU!!

FREE 50 VALUE EXTRA SURPRISE PACKAGE WITH LAST PURCH

WOW! WHAT A WALLOP—TO SALES RESISTANCE

No. D245—Everyone has gone wild over the "World's Champ." It's New—Novel—Fascinating. Reaps tremendous quick profits for you and dealer, too. Boxing possesses a "year 'round" appeal. Get the play—today—tomorrow—every day—for a good long time to come. With so many important fights this year—the "World's Champ" is irresistible. Consists of 70 prizes, each worth 10c or more. Last punch receives a "surprise package" worth 50c or more—thereby keeping interest until entirely sold. Three "K. O." prizes, each worth 50c or more—add more and greater surprise. Puts pep into the sales—sells the deal in double quick time. (Shipped by express or freight.) Scores of locations—Easy Sales. Place your order now for early delivery. Brings in \$7 at 10c a sale. Sell to dealer for \$5.25 to \$5.50.

COSTS YOU \$3.50

LOTS OF 15, \$3.35 EACH

SCOTTY DOG SET

No. D220—Chicago department store reports sales of about 300 gross in about 7 months, on this sensational number. Consists of Scotty dog figure and a bottle of perfume tied to the dog's neck.

Sample 7c Dozen 79c Gross \$8.95 (Quantity buyers—write for jobber's prices.)

SWING SCOTTY DOG HOUSE WITH DOGS AND PERFUME

No. D240—The talk of the nation. Adds a bit of charm to milady's boudoir or dressing table. Consists of miniature kennel in pink color with black trimming. Scotch plaid effect roof, sliding entrance; two Scotty dog figures, one black and one white, each with a bottle of perfume tied to their neck. An appealing display.

Sample 15c Dozen \$1.65 Gross \$19.50

Billboard and Change Purse

No. M289—Genuine leather throughout. Hand tooled design. Compartment for change with gusset expansion; compact currency fold; 3-side closure with Talon fastener. Suitable for ladies or men. Each in a box. A wonderful gift. Suggested Selling Price 99c to \$1.25.

Sample 69c Dozen \$7.80

9-PIECE LADY ALICE DEAL.

No. D36—A smashing value. Consists of the following famous Lady Alice Products: Face Powder, Tissue Cream, Perfume, Powder Compact, Rouge Compact, Lipstick, Perfume and Almond Lotion. All packed in a box. Suggested Selling Price 99c.

Sample 48c Dozen, \$5.52.

THE PERFECT FALL AND WINTER SELLER

No. T123—Herb and oil inhalant. Made from herbs and oils of great volatility. Recommended for distresses caused by cold in head, headaches, etc. For simple headache—rub cork over forehead and inhale the fumes. Satisfaction guaranteed or money back.

Sample 12c Dozen 98c Gross \$9.98

BILLBOARD AND CHANGE PURSE

No. M289—Genuine leather throughout. Hand tooled design. Compartment for change with gusset expansion; compact currency fold; 3-side closure with Talon fastener. Suitable for ladies or men. Each in a box. A wonderful gift. Suggested Selling Price 99c to \$1.25.

Sample 69c Dozen \$7.80

HANDKERCHIEFS

No. C60—Here's a real value. Men's large size handkerchiefs. Made from high-grade cotton. Hemmed edges. White only. Dozen 29c

No. C20 1/2—Men's white handkerchiefs with fancy stripes. Dozen 32c

No. C65—Ladies' imported handkerchiefs. Fancy border. Hemmed edges. A star value. Dozen, any quantity, 10c

MEN'S WM. A. WOODBURY DEAL

No. D180—A proven seller. A great value. Each piece bears the famous name of Wm. A. Woodbury. Consists of: 1 tube of lather shaving cream; 1 tube of milk of magnesia dental cream; 1 can of talcum powder; 1 bottle of hair shaving lotion; and 10 Wm. A. Woodbury double edge razor blades. All standard size packages.

Sample Deal 37c (Coupons for above deal 85c per 1,000) Dozen \$4.

BOUDOIR LAMP

No. E395—Comes in assorted shapes with luster-finish chinaware base; silk shade with hand-painted designs, silk fringe. Attractive. A star value. Suggested Selling Price \$1.50.

Sample 69c Dozen \$7.88

CENTURY LAMP

No. E163—Lends the perfect touch to commode, buffet, and other occasional tables. Each lamp has 4 colorful discs. When lighted produces a colorful rays. Each lamp equipped with 7-foot cord.

Sample 65c Dozen \$7.56

3-YEAR GUARANTEED WRIST WATCH

No. V315—A practical watch in a size suitable for ladies or men. Tonneau shaped. Chromium finished case and adjustable wrist band. Has non-breakable crystal.

Guaranteed for three years. SAMPLE \$1.75

MECHANICAL SCOTTY DOG TOY

No. J570—An outstanding demonstration. Black and white spotted body, red ribbon collar with bell. When spring wound and released dog nods its head up and down, wags its tail and moves about—realistic and amusing.

Suggested Selling Price 35c Sample 14c Dozen \$1.

FREE WHOLESALE CATALOG

SPURS 4000 MONEY MAKERS

THRILLING FAST NEW SELLERS

MAN'S PART OF THE WORLD

PROMISING AGENTS—MAKES FOR AGENTS, SALESMEN DEALERS, PREMIUM MEN

Your Book Opportunity

WHOLESALE CATALOG No. 50

SPURS COMPANY

WHOLESALE IMPORTERS AND MANUFACTURERS

LE CENTER, MINNESOTA

PLEASE CUT OUT THIS COUPON

SPURS CO., 11-37 Arch St., Le Center, Minn.

Gentlemen:

() Please send to me your FREE, 1938 Wholesale Catalog.

() I enclose \$_____ to pay for the following articles ordered from this ad.....

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(City) _____ (State) _____